



“Webeyez allows us to sleep well knowing that our site is performing at the highest level.”

Joel Friedman
Head of Digital, EZ
Contacts



INTRODUCTION:

EZContacts is a leading US based online eyewear retailer with headquarters in Brooklyn NY. As a full service company, EZ Contacts supports the full range of client eye care needs: contact lenses, prescription eyewear, designer sunglasses and eye care accessories.

The EZContacts website (www.ezcontacts.com) was first launched in 2002; today EZ Contacts supports millions of customers with a full range of quality eyewear products throughout North America and Europe.



Buying contact lenses and glasses online is a very personal experience.

We know that site performance must be perfect...it builds trust and long term customer loyalty.

Joel Friedman

Head of Digital, EZ Contacts

THE CHALLENGE:

The online glasses and contacts industry is highly competitive. Customers seek online stores that offer shopping convenience, fair pricing and a wide variety of products.

In order to stay competitive, EZ Contacts works hard to provide customers with an optimized online experience.

To achieve ongoing high site performance, the management team sought a solution that could accurately and efficiently identify site issues while also delivering actionable steps to solve each issue detected.

Add to Cart

Business

Failure details



METHODOLOGY

EZ Contacts chose to deploy Webeyez to identify friction points in their funnel as well as measure the impact that each friction point had to online conversions. Webeyez deployed seamlessly through Google Tag Manager (GTM) and immediately delivered visibility into each issue causing lost revenue opportunities.

“With Webeyez, we learn about site issues before our customers.”

- Jay Ehren, CMO, EZ Contacts

The EZ Contacts team accesses their Webeyez account 1-2 times/ week to monitor goal failures, 3rd party tools and apps, login failure trends and 404 pages.

Webeyez Alerts provide the EZ Contacts digital team with real time notification of critical site issues such as payment processing failures and sudden drops in conversions.

The screenshot shows the configuration for an alert named "Place Order Failures". The alert trigger is set to "Place Order" with the condition "Percentage Of Failed Transactions" being "Is Greater Than" a value of "2" for the past "1 Hour". The alert is configured to trigger on all days of the week (Sun-Fri) from 6:00 to 22:00.

Goal name	Alert me when	Condition	Value	For the past
Place Order	Percentage Of Failed Transactions	Is Greater Than	2	1 Hour

Alert On:

Sun Mon Tue Wed Thu Fri Sat From: 6:00 To: 22:00

SUMMARY

Webeyez empowers EZ Contacts with the right data intelligence to investigate and solve core issues affecting their customers and damaging their brand.

The insights help EZ Contacts to categorize site issues (technical, UX, operations...) and easily prioritize leading issues needing immediate attention. This saves time and money.

“Webeyez is our go to platform. It helps us prioritize efforts with a full view of how each issue impacts the bottom line.”

- Jay Ehren, CMO, EZ Contacts



ABOUT WEBEYEZ

Webeyez is an eCommerce Intelligence platform that identifies all issues impacting the online experience and causing lost revenue.

Webeyez quantifies revenue loss and identifies all goal failures from the website as well as integrates data into Chat and Marketing solutions. **Results are immediate.**