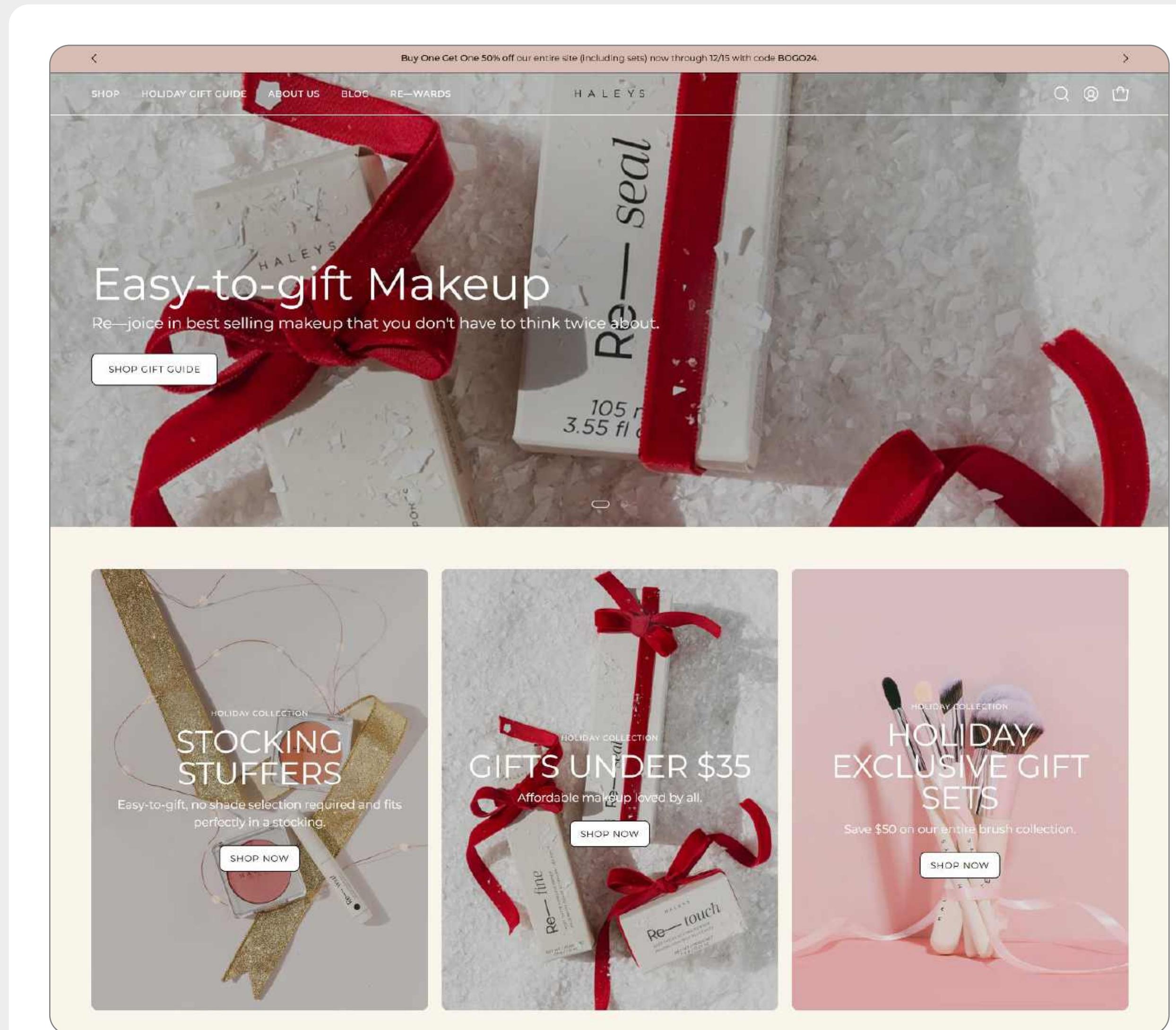# Stellar Soft

Stellar Soft
CRO Case
Studies

Haleys Beauty

Business Description

HALEYS is the solution-focused makeup brand created by a perfectionist chemist to be the antidote to overwhelm in beauty with easy-to-wear formulas, intuitive applications and focused shade ranges that address all your beauty pain points.

Main technology: Shopify

Screen of website

Link to the site

How our team helped the client to succeed

By leveraging our expertise in design, development, and performance optimization, our team played a pivotal role in enhancing the client's website experience, ultimately driving customer engagement, improving user experience, and boosting sales.

UX audit

The usability analysis process included the following:

- Set up tools and track user behavior using click maps, scroll maps, heat maps, etc;

- Analyze analytical data to generate hypotheses on interface improvement and increase conversion;

- Provide a detailed report with hypotheses and descriptions of problems, accompanied by screenshots and recommendations for best practices;

- Determine the priority of identified problems and propose solutions to address them based on their level of criticality.
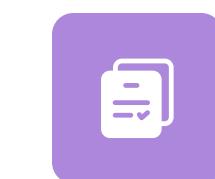
ESR stage

After the usability analysis, we developed a plan for gradual improvement of the site, proposing to implement all changes using the ESR methodology: first, to fix the most critical errors, the elimination of which has the highest impact on the efficiency of the website, and then to address the issues of lower priority (and additional owner's requests)

Search on the website

We have thought of a convenient full-text search that will allow you to search for products by partially matching product names and SKUs. In the search results, the user will immediately see the full name and link to it.

