Papier

International stationery retailer boosts revenues by 6% through experimentation

**GOAL**
Increase sales

**IMPLEMENTATION**
A/B testing across customer journey

**RESULTS**
+6% Annualized revenues
Set up in London in 2015, stationery retailer Papier prides itself on its design-led philosophy and focus on personalisation. Operating in the UK, US, and Australia, it offers greetings cards, notebooks, photo books, wall art and wedding stationery designed to inspire people to connect with each other more often and in more meaningful ways.

**Goal**

With big growth and profitability targets, Papier saw the potential of testing and experimentation to help it achieve its goals. It selected Kameleoon as the technology to underpin its A/B testing programme in March 2020 due to its depth of features, performance, comprehensive functionality, ease of use, industry recommendations and promise of rapid ROI.

"At Papier, our aim is to help people connect with each other in a more thoughtful way. Working with Kameleoon has allowed us to quickly kick off our A/B testing programme, without a long learning curve. Our experiments have already helped us generate substantial incremental revenue and contribute towards reaching our business targets.

Allison Devine, Performance Marketing Director

**Implementation**

Papier is using Kameleoon to improve the visitor experience, boost revenues and respond quickly to changing market conditions. This includes helping the brand to shift its focus as demand for personalised stationery has risen by 300% since the beginning of lockdown. Following initial experiments that have boosted order transactions and increased revenue, Papier is expanding the testing it does. This includes running painted door experiments that help make business decisions on products, as well as carrying out segment-based experiments on specific visitor groups.
Results

Changes made to Papier’s site following initial A/B tests run with Kameleoon have added:

- An additional 6% to annualised revenues in three months, from just one A/B test
- A Return On Investment (ROI) of over 50 times on the tool

We have very different audiences for different products and we want to ensure that everyone receives the right experience, so we’re expanding our testing to deliver a personalised journey to all visitors. Working with Kameleoon is seamless – the team understands our aims and responds quickly to support us.

Nikita Kursov, Conversion Optimisation Manager

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