



14% uplift in sales revenue

With everything £5, our goal was to create a custom-made strategy that will uplift visitors purchases and have an amazing shopping experience.

A case study by  adoric

everything**5**pounds.com

The client: everything5pounds

Category: Fashion e-Commerce

About:

A fresh and dynamic website that offers high street fashion for just one price. Yep! Everything on the website is priced at £5!

<https://everything5pounds.com>

The challenge

- Increase sales on a fixed price website
(everything costs £5)
- No option to use discounts / coupons
- Moderate bounce rate of first time visitors
- Low page visits count per user



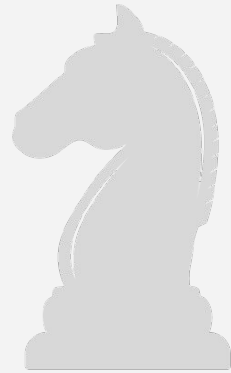
Strategy

Goal: Increase revenue per user

Audience: New visitors

Devices: Desktop, tablet, mobile

Campaigns: 3 lightboxes - Welcome message, category page slider, product page incentive



Message #1

Campaign goal

Greet new visitors, reduce bounce rate on first landing page and gently push visitors to see new arrivals

Target audience

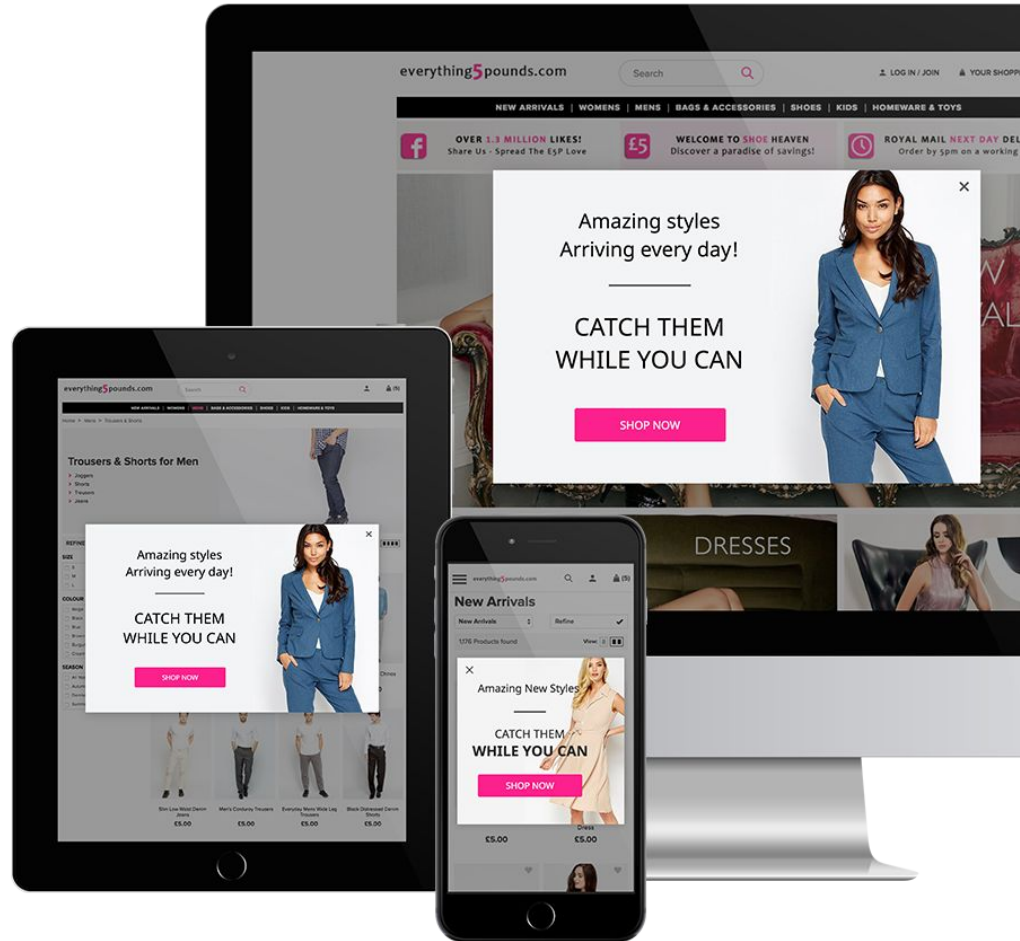
New users, first landing page

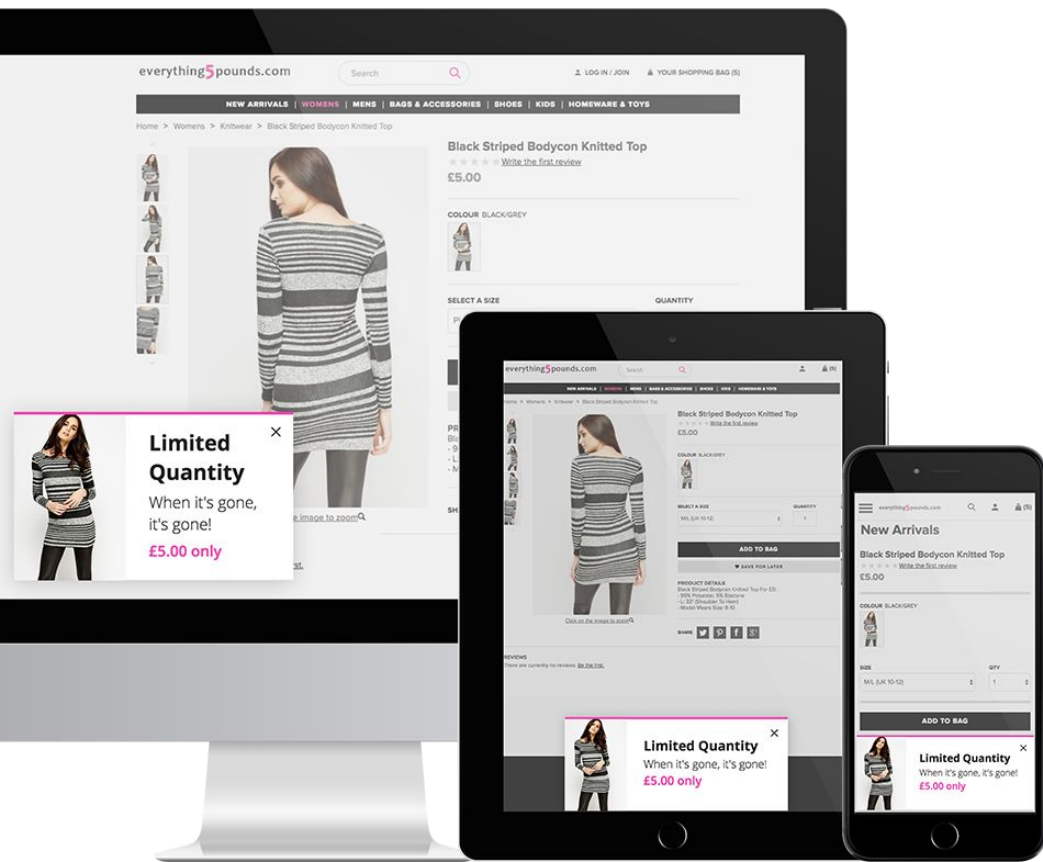
Technology & features used

Time trigger

A/B Testing

7 variations





Message #2

Campaign goal

FOMO - Fear of missing out. Gently notify visitors about limited quantity to create purchasing incentive.

