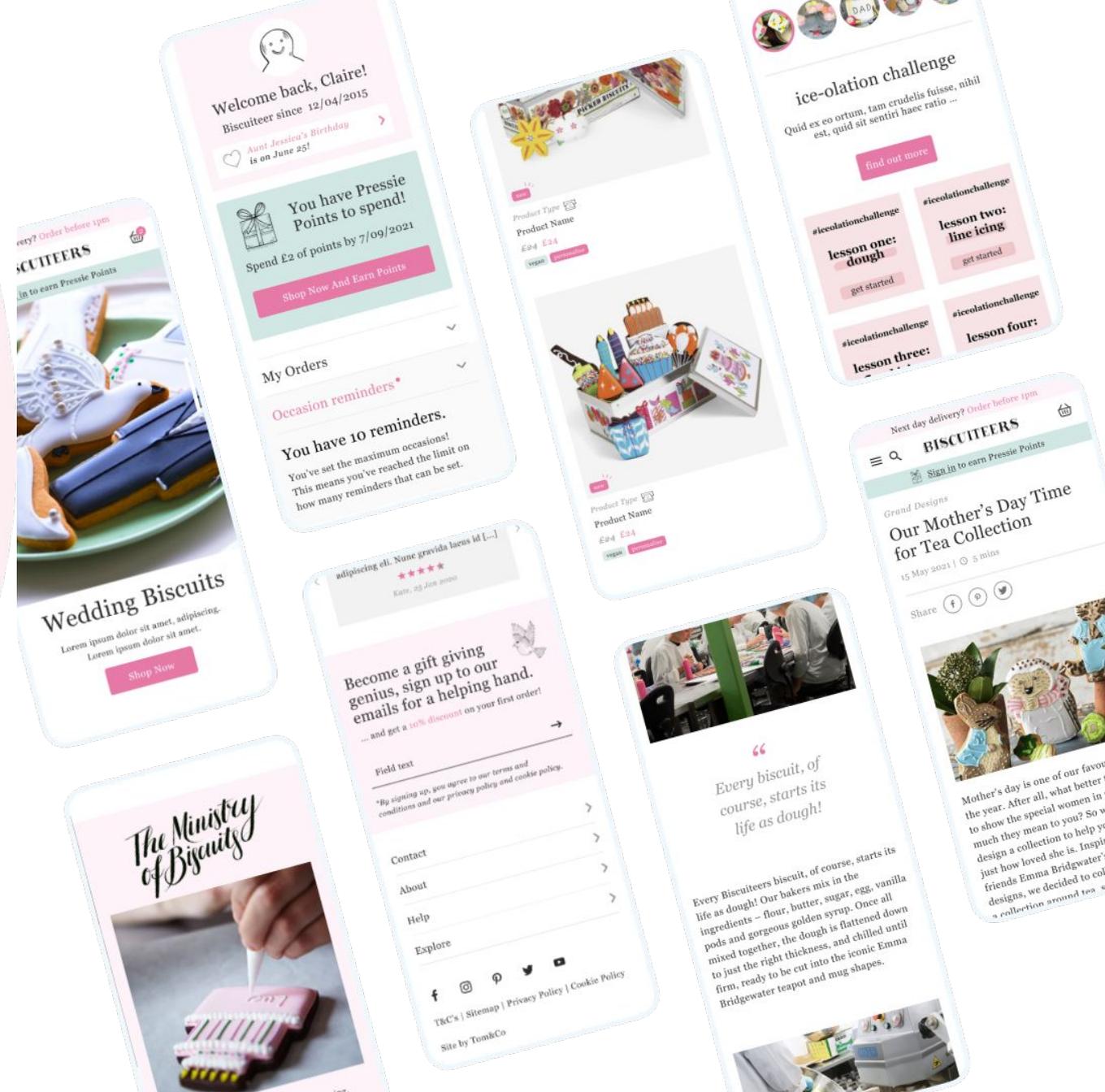


## Case Study

# Biscuiteers

How Biscuiteers increased revenue by 22% through PWA.



Tom&Co.



