



About Brian Gavin Diamonds

- Renowned for its signature hearts and arrows diamonds and custom jewelry design
- Headquarters: Houston, Texas
- www.briangavindiadmonds.com

Goals

- Get a better understanding of customers' pre-purchase behavior online
- Drive customers to online conversions
- Apply new customer insights to e-commerce site redesign

Approach

- Used Google Enhanced E-commerce to understand pre-purchase shopping behavior and product performance insights
- Adjusted features and functionality on the site to optimize conversions and customer experience

Results

- Identified over \$500K in lost revenue due to high cart abandonment rate
 - Increased checkout to payment page by 60%
 - Made improvements to site features for improved customer experience and conversions
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Brian Gavin Diamonds Sees 60% Increase in Customer Checkout With Google Enhanced Ecommerce

Brian Gavin Diamonds is a Texas-based jeweler that specializes in custom engagement rings. It's also known for its signature line of cut "hearts and arrows" diamonds. The majority of its sales are through online, and the company relies on the customer service it provides over the phone to help influence those sales. To prepare for a redesign of its e-commerce site (www.briangavindiadmonds.com) and to make informed decisions regarding its digital investments, the company wanted to get a full picture of its customers' behavior across the purchasing funnel.

Diamonds sold online, with offline influence

Detailed customer insights are a key part of the marketing strategy for Brian Gavin Diamonds. The company's main customers are couples ages 18 to 45 who are shopping for engagement rings. Its e-commerce site is responsible for 95% of its sales, and international clients make up 20% of the company's business. Given that most of the brand's signature diamonds are sold online, this is where it focused its marketing efforts.

While planning its redesign, Brian Gavin Diamonds wanted to better understand how the customer service it provided over the phone influenced customers' decisions to purchase, with the goal of driving additional online conversions. At the same time, the company also wanted to know how customers were navigating its e-commerce site and, most importantly, if they decided to make a purchase—or not.

Using data to understand shopping behavior

Brian Gavin Diamonds has been using Google Analytics since 2009, and this summer it embraced the opportunity to implement Enhanced Ecommerce, a new feature designed to provide detailed insights into pre-purchase shopping behavior and product performance. Like many other e-tailers, Brian Gavin Diamonds was finding it needed increasingly sophisticated data tools to keep up with the remarkable rise of online shopping, which has increased 30% YoY in 2013, according to Google.

The jewelry brand was particularly keen on finding out what Enhanced Ecommerce could reveal about its customers' pre-checkout behavior as well as what influences a customer to leave a product in the cart without seeing it through to purchase. The company wanted to use this information to enhance its customers' experience on the site and, ultimately, help its brand perform better in a competitive landscape.

It also looked to Enhanced Ecommerce to better understand how specific products were being perceived in the minds of its customers. For example, the company found that its newest line of diamonds, The Advance Collection, was fueling a lot of interest from customers. Since it launched in June, the new collection has

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 - For more information visit: google.com/analytics
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provided a 6% boost in sales. Following the popularity of this product category, Brian Gavin Diamonds plans to launch an additional product line with similar inventory this fall.

Customer insights lead to site improvements

In just the first month of using Enhanced Ecommerce, Brian Gavin Diamonds had already gained a new perspective on its goal of increasing online conversions and its site redesign plans. While there was plenty of site traffic from those interested in custom diamond design, the company was able to identify that it had a surprising issue with cart abandonment: over \$500K in sales had been abandoned in one month alone. This translated into a missed opportunity to engage those customers at a critical time—when they were making purchasing decisions.

The brand wasted no time in making changes to its e-commerce strategy, starting with a revision to its site.

Based on insights from Enhanced Ecommerce, Brian Gavin Diamonds decided to build a guest checkout flow specifically for customers who are on the cusp of making a purchase. With this simple change, the company was able to realize a 60% increase in customers who made it through checkout to the payment page. As part of the site enhancement, Brian Gavin Diamonds also streamlined the features on its site to focus on those that customers use the most. For example, it was revealed that the live chat feature on the left hand navigation bar was taking up valuable site space, only providing 20% of the revenue associated with live chat, compared to 40% each for the live chat features at the top and right of the site. The company also found a difference in how its category page settings were performing on the site—features that were popular on the company's social media were lagging behind on the web site. Consequently, Brian Gavin Diamonds is looking at how it can improve the navigation on its category pages for a more seamless customer experience.

In the future, the company has plans to account for its offline customer service by using the API to track offline conversions within Google Analytics. Associating these phone calls with traffic sources on the site will allow Brian Gavin Diamonds to better understand the effectiveness of their marketing dollars.

