

CASE STUDY



A/B testing on a product increased the add to cart rate by 18.2%

BACKGROUND

Originally founded as a small part time venture between two brothers, Marketview Liquor started an online store to expand their business in 2007. They are now a well recognized company in the wine and liquor industry. With both an offline and online shop based in Henrietta, NY, the family run business invests in the quality of their product and services.

Their success story has come from dedication and hard work which now sees them shipping to 37 destinations within the United States of America. They constantly seek new products to expand their ever wide variety at very competitive prices and the customer service team along with their wine specialists have a high level of knowledge about the products sold.

With over 100k monthly visitors, it is natural to see their continuous approach towards concepts and strategy evolve to incorporate online marketing and optimization of their website ventures.

CHALLENGE

After an intensive audit and analysis of their website, Omniconvert was able to identify how their online business worked and where there were weaknesses. Qualitative data was found by using surveys, feedback forms, post order follow ups and by looking at the reviews on their website.

Analysing how visitors behave on-site and how they use your website can help discover the most valuable pages. The help identify the most relevant traffic segments and potential opportunities to grow the business. It was found that the product web page would be a suitable area to start testing for immediate results.

The main goal was to have a visitor add product to the shopping cart. Simplification of the product page structure and decreasing the 'noise' allows for less distraction and a better chance of the visitor deciding on and order in a shorter space of time.

SOLUTION

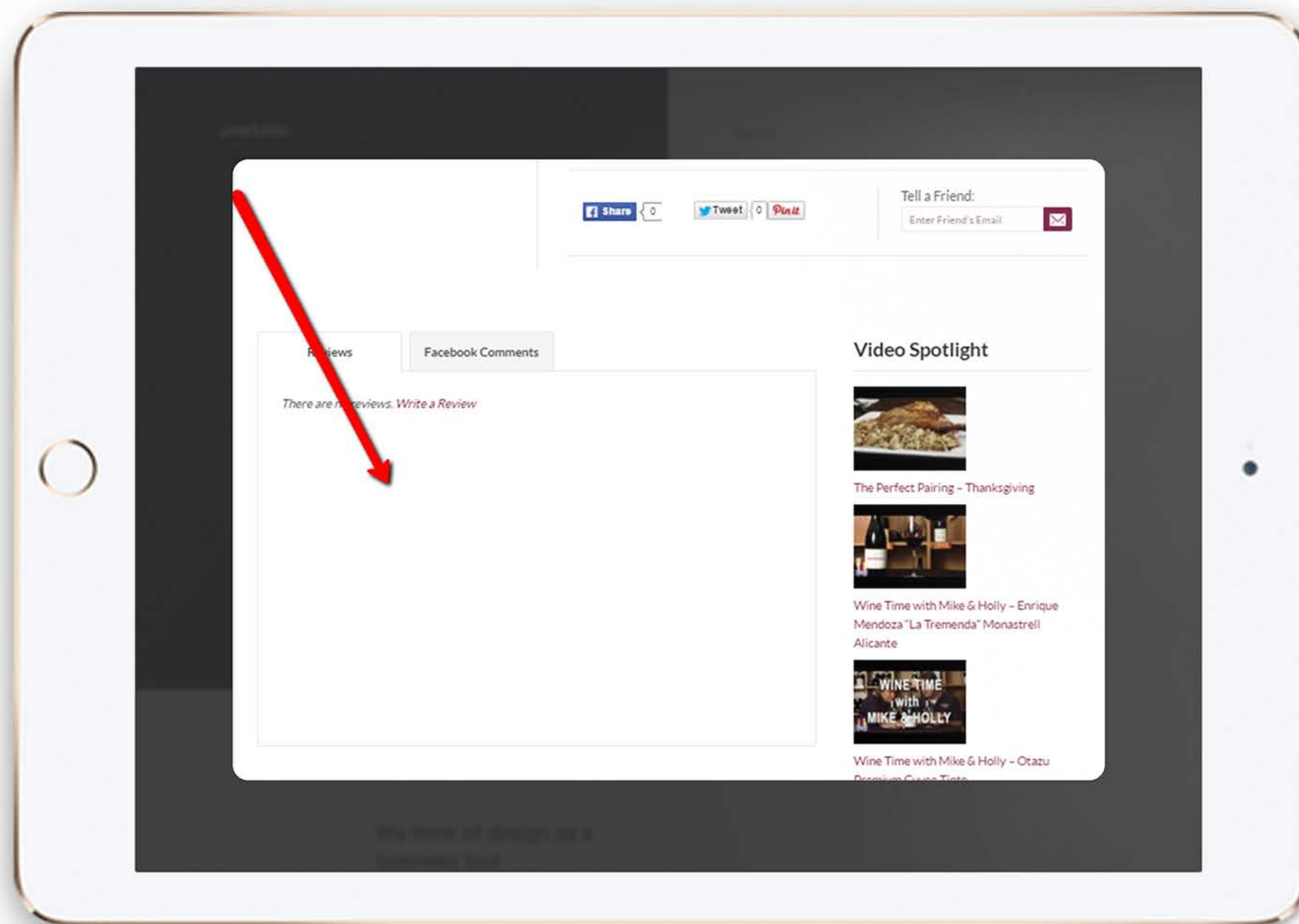
In one of the ordering steps, it was noticed that not all the products had reviews. There was too much empty space on the product page and potentially drew more attention to unwanted areas (think of a dot in the middle of a blank page, would you notice the dot or the blank page?).

