

## European eCommerce

*The launch of DAY Birger et Mikkelsen's first online store, aimed at serving – and growing – their existing market.*

**DAY**

BIRGER ET MIKKELSEN



**45%**  
of site's revenue  
generated  
through PPC

### What did they need?

The Danish label came to us take their brand to an online audience, specifically targeting the Scandinavian and British markets. With their existing non-transactional brand site already attracting 1,200 visitors a day, we were tasked with increasing this number, as well as growing their 14,000 person database.

### What was our answer?

drivebusiness built a fully transactional e-commerce site which brought DAY Birger et Mikkelsen's elegant Scandinavian style to an international market. The site design was created to complement DAY's existing online identity, making the most of the popularity and strength of the brand.

### Services utilized

- ENRICH ECOMMERCE
- WEB HOSTING
- CREATIVE DESIGN
- TECHNICAL DEVELOPMENT
- BRANDING
- SEARCH ENGINE OPTIMIIZATION
- PAID SEARCH
- MERCHANDISING
- CUSTOMER SERVICES

### How did we get there?

Bespoke developments included a 'Shop the Look' feature, allowing customers to buy the pieces seen in the label's campaign imagery and a mini-basket facility. Multicurrency functionality powered by GeoIP automatically displays the user's local currency.

The new site was supported by a marketing strategy including international PPC and SEO campaigns.

We also helped grow the brand's social media offering, running Facebook ads and adding 'like' buttons to the site, in addition to developing their YouTube page.

### What were the results?

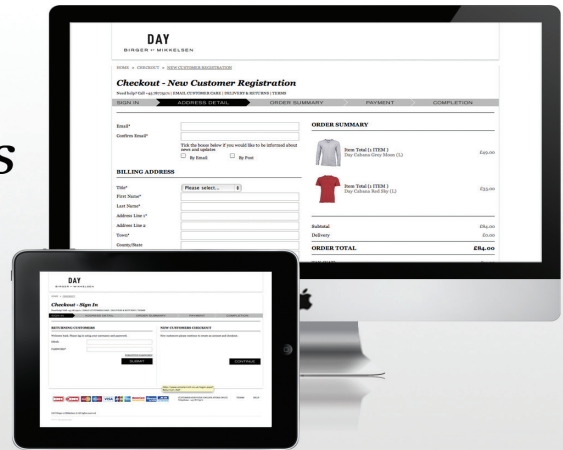
The four months since the site went live saw a 22% increase in traffic and a 96% increase in transactions.

Our PPC activity accounts for 45% of the site's revenue and our Facebook activity has resulted in an 80% increase in fans.

**96%**  
increase in  
transactions over  
a 4 month period

## Improved checkout process

drivebusiness reworked the checkout process to improve conversion rates and reduce abandonment.



conversion rate up  
**20%**

### What did they need?

drivebusiness have continued to work with DAY Birger et Mikkelsen to further develop their site. One such development came about with the need to improve conversion rates and reduce abandonment.

### What was our answer?

Through some key changes to the design of the checkout process we created a sleek, reassuring customer journey from basket to completion.

The checkout was designed to complement the look of the site and to draw in the customer.

- Services utilized
- ENRICH ECOMMERCE
  - WEB HOSTING
  - BUSINESS ANALYSIS
  - CREATIVE DESIGN
  - TECHNICAL DEVELOPMENT

### How did we get there?

The checkout redesign included a progress bar was added at the top of the page so that customers can track the progress of their purchase, and a 'guest checkout' for new customers, simplifying the process and enabling them to provide details after purchase to facilitate future transactions.

A basket summary on all pages constantly reminds the customer of what they are buying. The help, delivery and customer service details were also made more visible throughout and distracting content such as brand information has been removed in order to keep the customer focused on completing their purchase.

Finally, call to actions have been made clearer and more consistent.

### What were the results?

In the first month since the checkout redesign, conversion rate has increased by 20% and checkout abandonment rates have decreased by nearly 30%.

Abandonment rates down exactly  
**30%**