

# Sweet Dreams for LAKE Pajamas

**WEVO's findings help increase brand appeal, CVR and AOV.**

## LAKE

### ABOUT LAKE

LAKE designs and manufactures the softest, most comfortable pajamas imaginable in classic styles using the highest quality fabrics. The company and its sleepwear have appeared in *Vogue*, *Forbes*, *Harper's Bazaar*, and many more.

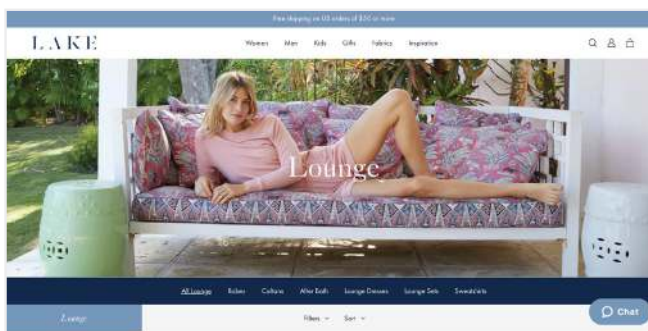
## VAAN®

### ABOUT VAAN GROUP

Vaan Group is a leading agency that delivers data-driven, conversion-friendly and unforgettable digital experiences for both venerable brands and startups that want to push the boundaries of e-commerce design and engineering.

LAKE came to The Vaan Group, a leading digital agency, for help in overhauling its website to reflect the recent growth and success of the brand, and specifically to correct two critical areas:

1. The website did not provide a complete brand experience or communicate LAKE's key selling propositions: fabric quality and availability of styles.
2. LAKE's mobile conversion rate lagged industry benchmarks and was disproportionate to its conversion rate on desktop and tablet devices. LAKE hoped to improve upon this metric as well as boost AOV.



### A heuristic analysis found that:

1. LAKE's product collections were poorly merchandised.
2. LAKE's pajamas are often bought as gifts. Yet gift options, sets and wrapping were not prominent on the site.

Vaan dug deeper to gather data to inform the redesign.

"This was an important test. Measuring performance metrics like CVR and RPU is simple but measuring storytelling is much harder. WEVO is an incredible partner and we worked with them to run two independent tests for LAKE: one pre-redesign to set the baseline and one post-redesign to see the change. The results were tremendously exciting and supported the quantitative improvements post-launch."

**Xavier Armand**  
Co-Founder, The Vaan Group



After reviewing their quantitative data, **Vaan enlisted the services of qualitative research partner WEVO to help benchmark the existing experience.**

WEVO's survey-based testing solution combines smart humans, machine learning, and natural language processing to help companies understand what their target customers feel about their proposed journeys. WEVO can test any digital asset before it goes live, or send users through a live site experience to uncover the thoughts and emotions consumers have about them. WEVO results are data-driven, benchmarked against similar industries, and incorporate qualitative insights from panels of 120+ respondents gathered through custom audience criteria.

**The experiment: A before-and-after homepage analysis by WEVO to set benchmarks, validate and support Vaan's redesign strategy.**

## Challenge #1: Increasing brand appeal to drive conversions

### Setting the goal

WEVO measured five qualitative sentiments: Appeal, Clarity, Credibility, Experience, and Relevance. In the pre-redesign test, Appeal got an alarmingly low score of 13, which was well below the apparel industry benchmark of 19.

Appeal is defined as "how successful the webpage is at communicating product benefits and key value to users." And users were clear in why their scores here were so low:

*"Not presenting enough information when first reaching the page. No explanation of the company and/or brand...just photos and no details."*

*"Most everything else...It's too minimalist and not enough info... It doesn't grab my attention. And I don't like the colors of the category pics...all too pastel"*

*"Absolutely no information given. Why would I want to look any further?"*

This validated the need for a redesign and uncovered a great focal point given that LAKE's pajamas are implicitly appealing — they are luxury products made from high-quality fabrics, shown off with excellent product and lifestyle photography.

“We learned from user testing that our e-commerce experience wasn’t effectively presenting our unique value propositions of softness, comfort and quality, and we knew we had to do a better job of introducing users to LAKE... We’re thrilled to see the increase in conversion rate on mobile, and the results are a testament to what happens when you utilize user data to make informed design decisions.”

**Mary Finnegan**  
Head of E-Commerce at LAKE

## Enhancements made thanks to WEVO’s findings

To better introduce LAKE and highlight its key value propositions, Vaan implemented a few key features to further help drive conversion across the board.

- First, Vaan added a “Best Sellers” section right underneath the hero image on the homepage to immediately help guide new customers to trusted products.
- Given fabrics are so important to the brand and its customers (especially when it comes to sustainability), Vaan added a “Shop by Fabric” section on the homepage.
- Many LAKE customers give pajamas to loved ones throughout the year. Vaan implemented gift and gift box messaging on the homepage, product detail page and shopping cart page, which includes slots for upsells and cross-sells for other products in the catalog.
- Lastly, LAKE’s lifestyle photography was carefully placed to weave the brand’s story throughout the buying experience.

