



With help from Periscopix, WBC employs advanced segments in Google Analytics to boost its e-commerce conversion rate by more than 12%

About WBC

- www.wbc.co.uk
- Suppliers of branded fine wine and food packaging
- London, UK

Goals

- Understand visitor interaction with site and identify areas of improvement
- Ensure accurate Google Analytics implementation for solid data analysis

Approach

- Conducted in-depth implementation audit
- Set up site search, event tracking and goals
- Performed site analysis
- Used advanced segments to identify new and returning visitors, and to understand how their behaviors differ
- Implemented A/B homepage test

Results

- A/B tested to 2.2% improvement in homepage engagement
- E-commerce conversion rate increased 12.2%

Background

Established in 1989, WBC is the UK's largest supplier of hamper, deli and drinks packaging to independent retailers. As the website is the company's main business generation tool, it is essential that it promote their range of 850 products in the most attractive and accessible way possible. With a view to redesigning their e-commerce site and increasing the number of sales it generates, WBC was keen to understand how web traffic interacted with the site, and where potential improvements could be made.



The WBC homepage, before (left) and after (right)

Put to the test

Following an audit of their implementation, WBC's search engine marketing agency, Periscopix, began tracking micro-conversions such as brochure downloads and crucial interaction data like on-site search tracking. Using advanced segmentation, they found that a high conversion rate for loyal customers was hiding a very low conversion rate for users completely new to WBC. "Navigational analysis and an understanding of on-site searches pointed to one thing," says Periscopix Web Analyst Oliver Walker. "Users arriving at the homepage found it too difficult to locate products or even categories that they were looking for. Given that the homepage is a major landing page for WBC, we decided a change was needed."



About Periscopix

- www.periscopix.co.uk
- London, UK
- Google Analytics Certified Partner
- Owned entirely by its staff, Periscopix is a unique company within web analysis. With a strong focus on the quality of employees, the agency pulls together people with backgrounds in marketing, consultancy, consumer psychology and web design to provide top quality data analysis and recommendations for online businesses.

Aesthetically, the changes Periscopix proposed were subtle and focussed on two main areas: showcasing the range of products stocked by WBC and imposing a sense of authority in the marketplace. Using Google Analytics, Periscopix identified WBC's most popular products. These were given prominence in the centre of the homepage. The previously under-utilized right-hand side was optimized to feature media that previously had been hidden deeper in the site. "This adds a personal or service side to the business, putting them ahead of competitors who can be seen as mere wholesalers," explains Oliver.

"Google Analytics has given us easy access to comprehensive information on visitor behavior. This has helped us to make informed decisions about improvements for a better customer experience, which has led to an increased conversion rate."

- Lauren Gale, E-commerce Manager, WBC

Right at home

Periscopix ran an A/B test on the homepage for three months. This resulted in a 2.2% increase in homepage engagement and a boost to the e-commerce conversion rate by 12.2%. WBC have now committed to redesigning the website, with the homepage variation proposed by Periscopix forming the cornerstone of this new structure. "We're also planning future A/B tests on other key pages on their site," says Oliver. "Next in line? We'll be looking at how to improve category pages."

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.

