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QLF
BRANDS

“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 and 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”

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

TERMINAL X

GALLS
AN ARAMARK COMPANY

SIGNET

RCWilley

Oliver Sweeney

EZCONTACTS

SUPER-PHARM

TYR

LULU AND GEORGIA

INTERbet

THE BEARD CLUB

DVDF
DIANE VON FURSTENBERG



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 & BI

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



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

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

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.



Webeyez identified the peak times for site conversions and improved Checkout speed by 20%

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.