

A photograph of three people, two men and one woman, leaning over a desk and looking at a laptop screen. The woman is in the center, wearing a white t-shirt, and the two men are on either side of her, also looking at the screen. The background is a simple office setting with a white wall and a black chair.The Amazon.com logo, featuring the word "amazon.com" in a bold, black, sans-serif font, with a yellow curved arrow underneath the word "amazon" pointing from the 'a' to the 'z'.

RE-DESIGN WORTH \$400M

As the senior marketer in the Patio, Lawn, & Garden department at Amazon.com I was responsible for site design, user experience, traffic, conversion, and ultimately revenue on our \$4B store.

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OBJECTIVES

Amazon.com had a "spear fishing" problem, where customers come in and use the search bar to find an exact item only, and checkout with that single item in their cart. 80% of department revenues came from the search bar and only 20% from browsing/exploring the store front. The goal was to increase revenue from all areas of the webstore besides search.

Hypothesis: CX was too basic and not engaging enough. We needed :

- Browse Structure Adjustments
- Higher quality imagery
- Mobile friendly layouts
- Shopping Events
- Buying Guides
- Style Guides
- Featured Categories

- Started with a featured categories tile on our homepage, which sold through all overstock.
- Made Patio Furniture page redesigns to achieve 10% revenue shift in sub-category.
- Offered events and free assembly on premium products to drive grill revenue.
- Built buying guides for generators, resulting in 40% revenue shifting to the buying guides.
- Parlayed winning re-designs and tactics across our entire category, to achieve a 12% revenue shift, from 80/20 search/browse to 68/32 and this was worth \$400M in incremental revenue the first year!

\$400M incremental revenue in the 1st year

The redesign was able to generate roughly 10% more revenue for the entire department.

12% top level conversion improvement

The redesign was so successful that it was able to shift revenues by 12% from 20% browse to 32% browse.

SOLUTION

Over 9 months, working with over 45 different team members across the globe, and partnering with over 100 vendors, I launched a complete browse structure and customer experience re-design of the Amazon.com/garden webstore to keep people on site longer, engage them further, and ultimately get them to spend more of their money with Amazon, increasing first year revenue by over \$400M

This redesign was so successful that it was adopted by over a dozen other departments within the hardlines area of Amazon.com

