

How Hunter Boots Drove Value with Social Proof

Hunter is a progressive British heritage brand renowned for its iconic Original boot. The brand has a rich history of innovation and continues to design to protect from the elements and perform on varied landscapes. Conversio provides extensive experience and end-to-end conversion expertise, applying pre-eminent data analysis, insight and testing methodology to the optimisation of ecommerce businesses

Challenge

Hunter Boots, working with our agency partner Conversio, wanted test the value of Social Proof to improve the experience for Hunter customers and ultimately drive incremental value. Importantly they also considered how to serve a message that aligned with the brand.

Test Idea

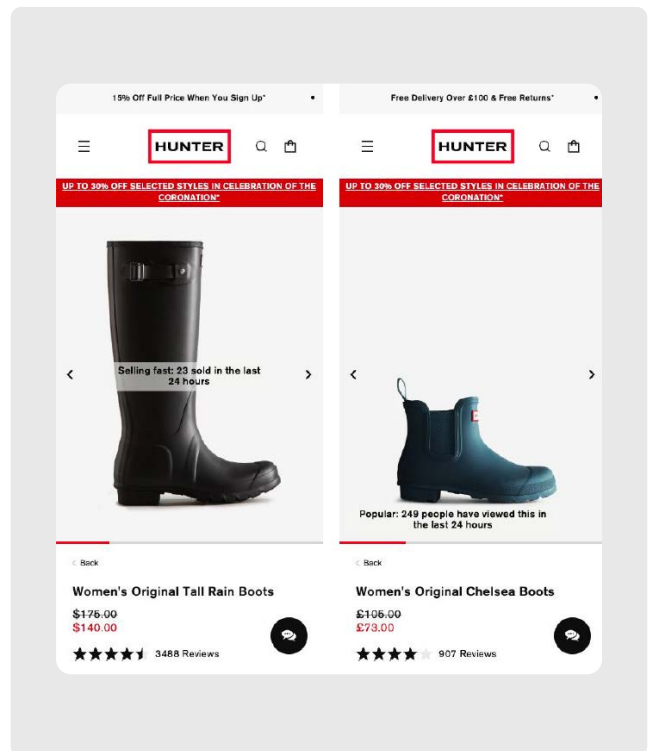
With continuous refinement Conversio defined a strategy to test and measure AB Tasty's social proof capabilities and individually measure the impact on UK and US customers with a data driven approach.

Results

After an initial proof of concept and refining the experience with optimised messaging and positioning social proof demonstrated a +9% conversion rate improvement for the UK site and +6 for the US site.

Takeaways

By rotating different messages on product pages vs. a single message, Hunter understood which messages worked most effectively for each market. Driving up sales for new footwear product categories by testing and reiterating Conversio and Hunter were able to make significant value incrementally.



Social proof really helps us drive newness, and supports conversion rate across our well-known rubber boots. We are excited to see where we can optimize this experience going forward.



Bryony Longdon,
Head of E-commerce
Hunter