Spreadshirt Reduces Homepage Exits by Two-Thirds with ClickTracks

Mark Seremet. He's the former cofounder of Take Two Interactive Software, makers of the wildly popular Grand Theft Auto series of video games. He's the current CEO of US Operations for Spreadshirt, Inc. an e-merchandizing company. And he's a happy ClickTracks user who bought the product in order to analyze the SpreadShirt web site (www.spreadshirt.com). He had a hunch that visitors weren't as excited by the home page as they could be. ClickTracks helped Mark turn his hunch into tangible evidence.

The Previous Method of Web Analytics: Relying on Gut Feelings
"Before finding ClickTracks, our main method of deciding site changes included relying on our gut feelings and instincts... which are admittedly a fairly unreliable way of doing things," quipped Mark. "We were really unable to get any sort of reliable, actionable data from the site."

Home Page Changes Increase Conversions
One of the first things ClickTracks showed Mark and his team was an area that had a lot of room for improvement—the site's home page. "ClickTracks' Navigation Report showed us that more than a quarter of all of our site visitors—27% to be exact—left our home page right after they entered," said Mark. "I had believed for some time that our home page graphics just weren't strong enough to convey what we had to offer—that they weren't strong enough to interest the customer. Looking at the site in ClickTracks confirmed that belief as the reality of the situation."

After they installed ClickTracks, Mark and Spreadshirt made a few changes. "We made various tweaks to the home page, changing formats, improving the graphics and tweaking the copy and messaging," noted Mark. "With every change we'd make, we'd fire up ClickTracks to see if the change was having a positive or negative impact on people who visited."

And the result of this create-measure-tweak-measure again formula? "I'm happy to say that, though a combination of all the changes we've made, we've cut those 'dash in and dash out' exits by two-thirds... our homepage abandonment rate is down to 9%. As we continue to make changes to the home page and other pages of the site, we'll continue to turn to ClickTracks to show us how visitors are reacting."

And Did Somebody Mention ROI? How about ROI x27?
"In 60 days, ClickTracks paid for itself-more than 27 times what it cost me. Nice ROI, eh?" said Mark.

Challenging Assumptions With Real Data
Another area that ClickTracks illuminated for the Spreadshirt team was to show them that "...customers were interested in something completely different from what we anticipated. I myself was an ardent supporter of pushing Spreadshirt's top-notch quality-in our messaging, front and center, to the point that we had a huge button on our home page where visitors could click and learn more," Mark said. "I was convinced that shoppers would click the quality button in droves, in order to find out more... and I couldn't have been more wrong. A quick look at ClickTracks' site overlay showed that a miniscule percentage—something like .01% of people—were clicking on my beloved 'quality' button. I've since filled in the real estate the quality button had once filled with one of our products called the Flying Spaghetti Monster."

And the Flying Spaghetti Monster is, well, flying off the shelves, thanks mainly to its front-page placement. Mark continued, "ClickTracks showed us that after we put the Flying Spaghetti Monster on the home page, our exits went down by 18%. Conversely, our sales went up, to the tune of $27,000 per month. It's simple math... you just multiply the clickthroughs from the home page to the shirt designer by the designer conversion rate, then the average basket order."

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Search Insights Lead to Meaningful Assumptions

Another area on which ClickTracks provided insight was search—which keyword and search engine combinations brought in people who were just window shopping, which provided serious buyers, and what folks were looking for.

"I was incredibly surprised by the exactness—the level of specificity that people would use when searching," noted Mark. "Since we’re in the customized apparel business, using ClickTracks' search report to SEE people searching on things like 'a mike Tyson bit my ear shirt' was extremely meaningful. By looking at these sorts of searches, I was able to see patterns and make some educated guesses about our customers. Recurring searches on 'bride-to-be shirts' and 'funny bride shirts' for example, made me very aware of the importance of marketing to women shopping for bachelorette party attire."

Why ClickTracks?

Mark concluded his colorful interview by describing what exactly it was that led him to choose ClickTracks over all the other analytics software packages on the market. "I met the ClickTracks people at a trade show, and took a quick demo there. I was immediately impressed with visual interface and the level of power the software provided. When I looked at their competitors I was less than impressed—they showed me reports that looked too much like spreadsheets with color codes."

"Being a dumb CEO type [We think you're pretty darn keen, actually! -Ed.] I don't have time to sift through 500 pages of nonsense! ClickTracks allows a business veteran but a web analytics amateur like me to garner meaningful data and then act upon it. Frankly, I'll be sad soon," Mark lamented, "because I'll have a marketing manager to handle the analytics for me! I look forward to the 15th and 30th of each month to download my log files and see what's up."

Any closing words, Mark? "ClickTracks, and my whole experience with the product and the company, has been a valuable, profitable investment that I would make 10 times over."

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