



DIGITAL EXPERIENCE OPTIMIZATION PAYS FOR ITSELF WITH OVER 5.6x ROI

CASE STUDY - DIGITAL EXPERIENCE OPTIMIZATION

Overview

A popular brand in the sports industry wanted to get more value out of its experimentation program by partnering with DXO experts.

Challenge

The company previously worked with an agency focused solely on conversion rate optimization, yet the brand struggled to see a measurable business impact for their efforts. Recently, the organization decided to partner with BlastX because of our broader DXO expertise, which emphasizes having a data-driven approach to strategy and dedicated technical expertise to confidently turn insights into action.

Solution

Our DXO consultants hit the ground running by focusing on one of the client's main priorities, their website which caters to the soccer industry. Our team analyzed first-party data to uncover friction points at key steps in the customer journey, including the cart page for mobile users. The team also collaborated with our main stakeholder and looked for opportunities to personalize the digital experience for valuable audience segments, including loyalty members, by making them aware of loyalty perks and helping them take advantage of relevant ones during their journey.

In just a short few months, we've established a solid testing cadence that will enable our client to make the most out of upcoming key events this year, including the World Cup. More importantly, having this culture of experimentation is essential for maintaining long-term success.

Goals

- Popular sports brand wanted to see measurable business impacts from its experimentation program, turn insights into action

Approach

- Analyzed first-party data to uncover key steps in customer journey
- Looked for opportunities to personalize digital experience for valuable audience segments
- Established solid testing cadence for key events such as the World Cup

Results

- Improved digital experience for loyalty members (+20% increased transactions)
- **5.6x ROI** from their partnership with BlastX

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Results

The company is already seeing a positive impact on its business from its partnership with BlastX. In fact, the company had its first win on the cart page even though they previously tested this key step in the journey multiple times in the past. Further, we were able to measurably improve the digital experience for their loyalty members (+20% lift in transactions). Overall, the company is seeing over a **5.6x ROI** from their partnership with BlastX and there is nowhere to go but up from here!

CONNECT WITH US

Ready to build transformative journeys? Together, we'll unify your customer data, business intelligence, and marketing technology to create unrivaled digital experiences for your customers.

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