Product Card

We structured the key information by dividing it into blocks for better visualization. We also displayed the key information by material, price, and ingredients.

We emphasized the call-to-action and add product reviews

Results

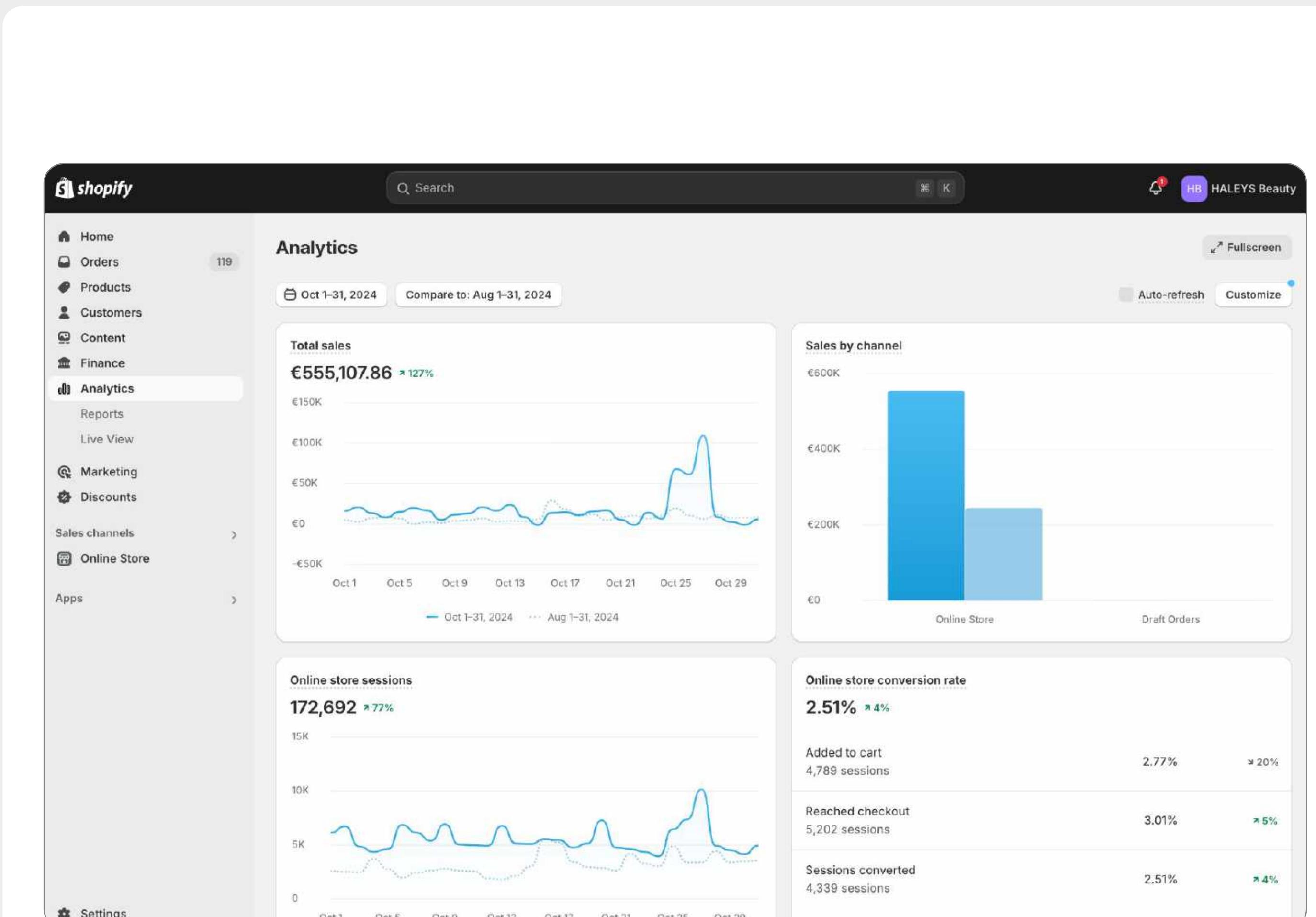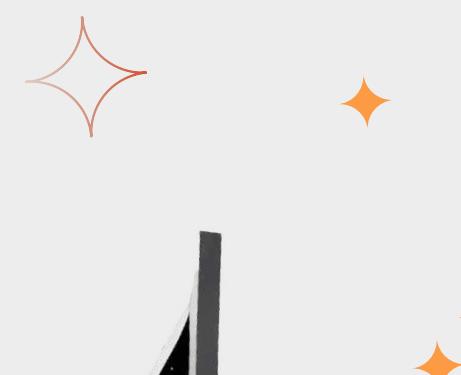**24%** The bounce rate of the site decreased by 24%

23% The number of products per order increased by +23%

1.7 The number of products per order increased by +23%

92% User engagement metrics increased by almost +92% for pages per session and +79% of time spent on the website.

