

# Fountainhead<sup>ME</sup>

ECOMMERCE: CONSULTING + DEVELOPMENT

1100 Broadway, Santa Monica, CA 90401 (844) 691-1363

## Case Study Client:

PullaBulla.com

## Client Synopsis:

Client enrolled with FME on approximately 11/1/2015. Client is a well known manufacturer of children's clothing and has a direct-to-consumer model. Client engaged FME strictly for pay-per-click marketing to boost its direct-to-consumer sales. When FME was engaged, Client's digital marketing was in full failure.

Client's site was very well designed (aesthetically). The color scheme, images, product images, and design were very modern and pleasing.

## Primary SOW:

Launch digital marketing efforts for eCommerce site and maintain a 2.0 or better ROAS.

## Platform used at engagement:

BigCommerce

## Primary Goals:

Prevent failure of existing marketing efforts.

## Challenges:

- While not known at time of engagement, site suffered from major usability problems stemming from the use of BigCommerce.

## Final Analysis of Failure:

Shortly after engaging FME to build/create marketing campaigns, an analysis of buyer behavior revealed major structural issues with Client's website although it was modern and visually appealing. After FME corrected marketing campaigns, search terms, the terms keyed in by users on Google, were shown to be a perfect match for Client's catalog still no sales occurred.

The sources used to determine the root cause of the issues were:

1. Google AdWords search terms reports.
2. Google Analytics page speed and timings.
3. Live user interviews while using the site on an iPad or laptop.

Since the search terms from AdWords were a near-perfect match to what Client sold it was an indication of a site problem. Further analysis of Google Analytics revealed the highest bounce rate after interacting with the sites navigation. The second largest bounce rate occurred upon check out. Upon actual device testing on FME tablets, laptops, phones, and desktops, it was discovered the site was nearly unusable on these devices.

## Failure Attribution:

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FME immediately began user and behavior testing and found there to be serious issues with Client's eCommerce platform. Most detrimental:

1. Navigation was non-linear. Navigation should have been organized by sex, age, and style (sweater, pants, etc) but was opposite; style, age, sex.
2. Site was incredibly slow. This was inherent in the platform, BigCommerce. There was nothing that client could do remedy the problem.
3. Deeper user testing revealed major usability issues with tablets, which unusually, was client's strongest device traffic source. Mobile suffered equal usability issues and was Client's second largest traffic source.
4. Site was incredibly slow, especially on mobile devices. The offending scripts were a part of the BigCommerce kernel which the Client had no ability to change. The content and beautiful design of the site was simply incompatible with the BigCommerce platform.

## **Corrective action:**

FME delivered news to the Client about the findings informing them the continued use of BigCommerce would only result in sustained failure.

After much deliberation the Client accepted a proposal to migrate the site to Magento and reorganize the navigation. This would solve the two greatest problems affecting the site; navigability and usability across all device types.

FME was under strict instructions to retain the "look and feel" of the existing site while migrating. Within 65 days FME successfully replaced the BigCommerce platform with Magento. Other than the navigation organization, there was no discernible difference in the style of the site. Users would not be aware of a change.

## **Results:**

Immediately after migration and final round of checking was performed. Analytics reported a dramatic increase in speed and operation of the site bringing the scores above acceptable minimums.

FME then enabled the exact same campaigns previously used. The new site performed beyond expectations. The BigCommerce site suffered a virtual 0% conversion rate. The new Magento versions immediately converted at 5% with a 3.5 ROAS without any marketing optimization beyond the initial build out.

The Client continues to enjoy both profit and volume until this day.

\* Estimated figure

\*\* Non-scientific quantity

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