



Lacoste increases its conversion rate by 29.7%



CLIENT:
Lacoste

SECTOR:
Fashion

COUNTRIES:
112

POINTS OF SALE:
2,300

Lacoste is an iconic French upmarket clothing brand founded in 1933.

Lacoste is developing its web presence to create an additional channel and increase its online conversion.

fifty-five was tasked with working on a performance audit of Lacoste's website, taking into account all aspects of their digital strategy (acquisition, engagement, conversion, customer-relationship).

The agency built a roadmap of the different areas for improvement revealed by the audit, and prioritised them according to their impact on the global revenue and the estimated difficulty of their implementation. A subset of the elements were selected for testing.

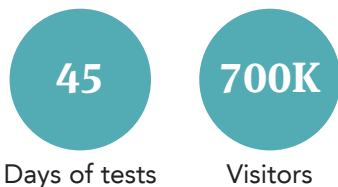
How can we improve a website's global performance using only minor changes?

The results of the audit led fifty-five to suggest alternate versions for three of the website's pages: the homepage, the product page, and the cart page.

Multivariate testing displaying two alternative versions for each of the pages enabled Lacoste to identify the most efficient conversion levers, whilst noticeably improving the site's global performance.

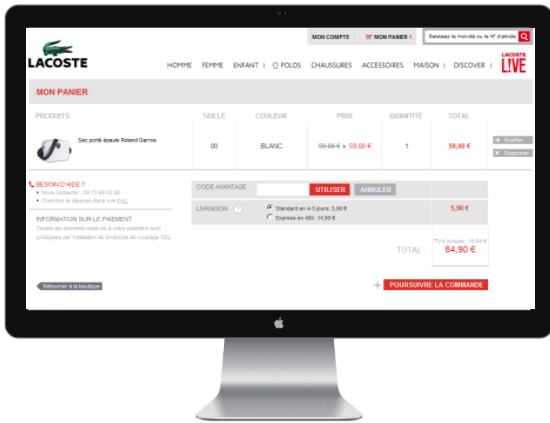
Three goals were set:

1. Increase the add-to-cart rate
2. Increase the purchase rate
3. Increase the average cart value

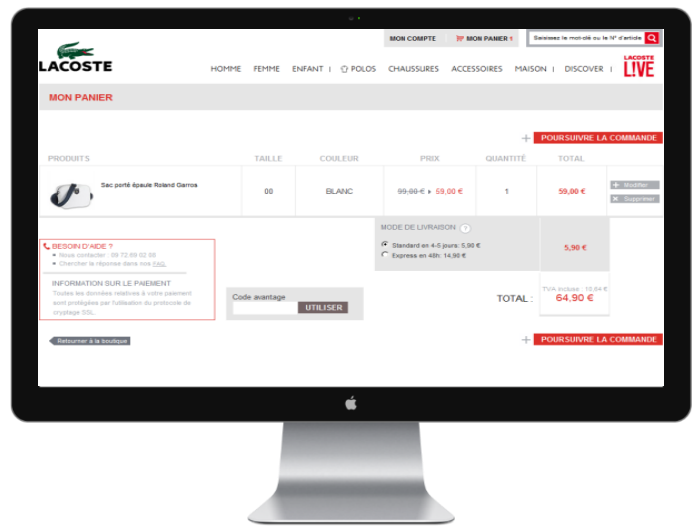


Multivariate testing puts different navigation paths in competition, to determine the optimal path. fifty-five's aim was to optimise the path from the homepage to the product page, through to the cart page.

The alternate versions included slight variations, such as the way they displayed the delivery details on the homepage, additional text areas on the product page indicating the different delivery options, or a restructured cart page emphasising the content that would improve the user experience.



Original version



Winning version

“Thanks to fifty-five’s web analytics tools, we improved our conversion rate by 0.3 points, which means 24,000 additional orders over the year.”

Sébastien Fayet,
E-commerce Director
Lacoste

45 days of tests and over 700,000 visits were needed for fifty-five to identify the optimal combination, which increased the conversion rate by 30%. The most effective version included an informative text area under the add-to-cart button, highlighting free shipping after a certain order value, and other additional pieces of information about delivery options.

The improvements resulting from the tests had other positive impacts upon the website global performance. The average visit duration and the average cart value also increased, and this directly translated into an increase in Lacoste’s global revenue. The brand took the test results into account when rebuilding its e-shop.



Part of You & Mr Jones, the world’s first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, Shanghai and New York, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.