



CASE STUDY

mountainwarehouse.com

SECTOR

Outdoor apparel and accessories

AWA CLIENT SINCE

2015

MOUNTAIN WAREHOUSE REVENUES CLIMB 13.8% FROM JUST TWO PRODUCT PAGE TESTS

Mountain Warehouse has over 265 stores globally as well as a website selling good value, high quality outdoor clothing, footwear and equipment.

At the start of the CRO project, AWA identified that more people leave the website between the Product Page and the Add to Basket page, than at any other point in the customer journey.

Detailed research uncovered the reasons why, and principles of neuroscience and psychology were applied to develop creative solutions based on consumer motivations.

Converting visitors into impulse buyers

Typically, someone arrives at the site looking for a specific product. We discovered that the £50 threshold for free delivery could turn logical single-minded visitors into emotional impulse purchasers, so tactical messages were introduced to encourage this behaviour.

I need new walking boots



I need to spend £21.01 to get free shipping

Adventurer Womens Waterproof Boots

Now **£29.99**
Was £59.99 Save 50%

Web experiences were developed to move the visitor from a logical 'hunter' mindset to an emotional 'browser' mindset

However, it was not enough to simply show generic messages about delivery charges. In fact this was found to have a negative effect on sales. This finding led AWA to create and test personalised web experiences.

“AWA’s work opened our eyes to the possibilities and has inspired us to run even more tests.”

MARK NEALE

Owner

AT A GLANCE

Challenge

Introduce a systematic process to find the best opportunities for conversion optimization.

Method

Customer journey analysis revealed a big drop off between product page and Add to Basket so efforts were focused here.

Solution

Personalised messages were introduced based around customer behavior to encourage impulse purchases and raise Average Order Value.

Results

The CRO programme got off to a flying start with a 13.8% uplift in Revenue Per Visitor from just two split tests alone.

Personalising the message

A new basket experience was developed which showed messages tailored to the actual items in the basket. If the total was above the threshold, the visit was told "This gives you free delivery on your whole order"

Mobile and PC

This creative treatment proved highly successful at increasing conversion, but even more striking was the difference between mobile/tablet and PC. It was found that a bigger free delivery message worked better on devices with a smaller screen.



Mobile users (left) responded well to a prominent free delivery message, but PC users were more persuaded by value messages

Simplified messages win more sales

It is said that 'retail is detail' and the adage was certainly true on this project. Painstaking research led to the development of tests based around simplifying the product page. These produced an outstanding 13.8% uplift in Revenue Per Visitor.



Removing unnecessary information and simplifying the Add to Basket process led to an increase in Revenue per Visitor of 13.8%

Simple changes – big results

CEO and founder of Mountain Warehouse, Mark Neale, said, "It was fascinating to see how such tiny changes could make such a difference. Working with AWA allowed us to see how to apply research, and it has transformed how we run our in-house CRO".

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