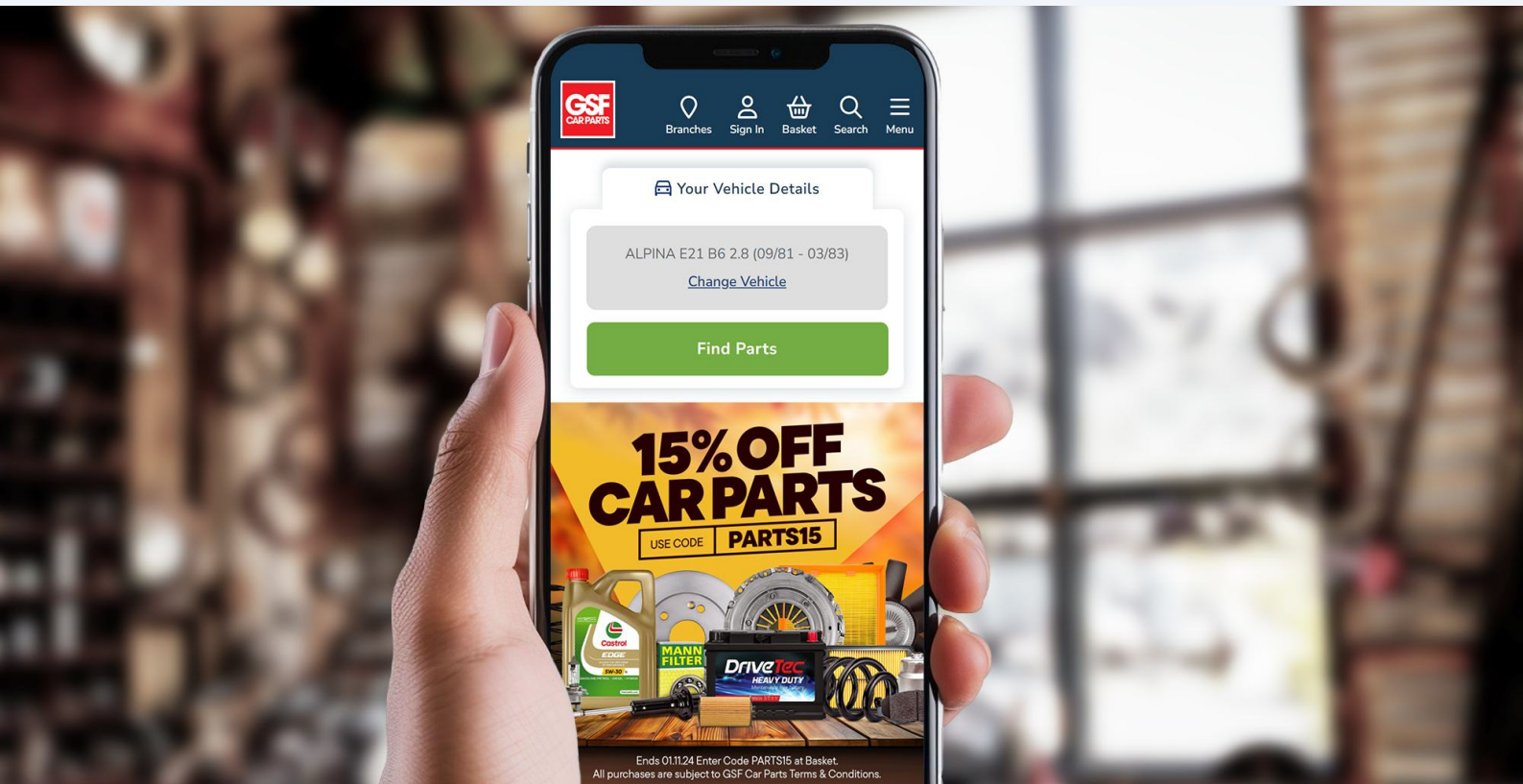


How Echologyx Revved Up GSF Car Parts' Revenue



About GSF Car Parts

GSF Car Parts is a leading UK automotive parts supplier, serving both trade customers and retail shoppers. With a vast online catalogue of over 80,000 parts and a network of 180 physical stores across the UK and Ireland, GSF is a go-to destination for car owners seeking quality components.

