

HOUSE OF KAIZEN

CLIENT:
Hearst Magazines

CHANNEL:
CRO

VERTICAL:
Retail

REGION:
UK



MAKING CROSS-SELL WORK: CONVERSION +14%

Improving the layout and relevance of Hearst's cross-sell module led to **fewer abandoned carts, more conversions.**

RESULTS

+8%

VISITS TO
CHECKOUT

-41%

BOUNCE
RATE

+14%

VISITS TO THANK YOU PAGE

THE CHALLENGE:

- Hearst Magazines had **significant traffic** to their basket page.
- However, the **impact of their cross-sell module was unclear**, at this crucial stage between product page and checkout.
- They wanted to **refine the cross-sell module layout and messaging** to find the ideal formula to increase conversions.

INTERESTING INSIGHT:

- As users were offered more cross-sell products, conversion increased. However, when they were offered too many products, conversion began to fall again. This proved that too much choice can lead to distraction.

"CRO is a multi-disciplinary practice. Testing, coding, design, analysis... we do it all for you. Just think of us as your in-house conversion team!"

Ivan Imhoff, MD,
House of Kaizen

"Working with House of Kaizen, it has been really beneficial for us to gain insights into how our audience responds when we make changes to our checkout journey. We are learning that small changes can have a big impact."

Seema Kumari, Head of Digital,
Hearst Magazines UK

THE STRATEGY:

Phase 1: Increase engagement

- **Improving cross-sell module layout** gave more space to suggested products, giving users more choice of magazines.
- **Mouse hover effects** made products stand out, **encouraging user interaction.**

Phase 2: Personalise offers

- Displaying products similar to those in the user's basket ensured users were offered **products relevant to them.**
- Tailoring copy according to the user's subscription type ensured users saw **relevant, persuasive messaging.**

Phase 3: Improve continuity

- Adding a **savings roundel** to cross-sell products **improved continuity** across store pages and motivated purchases.

