

# CASE STUDY: Mobile Visual Shopping Increases Urban Decay Conversion Rate and Maximizes Acquisition Efforts

Urban Decay is the retailer that provides beauty with an edge. Feminine, dangerous, and fun, it appeals to women who relish their individuality and dare to express it. In addition to being in tune with their customers and the products they will love, Urban Decay also understands how their customers' shopping habits are evolving.

Urban Decay has seen their mobile shopper traffic grow to over half of their total online traffic. They also have seen their loyal customer base become increasingly more active on visually-immersive apps like Pinterest and Instagram. In order to provide a brand experience that feels relevant and inspiring to their shoppers, Urban Decay launched the Edgecase Visual Shopping solution on their responsive website.

Urban Decay shoppers are now able to tap and swipe their way to a more relevant selection of products and drive new levels of engagement—all within the mobile browser. As a result, they are seeing **5x more products viewed per session**, **150% higher conversion rate** and **16% higher AOV** when shoppers use Visual Shopping. Additionally, **nearly 10% of shoppers are sharing products with others** (via social media and email), ensuring the Urban Decay brand is top-of-mind when they shop and buy outside of the mobile site.

## DISCOVERY BUILT SPECIFICALLY FOR MOBILE

First-generation responsive design has yielded rigid navigation structures, grid layouts, and product “dead-ends” with few options other than to purchase or bounce. With Visual Shopping, retailers can instantly assemble and display a visual collage of relevant products whenever a shopper lands on a category or product page.

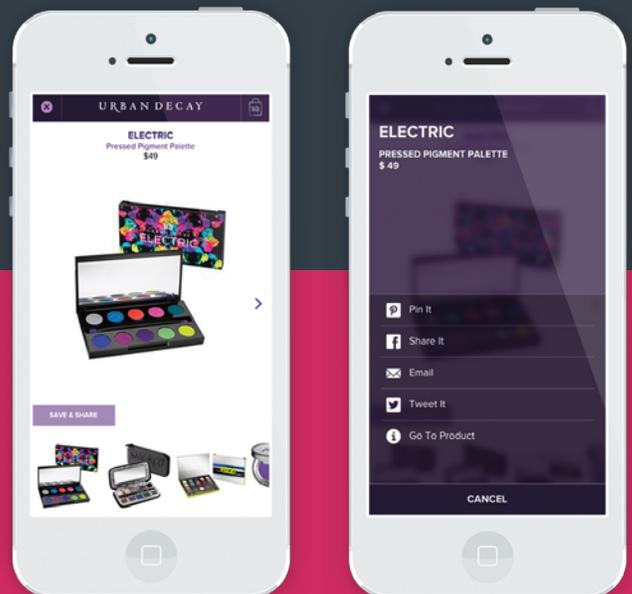
Products are related through Edgecase's platform using shopper-friendly attributes (“vegan”, “neutral”, “for blue eyes”)—not a manufacturer's product copy. Visual Shopping adapts and learns as the shopper continues to interact, clicking and tapping their way to a more relevant selection of products.

## MAXIMIZING MOBILE SHOPPER ACQUISITION

With anywhere from 40–60% of retailers' mobile site traffic coming from paid and natural search and 45% of email being checked on mobile devices, it's vital to give mobile shoppers inspiring and relevant navigation options and many reasons to stay.

Since launching Visual Shopping, **traffic to UrbanDecay.com driven from search engines is converting 35% higher** and **bounce rates are 10% lower**.

The new offering ensures that a shopper can always click, scroll, or tap to another item or action, eliminating “dead ends” and allowing brands to maximize existing brand and direct marketing investments.



### THE RESULTS

**5x**  Products viewed/session

**150%**  Conversion

**16%**  AOV

*When Visual Shopping is used*



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