Target audience

New visitors, visiting product page

Technology & features used

Time trigger or scroll trigger

A/B Testing

4 variations

Message #3

Campaign goal

Introduce new visitors to unique filter options available on the site

Target audience

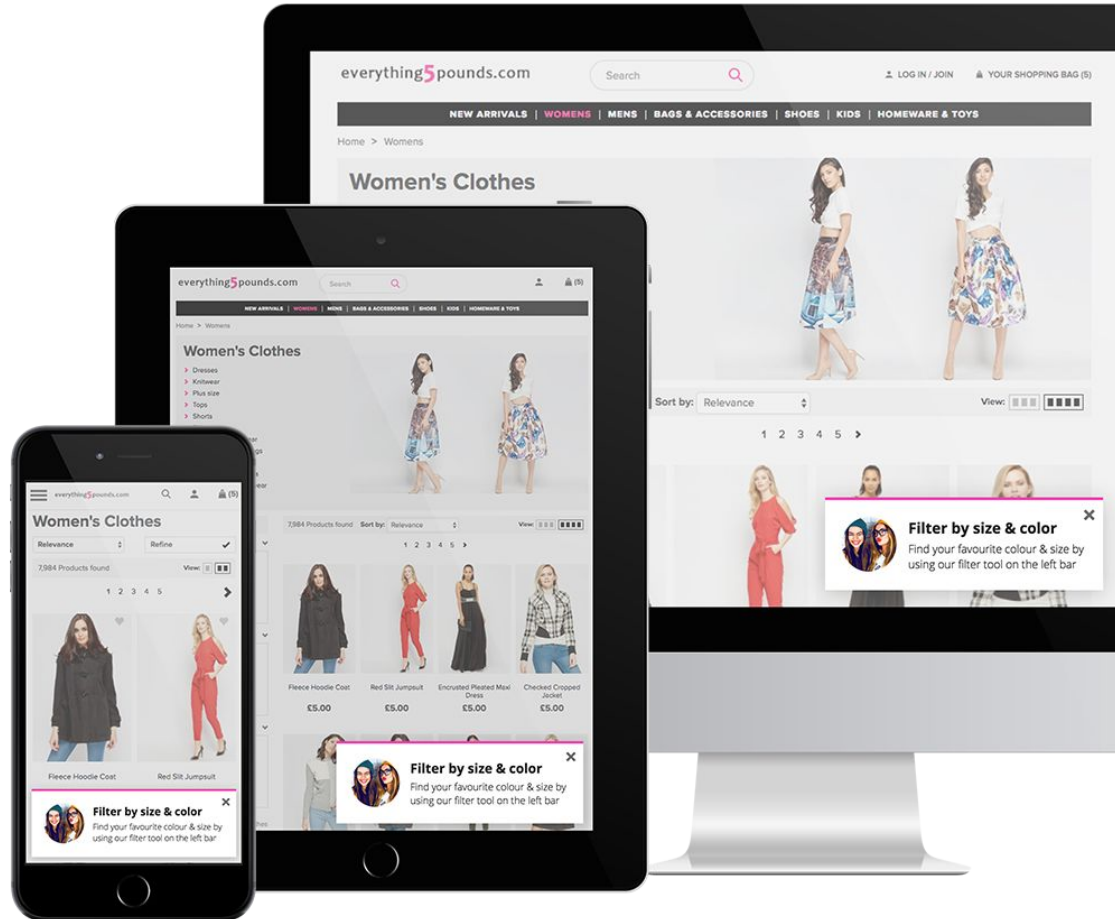
New visitors, visiting category page

Technology & features used

Time trigger or scroll trigger

A/B Testing

9 variations



Results

Happy happy happy :)

As showed on the right, we've generated revenue uplift on all devices (new users channel).

Website UX was improved, visitors we're able to find new filtering options in category pages and the returning audience traffic grew accordingly.

+12% ↑

Uplift for new users on **desktop**

+17% ↑

Uplift for new users on **tablet**

+13% ↑

Uplift for new users on **mobile**

We're Adoric

Our energy has many perspectives.

Sometime, we're the nice lady that offers help behind the cashier. Occasionally, we're the slick salesman you always wanted. In the holidays, we always dress up. and yes, we can write.

Let's talk.