shopify

Search ⌘ K

HALEYS Beauty

Home
Orders 119
Products
Customers
Content
Finance
Analytics
Reports
Live View
Marketing
Discounts
Sales channels
Online Store
Apps
Settings

Analytics

📅 Oct 1–31, 2024   Compare to: Aug 1–31, 2024

Auto-refresh   Customize

Total sales
€555,107.86 ↗ 127%
€150K
€100K
€50K
€0
-€50K
Oct 1   Oct 5   Oct 9   Oct 13   Oct 17   Oct 21   Oct 25   Oct 29
— Oct 1–31, 2024   ···· Aug 1–31, 2024

Sales by channel
€600K
€400K
€200K
€0
Online Store   Draft Orders

Online store sessions
172,692 ↗ 77%
15K
10K
5K
0
Oct 1   Oct 5   Oct 9   Oct 13   Oct 17   Oct 21   Oct 25   Oct 29

Online store conversion rate
2.51% ↗ 4%

Added to cart
4,789 sessions   2.77%   ↘ 20%

Reached checkout
5,202 sessions   3.01%   ↗ 5%

Sessions converted
4,339 sessions   2.51%   ↗ 4%

Screen of store analytics

Lejardin

Business Description

Le Jardin Retrouvé is a French family-owned haute parfumerie house founded in 1975 around the notion of the garden, a universal symbol of serenity, well-being, beauty, poetry and comfort in an uncertain world.

Main technology: Shopify

Screen of website

Link to the site

How our team helped the client to succeed

Our task was to make existing online store that could do the following:

- to conveniently place orders quickly and be able to track or repeat them;
- each page would involve the user in an online purchase right on the website;
- the website would respond to brand positioning as a reliable business partner with quality products.

Image Optimization.

Implemented a custom script to optimize images dynamically. Ensured appropriate dimensions and quality for faster loading without compromising visual appeal. Leveraged lazy-loading techniques to defer non-critical images until they were in the user's viewport.

Checkout

The page is more space-efficient and logical: unnecessary steps are removed, and complex animations are replaced with simpler elements. The structure has been improved.

Homepage

Placed accents and highlighted clickable elements. Demonstrated the company's advantages and added more attractive banners adapted to mobile devices. Added blocks of top-selling products, promotions, discounts, new products, and brand offers to increase the number of entry points.

Product page

Prioritized and structured information. Placed the right accents: highlighted the product name, buy button, section headings and descriptions.

Site navigation

Configured Google Analytics search to better understand if users are using the search function and what they are looking for.

Results

The results of comparing analytics data for 4 weeks before and after the site launch:
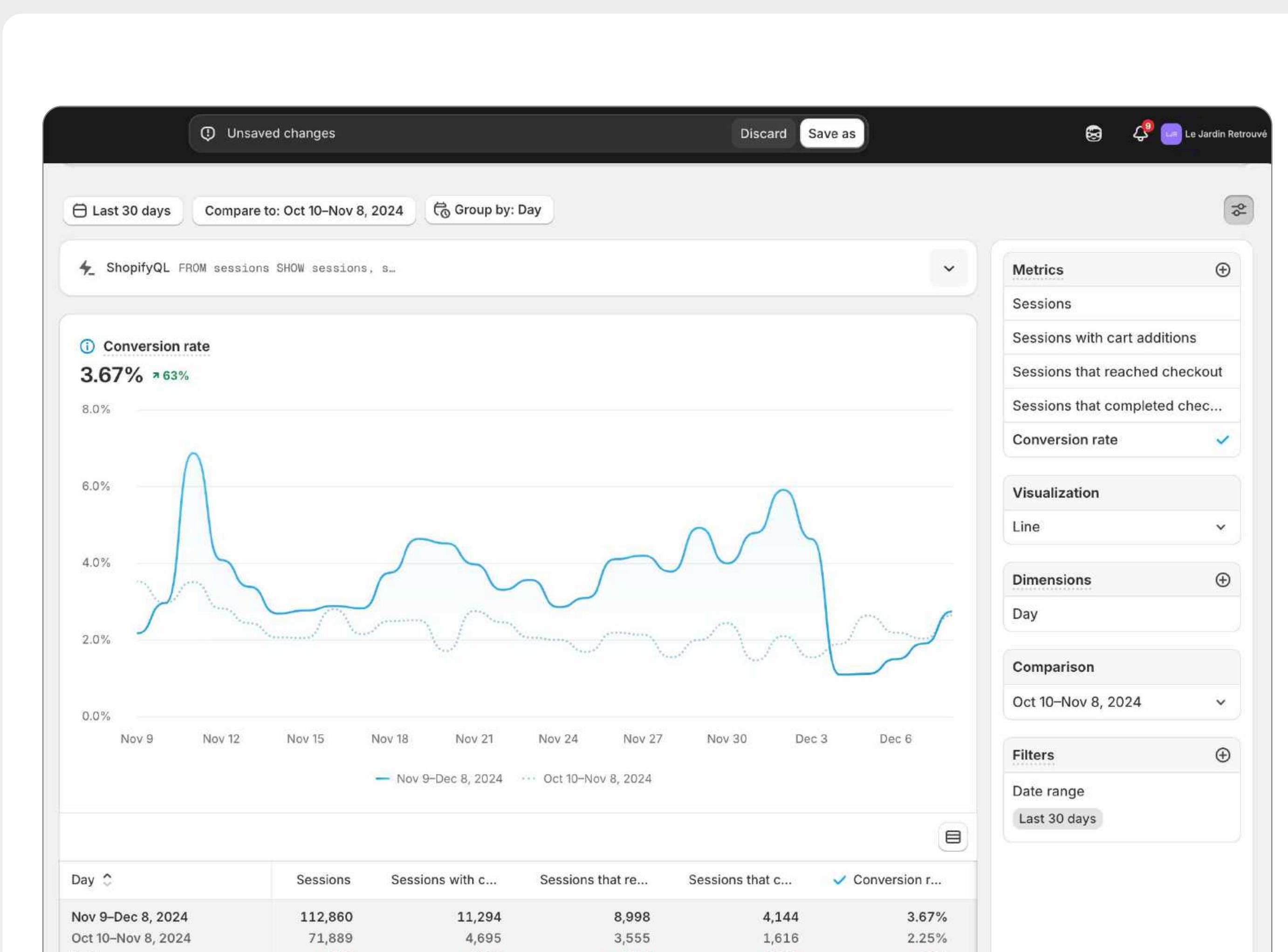
23%   Micro-conversion from main page to category listing to product page increased by 23%

