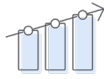


# CASE STUDY



HOW A SIMPLE CHANGE LED TO +18% INCREASE IN REVENUE OVER 5 DAYS



**+150%**

increase in click rate



**+18%**

increase in revenue



**-62%**

time before first click



“On a time like Black Friday, when people are comparing offers and perhaps going to a number of different sites, it made coming to our site a lot easier”

**Octavia Benham**, Online Trading Manager, Dreams

Established in 1985, Dreams is the UK's number one specialist bed retailer. Headquartered at 'Bedquarters' in High Wycombe, and with 1,900 employees across the UK, Dreams sells 10,000 mattresses, bases and headboards per week to customers nationwide through its store network of over 200 sites and online.

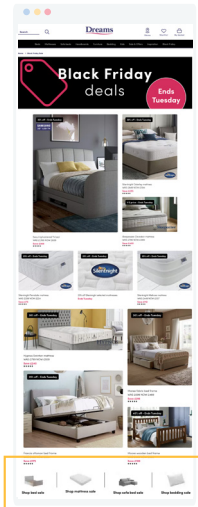
## Challenge

During Black Friday, Dreams used Contentsquare's Zoning Analysis to continuously analyse the performance of their landing page. They found that the most clicked element, the "shop by category" feature, was at the bottom of the page.

## Solution

Based on this insight, the team made the simple change of moving the feature up to the top of the page, above elements that were generating fewer clicks. This increased the click rate by 150% on mobile devices, generating an additional 18% revenue over just 5 days.

27th November



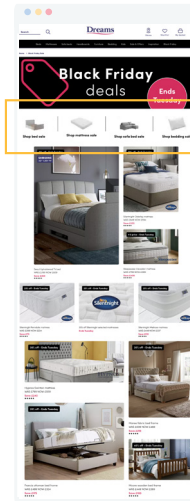
**13.3%**  
click rate

**+150%**  
click rate

**33.2%**  
click rate

**+18%**  
revenue in five days

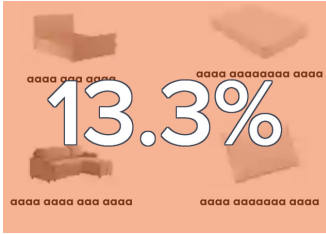
29th November - 3rd December



Shop by category

## Click rate

Before



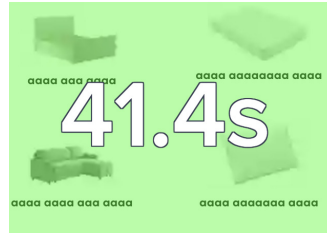
After



+150%

## Time before first click

Before



After



-62%

## Outcome

This change also led to a decrease in clicks on the other elements in the page. As the category links had one of the highest conversion rates per click, moving them to the top of the page did not just improve UX, it also shifted attention to an area that was more likely to convert.



"Within a retail business you do have to react really quickly and what Contentsquare gives us is the flexibility to understand what are customers are doing now, and how we can make changes now that will help their customer journey."

**Octavia Benham**, Online Trading Manager, Dreams



## About Contentsquare

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks and visualises billions of digital behaviours, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

## Find out more

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