



CicekSepeti.com improves user experience and increases mobile conversion rate by 40% using Google Analytics User ID

About CicekSepeti.com

- Founded in Istanbul in 2006
- Online retailer of flower and gifts
- www.CicekSepeti.com

Goals

- Improve mobile performance and conversions
- Boost return on investment from search advertising
- Understand consumers' cross-device behaviour

Approach

- Conducted usability workshop
- Implemented more than 20 usability improvements on mobile site
- Adopted User ID in Google Analytics
- Analysed cross-screen behaviour

Results

- Improved mobile conversion rate by 40%
- Proved one in three conversion paths start with mobile
- Established that consumers using three devices are 60% more likely to convert than those using a single device

"In Turkey, almost three-quarters of the over 47 million internet users visit the web from mobile devices. This mobile transformation makes responsive web design important for ecommerce businesses. Being a company that puts user experience in the forefront, we aim to enable our customers to have a fast, easy and familiar experience with the improvements we execute on mobile channels."

— Emre Aydın, Founder, CicekSepeti.com

CicekSepeti.com is an ecommerce retailer operating in Turkey. The company delivers flowers, jewellery, gourmet products, toys and other gifts to customers across the country, including same-day deliveries in most metropolitan areas.

CicekSepeti.com wanted to improve mobile performance and boost return on investment from online advertising. In collaboration with Google, the company conducted a full analysis of its mobile site using surveys, industry research and Google Analytics data to understand user behaviour across devices and to assist in identifying areas of improvement of the website.

Implementing these changes produced a 40% increase in the mobile conversion rate. Key improvements included:

- **Showing value propositions**
By showing the company's value propositions in a consistent way throughout the site experience, including registration pages, CicekSepeti.com increased registered users by 4%.
- **Providing a better onsite search experience**
By providing auto-suggestions and showing product images, CicekSepeti.com enhanced the search experience. As a result, onsite search usage increased by 44% and the conversion rate of users engaging with onsite search grew by 14%.
- **Improving category and detail pages**
Offering advanced filters on listing pages helped CicekSepeti.com's users to narrow results according to their interests. By showing bigger high-quality product images, exposing options rather than using drop-down menus and using prominent call-to-action buttons with contrasting colour improved the user experience on detail pages.
- **Optimising checkout funnel and forms**
The checkout funnel was shortened from six steps to three, and a progress bar was introduced. CicekSepeti.com also shortened forms and introduced live inline validation for all form fields.

Meanwhile, CicekSepeti.com also adopted the User ID feature in Universal Analytics in order to develop a more nuanced understanding of user behaviour across devices. This unique, persistent and non-personally identifiable ID string representing a user made it possible to assign value to cross-device consumers.

CicekSepeti.com found that customers often used smartphones during the consideration phase of the purchase funnel as they explored products and designers or looked at product details. In fact, nearly one out of three of the brand's conversion paths start with mobile. Users then tend to switch to other devices – mainly desktop and tablet – to complete their purchases. Overall, these insights helped quantify the value of mobile interactions, showing that consumers using three devices are 60% more likely to convert than those using only one, and their average order values are 1.6 times higher.