DAVID JONES

ABTasty

David Jones accelerates digital transformation with AB Tasty

Driven by a clear vision to make every online experience as seamless and refined as its physical stores, David Jones turned to AB Tasty to embed a culture of experimentation and personalization into its digital strategy.

CHALLENGE

For more than 185 years, David Jones has set the standard for premium retail in Australia. Built on a legacy of quality, service, and trust, the brand has always prided itself on offering customers a refined and personalized in-store experience. But as shoppers increasingly moved online, especially during and after COVID, David Jones faced a pivotal challenge: how to translate that hallmark experience into its digital environment while keeping pace with agile, eCommerce-native competitors.

The surge in online shopping revealed new friction points in the customer journey—from discovery and navigation to fulfilment options like Click & Collect. Customers accustomed to attentive in-store service expected the same intuitive and effortless experience online. Replicating that in a digital setting required more than a visual refresh—it demanded real-time testing, validation, and the confidence to make bold, data-backed decisions at speed.

To meet this challenge, David Jones partnered with AB Tasty to embed a culture of continuous experimentation and data-driven optimization across its digital ecosystem—ensuring every interaction online felt as seamless, premium, and customer-centric as its stores.

EXPERIMENTING WITH AB TASTY

By adopting AB Tasty's Web Experimentation and Personalization solutions, David Jones transformed its approach to optimization.

Experimentation became a natural extension of the UX discipline—every new design, message, or experience element could be tested and validated with real customer data before rollout.

AB Tasty empowered the David Jones team to identify friction points, measure impact with precision, and accelerate improvements without lengthy development cycles. The platform's intuitive interface enabled the UX team to launch tests quickly, while secondary metrics and advanced reporting gave them deeper insights into user behavior and engagement.

HYPOTHESIS

David Jones believed that embedding continuous testing within its UX process would help the brand deliver experiences that were frictionless and authentic to its heritage. The goal was to uncover and validate the small, meaningful changes that could have outsized impact.

"AB Tasty's tools really support us to test new ideas and experiences quickly. The ability to measure secondary metrics and filter out irrelevant sessions has changed how we evaluate experiments and make post-testing decisions."

Tom Shepherd
UX Lead
David Jones

About David Jones

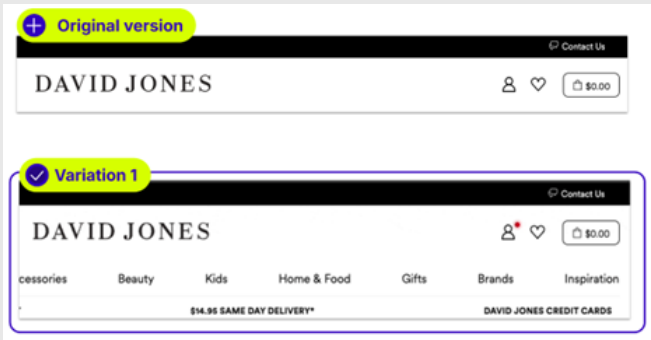
Founded in 1838, David Jones is Australia's most iconic department store brand, offering premium fashion, beauty, and homewares from leading local and international designers. With stores across the country and a growing digital footprint, David Jones continues to redefine modern retail - bridging its storied heritage with a dynamic, data-driven future powered by AB Tasty's experimentation and personalization solutions.

One such example came as David Jones prepared to launch a new loyalty initiative. The team identified an opportunity to increase customer logins—critical for driving personalization and building lasting loyalty. They hypothesized that drawing subtle attention to the account icon could encourage more visitors to log in or sign up without disrupting the minimalist elegance of the designed site.

TEST IDEAS

Using **AB Tasty's Web Experimentation solution**, the UX team designed a simple yet powerful test. Targeting desktop, non-logged-in users, they introduced a small animated red dot next to the account icon on the navigation bar to spark curiosity and prompt engagement with their account.

The experiment compared the **original version** of the header with a **variation featuring the pulsing red dot** next to the account icon.



RESULTS & LEARNINGS

The results spoke for themselves. The test increased clicks on the account icon by +81% and by +31% in clicks on the sign-up button. Of the users who clicked, 27% went on to sign in or create an account.

By successfully increasing account engagement, the experiment opened the door for deeper personalization and ongoing loyalty initiatives across the site.

Continuous testing has become a cornerstone of David Jones' digital maturity. The UX team now uses AB Tasty to regularly revisit experiments to deliver seamless, personalized customer-first experiences backed by real data rather than assumption.

Uplift in clicks
On the account

+81%

Increase in
customer logins

↑ 27%

"With AB Tasty, we can move fast, stay creative, and make decisions based on real data. It's helped us bridge the gap between our in-store excellence and our online experience."

Tom Shepherd
UX Lead
David Jones