How surveys and a small redesign lead to 28% increase in conversions for a product category

BACKGROUND

Bonia is one of the top luxury fashion retailers in Asia. They are based in Malaysia and have over 700 offline shops and 70 boutiques. The company was founded in 1994 and it started with designing, manufacturing and wholesaling leather goods in Singapore. Its online shop business strategy is focused on leather accessories, such as bags for women and men, wallets and watches. In 2014 Bonia reported sales of 691.61 million Malaysia Ringgits (US$ 194.11 million), which increased by 9.4% compared to 2013.

CHALLENGE

The offline stores of Bonia are very famous in Asia, but this doesn’t make it easier to sell the products online, as you can’t be there to treat the cognitive biases of a customer.

You can get quantitative information from Analytics about your customers (of course, if the account is set up correctly), but you can’t have a conversation with them. But with the surveys feature on Omniconvert you can actually do this. Surveys offer the opportunity to ask your visitors why are they leaving your website without buying.
SOLUTION

On exit surveys aka qualitative research are a goldmine in terms of insights from the visitors that are not buying. In the first place, we asked them if they did find what they were looking for on Bonia.com:

If they were answering YES, we asked them why they did not purchase anything/ did not finish the order.
RESULTS

After 2 months of running on the website and a sample of 1000 answers, our survey concluded that:

• 85% of the respondents did not find what they were looking for and
• only 15% of them did find what they wanted, but something stopped them from buying.

The main objection of the ones that found what they were looking for, but did not buy, was the budget.

The other part of the visitors were looking especially for Watches, Bags and Wallets (the heroes of the website).

INSIGHTS

The conclusion revealed that people were looking for wallets, bags and watches, but these products were not explicitly displayed in the navigation bar.

We also discovered from the site search in Analytics (it’s a must to set up this feature) that people were mostly searching for watches.

And we used the persuasion slide concept, that tells us the nudging point is very critical and vulnerable in the engagement process because it is the point where you convince the visitor to get into the funnel.
After gathering these valuable insights, we built a hypothesis meant to validate the findings: visitors need to see these main categories right away when they land on the website. We have added the Watches category in the navigation bar, split between the Men watches and Women watches and also emphasized the Bags and Wallets category together with maximizing the font size.

Control BONIA - 50% of the traffic:

Variation Omniconvert - 50% of the traffic:
After 2 months of testing, the CTR on BAGS category increased with 28% and we brought an uplift in conversion of 66%. In terms of results from the surveys, a plot twist happened. The percentage of people that were not finding what they were looking for has decreased from 85% to 47%. The category A/B test allowed us to measure and quantify the impact of our changes.

What’s the lesson?
If you ask the right question, you get the rights answers and you can built something based on the results. Conversion optimization is an ongoing process that follows the next methodology:

- Quantitative & Qualitative research
- Gather insights
- Develop a hypothesis
- Implement hypothesis, test and measure results.
- Continue the process until you get the desired results.

The main idea here is: don’t stop optimizing your website and try different approaches to your visitors until you reach your objectives. You can increase your conversions too, following the above steps and using the right tools at the right time.

Start INCREASING conversions and skyrocket your website performance today! www.omniconvert.com