

Case Study – P1000.co.il

“Thanks to Kampyle all problems of an immediate nature were detected, solved and there has been a clear, localized increase in conversion rates”



- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 10M
- 6000 Products
- For more information: www.p1000.co.il

Many purchase cancellation requests. Website navigation problems causing users not to find what they were looking for

Management focus on Feedback collected by Kampyle in the first few weeks. Then changing the usage to routine customer service mode

Immediate changes were made on the website. Other problems have been identified and added to the development plan

About the company

P1000 is one of Israel's leading shopping sites, with over 9 years experience in the market. It offers over 6000 products, out of 182 categories. The site conducts sales through auctions, group sales, as well as by “reserved price”. Nowadays, the company runs 2 sites: p1000.co.il and Ynet-shops.co.il. It enjoys around 9.5 million views a month, generated by over 50,000 visitors a day. P1000's parent company is Smile, dually traded (Nasdaq and Tel- Aviv) as IGLD.



The Problem

P1000's conversion is higher than the market average, and stable. But in a business in which there is no direct, personal contact with your client, how will you know what you are doing right and what you are doing wrong? How can you learn how to perform better? There are tools that serve to monitor the transactions on the website, but no way to understand WHY users behave the way they do. At the same time, there were clear signs that there was room for improvement: some users were requesting to cancel their purchases, while others supplied bids that were clearly higher than necessary.

The Solution

In the first weeks after implementing Kampyle, P1000 reviewed thousands of feedback items, with management focus, to better understand the problems. After this period, the main problems were identified and all problems of an immediate nature were solved. Work with Kampyle was then modified to routine-mode or customer service. The website manager now goes over all feedback items, responds (and reacts) to them. The manager then issues a report with the appropriate action items sent to the relevant people within the company.

Benefits and Results

Using Kampyle, P1000 discovered that there was some confusion among many users regarding the terms and conditions of one of the sales methods, leading to misunderstandings and many cancellation requests. P1000 were able to understand the root of the problem, while also discovering the simplicity and low-cost of the required fix. Purchase cancellations have decreased dramatically. In fact, “all problems of an immediate nature were detected, solved, and there has been a clear, localized increase in conversion rates”. Said Dani Elovitch, E-commerce division manager at P1000. Moreover, P1000 now have a better understanding of the navigation problems causing users not to find products that they were looking for, as well as their users' needs and required modifications. P1000: “with Kampyle we can now begin to understand why our users behave the way they do on P1000.co.il”. For P1000, a “new communication channel with clients has been established”, as problems, suggestions, and compliments began pouring in.

Kampyle for Websites - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.