

AVON

A/B testing a hypothesis across 3 countries generated an overall 15.41% uplift in revenue

BACKGROUND

AVON has proudly stood for beauty, innovation, optimism and most important, empowering women. Avon products include well recognized and beloved brands such as ANEW, Avon Color, Avon Care, Skin-So-Soft, and Advance Techniques. Their globally recognized brand is sold through nearly 6 million active independent Avon Sales Representatives worldwide.

AVON Romania was established in 1997 and with their digital innovation and growth, it now sees over 400k monthly visits on their website for desktop alone. They produce a high quality range of products for makeup, haircare, skincare, perfumes, fashion wear and watches, as well as a great range of accessories and seasonal giftware.

The younger sister companies AVON Bulgaria and Serbia, were established in 1999. They too, have rapidly expanded their growth and network of representatives, as well as a loyal customer base in their respective countries. Both websites have significant visitor traffic with Bulgaria receiving 250k monthly visits and Serbia with 120k per month.

With Omniconvert, this group of amazing AVON sites now incorporate cutting edge CRO technology into their business model.

CHALLENGE

AVON websites in Romania, Bulgaria and Serbia, all have a similar setup with regard to their product page. Their online business is a digital application of what Avon started as, namely a representative that sells the product through using descriptions, showing the benefits and sharing overall knowledge about the item.

In the context of the website, the product pages serves as an informative process for the visitor and they should be able to have the same or similar experience if a sales representative were to showcase these items right in front of them. Digitally, all three AVON sites share an almost identical web architecture (or 'info-structure') which provided a great foundation for testing.

Looking at each AVON website, all three countries have a unique language, a different culture and different buyer personas. Linguistic comparisons also find each country to be beautifully distinct and vastly different to each other. Romania has a strong Latin influence with grammatical structure common to Neo-Latin evolved languages such as Italian, French and Spanish. Bulgarian retains Cyrillic lettering with distinct Eastern Slavic structure and intonations. Serbian remains as the only language in Europe with an active synchronic digraphia writing system that uses both Cyrillic or Latin alphabet (with online advertising, the Latin based alphabet is currently the most favoured).

The aim between the AVON sites and Omniconvert, was to implement a hypothesis that would work when applied across all the countries. If we addressed key elements such as image, CTA and move the description above the fold, a lift in conversions and sales would be evident independently of the language or country.

