



## Topshop

Topshop Unlocks a  
4% Increase In  
Revenue by  
Removing Adware



**+4.29%**

Overall Site Revenue  
Per Session



**+4.1%**

Overall Site  
Conversion Rate



**+2.61%**

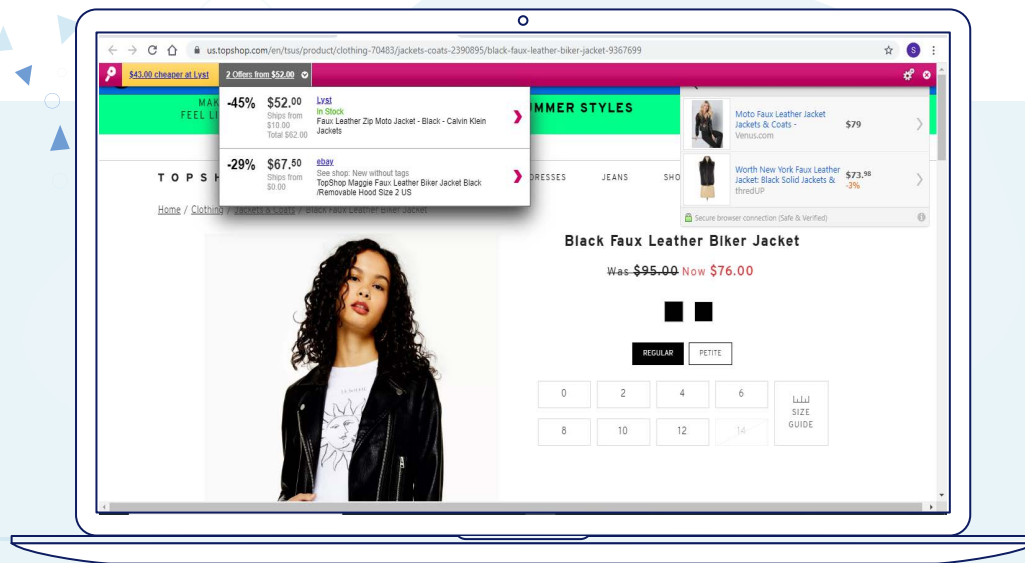
Overall Site Page  
Views Per Visit

# The problem

## Visitors to Topshop's site were being lured away by fraudulent popup ads

Topshop is a British multi-national fashion retailer of clothing, shoes, make-up and accessories. It has around 510 retail storefronts, as well as online operations operating globally. In 2019, Topshop generated \$134 million from its ecommerce operations. As competition in the fashion/apparel market intensified, TopShop knew that it was pivotal to remove any barriers or frustrations that might be impacting shopper behaviors. While Topshop focused on improving its site, they were surprised to find the root cause wasn't their own site serving the ads, but rather their customers. (Or more specifically, the customer's web browsers were found to be injecting ads as Topshop's pages loaded.)

As a retailer, you often never get the chance to see your site through the eyes or browsers of your shoppers. Therefore, with many at Topshop unable to see and experience the ads themselves, this led to some obvious skepticism. Was this even a real thing? Adware on shoppers' browsers? (Which is just the way the adware creators like it.)



However, marketing leadership felt this was likely negatively impacting the company's online sales, so they reached out to BrandLock to help them test their theory.

Top questions they sought answers to:

- What % of shoppers are seeing ads?
- How is Conversion Rate impacted?
- How is Revenue Per Visit impacted?

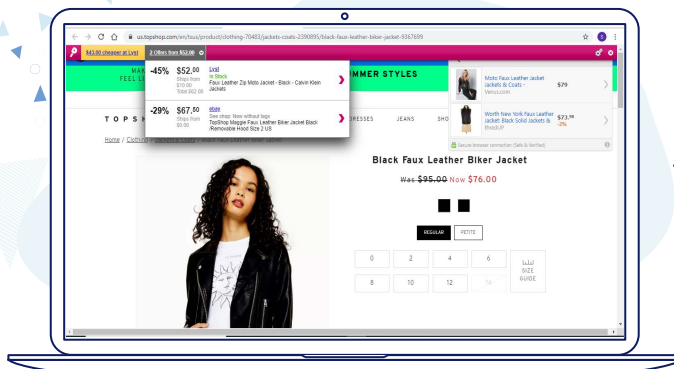
# The solution

## Topshop eliminated browser based ads, immediately increasing conversions

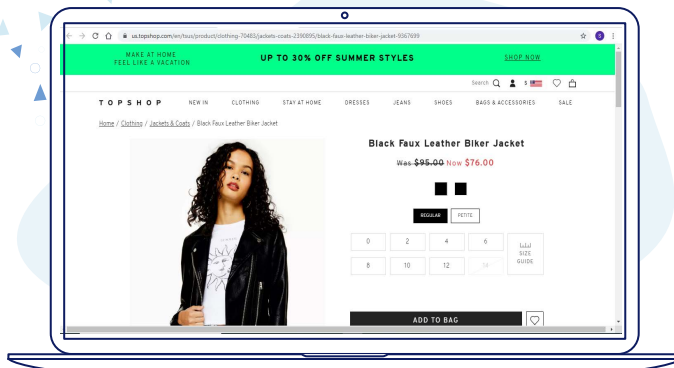
In order to prevent the fraudulent popup ads, BrandLock deployed a single line of code within Topshop's website. Then the Operations and R&D teams at BrandLock began running a 50/50 AB test to assess the impact of removing the distracting ads.

