

CASE STUDY

Website Performance Assessment Helps a Leading Online Apparel Store Achieve Higher Search Engine Visibility and Conversion Rates



Overview of Online Apparel Store in the US

The market for online apparel has surged upward over the past five years. The industry's revenue has rapidly outpaced overall clothing sales as online shopping becomes more popular with US consumers. Increasing internet penetration as a result of swift broadband connection growth has surged industry revenue forward as consumers turn online to shop for clothes and easily compare prices. But, because of its fickle nature, online apparel stores can find it difficult to thrive against fierce industry competition.

Some of the top challenges in the online apparel retail industry include:

- Growing consumerism: Nowadays, customers have too many choices from which they can choose any product that they like. This is a major challenge for online apparel store.
- Creating a unique experience: Leaders in the fashion retail industry are finding it difficult to create a unique experience for their consumers and gain customers' attention.
- Inventory management: In this fast-moving world, consumer preferences in the space of a few months would have changed a lot. Exhibiting agility and excellence in stock visibility, operations planning, and inventory intelligence is one of the primary challenges faced by companies in the apparel industry.

Importance of Website Performance Metrics

Analyzing website performance metrics helps businesses distinguish the strengths and weaknesses of their websites. It is vital for any firm with an online presence to carry out a regular website performance metrics to ensure site usability. Moreover, understanding website performance metrics helps in measuring the web metrics, determines the impact of the webpage, and improves the quality of content by developing a roadmap to success with the website and business goals in mind.

Why Quantzig?

Quantzig, with over 15 years of expertise has supported the clients across the globe with end-to-end data modeling capabilities to leverage analytics for sound decision making. We believe that the strength to tackle the actionable data is what drives a company towards success.

About the Client

The client is a leading online apparel store based out of the US, with over 15,000 associates and several business units spread all over the globe.

Predicaments Faced

The client, a [renowned online apparel store](#), wanted to understand how their websites are performing and optimize their customer experience to enhance the business performance. The online apparel store wanted to leverage the use of website performance metrics to precisely measure the business metrics in terms of traffic, leads, and sales. The online apparel store wanted to understand the effectiveness of their marketing campaigns on the overall website's performance. With the help of Quantzig's website assessment, the client wanted to diagnose deficiencies in specific channels and adjust strategies to enhance their overall marketing activity.

Solutions Delivered

The [website performance analytics solutions offered by Quantzig](#) helped the online apparel store to understand customer behavior, anticipate customer movements, and interpret messages in driving customers to conversion. With our help, the online apparel store was able to understand how well their website was performing. Furthermore, the engagement also focused on tracking and analyzing visitor behavior over time and over multiple channels. Thus, the client was able to offer personalized marketing action to target distinct customer requirements.