



+ **BENCHMADE**

Sales Increase Following Data-Driven E-Commerce Site Redesign

BENCHMADE KNIVES - DATA-DRIVEN REDESIGN

ONLINE EXPERIENCE TRAILED BRAND REPUTATION

For thirty years, Benchmade has been designing and manufacturing exceptional cutting and multi-tool products. For Benchmade, 'exceptional' encompasses the customer's whole experience—both on and offline. Customers can buy products directly from Benchmade using its e-commerce website Benchmade.com.



E-commerce



Web Redesign



Content Strategy

LISTENING TO CUSTOMER DATA STORIES

In the face of increasing competition, and an aging web presence, Benchmade decided to overhaul its website to assert itself as an industry leader. With an active online community, a wealth of internal knowledge, and decades of customer data, Benchmade had a strong data platform to drive the redesign. They needed an approach that would identify and harness valuable insights for the greatest impact. Benchmade engaged us to drive strategy for the website through content and design.



A COMPREHENSIVE DESIGN PROCESS

We implemented a plan to merge existing customer data for analysis of behavioral trends, conduct site and industry research, and define a strategic framework for a new site. The plan laid a path for design and content development, implementation of designs with a development partner, as well as post-launch optimization. Sales data and trends helped define a new product map, category strategy, and streamlined path to products. Google Analytics pathing and heatmapping data identified frequented paths to essential account functions for the new design, improving user conversion and reducing abandonment. The overhaul fueled a significant lift in organic and social referral traffic. Most importantly, the site outperformed all sales expectations - skyrocketing traffic and revenue to an all-time high - a 320% lift in sales.

RESULTS

▲ 320%

Increase in online sales

“ With roboBoogie taking a vested interest in our company, learning about our core customers and becoming intimate with our product mix, they were able to design a truly new, intuitive shopping experience for both new and existing knife customers. The sales, AOV, CVR and bounce rates have all exceeded expectations. ”

Dave Stainsby, Consumer Experience Manager

GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.
hello@teamroboBoogie.com | 503.564.8478



roboboogie

web: teamroboboogie.com

email: hello@teamroboboogie.com

phone: 503.564.8478