



How a dedicated optimisation programme helped Fragrance Direct delight their customers

Key Results

- Experimentation has delivered an ROI in excess of 17:1 (2019/2020)
- Revenue up 21% (2020 vs 2019)
- Transactions up 20% (2020 vs 2019)

Fragrance Direct are a UK-based pure-play beauty retailer who have been operating since 1993. They sell over 14,000 products across 600 big-name brands, designer labels, and high street favourites. Apart from fragrances, they also sell makeup, skincare, and haircare products from both every day and luxury brands.

They have been partners with AB Tasty (customer experience optimisation platform) for over 2 years, and with Endless Gain for just under 2 years.

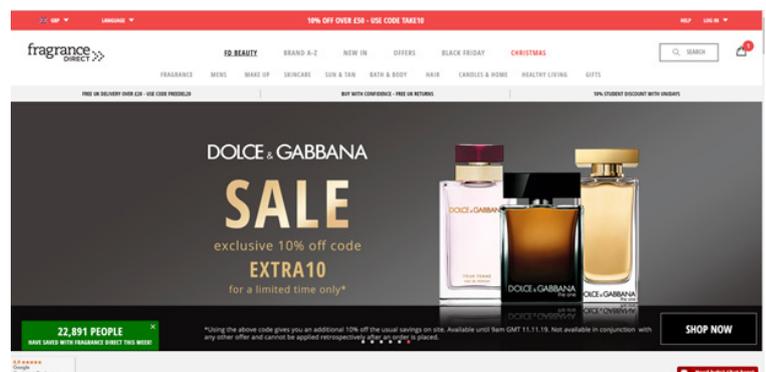
Initially Fragrance Direct did their own optimisation on the experimentation platform but as is common, day-to-day business challenges got in the way.

Being strong advocates in experimentation, they then engaged Endless Gain to be their dedicated optimisation partner, with the brief to improve their customers' experience and generate the business more sales and profit. Endless Gain are helping Fragrance Direct do this by conducting ongoing in-depth research, creating experiments and personalised consumer experiences.

1. Social proof messaging helps instil trust in Fragrance Direct among customers

Research showed that the wider market awareness of Fragrance Direct was quite low. A variety of social proof messages were successfully introduced to new customers, helping to increase user conversion rate (UCR).

These social proof experiences delivered over 8% increase in UCR.



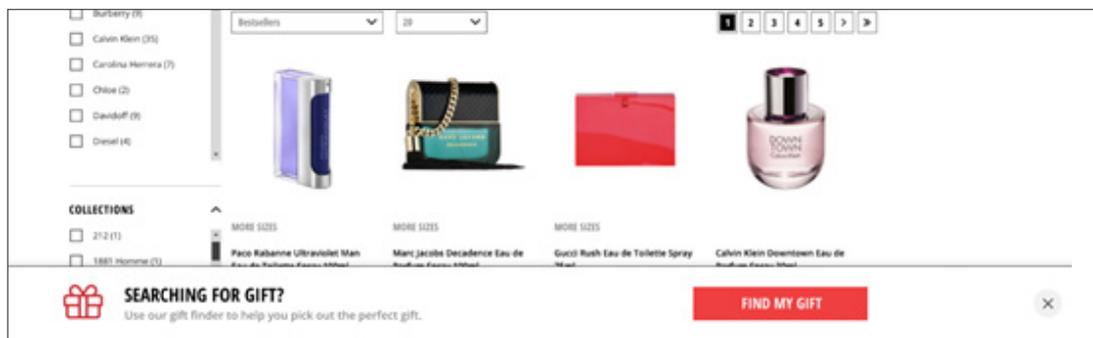
2. Personalisation helps strengthen an already-strong trading period

Fragrance Direct does very well during three gifting seasons: Valentine's Day, Mother's Day, and Christmas, through the Fragrance Finder page.

However, research showed that traffic volumes were low on this page (even during peak periods) despite high

conversion rates, and users surveyed said they didn't actually know what they were looking for from a gifting point of view when they arrived on this page.

Using AB Tasty's Audiences feature, Endless Gain identified users arriving on-site either looking for gifts or unsure about what to buy. These specific user segments were prompted with the question "Searching for gift?".



Users who clicked on the prompt were taken to the Fragrance Finder page where they were then able to, through a series of personalised questions, engage with and find their desired gift.

The prompt was not shown to users who were not looking for gifts, in order to avoid distracting them and disrupting their journey with the brand.

With tactical usage, this personalised strategy delivered a 10% increase in user conversion rate for Fragrance Direct during their peak periods.

3. Helping customers checkout faster and easily increases sales

Multiple pieces of research highlighted the checkout funnel as one of the key priorities.

Various steps within the funnel (and the fields within them) caused considerable friction for customers. Each of these elements either singularly or combined were likely to be harming conversions.

Endless Gain redesigned multiple elements with the checkout. Through experimentation, the improvements increased user conversion rate by 2%.



"Using AB Tasty, an efficient and flexible experimentation and personalisation platform, enabled us to build on our optimisation approach. To continue to build on that, we decided to hire Endless Gain. Working with Endless Gain means we get dedicated resources who are focused 100% of their time on improving our customers experience without the distraction of day-to-day business challenges."

Julian Thompson, E-Commerce Director, Fragrance Direct



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 AB Tasty

AB Tasty provides marketing, product and technical teams with an easy-to-use customer experience optimisation platform, allowing them to turn website or mobile visitors into customers, subscribers or leads, while delivering outstanding user experiences. AB Tasty's customer list includes LVMH, Kiehl's, Sephora, USA Today, YSL Beauty, as well as more than 900 global enterprises.

To learn more, please visit www.abtasty.com.