

## WIDTH FITTING TEST



**£900k**

increase in ARR from just one insight



“Contentsquare’s UX analytics metrics are invaluable for drilling into page-specific behaviours and allowing us to surface actionable insight: another thing that separates them from other solutions in the market.”

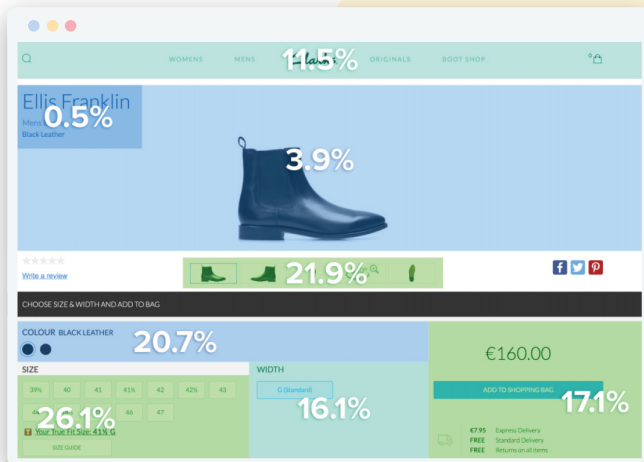
Craig Harris, Data & Analytics Manager, Clarks

### About the company

Clarks is an international shoe manufacturer and retailer. They operate in 70 countries with more than 1.4 billion pounds of revenue in 2015.

### Problem

Using the click rate metric in Contentsquare’s ‘zoning’ tool, Clarks were able to see that a smaller number of visitors were interacting with the ‘Select Fit’ option than the ‘Add to Bag’, yet the selecting fit button is a required step.

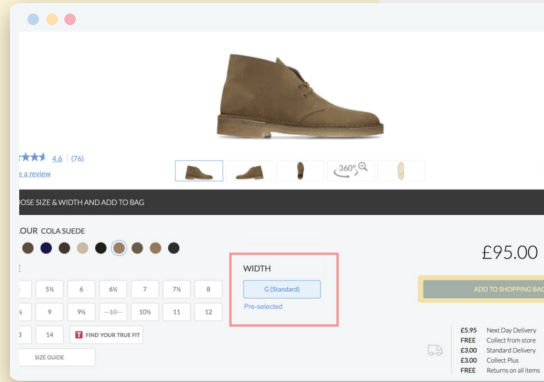


Contentsquare zoning analysis tool showing low interaction with 'Select Fit' option.

## Solution

After seeing this behaviour, Clarks made a change to pre-select widths where only one width- fit is available. This had a huge impact on increasing the add to basket rate.

Following that success, they tested pre-selecting the standard width on products with multiple fits, and that showed a negative effect, so they were able to quickly reverse this.



“This result lifted add-to-basket instantly. In 2017 we saw an increase in ARR of around £900k just from this one insight, so it’s a huge win for us which we’d have never been able to easily see if it wasn’t for Contentsquare.”

**Craig Harris**, Data & Analytics Manager, Clarks

## About Contentsquare

Contentsquare is a digital insights platform that helps businesses understand how and why users are interacting with their app, mobile and websites. We compute billions of touch and mouse movements, and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximise conversion rates.

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