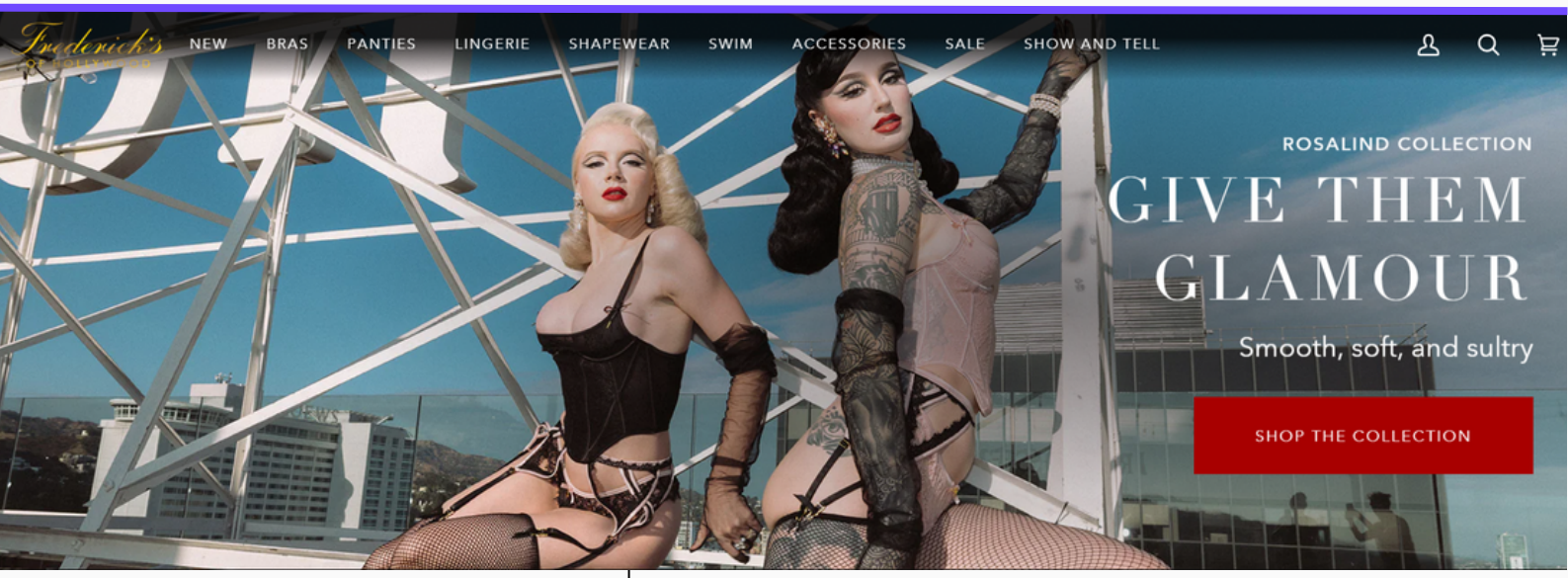
web:eyez
Frictionless eCommerce

SUCCESS STORIES

Frederick's OF HOLLYWOOD



"...we saw a 10.5% increase to conversions due to items identified by Webeyez"

Blake Skjellerup

Director of eCommerce at Frederick's of Hollywood

shopify plus

Frederick's of Hollywood (www.fredericks.com) is a leading brand for lingerie and women's intimates.

Originally founded in 1947, Frederick's attracted the attention of brand ambassadors such as Marilyn Monroe and Madonna.
The famed Frederick's retail line quickly became an international sensation supported by a large and loyal client base.

Today, Fredericks.com remains a global leader in the online lingerie and women's intimates marketplace.

TERMINAL X
GALLS AN ARAMARK COMPANY
SIGNET
RCWilley
Oliver Sweeney
EZCONTACTS
SUPER-PHARM
TYR
LULU AND GEORGIA
INTERbet
THE BEARD CLUB
DVF DIANE von FURSTENBERG

“Customers were highlighting online issues that we couldn’t replicate.”

Blake Skjellerup

Director of eCommerce at Frederick’s of Hollywood

Challenge

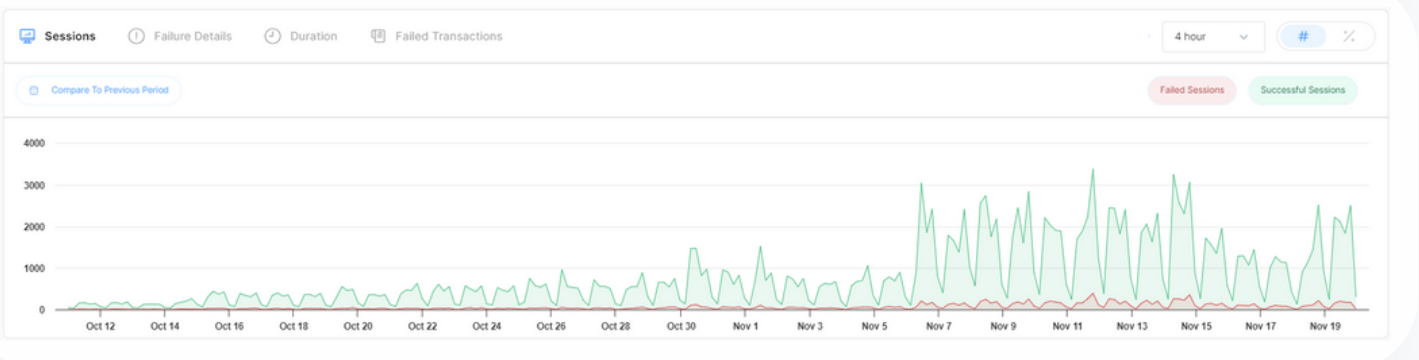
In 2020, Fredericks.com migrated to a new ecommerce platform, a process which resulted in several site performance challenges, a drop in conversion rates and impacted the online shopping experience of Frederick’s customers.

