

Longtail **UX**

kogan

SUCCESS STORY - RETAIL

How Kogan Grew New Customer Acquisition from Search by 105% with Personalized Landing Pages



Boldly Putting Customer Experience First in Online Retail

Kogan is one of the most innovative online retailers in the market today, to more than 2 million active customers and \$400 million in annual sales since their birth in 2006.

Their secret -- innovation. Founder Ruslan Kogan says they cater to “savvy Australians who pride themselves on being smart shoppers and who aren’t afraid to shop around for the best price on any product or service.”

This dedication to customers who shop around means Kogan has to provide the best search experience in the industry. They turned to **Longtail UX** to help them provide the perfect experience for every search.

The Challenge

Kogan compete across many highly technical and specialised needs in electronics and home goods, and their customers search according to those high-



Impact

- More than \$10 million in additional annual revenue
- 50x ROI from Longtail UX as a channel
- Increasing new customer acquisition from search by 105% year-on-year

// It's important to understand what your customers want and delight them by exceeding their expectations. Once you get that right, the rest is easy.

-- **Ruslan Kogan**
Founder, Kogan.com

ly detailed specifications. Traditionally, Ecommerce sites would offer one product matching the shopper's search on the landing page.

This was not up to Kogan's standards. They wanted landing pages full of only items matching customers' exact needs at that exact moment.

The Solution

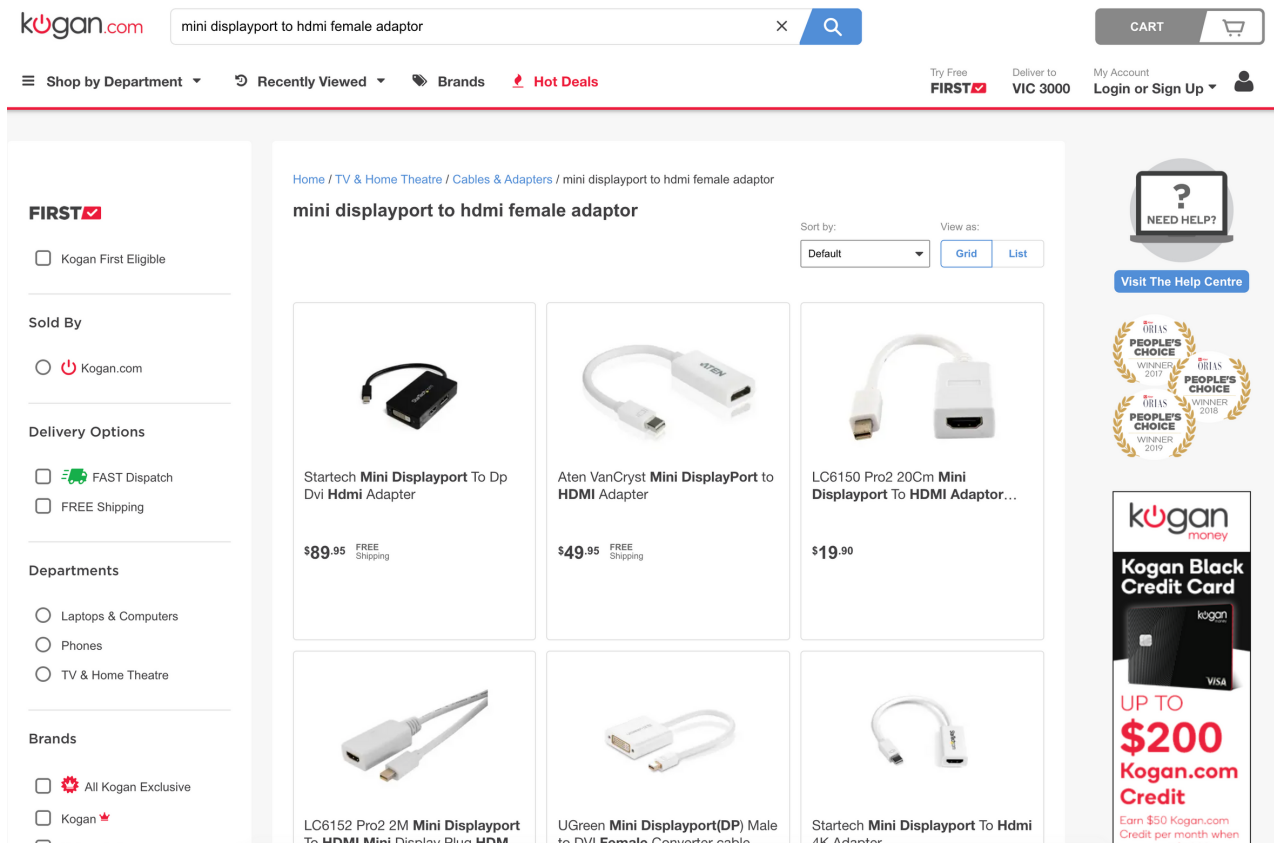
The Longtail UX team first found the top terms Kogan customers searched for that lacked a landing page with many buying options that met their need.