49%   User engagement on the homepage increased by 49,65%

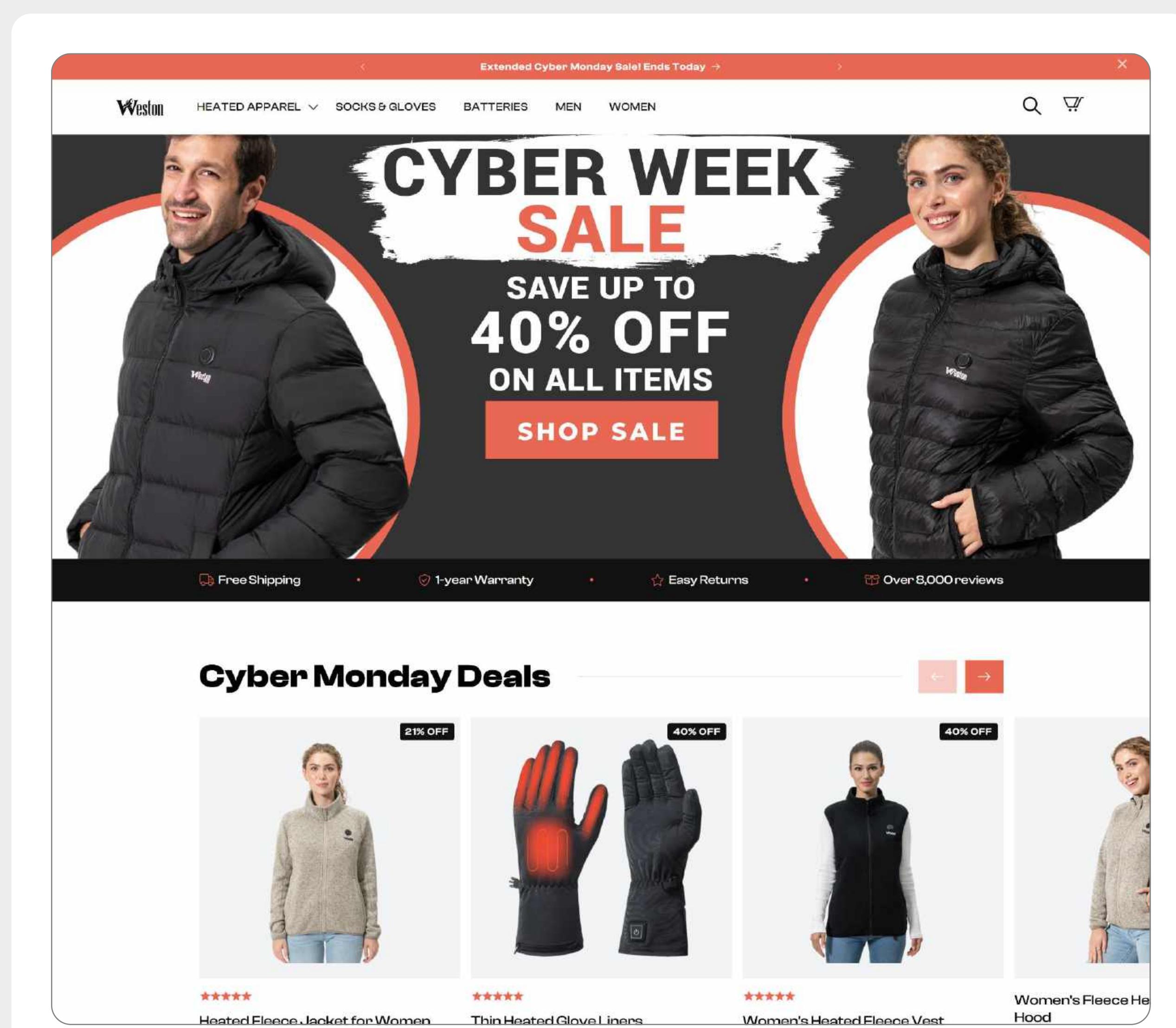**13%**   The average time spent on the site was increased by 13,17%

