



HOW ANALYZING CUSTOMER BEHAVIOR INCREASED THE HIT RATE OF PRODUCT PAGES



+125%

Click-through rate on category filters



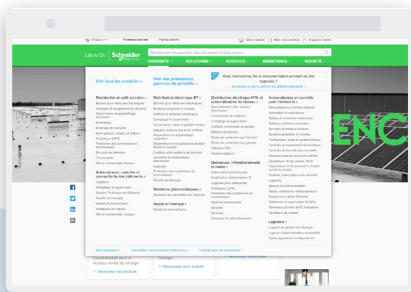
+4,8%

Product page hit rate

A SIGNIFICANT INCREASE IN KPIS FOR CATEGORY PAGES



With €25.7 billion in turnover in 2018 and more than 137,000 employees worldwide, Schneider Electric offers professionals **an infinite range of products and services in the field of energy management**. This represents a real challenge for its DCX (Digital Customer Experience) teams, in an environment in which **B2B customer expectations are becoming increasingly similar to those of B2C customers**.



Schneider Electric's product range is as comprehensive as it is complex to display.

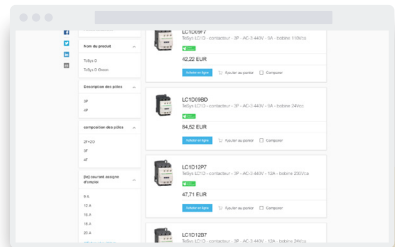
Category pages penalizing the performance of the conversion tunnel

Around a hundred product families, 40-odd solutions and almost as many services – **Schneider's vast range makes searching the website very complicated for users**.

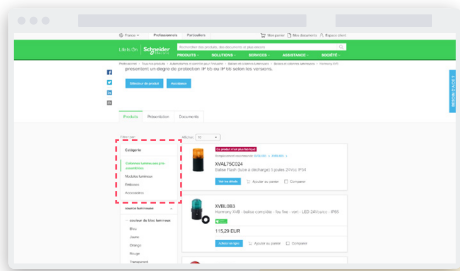
Category pages are a critical stage in the conversion journey and the final step before reaching a product page. However, in May 2019, using the Contentsquare Pages Comparator, teams noticed a **high exit rate of around 40%** from those category pages. This reveals a serious leak in the conversion funnel...

Identifying action levers - the key to improving the hit rate of product pages

Following user testing, the Schneider DCX teams discovered **a detail common to all "virtuous paths"** – the use of category filters. **The Zone Data module was able to provide statistics and confirmation of an intuition concerning the horizontal bar placed at the top of the page.** This filter is a decisive tool for users on their way to the product page, but it is used up to 10 times less than filters located in the sidebar.



The category page is the final step before the product page.



Merging filters: quick win with immediate impact on the hit rate of product pages

In order to take advantage of the popularity of sidebar filters, Schneider DCX teams moved the categories filter to the side. Their intuition paid off: these filters, decisive to conversion during the customer journey, **received many more clicks than before, with an increase of 125%**. The hit rate for product pages also increased by 4.8%!

A quick-win with a high ROI: by including all the filters in a single sidebar, Schneider Electric's DCX teams were able to immediately increase the product page hit rate by 4.8%.



“The depth of our range and the diversity of Schneider Electric's target profiles **set very high standards in terms of user experience**. This is why the brand chose to make this issue central to its digital strategy. Content, UX, Product Experience, etc. – thanks to the Contentsquare platform, **more than 80 employees have access to a common language, tool and metrics**, whichever team they are in. We have a very effective insight into our users' web behavior and we are ultimately able to **provide a premium online experience**.”



Rui Qi,
Digital Analytics Community Manager,
Schneider Electric

About Contentsquare

Contentsquare empowers brands to build better digital experiences.

Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations anyone can use to grow revenue, increase loyalty and fuel innovation.

