

Success at a Glance GAME

Objective

Achieve revenue uplift by converting more visitors into paying customers.

Solution

Interwoven Optimost Website Optimisation.

Test Subject

The GAME website.

Results

An additional 14,000 visitors completed orders. This resulted in nearly a million dollar uplift.

About GAME

GAME Group Plc is the leading specialist retailer of video and PC game products in Europe. Since it started trading in 1991, it has grown from 11 stores in the UK to a 1,161-store chain, as of 31 January 2008.

It operates in nine territories throughout Europe and Australia, supported in each one by its websites. Following its 2007 acquisition of Gamestation, in the UK it operates both as GAME and Gamestation.



Testing with Interwoven Optimost resulted in nearly a million dollar uplift in sales for GAME

Europe's leading specialist retailer of PC and video games GAME had a very successful website. However, a significant proportion of visitors were failing to complete orders. GAME wanted to convert more of these visitors into paying customers.

"Essentially we wanted to see if we could achieve a revenue uplift through altering areas of the site but in a controlled and measurable way," says Alex Murray, Manager, Group Online Business at GAME. "Things live and die on a retail site on whether they drive sales."

GAME had never tried multivariable testing (MVT) before. It had previously looked at A/B testing but without achieving any satisfactory results. It knew however that MVT gave the ability to test large numbers of variables quickly and safely.

Before choosing Interwoven Optimost as its partner, GAME looked at a number of suppliers in the marketplace but chose Interwoven largely because of the account management it offered. "They could give us a high degree of account management resources and this was the clincher for us," says Murray.

The project ran over an approximate eight-week period. The first step was to agree the variables to be tested. GAME wanted to understand how people used the website, and asked Interwoven to test how visitors used the four key navigational areas it considered to have the largest impact on sales.

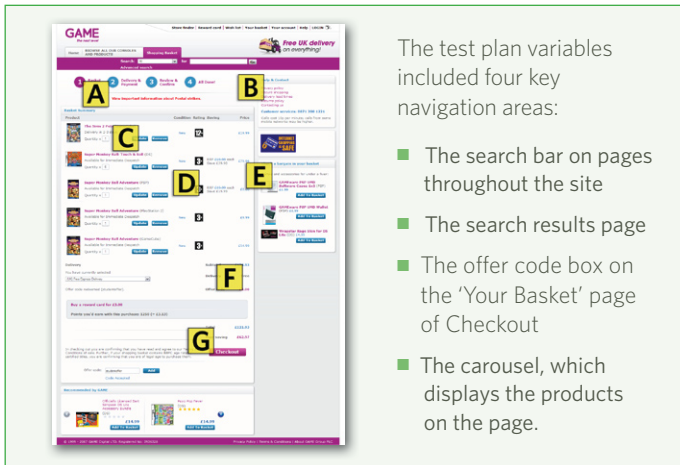
Interwoven ran small focused experiments across the whole site on 25 per cent of its traffic to enable GAME to gain proof of concept before deciding to take the testing further. For the search bar, Interwoven tested hundreds of possible combinations across the search results page, the promotional code box, and the carousel.

Tests on the search bar included how different platforms should be shown, what the best call to action was for the search bar to have, the importance of advanced search, and what combination would bring people deeper into the site.

In testing the promotional code box, Interwoven looked at ways of presenting it so that people who had a code would enter it, and people who didn't would continue through to purchase, rather than abandoning the sale.

"Tests clearly indicated what we ought to be doing in terms of adjusting the way pages should be displayed and how they function," says Murray.

Overall, an extra 14,000 people completed orders on the site, and as a result, revenue rose nearly a million dollars. "The big advantage of MVT is that it takes away the subjective nature of making changes to websites - we test, and then we know what to do," says Murray.



The test plan variables included four key navigation areas:

- The search bar on pages throughout the site
- The search results page
- The offer code box on the 'Your Basket' page of Checkout
- The carousel, which displays the products on the page.

About Interwoven Optimost

Interwoven Optimost helps companies with one of their biggest challenges: creating a compelling, engaging and relevant online experience that delivers measurable business results.

The Interwoven Optimost solution optimises virtually every online marketing element, including landing pages, registration pages, shopping carts, credit card pages, banner ads, email creatives and Web applications as well as every content type within them, including headlines, copy, forms, images and rich media

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