

FragranceNet.com boosts m-commerce sales by 48% in four months with a mobile-optimized site



About FragranceNet.com

- www.fragrancenet.com/

Goals

- Take advantage of the explosive growth of m-commerce
- Provide mobile visitors with a faster, more streamlined shopping experience
- Boost sales on mobile
- Drive mobile traffic
- Leap ahead of the competition in mobile

Approach

- Created a mobile-friendly site with fewer graphics, larger font sizes, and bigger product images and buttons
- Reduced checkout steps
- Deployed Google Mobile ads

Results

- Boosted mobile traffic by 35% in three months
- Increased mobile sales by 48% in four months
- Optimized the mobile shopping experience
- Created advantage over competitors without mobile sites

Created to provide the largest inventory of genuine, brand name fragrances, skincare, candles, and aromatherapy at the lowest possible prices, FragranceNet.com discovered that the number of mobile visitors to its website was growing exponentially month by month. At the same time, the conversion rate from mobile visitors was not in line with the performance of the desktop website.

Michael Nadboy, vice president of online marketing and strategic development for FragranceNet.com, and the company's marketing team sought to remedy the issue. "One reason we suspected for the poor conversion rate was the lack of a mobile-optimized site," says Nadboy. "So we set out to provide our mobile visitors with a faster, more streamlined shopping experience."

"Four months after launching the mobile-friendly site, mobile users constitute 4% of sales, up from 2.7%—a 48% increase."

—Michael Nadboy, vice president of online marketing and strategic development, FragranceNet.com

A mobile-friendly site: table stakes for the m-commerce game

A mobile-friendly site can help a business connect with customers and increase sales, but a bad mobile experience can drive customers to the competition. With this in mind, FragranceNet.com got to work.

The **new, mobile-optimized site design** features fewer graphics, larger font sizes, as well as bigger product images and buttons. FragranceNet.com also has improved the mobile site experience by reducing the number of steps required during the checkout process to decrease cart abandonment. Nadboy says a major goal was to do less merchandising on the mobile site, and get shoppers through the checkout funnel as quickly as possible. Before the mobile-optimized site was launched, traffic from mobile devices was 9.6%. After launching the mobile site, this increased to 13%, a 35% increase.

FragranceNet.com is constantly updating the mobile site to improve mobile user experience, including tailoring the mobile experience for each user depending on if they are a new or returning customer.

The company is further boosting traffic and sales on the mobile site through the use of Google Mobile Ads. The campaigns apply the same keywords used in desktop-targeted Google AdWords campaigns, but different copy, ad SiteLinks for discount coupons, and recommendations for "best seller" products that are targeted toward mobile users and smaller screen sizes.

About GoMo

GoMo is a Google-led initiative dedicated to helping businesses “Go Mobile” by providing them with the tools and resources they need to make their websites more mobile-friendly. On the GoMo website, businesses can see how their sites look on a mobile device using the GoMoMeter tool and get personalized recommendations for creating a more mobile-friendly experience. The site also has information on current mobile trends and mobile site best practices, as well as a list of developers ready to help companies build their mobile sites.

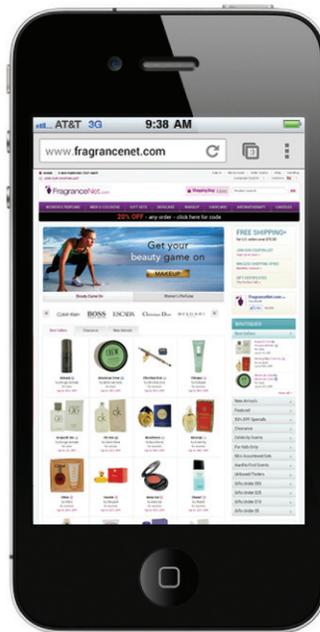
For more information visit:
<http://howtogomo.com>

“Four months after launching the mobile-friendly site, mobile visitors constitute 4% of sales, up from 2.7%—a 48% increase,” says Nadboy. “The performance of our mobile site has been in line with our current expectations, but we’re also well equipped for the very near future when the use of mobile devices to access and shop on the web is on track to eclipse the use of desktop computers.”

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The company initially saw a dip in average order values (AOVs), but only because the merchandise available on mobile was more limited. After offering coupons and free shipping for orders over \$70, AOVs are on the rise, and for FragranceNet.com, it’s just the beginning of their m-commerce efforts.



home page before



home page after

The new optimized website features fewer graphics, larger font sizes, as well as bigger product images and buttons.