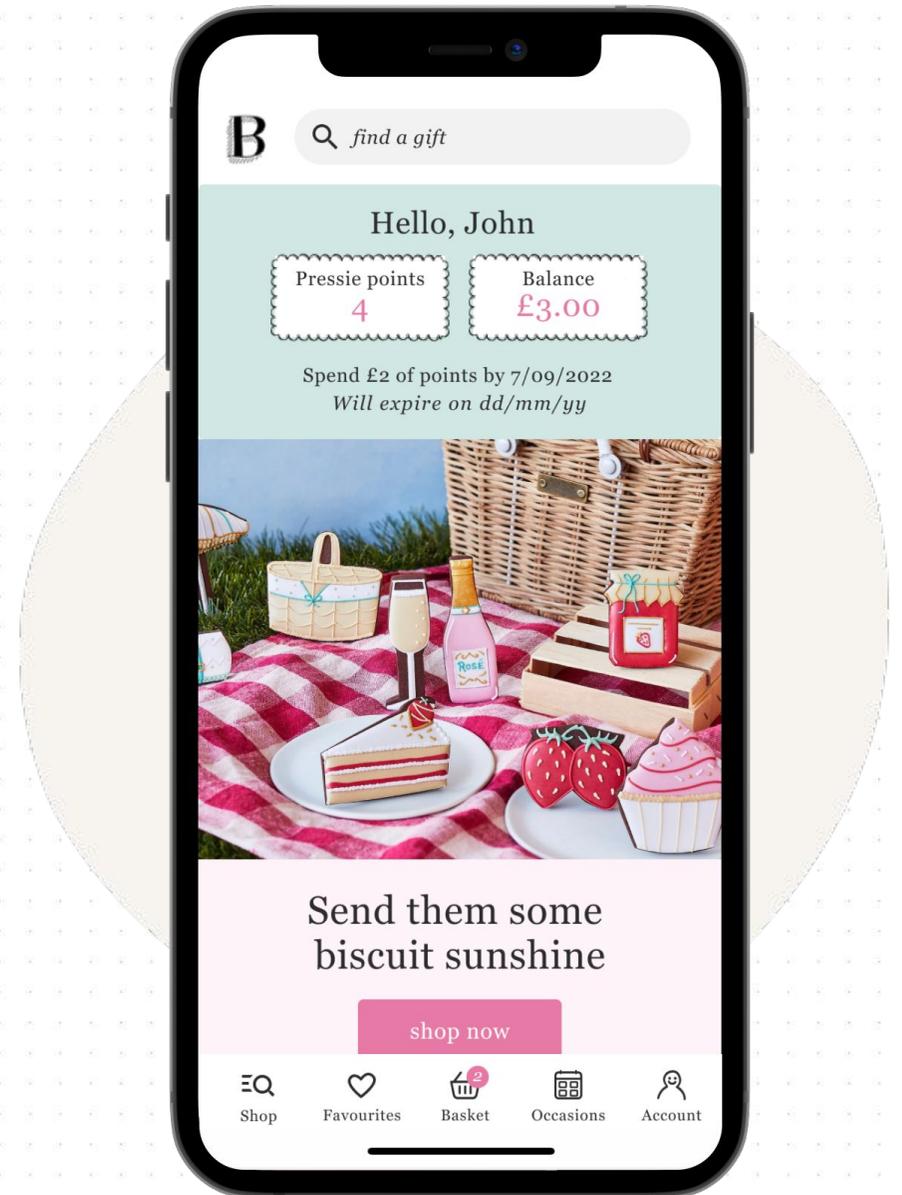
# PWA

What is a PWA? If you've ever landed on a website that has a lightning speed load time, is easy to navigate and has the look and feel of an app, the chances are you may have landed on a PWA. Otherwise known as a Progressive Web App.

Through headless technology, a PWA can be built with all the functionality of a native app yet has the added benefit of being able to run in a browser.

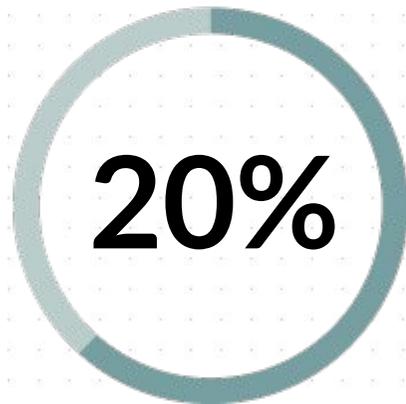
So why are retailers paying attention to PWA's. Firstly it's important for us to point out what makes a PWA different to a standard ecommerce website. When you click on a PWA, what loads first is a static web page. When you click through to another page a PWA will only change the parts of the site displaying that *need* changing.

