the online beauty shop is now both FLAWLESS & FAST

Magento® Enterprise

» Adore Beauty — Australia's leading online beauty shop running through Magento Enterprise was looking for a way to increase website conversions

» With summer and the Christmas season approaching this needed to happen fast with little disruption to the site

» Section.io were able to prove instant results through their A/B Testing

» Results showed an increase in transactions on the site proving a positive ROI

introduction

adore Beauty have been a leading voice in the pure play ecommerce space with their online beauty shop. Owner Kate Morris has been a supporter of new ideas and innovation throughout the online retail space and when the opportunity to engage section.io to increase conversions was discussed, Kate's reaction was…prove it!

As most retailers know, quick wins are hard to come by but section.io offered Kate a solution to improve her online conversion funnel by simply "speeding up her website."

"Section.io were able to prove a positive ROI. By speeding up our site we saw more transactions occur and the financial benefits of a faster site were easy to see.

Through their A/B Testing, section.io proved their worth added 100 plus transactions in a week simply by improving our site speed."

- Kate Morris, Owner, Adore Beauty

engaging section.io

Section.io is optimized for Magento Enterprise, and commissioned their platform across the Adore Beauty site. Following some initial testing, the Adore Beauty site was live on section.io with no application changes required.

Through the analysis of section.io RUM (Real User Monitoring) and using Adore Beauty New Relic data, section.io were able to pinpoint and fix some of the performance challenges the site was having. Also through the release of some new functionality in the section.io platform, section.io were able to implement their A/B Server side testing which splits visitors to the site into two groups:

• TRUE: Visitors that follow a section.io optimised route through the website

• FALSE: Visitors that follow an un-optimised route through the website

results

The results were obvious. Through RUM (Real User Monitoring) and A/B Testing, section.io were able to show an improvement
in the delivery and performance of the
following pages:

First Page		2.5	seconds
Home Page		2.0	seconds
Product Page		2.0	seconds
Figure #1			

Although these results were impressive and a faster site is a key goal for most eCommerce organisations, the challenge is often understanding whether speeding up your website actually results in more transactions and an increase in conversion rate for visitors to the site. By counting the various transactions on the site, section.io's data highlighted that users experiencing the optimised version of the site:

• Looked at more pages in total
• Bounced less
• Hit the checkout page more
• Hit the checkout success page more

Through the course of just a week, the site showed the following differences when comparing the "optimised" bucket to the "un-optimised" bucket:

Figure #2	
First Pages Measured	+ 11.1%
Total Pages Measured	+ 16.1%
Product Pages Viewed	+ 9.4%
Checkout Pages Measured	+ 15.5%
CHECKOUT SUCCESS COUNT	+ 16.5%

% OF CHANGE

"We didn't believe the results at first, so we asked section.io to leave the A/B Testing on for a number of weeks and each week the results came back the same.

Their technical expertise is impressive, but more importantly we are impressed with having more money in the bank!"

conclusion

For Adore Beauty their customers reacted well to a better user experience and section.io proved they were likely to transact more when their experience on the website was faster.

The effect of the section.io platform across the various pages on the Adore Beauty Magento website:

section.io shows improved page speed over time

HOME PAGE

FIRST PAGE

PRODUCT PAGE

Load Speed

Figure #3
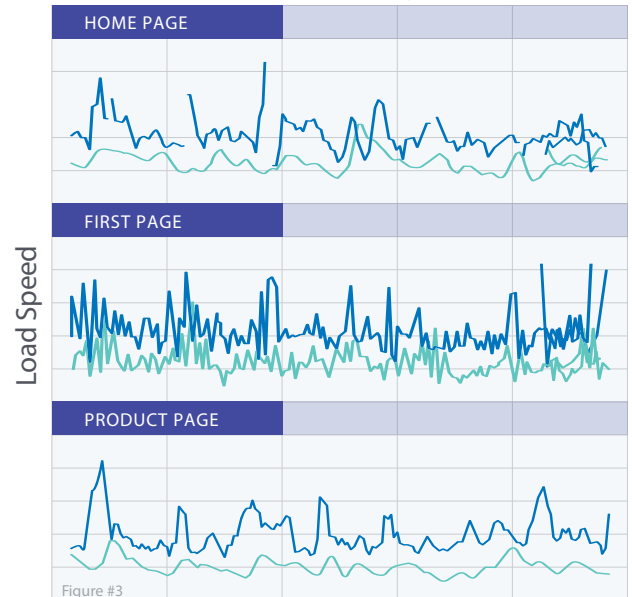
Day of the week

Blue Line = Without section.io
Green Line = With section.io

THE ADORE BEAUTY STORY

Adore Beauty is Australia's leading online beauty shop for skin care, hair care and cosmetic items. With over 117 cosmetics brands and 3000-plus beauty care products, there's no better place to shop for your favourite beauty brands.

As an official and authorised beauty stockist of brands including Aesop, Alpha-H, Benefit, Clarisonic, Clarins, Dermalogica, Jurlique, Lancome, Laura Mercier, Napoleon Perdis, OPI, Philosophy and SK-II.

Adore Beauty make it easy to make the best choice for you with free shipping on all orders, same day Melbourne delivery to select post codes, free beauty samples and a price match guarantee. Now you can enjoy the best beauty products, anywhere, anytime with Adore Beauty!

www.adorebeauty.com.au