

MARCHANTS ECOMMERCE SPORTS RETAILER

Revitalizing the
eCommerce Experience
That **Boosted Conversions**
by **+24%** and Revenue by
+42% YoY

THE CHALLENGE

Marchants, a leading retailers of sports equipment and apparel, experienced several years of strong eCommerce growth. However, their online sales began to stagnate, with engagement declining and core web vitals – such as page speed and mobile performance – falling short of industry standards. To address these issues, Marchants partnered with Unify to lead a comprehensive website redesign, aiming to improve user activity and drive eCommerce revenue.

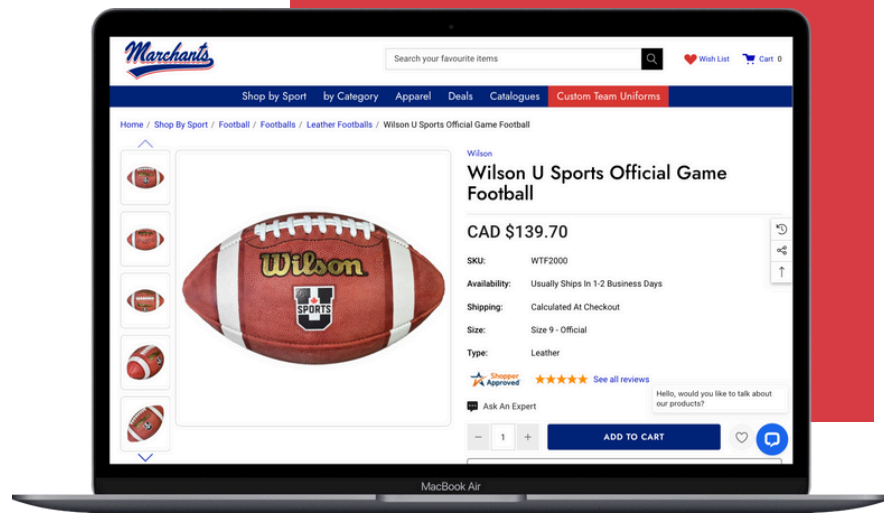
THE GROWTH

YoY Site Performance

- Orders +24%
- Revenue +42%
- AOV +15%
- Add to Carts +12%
- Conversion Rate +24%

Site Core Vitals

- 75% improvement
- Site speed
 - Mobile reduced by 7.7 secs
 - Desktop reduced by 2 secs



THE CHANGE

To reach our goal, Unify focused on the most impactful tactics to drive user engagement and conversion:

- **UX Best Practices:** Applied proven UX strategies to improve navigation, page layout, and mobile responsiveness, enhancing the overall user experience.
- **Data Driven Design:** By leveraging user data, the design was tailored to Marchant's audience, boosting engagement and conversions.
- **Modular Design:** A modular framework was introduced to maintain consistency and simplify future updates across the site.
- **Digital Standards for Content and UI:** Clear guidelines were established to ensure cohesive branding and optimized content presentation for a better user experience.
- **Improved Buyer Decision Journey:**
 - *Better CTA Placement:* Calls-to-action were strategically placed to boost click-through rates and drive conversions.
 - *Improved Credibility Through Product Ratings:* Prominent customer reviews helped build trust and encourage purchases.
 - *Easy to Navigation Product Pages:* Simplified layouts improved browsing and product selection.
 - *Improved Search Functionality:* Enhanced search features and filters made it easier for users to find products.
- **Accessibility:** The website was optimized to meet accessibility standards, ensuring usability for all visitors.