Mango Dresses Up Its Mobile Results with Google Optimize 360

MANGO

About MANGO

- Mango opened its first clothing store in Barcelona in 1984. Today Mango sells each season's trends at affordable prices in over 2,200 stores around the world.
- Headquarters: Barcelona, Spain
- www.mango.com

Summary

- Created new goals in Analytics 360 to examine each stage of the purchase process
- Used Optimize 360 to run site experiments to improve the mobile shopping experience
- Increased the number of users adding a product to their shopping cart by 49%
- Boosted total mobile revenue by 3.9%

Mango is a global fashion retailer with a modern urban flair. Their very first store was opened in Barcelona in 1984, and today Mango sells its stylish and affordable clothing in more than 2,200 stores across 111 countries, from Peru to Azerbaijan.

A mobile surge

Recently, Mango discovered a new challenge. Mobile visits to Mango's online store were skyrocketing. In fact, the company's Google Analytics 360 account revealed that 62% of all website traffic was coming in via mobile devices, a 50% increase year over year.

Yet, despite these promising numbers, the team also discovered that the number of mobile transactions still lagged behind desktop transactions. Evolving rapidly to continuously improve the in-store customer experience has always been part of Mango's DNA, so it was only natural that the global retailer would take the same approach with its digital experiences.

Testing and tweaking

The Mango team's initial objective was to ensure that it was as easy as possible for mobile users to find exactly what they were looking for from the moment they arrived at the site. To accomplish this, Mango began by creating several goals in Analytics 360 that would help identify where users were in their path to purchase, including: opening a menu, searching for (and clicking on) a particular product, and choosing a shipping method. Once these goals were created, Mango could track exactly how many users reached each of these steps and see where users were exiting the purchase process. This provided greater insight into each stage of the mobile shopping experience and revealed areas for improvement.

Based on the insights Mango discovered in Analytics 360, the team came up with new ideas for how they could improve the mobile shopping experience and increase the number of transactions on mobile devices. Because Analytics 360 and Optimize 360 are natively
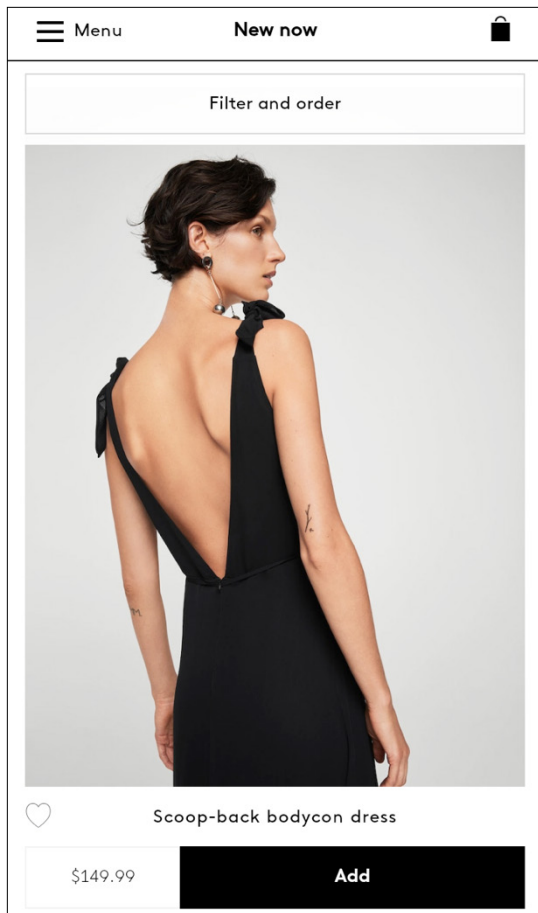
Customers can now add products to cart with one click...

integrated as part of the Google Analytics 360 Suite, the team was able to seamlessly conduct website tests and track the entire customer experience across multiple devices, including mobile and tablet screens. The information they gathered allowed them to further enhance the mobile shopping process.

One test that stood out was a simple change to the *favorites* icon offered to Mango mobile shoppers. The company noticed that many shoppers were using their cart to save specific dresses or blazers to review later, so they began offering a clickable star icon for that purpose instead. It worked well – but when the Mango team decided to test a heart instead of a star, they saw a **19% increase in users adding items to their favorites**.

Another successful test involved the inclusion of an "Add" button in the product list page. Prior to this simple change, customers would have to actually click on a product and visit its individual page in order to add it to their shopping cart. It became clear that these extra steps were hindering the sales process. By incorporating a small "Add" button, users could place a product directly into their shopping cart from the search results page. This new feature resulted in a **49% increase in users adding a product to their cart**.

Real, measurable results

The Mango team can view all of their Optimize 360 experiment data in Analytics 360 and analyze it by applying parameters such as device type and traffic source. They can also use Analytics 360 to study the differing needs and behaviors of users in each of the 111 countries they serve and then customize tests for each audience using Optimize 360.

While the test results gathered so far have certainly been impressive, the real proof is evident in the company's bottom line. After implementing the small changes highlighted above, Mango saw a **4.5% uplift** in mobile conversion rate and a **3.9% rise** in mobile revenue.

Given the flexibility and incredible results they've already achieved using Analytics 360 and Optimize 360, Mango has ambitious plans for additional testing in order to continuously improve the mobile experience for their customers around the world.