



Wayfair Increases Sales with SiteSpect's Web Site Testing and Optimization Technology

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Eric Klose,
Vice President of Marketing
Wayfair

Challenge:

Help customers find their way through the purchase funnel in order to increase conversion rates.

Solution:

By using SiteSpect to create innovative, non-intrusive multivariate test campaigns across 20 categories, Wayfair discovered what specific combination of web site content motivated their visitors to buy — and ultimately increased sales by 7% to more than \$200 million a year.

Launched in 2002, Wayfair is one of the fastest-growing online retailers in the U.S., with more than 200 specialty e-commerce sites and five million monthly visitors. With over one million products across all of its stores, Wayfair credits itself with offering consumers the largest selection of leading brands available online, great customer service, and low prices. Wayfair is an Inc. 500 company and was ranked among the Top 3 leading online retailers in the housewares and home furnishings category by Internet Retailer in 2008.

With so many stores and visitors, it's important for the company to be able to understand what helps — and what doesn't — in guiding customers towards purchases. Whereas in the physical world retailers can readily see what displays and arrangements attract attention, in the online channel they must track and test web site elements in order to get a clear picture of what works best.

"Not only do we have no bricks-and-mortar presence, but we offer merchandise in a myriad of categories," says Eric Klose, Wayfair's Vice President of Marketing in a recent interview with the American Marketing Association's Marketing News. "And we enter new categories consistently. We don't have stores, but we sell real products to real people. We wanted to know who they are and what works for them. We wanted to connect."

Something that was very important to Wayfair was to be able to create, run, and analyze tests without burdening the technical staffers, who are busy keeping the company's many sites up and running.

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Enter SiteSpect, a non-intrusive multivariate testing solution used for conversion optimization. SiteSpect’s unique patent-pending technology allows the world’s most successful online businesses to create tests and optimize conversions without page tagging, JavaScript, or site content changes. SiteSpect’s technology is 100 percent turnkey, sparing marketers the implementation and maintenance headaches of competing solutions. This self-service model was particularly appealing to Wayfair.

With SiteSpect, Wayfair was able to quickly and easily run tests to measure visitor responses to variations in site content, search functionality, and features. For example, through testing, Wayfair discovered that larger image sizes and sparser copy elicited higher response rates. Using SiteSpect’s built-in analytics, the company was also able to see where buyers were dropping off or getting lost in the purchase funnel and used that data to fine-tune its search capability to help visitors more quickly find the products they wanted. By improving the user experience, Wayfair was able to optimize conversions and increase sales. In fact, Wayfair credits SiteSpect with creating 7 percent of its sales growth in 2007.

Not only can multivariate testing illustrate what changes have a positive effect, it also provides a risk-controlled way to predict what would have a negative or neutral impact — without actually rolling out the change through site-wide and negatively impacting revenues. For example, when Wayfair experimented with some pricing changes in ones of its tests, it learned that offering price guarantees of up to 120% had virtually no impact on customers.

“Wayfair is dedicated to providing the best customer experience in online shopping. Helping our customers find what they need as quickly as possible is what we’re all about,” added Klose. “SiteSpect helps us see which site elements work best in leading a shopper from a search result through to a purchase. And the fact that we can launch tests with SiteSpect in minutes without having to involve IT makes SiteSpect a great choice for us.”

About SiteSpect, Inc.

SiteSpect provides the world’s only non-intrusive optimization platform, enabling web and mobile marketers to significantly improve key metrics such as conversion rate and engagement. SiteSpect’s solutions include rapid A/B testing, multivariate testing, behavioral targeting and personalization, landing page optimization, mobile web optimization, and web performance optimization. With SiteSpect, marketers enjoy unmatched speed and flexibility without the need for ongoing IT involvement. SiteSpect’s patent-pending technology and professional services are used by many of the world’s leading online businesses, such as Wal-Mart, Staples, Mozilla, JCPenney, MTV, ASOS, Overstock.com, VEGAS.com, and Unitrin. For more information, visit www.SiteSpect.com or call 617-859-1900.

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