

### Solution

Autonomy Optimost Website Optimisation solution

### Test Subject

**Homepage:** To drive increased landing page conversion for the John Lewis' big clearance sale. Autonomy Optimost ran three waves of homepage testing, with 14 recipes over three days. The end result gave a 75% landing page uplift.

**Product page:** To ascertain whether there was added value in cross selling to consumers at this stage in the buying process. The tests highlighted that cross selling on the product page did not cannibalise sales but did increase the average final basket amount per customer.

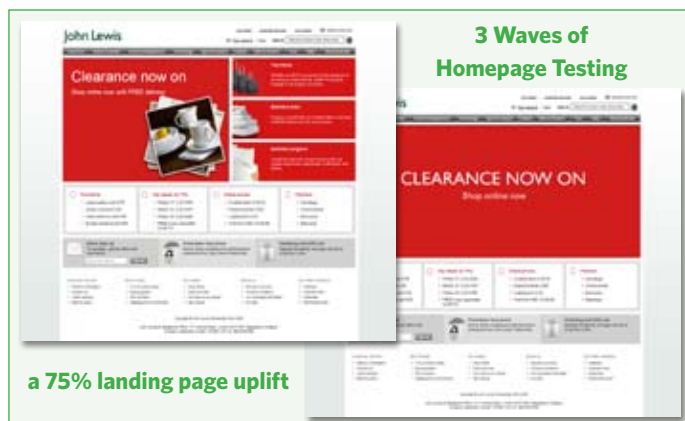
**Log-in page:** To test and compare copy recipes to understand how to reduce bottlenecks and hurdles for customers within the buying cycle.

The results highlighted that "value-adding" copy on the log-in page was a complication to the buying process that customers did not require to commit to the sale. A total of 9 variables, 30,240 combinations, and 86 recipes were tested, giving a result that was equal to £2.7m in additional sales over 12 months.

**Basket page:** To identify the clearest way to highlight the free shipping offer. Tests identified a two step process was optimal to highlight the free shipping offer. This was a combination of a banner advert and reconfirmation of the offer at the subtotal stage.

### About John Lewis

John Lewis consists of 26 department stores, John Lewis Direct, 185 Waitrose supermarkets and Greenbee direct services division. 2001 saw the launch of johnlewis.com which is a complete in-house operation - 180 London-based employees plus outsourced contact centre and fulfilment operations.



## Autonomy Optimost helps Johnlewis.com increase landing page conversion by 75%

A key part of John Lewis' online strategy is to ensure that its website provides an extension of the customer service experience in-store. As David Walmsley, Head of Web Selling puts it, "making the site aligned to our brand values, clean, secure and easy to use." The business driver for engaging Autonomy Optimost for website optimisation was to undertake the difficult task of driving up John Lewis' conversion rate from already high visitor numbers. With an already engaged and loyal community of customers, John Lewis knew that incremental changes could potentially have large impacts.

John Lewis has in the past been commended on its best practice web design. This partnership with Autonomy Optimost is a direct result of the brand's continued desire to optimise and learn from customer experiences on the site and to find areas that they could still improve.

Previously, John Lewis' online turnover was £268 million with the website accounting for around 10% of the retailer's total turnover. "With risks growing exponentially with turnover, the choice had to be made whether "What If" changes to the site were worth contemplating! "By using Autonomy Optimost for website optimisation, we were able to test the counterintuitive as well as intuitive changes in a safe and statistically-valid environment" commented David.

A key area of focus was the landing page conversion for their annual clearance sale. Through the testing of numerous copy recipes and graphic layouts Autonomy Optimost was able to increase home page click through by 75%. As David puts it, "Website optimization allowed us to sell better and remove friction from the site experience."

David continues, "The main benefit of implementing Autonomy Optimost is that online sales have improved, generating higher revenues. The log-in tests alone gave a result that was equal to an additional £2.7m in sales over 12 months. What business is not looking to achieve this, especially in today's more uncertain economic climate?" It also allows John Lewis customers to provide feedback on the usability of the site.

### About Autonomy Optimost

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

The 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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