

Atasun Optik



How Atasun Optik Increased Its

Conversion Rate by 264% by

Delivering Gamified Mobile Web Experiences

Insider's Proactive Approach improved our Conversions by 264%

“Working with Insider helped us discover brand new ways of engagement and create powerful, personalized journeys on our mobile website. By leveraging Insider’s feature-rich mobile solutions on our site, we were able to provide our customers with a unique and gamified experience on mobile devices. Offering an exciting and fun mobile journey improved our retention and conversation rates right away, a problem we had been tackling for a while before Insider. The results were way beyond what we expected.”

Özgür Tali

Head of Ecommerce

About Atasun

Atasun Optik, a subsidiary of optical retail leader GrandVision, is a fast-growing company operating in more than 240 retail stores and serving hundreds of thousands of customers daily. Atasun Optik prides itself on offering quality products at affordable prices and providing all of its customers with tailored, expert advice.

Fixing the Mobile Web Leak in The Conversion Funnel: Improving Retention & Conversions

Insider's Q4 2019 Digital Growth Benchmarks Report shows that while consumers are spending more time on mobile as a result compared to the same quarter in 2018, they're not converting at the same rates seen on desktop. Users tend to seep through the mobile journey when they get to the purchasing step. Retaining and converting these users has been a chronic problem in the retail industry.

Like most retailers, Atasun Optik was looking for ways to fix this mobile web leak and boost purchases made on mobile devices. After consulting with the Insider's growth consultants, the team at Atasun Optik decided to present coupon codes to their mobile customers who had made their first purchase. Their goal was to entice these users with a discount coupon for their second purchase to increase conversion rates and revenue.

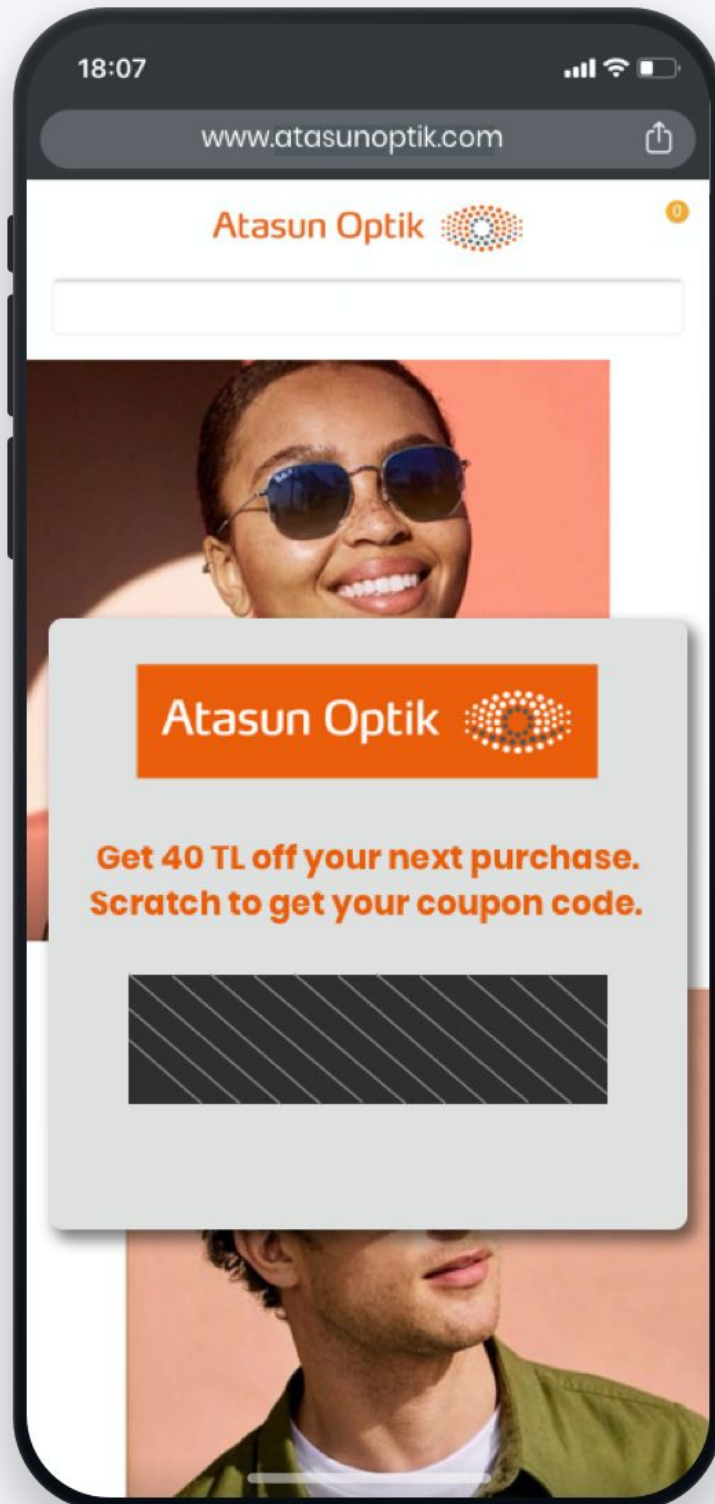
Harnessing the Power of Gamified Mobile Experiences to Boost Engagement & Revenue

Atasun decided to A/B test two types of gamified coupons—a page curl coupon and a scratch coupon—to see which version was more popular amongst their audience.

Insider's page curl coupon lured users to swipe the corner of the curled screen as if uncovering a cloaked painting to reveal their personalized special offer.



On the other hand, the scratch coupon triggered curiosity among visitors and encouraged them to scratch the box to access their discount code.



264% Conversion Rate Uplift on the Mobile Web

Using Insider's gamified scratch coupon and page curl coupons, the brand achieved impressive results.

The click-through rates for the coupons were:

Page curl coupon: 10.62%

Scratch coupon: 33.5%

On average, the conversion rate uplift for customers who were shown a coupon versus the control group was a striking 264%.



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