

CLIENT SUCCESS STORIES



Allen Edmonds

Since 1922

A BRIEF CLIENT BIO

When it comes to producing quality footwear, Allen Edmonds has been a step ahead for nearly a century. Since 1922, the company has placed major stock in both tradition and innovation by reinventing the way shoes were made in the United States and by embracing its Midwestern values.

Those values – hardwork, honesty, humility and trust – have been the backbone of the organization since the beginning. Coupled with impeccable taste and unmatched craftsmanship, the company is sure to be outfitting today’s and tomorrow’s business leaders for another 100 years to come.

PROJECT OVERVIEW

As a prosperous company in the competitive footwear industry, Allen Edmonds was constantly striving to enhance its digital presence. It needed a streamlined checkout process, a better way to cross-sell accessories as well as an expedited way for customers to make a purchase with a reduced number of clicks. SEO and automated order-history maintenance were also on the wish list with the goal to attract more site visitors and boost online sales.

To achieve those goals, cross- and up-sell opportunities were implemented, naturally increasing sales. When a shopper selected a shoe, the appropriate accessories were displayed on a single page view. Navigation was also simplified to trigger a purchase in three clicks or less. Checkout sequence was reduced to one page, and product pages became search-engine friendly, enhancing page rankings. The end result? A 30% sales increase.

BENEFITS

Achieved higher dollar value per transaction thanks to cross-sell and up-sell tools.

Significantly increased conversion rates with a fully optimized site.

Reduced the number of calls coming into the company’s service department.

Greatly decreased shopping cart abandonment rate, further enhancing sales.

Employing SEO tactics, received a significant increase in website traffic.