Sigma Sport spins up 28% higher revenue with Google Optimize 360

About Sigma Sport

- Bicycles and sports gear sold in-store and online
- Headquarters: Kingston upon Thames, Surrey (U.K.)
- www.sigmasport.co.uk

About Merkle | Periscopix

- Performance Marketing Agency part of Merkle
- Headquarters: London (U.K.)
- www.periscopix.co.uk

Goal

- Increase sales and engagement by creating a personalized homepage

Approach

- Used Google Analytics Audiences and Optimize 360 to test new pages that featured affinity brands for returning site visitors

Results

- 28% increase in revenue
- 32% uplift in e-commerce conversion rates

If you're a road cyclist or triathlete, chances are you know Sigma Sport. This global retailer sells bikes, clothing, energy bars, anti-chafe balm and everything else you need to power your way through your next big event — or just enjoy your next friendly ride in the country.

Recently Sigma Sport set out to address a vital need: to find more customers with high potential lifetime value. "Growth with high-value customers is key to our success," says Nik Hill, the company's Head of Digital. "We knew we needed to change our website experience to better engage these customers."

To reach its goal, Sigma Sport turned to its agency, the digital conversion specialists Merkle | Periscopix. And together they turned to Google Optimize 360, part of the Google Analytics 360 Suite.

## Following data from 'what' to 'why'

While reviewing Google Analytics data along with CRM data, the Merkle | Periscopix team discovered that 40% of Sigma Sport's returning customers came through the homepage, but less than 2% of them were using the prominent homepage carousel to browse highlighted brands.

The next step was to understand the "why" behind that low 2% number. "Delivering a good user experience starts with understanding customers' needs," says Shahina Meru, Associate Analytics Lead at Merkle | Periscopix. "We conducted a customer journey analysis, which showed us that almost half the user journeys began on the Sigma Sport homepage. But the key was this: Instead of using the carousel, most users were inclined to use either the site search or the main navigation to browse within the brands they had an affinity for."

In other words, says Shahina, users had varied preferences but were all being served the same experience. "Sigma Sport has 9 brands featured on the homepage, so most users were having a hard time finding their favorite brand on the page."

> *"We used the Analytics audience targeting feature in Optimize 360 to serve bespoke experiences to subsets of users. We created three distinct Analytics audiences who had earlier bought or interacted with the top three brands, then used these as targeting rules in Optimize 360. Anyone who had looked at or bought a Specialized bike in the past, for instance, now saw Specialized products in their carousel."*
>
> *—Shahina Meru, Associate Analytics Lead, Merkle | Periscopix*
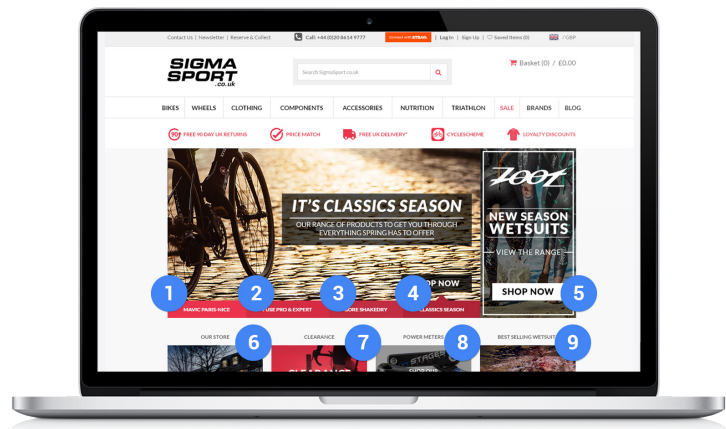
That gave them a new idea: If the homepage showed users the brands they had interacted with on a previous visit, Sigma Sport should see more engagement and sales.

Optimizing one to one

Using Optimize 360, Merkle | Periscopix created an experiment where they replaced Sigma Sport's homepage carousel with brand-specific images of the site's three top-performing brands: Castelli, Specialized, and Assos. Then they targeted the experiment to the audiences they had already built in Analytics.