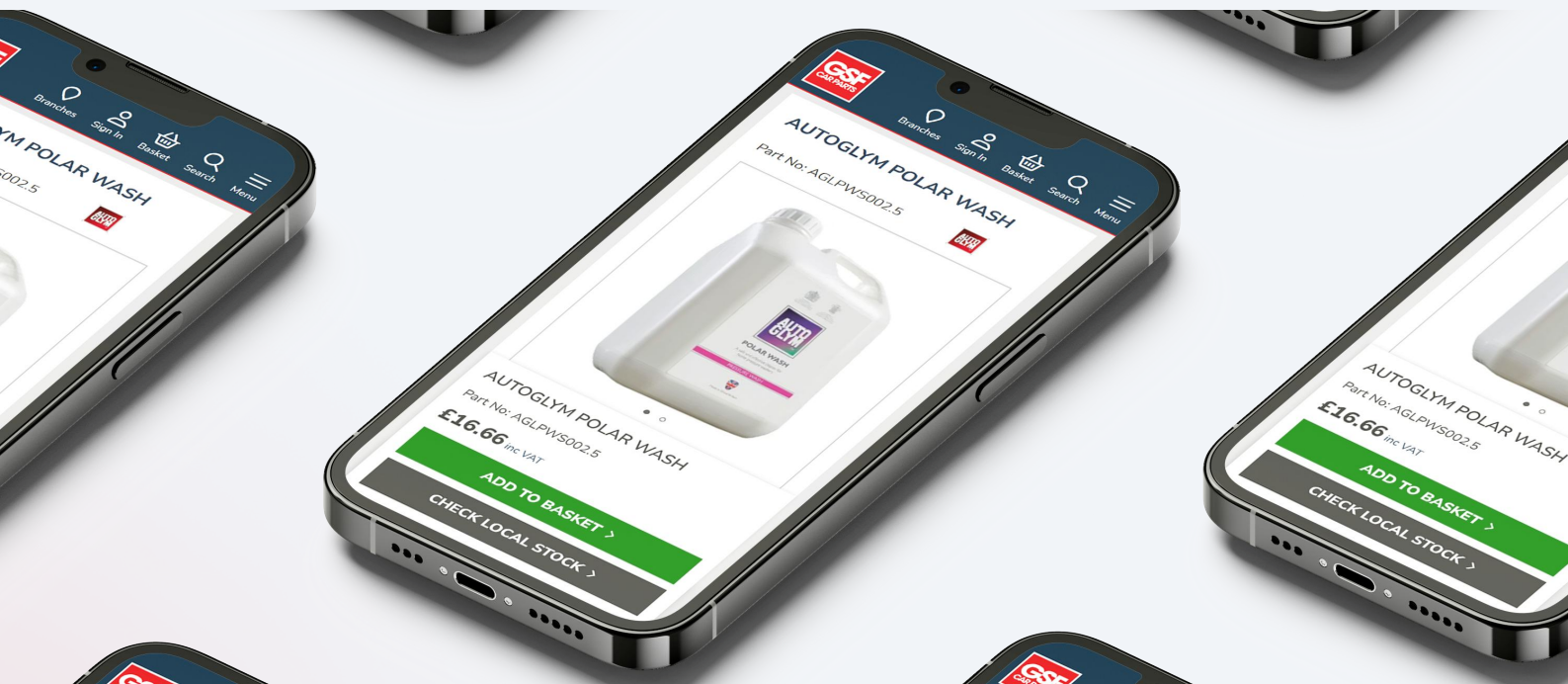
The Challenge

Despite its strong market presence, GSF faced challenges in maximising its online sales potential. A lack of a dedicated CRO program, coupled with reliance on external web development agencies, resulted in a slow-moving and inefficient website. The company was struggling to launch new features and experiment with different approaches to improve user experience and drive conversions.

