BeanieDesigns.com Case Studies

1: Measure What The Test Was Designed For

Every test has a specific end object, and this is what one need to measure. BeanieDesigns.com had unexpected drop-off during the first step of their checkout. We speculated that on the fence buyers didn't feel confident enough to make their first purchase. So we added this header on the cart page·-
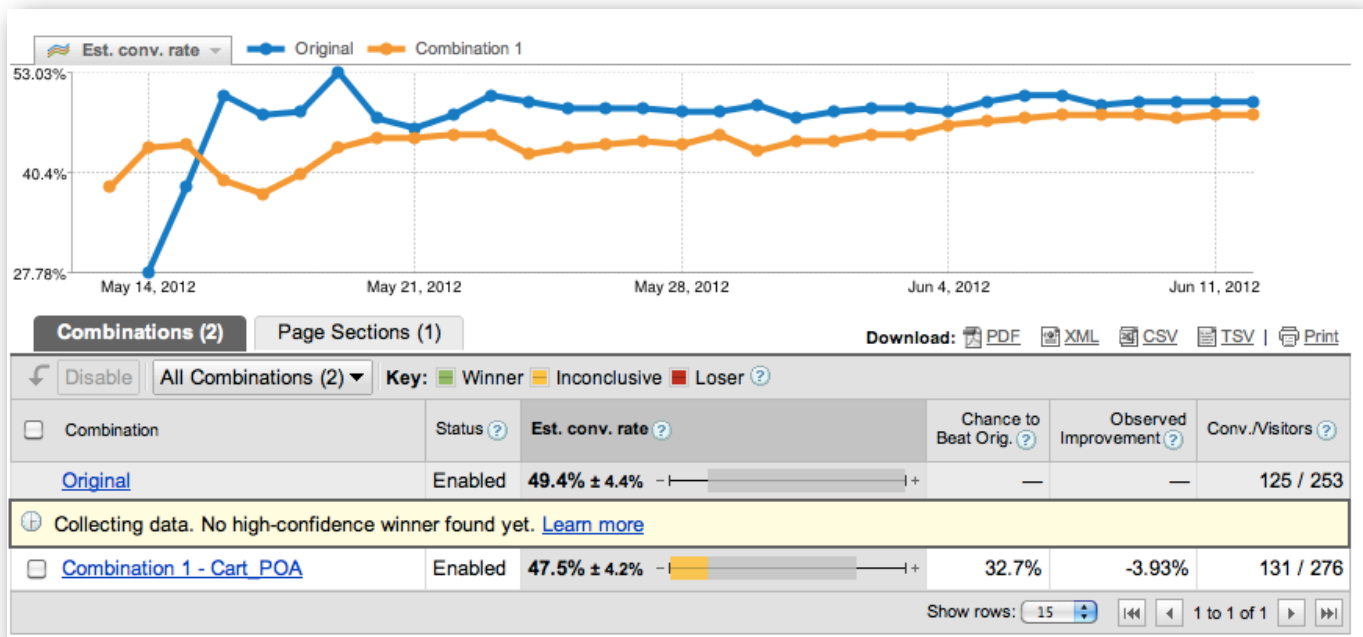

The idea was to give first time buyers confidence by letting them know we had shipped 30,500+ hand crafted hats to 15,381 cities across the world. After 30 days here is the snapshot from the test in GWO·-

The orange line shows the rolling conversion rate of my test idea. We can see it's underperforming the Original. It's clear that this test has failed in terms of how many unique conversions we were able to generate. However, just improving conversion rates wasn't the purpose of our confidence messaging. We we looking to give new visitors confidence in checking out with more cart contents. To analyze the test revenue numbers we created an Advanced Segment in GA. This is what we discovered.

The new messaging played a significant role in giving confidence to shoppers who had multiple items in their cart. Average Order Value rose 31.3%··
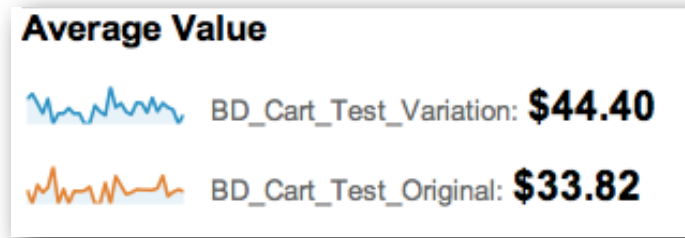
So even though the test page had a 3.9% lower unique conversion rate when you factor in for the 31% boost in AOV net test impact was 18.8% rise in top-line annual sales.