The number of Customer Support tickets grew sharply as shoppers complained of add to cart issues, various goal failures, payment errors and slow page load times.

Prioritizing issues as well as implementing an internal process to best tackle the problems became a true challenge.

“..our Google Core Web Vitals dropped post migration. The Webeyez Best Practice function allowed us to determine the elements contributing to the decline.”

Goal Failure Report > Add to Cart



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Frederick's OF HOLLYWOOD

"We were able to resolve the core issues that were affecting our customer journey."

Blake Skjellerup

Director of eCommerce at Frederick's of Hollywood

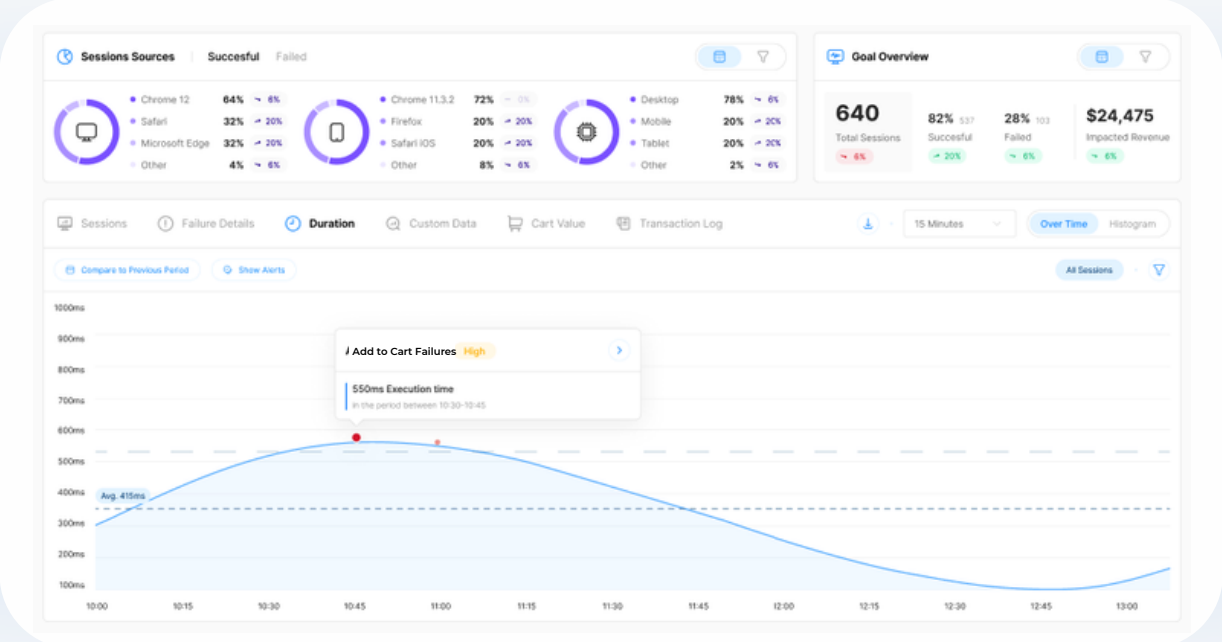
Solution

Blake approached Kaustubh Joshi ("KJ"), the Chief Data Officer for Overdose Digital for advice. KJ recommended Webeyez as an easily deployed SaaS solution to measure the impact that goal failures had on Frederick's lost revenue, customer loyalty and the online shopping experience.

Webeyez deployed seamlessly into the site and instantly revealed details behind Frederick's payment errors, login failures and additional factors that were decreasing their online conversions.

"Webeyez replicated actual user errors and revealed which site issues were directly connected to our lost online revenue."

Alerts > Goal Failures and Technical Anomalies



SOLUTION (con't)

Webeyez measured the negative impact that 3rd party tools had on site performance. This insight enabled the Frederick's team to quickly clean and fix invalid and outdated applications that were running on the site.
Webeyez also provided Frederick's with immediate and actionable solutions to solve the problems and measure results. Extensive Alerts and real time integration to their Zendesk chat service gives the Frederick's Support team the right data to provide top tier support and efficiently support their customers in need.

Additionally, Frederick's strategic team leveraged insights gained from Webeyez' dashboards to collaborate with the Overdose developer team and prioritize issues and deliver quick resolutions to payment issues, login failures and page load issues.

"When resolved, we saw a 10.5% increase to conversions due to issues identified by Webeyez."

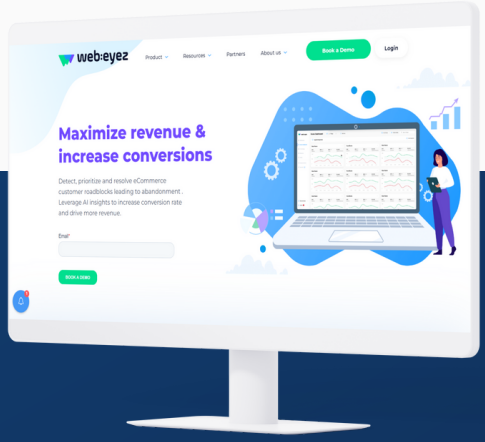
About Webeyez

Webeyez identifies, prioritizes, and resolves eCommerce customer friction, using AI insights to increase conversions and drive revenue growth, enabling you to run your operations efficiently and effectively.

Try Webeyez today!

BOOK A DEMO

One-click installation, no development work or tagging.



The unseen opportunities are the greatest!