web:eyez
Frictionless eCommerce

SUCCESS STORIES

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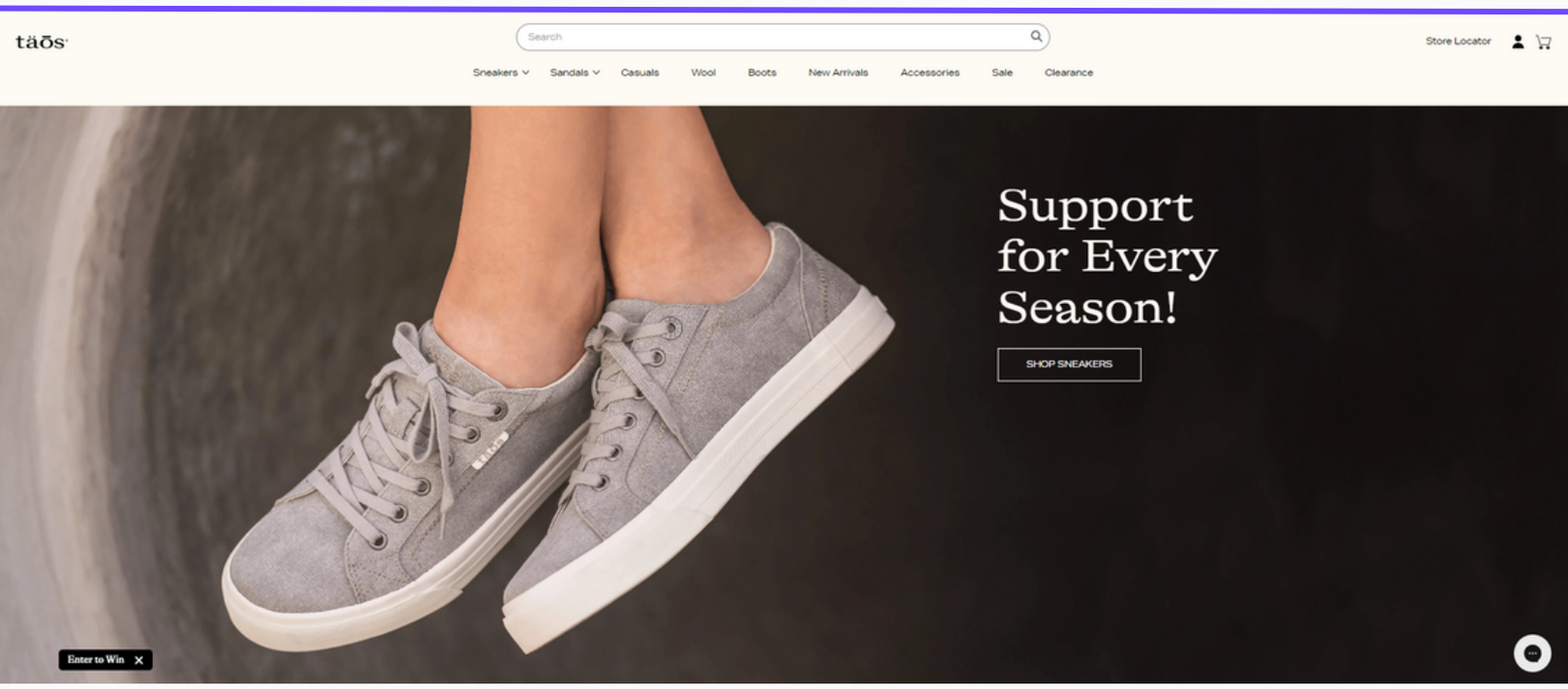


How Taos Footwear achieved a 10x ROI with Webeyez

eCommerce intelligence reveals issues with checkout and Return on Ad Spend (ROAS)

1 Month After Deployment

10x ROI

On the Webeyez spent

15%

Lost advertising dollars recovered

Magento

The Taos Story

Established in 2005, Taos Footwear has earned a reputation for its exceptional craftsmanship, comfort, and classic designs, all inspired by the American Southwest. Today, Taos is featured in over 1,000 retail locations across the United States.

In 2010, Taos launched its website, creating a shopping experience that reflects the brand's dedication to outstanding customer service.

This digital presence is especially crucial as Taos does not operate its own physical stores, making the website a key platform for showcasing the brand's values.

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

Taos' digital teams employed multiple web tools including Shopify analytics, Google Analytics, and Yottaa to measure buyer trends, site metrics and gain insights on the overall shopper journey experience.