So why does that matter? Not only have the first page of the site load even when offline, the website will have a super speedy load time. They will also be more aesthetically pleasing with the look and feel of an app. In fact, we bet you have landed on PWA's that you believed had opened your native app.



# So, you're thinking about going headless with a PWA? Great! Now let's try convince you!

Ok so far we have established that PWA's load far quicker than static websites. But why should we care? Well, if your site has even a one second delay, this can impact conversions by up to 20%. With increasing demands from shoppers as well as the rise in popularity of apps, a PWA offers a simple solution.



PWAs are revolutionising the ecommerce space. By leveraging existing technology infrastructure, PWA's allow businesses to keep their costs down, whilst tailoring the online experience for each of their customers needs. PWAs are no doubt the future.



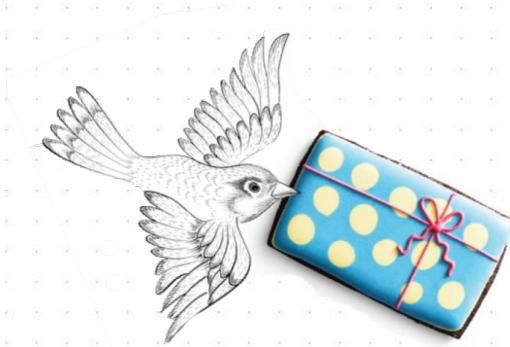
**Tom McCaul**  
Founder & Director of Tom&Co.

# The Pros

- Apps are increasing in popularity. A PWA is a faster and more cost effective way of building an app due to the fact it can be built using Magento HTML.
- Page Load times will be much faster.
- PWA's are smooth lightweight and flexible, increasing engagement, leading to higher conversion.
- They work offline, unlike a regular website.
- Unlike your usual apps, PWA are discoverable by Google and other search engines.

# And More Pros

- They offer App Functionality such as push notifications to build brand loyalty and highly engaged customers.
- PWA websites are highly compatible with multiple screen sizes.
- PWA's are a more cost effective way of building an APP.
- Due to our headless front end, PWA's are easy to update.
- Removes the need for customers to download your native app. People are picky about their apps and also 21% abandon apps after 1 use.

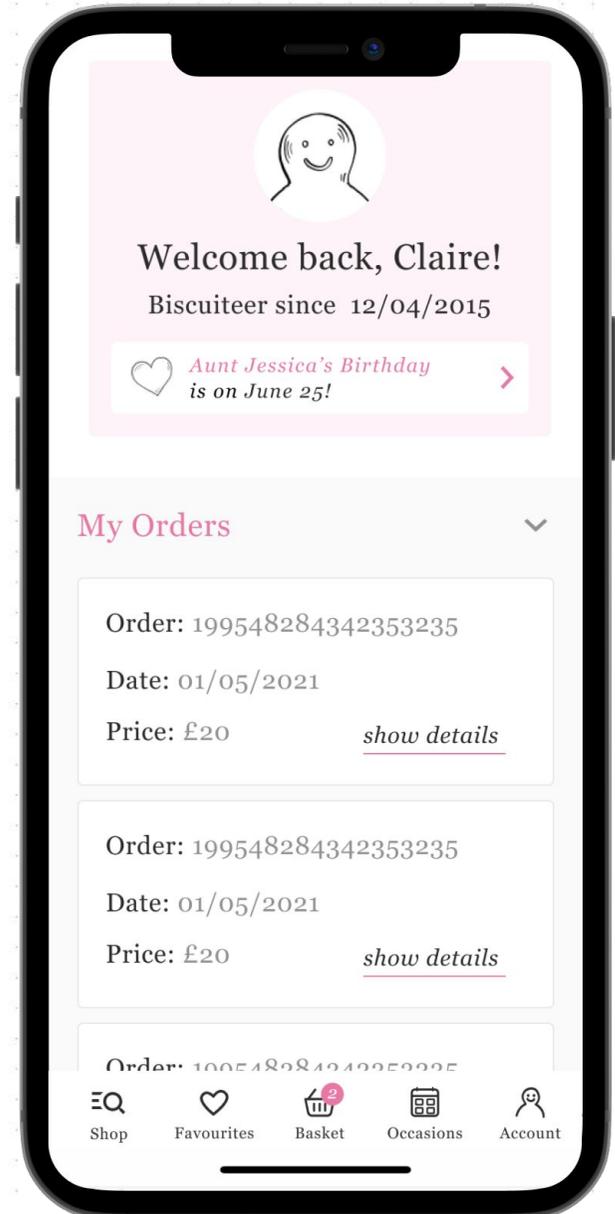


# Biscuiteers PWA

Biscuiteers, the leading gifting brand, specialising in hand iced Biscuits, have been an early adopter of the PWA.

