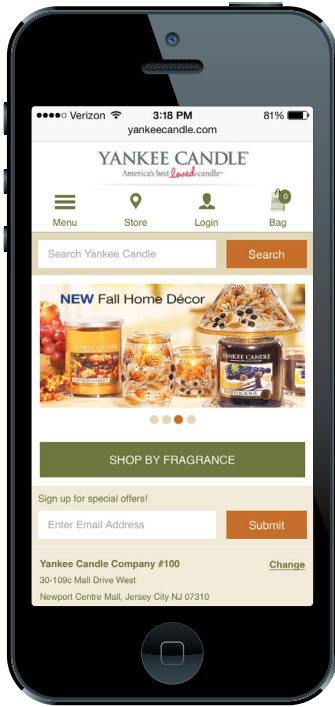


# YANKEE CANDLE®

**Yankee Candle** is an American manufacturer and retailer of scented candles, candle holders, accessories.



The main challenge for mobile was to display Yankee Candle's impressive 150 fragrances, with constantly changing seasonal offerings, in a way that would enhance the search experience for loyal customers looking for a fast purchase, as well as leisurely product browsing for those wishing to discover a new favorite smell. The mobile site had to be flexible enough to field fresh content and promotions while robust enough to make site favorites accessible quickly and easily.

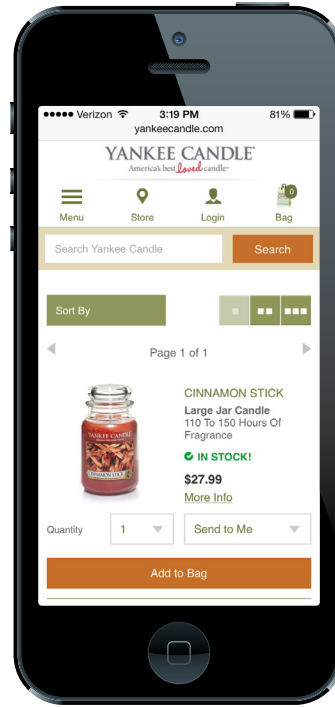
## THE SOLUTION

A UX refresh transformed the site into a seamless and fully functional mobile shopping destination that reflects the brand's mission to brighten spaces and moods. The UX vision was of a dynamic site that allowed the same ease of experience for customers who were browsing Yankee Candle for the first time, as those who wanted an expedited purchase. Various levels of personalization are made possible by integrating customer purchase history and account information within the PLPs and PDPs. Changes to enhance personalization include:

- ◆ A strong visual focus on products, with customizable layout preferences for list display options, allowing the user to decide whether to browse the catalogue or quickly locate a favorite scent;
- ◆ Simplifying the actions for "add to cart" and "checkout" for returning guests, who can even choose a gift recipient directly from the product listing page; and
- ◆ New geolocation integration and "find near me" functionality gives browsers the tools to find nearby stores to continue their mobile shopping journey within a brick and mortar location.

## THE RESULTS

Following the mobile UX refresh, Yankee Candle experienced improvements to both its conversion rate and session times, directly increasing customer engagement and boosting the brand's bottom line.



Overall, interaction with the new user interface reflected longer periods of consumer engagement with more active page visits. Within two months of launch, the brand saw a 59% increase in session time with 76% more page views. Individual users viewed, on average, 11% more pages per session and stayed 6% longer than before the refresh.

The brand's attention to a fast checkout encouraged more shopping on mobile. The brand saw improvements immediately after launch: an 118% increase in the number

of visitors using the checkout page, with 62% more transactions once on the improved page. The result was a 46% increase in revenue. To continue its commitment to a truly seamless mobile shopping experience, Yankee Candle plans to integrate Google Wallet into its next launch.

Yankee Candle's mobile refresh was intended to delight its consumers with a truly immersive and robust mobile shopping experience. With an optimized mobile experience designed to support seamless shopping and improve interaction with the extensive product catalogue, the brand can support its relationship with consumers as an integral part of every household.



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