SOLUTION

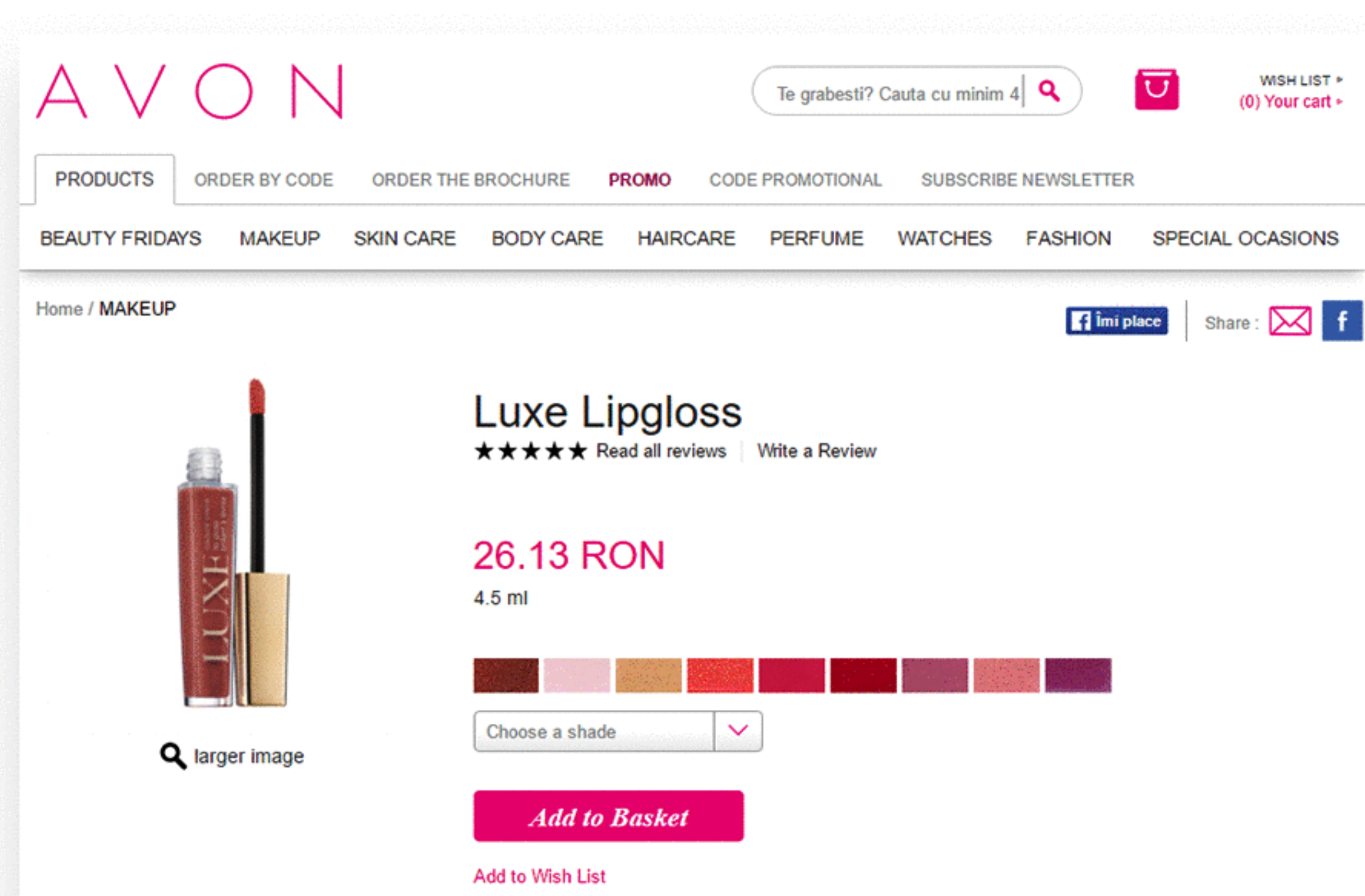
Categories in these three AVON sites were near identical. The specific product pages themselves were perfect for testing. Having worked with each of the AVON teams previously, there was access for a quick analysis of data.

Traffic needed to be assessed for each country to decide which category of products would be suitable for testing. If testing were to occur on the same category in each country it could have been simpler and more practical. However, testing without a good level of traffic can take an excessive amount of time before reaching a valid conclusion. Keep in mind a valid conclusion requires either a successful or unsuccessful outcome based on the validation of goals.

Having found the suitable categories, each country had their content, images and CTA's checked. Technical aspects such as cross browser applications, coding language and resolution sizes were also considered to ensure usability was effective for AVON visitors in their respective countries.