Declining conversion and poor Return on Ad Spend (ROAS) during holiday

From the existing tools, the Taos team was aware that:
1.Conversion at checkout had decreased from previous holiday periods
2.Their social media campaigns were delivering below-average ROAS

Unclear root causes and impact on business

However, the current tools were unable to identify the specific cause, nor how much any given issue was impacting the business. For instance, though checkout conversion had declined, site traffic had increased, making it even more difficult to quantify how much of the decline was due to site challenges.

> ***We had a sense that something within our funnel was wrong, but we couldn't drill in to find the details.***
>
> **Gio White,** Taos Footwear Head of Marketing & Ecommerce

Solution

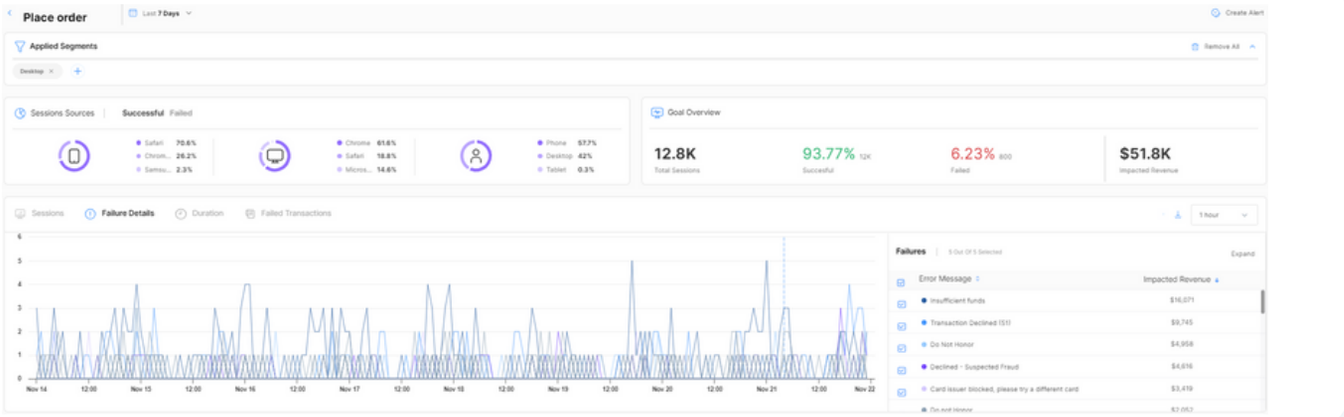
Place Order Failure Detail

Uncovering sources of checkout errors

Using Webeyez, the Taos team was able to quickly identify that hundreds of the "place order" failures were stemming from "payment gateway is invalid" and "enter a valid phone number" steps. Furthermore, Webeyez Session Analytics even revealed the specific third party scripts causing each error, allowing the Taos team to quickly address and resolve them, immediately driving conversion back up.

Quantifying Lost Revenue & Prioritizing Initiatives

Automated Webeyez 404 Alerts notified Taos of an increasing number of 404 pages (Page Not Found) arriving to the site from Taos' Facebook ads. Because Taos actively runs multiple campaigns on social platforms and invests heavily into Facebook ads, these errors were significantly impacting their ROAS. The Taos team was able to quickly identify and stop the faulty paid campaigns and re-route visitors to a healthy landing page. This fast response saved over $20,000 in "burned" marketing dollars and delivered instant lift to Taos' ROAS.



Results

10x ROI

After deploying Webeyez, Taos Footwear was able to both increase revenues by eliminating friction points at checkout, and improve the effectiveness of its ad spend dollars. Utilizing Webeyez to monitor and optimize the website resulted in a 10x ROI in the first month.

> ***Webeyez made our marketing campaigns more efficient and more effective...We saw 10x ROI and a strong jump in ROAS.***
>
> **Gio White,** Taos Footwear Head of Marketing & Ecommerce

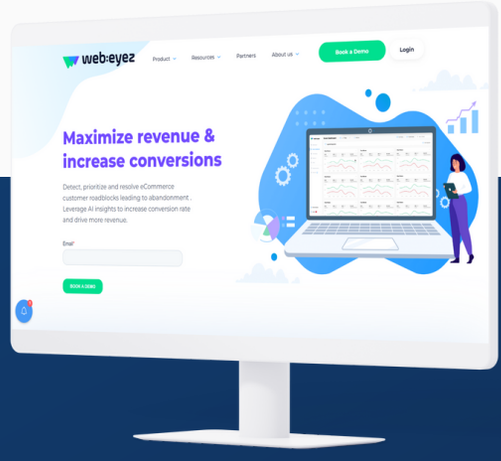
About Webeyez

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!