⚠ Unsaved changes   Discard | Save as   🔔   Le Jardin Retrouvé

📅 Last 30 days | Compare to: Oct 10–Nov 8, 2024 | ⏱ Group by: Day

⚡ ShopifyQL `FROM sessions SHOW sessions, s…`

ⓘ **Conversion rate**
3.67% ↗ 63%

8.0%	
6.0%	
4.0%	
2.0%	
0.0%	

Nov 9   Nov 12   Nov 15   Nov 18   Nov 21   Nov 24   Nov 27   Nov 30   Dec 3   Dec 6

— Nov 9–Dec 8, 2024   ⋯ Oct 10–Nov 8, 2024

Metrics ⊕
Sessions
Sessions with cart additions
Sessions that reached checkout
Sessions that completed chec...
Conversion rate ✓

Visualization
Line

Dimensions ⊕
Day

Comparison
Oct 10–Nov 8, 2024

Filters ⊕
Date range
Last 30 days

Day ⇅	Sessions	Sessions with c...	Sessions that re...	Sessions that c...	✓ Conversion r...
Nov 9–Dec 8, 2024	112,860	11,294	8,998	4,144	3.67%
Oct 10–Nov 8, 2024	71,889	4,695	3,555	1,616	2.25%
% Change	↗ 57%	↗ 141%	↗ 153%	↗ 156%	↗ 63%

Screen of store analytics

Weston Store

Business Description

Store of premium heated clothing. Dedicated to revolutionizing the way people experience comfort in cold weather.
Crafting high-quality heated garments that provide warmth, style, and versatility.

Main technology: Shopify Plus

Extended Cyber Monday Sale! Ends Today →

Weston | HEATED APPAREL ⌄ | SOCKS & GLOVES | BATTERIES | MEN | WOMEN

CYBER WEEK SALE
SAVE UP TO
40% OFF
ON ALL ITEMS
SHOP SALE

🚚 Free Shipping · 🛡 1-year Warranty · ☆ Easy Returns · 🗐 Over 8,000 reviews

Cyber Monday Deals

21% OFF — Heated Fleece Jacket for Women

40% OFF — Thin Heated Glove Liners

40% OFF — Women's Heated Fleece Vest

Women's Fleece He Hood

Screen of website

Link to the site ⬈

How our team helped the client to succeed

Our collaboration in this project extended beyond basic development tasks to encompass strategic decision-making, continuous support, and meticulous testing for conversion optimization. The detailed attention to custom logic, daily support, alignment with design specifications, and strategic use of plugins collectively contributed to the success of the website.

Enhanced navigation and visual structure.

Made it simpler and clearer, increasing user engagement.

Optimized page load speed.

Reduced response times for a smoother browsing experience.

Redesign of Homepage, Product Detail Page (PDP), and Cart Drawer.

We have completed the redesign of key pages, focusing on enhancing the user experience and improving conversion rates.

Streamlined cart and improved CTAs (Call-to-Action).

Simplified elements that directly impact conversion.

A/B Testing for Conversion Optimization.

