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. 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.

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

Armed with actionable insights from Flurry, Overstock.com increased in-app purchases per user by 25%. Additional feature modifications will continue to optimize the user experience and improve purchase conversion.

In the first two “Results” statistics above, increase in purchasers indicates an increase in the incidence of Overstock.com app users that converted from iPhone search or iPad product image to purchase following redesigned features in the apps. In the third “Results” statistic, the 25% increase reflects an increase in the number (not dollar value) of in-app purchases per user. All calculations account for seasonality and are based on Overstock.com data in Flurry from the time period April to November 2013.