



CARTIER

Cartier boosts CR (+10%)
by eliminating browser
injected ads.



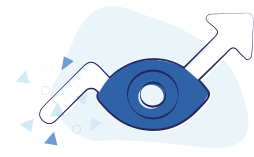
+10%

Overall Site Conversion
Rate Lift



+4.5%

Overall Site Revenue
Per Session



200%

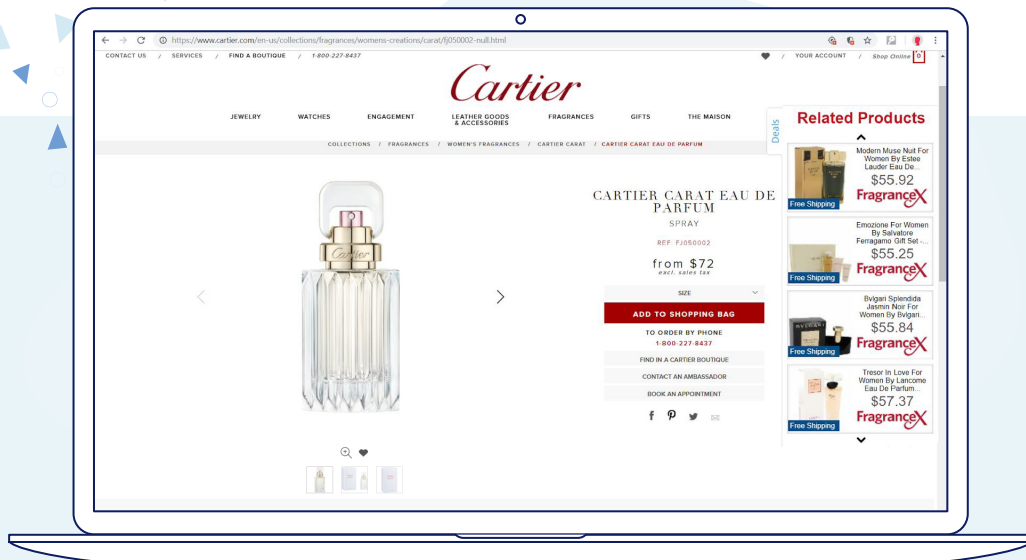
Increase in Page Views
Per Visit

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 12% 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.

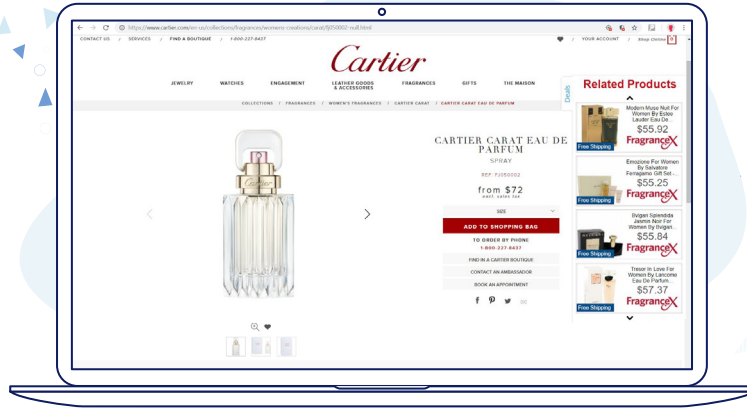
The goal

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).

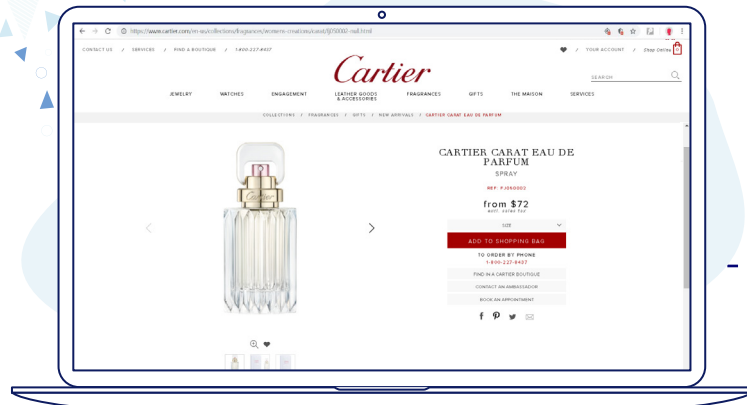
The result

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).

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 Funding 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