

SPECIALIZED BIKES



BACKGROUND

Specialized Bikes, a major innovative U.S. brand of bicycles and cycling-related products, engaged roboBoogie to optimize their digital experiences. Their desktop website design, which closely aligns to their print catalog, was not achieving goals for selling gear, components and apparel. Additionally, their mobile experience is rapidly becoming a significant engagement touchpoint with customers and also presents significant opportunities for optimization.



Outdoor



E-commerce



Lifestyle

OPTIMIZATION FOCUS AREAS

Raise Shopping Site Awareness

While Specialized does not currently sell bikes online, sales of other products available on the site are dependent on visitors immediately understanding the site is an e-commerce site. A number of experiments optimizing awareness were run that had a positive impact on engagement and revenue including: shop-specific nomenclature changes, strategic product placement, and a basket icon redesign.

Featured Test: Basket Icon Redesign

▲ 7.8%
Shop engagement

▲ 41.9%
Revenue

Provide Clear Path to Products

Detailed review of site analytics revealed an opportunity to decrease bounce rate as users navigate to product detail pages. A number of experiments optimizing for this were run, lowering bounce rate and increasing PDP page views including: alternate sub-nav elements, cross-site promotions and the addition of a homepage product strip.

Featured Test: Homepage Product Strip

▲ 6.5%
Product page views

▲ 12.1%
Revenue

Improve Site Usability

Constantly evaluating ways to improve the user experience, roboBoogie identified an opportunity to get customers to products faster by optimizing navigation. A number of experiments accomplished this including: implementing a simple "back" button on mobile PDP pages, various category page layout redesigns and emphasizing breadcrumb navigation.

Featured Test: Emphasis of Breadcrumb Navigation

▲ 46.4%
Navigation engagement

▲ 13.4%
Revenue

GET IN TOUCH



Care to see exactly how our Optimization Task Force achieved these numbers?
Contact us: hello@teamroboboogie.com | 503.544.6934