BrandLock

FILA
FILA Kicks Adware to the Curb; resulting in a +9% Revenue Lift.

+9%
Overall Site Revenue Per Session

+10.6%
Overall Site Conversion Rate

-11.6%
Overall Site Bounce Rate

The problem

Adware was taking a bite out of FILA's online revenue

Founded in 1911, FILA is a South Korean manufacturer that designs footwear and apparel. As of 2019, the company posted nearly $3B in sales, as the brand continued its resurgence globally. FILA's online website has been a driving force, as well as the fastest growing channel, delivering sustained double to triple digit growth.   With the increased traffic to its website, plus having its products found on hundreds of other sites, FILA became a prime target for adware .
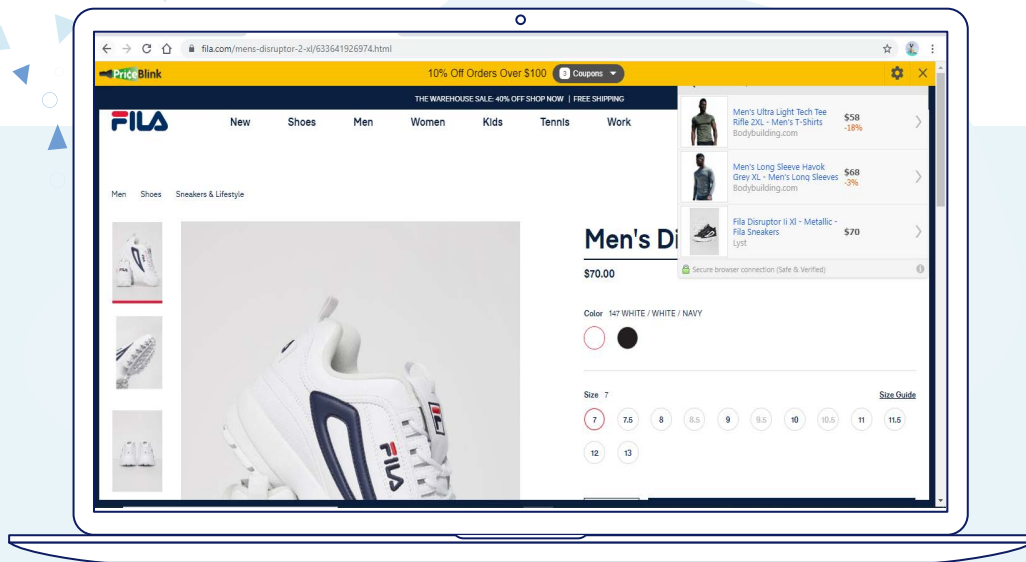
Prior to working with BrandLock, FILA experienced high exit & bounce rates, from its customers. This means that an impactful number of visitors entered the site and then left, or "bounced" to another site, rather than continuing to shop. Wanting some insights into what might be causing these 'bounces', FILA turned to BrandLock.
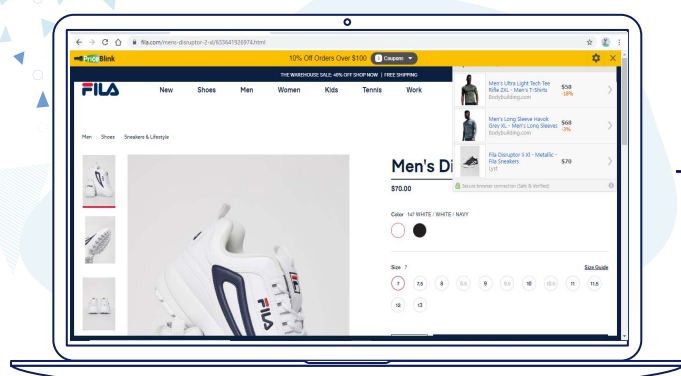
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The solution

FILA deploys BrandLock to disable adware on FILA's shoppers devices

In order to prevent pop-ups and other forms of adware, BrandLock deployed a single line of code on FILA's website. The code, acting as a night club bouncer, detects and disables all forms of browser adware, designed to inject itself onto FILA's website as it loads on the end shoppers device. (mobile/desktop/tablet).   BrandLock's script simply compared the native code from Fila's website vs. code that the browser was attempting to embed, as FILA's pages load.   FILA was shocked to learn just how good these ads were at actually fooling shoppers and luring them off FILA's website with deals, offers, and FILA product found on other sites. (In short, shoppers thought the ads came from FILA directly. Scary.).

BrandLock reported that almost 11% of traffic on FILA's site was seeing fraudulent pop-up adds while they shopped. Furthermore, using this method, the team was able to report on metrics such as: exit rate, bounce rate, customer conversion rate, page views per visit, and revenue per session.

Next, BrandLock and FILA kicked off a 50/50 A/B test to measure the revenue lift possible, simply by remove the ads that were once frustrating shoppers & leading them astray.

Without BrandLock

With BrandLock
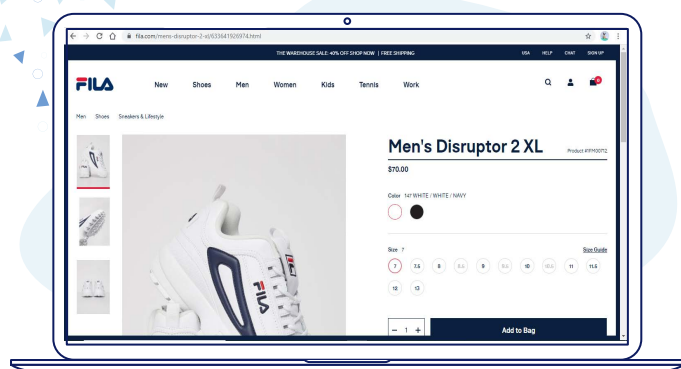
BrandLock

Upon further analysis, BrandLock also determined that the adware serving up competitors' products and price comparisons were especially damaging. These ads prayed directly on the shopper's price sensitivity and desire to get a deal. Given the ads embedded themselves directly onto FILA's category, product, cart, and checkout pages; shoppers were easily fooled, clicking the ads, and leading to FILA's bounce rate.

Yet once the A/B test was fired up, all those ads magically stopped.

The impact

Revenue increased by +9%, simply by removing a major shopper frustration—ads

FILA removed the distracting adware using BrandLock Shield and immediately began posting positive returns. In the first month of running BrandLock, FILA was recouping hundreds of lost orders and posting outstanding results:

+9%

Overall Site Revenue
Per Session

-11.6%

Overall Site Bounce
Rate

+10.6%

Overall Site Conversion
Rate Lift

-6.6%

Overall Site Exit
Rate

+7.4%

Overall Site Page
Views Per Visit

Learn about our process here:

BrandLock

Want to see if your shoppers are impacted?

Get a demo

Contact information

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Visit us at brandlock.io