

fullstory +  MAMMUT

Mammut increases conversions with customer-centric pathfinding design

CUSTOMER STORY





ABOUT MAMMUT

- **Industry:** Retail/eCommerce
- **Company size:** Midsize enterprise
- **Use cases:** Navigation improvements, proactive issue fixes, increased conversions

Founded in 1862, the Swiss-born Mammut has been a pioneer in bringing high-quality apparel, footwear, and gear to nature enthusiasts. In 2021, Mammut’s digital team brought on FullStory to proactively identify issues, increase conversion rates, and boost online sales.

“FullStory gives us more data and faster. Because we have more data, we can make better decisions, and because getting that data is faster, we can take corrective actions faster. If there’s an opportunity to improve or iterate something, we can do it quickly and start earning money.”



—
Carla Manent
Head of Product at Mammut

Mammut proactively identifies and addresses issues that deter customer engagement

Boost conversions with a seamless navigation experience

While using FullStory to monitor user behavior on their mobile website, the Mammut team found that fewer visitors than expected were engaging with the menu button. However, those that did click were more likely to complete a purchase. The team launched an investigation, utilizing session replay and segment analysis, and determined that the existing menu design and location was confusing to visitors. Once the team relocated the menu button, making the familiar icon more prominent to site visitors, navigation engagement quickly doubled, and Mammut saw an 8% increase in conversions from mobile customers.

Prioritize filter options based on customer preferences

In their efforts to create a digital experience that seamlessly meets customer needs, the Mammut team investigated how visitors utilized the existing product filters on their website. With FullStory’s instrumentation-free autocapture, the team could retroactively look at performance rather than having to identify elements to track ahead of time. The team found that customers favored certain product filters more than others. For example, only 2% of shoppers activated the price filter while browsing products, significantly less than other filter options. With this information, Mammut restructured its filter hierarchy—prioritizing based on use—and ultimately streamlined the shopper’s ability to find the right products.

Stay ahead of issues big and small

By employing FullStory’s out-of-the-box friction signals like dashboards and rage clicks, Mammut’s website team is able to monitor and address issues in their digital experience before they create larger problems. The team diligently audits behavioral patterns exhibited by visitors for signs of user frustration and bugs, and when an issue is identified, they act quickly and autonomously to implement a solution—saving time and resources.

RESULTS

2x

increase in users clicking menu button

8%

increase in conversions from mobile customers

fullstory