Conducted insightful A/B tests to evaluate different templates and identify the one yielding the highest conversion rate.
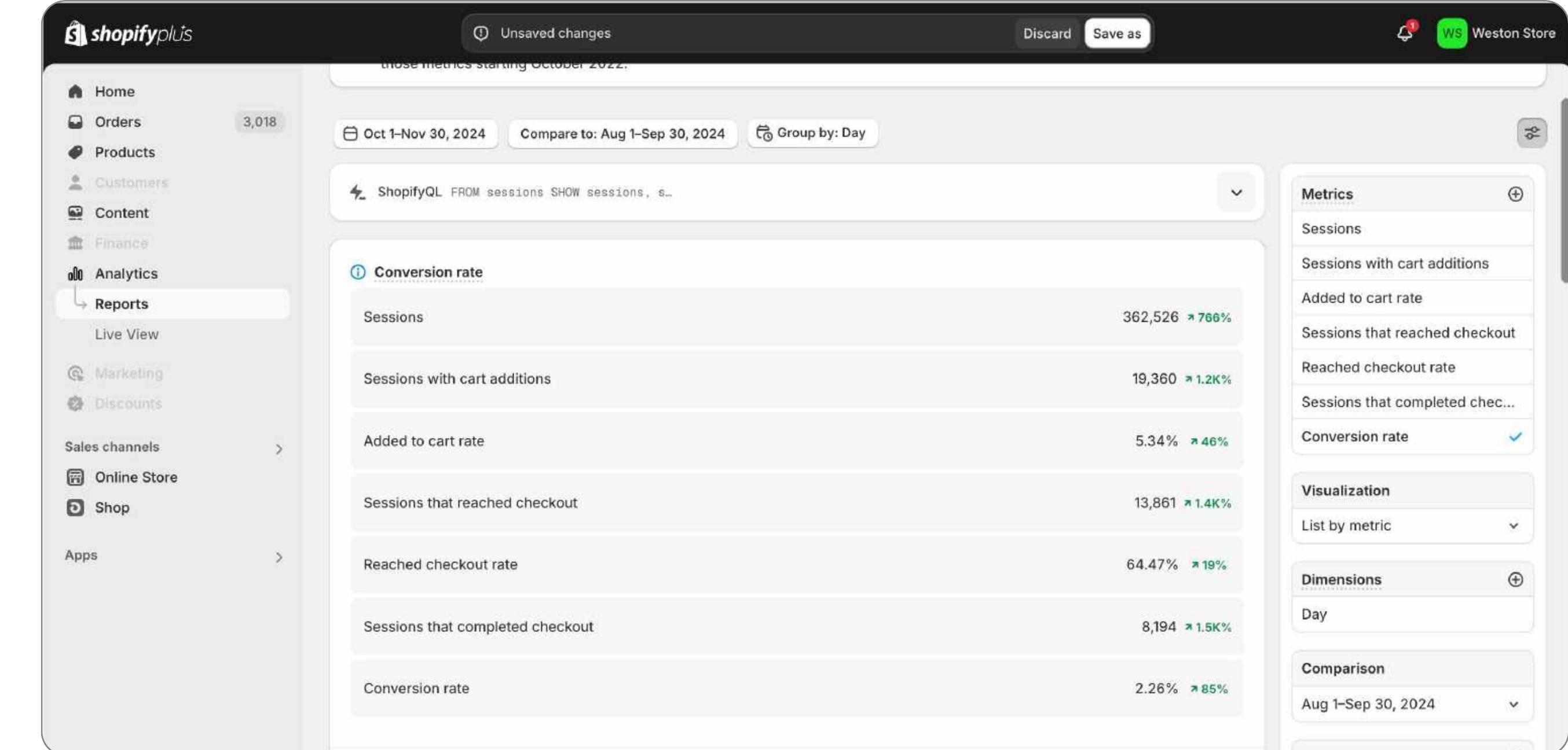
Results

1. **Conversion Rate.** Post-launch analytics show an increase in conversion rates compared to the previous period.

2. **Traffic.** Website traffic has grown since the redesign went live.

3. **Add-to-Cart Rate.** There has been an increase in the number of items added to the cart.

These improvements have contributed to a better overall user experience, leading to measurable growth in key metrics.
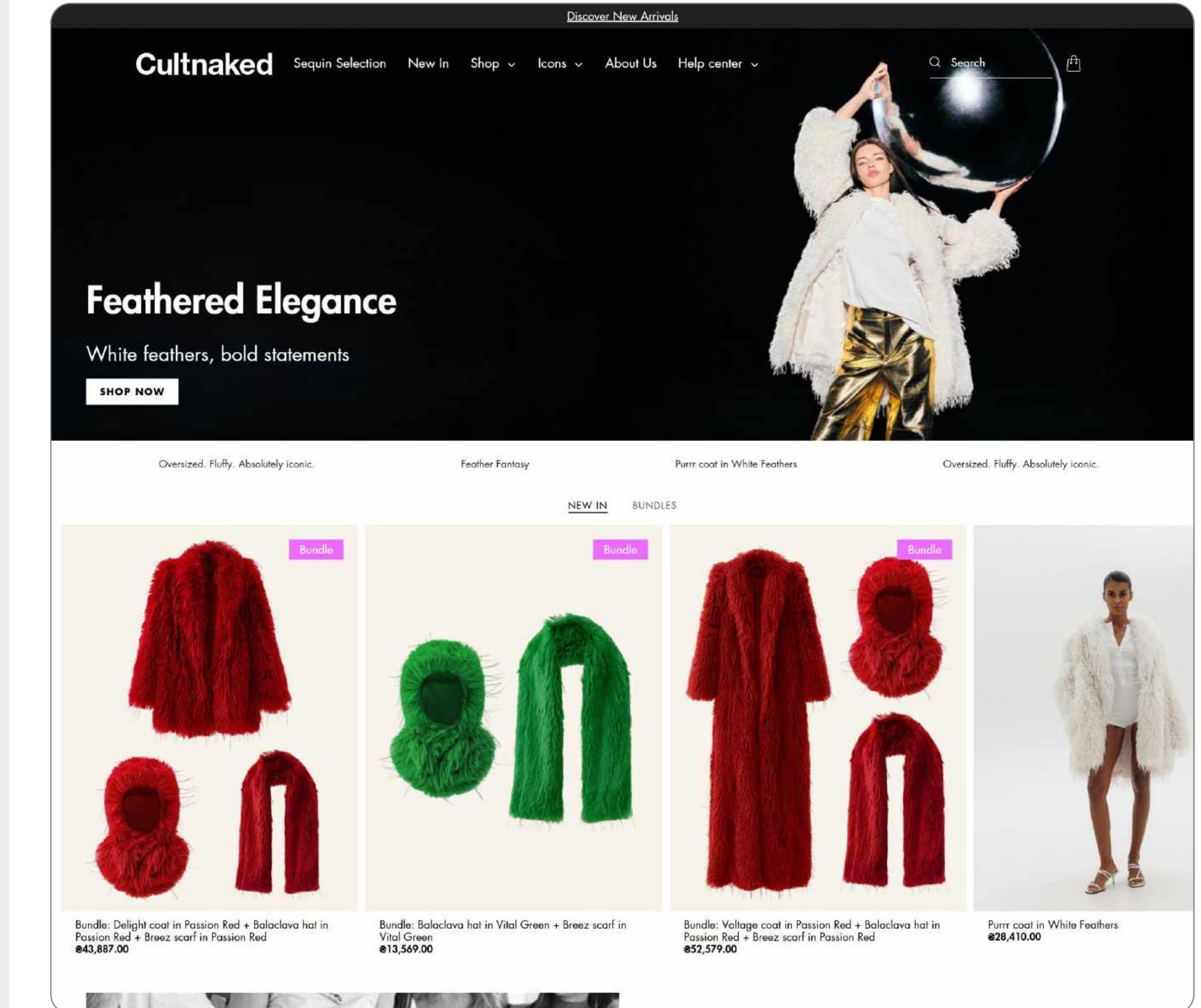