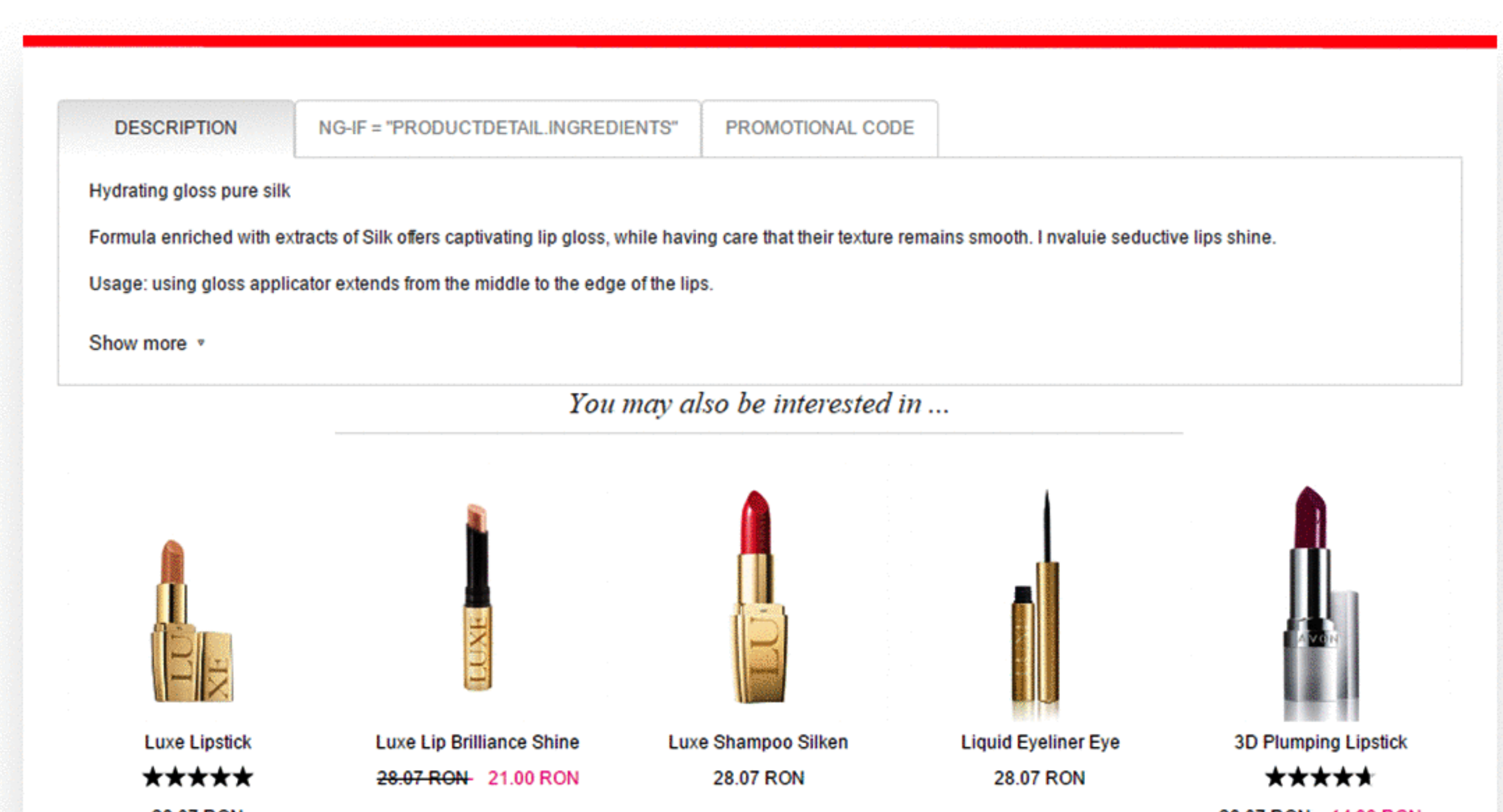
The most common pattern found across all 3 countries, was that the product descriptions were not utilized efficiently. The description information was overlooked and almost hidden and was only found below the fold. The tabs that contained the descriptions were obscure and almost hidden from visitors.

Sample product page image



Above the Fold

All of this information is seen upon load. Image, CTA, colour selection and title description are evident.



