



A/B Test Library

Sitewide/Navigation

EXPERIMENT OVERVIEW

The Well - 12/13/21-1/3/22

Tags: navigation

Hypothesis

Exposing the highest value pages will get more users engaging on those pages and should result in an increase in performance

Primary Metrics

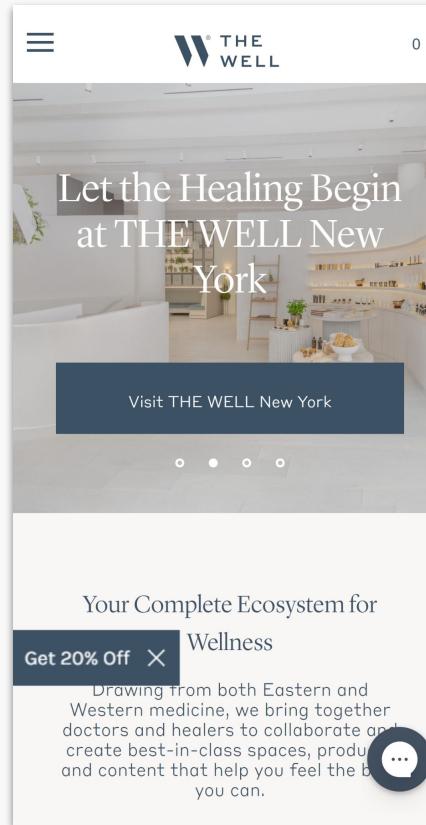
Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Variant Won

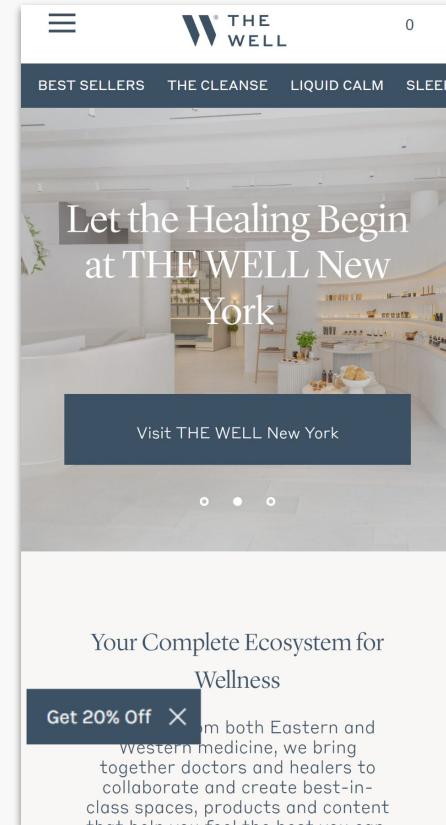
Conversion rate increased from 0.14% to 0.19%

Mobile - Scroller with Top Pages

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 2/13/22-3/11/22

Tags: menu

Hypothesis

Changing the Shop All link to a button will draw the attention of users who aren't sure what they're looking for yet

Primary Metrics

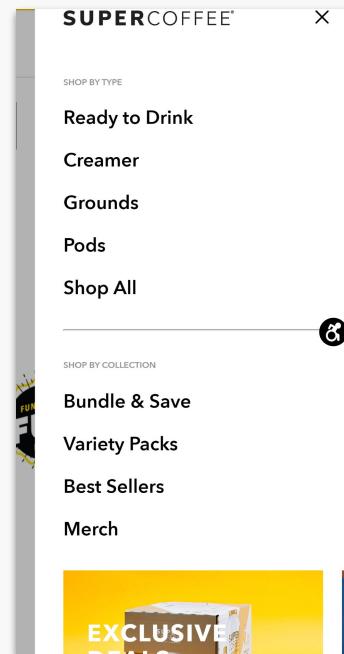
Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Original Won/Inconclusive

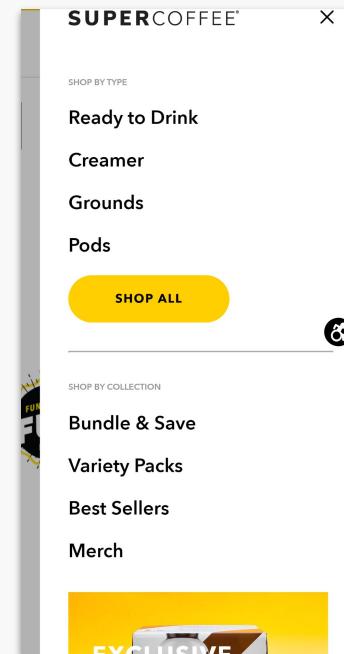
Virtually no difference in conversion rate across the board

Navigation Menu - Highlight Shop All

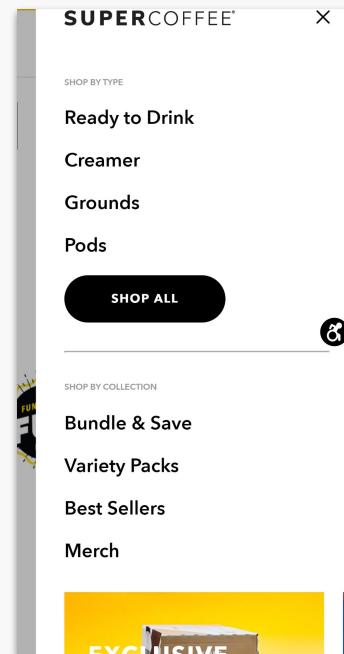
Control



V1 - Yellow



V2 - Black



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 2/10/22-3/11/22

Tags: top level offer

Hypothesis

Making the top level offering less busy and more readable will reduce distraction from the other CTA's

Primary Metrics

Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Original Won

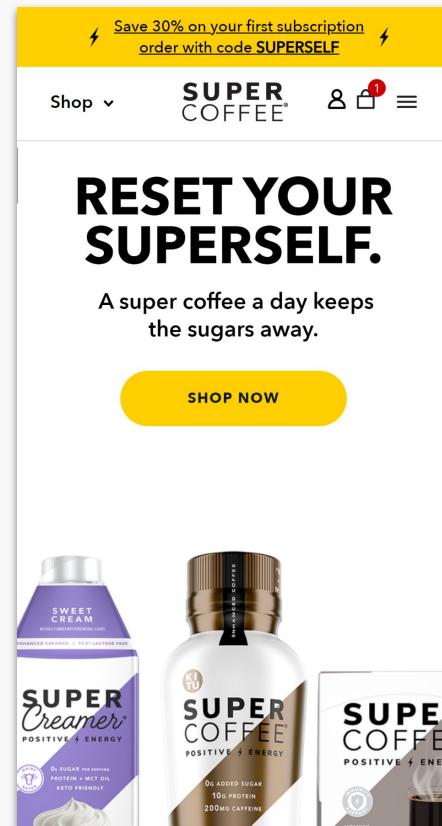
Conversion rate decreased from 0.97% to 0.95%

Top Level Offering - Make Font Larger & Remove Movement

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

FRAME - 5/26/22-6/16/22

Tags: navigation

Hypothesis

Providing a sticky navigation will reduce bounce rate as users have more opportunities to easily navigate and generate a higher CVR.

