



CASE STUDY #748

**Improving Conversion Rates for a
Fashion E-commerce Brand**

Prepared By
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IMPROVING CONVERSION RATES FOR A FASHION E-COMMERCE BRAND



Client: Confidential Fashion E-commerce Brand

Service: Conversion Rate Optimization (CRO)

Industry: Fashion

Timeline: 4 months

www.goybo.com

BACKGROUND



The client, a fast-growing online fashion retailer, was experiencing high website traffic but struggled with converting visitors into paying customers. Despite their visually appealing website and a large product catalog, the brand was not meeting its revenue potential. The goal was to optimize the website's user experience (UX) and sales funnel to increase conversions and revenue without necessarily driving more traffic.

OBJECTIVE



- Optimize the website to increase the percentage of visitors who convert into paying customers by refining the user flow and simplifying the purchase process.
- Decrease cart abandonment by streamlining the checkout process, offering multiple payment options, and providing real-time assistance (e.g., live chat) to address any issues during checkout.
- Enhance user experience (UX) by improving website navigation, making it easier for users to find products, and optimizing product pages with detailed descriptions, reviews, and high-quality images.
- Increase revenue per visitor (RPV) by promoting upsells, cross-sells, and time-sensitive offers on high-traffic pages, as well as making product discovery seamless for users.

CHALLENGES



- Despite a large number of users adding products to their carts, many abandoned the checkout process, leading to a high cart abandonment rate.
- Slow page load time, particularly on mobile devices, was negatively impacting the overall user experience, causing potential customers to leave the site.
- The checkout process was complex, requiring customers to fill out unnecessary details, which created friction and led to drop-offs during the final purchase stages.
- The mobile experience was subpar, with many users finding it difficult to navigate the website and complete their purchases effectively on smaller screens.

STRATEGY & EXECUTION



A. User Experience (UX) Enhancements

UX Enhancement	Description
Streamlined Navigation	Improved website navigation by making the search bar more prominent, clearly categorizing products, and simplifying the menu for easier browsing.
Mobile Optimization	Optimized the website for mobile users by simplifying design, enhancing touch interactions, and minimizing pop-ups to improve the mobile experience.
Visual Enhancements	Enhanced product images with zoom-in capabilities and 360-degree views to provide a better visual experience for customers.
Customer Reviews & Social Proof	Integrated customer reviews, ratings, and user-generated content (photos) to increase trust and confidence in the products.

B. Conversion Funnel Optimization

Conversion Funnel Optimization	Description
Simplified Checkout Process	Reduced checkout steps and added a guest checkout option, removed unnecessary fields, and incorporated autofill for returning customers.
One-Click Upsells & Cross-Sells	Integrated personalized upsell and cross-sell suggestions during product page visits and the checkout process to increase average order value (AOV).
Clear Call-to-Action (CTA)	Enhanced CTA buttons with action-oriented copy like “Buy Now” and “Add to Cart” to guide customers toward completing their purchase.

C. Cart Abandonment Reduction

Cart Abandonment Reduction	Description
Exit-Intent Popups	Implemented popups that appeared when users attempted to leave the site, offering discounts or incentives to encourage purchase completion.
Abandoned Cart Emails	Set up automated email reminders with product images and discount offers to entice users to return and finalize their purchase.

D. A/B Testing & Data Analysis

A/B Testing & Data Analysis	Description
A/B Testing	Conducted A/B tests on product page layouts, CTA button colors, and checkout button placement to identify the best-performing variations.
Heatmap and Session Recording	Utilized tools like Hotjar to analyze user behavior, identifying friction points in the journey and areas where visitors were dropping off.

RESULTS

Metric	Before CRO	After 4 Months	% Change
Conversion Rate	1.2%	3.8%	+216%
Cart Abandonment Rate	70%	48%	-31%
Revenue Per Visitor (RPV)	\$2.50	\$4.60	+84%
Average Order Value (AOV)	\$45	\$65	+44%
Website Bounce Rate	58%	45%	-22%

KEY TAKEAWAYS

Key Takeaways	Description
Simplicity Equals Conversion	Streamlining the checkout process and simplifying navigation led to fewer obstacles to conversion and a smoother experience.
Mobile Optimization is Key	Focusing on mobile users, who made up a large portion of traffic, resulted in a significant increase in conversions.
Effective Cross-Selling & Upselling	Integrating upsell and cross-sell opportunities in a non-intrusive way increased average order value without harming user experience.
Data-Driven Decisions	A/B testing and heatmap analysis allowed for precise optimizations based on real user behavior, leading to improved conversion rates.

CONCLUSION



This case study illustrates the powerful impact that Conversion Rate Optimization can have on e-commerce performance. Through careful attention to UX design, checkout simplification, mobile optimization, and strategic use of upselling, the brand significantly boosted its conversion rate, reduced cart abandonment, and increased revenue per visitor. CRO is an ongoing process, but with the right strategy, the brand can continue to optimize for maximum return.

The Goybo logo is a teal square with rounded corners. Inside the square, the word "Goybo" is written in a white, sans-serif font. The background of the square features a faint, light blue pattern of overlapping squares and lines, creating a digital or network-like aesthetic.

Goybo

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