



# THE CLYMB

## IMPROVING CUSTOMER VALUE FOR OUTDOOR RETAIL

### FLASH SALES FOR THE OUTDOORS

The Clymb is the fastest growing online outdoor retailer in the world, providing members insider pricing on premium outdoor gear, trendsetting apparel, and human-powered adventure packages. They have seen explosive growth over the past few years in brand partnerships, sales and shopper membership.



Outdoor



E-commerce



Lifestyle

### ROOM TO GROW

Rapid growth is a dream for any business, but fast-paced expansion can often lead to customer experience oversight and opportunities to optimize navigation, user flow, and site usability.

With increased influence in the space, and an under utilized member audience, The Clymb identified an opportunity to grow site membership, drive revenue, and bolster target marketing and personalization efforts by partnering with robooogie's Optimization Task Force for intensive A/B testing, analytics and iterative design improvements.



Desktop



Mobile



iOS

### THE ERA OF OPTIMIZATION

Optimization efforts unlocked tremendous lift across the site. By reworking referral forms and refining nomenclature surrounding an existing refer-a-friend program, robooogie was able to drive referrals by 18% and boost new member conversion rate by 12%. Through feature prioritization, robooogie identified opportunities to cut program costs while driving revenue, resulting in over 1000 man-hours saved per year. Audience insights discovered in testing around urgency, discount and usability led to monster lifts in e-comm conversion rates – including enough revenue lift in one year to fund the cost of robooogie optimization services tenfold.



### RESULTS

▲ 19%

E-commerce conversion rate

▲ 12%

New member conversion rate

▲ 18%

Refer-a-friend program conversion rate

1000+

Hours saved with site feature refinements

### GET IN TOUCH



Care to see exactly how our Optimization Task Force achieved these numbers?  
Contact us: [john@teamrobooogie.com](mailto:john@teamrobooogie.com) | 503.544.6934



# roboboogie

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