



Intrepid Digital

The Nile Case Study

At a Glance

The Nile is Australia's primary competitor to Amazon. They enlisted Intrepid's CRO department to assist in optimization of their conversion funnel, including landing pages, product detail pages, cart, and checkout page.



↑ 54% Increase in Revenue	↑ 26% Increase in Average Order Value
↑ 11% Increase in Conversion Rate	↓ 4% Improvement in Bounce Rate
↑ 22% Increase in Transaction Value	↑ 10% Increase in Sessions



Intrepid Digital

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Challenge

The Nile's website was beautifully designed, but lacked implementation of many best practices and had many opportunities for UX streamlining and conversion-focused tactics.

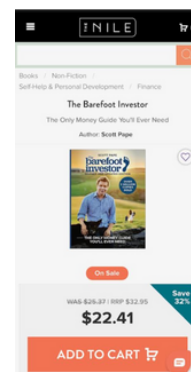
Strategy

Intrepid's CRO department utilized content and UX design best practices and original strategies to optimize the conversion funnel, including consolidation of content, emphasis of conversion mechanisms, and general architectural optimizations to surface the most compelling elements.

Mobile

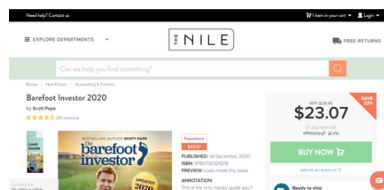


Before

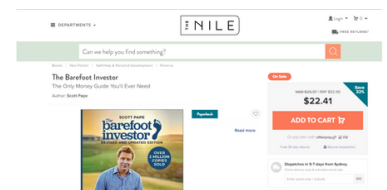


After

Desktop



Before



After