SINGLE GRAIN & FÜM

E-COMM   CASE STUDY

How We Helped Füm Increase Purchases and Improve Average Order Value (AOV) Through Mobile Site Optimizations

The Numbers Keeps Growing

Only days later, growth began

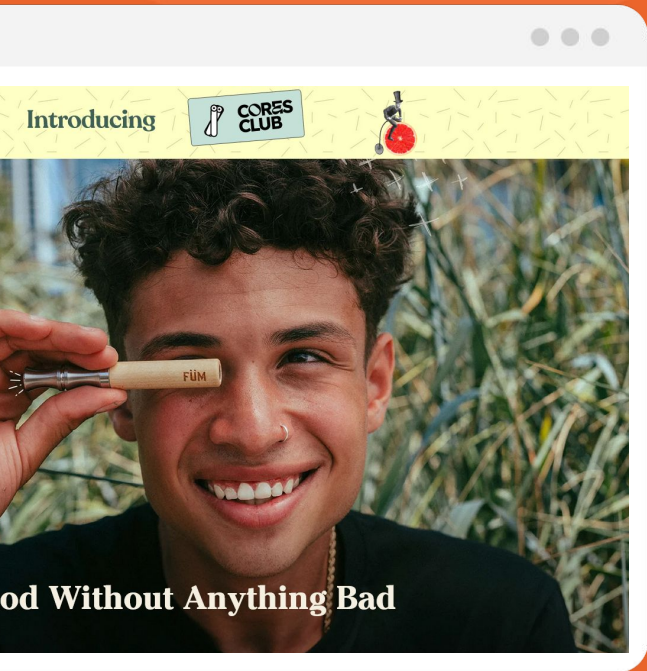Started Here

75% lift in add-to-cart rate →

Our Goal

Increase Purchases/AOV Through Improvement in The User Experience on Füm's Mobile Site
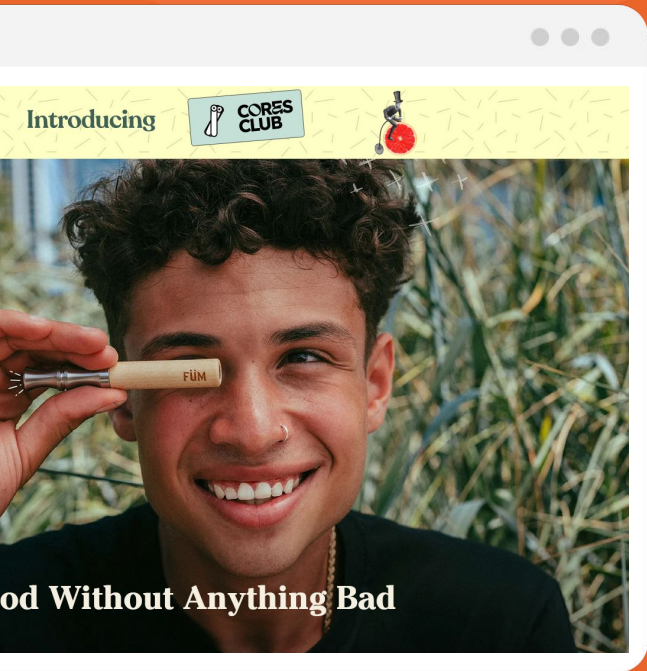
The Challenge

Füm wanted to increase sales through improvement in the user experience on their mobile site.

To achieve this, **we did a thorough analysis of Füm's mobile site performance** to uncover areas of improvements

Findings

- **Füm's site had no sticky call to action**
- **Füm had few products. This opened up the opportunity to group similar products into a drop-down menu version of the add-to-cart button**

Tactics

- **A sticky call to action was added**
- **a drop-down menu add-to-cart button was added to reduce scrolling once a product decision was made by the user**