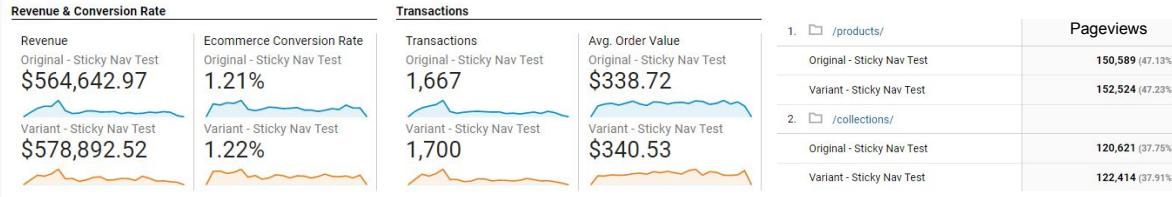
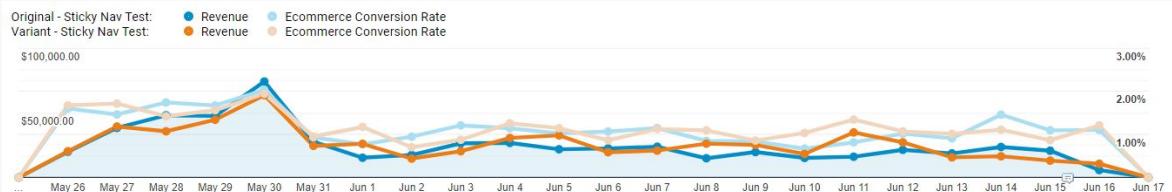
Primary Metrics

Conversion rate, Sessions w/ search, View item

Outcome/Takeaways - Variant Won

The sticky nav provided a .01% higher CVR, increased rev/session, higher page views and searches and had a higher AOV.

Sitewide Sticky Nav Test - Mobile



Sessions w/ Search PRIMARY		Based on Google Analytics data as of Thu, Jun 16, 2022			
		OBSERVED DATA			OPTIMIZE ANALYSIS
<input checked="" type="checkbox"/>	Variant ↑	Experiment Sessions	Experiment Conversions	Calculated Conversion Rate	Probability to be Best
<input checked="" type="checkbox"/>	Original	137,785	4,455	3.23%	38%
<input checked="" type="checkbox"/>	Variant 1	138,667	4,600	3.32%	62%

EXPERIMENT OVERVIEW

Alpha Paw - 1/19/22-2/16/22

Tags: navigation

Hypothesis

Adding product cards to the navigation will increase visibility on core products, and as a result increase PDP views

Primary Metrics

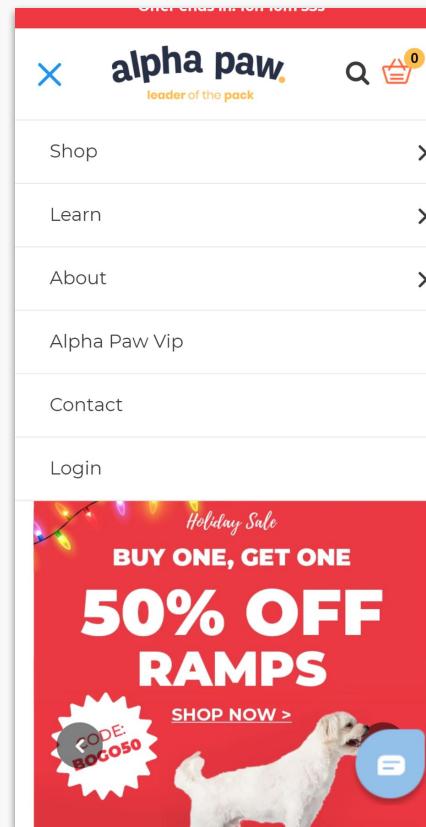
Conversion rate, Revenue per visitor, PDP Views

Outcome/Takeaways - Variant Won

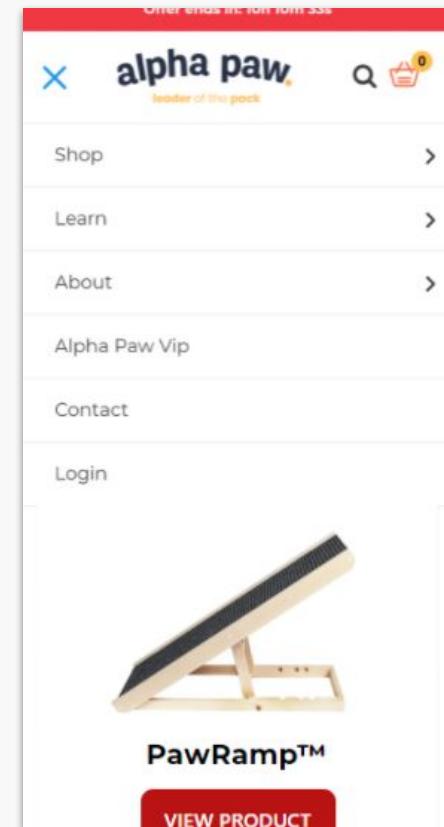
Conversion rate went from 0.41% to 0.46%.

Mobile - Insert Product Cards

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Diamondback Covers [2/6/22 - 2/27/22]

Tags: email-signup, variant-winner

Hypothesis

Testing a more compelling email signup offer will result in higher signup CVR without negatively impacting revenue/signup.

