

Iterative Site Improvements Take Online Sales To New Heights

WACOM - E-COMMERCE OPTIMIZATION

CHANGES THREATENED MARKET-LEADING POSITION

Wacom, the industry leader for digital drawing and smartpad products, has been the go-to choice for photographers, digital designers, and illustrators since 1983. With majority market share, and an established user base ranging from hobbyists to professionals, Wacom enjoyed strong sales through traditional retail partners.



E-commerce



Experience Design



A/B Testing

SHIFTING FOCUS FROM BRICK-AND-MORTAR

Wacom's web experience had traditionally served as a product-education tool first (often to support in-store purchases) and as a sales platform second. However, with the growing popularity of online shopping, in tandem with a recent surge of web-based market competition, Wacom identified the need to establish its own e-commerce store as the marquee destination for purchasing its products. Wacom selected us to help understand its digital customers, and to improve the shopping experience through analytics, research, and testing.



OPTIMIZING THE ONLINE SHOPPING EXPERIENCE

We engaged in a year-long effort to overhaul the e-commerce experience through a series of optimization campaigns. Each campaign followed a process of data collection and research, analysis, customer targeting strategy, design and testing. This process allowed us to identify customer pain-points, uncover previously unidentified high-value segments, and systematically test and iterate to maximize performance. Campaign focuses included converting product-research focused traffic to active buyers, an update to the account creation and login process, integration of a complementary product engine and an overhaul of the checkout flow.

RESULTS

▲ 46%

Increase in online sales

“ roboBoogie consistently found innovative solutions to work within the limitations of our platform that added up to a 46% revenue increase YOY. They have always been there for us during critical product deployments and worked with incredibly tight turnaround times to deliver a stellar product. ”

Conan Magnuson, eCommerce Manager

GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.
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