

JOHN VARVATOS: THE CHALLENGE

Optimize an in-production
commerce experience, with
surgical precision to increase
revenue and conversion

john varvatos

JOHN VARVATOS: OUR SOLUTION

RAPID OPTIMIZATIONS

Focused enhancements based on data, prioritized for the optimal ROI



UX and
Analytics Audit



Backlog
Prioritization



Design &
Develop



Launch &
Evaluate

LAUNCHED MAY 2018

SALESFORCE COMMERCE CLOUD

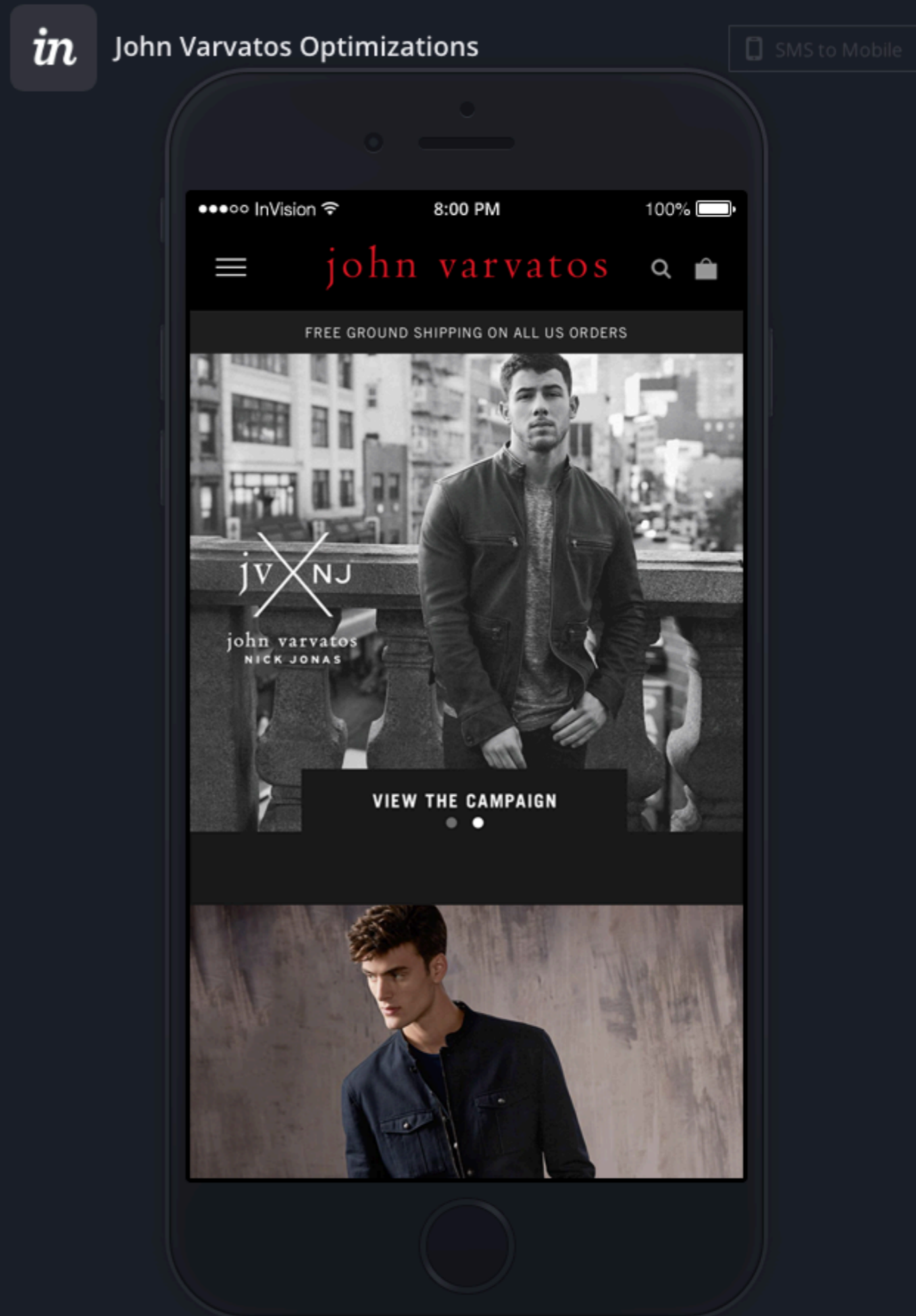
NAV ANALYSIS: OLD DESIGN

1. Top-selling categories are: shoes, t-shirts & leathers, yet they weren't receiving clicks.
2. Nested navigation items receive low click volume because they are not easily reached
3. Certain subcategories are less popular and naming needed to be improved