Primary Metrics

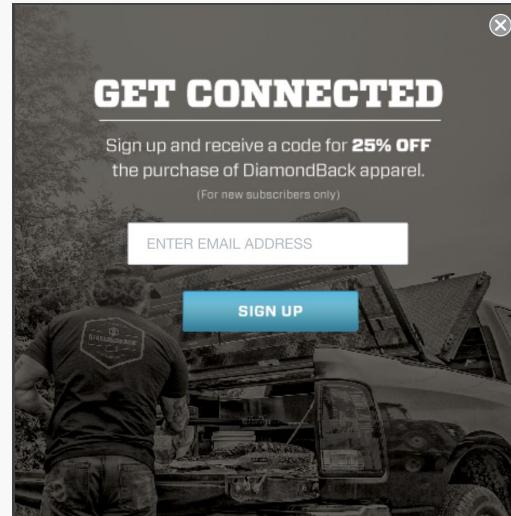
Email signup rate, revenue per additional subscriber

Outcome/Takeaways

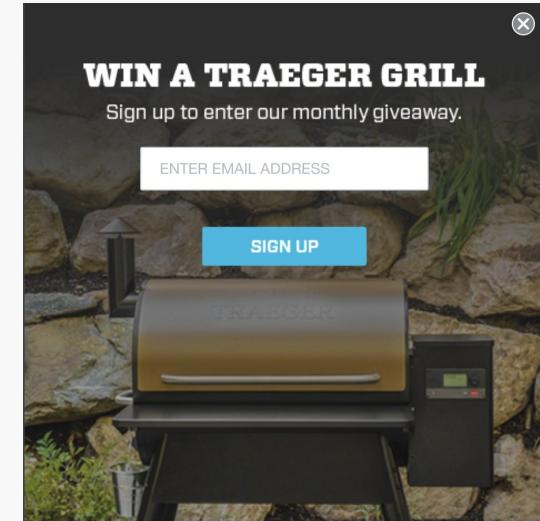
+148% increase in email signup rate with 100% stat sig, +163% in total revenue with revenue per signup within a couple percentage points (\$95.95 for control, \$91.06 for variant)

Email Signup Offer - Traeger Grill Giveaway

Control



Variant



EXPERIMENT OVERVIEW

OGEE - 1/31/22-2/14/22

Tags: sitewide

Hypothesis

Removing trailing zeroes increases readability, and subconsciously makes the user think the price is lower

Primary Metrics

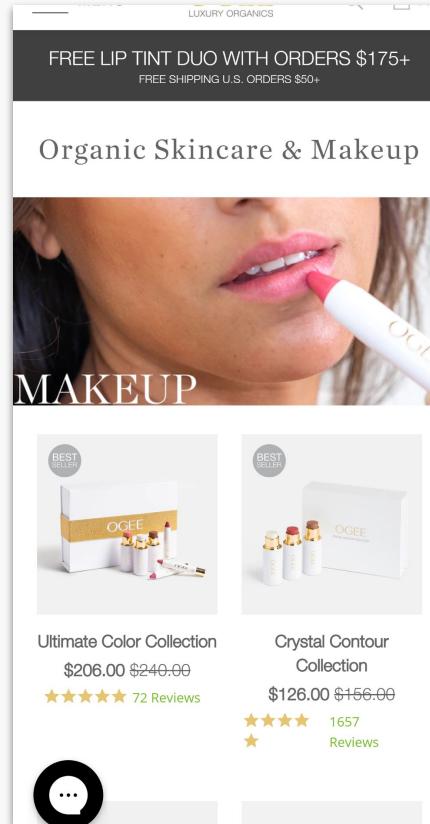
Conversion rate, AOV, ATC Events

Outcome/Takeaways - Variant Won

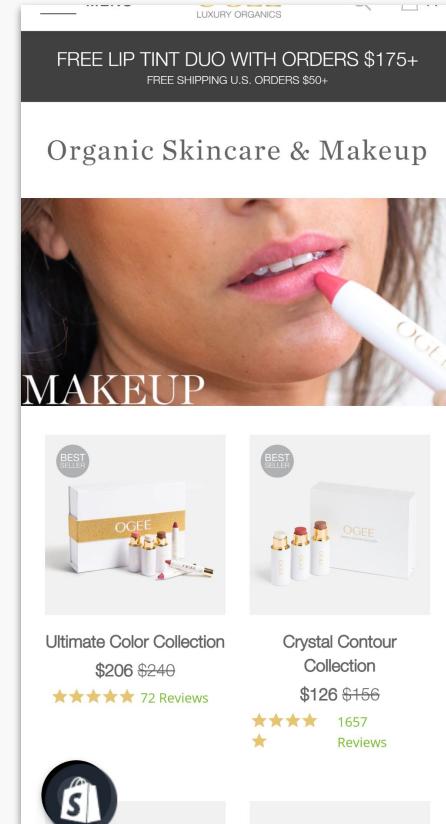
Conversion rate lifted from 3.88% to 4.09%

Hide Trailing Zeros

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

School Mask Pack - 11/19/21-11/30/21

Tags: sitewide, branding

Hypothesis

Small tweaks to the categories language will clarify the sizing of masks, and help direct the user towards the category they're looking for

Primary Metrics

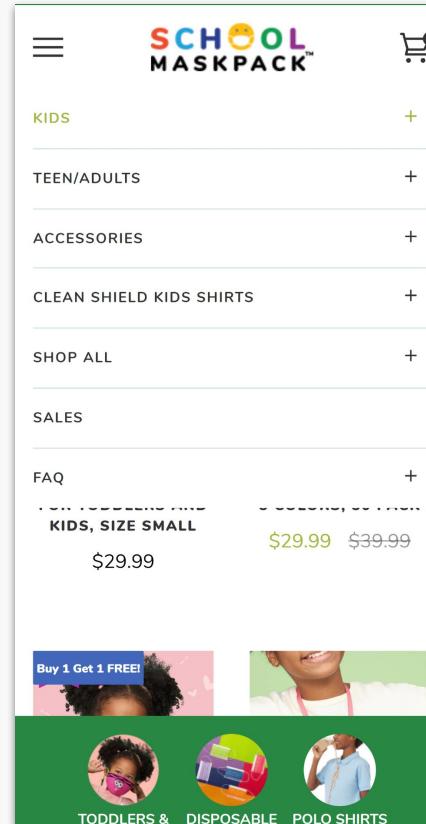
Conversion rate, Revenue

Outcome/Takeaways - Variant Won

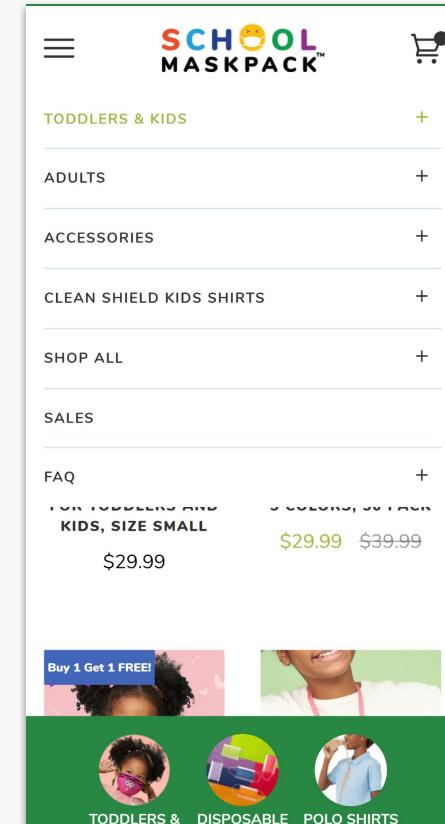
Conversion rate remained roughly the same from 5.62% to 5.58% but AOV went from \$45.24 to \$50.10

