

L'OCCITANE


 CONTENTSQUARE
 UX Analytics & Conversion solution

INTERNATIONAL CHECKOUT ANALYSIS

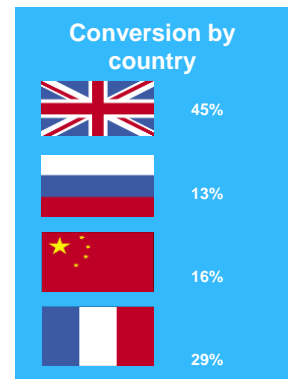
HOW L'OCCITANE INCREASED CONVERSION BY UNDERSTANDING USERS

1 ABOUT THE COMPANY

L'Occitane en Provence is an international retailer of body, face, fragrances and home products. It has more than **50 websites in 30 countries** with over €1 billion in revenue in 2015.

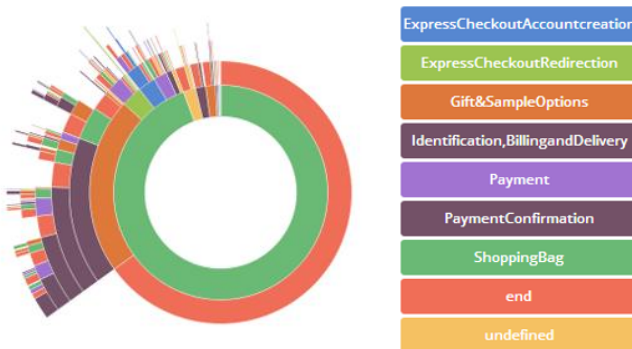
2 THE CHALLENGE

L'Occitane noticed a large discrepancy in checkout page conversion between markets. For instance, dropout was much higher in Russia and China. The digital marketing manager needed to **quickly understand how users behaved differently in each of its key markets to optimise the checkout UX and boost ROI.**



3 THE SOLUTION

L'Occitane partnered with ContentSquare to conduct a step-by-step analysis of the checkout process. With a single snippet of code, L'Occitane could immediately dive into advanced metrics and data at the granular level from any country or custom segment.



The sunburst maps all user checkout journeys, beginning at the shopping bag page. This sunburst visualizes where visitors of the Russian site drop off. For instance, the overall dropout rate was 11% for the gifts & samples page and 18% on shipment, well above the international average.

4 OUTCOME

ContentSquare used its advanced UX analytics platform to identify checkout struggle points specific to each market. In Russia, which had the lowest conversion rate, behavioural metrics surfaced several key insights.

“By understanding user expectations, we were able to adapt our website to the specific UX requirements of our consumers.”

*Agnès Debains,
International Digital
Director at L'Occitane*

Users hesitated **13 seconds longer** on the delivery page than the international average. This was time spent finding the difficult-to-locate address modification button, a function Russians use more than any other country.



It takes users over a minute to find the address change function.

Russian users engage more with the assurance elements than peers with the call center contact being clicked 2.52 times more frequently. Despite this, the assurance bar containing important shipping and contact information was placed low on the page with **only 30% of users scrolling far enough to view it.**



Only 30% of viewers viewed the assurance bar and 2% clicked.

By understanding the behaviour of their international users and making targeted, data-driven UX improvements, L'Occitane achieved an overall **2% lift in conversion rates.**

5 ABOUT CONTENTSQUARE



**CONTENT
SQUARE**

ContentSquare is a next-generation behavioural insights solution that uniquely captures all online visitor behaviour without the need for a tagging plan.

Entire digital teams can easily surface and understand customer behaviour across entire journeys and the contribution of every element towards KPI's, over any period of time

ContentSquare has over 100 customers including: Orange, Photobox, Majestic Wine, Matches Fashion, Interflora, Loveholidays Accor, SNCF, Societe Generale, BNP, L'Oreal, LVMH, Renault, Lacoste, PMU....

To find out more, send an e-mail to duncan@contentsquare.com

www.contentsquare.com +44 (0) 20 32 89 31 23