Recently launching their PWA, the results have been staggering.

Here are some statistics that were gathered since the PWA went live....



# Biscuiteers Engagement Time

8m04s

PWA

2m05s

Non PWA

Since launching a PWA, engagement figures have significantly increased. Customers are spending more time engaging with the content before leaving the app.

On average, People view 4.2x more products per session within apps, compared to mobile sites.

Average engagement time ?

Engaged sessions per user ?

Average engagement time per session



10m 00s

6m 40s

3m 20s

0m 00s

01 Oct

01 Nov

01 Dec

01 Jan

01 Feb

01 Mar

01 Apr

01 May

01 Jun

— is PWA includes true — is PWA includes false

8m 04s

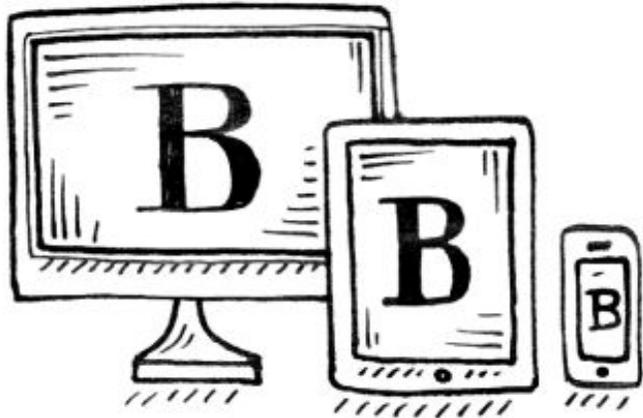
2m 05s

# Biscuiteers Revenue

Since the release of PWA, an additional £698 k total revenue has been added with nearly being 15.58% of total revenue generated.

**£698k**

15.58% of total revenue



# Biscuiteers Revenue

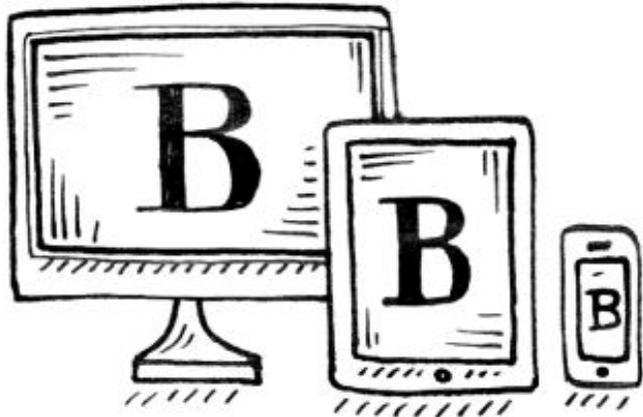
Since the release of PWA, conversion rate has soared at 17% and 16% total revenue generated has been generated through PWA.

**17%**

Conversion rate

**16%**

of total revenue



# Biscuiteers Event Count

Taking a look at event count per user, the number has increased by **206%**. This means that customers are spending more time on the app and navigating across different pages causing events to trigger.

↗ Event count per user

**71.07**

Avg +206%

**21.05**

Avg -9.4%



# Biscuiteers New Users

In the first 20 days of PWA's launch, 1,702 New Users visited the site through the PWA, averaging to 20% of the total users brought to the site.



# Biscuiteers Results

50%

View to purchase rate on the PWA is 50%.  
Meaning 50% of products customers see  
on the app are purchased.

5%

5% of sessions are viewing on the PWA..

22%

22% of revenue was driven by the PWA.

We've been discussing the possibility of a Biscuiteers app but had been put off by weighty upfront development costs and potential complications when connecting with our existing e-commerce store. The PWA has given us the best of both worlds, allowing us to take advantage of app functionality and seamlessly integrate with our online store. What's more, its outperformed our initial predictions. Long may it continue!



**Lauren Juster**  
Sales and Marketing Director, Biscuiteers