Product Name/Category Testing

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Nutrition Kitchen - 6/24/22-7/18/22

Tags: sitewide

Hypothesis

Making the current promo banner sticky will increase visibility on the promotion and increase clicks

Primary Metrics

Conversion rate, Revenue

Outcome/Takeaways - Variant Won on Desktop

Conversion rate went from 2.26% on Desktop to 2.34%

Sticky Banner

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Linjer - 7/14/22-7/27/22

Tags: sitewide, mobile

Hypothesis

Matches the header section color block vs. the original announcement bar which is black. We'd like to be able to have it so that if we change the header section color at any time in Shopify, the announcement bar color will adjust accordingly.

Primary Metrics

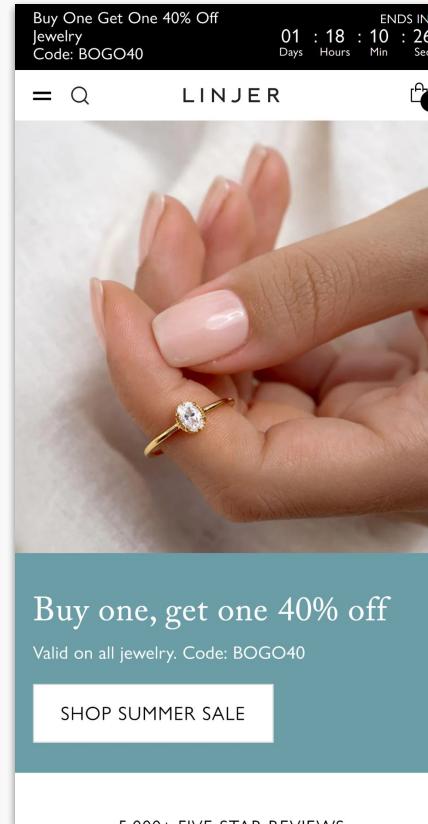
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Original Won

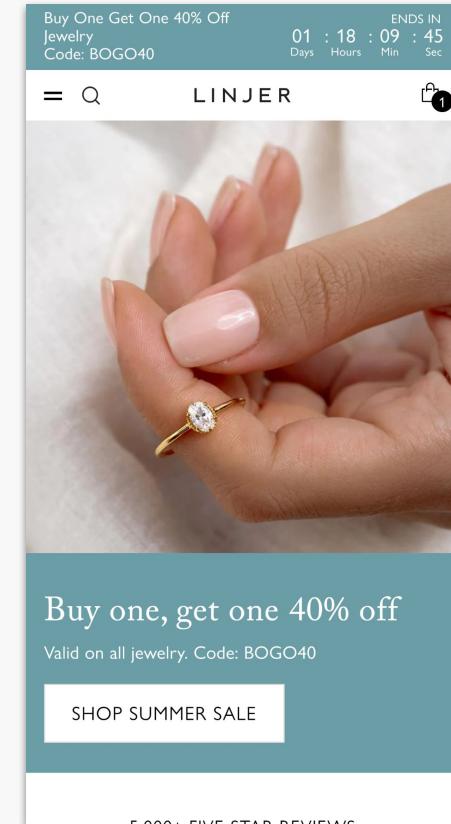
Conversion rate decreased from 1.06% to 0.97%

Mobile - Announcement Bar Color

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 4/27/22-5/10/22

Tags: sitewide

Hypothesis

Moving the Shop All link to the top of each category will make it easier for the user to navigate to the Shop All category page if the user isn't sure what they're looking for

Primary Metrics

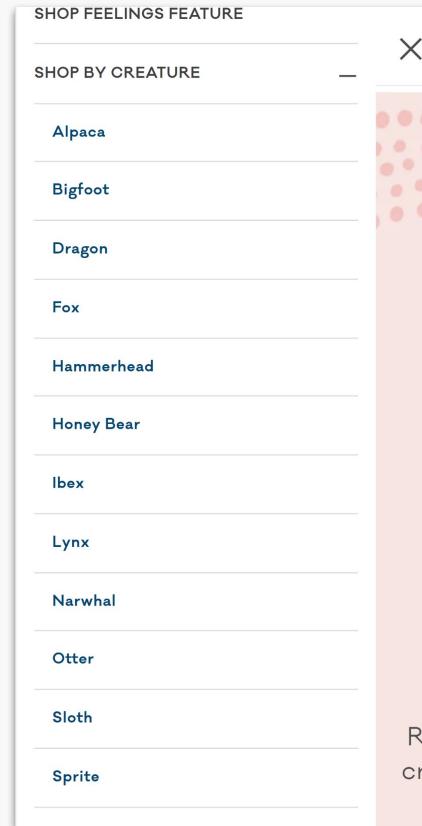
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

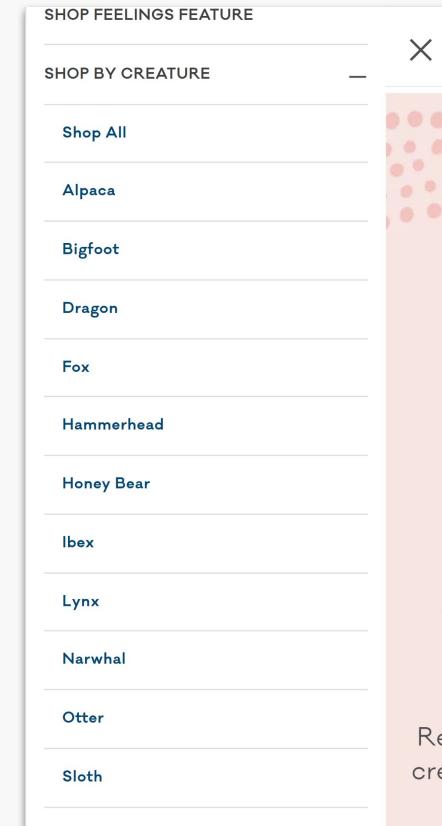
Conversion rate increased from 2.94% to 3.11%

