

dabs.com uses WebAbacus to improve its site search every day

## dabs.com

dabs.com is one of the UK's largest retailers of IT and technology products, offering over 15,000 product lines to over 1.6 million registered customers across the UK and France.

Foviance's WebAbacus analytics software is central to the company's redesigned website and feeds the site search engine each day with intelligence about which products are most popular with site visitors.

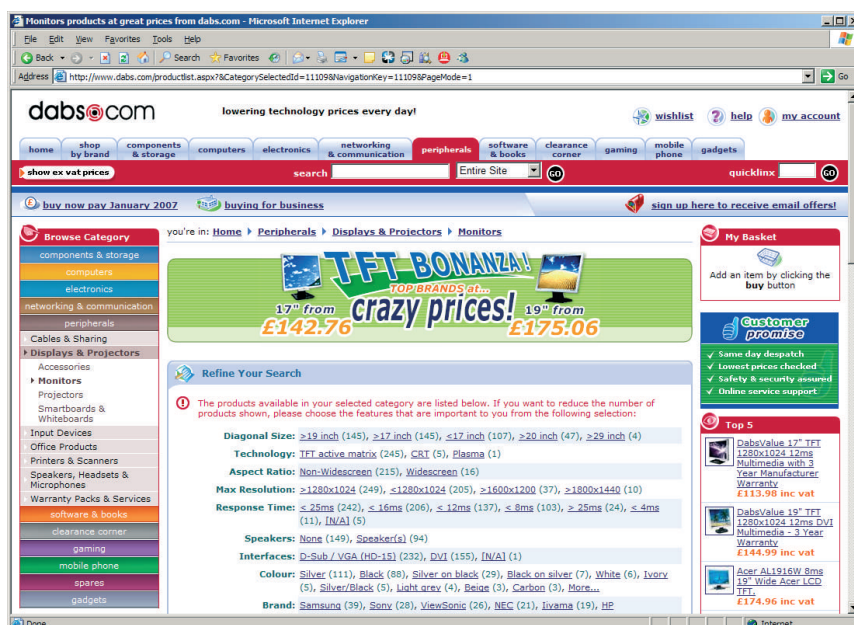
The redesign project was undertaken partly to consolidate the French and UK sites into a single management system and to enforce XHTML compliance and AA level accessibility. At the same time, the company took the opportunity to improve how products were presented on the site. "We needed to improve our ability to match customer wants with relevant results when they search for products on our website. Instead of having

**"Our conversion rate has increased by over 60%"**  
- Paul Sharrock, dabs.com

customers plough through pages of unqualified results, we knew we could do a much better job of quickly guiding customers to the right products for their needs," says Paul

Sharrock, IT director of dabs.com.

"On the old site, if you searched for monitors, you had about 270 choices to page through. On the new site, you can refine your search based on any combination of criteria that are important to you, narrowing the choices to a manageable number. Any customer will look at ten monitors, but I don't think they would read through 270. Our conversion rate from unique visitors to sales has



increased by over 60%."

The new website search is powered by Endeca. "The attribute data in Endeca now powers a customer's search," says Sharrock. "In the case of computers, for example, we use the attributes of hard disk capacity, RAM, processor speed, processor type, memory size, type of optical storage (eg CD or DVD), operating system, type of case, whether a display is included, brand, whether it is in stock, and price ranges."

He adds: "By combining WebAbacus with Endeca, we've made the site self-learning. One of the reasons we chose WebAbacus is that they had previous experience with Endeca and could give us stats on how Endeca is performing. We took it a step further: we feed the stats from WebAbacus back into Endeca to adjust the ranking automatically each night. If product x is not clicked often, it will find itself going down the popularity rank."

dabs.com also uses WebAbacus data to inform the marketing team about how people are using the website.

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"With the old site, we were flying blind in some areas," says Sharrock. "We didn't know which areas were performing well and which weren't. Sales don't tell the full story - for example we couldn't track if business was lost due to our site not displaying correctly on a particular browser or screen resolution. We now use WebAbacus's reporting in depth. We have generic reports that provide the general data needed day to day, as well as weekly

### **"Our marketing staff get real benefit from WebAbacus"**

reports of 'heartbeat' data showing unique visitors and page impressions. The user interface is pretty straightforward. We can easily choose the criteria we want and then quickly run a report which is great for a fast-moving business like ours - we can make informed decisions on accurate data that is right up to date. The user-friendliness of the reporting tools has allowed us to open access to non-technical staff such as our marketing department. After training from Foviance, our marketing staff now find it easy to use and get real benefit from the tool."

Using WebAbacus, dabs.com has been analysing the sales funnel to identify where drop-off occurs. "We have designed some of our forthcoming projects around reducing that drop-off," says Sharrock. "If they are successful, the projects will more than pay for themselves as well as the cost of the WebAbacus software."

Using WebAbacus, dabs.com can react quickly if there are any problems with the site. "If we think there's a problem with a page, we can find out where people are going from that page by creating a custom report in WebAbacus," says Sharrock. "We can work out if they are abandoning the site or getting lost in other parts of the site, then can

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take remedial action to improve things. WebAbacus helps us target our resources to the exact areas in which they are needed."

dabs.com did try using a different web analytics package previously. "We had all sorts of issues getting our previous package to work properly," says Sharrock. "With WebAbacus, Foviance guided us through a full implementation process, finding out what the marketing team wanted in its custom reports and setting that up as part of the service. We weren't just given software to install - they held our hand for a period of time, which was a great help."

Foviance and dabs.com have a good working relationship. "Foviance is an easy company to deal with," says Sharrock. "They are very advanced technically in what they can do. If you've got a problem, they will be the first to deal with it, instead of trying to pass the buck as other companies have in the past. There's no real comparison

### **"WebAbacus is simple to use and provides the reporting most companies want"**

with the other analytics company we've worked with - we get a far better level of service from Foviance. We have a very good relationship with them."

Sharrock would recommend Foviance to other companies. He says: "In essence, the software does what it's supposed to. It's simple to use, simple to implement and provides the reporting most companies want."

**To learn more about WebAbacus and to request a demonstration, please call us on 08450 546500 or visit [www.foviance.com](http://www.foviance.com).**