

TARGET

# OMNI-channel tool

Expansion of conversion

High level of usability

Number of orders increasing



# TASKS

Mobile adoption of general website

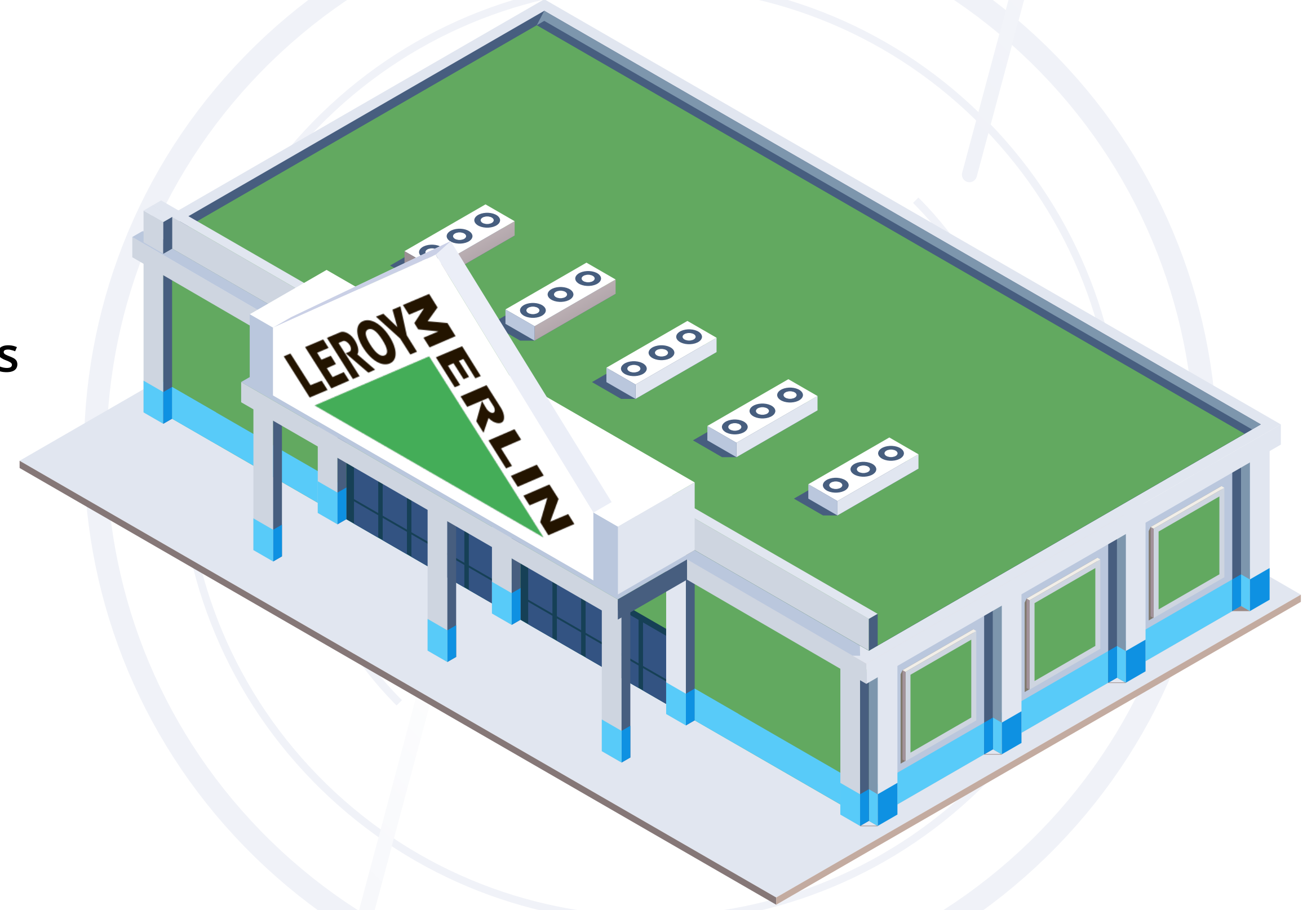
High operating speed

Easy feedback



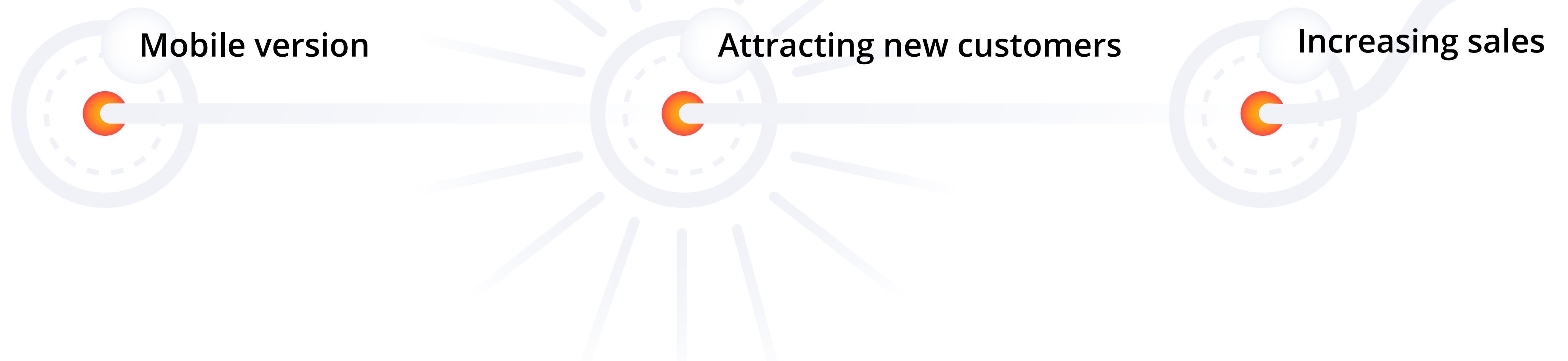
# CLIENT

As a major actor on the worldwide DIY market, LEROY MERLIN helps residents and homeowners with their home-improvement projects.



