

Musto Doubles Website Conversions Through Expert Testing and Product Recommendations

Renowned sailing technical clothing retailer utilized personalized content and product recommendations to help customers find the sailing products and gear that they'll love.



+200%

lift in website conversions
(2% to 4.5%)

+13.9%

increase in Add-to-Cart on mobile

+10.7%

increase in Average Order Value




Overview

In 1964, British engineer and avid sailor Keith Musto discovered a need for apparel that is enhanced for performance. The UK retailer is not merely a clothing line, but a hub of innovation that fashions outerwear for enthusiasts and professional athletes alike. Musto crafts activity-based clothing dedicated to each form of sailing – offshore, inshore, ocean, and coastal.

For Musto, surfacing the right product recommendation is paramount, as sailing is not a one-size-fits-all sport. Not only were the Musto team looking to serve their loyal customers the most relevant and well-timed content, but they were also looking for ways to optimize their conversion rate.

Background

Musto sought to achieve multiple objectives:

-  **Increase the number of returning shoppers across mobile** by creating an enhanced browsing experience.
-  **Reduce the bounce rate on their homepage** by deploying a more effective product recommendations strategy.
-  **Boost Average Order Value (AOV)** and conversions by designing a cohesive customer journey.

These objectives correlate with their broader mission of expanding their global reach and bringing greater visibility to their wide range of technical clothing and sailing gear. Musto was confident in Monetate's ability to be a strategic collaborator.

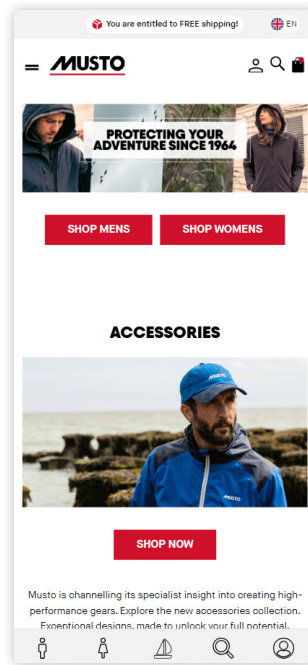
The Approach

DESIGNING SMOOTH SITE NAVIGATION FOR NEW SHOPPERS

Musto ran an experiment to see if placing a tab navigation on the mobile app would lessen user fatigue and facilitate an effortless path to purchase. The success of this test was evaluated by observing the impact of the new tab on Add-to-Cart (ATC) rate and conversions.

This resulted in a +13.9% lift in ATC. Shoppers who interacted with the navigation bar had a much higher conversion rate – a whopping +83%. Additionally, conversions for returning shoppers saw a +4.7% boost, as returning shoppers were the users who interacted with the tab the most.

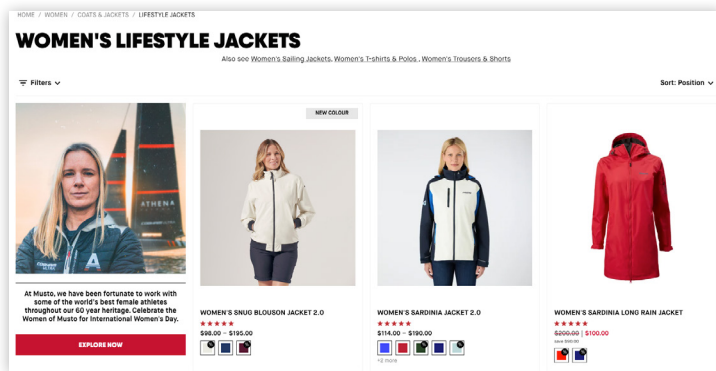
With Monetate Personalization, Musto was able to better capture new and hesitant shoppers by creating a polished experience.



A/B TESTING OF IMAGERY TO OBSERVE IMPACT ON CONVERSION RATE

The digital content team at Musto wanted to evaluate the impact of using model images on product pages to boost their ATC and checkout rates. This test allowed them to draw meaningful insights on how different types of imagery could engage their audience.

From this test, they were able to realize a +200% lift in website conversions.



The results from using Monetate A/B Testing not only provided valuable insights into the optimal visual experience for the product pages but also informed Musto's broader digital strategy.

"Just from model images being used on the product pages, we saw an uplift in conversion of +200%. It was the same thing with GIFs. Monetate makes it easy for me to conduct A/B testing that supports our personalization initiatives and helps us achieve our KPIs," shared Digital Content Coordinator Annabelle Gray of Musto.



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ANNABELLE GRAY
Digital Content
Coordinator, Musto



CAPTURING ATTENTION OF NEW SHOPPERS THROUGH RECOMMENDING POPULAR ITEMS

The user experience team at Musto used Monetate Product Recommendations to attract the attention of new online shoppers and visitors that may be unfamiliar with the brand.

Matt Bloska, UX & Testing Manager at Musto, placed products with the highest reviews in prominent positions to demonstrate the quality of the brand for new audiences. Those who land on the product page for the first time will be greeted with 5-star reviews of popular items. This had a tremendous impact on their ATC rate.

Matt has seen substantial gains from using Monetate and also leverages Monetate's testing and segmentation tools in conjunction with product recommendations.

According to Matt, "Monetate is one of the easiest segmentation tools that I have used. I can come up with an idea or theory, and within a day, we can perform tests live and get results back rather quickly."



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UX & Testing
Manager, Musto

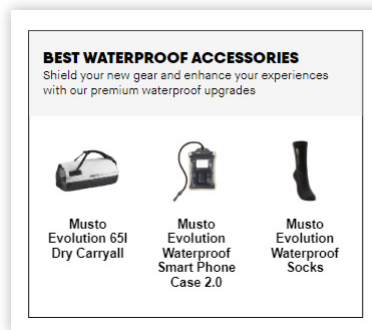
MAKING WAVES WITH THEIR WATERPROOF LINE

One major goal for Musto was to increase the AOV of their shoppers by enticing them to add items from their waterproof accessory line to their purchase.

Musto inserted a product recommendations container with four of their most popular accessories. Then they tested whether its presence below the product description would raise visibility towards the accessory line.

This strategy proved to be effective, as Musto saw a +10.7% increase in AOV as a result of the test. This was accompanied by a +13.6% boost in revenue per session.

Musto is now on track to becoming the leading retailer for waterproof gear.



Looking Into the Future

Moving forward, Musto is excited to continue crafting unique digital experiences for their brand loyalists and captivating new audiences with contextualized content. Their goal for the year ahead is to hone in on their lifestyle audience – creating apparel for those who are looking to purchase casual knits and chic loungewear that can be worn for comfort and leisure.

Musto is also eager to further reach their female audience through tailored customer journeys. In a male-dominated sport such as sailing, it is important that women who sail can see themselves reflected in the brand. With Monetate as a strategic partner, there is no limit to what Musto can accomplish in the near future.