BrandLock reported that almost 9% of web traffic on Topshop's site was affected by fraudulent popup ads. Furthermore, using this method, the team was able to report on metrics such as: cart abandonment, exit rate, bounce rate, customer conversion rate, page views per visit, average order value, and revenue per session.

### Without BrandLock



### With BrandLock



BrandLock determined that customer conversion rates on the website were indeed lower when popup ads were present. BrandLock was quickly catching adware displaying competing products, acting as “clickbait,” or “deals” designed to lure shoppers to other websites. Thus, Topshop visitors weren’t staying on their website long enough to make it to the checkout page and convert, they were simply leaving for due to the ads being so effective. Since the adware was clearly an issue, Topshop leveraged BrandLock Shield to remove the ads from their shoppers' web browsers, ensuring their site experience functioned as designed.

# The impact

## When Ads Were Removed, Revenue Increased Immediately

Using BrandLock Shield, Topshop was able to remove fraudulent popup ads across its website and reduce the impact on its conversion rates. In 1 month, the company saw amazing improvements to not only its customer conversion rates, but to its revenue as well:



**+4.29%**

Overall Site Revenue  
Per Session



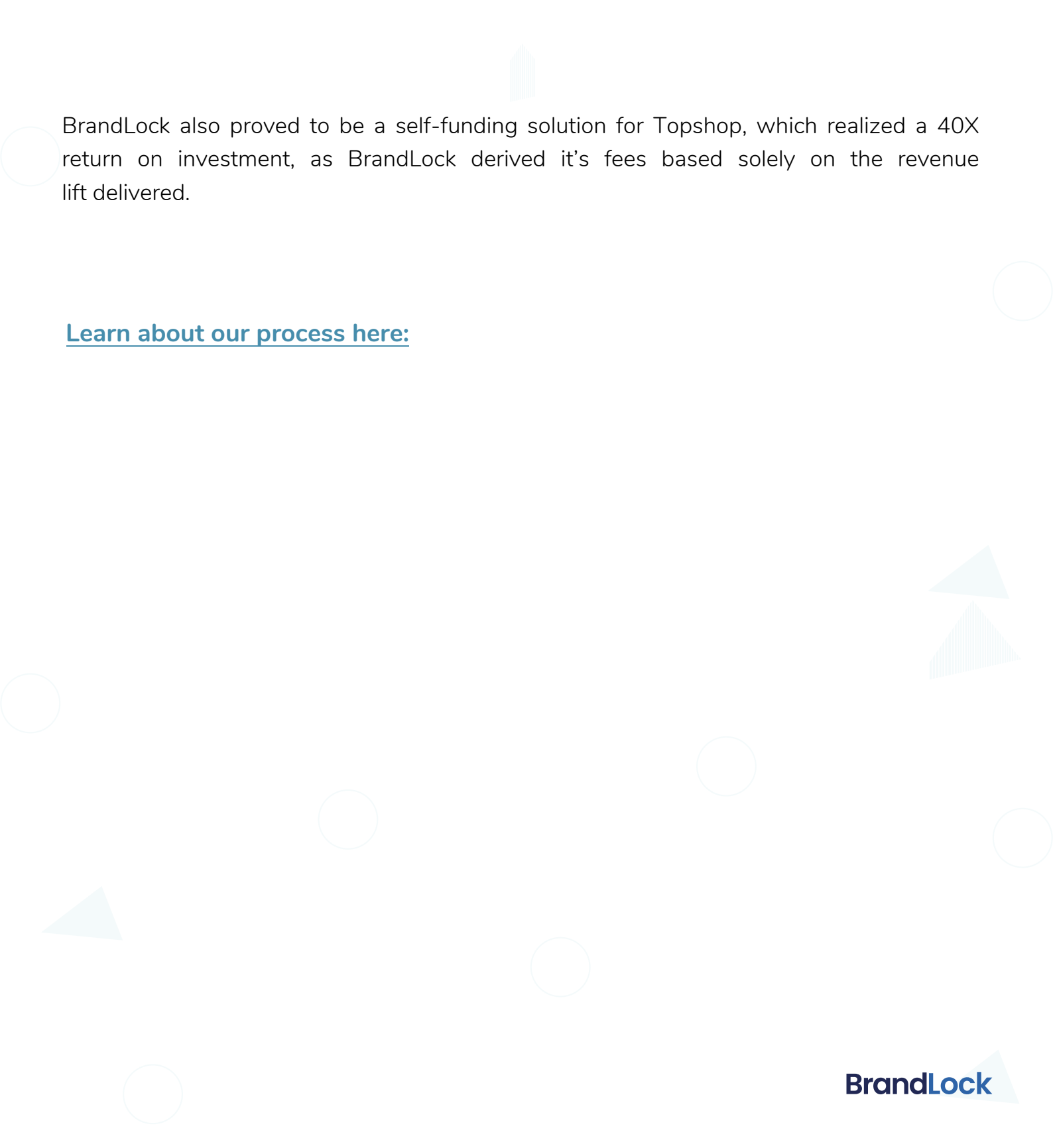
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Views Per Visit



BrandLock also proved to be a self-funding solution for Topshop, which realized a 40X return on investment, as BrandLock derived its fees based solely on the revenue lift delivered.

[Learn about our process here:](#)

Are browser injected ads taking away your shoppers?

Get a demo

**Contact information**

support@brandlock.io

(201) 987-5625

Visit us at brandlock.io