Move “Shop All” Items to Top

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 5/27/22-6/6/22

Tags: sitewide

Hypothesis

Reducing the number of menu items and/or simplifying the language will improve readability

Primary Metrics

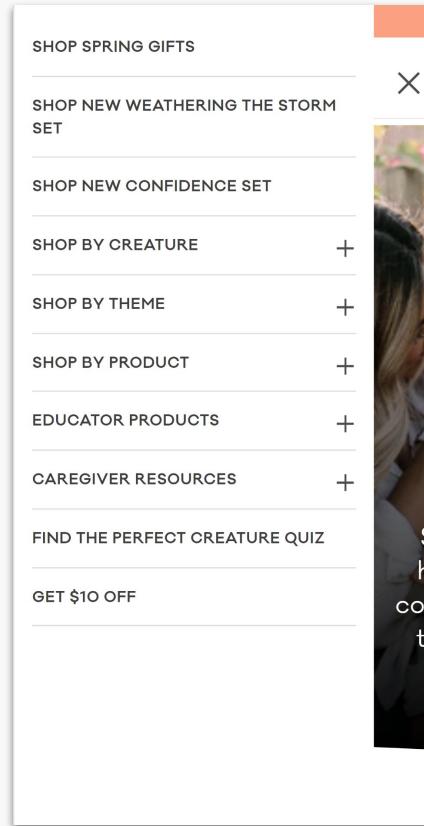
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Original Won/Inconclusive

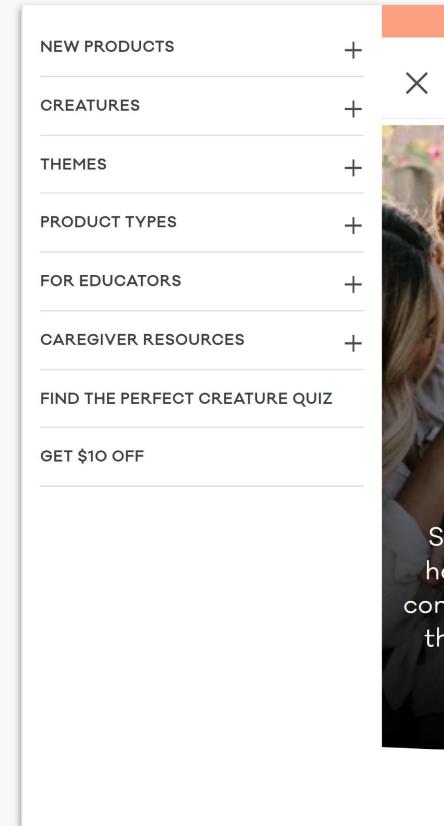
Conversion rate increased from 3.23% to 3.26%
but not significantly

Mobile Navigation - Simplify Menu

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 6/13/22/-7/8/22

Tags: sitewide, banner

Hypothesis

Inserting icons into the banner will increase visibility and clicks to it

Primary Metrics

Bounce Rate, Session Duration

Outcome/Takeaways - Variant 1 Won

Conversion rate increased from 1.16% to 1.29% and 1.23% for variants 1 & 2 respectively

Promo Banner Icons

Control



V1 - Paws



V2 - 🚚 & ✗



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 7/22/22-8/4/22

Tags: sitewide, shipping

Hypothesis

Highlight the offer of Free Shipping will make users feel better about buying higher priced products

Primary Metrics

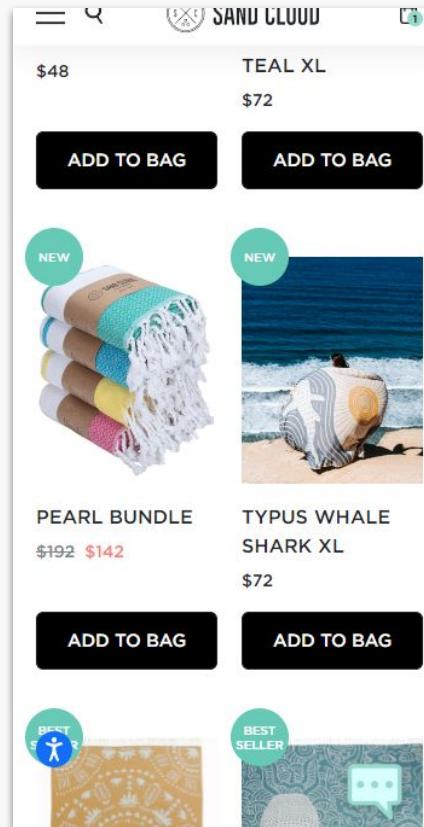
Conversion rate, Revenue per visitor

Outcome/Takeaways - Inconclusive/Original Won

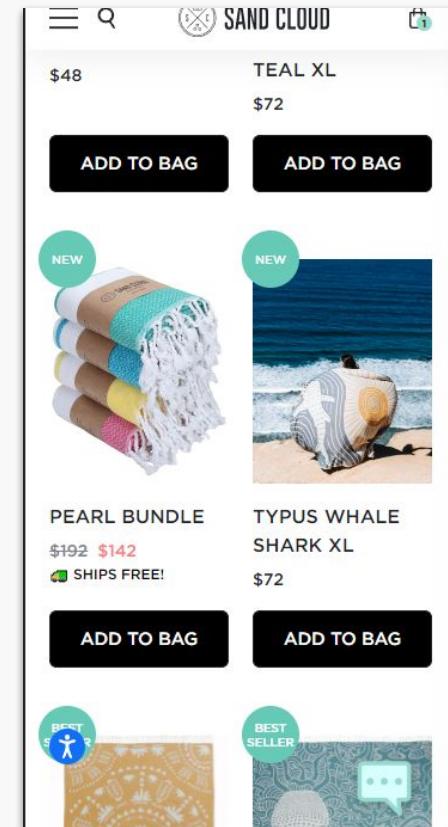
Conversion rate decreased from 1.54% to 1.52%

“This Item Ships Free”

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 6/22/22-8/9/22

Tags: sitewide, search

Hypothesis

Moving the search icon from the left to right will improve readability as users read from left to right