2: "Visible" Exists in Shades of Grey

This page has a sizing chart call to action (pointed by arrow below) ··

Technically any potential buyer who wants to use the size chart should find it easily. But it isn't right next to the **Select Size:** section. So we ran a test where we repositioned it in inches higher··

Select Color:

Select Size:

| 0-3 Months | 3-6 Months | 6-18 Months | 18-36 Months |

| 3-10 years | Size Chart ← Added this |

Selected Color/Size: Blue /
Quantity: 1

Add to Basket
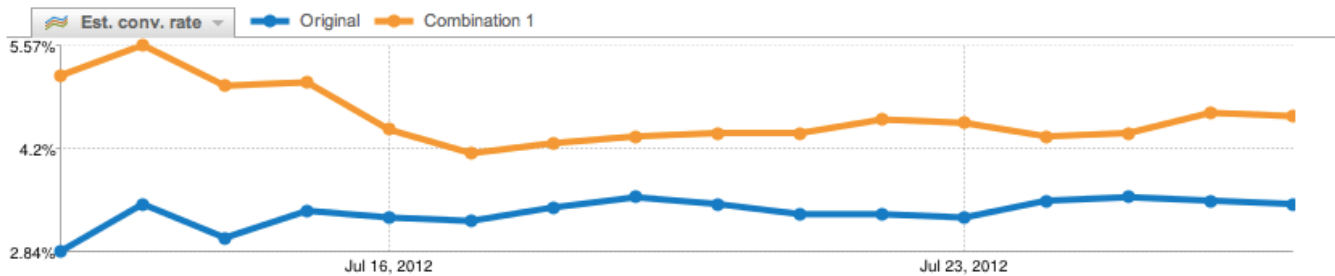
free shipping *On all U.S Orders
We also Ship worldwide

Gift wrapping is available at checkout

Size Chart ← Removed this

Small difference, big results‑‑

	Combination	Status ?	Est. conv. rate ?		Chance to Beat Orig. ?	Observed Improvement ?	Conv./Visitors ?
☐	Original	Enabled	3.49% ± 0.4%	–⊢▬▬▬▬⊣+	—	—	120 / 3443
☆ Combination 1 has a 99.2% chance of outperforming the original. **Run a follow-up experiment »**							
☐	**Combination 1 - New Size Chart**	Enabled	4.62% ± 0.5%	–⊢▬▬▬▬⊣+	99.2%	32.7%	160 / 3460

