Overstock.com Increases In-App Purchases per User by 25% with Insights from Flurry Analytics.

OPPORTUNITY

Overstock.com is an online retailer that sells a variety of discount merchandise, including furniture, home décor and apparel. The company, known predominantly for its web business, launched its mobile apps in 2010 to allow customers to easily search, browse, and purchase all items available on the Overstock.com website.
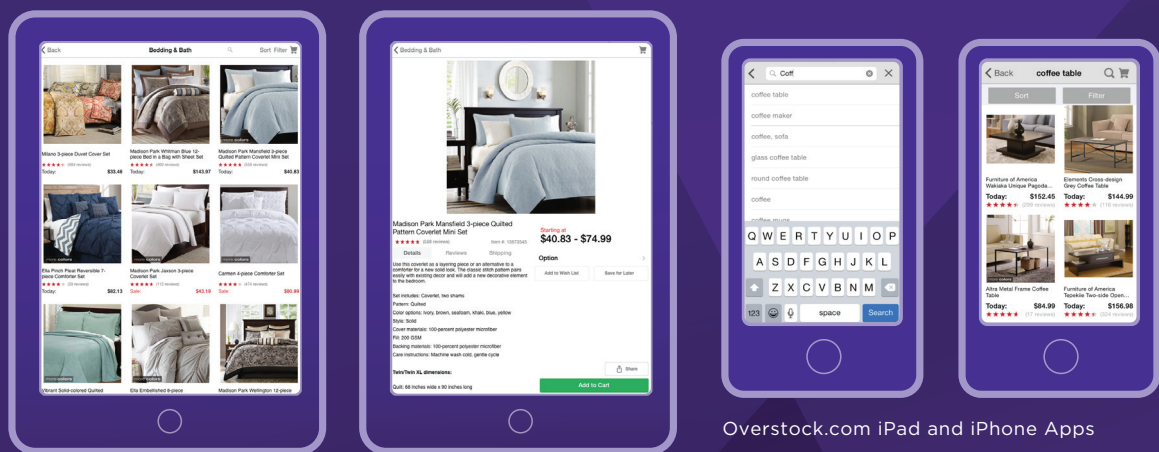
GOAL

INCREASE IN-APP PURCHASES

SOLUTION

Overstock.com integrated Flurry Analytics into its iPhone and iPad apps in early 2013. One of the company's key goals was to learn how shopping behavior differed on phones versus tablets and use this information to optimize the mobile experience to drive more purchases on each device.
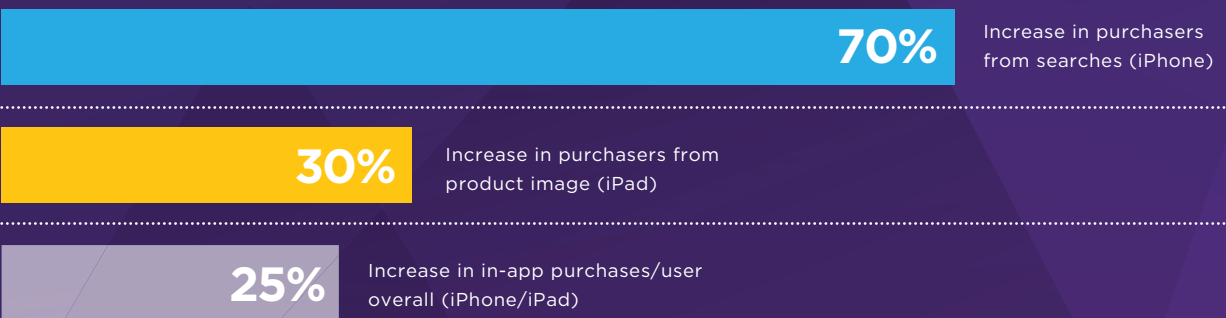
To accomplish this, Overstock.com tagged Custom Events in Flurry to measure when customers conduct searches, scroll through a list of search results, view product images and read reviews. Important differences between iPad and iPhone user behavior quickly surfaced. For example, iPhone users are task-oriented and conduct 4-5x the number of specific product searches per session than iPad users. On iPad, users exhibit browsing behavior and conduct 3x as many scrolls through a list of products.

Based on these findings, Overstock.com redesigned features on its iPhone and iPad apps to help users shop in their preferred way on each device. This included an improved search process on iPhone and larger, more colorful product images on iPad.

Overstock.com iPad and iPhone Apps

RESULTS

70% Increase in purchasers from searches (iPhone)

30% Increase in purchasers from product image (iPad)

25% Increase in in-app purchases/user overall (iPhone/iPad)

TESTIMONIAL

"Using Flurry Analytics, we have been able to greatly improve our apps and in-app purchase rates. We now know what users want in the app and can provide that with confidence."

Patrick M. Byrne, Chairman and CEO, Overstock

Learn more and get started at **developer.yahoo.com/analytics**.