



# Ariat uses data to improve customer experience and drive results

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## About Ariat

- Equestrian Athlete Apparel and Footwear
- International Headquarters: Union City, CA
- [www.ariat.com](http://www.ariat.com)

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## Goals

- Optimize the performance of all digital marketing channels
- Increase the effectiveness of home page promotions
- Measure the impact of interactive website features
- Understand the value of all conversions, beyond just e-commerce orders

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## Approach

- Uniform digital campaign tracking strategy
- Robust measurement plan to capture user actions & key website elements
- Measure micro-conversions in order to determine their economic value

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## Results

- Digital marketing campaign optimizations led to a 17% increase in per-visit-value
- Data-driven improvements to the shopping experience decreased cart abandonment by 18% and increased e-commerce conversion rates by 14%
- The effectiveness of on-site promotional banners improved by 80%
- Focusing on micro-conversions drove a 206% increase in email signups

## Breaking in new boots

Ariat is the leading equestrian footwear and apparel brand in the United States. Their website - Ariat.com - is an e-commerce sales channel, a branding tool, and a medium to feature their channel partners. Its goal is to facilitate the entire buying cycle from awareness to loyalty.

In 2010, Ariat invested heavily in digital by creating a powerful new website. In order to justify the cost and report a return on investment, the new website would require a comprehensive web analytics and reporting program.

Beyond just evaluating key performance indicators (KPIs) for e-commerce, such as revenue and conversion rate, Ariat needed to measure the effectiveness of their new merchandising and promotional features, and also the effectiveness of various digital marketing channels.

## Finding the right fit

Ariat reached out to SwellPath to assist in the evaluation of analytics tools and general consultation on the measurement strategies for their new site.

SwellPath determined that Google Analytics was the right tool for the job, based on its flexible measurement capabilities and advanced analysis tools. They then created a custom measurement strategy and analytics framework to align the data with Ariat's business goals.

This framework ensured that they could measure the effectiveness of their internal promotional campaigns, shopping tools and product page features, and all digital marketing channels.

SwellPath also introduced Ariat to "micro-conversion" metrics. These are actions that may not be a straightforward goal completion, but rather support the conversion process or have their own inherent value. For Ariat, this included email signups, sharing content with social media buttons, and outbound clicks to channel partners.

## Out of the starting gate

To help the website launch be as successful as possible, SwellPath was comprehensive in their approach, measuring as much as possible in order to produce the greatest number of insights.

Reporting on the performance of digital marketing channels (Display, Paid Search, Social Media, Email) was critical, so SwellPath created a global campaign tracking strategy to ensure consistency. Custom Advanced Segments were then created to easily report on conversion rates for each channel.



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## About SwellPath

- Portland, OR
- SwellPath is a digital marketing and measurement agency, based in Portland, Oregon. We offer clients unmatched solutions through our deep industry experience and customized, data-backed approach to digital marketing.
- [www.swellpath.com](http://www.swellpath.com)

Since Ariat uses creative promotions on their homepage to drive sales, Custom Variables were deployed to measure the impact of a given promotion on revenue and product sales.

The new website also had a number of engaging technologies to enhance the shopping experience, such as product sorting options, videos, reviews, and product specifications. They wanted to understand how often the shoppers used these tools, and evaluate whether it drove increased sales. To do this, SwellPath used custom Google Analytics Event Tracking tags to capture each feature adoption. Over time, this data revealed trends in conversion/sales assistance.

Finally, SwellPath made sure to capture micro-conversions as Goals in Google Analytics. This allowed Ariat to evaluate success beyond simply same-visit purchases, giving them proxies for customer loyalty and future purchase intent.

*"SwellPath and Google Analytics have played an integral part in our ecommerce success. Google Analytics provides a tool for in-depth analysis of all marketing channels and SwellPath creates clear and actionable recommendations, resulting in increased traffic, brand engagement and conversion."*

**- Holly Dresden, Director, Ariat Online**

## Backing the winning horse

Ariat's new website launch has been a huge success thanks to data-driven improvements made from the very beginning.

Being able to measure and optimize the many features of the shopping experience allowed them to identify improvements that decreased cart abandonment by 18% and increased conversion rate by 14%. Acting on these opportunities so soon after launch allowed them to save large amounts of potentially lost revenue, and avoid customer irritation through a simpler checkout experience.

Merchandising promotions on the homepage were also optimized based on insights from custom analytics data. The e-commerce conversion rate for visitors interacting with these promotions rose over 80% from 2011 to 2012.

Consistent digital campaign tracking and attribution analysis identified key success factors in email campaigns, social media marketing, and display campaigns. This allowed for optimal budget planning and campaign optimization resulting in a 14% year-over-year increase in the ecommerce conversion rate for those campaigns, and a 17% increase in per-visit-value.

Using advanced analytics and measurement tactics with Google Analytics allowed Ariat to quantify the improvements to their website, revealing a fantastic ROI and providing many opportunities for future growth.