With results from the audit, the Omniconvert treatment involved an A/B test designed with 3 variations against the control. The main goal tracked was the 'Add To Cart' button.

Radical change of elements such as moving cross-selling panels, video spotlights and testimonials were all tested against the unmodified control page.

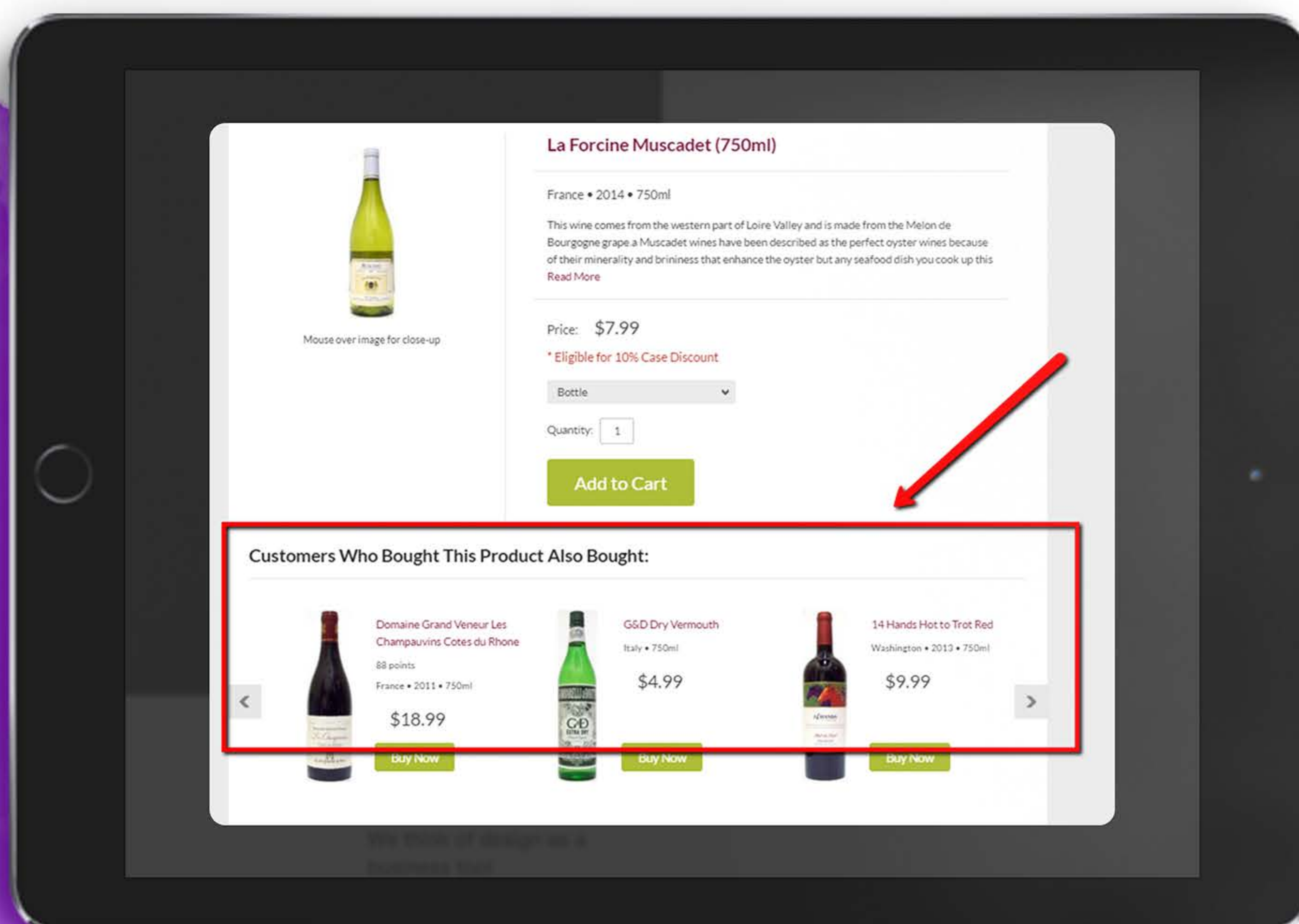


