



# CARTIER

Cartier removes browser injected ads to improve luxury shopping

“is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially”



**Tom Davis**  
Global Director of  
eCommerce and Digital Services  
Cartier



**+10%**

Overall Site Conversion  
Rate Lift



**+4.5%**

Overall Site Revenue  
Per Session



**200%**

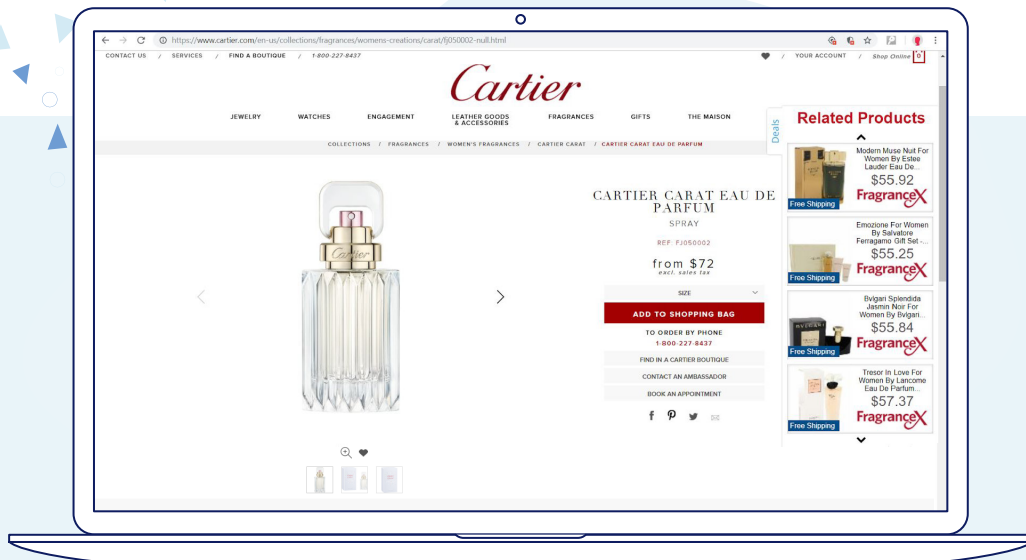
Increase in Page Views  
Per Visit

# The problem

## Browser injected ads impacting luxury shopper journey.

Cartier was aware of browser injected ads like popups, competitor and video ads, adult content and others showing up on luxury shopping sites. But the team had no effective way of measuring the impact of these ads on the shopper's journey and hence, their sales.

The contextual nature of the ads and the design seamlessly blending into their catalog and product pages made it even harder to spot them. It was only when they were clicked on, that a luxury shopper was redirected to another site or a competing online retailer.



This not just compromised the on-site shopping experience the luxury brand offered but also took away their shoppers.

When BrandLock met Cartier, the meeting resulted in a quick analysis of their site. Cartier saw just how many of these ads were being displayed across their pages in real-time. They also learned that \_\_\_\_% of their traffic was exposed to browser injected ads.

The luxury brand immediately realized that these ads were not targeted at hacking their site. They wanted to lure their shoppers away from completing purchases.

# The solution

## BrandLock sets up an A/B test to measure the impact of browser injected ads on Cartier.

Cartier agreed to work with BrandLock on a pay per performance model to measure the impact of browser injected ads. With a team of R&D experts, BrandLock set up 12 months of continuous A/B testing on the brand's online store.

- **Single variant testing framework** - BrandLock 'on' vs 'off'
- **Randomized grouping** - Visitors are assigned at random to two groups (control and protected)
- **Analytics integration** - Results reporting within Google Analytics or Adobe (previously Omniture)
- **Revenue per session** - Metric to measure the impact of removing browser injected ads across all devices (combines AOV and CR)

The test began by adding just one line of code to Cartier's tag management solution.

## The goal

With a goal to achieve a 99% confidence level on the data set, the A/B test measured revenue per session closely. The metric left no blind spots in determining the actual increase in revenue (or lift) by incorporating both AOV (average order value) and CR (conversion rate).

## The result

The A/B test on Cartier began with a simple 50-50 traffic split. The visitors were randomly categorized into two groups - control (exposed to browser injected ads) and protected (browser injected ads disabled by BrandLock Shield).

The first month of the A/B test resulted in:

#### Group A metrics (control)

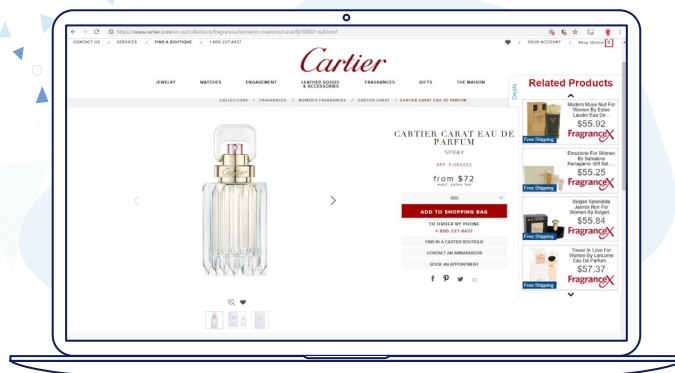
- 0.0011% Conversion (875 orders)
- Rev per session = \$2.92

#### Group B metrics (protected)

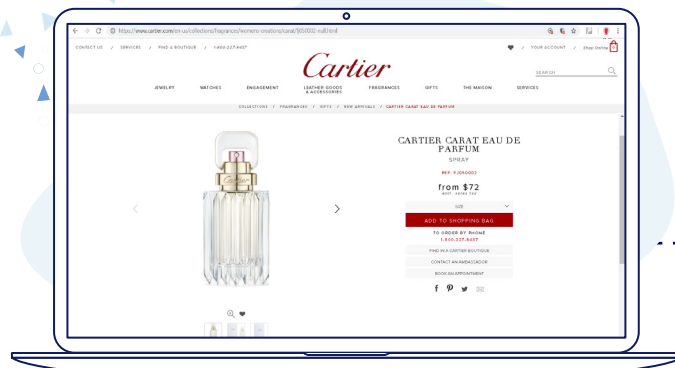
- 0.0012% conversion (878 orders)
- Rev per session = \$3.18

From the second month, BrandLock Shield began protecting 80% of Cartier's traffic, leaving only 20% to the 'control group' where the ads were allowed to run their course.

### Before BrandLock



### After BrandLock



# The impact

## Cartier removes browser injected ads to improve luxury shopping and increases revenue with BrandLock Shield.

The results of the A/B test seamlessly began to flow into the analytics platform of Cartier - Google Analytics. This made it easier for the brand to monitor the impact of removing browser injected ads with BrandLock Shield.

In the first month, Cartier noticed a +4.5% increase in the overall revenue per session. By the next month, the conversion rate lifted to +10%.

After 12 months of continuous A/B testing, Cartier found that removing browser injected ads increased their monthly revenue. They also noticed that the luxury shoppers in the protected group were more engaged, with an increase in page views per visit.

With BrandLock Shield, Cartier achieved:



**+10%**

Overall Site Conversion  
Rate Lift



**+4.5%**

Overall Site Revenue  
Per Session



**200%**

Increase in Page Views  
Per Visit

Note: Charging only a small percentage on the revenue lift delivered, Cartier found BrandLock to be a self-funded solution to remove browser injected ads.

Are browser injected ads luring luxury shoppers away from your store?

Get a demo

**Contact information**

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Visit us at brandlock.io