Below the Fold

This information is only available when you scroll down the page

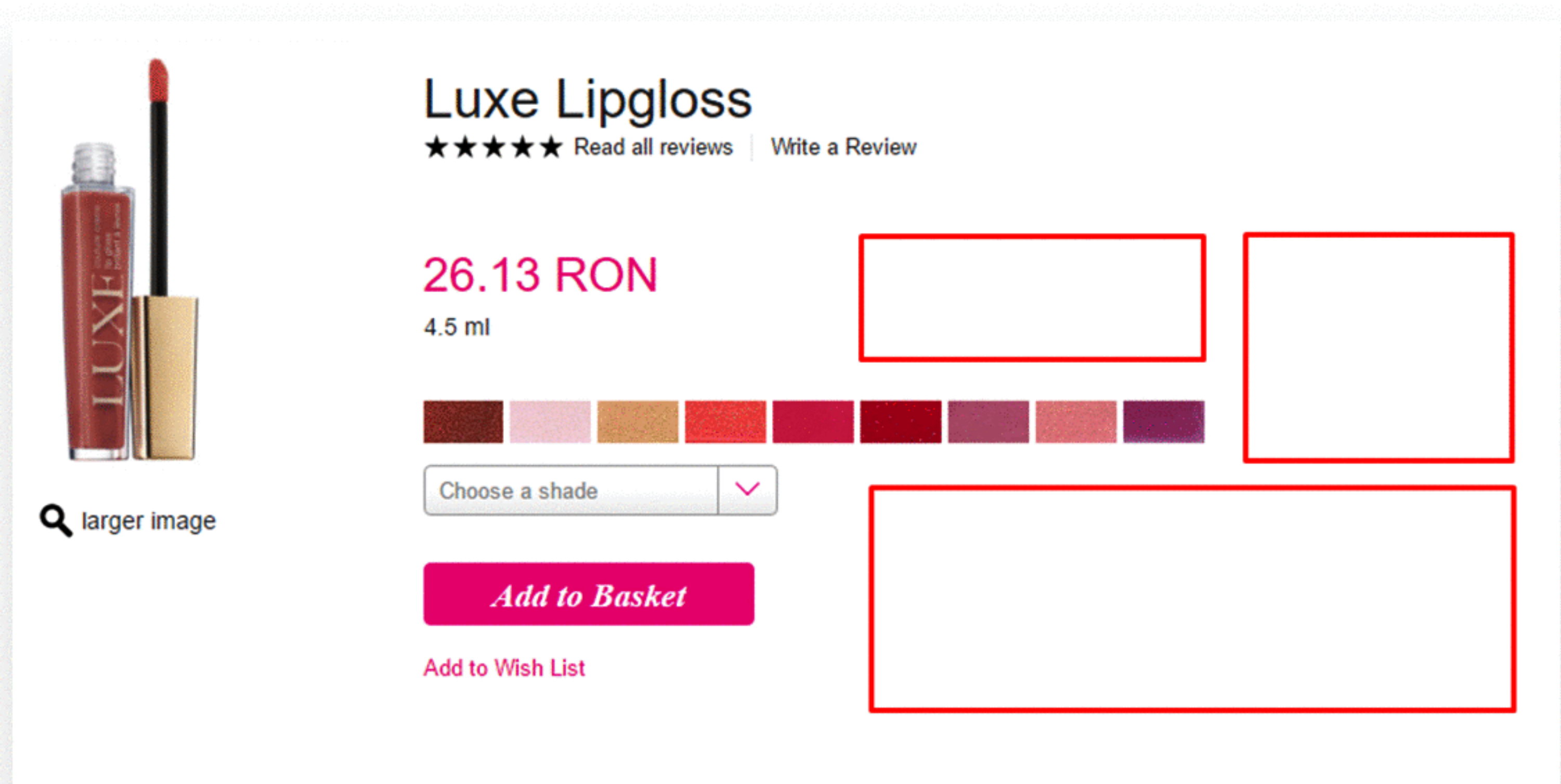
The images in this case study are actual screenshots that used a third party translation software. While the translated grammar and wording may not be entirely accurate, in their respective language, the wording was confirmed and correct with the client. Time was even spent in discussing how a phrase can be used accurately. While a literal translation is easy, the context can have several differences. German for instance has seven different words for 'Sale' all dependant on the context.

From inspecting a number of individual products, the descriptions discussed were found to be written well. Factoring in that they were short and concise, these descriptions were suitable to move or incorporate into vacant areas of digital estate.