Screen of store analytics

Cultnaked

Business Description

Cultnaked is a seasonless slow fashion label that unites femininity and comfort designed for real life. Cultnaked does an usual things in an unusual way.
Cultnaked's mission is embracing people's confidence and sexuality in every step of the way. Cultnaked aims for inspiring and empowering women around the globe as they proclaim female body as a cult. Important part of their ideology is sustainable creating.

Main technology: Shopify

Screen of website

Link to the site

How our team helped the client to succeed

We started our partnership with CultNaked brand in 2021. We helped the client to implement custom design and release the website within 3 months. After 2 years of maintenance and constant improvement of the existing site, we executed a seamless migration Shopify 1.0 to Shopify 2.0. This transition not only granted the client access to more flexible store customization but also optimized the site's performance by eliminating the need for certain apps.

Shopify 2.0 Theme Migration.

We facilitated a smooth transition for Cultnaked by migrating the store to the Shopify 2.0 theme. This upgrade empowered the client with enhanced customization options, allowing for a more tailored and versatile store setup. The migration also contributed to streamlining the website's functionality by eliminating dependencies on specific applications.

Custom functionality.

Incorporated into our product page is a seamless variation switching feature that allows users to dynamically explore different product options without the need for page reloading. This innovative functionality enables users to effortlessly toggle between various product variations, such as colors, sizes, or other specifications, providing a smooth and uninterrupted browsing experience.

Redesign and Development of an Alternative PDP.

Focused on improving CTAs, adding a sticky "Add to Cart" button, and enhancing overall usability. The goal was to create a more intuitive and conversion-focused design.

A/B Testing and Analysis.

Launched A/B testing to compare the new PDP with the original version. Results showed increased conversion rates, longer session durations, and higher total sales. Insights from the test were compiled into reports to guide further optimizations.

Results

The updated website design has a much more modern and fresh look that better communicates the brand and improves the user experience. This concept allows the brand to better develop its own ecosystem and build a loyal community of buyers through the website.
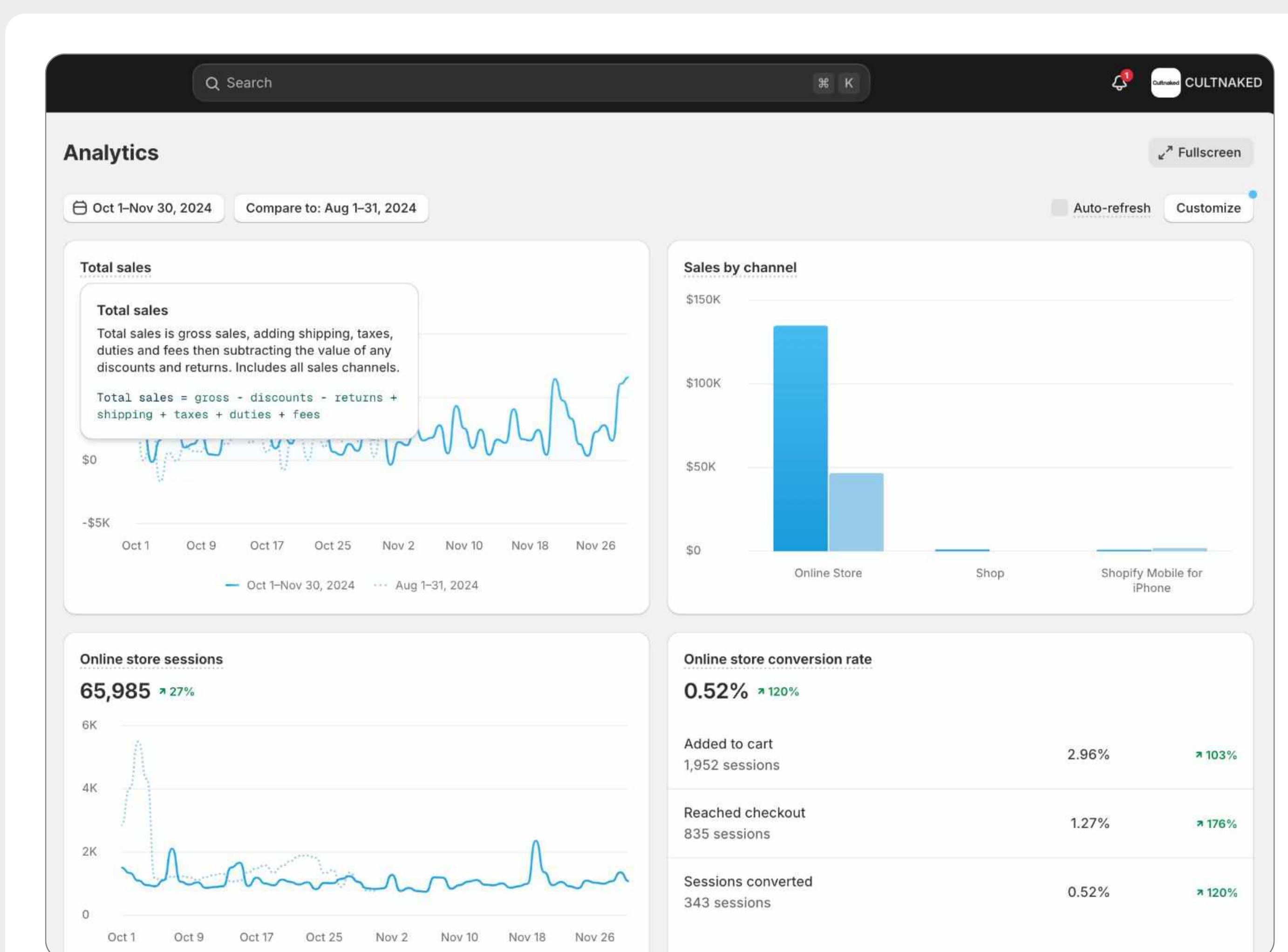
After the release, we faced a large number of factors that influenced the before-and-after results measurement. Still, a significant increase in the conversion rate was recorded both in seasonal and non-seasonal periods.

