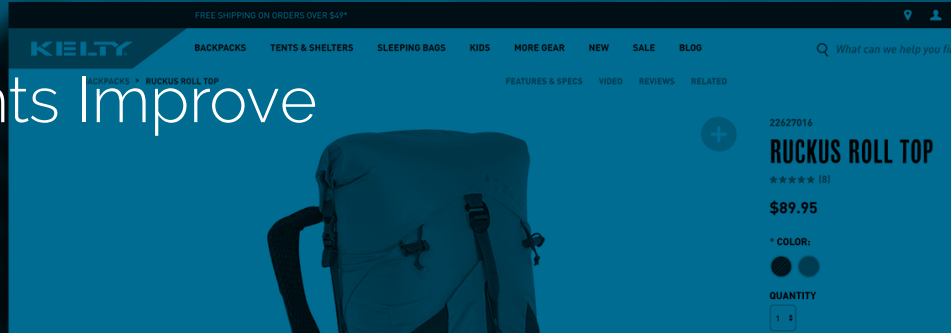




Optimization Insights Improve PDP Performance

KELTY - E-COMMERCE OPTIMIZATION



SHOPPING EXPERIENCE HAMPERED PRODUCT SALES

Since 1952, Kelty has been creating proven outdoor gear that is innovative, uncomplicated and durable. Their mission is to empower and inspire people to get outside, create memories, and cultivate a passion for adventure. Customers can buy products directly from Kelty using its e-commerce website Kelty.com.



E-commerce



Optimization Strategy



PDP Redesign

IMPROVING PRODUCT DETAIL PAGE PERFORMANCE

As an active online retailer, Kelty is always looking for opportunities to improve its website performance. A review of their analytics indicated that their product detail page performance was struggling. Kelty engaged us to identify actionable optimization opportunities with a user experience audit to better understand the audience and opportunities on the page.



BETTER DESIGN BOOSTS CONVERSIONS

Our detailed optimization audit of Kelty's product details pages armed Kelty's designers with the insights they needed to effectively redesign the page, and significantly improve page performance, ultimately boosting online sales by 121%.

RESULTS

▲ 121%

Increase in online sales

“ We engaged roboBoogie to conduct an experience audit of our site because we wanted a fresh perspective and additional insights. Our design team used many of their recommendations when we re-platformed our site. The results have been very impressive. Our post-launch conversion rate is up 121%! ”

Cory Barnes, Digital Marketing Manager

GET IN TOUCH



Contact us to discover exactly how our Optimization Task Force achieved these numbers.
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