

MANGO uses native integration of Google Analytics 360 and Optimize 360

Testing mobile site improvements results in 3.85% uplift in mobile revenue

MANGO

• About

- Leading fashion group present in 109 countries
- Founded in 1984
- Headquarters in Barcelona, Spain
- www.mango.com

• Goal

- Improve consumers' mobile experience

• Approach

- Used native integration of Google Analytics 360 and Optimize 360 to test mobile site improvements

• Results

- 4.5% uplift in mobile conversion rate
- 3.85% rise in mobile revenue

Fashion designer and retailer MANGO offers 18,000 garments and accessories annually in over 2,200 stores worldwide. The brand first launched a website in 1995 and opened their first online store in 2000. Today the website is available in more than 80 countries.

With MANGO's mobile traffic constantly increasing, the retailer wanted to apply insights learned from their Google Analytics 360 account to improve consumers' mobile experience and boost the conversion rate. "Continuous optimisation of the customer experience is part of our DNA," MANGO explains. The team hypothesised that clearer, more prominent wording would make the user journey easier and cause less confusion for customers.

MANGO tested the hypothesis on their mobile page content using Google Optimize 360. While Analytics 360 measures important site actions like sales, content downloads and video views, the native integration between Analytics 360 and Optimize 360 makes it easy to measure experiments against those same business objectives. Optimize 360 uses advanced statistical analysis for each experiment to determine which experience performs best for those objectives.

"In our efforts to adapt locally we aimed to customise the experience throughout the conversion funnel," MANGO says. To learn how changing the wording and improving the text on buttons would affect the checkout process, the team ran a series of A/B tests on the mobile site using the Optimize 360 WYSIWYG editor specifically targeting mobile devices. Meanwhile, advanced Optimize targeting rules made it easy to include only mobile users in this experiment. "Optimize 360 is really easy to use – there's no need for training as it's super intuitive. Integration was very simple as well, with a very quick setup and easy use of the DataLayer."

"Google Analytics and Optimize 360 provided us with an integrated solution that allowed us to improve the shopping experience for our users across devices."

When it came to the results, MANGO observed a conversion rate uplift, and consequentially more mobile-generated revenue. An experiment that tested different text in a button demonstrated an uplift of 4.5% in the mobile conversion rate, while another that tested a new layout showed a 2.03% rise in mobile average order value. "MANGO has ambitious plans to keep leveraging Google Analytics 360 together with Optimize 360 by continuously testing the customer journey across devices," the brand explains. "This will allow us to provide the best user experience, which we believe will lead to increase in conversions."

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection. For more information, visit google.com/analytics/360-suite