Primary Metrics

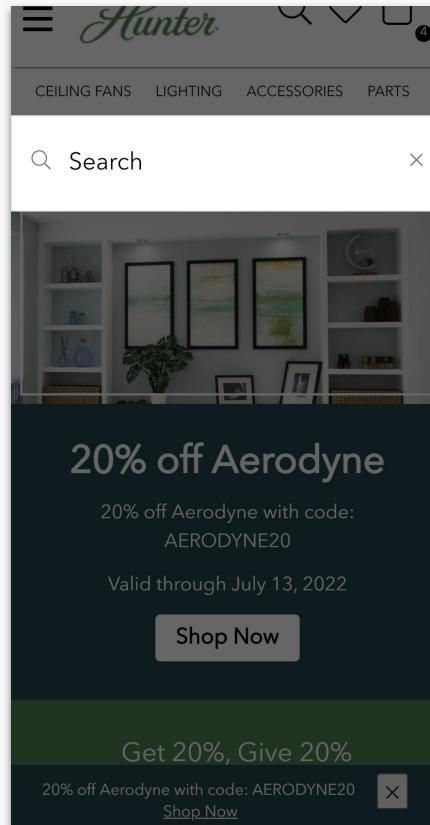
Conversion rate, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

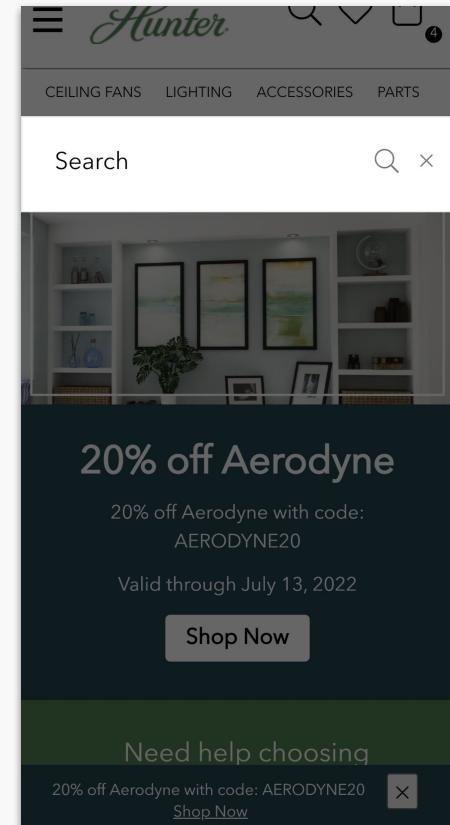
Conversion rate increased from 0.94% to 0.96% inconclusively

Search Icon Left vs. Right

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 7/26/22-8/29/22

Tags: sitewide, navigation

Hypothesis

Making the different levels of links and categories more distinguished will improve readability

Primary Metrics

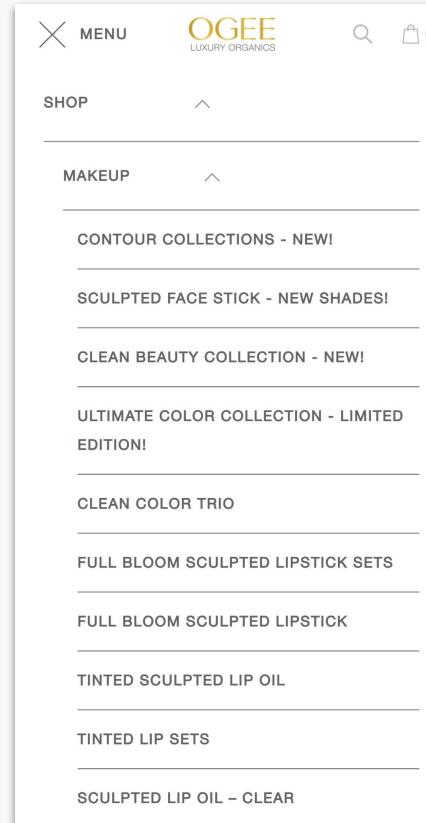
Conversion rate, PDP Views

Outcome/Takeaways - Inconclusive/Variant Won

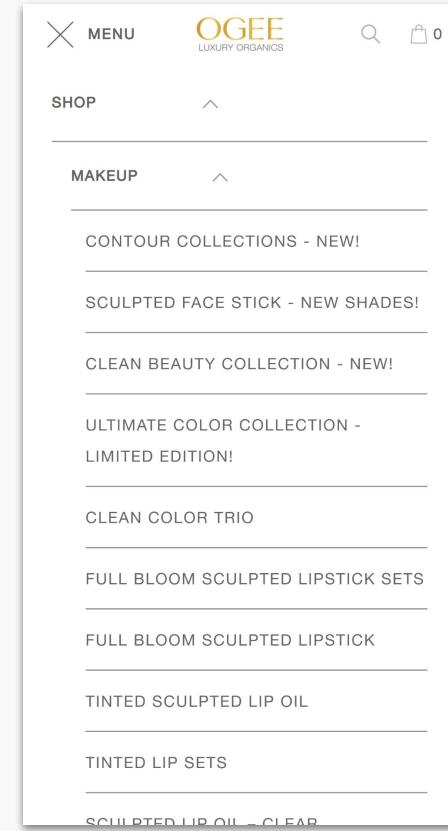
Conversion rate lifted slightly from 2.99% to 3.03% but only at 73% confidence

Emphasize Top Level Categories

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 8/22/22-8/29/22

Tags: sitewide

Hypothesis

Turning the top level banner into a link will give the users a tangible Call to Action

Primary Metrics

Conversion rate, Bounce Rate

Outcome/Takeaways - Inconclusive/Variant Won

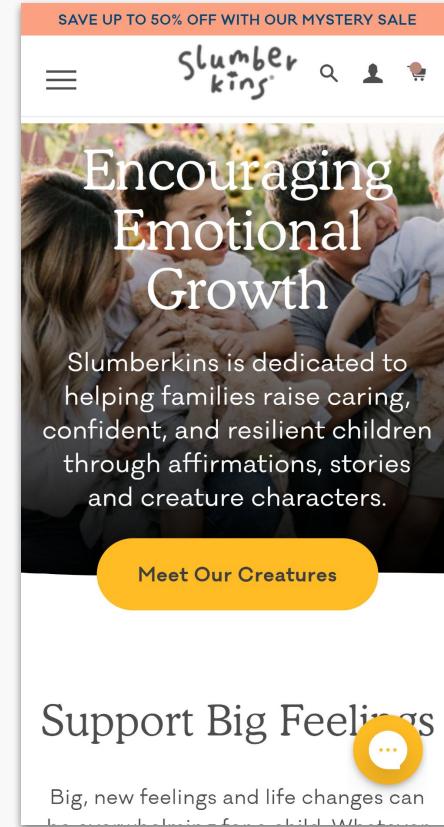
Conversion rate increased from 5.14% to 5.20% inconclusively because we had to shut the banner down early for the Apple TV banner

