

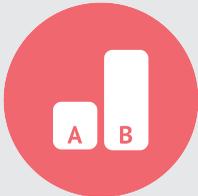
CASE STUDY



Peter Millar Sees Conversion Rates Rise by 6.8% Despite Large Year-Over-Year Increase In Traffic

PETER MILLAR

Channel



CRO

Industry



Fashion & Apparel

Target/Goal



Scale Customer Acquisition

The Situation

Premium lifestyle apparel brand, Peter Millar, was founded in 2001 and has grown to a wide range of luxury performance sportswear, high-end apparel, and accessories.

In search of a way to scale customer acquisition, the brand partnered with ROI Revolution. The ROI team explored opportunities to improve Peter Millar's overall website experience and convert new customers that were interacting with the brand for the first time.

Opportunity Identified

The team at ROI identified over a dozen opportunities to optimize the brand's webpage. It was determined that a lack of detailed product information and unnecessary interactions were restricting the brand's conversion rates.

The team quickly got to work to reduce user search frustrations, increase overall credibility of the site, and emphasize the prominence of unique selling points. First, they identified what ideas to test and how to adapt within the brand's image. Next, they strategically organized their core hypotheses into three main groups, each with primary subtests around that idea.

Our Expertise in Action

Group 1: Increase the Prominence of Product Information

TEST A: Increase prominence of price (mobile)

Hypothesis & Strategy

To reduce User frustration and increase purchases, we enhanced the font size and prominence of pricing at the top of product listing pages, and changed the color on mobile.

Results: 5.7% conversion rate lift

TEST B: Fitment guide placement

Hypothesis & Strategy

To reduce customer anxiety and boost conversion rate, we increased the visual prominence of the fit guide. This test had four variations of size chart placement.

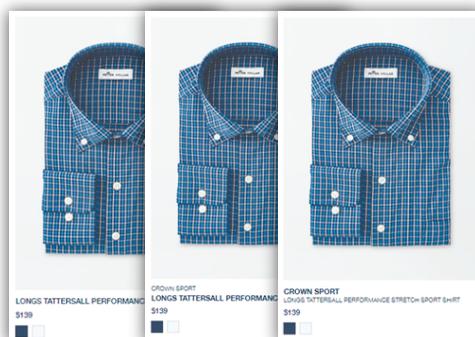
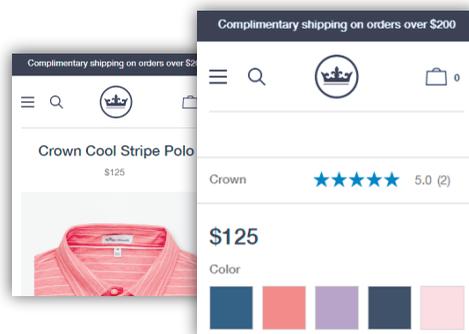
Results: 11.72% conversion rate lift

TEST C: Add collection names to product listings

Hypothesis & Strategy

To increase product listings clarity and conversion rates, we added collection names on the product listing page for all device types.

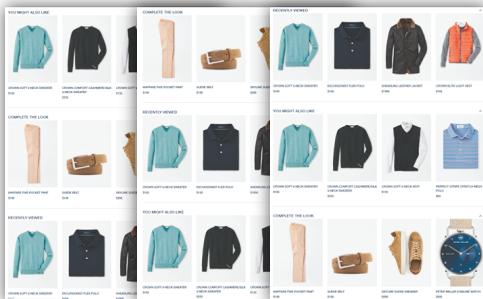
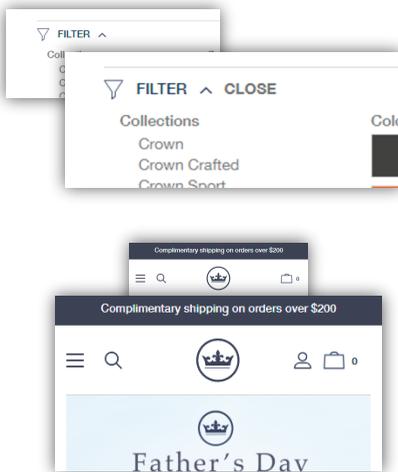
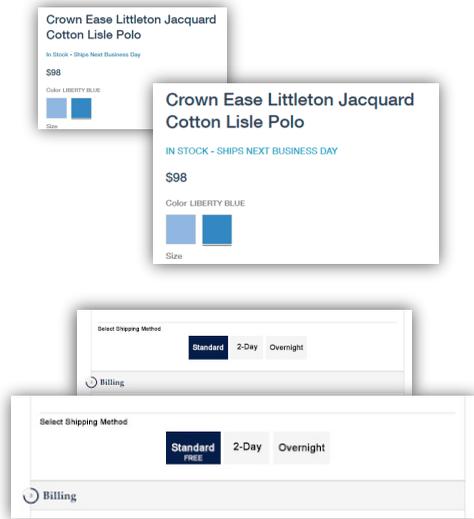
Results: 7.49% conversion rate lift



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Our Expertise (Continued)



Group 2: Increase the Prominence of Unique Selling Points

TEST A: Increase the prominence of in stock and ships next day messaging Hypothesis & Strategy

To increase user motivation and awareness of the benefits to purchasing, we increased the prominence of “in stock” messaging on product display pages by increasing the text font size.

Results: 4.14% conversion rate lift

TEST B: Specify that standard shipping is free Hypothesis & Strategy

To reduce customer anxiety and frustration, we clarified that standard shipping is free earlier in the funnel so customers wouldn't think they would have to pay to get their product shipped.

Results: 3.67% conversion rate lift

Group 3: Decrease Clicks and Interactions

TEST A: Add a way to close faceted navigation (desktop)

Hypothesis & Strategy

To decrease user friction and increase conversion rates, we increased the filter functionality so that users had more clarity how to leverage and close the dropdown feature.

Results: 5.42% conversion rate lift

TEST B: Add a login icon to header (tablet, mobile)

Hypothesis & Strategy

To encourage more users to log in and increase new user loyalty, we added a login icon to the header to make it faster and easier for mobile and tablet users to log into their account.

Results: 5.42% conversion rate lift

TEST B: Determine helpfulness of dynamic content types

Hypothesis & Strategy

To provide a better comparative shopping journey, ROI moved the “Recently Viewed Products” carousel higher within the page layout for easier access.

Results: 7.19% conversion rate lift

Results Achieved

The ROI team has continued to make iterative improvements to the user experience. By reducing friction and communicating the Peter Millar brand message and unique selling points, the team has managed to **increase the site-wide conversion rate by 6.8% year-over-year** even while seeing a **45% increase in traffic** during the same period.