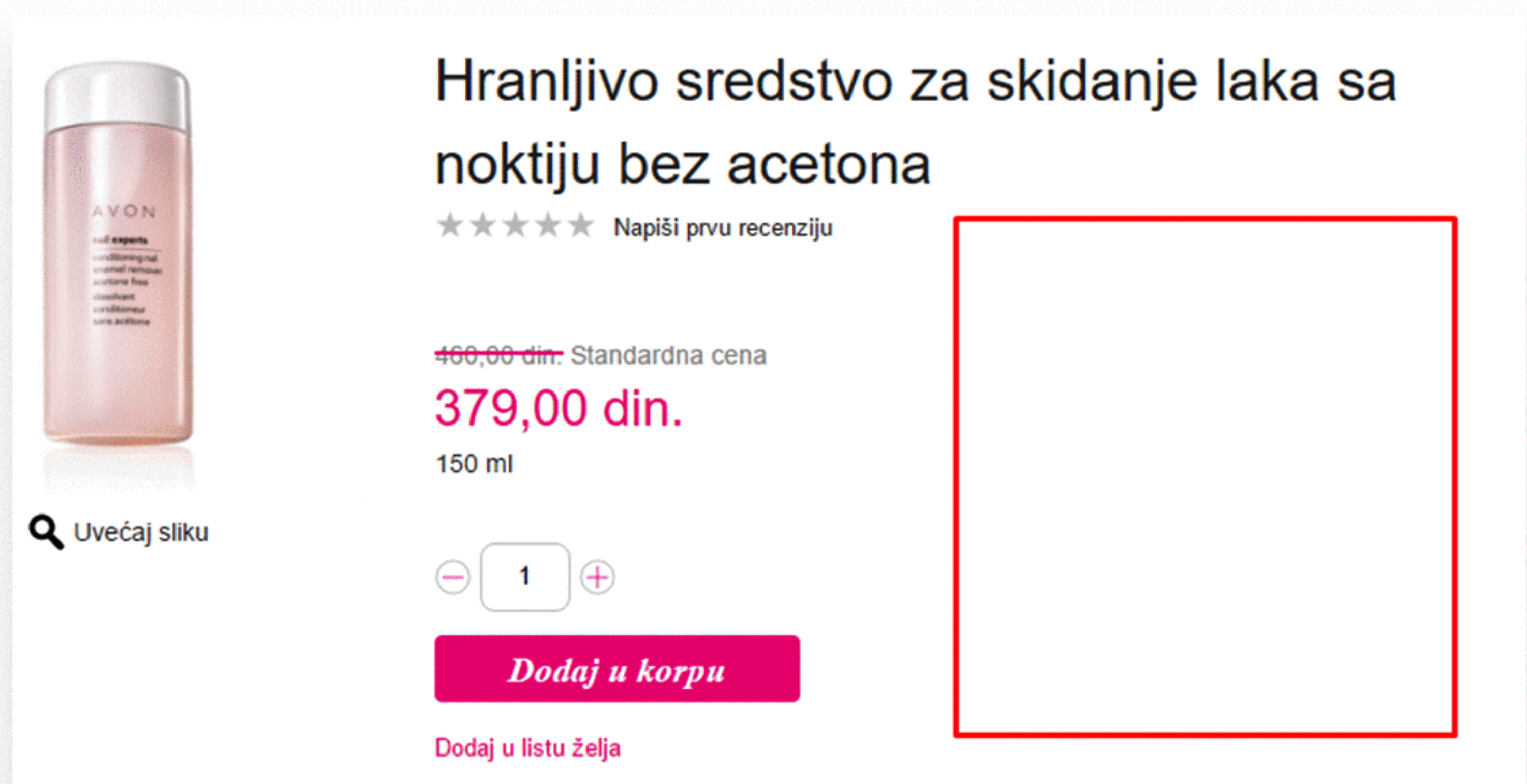
In the control group, these vacant spaces almost added or highlighted distractions that were already on the page. Elements such as the navigation bar and social media badges were much more prevalent and noticeable. Having too much on a page can work against you but the inverse of too little also applies.

