

COMPLEX NETWORKS

Overview

[Complex Networks](#) is a global lifestyle brand and media company and one of the most influential popular culture voices today. Complex Networks boast a robust portfolio that includes digital channels, [Complex](#), [First We Feast](#), [Pigeons & Planes](#), [Sole Collector](#), and more. In December of 2019, Complex Networks launched [Complex SHOP](#), which returns to the brand's ethos as the original buyer's guide.

Results

Complex Networks worked with Google to identify opportunities to improve their site shopping experience, **leading to a 300% increase in the number of shoppers purchasing across the Complex SHOP.** They specifically implemented the following after using [Google's News Consumer Insights \(NCI\)](#):

- Added a search icon to their mobile experience
- Removed their animated carousel
- Offered free shipping on orders over a certain value
- Highlighted the Complex SHOP on the homepage

AUTHORS:

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Partnerships Lead, Global Partnerships, Google

Complex Networks increased the number of shoppers purchasing by 300% on the Complex SHOP using NCI

Complex Networks worked with Google to identify opportunities to improve their site shopping experience. The results led to a 300% increase in the number of shoppers purchasing across the Complex SHOP.

Partnership

To improve the rate of purchase in the Complex SHOP, the company used [Google's News Consumer Insights \(NCI\)](#) to better understand their audience and make more informed business decisions. To learn more about the insights that boosted Complex Network's commerce strategy, Munish Taneja from the News Consumer Insights team spoke with Tiffany Maldonado, the company's senior director of audience development. Here are a few highlights from the conversation.

The Project

Munish Taneja: Complex Networks has always been a strong influencer across multiple youth categories. What was the history and impetus for creating the Complex SHOP?

Tiffany Maldonado: As a leading global youth entertainment network with unparalleled reach to millennials and Gen Z across pop culture, including streetwear and style, food, music, sneakers, and sports, it's our goal to nurture and define youth culture by staying ahead of the curve through innovation, creativity, and unapologetic ambition.

In December of 2019, we launched Complex SHOP, a return to the brand's ethos as the original buyer's guide. The SHOP curates the best new products, brands, and trends in style and for your home, as well as offering classics and exclusives.

With the SHOP, our focus was revenue diversification, which has always been a cornerstone of our business. Our leadership team continuously pushes to expand our brand and reach organically, where it serves our users best. Commerce was a natural springboard for us.

MT: How did you work with Google on the Complex SHOP?

TM: We have a deep partnership with Google across many areas. In June of 2020, they introduced a new version of News Consumer Insights (NCI). This new in-depth report highlighted insights and recommended modifications to help buyers in their shopping journey and lead to more purchases. The tool analyzed brand loyalty and helped us develop and prioritize tactics to drive engagement and sales within the Complex SHOP.

MT: What changes did you implement based on the NCI tool set and consultation?

TM: We learned, for example, that users who search on a shopping site are three times more likely to purchase. This led us to change the SHOP experience, adding an icon within our mobile experience to increase exposure for the search function.

In addition, we learned the number one reason a user abandons the checkout process is that free shipping is not available. With this in mind, we tested a free shipping offering to determine the potential impact on conversion.

We were most surprised by the recommendation to remove the animated homepage carousel, which featured a variety of products. While we have a strong understanding of how to drive editorial traffic, we were surprised that carousels often have lower conversion rates and poor user experience when in a shopping context. After implementing this change, we were encouraged to see a noticeable lift in engagement and click-throughs on the products featured on our homepage.

