

# In-page web analytics reveals checkout visitors' behavior



## Customer success story

The North Face, a division of VF Outdoor, Inc., was founded in 1968. The company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, explorers, or anyone with a passion for innovative style.

Named for the coldest, most unforgiving side of a mountain, The North Face's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers, and major outdoor specialty retail chains.

[www.thenorthface.com](http://www.thenorthface.com)

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## Challenges

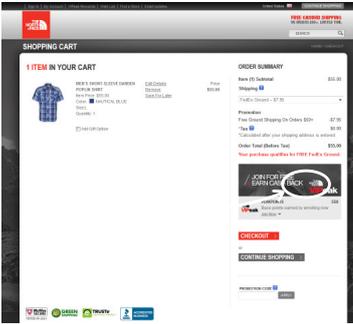
The North Face, a long-standing customer of Clicktale, wanted to increase the conversion rate of their Shopping Cart page.

When The North Face evaluated the performance of their Shopping Cart with their in-house traditional web-analytics tool, they realized that too many visitors were looking at the page but not getting to the Checkout. The fact that many customers were not converting led them to suspect that there was a problem in the Shopping Cart page that was confusing their visitors, but they did not know what the problem was.

They turned to Clicktale's in-page analysis to help them gain a better understanding of how their customers were interacting with the Shopping Cart page. They used Clicktale's Mouse-Move and Mouse-Click Heatmaps, drilled-down into individual Session recordings and reviewed Conversion Funnels to pinpoint the source of the difficulty.

Bei He, Business Analyst,  
The North Face.

## Solution



"We had not realized that the position of the banner would cause confusion among potential buyers. Clicktale's in-page analysis steered us towards running the A/B test, and we are very happy with the outcome. After a short period of testing, we modified the page and the metrics could not be better."

"We couldn't understand why so many visitors were reaching the final stages but not clicking the Checkout button in the Shopping Cart," said Bei He, Business Analyst, The North Face. "We turned to Clicktale's Heatmaps, Session Playback and Conversion Funnels to figure out what they were looking at in the cart and where they were going."

Clicktale's Heatmaps and Session Playbacks revealed that a large number of visitors were not paying attention to the Checkout button on the Shopping Cart page, because their attention was being diverted by a promotional banner above the button, inviting them to become rewards members. While The North Face was keen to promote membership, they had underestimated the negative impact the banner was having on the main goal of the page – getting visitors to click on Checkout!

This insight inspired The North Face to run an A/B test on the position of the banner and Checkout button. Version A was the control with the Checkout button positioned below the banner, whereas Version B reversed it with the Checkout button above the banner.

Version A

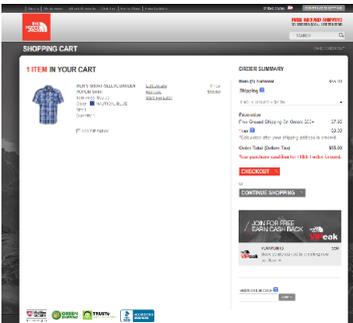


Version B



Mouse-move heatmaps revealed that visitors interacted more with the Checkout button when it was moved above the banner (B) with a 21% increase in clicks

## Results



The North Face used Monetate to conduct the A/B test. The test showed that in the original version, around 16% of visitors to the Shopping Cart clicked the banner. In the new version, by moving the Checkout button up alongside the Order Summary (pricing and shipping information), only 0.2% clicked the promotional banner. At the same time, there was an increase of 21% in the click-through rate of the Checkout button when placed above the banner.

The outcome could not have been more impressive. The conversion rate of Version A (checkout button below the banner) was 40%, whereas the conversion rate of Version B (checkout button above the banner) was 65% - effectively increasing the page's conversion rate by 62%!

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## About Clicktale

Clicktale lights up the digital world, revealing customer behavior, needs and intent across all key touchpoints: web, mobile and apps. The world's #1 enterprise-class experience management platform, Clicktale's deep drill-downs get to the heart of the "how" and "why" behind customer behavior. Via session replays, high-fidelity heatmaps, conversion analytics, powerful integrations and in-depth expert analysis, Clicktale provides critical insights needed to remove friction, delight every customer and achieve digital success. With a global customer base that includes Walmart, UBS, The North Face, MetLife, Lenovo, Adobe and CNN, Clicktale is the most advanced, robust enterprise-grade solution on the market, analyzing over 100 billion in-screen behaviors per month.