This allowed Merkle | Periscopix to serve personalized experiences to fans of each brand. "We used the Analytics audience targeting feature in Optimize 360 to serve bespoke experiences to subsets of users," says Shahina. "We created three distinct Analytics audiences who had earlier bought or interacted with the top three brands, then used these as targeting rules in Optimize 360. Anyone who had looked at or bought a Specialized bike in the past, for instance, now saw Specialized products in their carousel."
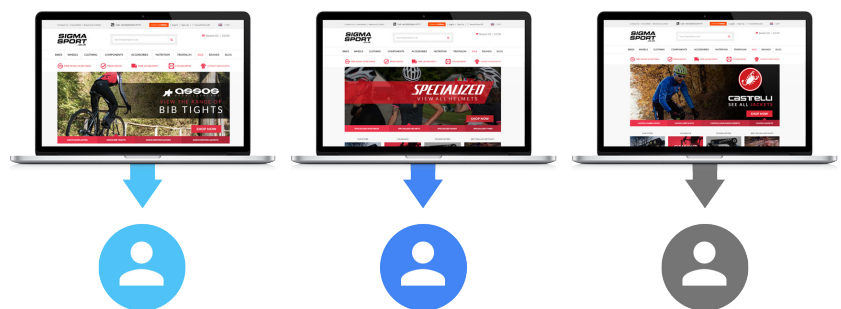

Earning 28% more

When Sigma Sport tested its new personalized home page, they saw right away that it was a hit with users.

> *"The results provided in Optimize 360 are very clear. We can see clearly how our site changes led to increases in carousel clickthrough rates, product detail page views, and cart activity. Tracking revenue and transactions is seamless in Optimize 360 because we can measure our experiments against the goals we've already set up in Analytics. That makes it easy to align our testing strategy to our business objectives."*
>
> **—Nik Hill,**
> **Head of Digital, Sigma Sport**

The experiment drove a **28% rise** in revenue and a **32% increase** in e-commerce conversion rate during the experiment. In fact, Sigma Sport saw uplift across the entire customer journey with a 90%+ probability to beat the baseline:

+7% Hompage Carousel Ctr

+18% Product Detail Page Views

+26% Add-to-Cart Ctr

+32% Ecommerce Conversion Rate
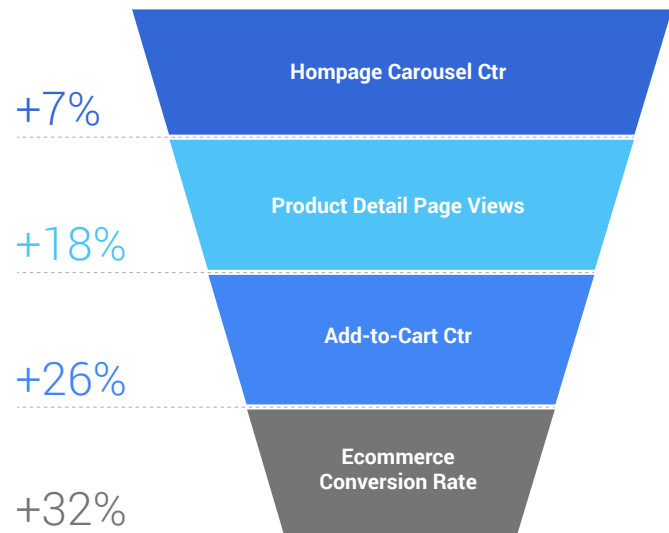
"The results provided in Optimize 360 are very clear," says Nik. "We can see clearly how our site changes led to increases in carousel clickthrough rates, product detail page views, and cart activity. Tracking revenue and transactions is seamless in Optimize 360 because we can measure our experiments against the goals we've already set up in Analytics. That makes it easy to align our testing strategy to our business objectives."

The bottom line: Personalization worked, both for bike-shopping customers and for Sigma Sport. Now Merkle | Periscopix is looking for more ways to enhance user experience with personalization from Analytics and Google Optimize 360.

"We treat conversion rate optimization as an iterative process," says Shahina. "We continuously push boundaries to understand the end user and present them with more personalized experiences to help them achieve their goals."

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit google.com/analytics/360-suite