



Real Solutions For Real eCommerce Challenges

eCommerce Agency

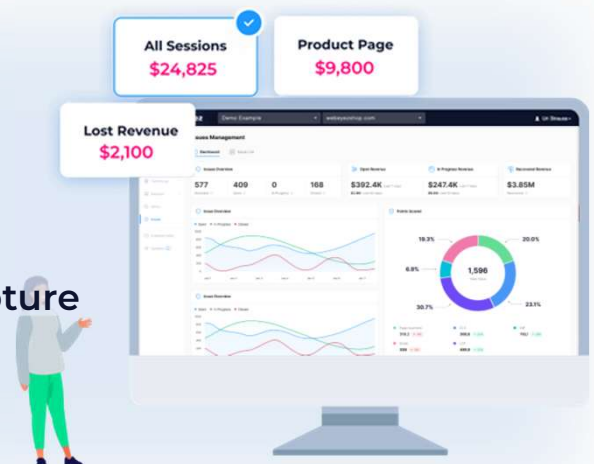
How Smart Solutions used Webeyez to decrease lost revenue & optimize CX

Results

20% reduction in lost revenue - in 12 days

20% increase in 3rd party session data capture

100% prevention of conversion loss



The Smart Solutions Story

Smart Solutions has established itself as a comprehensive digital agency, partnering with Webeyez to deliver cutting-edge performance analytics and optimization solutions to their clients. Through this strategic collaboration, Smart Solutions empowers brands to identify hidden revenue blockers and user experience issues in real time, helping e-commerce teams gain complete visibility into the moments that affect conversions. Together, Smart Solutions and Webeyez turn technical noise into business insight, enabling brands to fix costly friction points,

prioritize development efforts, and boost conversion performance across their digital properties.

In a digital landscape where every user interaction can mean a sale - or a lost opportunity - Smart Solutions' e-commerce clients need complete visibility into the moments that affect conversions. This case study outlines how Smart Solutions used Webeyez to help their clients fix costly friction points, prioritize development efforts, and boost conversion performance.

Challenge #1: Confusing Error Messaging Was Killing Conversions

A Smart Solutions client faced a recurring payment error at checkout:

"Place order - Authorize.Net CIM Gateway: Transaction failed. This transaction has been declined."

While technically accurate, the message was too complex and cold for a customer-facing interaction. It used backend terminology ("Authorize.Net CIM Gateway"), didn't offer guidance, and framed the issue negatively with "declined," which can create customer anxiety and abandonment.

Webeyez Insight

Webeyez surfaced this error as a conversion drop-off point, allowing Smart Solutions' team to:

- Identify its frequency and revenue impact
- A/B test new, customer-friendly versions
- Track conversion metrics after changes

Result

The revised message offered simple guidance and a CTA providing a simple way to contact support.

Impact:

- **20%** reduction in lost revenue, **in 12 days**
- Demonstrated how a simple wording fix can significantly reduce checkout friction

Key Value: Webeyez helps surface the errors that actually matter to customers - and to revenue.



We continue to be amazed! Webeyez has assembled a top notch team with a product to provide insights that allow merchants to maximize eCommerce revenue.

Lisa Alexander, CRO Smart solutions

Challenge #2: Campaigns Undermined by Failed Klaviyo Integration

Marketing teams at another Smart Solutions client were struggling with poor email campaign performance.

The cause? 20% of customer session data wasn't being sent to Klaviyo due to a backend integration failure.

Webeyez Insight

By tracking failed API calls in real time, Webeyez:

- Flagged the Klaviyo integration issue
- Quantified how many sessions were affected

- Used AI to score the potential business impact
- Enabled prioritization of the fix despite limited dev resources

Impact:

- Targeting accuracy restored
- Personalization improved
- Promotional offers aligned with actual customer behavior

Key Value: Webeyez doesn't just report errors - it helps teams prioritize based on impact potential.

Challenge #3: Marketing Changes Created Unintended UX Issues

After a promotional campaign launched, the marketing team at a Smart Solutions client made updates to product/category pages. Shortly after, Webeyez detected a spike in Cumulative Layout Shift (CLS) - a key UX performance metric.

Webeyez Insight

Webeyez flagged a sharp CLS increase, isolated the specific pages affected, and traced it to recent marketing changes (campaign banner, for instance).

Impact:

- Allowed immediate rollback and fix
- Avoided long-term conversion loss
- Created feedback loop between marketing & UX teams

Key Value: Webeyez connects the dots between creative updates and their technical UX consequences - fast.



Conclusion: Why Smart Solutions Clients Rely on Webeyez

Across all these examples, the pattern is clear: Webeyez gives Smart Solutions' e-commerce clients visibility into the invisible. Whether it's checkout errors, integration failures, UX breakdowns, or campaign side effects, the platform turns technical noise into business insight - and revenue lift.

Smart Solutions continues to leverage Webeyez's performance analytics and optimization platform to help their clients identify hidden revenue blockers and optimize customer experience in real time, delivering measurable results and improved conversion performance.



*One-click installation,
no development work
or tagging.*

*The unseen opportunities
are the greatest!*

