



## Nine West increases conversions by removing browser -based ads

“When shoppers complained about injected ads, pop-ups, and offers, we turned to BrandLock for help. Immediately, we saw a boost in shopper engagement, conversion rate, and most telling - revenue per session”



**Andy Cho**

SVP eCommerce & Technology  
NINE WEST



**+8%**

Overall Site Conversion  
Rate Lift



**+6.1%**

Overall Site Revenue  
Per Session Lift



**7.1%**

Overall site Decrease In Cart  
Abandonment Rate

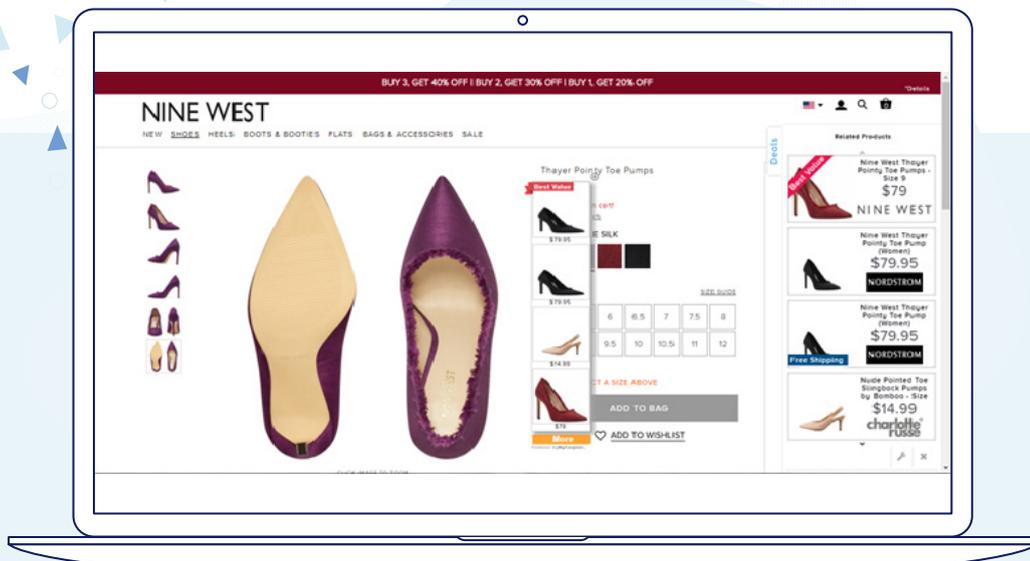
# The problem

## Browser-based ads diverting shoppers away from Nine West, to competitor sites.

Regular shoppers on Nine West started to complain about intrusive pop up ads on their retail site. But these ads were not being served by Nine West at the time and they couldn't really see how where they were showing up or how many ads were there in all.

But after meeting with BrandLock, they saw all these ads first hand. The number of ads on the site was quite alarming.

The ads were not only contextually right, but they were also seamlessly blended into the product pages. While they were displayed as products on Nine West, when clicked, they took the shopper to a competing site.



The next thing was to check just how many of the Nine West shoppers were seeing such ads.

BrandLock helped Nine West identify that about 11.25% of their sessions were impacted by these ads.

Nine West immediately realized that these distractions were no longer targeted at hacking their site but stealing their customers.

# The solution

**BrandLock's Shield removes unwanted ads to decrease shopper frustrations and improve conversions.**

Agreeing to work on a performance-based model, BrandLock and Nine West began running an A/B test on the store visitors, over a period of twelve months. The test targeted demonstrating the impact of revenue per session when Shield disabled unwanted ads in real time vs the site visitors that were still seeing these ads.

By adding just one line of code to Nine West's tag management solution, the A/B test began almost immediately.

## The goal

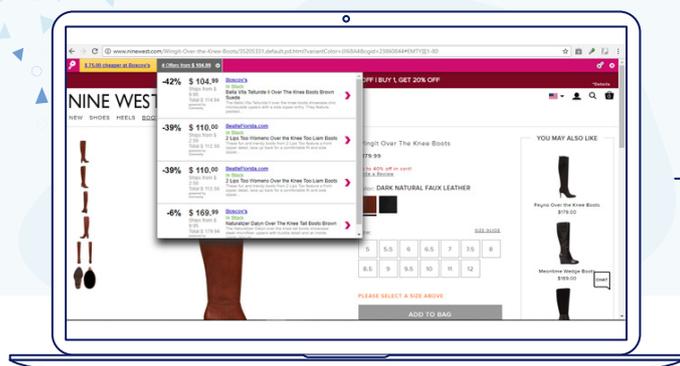
The goal was to achieve a 99% confidence level on the data set, using revenue per session as the key metric to measure the performance of BrandLock. The metric was chosen as it has a direct impact on the profit and loss of the business.

## The result

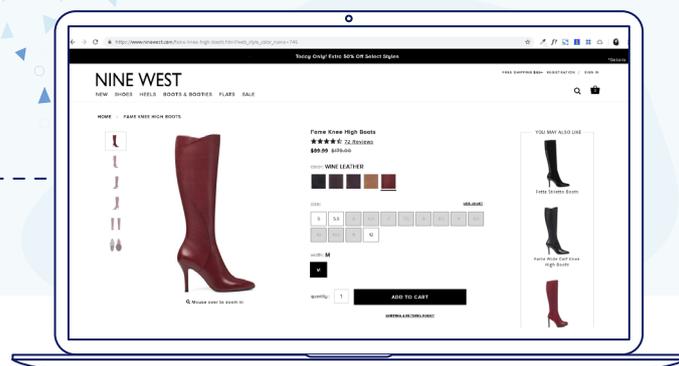
In the first month, Nine West began with a 50-50 traffic split to see how effective Shield was at keeping unwanted ads at bay and converting the audience that was being protected from them.

From the second month, Brandlock's Shield began protecting 90% of Nine West's traffic, leaving 10% to a 'control group' where the ads were allowed to run their course.

Before BrandLock



After BrandLock



# The impact

## Nine West reduces cart abandonment and increases revenue with BrandLock Shield.

In the first month, Nine West noticed a +5.3% increase in the overall revenue per session. The next month, the retail store saw it climbing up to +10.89%.

After months of continuous A/B testing with BrandLock, the results became clear. It was possible to improve the monthly revenue by 5-10% by simply disabling all the consumer browser-based distractions that could lure them away.

Here's what Nine West achieved with BrandLock:



**99%**

Confidence  
level in the results set



**8%**

Overall Site CR Lift



**6.1%**

Overall Site Revenue  
Per Session Lift



**7%**

Decrease to  
cart abandonment



**22X**

ROI

But that's not all.

Nine West found a self-funding solution to keep unwanted distractions at bay. The fees paid to BrandLock got covered by a small percentage of the resulting revenue lift - pay per performance only.

Nine West also discovered that BrandLock was a self-funding solution to keep unwanted shopper distractions at bay. BrandLock charged only a small percentage on the revenue lift delivered, as measured by the client's own analytics platform.

Want to see if your shoppers are impacted?

Get a demo

**Contact information**

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Visit us at brandlock.io