

hotter®



How experimentation helped Hotter Shoes delight their customers

Key stats

- Experimentation has delivered Hotter an ROI in excess of 20:1 (2019)
- Revenue up 18.5% (2019 vs 2018)
- Transactions up 24.7% (2019 vs 2018)
- UCR up 13.0% (2020 vs 2019)

Hotter are a direct-to-consumer footwear brand and one of the biggest shoe manufacturers in the UK. Their focus is on product innovation, customer-centric approach, and continual reinvestment in customer experience. They have been partners with Endless Gain and Kibo Personalization, powered by Monetate and Certona, for over 4 years. During that time, they have evolved their optimisation strategy from basic A/B testing to running hundreds of more complex experiments and personalised experiences. All of them have been led by in-depth research, including advanced biometric research, data led insights, and consumer psychology.



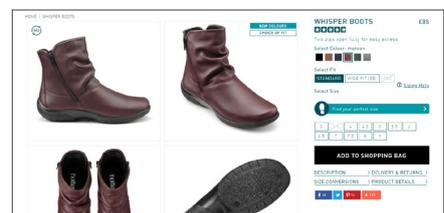
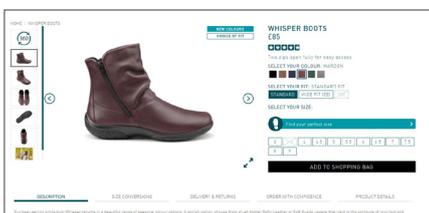
“Kibo (previously Monetate) has been a brilliant enterprise testing solution which has allowed us to deliver consistent conversion uplifts with our optimisation partner Endless Gain.”

Niall Brooke, eCommerce Specialist, Hotter Shoes

Continuous optimisation leads to better customer experience

Product Details Page

PDP has been one of the focus areas for Hotter in their optimisation efforts. Insights from analytics, biometric research, session recordings, and customer interviews demonstrated that the product image area on the PDP wasn't doing a great job at persuading customers to buy the products they were looking at.



Some variation examples

Over a period of 12 months, Endless Gain repeatedly optimised this area of the page, running six image-focused experiments.

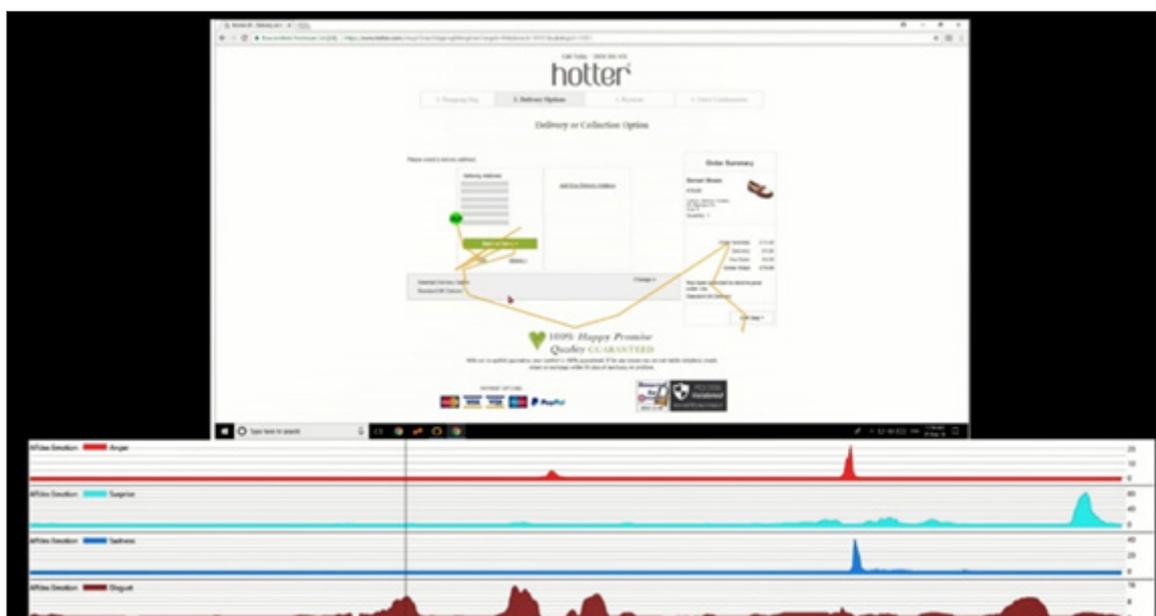
Of those six experiments, 50% showed a higher probability of being better than their control counterparts, and were hardcoded into the website, thereby becoming the new control to be challenged.

By continuously learning and iterating, Endless Gain were able to improve the customer experience on Hotter.com PDPs, delivering a significant improvement in add to bag and UCR.

Checkout

Another important focus area for optimisation on Hotter.com has been the Checkout. Over the past 12 months, Endless Gain ran multiple experiments within the funnel, optimising one element after another, supported by detailed insights from both conventional and biometric research.

These experiments together yielded a significant improvement in UCR and RPU.



Biometric research on the Checkout page



"The most important thing Endless Gain do for Hotter is to help us to understand any blockages in the customer journey online and to remove them. They use consumer psychologists and biometrics and I find that sets them apart from the other people that we could work with in the industry."

Rob Watson, Head of eCommerce, Hotter Shoes

hotter®

KIBO® PERSONALIZATION
powered by monetate + CERTONA

Endless
Gain

About Endless Gain

Endless Gain are a leading and multi-award-winning optimisation company. They create, optimise, and personalise consumers' digital experiences to increase brands' profitability.

About Kibo Personalization

Kibo Personalization, powered by Monetate and Certona, is a leading personalisation suite recognised by key industry analysts. Their AI-driven personalisation harnesses patented tech to delight consumers with impactful 1-to-1 experiences, resulting in increased in engagement, conversions, and lifetime value.