



KENZO AND CONTENTSQUARE: CONVERSION MISSION



THE COMPANY

Kenzo was founded in Paris by Kenzo Takada.

Today, the product designer, manufacturer and retailer is among the brands owned by the LVMH Group.

CHECKOUT ANALYSIS

THE CHALLENGE

After releasing its new checkout page, the digital team at Kenzo noticed a decrease in the conversion rate. They were faced with two options: revert to the original interface; or identify the source of the problem.

THE METHOD

Kenzo used the ContentSquare solution to carry out an analysis of their purchase funnel and checkout page. They were able to quickly identify major bottlenecks: anomalies; missing login fields; and unclear calls-to-action.

Within only one week, ContentSquare reports provided operational recommendations to optimize the website. Carefully implementing them, along with guidance from UX experts, Kenzo made a series of modifications that improved the performance of their online shopping site.

THE OUTCOME

Optimizations such as reassurance elements and simplified login resulted in a significant increase in the conversion rate.



Zoning analysis shows a high percentage of users returning to misplaced delivery fields.

In only seven days, the conversion rate at the Kenzo online store was multiplied by 1.5. That's a full 25% more conversions, on average, than the previous year.

Optimizations based on ContentSquare analytics, such as reassurance elements and easy login, were found to have played a key role in driving those impressive improvements in the Kenzo conversion rate.



In 7 days:

Increase in the conversion rate by 1.5 times (50%)
25% increase over the same period last year

ABOUT CONTENTSQUARE

ContentSquare is a user experience (UX) analytics and optimization platform that helps businesses understand how and why users are interacting with their app, mobile and web sites. We compute billions of touch and mouse movements and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximize conversion rates.

Using behavioral data, artificial intelligence and big data to provide automatic recommendations, ContentSquare empowers every member of the digital team to easily measure the impact of their actions and make fast and productive data-driven decisions to optimize the customer journey.