



FESTIVE LIGHTS

We helped the busy online retailer test ideas to maximise conversion

BACKGROUND

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.

WHAT WE DID | CONVERSION RATE OPTIMISATION (CRO)

HOW WE HELPED

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.





THE RESULTS

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