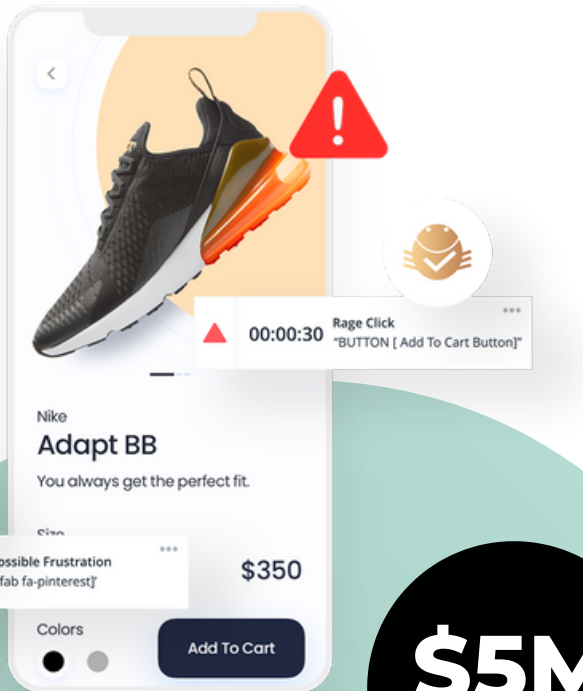




A shoe brand identifies a \$5M opportunity after replatforming

A national shoe chain upgraded to a new version of Salesforce Commerce Cloud and saw conversion drop by nearly 25%. Its e-commerce team felt paralyzed and reactive as months of hard work seemed to have an adverse impact on customers and revenue.

When it came to connecting the dots between user experience issues, there was a "disconnect in communication between the functional and technical teams." At this point, the e-commerce team engaged Quantum Metric to "surface red flags, errors, or scenarios that could be hurting conversion or customer experience."



After bringing on Quantum Metric, its e-commerce team instantly gained better visibility into the user experience, and automatic and prioritization of conversion blockers

Quantum Metric's unique data set helped the team identify technical issues and design impediments almost immediately after deployment. Within a few days, Quantum Metric identified over \$5 million in annual abandoned cart value from customers who showed high intent by clicking "Place Order" but did not convert due to a general checkout error.

That particular issue turned out to be UX-related: Customers overlooked a previous required step in the checkout flow and repeatedly clicked the "Place Order" button since it was prematurely exposed. Quantum Metric captured the rage click, quantified the opportunity, and automatically prioritized this error based on annual opportunity value.

The e-commerce team was able to surface multiple checkout insights like this in a matter of weeks. These insights kicked off a checkout optimization project, which the team prioritized into two releases.

www.quantummetric.com/watch-a-demo

Watch a recorded demo to see how companies use Quantum Metric to get real-time, quantified insight into customer behaviors.