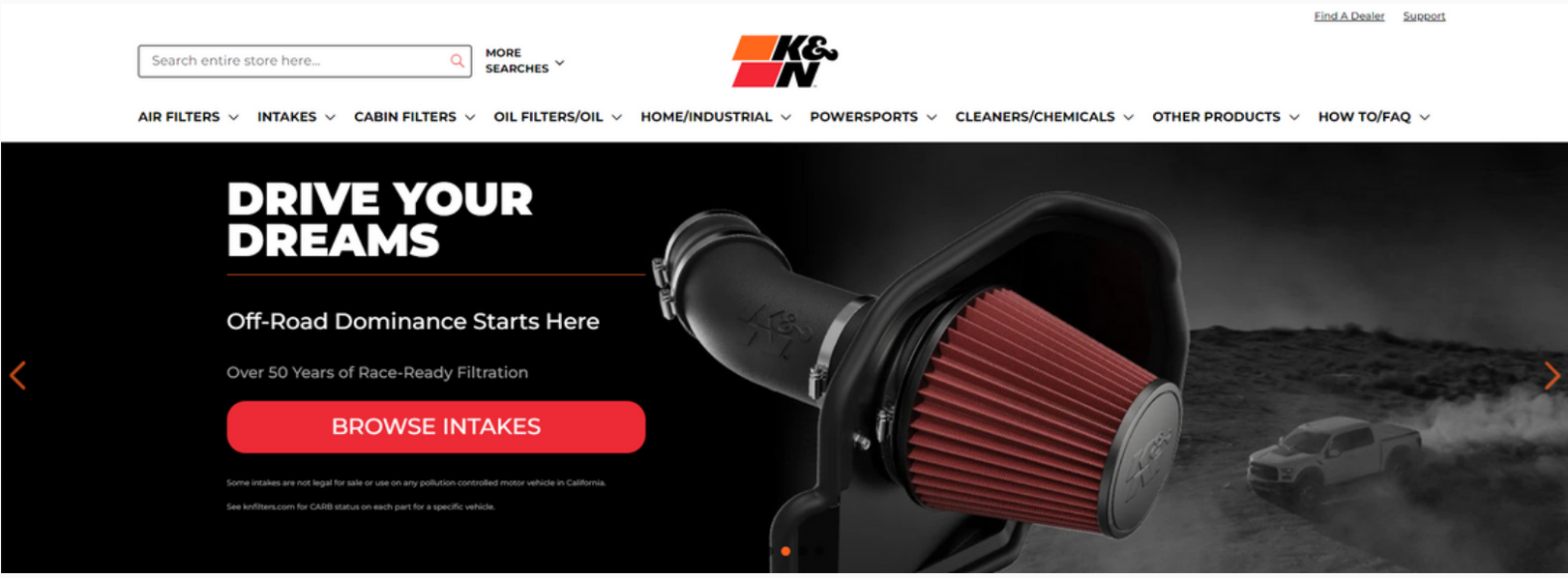


How K&N Increased Revenue by 37% in 30 Days

By the numbers

37%

Increase in Sales

Magento

The K&N Story

Founded in the early 1960s by motorcycle racers Ken and Norm, K&N began with a vision for an offroad-suitable air filter. Now, over half a century later, K&N has evolved into a leader in automotive filtration and technology.

K&N's product range has expanded beyond automotive air filters to include air intake systems, oil filters, fuel filters, cabin filters, and even home air filters.

Renowned globally, K&N enhances vehicle performance, protection, and longevity for countless consumers.

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

The Challenge

Limited Visibility Into Root Causes

In spring 2019, following their E-Commerce site's migration to Magento 2, K&N faced significant challenges. The move from an in-house platform to the more advanced Magento 2 brought complexities in data flow, site mapping, and setup.

This transition resulted in a disjointed site flow, creating customer friction during the purchasing process. A notable 96% of international customers encountered shipping issues at checkout, leading to abandoned orders. Additionally, coupon code errors were causing a 64% failure rate in conversions.

Addressing these conversion issues was crucial, yet the root causes of these problems were unclear. To tackle this, K&N conducted a comprehensive audit of their newly launched site to gain insights and address the underlying issues.

Prioritization & Resource Allocation

K&N grappled with constrained resources, particularly a lean DevOps team that lacked the capacity for manual, in-depth root cause analysis. The team urgently needed a way to pinpoint revenue leakages, to effectively justify and direct their limited resources. This led them to seek a tool designed to facilitate this critical task.

We were fighting a lot of battles and putting out all sorts of fires, so we knew we needed something to give us a clear direction for which fires we should battle that make the most difference for the company.

Luis Cupajita, K&N CIO

Solution

K&N chose Webeyez to help their team identify leakage and quantify it with real dollar amounts - and it's saved them countless hours of digging through site data, troubleshooting, and guesswork.

K&N has had great success utilizing Webeyez as a directional tool - it helps their team validate things they were already sensing, introduces new issues they wouldn't have uncovered otherwise, and quantifies all of them so they know which issues to prioritize first.

Webeyez has added functionalities that allow us to look at impact by category and campaign level so we can identify the effectiveness of particular promotions very precisely and the best place to allocate our resources to plug in any gaps.

Luis Cupajita, K&N CIO

Results

A single source of truth for their entire digital team

Having Webeyez in their toolbox has enabled the DevOps team to pull in the marketing and e-commerce teams to work together - DevOps manages the backend while Marketing and e-commerce are able to come in and make sure K&N is providing their customers with a seamless frontend user experience.

Marketing and e-comm also took advantage of Webeyez' robust reporting capabilities and are able to look into exactly how their specific products or campaigns are performing. Having the additional team resources to help with site monitoring has also gone a long way in alleviating some stress from the lean devops team, and gives more visibility and context to everyone who touches the website.

37% Increase in Sales

By using Webeyez, K&N was able to recover over a third of total lost revenue in Q3 of 2022.

K&N's e-commerce team noticed a sharp decrease in international sales and turned to their Lost Revenue Dashboard to look for causes of international orders. In minutes, the team realized that their international shipping plug-in was broken, so they quickly redirected all international traffic and stopped losing sales.

That same week, K&N was alerted to a coupon code error causing a 64% decrease in conversion rate at checkout. The marketing team was able to quickly send over a request to their DevOps team and remove the coupon code from circulation.

> ***We've managed to bring a lot of those lost revenue amounts down through broad optimization of our platform and we can clearly see it reflected in our Webeyez dashboard.***
>
> **Luis Cupajita,** K&N CIO

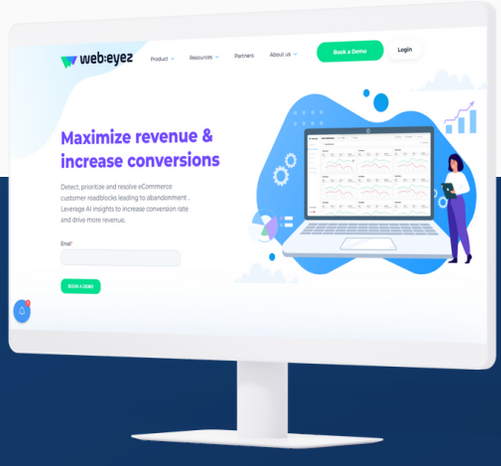
About Webeyez

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!