



“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 prominent online eyewear retailer based in the USA, headquartered in Brooklyn, NY. Their commitment to excellence extends across the eyecare spectrum, catering to all eye care needs. From contact lenses to prescription eyewear, designer sunglasses and 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.

TERMINAL X

GALLS
AN ARAMARK COMPANY

SIGNET

RCWilley

Oliver Sweeney

EZCONTACTS

SUPER-PHARM

TYR

LULU AND GEORGIA

INTERbet

THE BEARD CLUB

DVF
DIANE VON FURSTENBERG



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.

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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.

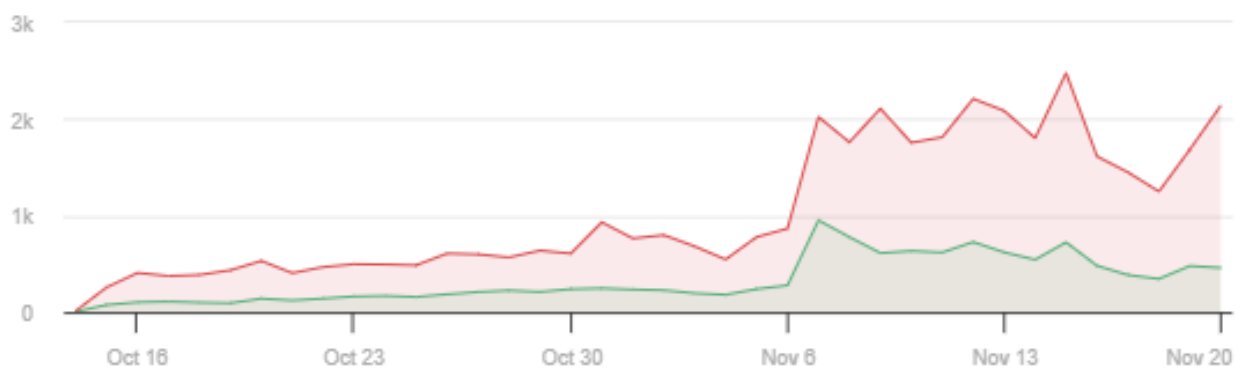
To achieve ongoing high site performance, the management team sought a solution that could accurately and efficiently identify site issues while also delivering actionable steps to solve each issue detected.

Add to Cart

51.6K 3.58%
Sessions

23.95% 12.4K
successful

76.05%
Failed



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 on the sites conversion rate. Webeyez deployed seamlessly through Google Tag Manager (GTM) and immediately delivered visibility into each issue causing lost revenue.

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

- Jay Ehren, CMO, EZ Contacts

The EZ Contacts team accesses their Webeyez account regularly to monitor goal failures, 3rd party tools and apps, login failure issue, and 404 errors.

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.

Create Alert Cancel

Applied Segments Remove All Create Alerts

Desktop x1 +

Alert Details

Alert Name: Place Order Failures

Severity: Low Medium High Critical

Threshold Settings

Number Of Sessions: 2

Is Greater Than: >

In a Period Of: 1 Hour

Notification

Alert On Days: Sun Mon Tue Wed Thu Fri Sat

Notify: Only Me From: 08:00 To: 22:00

Summary

Webeyez empowers EZ Contacts with essential data intelligence, enabling them to swiftly address customer-related issues that could harm their brand. These insights aid EZ Contacts in categorizing site issues, including technical, user experience, and operational challenges.

The result? Improved efficiency in identifying and prioritizing critical issues, leading to significant time and cost savings.

“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 identifies, prioritizes, and resolves eCommerce customer friction, using AI insights to increase conversions and drive revenue growth, enabling you to run your operations efficiently and effectively.

Try Webeyez today!

[BOOK A DEMO](#)



One-click installation,
no development work
or tagging.

*The unseen opportunities
are the greatest!*

