



CASE STUDY:

Increases Conversions By 64%

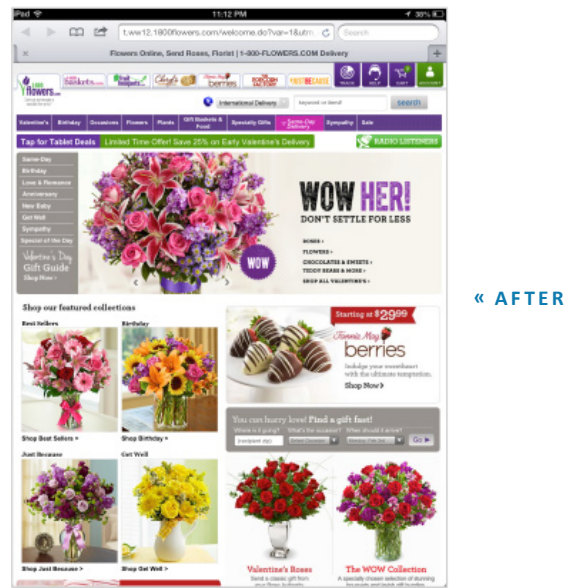
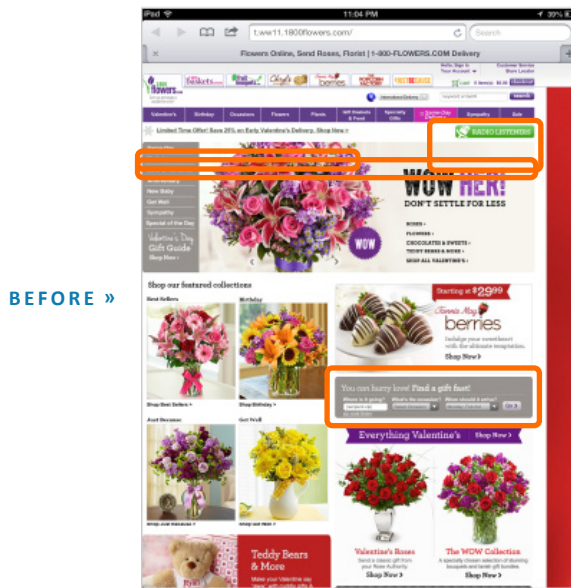
Moovweb powers redesigned tablet site that simplifies customer experience, delivers **amazing business results.**

LEADING RETAILER 1800FLOWERS.COM WAS sending their desktop site to tablet customers, with less than desired results. The eCommerce leaders at 1800FLOWERS.COM suspected that by delivering an improved tablet experience, conversions and sales would increase. However,

with Valentine Day's approaching, they had to move fast. In less than six weeks, Moovweb delivered a tablet-friendly experience that was tested side-by-side with the production desktop site...and the results were amazing.

“When we went live, it was clear in just 24 hours that the tablet experience Moovweb created was far out-performing our desktop site.”

— AMIT SHAH, VP OF ONLINE, MOBILE & SOCIAL, 1800FLOWERS.COM



By making simple changes to the user experience, like making buttons larger and more tappable, turning text links into buttons, giving more space around radio buttons, removing clutter, using contrasting colors and streamlining shopping

cart and checkout flows, 1800FLOWERS.COM experienced the following results over a four day trial period where 10% of the tablet traffic was diverted to the new experience:



NOW 1800FLOWERS.COM IS USING MOOVWEB TO TEST NEW experiences every day, becoming one of the fastest learning retailers in the world.