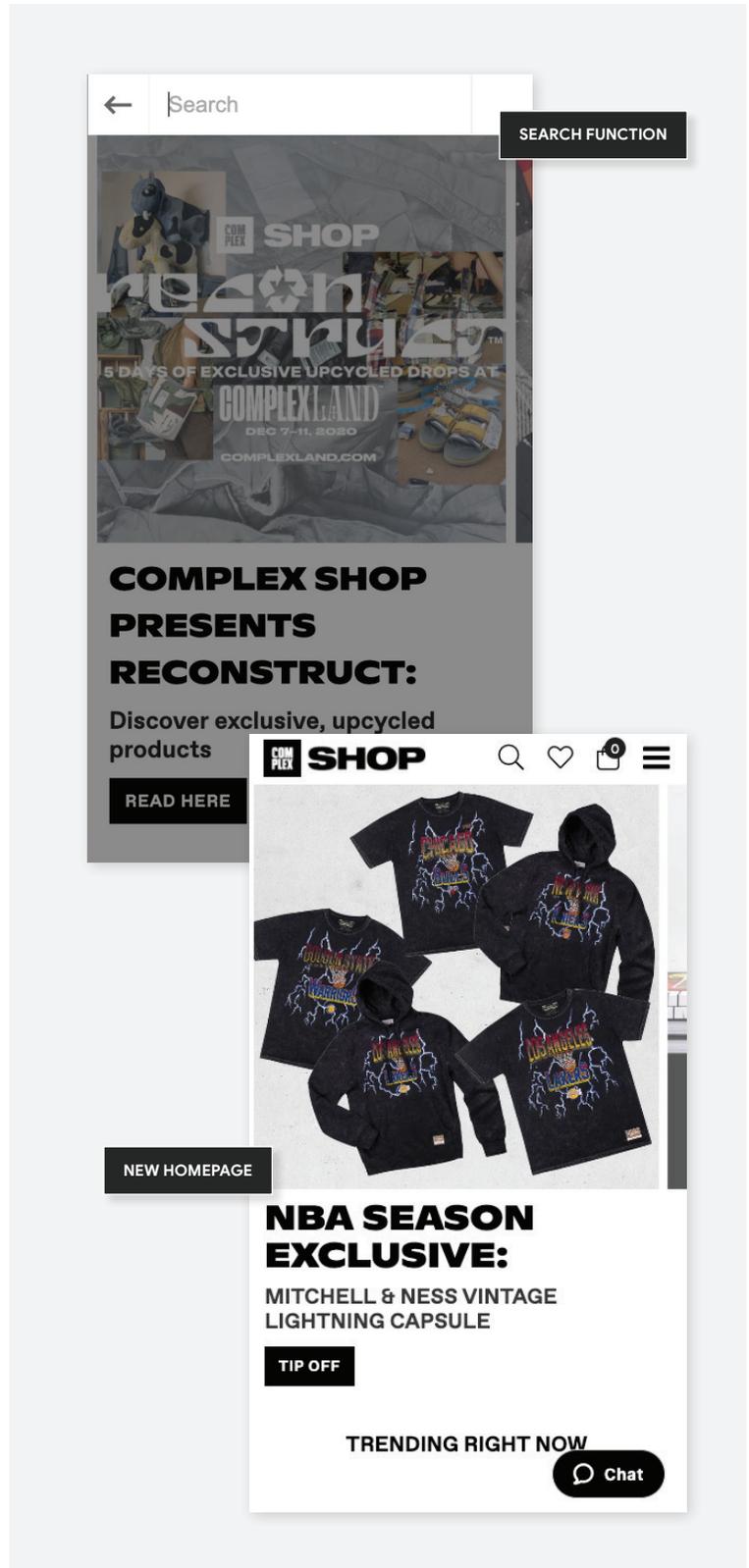
Finally, NCI recommended a SHOP call to action on Complex’s homepage. By adding the Complex SHOP logo within the main navigation, we gained greater exposure for the SHOP and drove more users to the shopping experience.

MT: How did you prioritize these changes and were there any tradeoffs?

TM: When considering which changes to implement, we evaluated the revenue potential of each and weighed that against the technical workload involved. By using modeling from our business intelligence team, we identified and isolated which changes would have the biggest impact on revenue, conversion and customer experience.

We then prioritized actions according to initiatives with the largest growth opportunity—whether that be revenue or user experience. The Google team played a big role in our success because they brought certain issues to light that we were not aware of. The tool itself also provided us with the supporting data we needed to prioritize the right solutions.

When making changes that affect orders directly, such as promotions or free shipping, we had to consider revenue impact. By collaborating across our internal teams, we were able to understand the full scope of these marketing items and gain alignment.



The Results

MT: What were the results after implementing these changes?

TM: In combination, these changes led to a 300% improvement in shoppers purchasing, and we're continuing to evaluate the impact. This rate was already building off a substantial number.

We also use Google Analytics 360 to measure and compare date ranges before, during and after any website changes are implemented. This allows us to clearly measure the impact of conversion optimization and user engagement.

“Google’s expertise in audience insights and conversion optimization was extremely valuable. We were very impressed with how comprehensive the Google team’s analysis was. Following the audit, we were able to turn Google’s insights into actionable tactics that directly impacted revenue.”

TIFFANY MALDONADO, SENIOR DIRECTOR OF
AUDIENCE DEVELOPMENT, COMPLEX

MT: What are your goals for Complex SHOP and future vision?

TM: Complex is focused on becoming an authority for connecting communities with brands on the leading edge of fashion and streetwear. By offering exclusive collections and featuring brands that support inclusiveness and diversity, Complex SHOP will play a role in uplifting small businesses and marginalized communities.

Learn more complexnetworks.com