



Ariat uses data to drive an 87% lift in e-commerce revenue

About Ariat

- Equestrian Athlete Apparel and Footwear
- International Headquarters: Union City, CA
- www.ariat.com

Goals

- Optimize the performance of all digital marketing channels
- Increase the effectiveness of home page promotions
- Measure the impact of interactive website features
- Understand the value of all conversions, beyond just e-commerce orders

Approach

- Uniform digital campaign tracking strategy
- Robust measurement plan to capture user actions key website elements
- Measure micro-conversions in order to determine their economic value

Results

- Holistic optimizations to media and site functions drove a 103% increase in transactions, and an 87% increase in revenue
- Data driven improvements to the shopping experience decreased cart abandonment by 18% and increased conversion rate by 14%
- Focusing on micro-conversions drove a 206% increase in email signups

Breaking in new boots

Ariat is the leading equestrian footwear and apparel brand in the United States. Their website - Ariat.com - is both an e-commerce sales channel and a branding tool, facilitating the entire buying cycle from awareness to loyalty. In 2010, Ariat invested heavily in digital by creating a powerful new e-commerce website with the goals of educating visitors on the Ariat brand and fulfilling direct orders.

In order to justify the cost of this new investment and report a return on investment, the new website would require a comprehensive web analytics and reporting program.

Beyond just evaluating e-commerce key performance indicators (KPIs) of revenue and conversion rate, Ariat needed to measure the effectiveness of their new merchandising and promotional features, and various digital marketing channels.

Finding the right fit

Ariat reached out to SwellPath to assist in the evaluation of analytics solution providers and general consultation on the measurement strategies for their new ecommerce site. SwellPath determined that Google Analytics was the right tool for the job, based on its flexible measurement capabilities and advanced analysis tools. They then created a custom measurement strategy and analytics framework to align the data with Ariat's business goals.

This framework ensured that they could measure the effectiveness of their internal promotional campaigns, shopping tools and product page features, and all digital marketing channels.

SwellPath also introduced Ariat to the concept of "micro-conversion" metrics; the idea of including onsite email signups, social media offsite clicks, and channel partner offsite clicks to show additional success metrics.

Out of the starting gate

In order to report on the performance of digital marketing channels (Display, Paid Search, Social Media, Email), SwellPath created a global campaign tracking strategy to ensure consistent reporting. Custom advanced segments were then created to easily report on conversion rates for each channel.

Since Ariat uses creative promotions on their homepage to drive sales, custom variables were deployed to measure the relationship of a given promotion on revenue.

Ariat implemented a number of engaging technologies to enhance the shopping experience, such as product sorting options, videos, reviews, and product specifications. They wanted to understand how often the shoppers used these tools, and evaluate whether it drove



About SwellPath

- Portland, OR
- SwellPath is a digital marketing and measurement agency, based in Portland, Oregon. We offer clients unmatched solutions through our deep industry experience and customized, data-backed approach to digital marketing.
- www.swellpath.com

increased sales. To do this, SwellPath used custom Google Analytics event tags which capture each feature's use. Over time, this data reveals trends in conversion/sales assistance.

Finally, SwellPath made sure to capture micro-conversions such as email signups, social media shares, and channel retailer clicks as goals. This allowed Ariat to evaluate success beyond same-visit purchases, giving them proxies for customer loyalty and future purchase intent.

"SwellPath and Google Analytics have played an integral part in our ecommerce success. Google Analytics provides a tool for in-depth analysis of all marketing channels and SwellPath creates clear and actionable recommendations, resulting in increased traffic, brand engagement and conversion."

- Holly Dresden, Director, Ariat Online

Backing the winning horse

Ariat has exceeded their aggressive sales goals and their new website has been a huge financial success. Thanks to being able to measure and optimize the many features of the shopping experience, they identified improvements that decreased cart abandonment by 18% and increased conversion rate by 14%. Capturing these opportunities early on allowed them to save large amounts of potential lost revenue.

Merchandising promotions on the homepage were also optimized based on insights from custom analytics data. The ecommerce conversion rate for visitors interacting with these promotions rose over 80% from 2011 to 2012, while the number of visits rose 110%.

The measurement of product video usage provided invaluable insights on audience behavior and justified increased budget for future product based videos.

Consistent digital campaign tracking and attribution analysis identified key success factors in email campaigns, social media marketing, and display campaigns. This allowed for optimal budget planning and campaign optimization resulting in a 14% year-over-year increase in the ecommerce conversion rate for those campaigns, and a 17% increase in per visit value.

Using advanced analytics and measurement tactics with Google Analytics allowed Ariat to quantify the improvements to their website, revealing a fantastic ROI and many opportunities for growth.