Control version



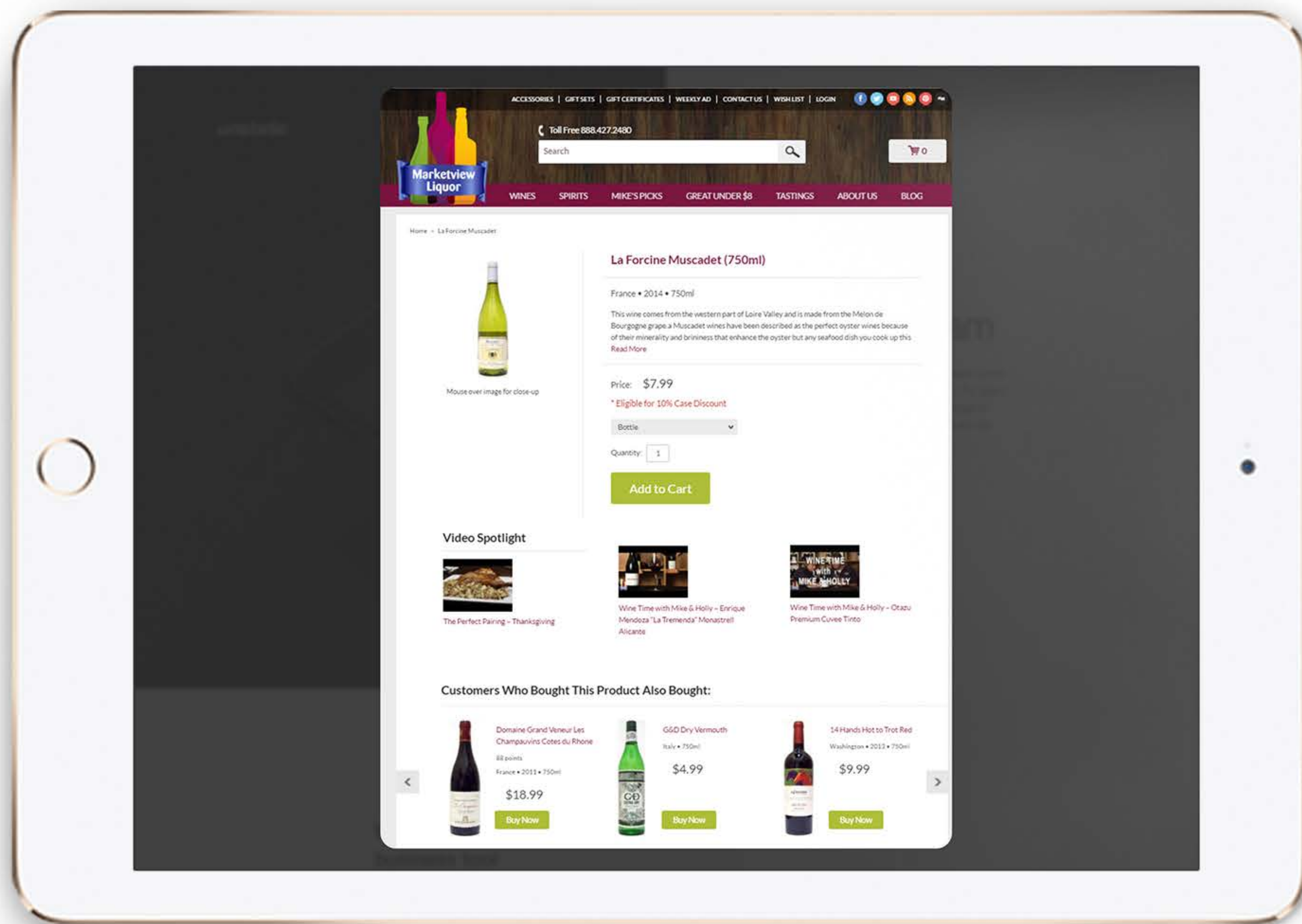
Variation #1

The cross selling panel was moved above the fold and showed visitors potential products they may also be interested in. This variation also eliminated distractions such as the sharing buttons and the review section, with the sole purpose to communicate the essential information a visitor needs to place an order.