# Mobile website is not an unnecessary option any more

It's a  
**MUSTHAVE**



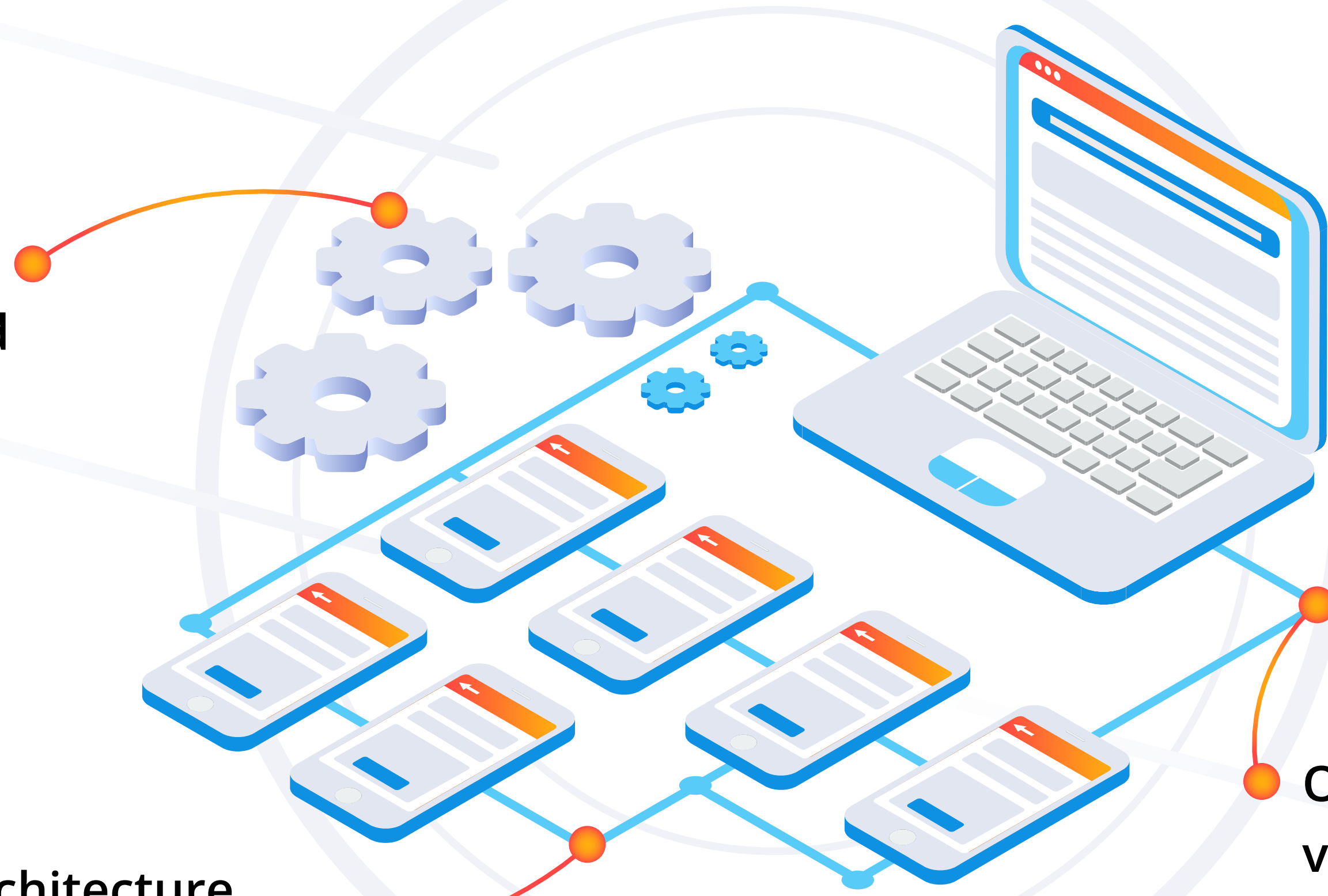
# PROCESS

**In a close cooperation with a client we began to:**

Adjust all systems for  
operating at high speed

Develop internal architecture  
of a mobile website

Optimize templates for mobile  
version of the website



Why are the customers happy with the store? Why are they buying more now?

## **Leroy Merlin – access is always in your pocket!**

Optimize templates for mobile version of the website

Develop internal architecture of a mobile website

Adjust all systems for operating at high speed

NOT A SINGLE UNNECESSARY

**FUNCTION**



## RESULT

**Increasing coverage  
up to 35%**

**Increasing number  
of units per order**

**Increasing conversion  
visitors to clients**



**At closed event Google set our project up as an example of best in class mobile website «best in class – mobile website»**

