

Bath & Body Works Leverages Coremetrics Benchmark™ for Web Site Makeover

Bath & Body Works markets its advanced, easy-to-use personal care products through more than 1,600 stores across the United States and through its web site, www.bathandbodyworks.com. A division of Limited Brands, Inc., the company is relatively new to ecommerce.

Challenge

Early on, the ecommerce marketing team struggled to set expectations and gain buy-in for key performance indicators (KPIs) such as sales, conversion rates, and traffic volumes.

Initially, they tried to leverage the experience of sister division Victoria's Secret to set baselines. That division's large catalog operation, however, made a valid comparison of metrics for benchmarking impossible.

The team tried several benchmarking solutions. These solutions, however, used question-and-answer

data from small samples of people rather than actual web site traffic. Moreover, these solutions didn't provide insight into online activities that could help marketing optimize the site to increase conversion rates and other KPIs.

Solution

With Coremetrics Benchmark™, marketers now have timely benchmarking data that enables Bath & Body Works to compare its web site performance with direct health and beauty competitors.

Benchmark collects data directly from the web sites of more than 200 of the largest ecommerce brands, is helping Bath & Body Works in three important ways:

- Identifying areas for site optimization
- Translating metric shortfalls into revenue lost to cost justify investments in these areas
- Setting attainable goals for improvement

13% More Traffic Finds Products

Coremetrics Benchmark revealed that Bath & Body Works' competitors were more successful at driving consumers down to the product page level. This insight prompted the company to engage Coremetrics Strategic Services to assist with usability studies and deep dive analysis. Their recommendations, which included improvements to product page design, navigation, and landing pages, yielded a 13 percent increase in the percentage of visitors who reach a product page. The staff is continuing to leverage Coremetrics Benchmark data to set goals for this important KPI.



Onsite Search Conversion up 31%

Coremetrics Benchmark data showed that the company's baseline numbers for onsite search usage and conversion rates were below those of its competitors. Setting goals to improve onsite search, changing search vendors, and improving keyword management have paid off significantly. Within a year, onsite search conversion has risen 31 percent and average order size for search has increased five percent. Search sessions and conversions are now above Bath & Body Works' competitors.

Natural Search Drives More Traffic

Coremetrics Benchmark data prompted the staff to test and optimize natural search terms to take better advantage of this channel. The staff has set specific goals for improvements in natural search traffic and is monitoring progress toward these goals every week.

"Benchmark helps us understand our weak spots. The data also helps us convince people that there is a problem so we can get the resources we need to make changes. Benchmark is a critical tool for site optimization."

— Applications Manager

Limited Brands/Bath & Body Works