How K&N Increased Revenue by 37% in 30 Days

By the numbers

37%
Increase in Sales

The K&N Story

K&N was founded in the early 1960's when two motorcycle racers, Ken and Norm (aka K&N), developed an idea for an air filter fit for offroading. Over 50 years later, K&N has grown into an industry leader in automotive filtration and tech.

In addition to automotive air filters, K&N also manufactures a variety of other products including air intake systems, oil filters, fuel filters, cabin filters, and home air filters. K&N's products increase vehicle performance, protection, and longevity for thousands of consumers worldwide.

The Challenge

Limited visibility into root causes

In spring 2019, K&N had just finished migrating their e-commerce website from an in-house platform to the more robust and full-featured Magento 2. Once the migration was complete, their small devops team was immediately met with a lot of complications surrounding data flow, site mapping, and setting everything up properly in Magento.

As a result, site flow was disjointed and customers were encountering friction on their path to purchase. For example, 96% of international customers were experiencing issues with shipping when checking out, causing them to drop off and not complete their orders. Additionally, 64% of all shoppers who used a coupon code failed to convert due to encountering an error.

Getting conversion rates back up to speed was really critical, but the team didn't have much visibility into the root causes of the friction. So, K&N conducted a full audit of the newly launched site to get a better understanding of what was going on.

Prioritization of resources

Another challenge the K&N team faced was limited resources - mainly a lean devops team that did not have the bandwidth to manually dig into and identify root causes. The team needed to be able to identify where there was revenue leakage so that they could build a meaningful case for where to allocate their limited resources, so they searched for a tool to help them achieve this.

> *We were fighting a lot of battles and putting out all sorts of fires, so we knew we needed something to give us a clear direction for which fires we should battle that make the most difference for the company.*

Luis Cupajita, K&N CIO

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Solution

K&N chose Webeyez to help their team identify leakage and quantify it with real dollar amounts - and it's saved them countless hours of digging through site data, troubleshooting, and guesswork.

K&N has had great success utilizing Webeyez as a directional tool - it helps their team validate things they were already sensing, introduces new issues they wouldn't have uncovered otherwise, and quantifies all of them so they know which issues to prioritize first.

> **Webeyez has added functionalities that allow us to look at impact by category and campaign level so we can identify the effectiveness of particular promotions very precisely and the best place to allocate our resources to plug in any gaps.**
>
> **Luis Cupajita,** K&N CIO

Results

A single source of truth for their entire digital team

Having Webeyez in their toolbox has enabled the DevOps team to pull in the marketing and e-commerce teams to work together - DevOps manages the backend while Marketing and e-commerce are able to come in and make sure K&N is providing their customers with a seamless frontend user experience.

Marketing and e-comm also took advantage of Webeyez' robust reporting capabilities and are able to look into exactly how their specific products or campaigns are performing. Having the additional team resources to help with site monitoring has also gone a long way in alleviating some stress from the lean devops team, and gives more visibility and context to everyone who touches the website.

37% Increase in Sales

By using Webeyez, K&N was able to recover over a third of total lost revenue in Q3 of 2022.

K&N's e-commerce team noticed a sharp decrease in international sales and turned to their Lost Revenue Dashboard to look for causes of international orders. In minutes, the team realized that their international shipping plug-in was broken, so they quickly redirected all international traffic and stopped losing sales.

That same week, K&N was alerted to a coupon code error causing a 64% decrease in conversion rate at checkout. The marketing team was able to quickly send over a request to their DevOps team and remove the coupon code from circulation.

> **We've managed to bring a lot of those lost revenue amounts down through broad optimization of our platform and we can clearly see it reflected in our Webeyez dashboard.**
>
> **Luis Cupajita,** K&N CIO

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