The colour selection and linear display of palette tones (when applicable) were elongated and created a distractive flow from left to right. This linear colour palette also lead the eye to the vacant areas and redirected the visual flow toward distractions. A significant amount of the page was also noted to have large vacant areas of digital estate.

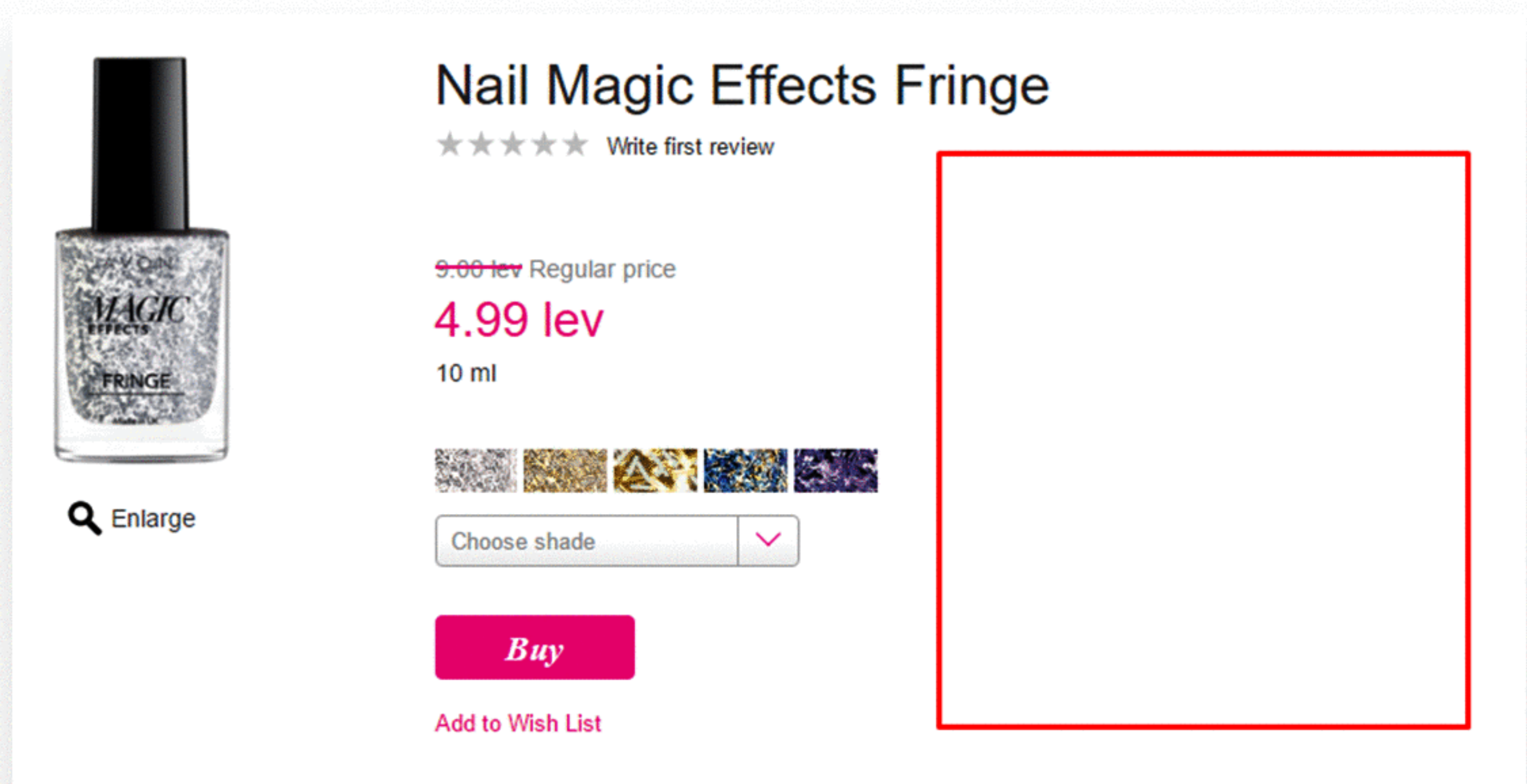
Control Group



AVON Romania
Product page sample image vacant estate in red area long colour palette selector



AVON Serbia
Product page sample image vacant estate in red area




AVON Bulgaria
Product page sample image vacant estate in red area

Common in all three languages, the content is written and read from left to right. In relation to this, the eye is drawn from left to right as well. To capitalize on this natural behaviour, the description was relocated between the image on the right and the grouped elements on the left.