We also found improvements in the next metrics:

33% Lower the price per click by 33%

41% Increase traffic by 41% while spending less

32% Grow the number of applications submitted on the website by 32%

Screen of store analytics

The results show an increase in conversion rates, as well as higher session durations and total sales.

Contacts us

Stellar Soft

Corporate Information

Website:

stellar-soft.com

Linkedin:
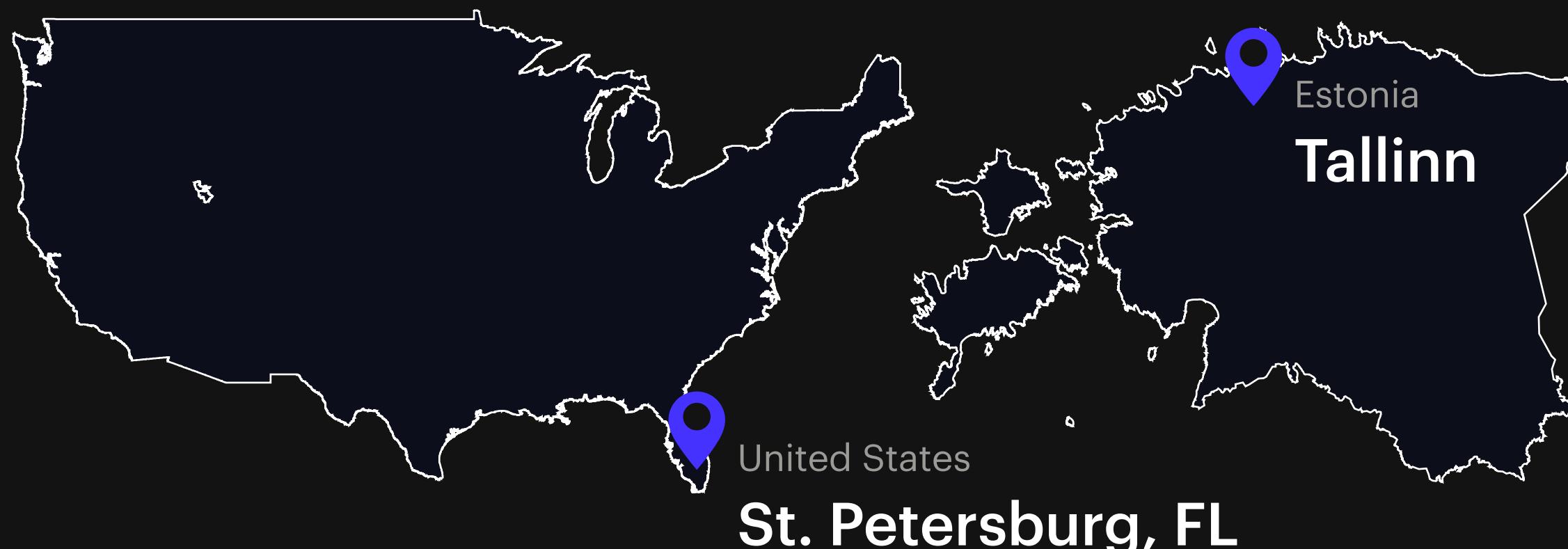
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