



***“We saw
10X ROI and
a strong
jump in our
ROAS”***

Gio White

Head of Marketing and eCommerce
Taos Footwear

INTRODUCTION:

Founded in 2005, Taos Footwear is an internationally known market leader for women’s shoes. They are known best for their artisan craftsmanship, beautiful styles, and maximum comfort.

The Taos website

(www.taosfootwear.com)

was launched in 2010 and provides shoppers with an “in store” experience to shop new designs and complete online purchases with ease. The Taos online shopping experience reflects the brand’s commitment to a great customer experience.

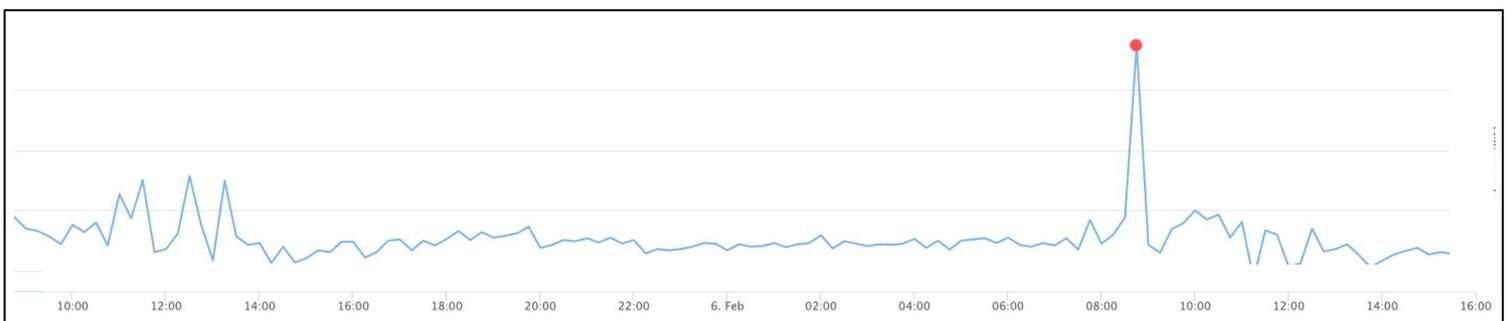


**“Webeyez
shined light
on the issues
that were
impacting site
conversions
and sales.”**



Gio White
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Place Order Alerts



BACKGROUND:

The Taos website is built on the Shopify+ eCommerce platform. Taos also uses multiple web tools such as [Google Analytics](#), [Yottaa](#) and [Shopify Analytics](#) to gain insight on the online customer experience.

The Taos eCommerce and Marketing teams are data driven and lead an efficient online process which focuses on buyer trends, site metrics, and a close measure of their customer's online behavior.

Taos' existing tech stack provided data, yet the team struggled to answer two leading questions:

- 1. what was causing failures in checkout phase?**
- 2. why paid social campaigns were yielding low ROAS?**

USE CASE: Place Order Failures

Taos recognized a decrease in conversion rates from the Checkout stage compared to previous holiday periods. At the same time, site traffic continued to grow, making it hard to pinpoint the details...***what elements were hurting funnel performance?***

“We had a sense that something within our funnel was wrong, but we couldn’t drill in to find the details” - Gio White

Webeyez verified Taos’ concerns by providing complete visibility into the cause of “Place Order” failures from their site. Hundreds of sales were lost due to two leading errors: “Payment Gateway is Invalid” and “Enter a valid phone number”

Furthermore, Webeyez Session Analytics revealed the specific third party scripts causing each errors. Together with Webeyez and Shopify+ support, Taos was able to quickly resolve the issues, driving immediate lift in Checkout success.

Session Analytics

Webeyez Session Analytics details of each goal failure (includes Session Recording)

 Place Order:

Status: **Failed** Method: POST Duration: 2.05 sec

Error message: Unable to apply this discount code. Try again.

USE CASE: Improving Return on Ad Spend (ROAS)

Webeyez 404 Alerts notified Taos of an increasing number of 404 pages (Page Not Found) arriving to the site from Taos' Facebook ads. This immediately concerned the Taos team, who actively runs multiple campaigns on social platforms and invests heavily into Facebook ads.

“Webeyez made our marketing campaigns more efficient and more effective” - Gio White

As a first measure, the Taos Marketing team immediately ceased the faulty paid campaigns and re-routed visitors from to a healthy landing page. This quick response saved >\$20,000 in “burned” marketing dollars and delivered instant lift to Taos ROAS (Return on Ad Spend).



The screenshot shows the top navigation bar of the Taos website with the logo 'täōs' on the left and menu items 'New Arrivals', 'Wool', 'Boots', and 'Sneakers' on the right. The main content area features the heading '404 Page Not Found' in a large, black, serif font. Below the heading is the message 'The page you requested does not exist.' and a black button with the text 'Continue shopping'.

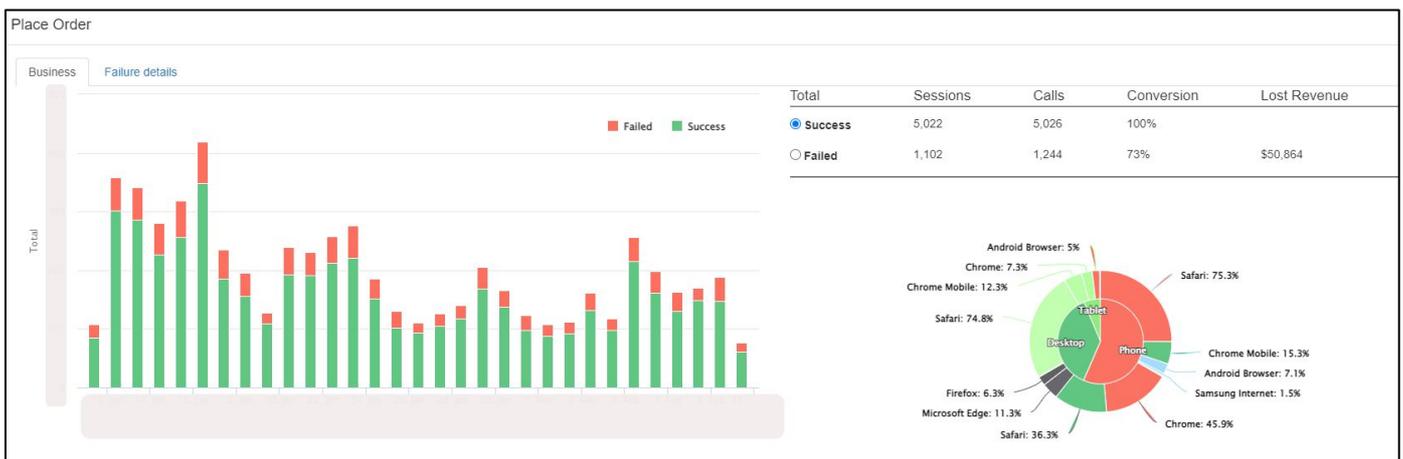
SUMMARY: 10X ROI:

Webeyez quickly recognized the specific pain points within the Taos Checkout funnel causing revenue loss. Additionally, Webeyez identified goal failures, tech issues and reviewed the impact of 3rd party tools on site performance. Taos adjusted their product feeds, reducing bounce rates as well as improving their Return on Ad Spend (ROAS).

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Place Order Failures



ABOUT WEBEYEZ:

Webeyez is an eCommerce intelligence platform that identifies the critical issues impacting site visitors and disrupting your online funnel.

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

Learn more: www.webeyez.com