

JOHN SMEDLEY

MADE IN GREAT BRITAIN

powered by **OMETRIA**

JOHN SMEDLEY BOOSTS UK ADD TO BASKET RATE BY **OVER 11%**

ABOUT

A 230 year old British fashion brand renowned worldwide for creating iconic knitwear. To this day John Smedley still manufactures clothes from their original mill, which is the oldest industrial mill in the world, located in the heart of the UK.

INDUSTRY

Luxury Knitwear

HEADQUARTERS

Matlock, Derbyshire

REACH

Worldwide

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The Ultimate Travel Companion...

City break, ski trip or tropical adventure, these pieces inspired by the John Smedley family's holiday archive, will ensure however you're travelling you'll be doing it in style.

100% CASHMERE OR SILK OUR TRAVEL COLLECTION OFFERS TRUE LUXURY.

THE CHALLENGE

John Smedley has been driving forward their global ecommerce operation, achieving consistently high growth year on year. Customer acquisition is very strong at johnsmedley.com, and they attract a significant amount of new and returning traffic on a monthly basis. In addition to further customer acquisition, the John Smedley team realised that there was a great opportunity for revenue growth from increasing their conversion rate by improving on site usability.

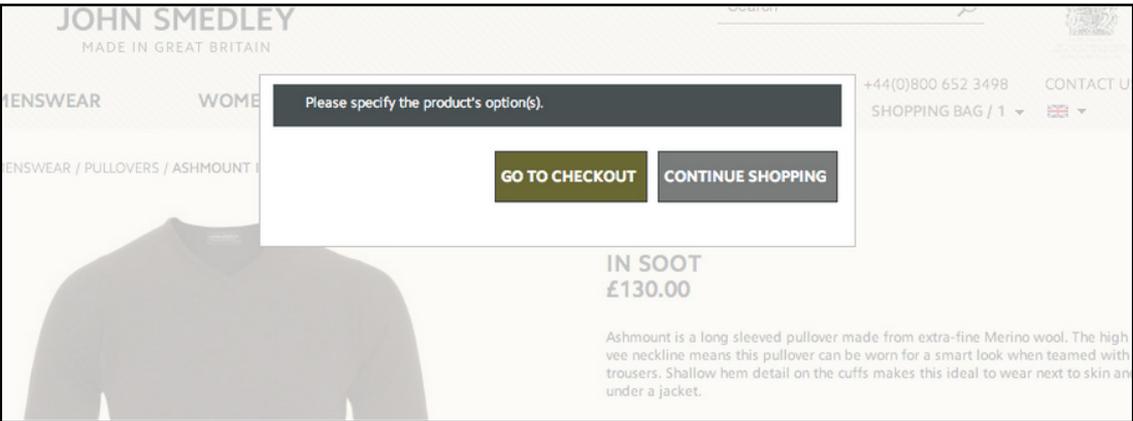
To analyse site usability, they required a tool which enabled them to deep dive into their customer journey to discover the major roadblocks to conversion. In addition they needed the ability to analyse this data for different segments of traffic to see if there was a general usability issue for all traffic or just for a specific customer segment, such as those from a certain country or using a particular type of device. They also wanted a way to easily measure the effect on performance after implementing potential solutions.

THE SOLUTION

John Smedley turned to Ometria's all-in-one ecommerce intelligence platform to give them the customer experience data they required. Ometria's powerful conversion funnel features were immediately available after a simple integration, with no requirement for implementing complex custom tracking code.

Using Ometria's visual conversion funnel it was clear one of the largest opportunities lay at the add-to-basket stage. Many people were viewing product pages but not as many as expected were taking the next step and adding a product to basket. There was a significant drop-off. John Smedley's team dug deeper using Ometria's grid analysis feature. They explored how the add-to-basket rate varied for different dimensions of traffic such as device, visitor type, traffic source and country, and identified that it was only UK visitors who contributed to the low overall add-to-basket rate.

The John Smedley team examined their product pages to try to determine exactly where the problem was occurring. They discovered an issue when people were adding products to basket but hadn't selected a size - the error messaging for the UK site was confusing, and it was easy for shoppers to miss the fact they had to add a size.



They implemented a solution which guided people more clearly in this situation, to match the process on their other global sites.

Segment	Revenue	Revenue per visit	AOV	Bounce rate	Stage	Visits
All traffic						
Domestic Visitors					Visits	9% (k visits)
International Visitors						
Mobile users					Viewed listing	9% (k visits)
Tablet users						
Desktop users					Viewed product	9% (k visits)
Mobile + Tablet users						
Organic Search						
Paid Search					Added product to basket	9% (k visits)
					Started checkout	9% (k visits)
					Completed checkout	9% (k visits)

RESULT

The result proved that the problem had been correctly identified, and the solution worked. John Smedley directly impacted their bottom line with an 11% increase in conversion at the add to basket stage for UK visitors.