

The Online Store Was Growing. But It Was Getting Harder to Change.

Jack Rogers’ ecommerce channel was becoming more important, yet making basic changes and running campaigns could take weeks of technical work.

COUNTRY OF ORIGIN	United States	BOL LENS	Marketing & Channels
SIGNAL	Channel friction · experimentation · conversion	EVIDENCE	Shopify customer case study

A growing channel can still contain friction.

Direct-to-consumer ecommerce was becoming increasingly important for Jack Rogers, but its previous platform made changes slow and technical. Updating pages, adding products or running campaigns could require coding and weeks of development.

The company migrated its store, automated several processes and gained the ability to run promotions and experiments more quickly. It later used customer-behaviour data to build product filters and tested SMS as another marketing channel.

SIGNAL	FRICTION	RESPONSE
Growing online demand	Slow changes · manual processes	Faster testing and automation

Marketing effectiveness is not only about generating attention. Sometimes the signal is how difficult the channel makes it to learn and respond.

+69%

reported revenue increase after migration; conversion was reported up 30%

WHAT THE CASE SHOWS - AND THE EVIDENCE BOUNDARY

The channel became easier to operate - but several changes happened together.

Shopify also reports traffic up more than 60%, product filters associated with a four-times lift in average revenue per user, and SMS accounting for 12% of revenue with a conversion rate 74% higher than the rest of site marketing.

REPORTED	Revenue +69% · conversion +30% · traffic +60%.
OTHER SIGNALS	Product filters: 4x average revenue per user · SMS: 12% of revenue.
EVIDENCE BOUNDARY	Results are reported by Shopify, the platform provider. Multiple changes occurred together, so no single feature can be isolated as the cause.

BOL OBSERVATION

A channel can be growing and still be hard to learn from. Friction matters when it slows the next test.

LOOK AT YOUR OWN BUSINESS

Which marketing channel is growing but becoming harder to operate?

How long does it take your team to turn a customer signal into a real test?

A SIGNAL IS NOT A CONCLUSION.	Look beyond traffic. A useful channel should also help the business learn, change and respond.
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Want to look at your own business?	Try the Quick Signal Scan. businessobservationlab.com/en/qss
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SOURCE BASIS

Shopify, Jack Rogers customer case study.

BUSINESS OBSERVATION LAB · Read the signals. Decide wiser.