Banner Link

Control



Variant (no visual difference)



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 7/27/22-8/31/22

Tags: sitewide, navigation

Hypothesis

Moving the Shop All link to the top of the list will increase visibility on it and help out new users who aren't sure what category they're looking for yet

Primary Metrics

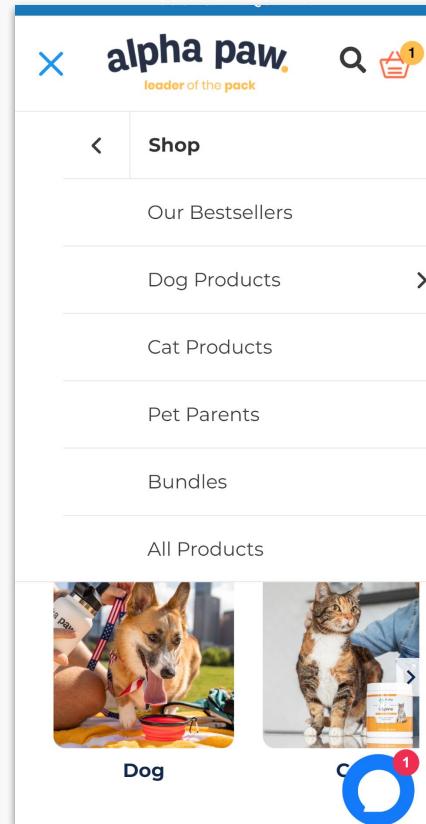
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

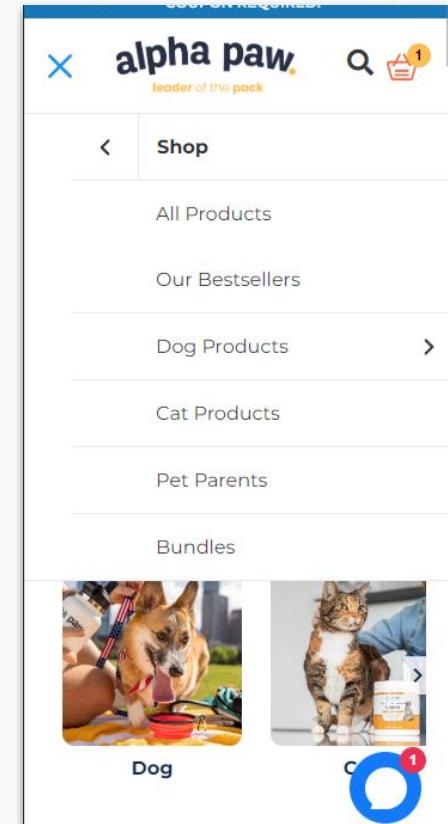
Conversion rate increased from 0.82% to 0.86%

Move Shop All to Top

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 8/26/22-9/15/22

Tags: sitewide, navigation

Hypothesis

Making the Top Promotion Banner Sticky will increase visibility on it and improve clicks and conversions

Primary Metrics

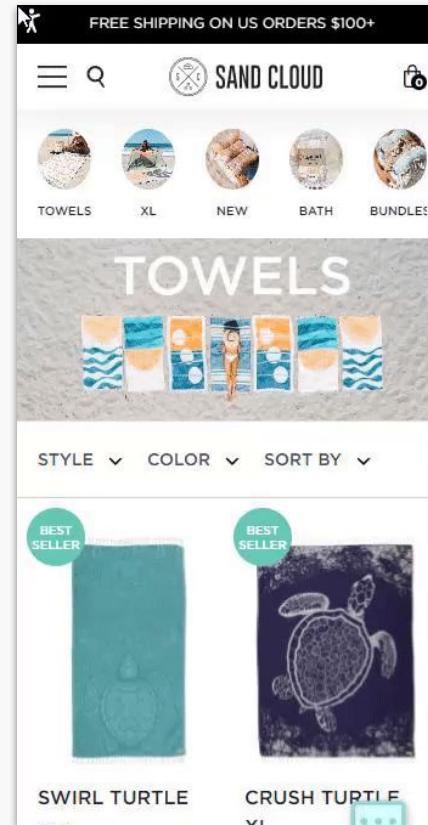
Conversion rate, Bounce Rate, ATC Events

Outcome/Takeaways - Variant Won

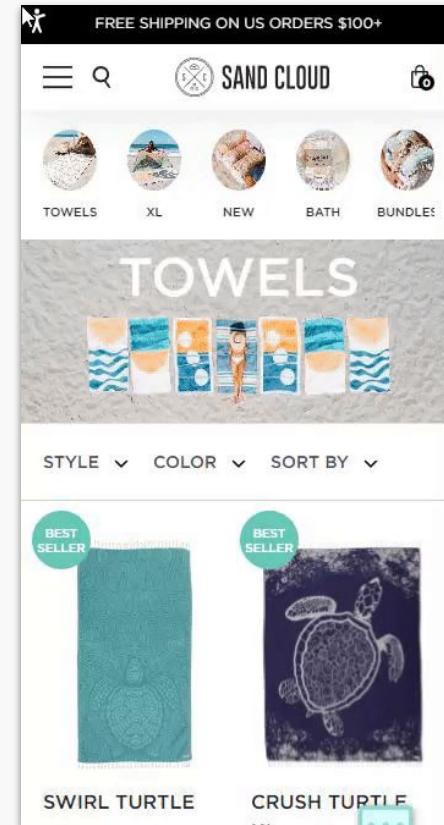
Conversion rate went from 1.77% to 1.79% sitewide

Sticky Banner

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 8/22/22-9/16/22

Tags: sitewide, prices

Hypothesis

Prices with trailing zeros are perceived as more expensive than those that have them removed

