

Creating dynamic web experiences in Shopify to increase user engagement

47% 

Increase in Conversion
of Customers

19% 

Reduction in
Sales Effort

56% 

Reduction in Cart
Abandonment Rate

THE CUSTOMER

The customer creates luxury headwear for men and women.

Established in Southern California, the brand concentrates on luxe materials, innovative designs, and flawless details.

With premium headwear pieces featuring exotic materials, unique designs, and a variety of different fits, the brand sells their products online and via premier retailers.

THE CONTEXT

The customer's website was powered by Shopify. They wanted dynamic product pages so that their customers could better view products and read product descriptions that were informative spanning multiple fields. Since Shopify is SaaS based, it offers limited customization. Moreover, the customer was using Yotpo for handling product reviews. Emails sent by Yotpo for verifying product reviews would redirect users to a Yotpo landing page, which hampered user experience and resulted in users not verifying their reviews.

THE OBJECTIVES

The customer wanted additional attributes added to their products. Since Shopify assigns limited attributes to products by default, the primary goal was to find a solution to add more attributes. They also wanted a dynamic slider and new sections - Collections, Fit, and Technology and Feature. To improve user experience, we came up with a solution to add a custom landing page to the product verification emails.

THE SOLUTION

- As Shopify provides limited attributes, our team suggested using the Metafields Manager app. The app helped us create objects for the Collections, Technology and Features, and Fit section.
- As a result of creating objects through the app, the customer could add any specific information to the sections, without any coding required. Now it was also possible to add as many attributes and assign them to products as required.
- The customer wanted a dynamic product slider section to show different styles of their hats. We built a dynamic and flexible slider on the front-end using a custom code.
- Shopify displays a drop down menu for selecting the product variants. However, through customization, we displayed the thumbnails of the products instead, therefore resulting in a better user experience.
- We also created a sticky bar for the customer's website. The sticky bar displays the product variant that a prospect is currently looking at along with its price and a **'Buy'** button.
- For the **'Reviews'** section of the page, we integrated the customer's website with Yotpo, a commerce marketing cloud with solutions for customer reviews and referrals. Whenever a customer left a review, they were sent a verification email with a URL that they had to click to get verified.
- The URL was of a landing page on Yotpo instead of the customer's website. The customer wanted the URL and the landing page of their website in order to provide a consistent user experience. The customer also wanted to use their own customized email and landing pages.
- Since Yotpo cannot be customized or modified, we got in touch with their support team to get the product review verification templates edited.
- After creating a page in Shopify and sharing its URL with Yotpo, the user is now redirected to a page on the customer's website with Yotpo parameters in the URL. We created a script through Javascript which reads the parameters in the URL and populates the content on the page accordingly in iframe.

THE OUTCOME

Creating a dynamic web experience helped us make the website informative thereby encouraging customers to convert. It shortened the sales cycle, and even reduced cart abandonment rate drastically. Integrating the review section of the website with Yotpo and redirecting users to the Shopify URL instead of Yotpo provided for a better user experience and more product reviews.