Increasing the revenue of e-commerce with the help of UX/UI
About us

Since 2009, we've launched **11** of Ukraine's **TOP 30** e-commerce projects

**300+** design projects were created for the markets of Ukraine, USA, UK, Germany, Kazakhstan, Azerbaijan etc.

**40+** million users have tested the interfaces we created

**1000+** recommendations from our UX audits are implemented successfully every year
What we do

We focus on conversion rate optimization and thinking about business goals first

- Evolutionary interface changes
- Revolutionary website redesign
- Website usability analysis
- Mentoring / Consulting
Portfolio
Intertop

How we increased
Average revenue per user by **11.46%**
Winner of Ukrainian Retail Awards 2018 in the "Best Shoe Store Chain" category

More than 1.5 million total visits per month
The results of our search function optimization

The transaction rate from search increased by 74.64%
A/B testing results of the Checkout Page optimization

- The user path to Checkout page was shortened
- The page structure was optimized
- We created a more intuitive interface

**Conversion Rate increased by 54.68%**
The result of the Main Page optimization

We created customized landing pages for women, men and children.

The content of each page was adapted to a each specific audience.

The results:

- The conversion rate increased by 26.7%
- The bounce rate decreased by 25.4%
- The average session duration increased by 1 min 1 sec
The results of the Evolutionary Approach for Intertop:

- The bounce rate decreased by 13.35%
- Page views per session increased by 12.04%
- Average session duration increased by 8.75%
- Transactions increased by 19%
- Transaction rate increased by 7.97%
- Revenue increased by 10.24%
- Average revenue per user increased by 11.46%
Baku Electronics

5 time increase in the number of orders
Baku Electronics

The leader of the electronics and household equipment market in Azerbaijan

More than 130,000 visits per month

- 25 years on the market
- 17 offline stores
- More than 60 brands
The results of complete redesign

5 time increase in the number of orders

“Before the new design release we fundamentally changed all the processes connected with online sales. The range of products on the site was increased, and we also paid more attention to seasonality. Before the release, we managed to increase the number of orders by 3 times, and after the new design was released the number was 5 times higher. At the same time, traffic increased by 2 times.”

Nizami Rzayev,
Head of eCommerce
Baku Electronics
Mon Amie

1.7 times increase in Average Purchase Value
29 offline stores selling perfumes and cosmetics in Kazakhstan

More than 60,000 items
The results after our complete redesign:

1.7 times increase in Average Purchase Value

- 20% decrease in Shopping Cart Abandonment
- 32% Engagement Rate increased
More clients

**Itbox.ua** - one of the TOP 7 best online stores in Ukraine
Over **900,000** visits per month

**Antoshka.ua** - winner of Ukrainian Retail Awards 2018 for children's goods chain store
Over **430,000** visits per month

**Luxoptica.ua** - more than 100 opticians in Ukraine
**250,000** site visitors per month
Gold.ua - the best jewelry online store of Ukraine 2018
More than 500,000 visits per month

Brain.com.ua - the best network of computer stores in Ukraine
Over 1.37 million visits per month

Pampik.com - the best online children's goods store of Ukraine 2017
Over 400,000 total visits per month

More clients
Portfolio

https://turumburum.com/cases/

https://www.behance.net/Turumburum