

CLAUDIE PIERLOT

INCREASES BOOKINGS IN A SHOP BY 13% WITH IMPROVED CROSS-CHANNEL STRATEGY



Industry
FASHION



Implementation
1 HOUR



Variations
2



Tested visitors
273,000



"Book in a shop"
+ 13 %



"Add to chart"
+ 2 %



Device
DESKTOP

Context

Claudie Pierlot is a high-end fashion brand designed for women, and part of the SMCP group (Sandro, Maje, Claudie Pierlot).

Cross-channel user journeys are both a challenge and a business opportunity for the company. It is important for Claudie Pierlot to offer relevant user experiences to all types of user behavior, whether they

- buy online or
- book (and purchase) in a shop.

Claudie Pierlot needed to determine **whether the difference between the two possibilities was visible enough on its product pages to make users click**. The brand A/B tested the corresponding CTAs ("Add to cart" and "Book in a Shop").

Goal

Claudie Pierlot wanted to offer its visitors a clear and fluid buyer journey, and make adding products to the cart and booking in a shop very easy.

Key indicators were:

- Click rate on "Add to cart",
- Click rate on "Book in a Shop".

“ We wanted to improve our visitors' user journey. Kameleoon enabled us to A/B test the dissociation of "Add to cart" from "Book in a shop". By offering our visitors a CTA and a clickable link, we were able to eliminate confusion between the two actions. Clicks on "Add to cart" increased by 2%, the number of bookings in a shop increased by 13%. ”



Julie Dubec,
Head of Digital & CRM,
Claudie Pierlot

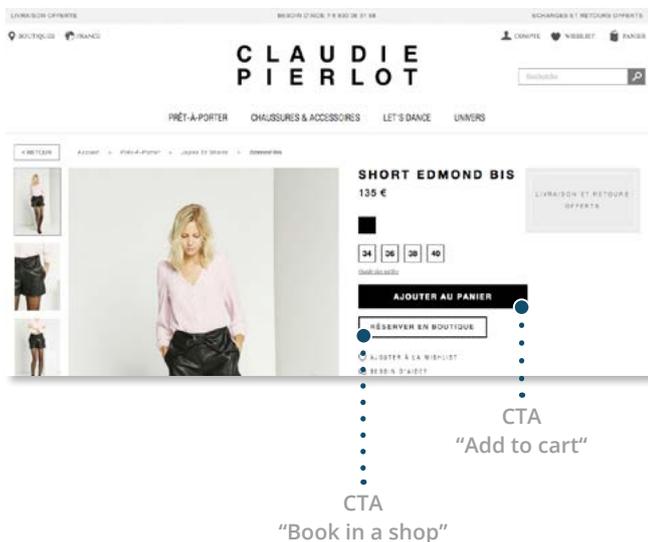
A/B test

On **VARIATION A**, the CTAs for online purchase and booking are both black and white. The analysis of user behavior showed that **the two buttons looked too much alike, and disturbed the buyer journey of Claudie Pierlot's visitors.**

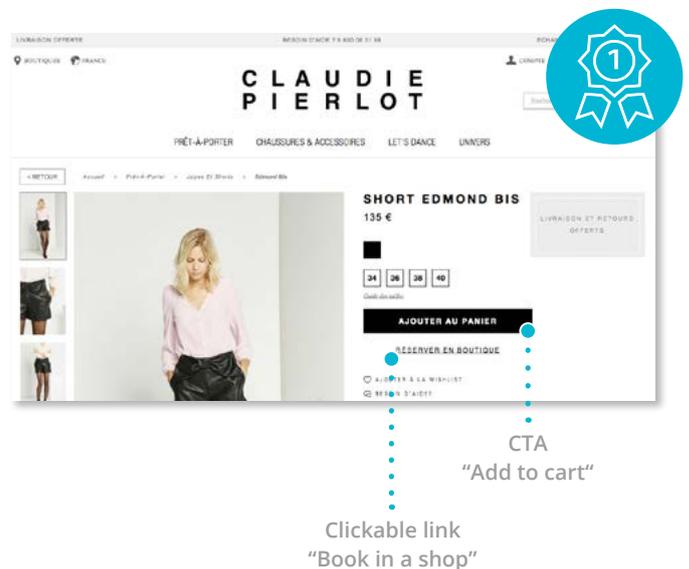
A CTA is often associated with a purchase, so it is not really representative of a service such as online booking in a shop, and can disturb the visitor. With "Book in a shop", visitors only make a reservation and check if the article is available in a specific shop. They can try the article and pay only if it corresponds to what they are looking for.

On **VARIATION B**, the "Book in a shop" CTA was replaced by a clickable link, underlined and centered under the "Add to cart" CTA which remained unchanged. The format is better adapted to the level of engagement the user takes when clicking.

VARIATION A (reference)



VARIATION B



Results

- On **VARIATION B**, Claudie Pierlot saw clicks on "Add to cart" increase by 2%, whereas clicks on "Book in a shop" went up 13%.
- With different formats, visitors distinguish the two services immediately. The CTA "Add to cart" is directly associated with an online purchase, "Book in a shop" is recognized as a service, offering to try the products before buying.
- **No more confusion between the two options, users can easily choose one option or the other.**



Clicks on link
"Book in a shop"



Clicks on CTA
"Add to cart"



© Kameleoon, 2017

CONTACT US

📍 Kameleoon
12, rue de la Chaussée d'Antin
F-75009 Paris

☎ +33 (0)1 83 62 20 50
✉ info@kameleoon.com
🌐 www.kameleoon.com

FOLLOW US



Everything there is to know
about optimizing your website,
once a month in your inbox.

Subscribe