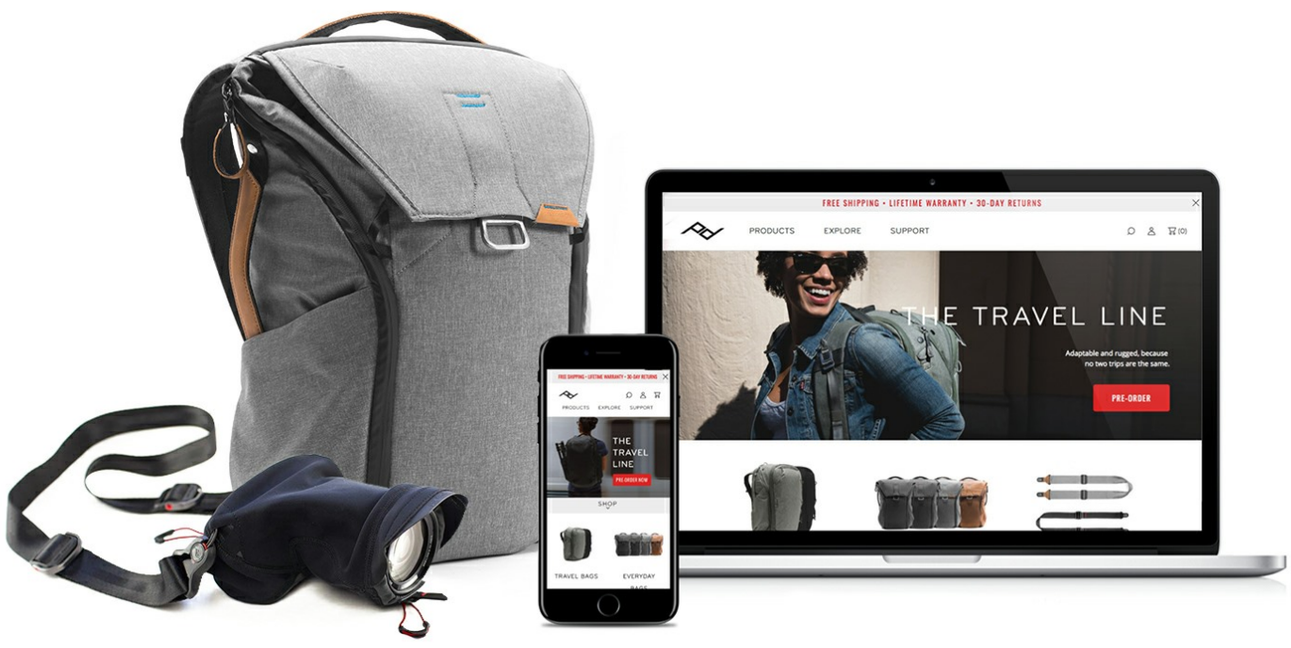
Peak Design leverages surefoot and Convert to increase conversion rate and boost revenue.



Peak Design

Industry: Camera Accessories
Location: San Francisco, CA
Company Size: 10-50 Employees

Company Bio

Peak Design launched in 2011 with a focus on camera accessories, after founder Peter Dering realized that the only person who was going to build a user-friendly DSLR camera carrier was him. Since then, the company has cumulatively raised a hefty $15M across 7 Kickstarter campaigns.

"surefoot.me and Convert have given us a process that eliminates gut-based decision-making. Now, any time an employee has an idea for a website change, we say, 'let's test it!' "

- Adam Saraceno
CMO

Overview

Like many other wise, perfectly bearded marketers, Adam Saraceno knew A/B testing and personalization were critical pieces of a successful e-commerce toolkit. But starting out, he didn't have the resources or time to think about them. Peak Design is now the leader in carry products, but unlike similar businesses with venture capital funding, they're very frugal in their spending. This frequently led to resource constraints and "shooting from the hip" in all areas of the business, including making website decisions based on "gut feel".

Avg. Monthly Conversion Lift	Test Win Rate	ROI
13.7%	69%	12x

The Challenge

Peak Design was collecting data on website performance - *nice!* Management flipped through the reports occasionally, but without knowing industry benchmarks they lacked confidence in their own interpretations (*bummer).* What did comparable website conversion rates look like? How about add-to-cart rates? They just didn't know.

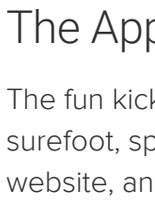
Data or no data, their attempts to change the website frequently ran into roadblocks with their tech team and/or their e-commerce platform. Requests for what seemed like straightforward changes were met with *"Dude, this is not easy to do. How much is it worth?"* And there the conversation stopped.

The Approach

The fun kicked off with a deep dive into all things Peak Design. Agency partner, surefoot, spent several weeks eating, sleeping, and breathing Peak Design's website, analytics, and customer data.

The result of the deep dive was a snapshot of the business, including target personas, overall health, and biggest areas of opportunity. Oh, and significantly smaller bank accounts for the entire surefoot team, who instantly became enamored with the entire Peak Design product line.

"The work we've done with surefoot and Convert is one of the most fascinating, enlightening, and exciting things that we've gotten to do as a marketing team in recent memory. It's the first time we've had a third party use data to paint a picture of our website and customer experience. We're like kids in a candy store."



Adam Saraceno
CMO

The Solution

Peak Design's excitement around this new level of visibility into their data was palpable. After reviewing the prioritized list of test ideas, Adam and surefoot decided on a series of 9 hypotheses as the initial testing roadmap.

surefoot performed the heavy lifting of designing, developing and implementing each test in Convert, as well as monitoring and collecting data. At the conclusion of each test, surefoot interpreted the results and transformed the data into actionable insights via data stories.

The Results

As the relationship with surefoot and Convert progressed, Peak Design opened their eyes to customer behavior and skyrocketed their revenues in the process. The results of each test spurred new hypotheses for future tests, as the team thought, *"What if we tried this next?"*

This newfound approach has enabled the Peak Design team to test everything from simple mini-cart updates to entirely new site features, leading to projected net profit increases in the millions.

About surefoot

We're a boutique, full-service A/B testing partner who helps SMB's achieve 4-15x ROI from their testing programs, no matter their testing tool or team structure.

We've run over 4,000 tests for over 100 clients in industries ranging from e-commerce to non-profit and SaaS. 88% of our clients are referred to us by word-of-mouth - truly our proudest achievement.

Learn more by visiting surefoot.me or dropping us a note, hello@surefoot.me.