

# Cloggs stay one foot ahead with responsive web design

Cloggs is an internationally recognized brand and a pioneer of ecommerce trading. For over a decade, it has been one of the leading online retailers of branded footwear, stocking the largest selection of high street brands than any other footwear site. Since 1998, Cloggs' online store has stocked over 100 brands and sold over 1,000,000 pairs of shoes across the globe. Cloggs' exceptional customer service, facilitation of multiple payment options and security protocols make it one of the simplest, safest and most efficient online services in the world. Now dipping its toes into the multi-channel market, the Cloggs brand is determined to break all previous records and sell its next 1,000,000 pairs of shoes in double the speed.

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Chris Thomas, MD. Cloggs.

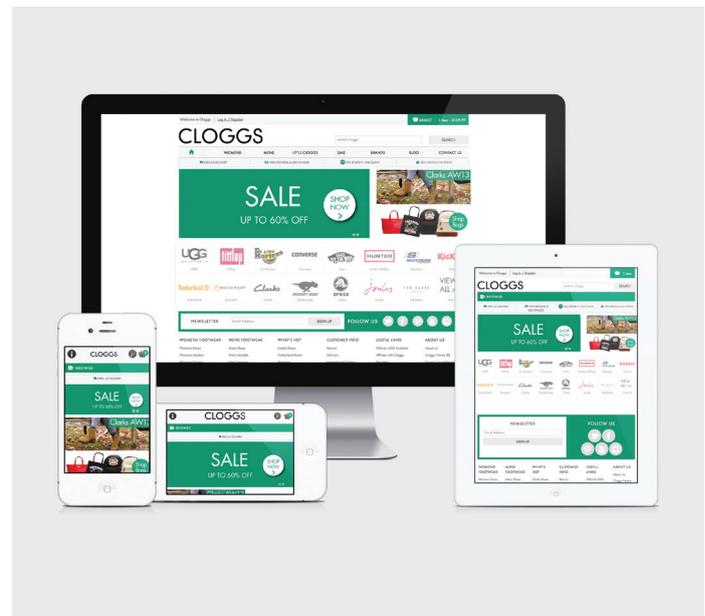
## The Challenge

With nearly one-third of UK page views occurring through mobile phone and tablet devices, online retailers are looking for progressive solutions to attract customers on multiple devices. Cloggs wanted to announce its presence within this lucrative market and increase its revenue from the growing number of

connected shoppers that are driving the m-commerce boom. With mobile now the first step in the purchasing process, a distorted browsing experience means that sales are potentially lost. The challenge was to discover a solution that delivered an optimised user experience regardless of the device consumers were using to access the site. This is why it turned to Venda and its responsive web design (RWD) offering.

## The Solution

By turning to its ecommerce solutions partner Venda, Cloggs gained access to a sophisticated and flexible platform to help redesign a fresh-look online site and develop its multi-channel service. This was achieved through Venda's RWD solution, which provided a fast and effective way of delivering mobile optimization. With this solution, site content and functionality translates directly to the dimensions and capabilities of the device being used, keeping browsers engaged by no longer making them navigate through a site strictly designed for PCs. Coupled with the widespread access, speed and connectivity afforded by handheld devices, the RWD solution encourages repeat customer visits, bringing the point of sale much closer to the first visit than ever before. The range and versatility of Venda's RWD capabilities were also of particular benefit to Cloggs. Operating from one fluid platform to sync all devices simplified maintenance and support measures, increased SEO performance and offers a scalable foundation to accommodate all future devices. This will help Cloggs keep one foot ahead of its competitors to adapt its



business strategy with the next evolution in portable technology.

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## The Results

By offering seamless performance across all devices, Cloggs has experienced a significant boost in activity. Just six weeks after making the change to a responsive site, conversion rates saw an increase of 25% on desktops, 35% on mobile and a 65% rise on tablet devices. This rise in productivity has resulted in impressive year on year sales growth which has exceeded expectations. Cloggs now offers an exceptional experience regardless of where its customers are or what device they own. As a direct result, mobile and tablet devices received almost 50% of overall traffic in September 2013, and the number is growing daily. Since its adoption of Venda's RWD solution, the average load time on mobile and tablet devices

has also decreased by an average of 1.5 seconds, incentivising users to stay engaged for longer and to make the decision to purchase products more quickly than ever.

“To create a cohesive brand experience and accommodate all of our customers and their chosen devices, we wanted to employ a strategy that guaranteed outstanding performance across the board. With shopping no longer defined by a fixed geographical location, Venda's RWD solution granted us the power of scalability to reach customers on the move. Now that the Cloggs site is tailored to all devices, our customers are prevented from being frustrated with a lesser performing browsing experience, thus keeping them engaged for longer. This has absolutely resulted in the boost in sales we were hoping for.”

- Chris Thomas, MD. Cloggs.

## Next Steps

Cloggs' mission is to be a destination store for footwear online and it is setting its sights on broader internationalisation. By entering the market as a legitimate multi-channel brand, Cloggs will be expanding its portfolio of products to other apparel and accessories, with its new range launching in November AW13.

To find out more about RWD visit [venda.com/RWD](http://venda.com/RWD)

020 7070 7000  
uk-sales@venda.com