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Case Studies

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Agent Provocateur's new website increases conversion rate by 34%

The lingerie retailer partnered with Tom&Co to migrate to a more advanced platform to better manage the brand's increased internationalisation.

2021

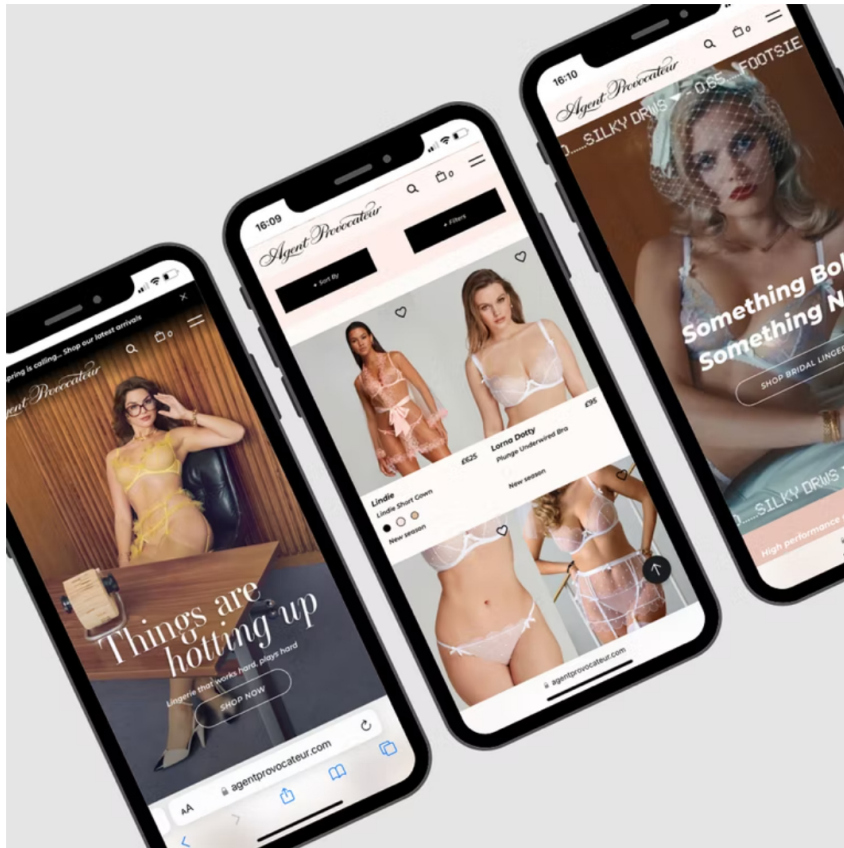
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Summary

Lingerie retailer [Agent Provocateur](#) operates online and in brick-and-mortar stores, in both the US and EU markets. Working with digital agency [Tom&Co](#), the brand rebuilt its website to implement an advanced two-way sync with Microsoft Business Central ERP. The more advanced platform allowed the brand to manage its increasing presence across multiple geographies.

The new platform, Magento 2, employs a headless architectural approach that allows front-end localisations, development and experimentation, without the site's back-end needing to be rebuilt.

The new Agent Provocateur website contributed to a 50% spike in mobile transactions, a 34% boost in conversion rates, and an average increase in session durations of 12%.

Objectives & aims

Agent Provocateur wanted a site that would both deliver visual impact and allow for a higher level of customisation. The brand felt that its previous ERP system was unreliable and limited in scope, only allowing for basic integration with email service providers.

As the brand has developed a growing global presence, a platform that has advanced omnichannel capability became a necessity. To achieve this, the brand needed to improve integrations with key third-party solutions, namely resource planning, email and its return portal.

Agent Provocateur felt that a headless Magento 2 platform was the ideal solution to lift restrictions to experiment and support the brand aesthetic. With email playing an integral role in the brand's marketing strategy, it adopted Adobe Commerce to allow for more flexible integrations.

Implementation, execution & tactics

Prior to migrating to Magento 2, Agent Provocateur had been operating on Magento 1 so they had prior experience with the platform. The headless approach following the conversion allowed for a higher level of customisation on the front end.

The platform was integrated with the search engine technology Klevu, to ensure people visiting the site could find exactly what they were looking for.

The headless setup allowed the brand to modify the front end, without impacting the back end. This enabled it to add new languages and currencies to the site, improving the user experience, while eliminating the risk on back-end architecture.

The headless approach also meant the brand could integrate with virtually any third-party service provider. Allowing Agent Provocateur to add the omni-channel gift integrator, GiveX. GiveX enables customers to use gift cards seamlessly, both online and at any store. This feature encouraged customers to keep shopping even when they were unable to visit physical stores.

The brand also integrated Dotdigital, to increase the effectiveness of the brand's email marketing and led to more flexible and seamless customer journeys.

As a key objective of the new site was to advance the brand's international presence, the new platform provided advanced omnichannel capabilities that included store locators and multi-warehouse solutions allowing stores to be stock sources. The website was launched across four regions and in three currencies to cover deliveries around the world.

Results

The integration improved the shopper experience. Contributing to:

- 34% improvement on conversion rates
 - 50% increase in mobile transactions
 - 12% rise in average session duration
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