Additionally to complement the description information, the colour selection panel (when applicable) was adjusted into a grid format. The grid format serves as a block of colours which concentrates attention into this group of elements.

Variation Group



larger image

Luxe Lipgloss

★★★★★

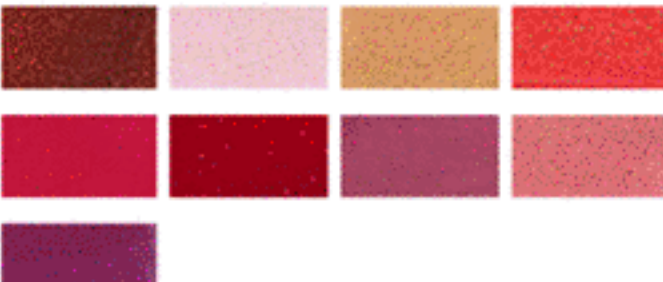
Hydrating gloss pure silk

Formula enriched with extracts of Silk offers captivating lip gloss, while having care that their texture remains smooth. I nvalulie seductive lips shine.

Usage: using gloss applicator extends from the middle to the edge of the lips.

26.13 RON

4.5 ml




Choose a shade

Add to Basket

Add to Wish List

AVON Romania

Description moved and colour palette presented in grid format. This grouping of elements was helpful in directing attention to the CTA 'Add to Basket'



Larger image

Nourishing nail polish remover with acetone nail

★★★★★ Write first review

Easy for removing varnish from nails without acetone, with keratin and panthenol. Great bottle.

How it works:
Removes nail polish and nourishes the nails also.

-

1

+

Add to cart

Add to Wishlist

~~460.00 din.~~ Standard price

379.00 din.

150 ml

AVON Serbia

The description remains between image and grouped CTAs. Without colour palettes, the visual flow remains consistent



Enlarge

Nail Magic Effects Fringe

★★★★★ Write first review

Nail polish with brocaded 3D effect. • shine and finished • provides full coverage • perfect finish nails How it works: It can be used as a top coat or alone. It creates the illusion of three-dimensional particles. Directions: Use as a top coat over your favorite shade or Apply several layers alone.



Choose shade

Buy

Add to Wish List

~~9.00 lev~~ Regular price

4.99 lev

10 ml

AVON Bulgaria

Longer descriptions were adaptable for the product pages

RESULTS

For all three AVON sites, this experiment ran for 21 days (averaged) and traffic was split evenly 50/50 between the control and a variation. In each country, the message copy was checked and while the hypothesis was applicable across the three countries, Romania, Serbia and Bulgaria were still provided unique level of development for these projects.

*This successful experiment provided(overall)
a rise in the Add to Cart Rate of 16.5%
an increase of 27.9% in conversion rates
additional 15.41% revenue increase
statistical relevance achieved with 99% validation*

Sharing the experience and knowledge across three countries to improve and help each other were the key aspects of success. Paramount to this was the time invested in each country for past and current experiments, the continued development in technology and separate, thorough analysis of data.

In testing a hypothesis across multiple countries, a common denominator is a great focus and can be used as as base when applying this in experiments.

The patterns noticed across the three AVON's was achieved by assessing experiment outcomes, reviewing the results achieved across multiple clients and research into common behaviours.

If you want to optimize your product page successfully, try Omniconvert. You can use all the tools available such as A/B testing, surveys and web personalizations all in one platform.

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