



Boden Increases Trouser Sales by 160% with Coremetrics Analytics™

Boden is one of the fastest growing direct order companies in the United Kingdom and the United States. Founded in 1991 by Johnnie Boden, who was inspired by the high standards set by US mail order companies, Boden filled a gap in the U.K. market for competitively priced, well-made clothes designed with a sense of style and delivered directly to your door.



Challenge

In April 2006, Boden introduced a host of new features to its web site. Because of Boden's emphasis on improving the customer experience, several features were added simultaneously. The challenge, therefore, was to evaluate the impact of each new feature individually in order to understand its contribution to sales. Two of these features, the *Shop by Trouser Fit* tool and the New Arrivals area, proved their value based on analysis conducted in Coremetrics. As a result, both have been prioritized for additional investment.

The *Shop by Trouser Fit* tool, along with the New Arrivals feature, were both created to direct users to a specialized area for easier product selection. These tools stood out in the initial review of the site as popular customer initiatives. With the Autumn Range launch approaching, Boden specifically wanted to know if these tools had in fact increased the number of trousers, or new arrivals, sold in comparison to pre-launch sales. Boden also wanted to evaluate the results against offline sales figures.

Solution

Leveraging Coremetrics Profile Mining and LIVEview reports, Boden was able to understand whether visitors who used the two new tools were more likely to purchase. By comparing online and offline product sales several weeks before and after the launch, Boden cre-

ated a complete multichannel picture. Moreover, it was able to identify exactly which trouser types and new styles were purchased and viewed. Analysis showed that the most popular products were low on the page, motivating a page redesign that resulted in increased product views and conversions.

Coremetrics Clickstream Analysis allowed Boden to understand how its visitors navigated through the site from the *Shop by Trouser Fit* results pages, and establish how their navigational behavior differed from other visitors. The study of the visitor pathing through the web site highlighted the true benefit of the new feature.

Results

The *Shop by Trouser Fit* feature proved to have a profound effect on sales, with a massive 160% increase in trouser orders on the web site post-launch. In addition, an average of 11% more trousers were sold online than via the call center or store in the following weeks. This is a particularly impressive turnaround given that the web site previously sold the fewest trousers of all channels. Boden also learned that 22% of items purchased after visiting the trouser fit page were trousers. This was a much higher average than users who had visited individual trouser product pages. Clearly, grouping the styles together helped to diminish the mystery and fear customers feel when buying trousers.

Boden discovered that the New Arrivals page had influenced 16% of total site sales. Click-

“We wish we could ask our customers, ‘How can we make our web site work better for you?’ but it would be impossible to canvas all of them! Now we are improving the web site simply by watching our visitors walk around the store. It’s like turning the lights on.”

—Online Manager

Boden UK

BODEN CASE STUDY

stream analysis revealed that customers used the page as a base to explore products in the Mens, Womens, Girls and Boys sections, returning frequently for comparison against new products. Users continued to do this long after the new arrivals ceased to be relevant, indicating to the Boden team the potential value of refreshed content on these pages.

The analysis concluded with a commitment to improve both sections of the web site, and promote the features more fully in the new season launch.

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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