## Final results

Post-launch, LAKE saw a significant increase in conversion rate across the board. They are now seeing a 12.77% increase in mobile conversion (and a 25.27% increase on desktop).



**Thanks to Vaan and WEVO, LAKE saw conversion increases of 12.8% in mobile and 25.8% on desktop.**

Respondents’ reactions post redesign:

*“I like the designs of the sleepwear, they are not the usual sleepwear. They are quite elegant with good quality material.”*

*“The diversity of the products in it and the interface of the site is beautiful.”*

LAKE, Vaan and WEVO were all happy to see the new redesign had a positive brand impact.

“One of our complaints about our old Shopify theme was that it didn’t meet the demands of our growing gifting business... Gift-givers can now find all of the information they need to make a gift selection plus opt to put their item in one of our dreamy gift boxes all on the same page. It’s one-stop gifting, and the increase in AOV speaks for itself.”

**Mary Finnegan**  
Head of E-Commerce at LAKE

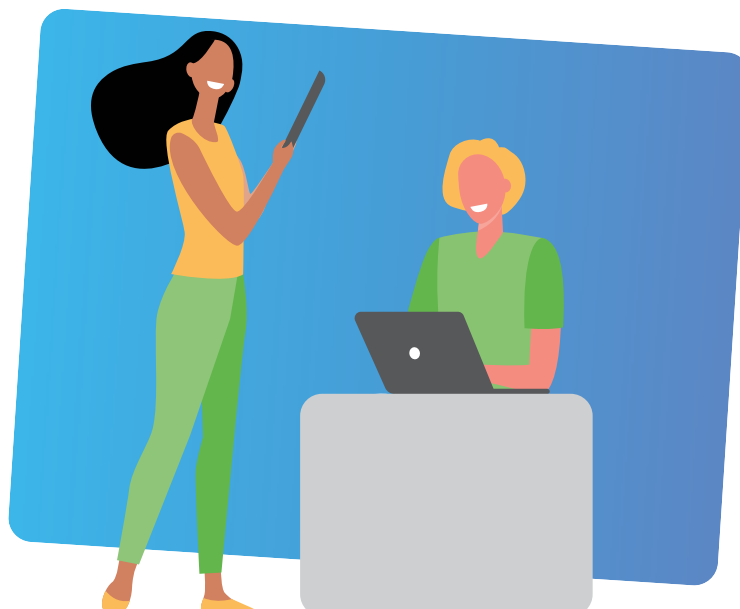
## Challenge #2: Improving merchandising and functionality to boost AOV

### Setting the goal

Vaan’s heuristic analysis identified that gifting is a popular use case and a great way to increase average order value (AOV) through gift wrapping and merchandising matching sets. Using WEVO, Vaan learned respondents felt that the site did not meet their top expectations around “getting a good price” (63% unmet) and finding something my style (41% unmet). There were specific quotes from respondents on the lack of variety due to very few pictures, and no mention of price whatsoever. Vaan surmised that only showcasing three or four products on the homepage, not mentioning men’s/children’s product lines, and never mentioning price hurt AOV.

### Enhancements made as a result of WEVO’s findings

- Improved image selections on each product to better show them off to customers
- Additional modules of upsells and cross-sells
  - Added two “You may also like...” sections
  - Featured promo tiles to cross-sell and promote gifting & concierge services
  - Added gift box cross-sells



“The new LAKE homepage test is a prime example of the value and importance of leading experience improvements with insights. By understanding the expectations, strengths, and weaknesses of the pre-existing home page experience, the Vaan Group was able to build the new homepage experience centered around what customers need most.”

**Jenni Bruckman**

**VP of Customer Success  
& Strategic Partnerships  
at WEVO**

## Final results:

*Post-launch mobile sales increased AOV by 2.6% for mobile and 1.7% on desktop.*

Specifically relating to AOV, the expectations around getting a good price **(32% unmet, a 31% improvement)** and “finding something my style” **(17% unmet, a 24% improvement)**

These massive improvements don't always happen from test to test. In LAKE's case, it was because:

*In addition to including 10+ product pictures in the Women's product line through engaging pictures, users can clearly see the Men's and Children's product lines as well. We know this because of the number of likes in the sentiment map and specific feedback provided (they have something for everyone).*

## Summary

Based on qualitative and quantitative metrics, LAKE's digital brand experience improved measurably. The WEVO tests proved to be a valuable asset to guide the focus of the redesign and set very useful benchmarks for Vaan's work.

### ABOUT WEVO

WEVO is a UX experience platform that uncovers reliable user insights in a fraction of the time of traditional tools. Leveraging AI, WEVO delivers statistically significant and benchmarked insights, enabling research, product and marketing teams at leading global brands to create highly effective experiences.



## See WEVO in action.

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