Kogan's marketing team chose 35,000 search terms, and Longtail UX created the pages -- optimized for user experience. Below are the landing page "before and after" for the search, "mini displayport to hdmi female adaptor":

The screenshot displays the Kogan.com website interface for a specific product. At the top, the Kogan.com logo and a search bar are visible. Below the navigation bar, the product title "Startech Mini Displayport To Dp Dvi Hdmi Adapter" is prominently displayed. The product image shows a black adapter with a cable. The price is listed as \$89.95 with a "FREE SHIPPING" badge. A red "ADD TO CART" button is present, along with a "Wishlist" link. A "KOGAN GUARANTEE" badge is also shown. The right sidebar features a "NEED HELP?" section, award badges, and a pet insurance promotion. The bottom section of the page lists "Also recommended for you" products.

Before - single product landing page experience for the search term, "mini displayport to hdmi female adaptor"

The new landing pages return multiple products matching the shopper's search needs. This provides a much improved, personalized search journey:



After - multi product landing page experience for the search term, "mini displayport to hdmi female adaptor," with variations by type, hertz, voltage, length, color, and more.

The landing page, too, shows optimized UX improvements over time from cooperation between the Kogan marketing team and the Longtail UX front end team.

The Results

Kogan has won thousands of new lifelong customers with their new landing pages from Longtail UX. They earn more than \$10 million per year in revenue from these customers' first shopping experiences alone.

The ROI from Longtail UX is impressive, at 50x for first shopper purchases and much more with repeat buying factored in. This growth of new customer acquisition via personalized search is only increasing, with 105% year-on-year growth this year.

Kogan's commitment to customer experience is clearly paying off. "If you can get your customer something they really want and you can do it better than anyone else in the market," says the founder, "you'll build a loyal customer following and that's critical to any business."

▶ **\$10M+**

Additional revenue per year from new customers via search

▶ **50x**

ROI from Longtail UX as a channel

▶ **105%**

year-on-year growth from new customers via Longtail UX landing pages

Next steps

Option 1: Get a live demo.

To see what the Longtail UX experience would look like for your shopping website, [schedule a free session now](#) with one of our search experience experts.

Option 2: See the opportunity.

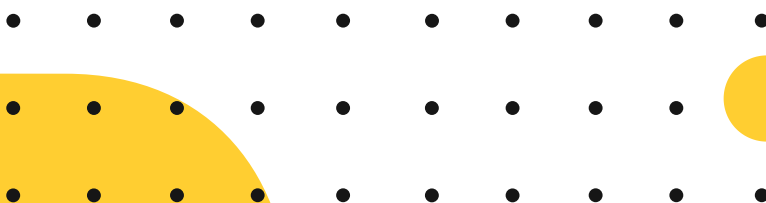
If you prefer first to see how much additional revenue your shopping website could be generating with personalized search experience, run a free Longtail UX Search ROI Calculator [here](#).

You will need to authorise read-only access to your Google Analytics to run the report -- it analyses your search terms reports to find out which pages are insufficiently personalized to customer searches.

About Longtail UX

Founded in 2013 by Will Santow and Andreas Dzumla, a product specialist team lead from the early days of Google, Longtail UX is obsessed with providing personalized search experiences for online customers. They work with many billion-dollar brands such as Kogan, Woolworth's Group, Yellow Pages, and Booktopia.

The company headquarters are in Sydney, Australia; and support offices exist in Seattle, London, Madrid and Nagano. The company is backed by investment firm Investec. Learn more at www.longtailux.com.



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