



# QLF

B R A N D S

*“Webeyez identified the peak times for site conversions and **improved our Checkout speed by 20%**”*

Ard Huisert CMO and Head of IT and BI for QLF Brands.

**QLF Brands** is a leading European online marketer that manages successful ecommerce shops such as [lampenlicht.nl](https://lampenlicht.nl) and [lampandlight.co.uk](https://lampandlight.co.uk).

## THE CHALLENGE

The QLF Marketing team needed an “in-house” solution to accurately measure site performance and also gauge the frequency of technical events which affected conversion (QLF sites are built on the Magento Commerce/ Adobe eCommerce platform).

*“We needed a tool that had clear insights on the frequency and severity of the technical issues affecting sales... something built for Marketers”*

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**Webeyez gives us the transparency to see how technical issues affect revenue and conversions. It shows us the exact points for improvement.**



**Ard Huisert**

CMO and Head of IT and BI for QLF Brands



## ABOUT WEBEYEZ

The Webeyez Find & Fix solution identifies the critical issues impacting online sales, site abandonment, and user satisfaction.

**Try webeyez today...**  
[webeyez.com](https://webeyez.com)



*“Webeyez is the eyes to what is really happening on our website.”*

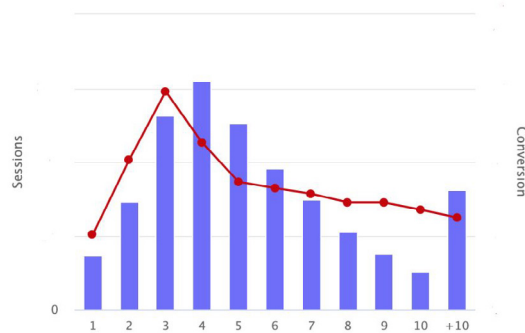
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## THE SOLUTION

The Webeyez solution seamlessly integrated with Magento commerce and immediately identified the critical site issues and their impact to conversions. Webeyez provided real time **Alerts** and **Session Recordings** of each event, enabling QLF to review the details of each event and easily fix issues.

Page load time breakdown Pages ⌵

● Sessions with Product Views ● Conversion to Add to Cart



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## THE OUTCOME

Webeyez increased conversions and empowered QLF’s teams with the insight needed to prioritize incidents and quickly address critical issues. Webeyez reported on the frequency of each event so that QLF teams could monitor trends and measure their impact on site performance.