Trading for 16 years, Festive Lights is a busy online retailer with thousands of monthly visits. The company wanted to test some ideas on their website to review its design and improve conversion.

Impressed by Click Consult’s focus on KPIs and data driven insights during initial discussions, Festive Lights asked us to help test some theories on their current website through conversion rate optimisation (CRO).

First of all, we worked with them to choose testing ideas based around priority and profitability, deciding that their Christmas category pages and basket pages had the most scope to maximise returns and ensure a seamless customer experience.

Then we worked with Festive Lights and their design agency to make sure all new designs were tested and proven before implementation.
As well as 21 first page listings for industry keywords, we have achieved a number of fantastic year on year results for ABTA, including:

**TEST 1 RESULTS**

- 8.06% increase in conversion rate
- 4% increase in transactions

**TEST 2 RESULTS**

- 13.17% increase in transactions
- 12% increase in conversion rate
- 6.9% increase in revenue

**TEST 3 RESULTS**

- 7.54% increase in next page progressions
- 9% increase in conversion rate
- 10.6% increase in revenue