Show rows: 15 |◀ ◀ 1 to 1 of 1 ▶ ▶▶|

3: Challenge Convention

Usually etailers want to push as much product above the fold. The logic is that very few shoppers bother scrolling down the page. But in our analysis we found that showing the free shipping offer was more important than showing the product itself so we moved the products lower--
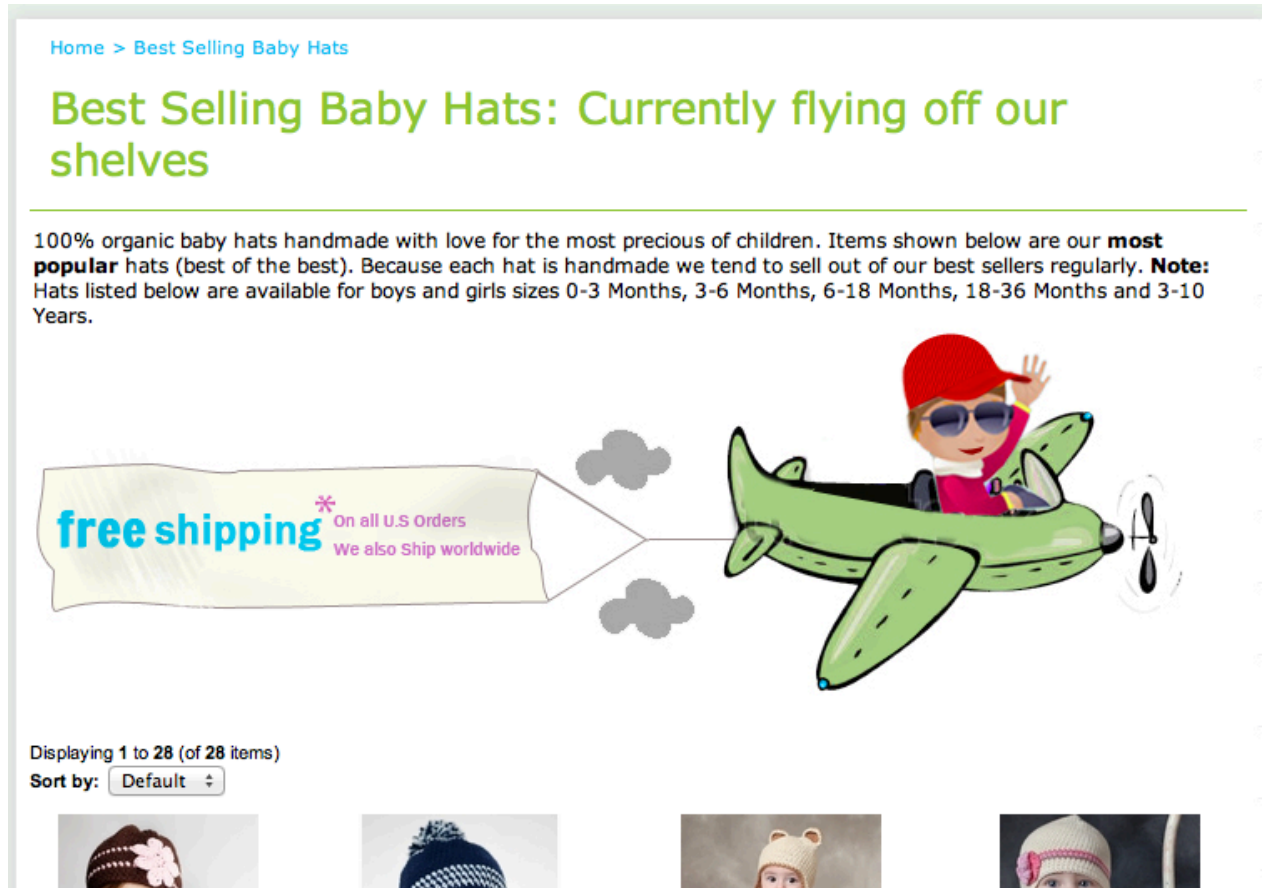
And that change ended up listing conversions 19%--

Explorer

Conversions   Site Usage   Goal Set 1   Ecommerce

Winner found

Conversion Rate ▼   vs.   Select a metric   Day | Week | Month

● Original   ● Variation 1   ● Variation 2

7,806 Experiment Visits

18 days of data ⓘ

100% visitors included ⓘ

Winner: ⓘ
● Variation 1
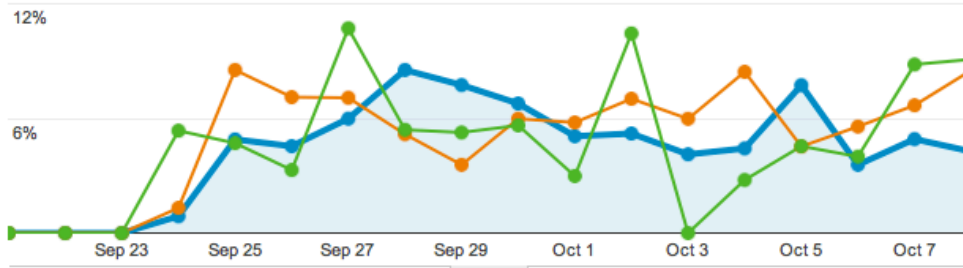
Primary Dimension: Variation

Plot Rows

—	Variation		Experiment Visits	Conversions	Conversion Rate ↓	Compare to Original	Probability of Outperforming Original
☑ ●	Original	⧉	2,608	138	5.29%	0%	0.00%
☑ ●	Variation 1 ✓	⧉	3,960	249	6.29%	▲ 19%	95.08%
☑ ●	Variation 2	⧉	1,238	62	5.01%	▼ -5%	36.59%

Pushing product images below the fold can be dangerous but it all depends on what that freed up real estate is going to be used for.