

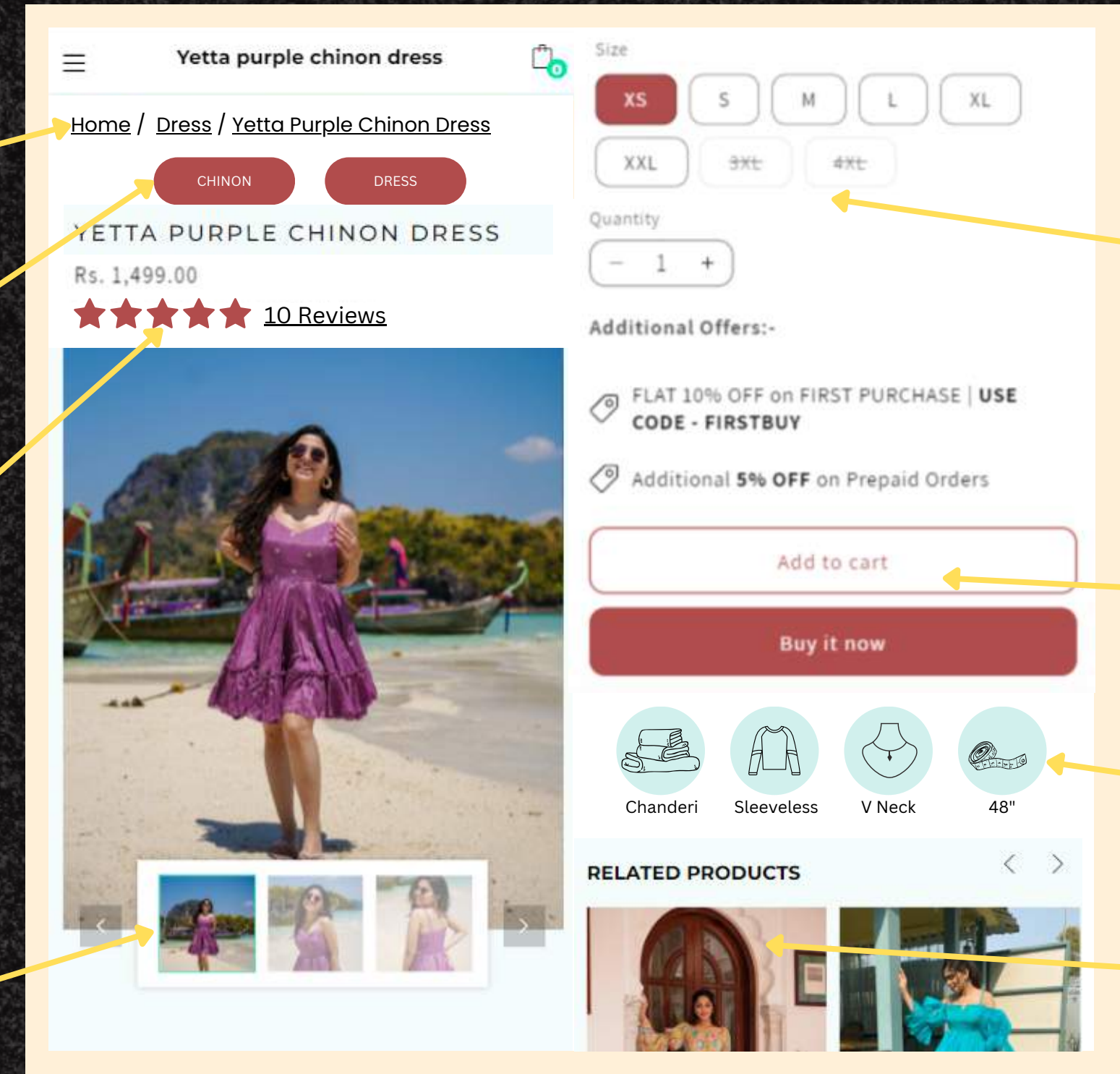
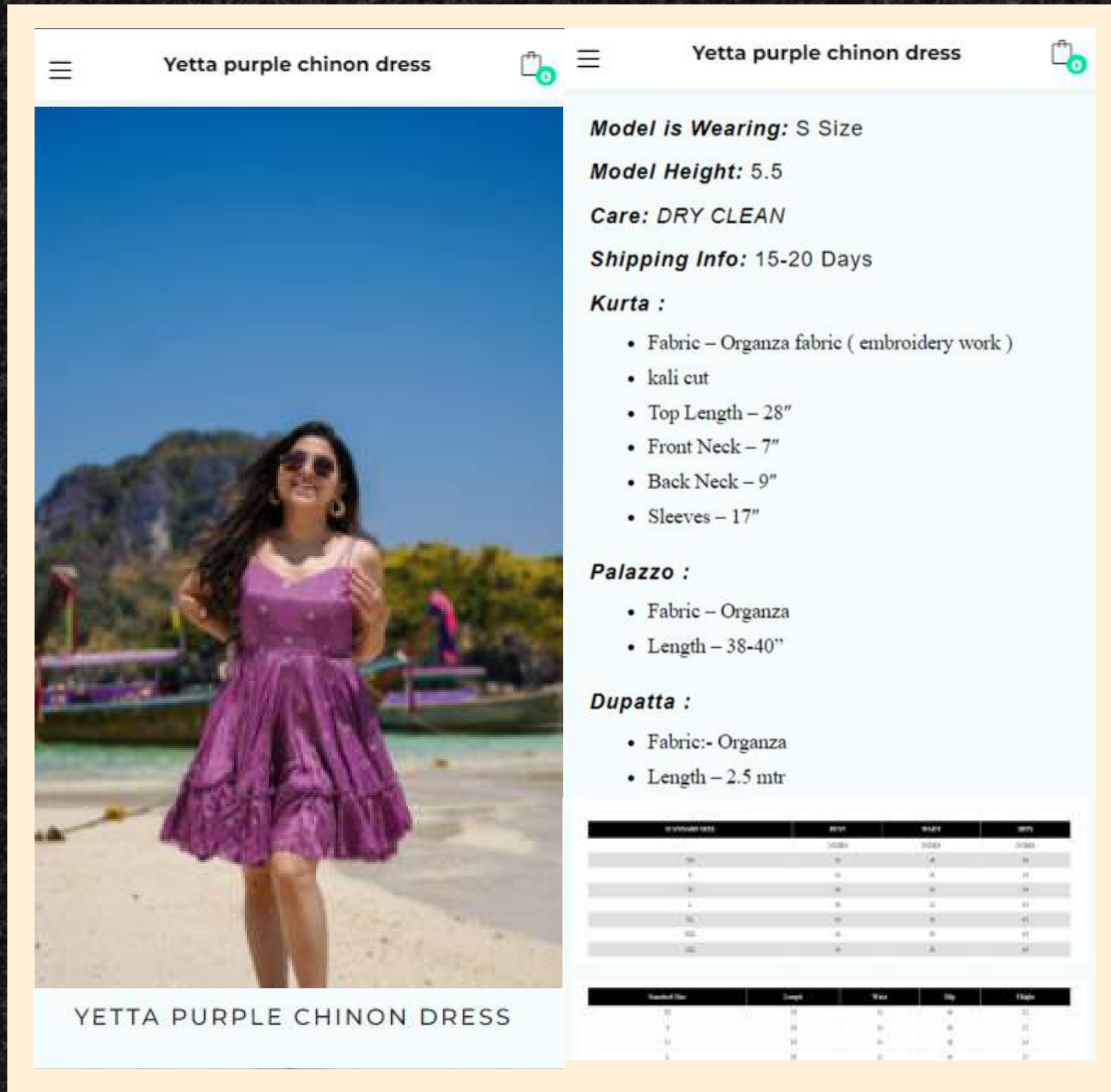
WEBSITE | CONVERSION RATE OPTIMISATION

CASE STUDY



BRAND: IDAHO
CATEGORY : FASHION

100+ WEBSITES DESIGNED | 250+ WEBSITES OPTIMISED



1

2

3

4

5

6

7

8

BEFORE

AFTER

SECRETS OF UI/UX DESIGN

RESULT

Before

7.44%

Visit to Cart

After

11.44%

22.48%

Cart to Checkout

32.03%

16.82%

Checkout to Purchase

20.96%