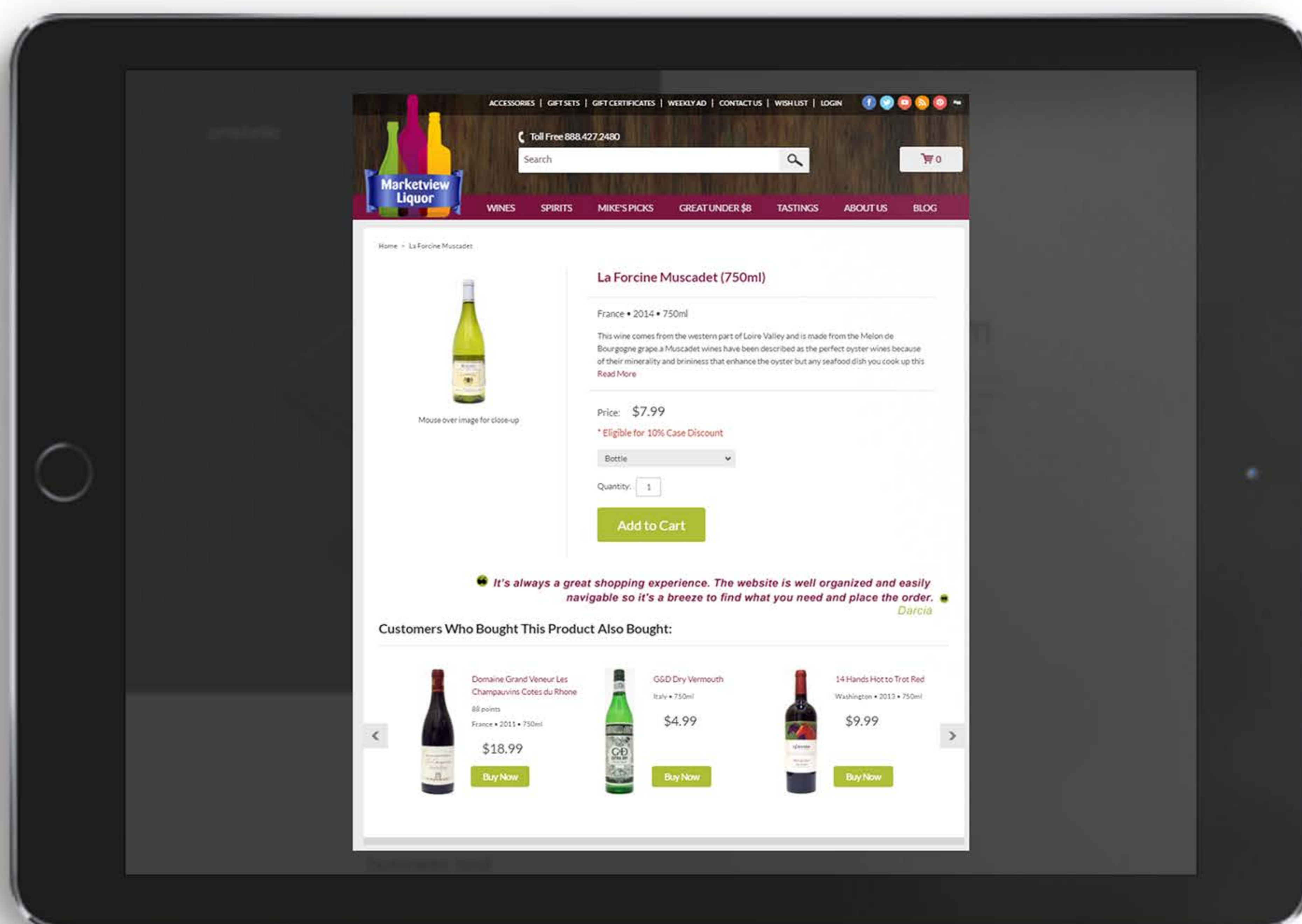
Variation #2

Video clips were added between the product description and cross-selling panel. The video content was relevant to the selection and the videos had wine specialists discussing certain wine types, what kind of food best suits wine and reviews by 'Mike and Holly'.



Variation #3

This variation involved testimonials displayed from their happy customers and their experience with the website. Social proof from real people that love the product are invaluable and provide additional confidence to the potential buyer.



RESULTS

Tested over a two week period, the traffic was split evenly between control, var1, var2 & var3 (25/25/25/25).

From this experiment the following results were obtained:

A tight finish between variations 1 & 2

Variation 1 increased the add to cart rate by 18.2%

Variation 2 increased the add to cart rate by 16.9%

Both successful variations achieved a 99% statistical relevance

A/B testing does not have to be limited to just a control and variation. With significant views available, you can test multiple variations in order to find the winning combination that increases the chance to buy.

Utilizing your product page to its full potential is a delicate balance of removing distractions and adding the right content to compliment, engage and help increase conversions. Content such as cross selling panels, video content and social proof can all be used in combination to help your visitors convert better.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start **INCREASING** conversions and skyrocket your website performance today! www.omniconvert.com