This approach aimed to simplify the decision-making process for users, potentially leading to higher conversion rates compared to the control group, which featured a standard, sticky call-to-action button without direct selection options.
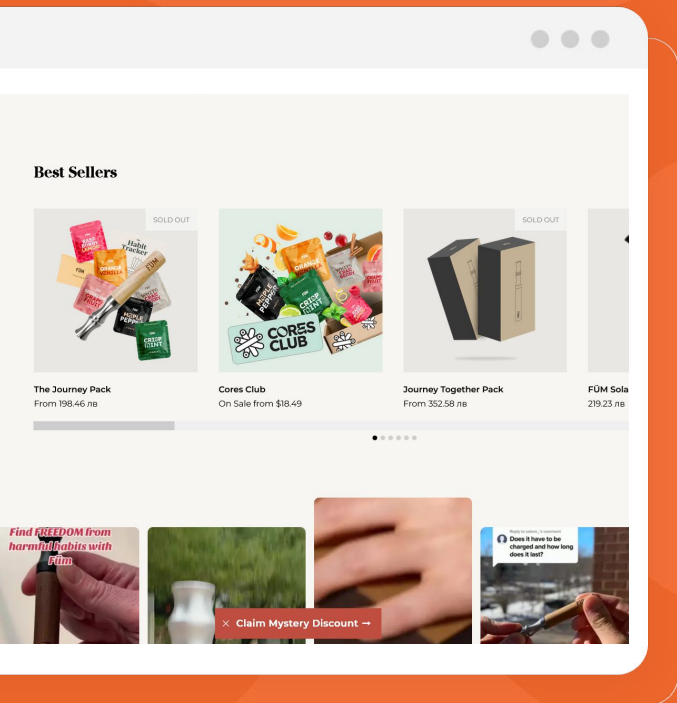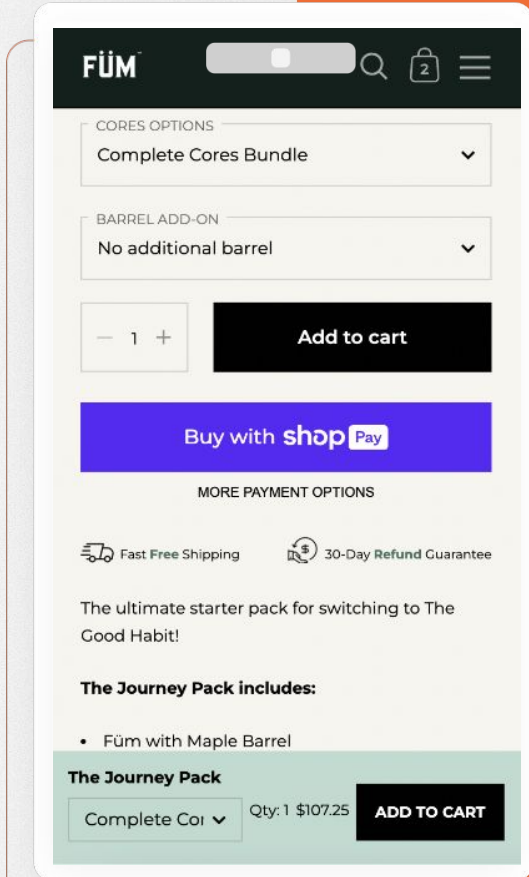
Results

Key results achieved during this test:

✅ **75% lift in add-to-cart rate**

✅ **15% increase in revenue per visitor (RPV)**

Results

This strategic change was part of our broader effort to optimize the e-commerce experience by simplifying the purchasing process and reducing friction in the user's navigation. **The positive impact on both add-to-cart rates and AOV underscores the effectiveness of integrating essential selection options directly into the purchasing path**, enhancing the overall efficiency and user satisfaction.

Note

When we did our first sticky Add to Cart test versus the Control (no sticky CTA), the lift was only 6% so the addition of the core selector dropdown made a larger impact on add to cart rates!

Thank You

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for Great Companies**

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How We Helped Füm Improve The User Experience On Their Mobile Site

Füm wanted to improve the user experience on their mobile site with the goal of increasing add to cart actions which would lead to more purchases.

To achieve this, we ran a thorough analysis of their mobile site. We figured out that we could use the small amount of products Fum had to our advantage. We changed the call-to-action on their purchase pages to allow users to choose from one of three product options without having to scroll up or down to look again at alternative options on the page.

The test also involved redesigning a new sticky add-to-cart button that remained visible as users scrolled. This variation was designed to streamline the shopping process, reducing the need for users to scroll the page to make their selection.

75% lift

in add-to-cart rate

15% increase

in average order value (AOV)

Introducing CORES CLUB

od Without Anything Bad