The Turning Point: Farhan Hussain and Echologyx

The arrival of Farhan Hussain as Ecommerce Director marked a turning point for GSF's digital strategy. Recognising the untapped potential of CRO, Farhan sought to establish a dedicated department capable of driving significant growth.

With Echologyx as its strategic partner, Farhan embarked on a mission to transform GSF's digital landscape. Echologyx's expertise in CRO and its track record of delivering exceptional results made them the ideal choice to support this initiative.



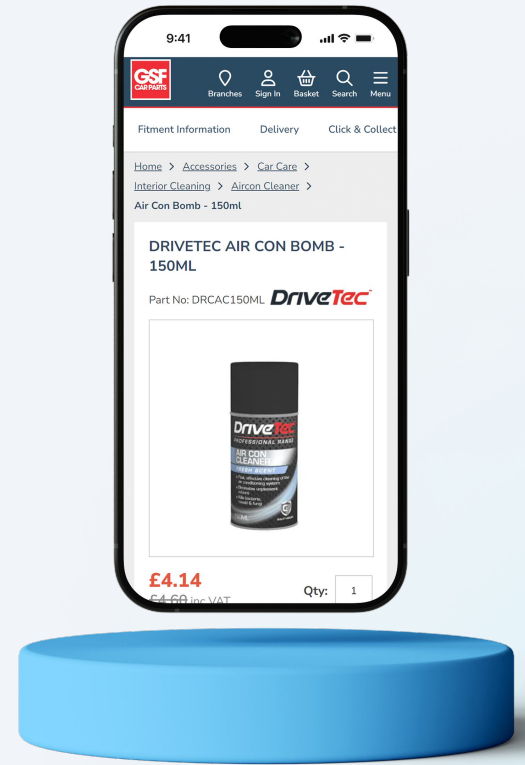
A Collaborative Approach to Growth

Farhan's in-house team, armed with a deep understanding of GSF's business and customer needs, took the lead on strategic planning and hypothesis generation. Echologyx, with its proven CRO and web development capabilities, provided invaluable support in developing, QA-ing, and launching A/B tests.

This collaborative approach allowed GSF to rapidly experiment, learn from data, and implement optimisations that drove significant improvements in key metrics. Echologyx's expertise in leveraging the power of Convert, a leading CRO tool, was instrumental in creating and executing complex tests that helped GSF unlock new growth opportunities.

A Track Record of Success

Farhan's track record of building high-performing CRO departments, coupled with Echologyx's proven capabilities as a CRO and web development partner, was a powerful combination. This partnership ensured that GSF had the necessary expertise and resources to drive rapid growth and smash its online business objectives.



The Results

Under Farhan's leadership and with Echologyx's support, GSF achieved remarkable results in a short period:

- **Increased Revenue:** GSF experienced a staggering 4X increase in revenue within 18 months.
- **Improved Conversion Rates:** Conversion rates soared from 3.5% to 5.2%.
- **Higher Average Order Values:** Average order values increased by 20%.
- **Enhanced Customer Experience:** The website became more user-friendly, leading to increased satisfaction and loyalty.

In Conclusion

Farhan Hussain's vision and Echologyx's expertise were instrumental in transforming GSF Car Parts' online business. By combining Farhan's strategic leadership with Echologyx's technical capabilities, GSF was able to achieve unprecedented growth and improve customer satisfaction. The partnership between Farhan and Echologyx serves as a testament to the power of collaboration and the transformative impact of effective CRO.

Testimonial



Farhan Hussain
Ecommerce Director
GSF Car Parts Ltd

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Working with Echologyx has been a game-changer for GSF. Their expertise in CRO and their ability to deliver results at a rapid pace have been instrumental in our success. They've seamlessly integrated into our team, becoming an extension of our capabilities. The Echologyx team's deep understanding of Convert and their ability to create complex tests have allowed us to unlock new opportunities for growth. I've never experienced such a high level of test velocity and efficiency in my career. With Echologyx's support, we were able to achieve unprecedented results and 4X our revenue in a remarkably short timeframe.