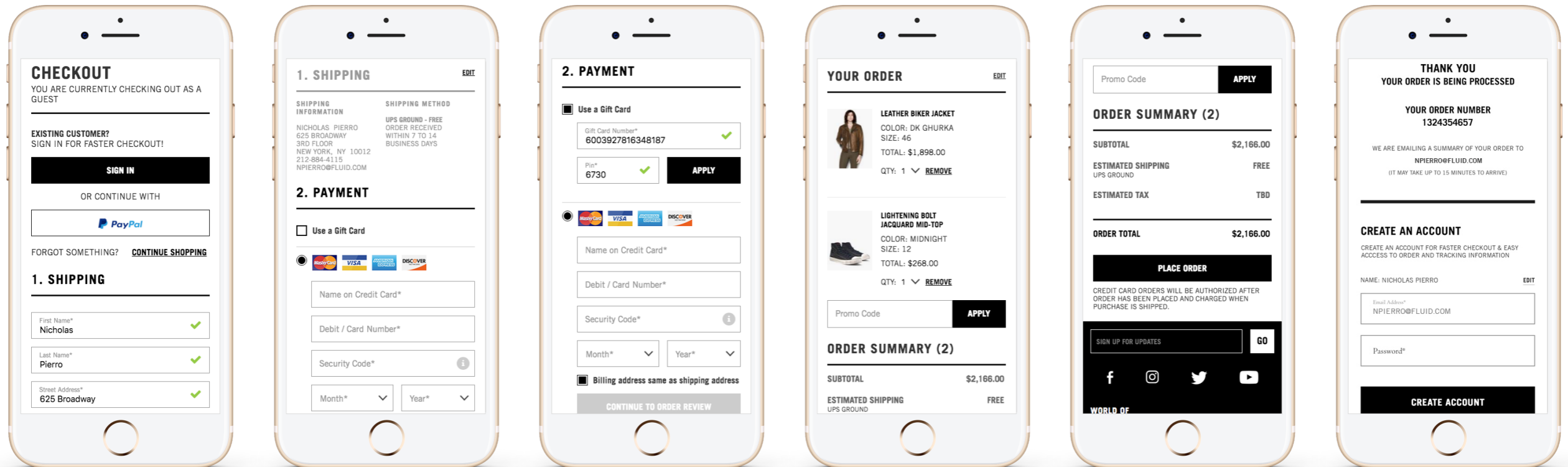
NAV ANALYSIS: NEW DESIGN

1. Removed one level of nesting across all navs to reduce taps to subcategory from 3 to 2
2. Added a leather category to give more prominence to leather products across categories (shoes, jackets, etc.)
3. Surfaced popular subcategories, including Leather, Outerwear, and Jackets



CHECKOUT: NEW DESIGN

1. Moved to single-page progressive checkout
2. Fixed button placement, treatment & call to action
3. Fixed form fields and field error messaging



NAV: RESULTS

The new nav design improved continuation from homepage to key categories.

- **300%** Increase in Pageviews of Men's Jackets
- **45%** Increase in Pageviews of Men's Tees
- **20%** Increase in Pageviews of Leather
- **50%** Increase in Pageviews of New Arrivals
- **40%** Increase in Pageviews of Sale

JOHN VARVATOS: OUR RESULTS

CHECKOUT: RESULTS

Improved cart to order dropoff, especially on mobile.

- Switching to Single Page Checkout and Fixing Checkout Layout Improved Cart to Order Dropoff
- Mobile Saw an 8 Point Improvement in Cart to Order Dropoff (From 77% to 69%) and Desktop Saw a 4 Point Improvement.
- Both Desktop & Mobile Are Now Within Range of Benchmark Within One Month of Going Live.



JOHN VARVATOS: OUR RESULTS

55%

Mobile revenue
increase YOY

22%

Mobile conversion
increase YOY

45%

Page-View increase for
top selling categories

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