

How we revolutionised the Bauer Media customer journey

The brief

The brief

Ability to monitor customer journeys

Bauer couldn't see user struggle zones without significant resources – improved Google Analytics tracking and addressing the site's information architecture was essential.

Improve conversion rates

We needed to make sure conversion tactics such as social proof and clear CTAs were utilised throughout the site.

From the client

“Outstanding team performance from the guys at RocketMill. The turnaround we have witnessed over the past 7/8 months has been very impressive, achieving demanding targets.”

Rob Litawski, Digital Marketing Manager

The approach

The approach

The Bauer Media team approached to us to solve key challenges on their website. They said to us, “we want to be able to efficiently monitor our customer journey, highlight new products, and increase conversions.” This was a big challenge and involved looking at the site as a whole for how to optimise for different channels. With this in mind, every department was involved in the project – Data & Insight, Technical SEO, Content, Paid Media, CRO, and UX – all working together to help Bauer Media achieve their goals.



To view the video version of this case study, click the image above.

Analytics

One of the first steps in our work is to look into analytics and this project was no different. There were various customer types on the site so we needed to segment the data available to identify how these audiences were behaving. By understanding the different audiences, we were able to tailor our solutions to Bauer Media’s challenges to match each identified user type.

User research

After gathering quantitative insights from Google Analytics, we paired this with qualitative user research. This allowed us to see exactly where issues were on the site from real users, highlighting points that could be easily overlooked from only looking at quantitative sources.

widgets on the page and considering USPs for each magazine we were able to build the pages to be much more effective for both organic and paid media traffic.

“ Having clear communication between teams and the client allows us to be reactive, which is essential for a project this size. Bauer is a great example of our teams collaborating to achieve an end goal. ”

Alex Edwards, UX Designer

These wireframes were then developed into high-fidelity designs, working to incorporate each individually branded magazine. We kept the design purposely neutral so that the site becomes like a digital magazine stand with each cover standing out on the page.

Prototype

Alongside the wireframing and design process we developed a prototype for Bauer Media. This was used between the teams to help conversations around issues occurring or elements that needed adjusting. With everybody referring to the most up-to-date designs, there was greater version control and it was easier for everybody to see changes.

The prototype has gone on to be used in-house for Bauer Media’s development team as well. This helps them understand the intended behaviour and interactivity intended. This has helped save time

Testing

Bauer Media have been testing the new designs incrementally with A/B testing. This helps them see results as soon as possible and minimises risk, just to check that the audience is responding well to the changes.

The results

The results

8.26% increase in conversions

Monitored with A/B testing, Bauer have seen a fantastic sitewide uplift of over 8%, providing a great ROI.

Accurate user flow monitoring

With tracking in place, it is now easier to spot bottlenecks and opportunities for improvement going forward.



01273 916 600

www.rocketmill.co.uk