TAPLYTICS

Success Story: How Sloane Tea Increased Revenue by 5.8% - Their 1st Experiment, Created & Launched Within 1 Hour With Our No-Code Visual Web Editor.

Client: Sloane Tea The Purveyors of Premium Fine Tea in Canada. Sloane Tea has pioneered the premium loose leaf market, with tea sourced and blended by their very own Certified Tea Sommeliers.

Goal: Understanding Their Ecommerce Conversion Metrics & New Customer Activation

To understand their ecommerce conversion metrics, Kelsey Norris, CTO of Sloane Tea, needed to quickly set-up events across their home page all the way to their product detail pages without leaning on engineering resources to quickly get up and running.
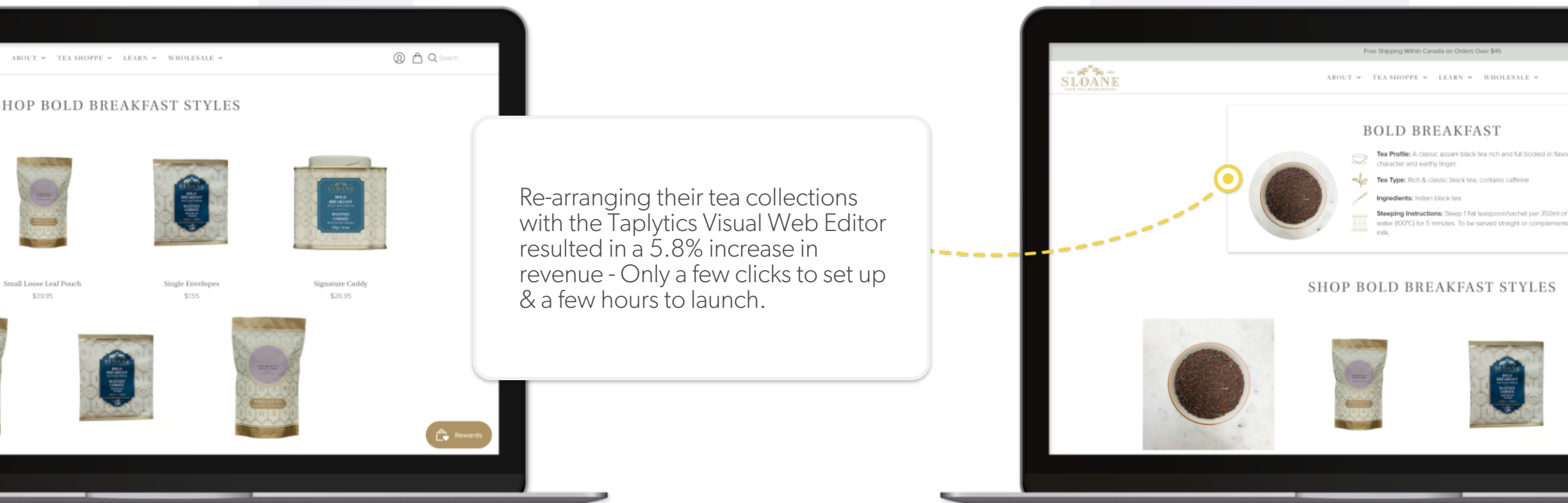
The ultimate goal was to understand and persuade first time visitors to make their first purchase upon visiting the Sloane Tea web store powered by Shopify. By creating funnels within Taplytics that take into account the sign up flow from different landing pages, they would get a better understanding of their acquisition campaigns to help drive new customer acquisition costs.

Strategy: Quickly set up Taplytics Instant Goals and start experimenting on easy to execute ideas with No-Code experiments on their Shopify store front.

There are multiple ways for new users to discover Sloane Tea's offerings. They decided to focus on their most popular pages and run their first experiments via No-code experiments.
By doing so, Sloane Tea would quickly be able to create, deploy and measure their first round of experiments to get baseline conversion metric data to inform future experiments.

Solution: Funnel Setup & No-Code Visual Web A/B Tests

Kelsey's hypothesis was that if she moved their most popular product category pages above the fold to improve discoverability, it would increase the number of purchases. That way, any campaigns directed towards their product categories would directly impact their acquisition costs and return on ad spend.

Re-arranging their tea collections with the Taplytics Visual Web Editor resulted in a 5.8% increase in revenue - Only a few clicks to set up & a few hours to launch.

Results:

Web A/B Testing has been instrumental in helping understand Sloane Tea's true conversion metrics alongside their customer acquisition campaigns. With the flexibility to deploy more experiments using no-code experiments, where they were previously hampered with getting engineering resources involved, they were able to learn and iterate faster on their marketing campaigns.

Their first experiment, where re-arranging their tea collections across their entire website with Taplytics Visual Web Editor, took only a few clicks to set up and ship within a few hours, which directly resulted in a 5.8% increase in revenue.

Armed with the data points from their event tracking, conversion and funnel metrics, Sloane Tea has been able to generate positive ROI and inform future experiments to help further decrease their customer acquisition costs with A/B testing.

Kelly Norris — CTO at Sloane Tea

" *Before we didn't have any visibility into how our key conversion points on our most popular pages performed. With Taplytics Shopify integration and highly responsive Customer Success team, I was able to get set up and our first experiment running within a few days alongside actionable insights in their experiment dashboard.*"