



Online Food Retailer Slices and Dices Shopping Cart Abandon Rates to increase e-commerce sales by 70% in key regions



About CTHL

- www.tienda.com
- Award-winning, family-owned business supporting artisanal food and products from Spain
- Location(s):
Williamsburg, Virginia,
USA and Alicante, Spain

Goals

- Increase online sales within key regions
- Determine why some regions have a high shopping cart abandonment rate

Approach

- Track major e-commerce features using e-commerce Tracking and Event Tracking
- Analyze the relationship between product purchase and geographical location

Results

- Analyze the correlation between a key product category and high cart abandonment rates
- La Tienda tested a new shipping model, resulting in a 70% increase in conversion rate in target regions

Taking local food to the global market

LaTienda is an award-winning, family-owned business supporting artisanal firms in Spain. The firm works with small family-run businesses, many of which are dedicated to centuries-old food-making traditions.

With warehouses in Williamsburg, Virginia and Alicante, Spain, the company ships hundreds of thousands of orders throughout the United States, Canada and Europe.

Bringing the best of artisanal Spanish food and wine to your table

LaTienda's brand equity is built on its fundamental commitment to the customer experience. They guarantee a positive experience for its customers – quality products delivered in excellent condition, or they will replace or refund the purchase.

Overall, they had been seeing great success with their online orders, though they wanted to continue looking for opportunities to grow sales. To assist with this, they worked with WebStrategies, located nearby in Virginia.

They knew that a key product category in particular required more expensive shipping methods if it was too far from LaTienda's Virginia warehouse. Their challenge was to understand the impact on sales of varying shipping rates for this subset of products.

Precise measurement with the right utensils

LaTienda grouped visitors into two regions: Region A visitors were close enough to the warehouse to always get reasonable shipping costs. Region B visitors were everywhere else, and had to use a more expensive shipping method for the key product category.

WebStrategies wanted to measure the impact on sales whenever one of the key products was placed in the cart. To measure this, they installed Event Tracking to the "Add To Cart" buttons on every product page.

They then used Advanced Segments Custom Reports to separate visitors in Region A from Region B, and drilled down to view performance by product category. Sure enough, visitors from Region B were found to be 48% less likely to purchase if they placed an item from the key product category in their cart, which raised total shipping costs.

"For several years we were paying thousands and thousands of dollars for a complex analytics program that never quite gave us what we needed. With Google Analytics, we were able to access the data that we needed to run LaTienda.com, for free, and have it presented to us in an approachable format that gave us actionable data."

Tim Harris, CEO, LaTienda.com – The Best of Spain



About the Google Analytics Certified Partner

- www.webstrategiesinc.com
- Location(s):
Richmond, Virginia
- Founded in 2004, WebStrategies, Inc. is an award-winning digital/online marketing agency. WebStrategies, Inc. provides a variety of web development, search engine optimization and web analytics services to businesses of all sizes.
As a Google Analytics Certified Partner, WebStrategies uses web analytics and other business intelligence information as the foundation for their data-driven approach to marketing.

A recipe for success

To combat this effect, LaTienda.com implemented a less expensive, flat rate shipping model in region B and monitored sales. After the test, the rate at which Region B visitors completed the shopping cart were found to have increased by nearly 70%.

Just to be sure, they checked to see if there was a similar increase in conversion rate for Region A visitors, and found that it did not fluctuate more than 3.4% over the same time period. The analysis confirmed that product shipping rates greatly impacted shopping cart behavior, and used data to measure the results of a key business decision.

LaTienda continues to rely on Google Analytics to gather customer insights and make data-driven decisions, and their customers couldn't be happier.