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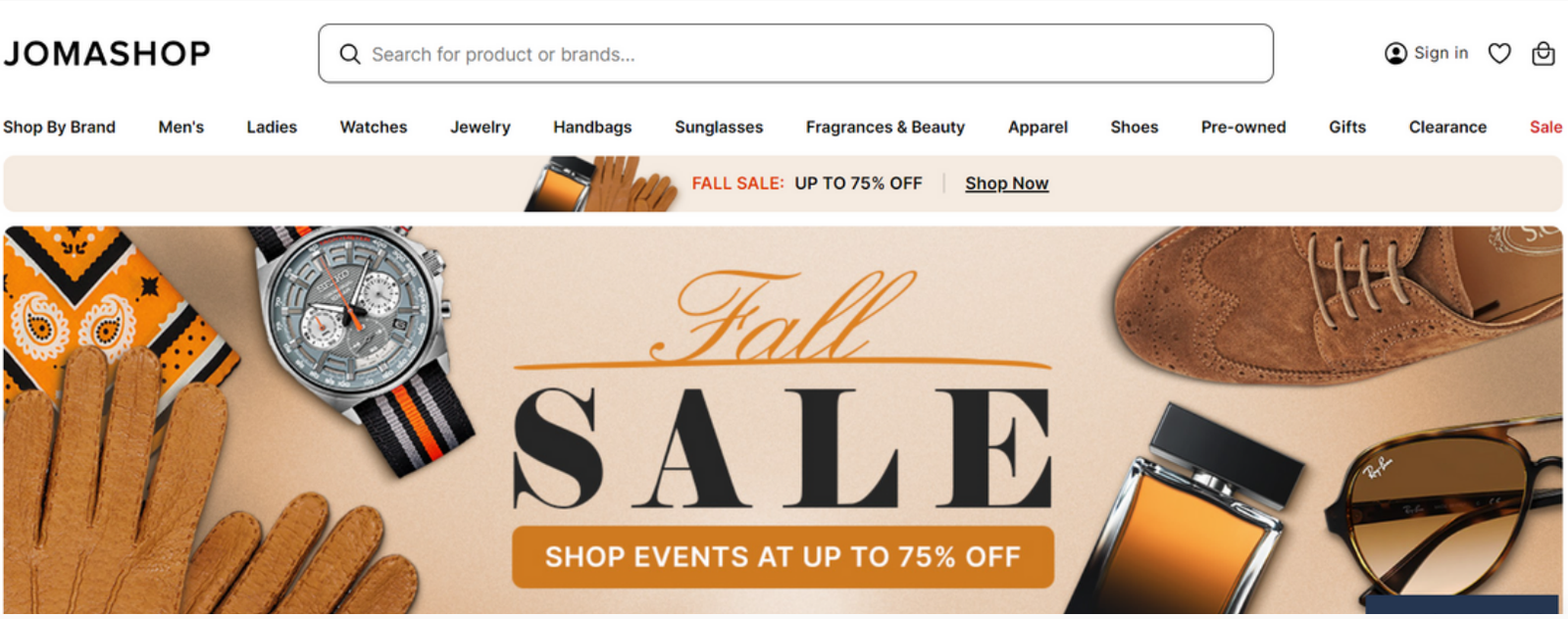
Frictionless eCommerce

SUCCESS STORIES

JOMASHOP



How Jomashop uses Webeyez to recover over $550K in lost revenue

By the numbers

$420K

in increased Sales from fixing one failed coupon code

$90K

recovered per week added from fixing one call error

37%

increase in international shopper conversions

The Jomashop Story

Magento

Jomashop is a leading fashion and luxury retailer who believes that everyone should be able to wear what they love at an approachable price. Founded over 30 years ago, Jomashop is committed to innovation in fashion and technology, and prides itself on earning the trust and satisfaction of its customers. Jomashop's platform aggregates over 75,000 unique products - ranging from watches, handbags, sunglasses, jewelry, crystal, writing instruments, apparel and shoes - from over 650 globally renowned brands.

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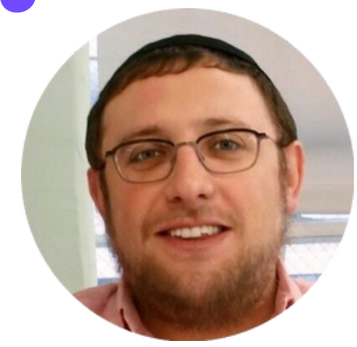
JOMASHOP

The Challenge

Limited visibility into root causes of cart abandonment

Jomashop sells tens of thousands of products from hundreds of different brands across over a dozen categories - it's not humanly possible to monitor that large of a website and product catalog without help. Jomashop's team knew they needed a tool that would enable their team to become more efficient and targeted with product, category, and site management, especially since they were struggling to identify why issues surrounding failed conversions were occurring, what the actual issues were, and how to fix them. Jomashop was looking for a tool that could scale their website operations and give them 20/20 visibility into where any site issues were occurring so they could prioritize fixing the ones that mattered most.



Before Webeyez, we were using the standard analytics tools but we were just getting basic information. All I would see from a business perspective was how many orders were coming in. When orders seemed slower than normal, I'd go check the website and it seemed to be working fine. We didn't have clear visibility into the root cause behind the drop in orders or how to fix it.

Osher Karnowsky, Jomashop GM

Solution

Immediate insights into errors

Jomashop was able to seamlessly integrate Webeyez with their website in minutes using Google Tag Manager. During the very first training session, Webeyez uncovered that Jomashop was running a misconfigured coupon code, costing them $420k in Sales from failed attempts to redeem it. In just a few minutes, Jomashop was able to patch the affected coupon code and stop their funnel from leaking revenue.

Results

With Webeyez, Jomashop has uncovered and fixed a slew of other errors:

Out of stock products

Like many retailers, Jomashop implemented a redirect call to similar items when a customer clicked on an out-of-stock product. Webeyez flagged that customers were actually reaching a 404 page and dropping off the site as the redirect was broken, costing Jomashop $90k in lost revenue per week. After uncovering the error, Jomashop implemented a simple fix – now providing a carousel of related product suggestions below any out of stock message so customers can continue shopping.

AMZN PHP 8.1

Jomashop needed to update to AMZN PHP 8.1 in order to remain PCI compliant, but this created a bevy of errors that their digital team wasn't aware of. Amazon's pay connector was causing issues with an undeclared variable, causing $40k in lost revenue. The moment Webeyez uncovered the error, Jomashop was able to make the declaration and patch the error.

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JOMASHOP

Place order button failure

With a large international customer base, Jomashop accepts a wide array of payment methods. In turn, some of the methods used were being flagged for fraud and failing to process, leading to a 37% decline in conversion rate after one failure. Jomashop's team was able to uncover these errors using Webeyez and quickly implemented a backup payment gateway for their international customers to seamlessly and securely complete the purchase.

Quantifying lost revenue impact

With Webeyez, Jomashop's digital team is now able to track real time customer activity to monitor for any failures. Additionally, the Jomashop team now has insight into how much revenue each website error is costing their business, which has allowed the team to prioritize issues that matter most across their robust website catalog.

> ***Webeyez enabled us to pinpoint where and why there were any site issues much faster - most of the time we didn't even know there were any issues until Webeyez helped us uncover them.***
>
> **Osher Karnowsky,** Jomashop GM

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!