Primary Metrics

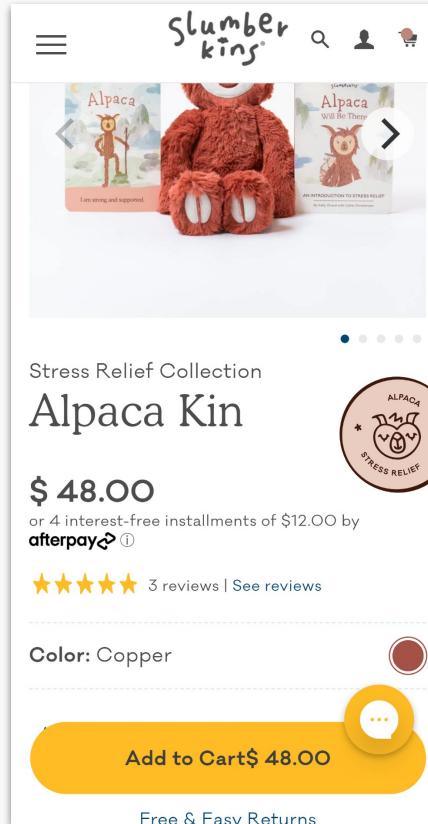
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

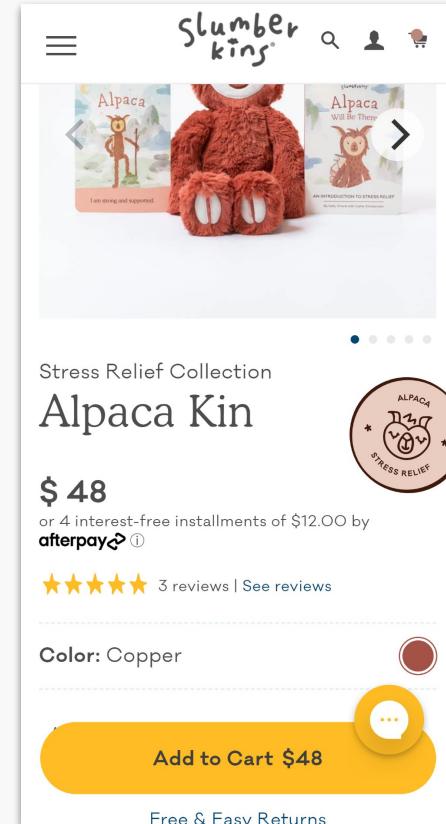
Conversion rate dropped from 4.32% to 4.25%

Hide Trailing Zeros

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 9/16/22-10/4/22

Tags: sitewide, promo

Hypothesis

The current banner doesn't meet contrast standards and we'd like to find a new color combination that works better

Primary Metrics

Conversion rate, Bounce Rate

Outcome/Takeaways - Both Variants Won

Conversion rate increased from 3.90% to 4.01% for both variants. The Teal with Dark Blue variant has been deployed

Promo Bar Colors - Two Variants

Control



V1 - Dark Blue w/ White



V2 - Teal w/ Dark Blue



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 9/13/22-10/5/22

Tags: navigation

Hypothesis

We want to try testing the copy/content for the promotional banner but first we want to confirm that it's in the correct spot and that it doesn't need to be sticky

Primary Metrics

Bounce Rate, PDP Views

Outcome/Takeaways - Original Won

Conversion rate slightly decreased from 3.80% to 3.78% inconclusively

Sticky Banner

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 10/5/22-10/19/22

Tags: navigation

Hypothesis

Making the meals donated number count upwards will introduce a visual element, and make it seem like the meals donated is always growing

Primary Metrics

Bounce Rate, PDP Views

Outcome/Takeaways - Original Won

Conversion rate slightly decreased from 3.68% to 3.57%

Meals Donated Counter

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 9/28/22-10/27/22

Tags: sitewide, navigation

Hypothesis

Rearranging the order of the menu links will help users find the categories that they've most interested in

Primary Metrics

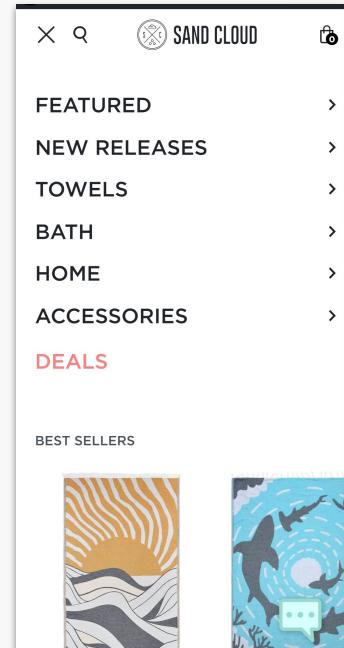
Conversion rate, Bounce Rate, ATC Events

Outcome/Takeaways - Inconclusive

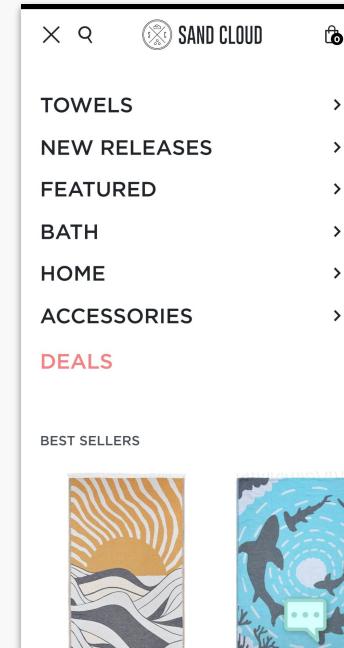
Conversion rate went from 1.21% to 1.18% and 1.22% respectively

Navigation Reorder

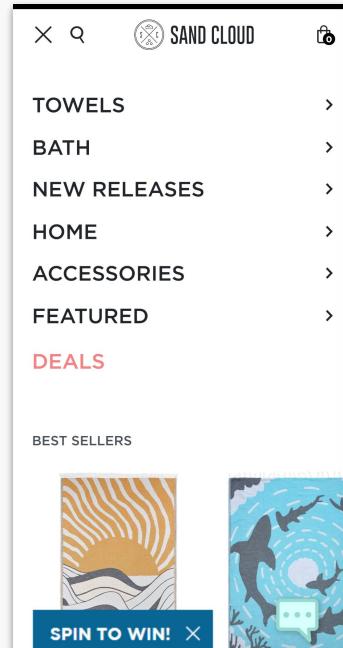
Control



Variant 1



Variant 2



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 10/12/22-10/27/22

Tags: sitewide, promo banner

Hypothesis

Inserting animated icons into the banner will grab the user's attention and increase clicks

Primary Metrics

Conversion rate, Revenue per visitor

Outcome/Takeaways - Variant Won

Conversion rate increased from 0.92% to 1.01%

Promo Banner w/Icons - Lightbulbs

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 11/17/22-12/5/22

Tags: menu, promo

Hypothesis

Inserting a promo/product into the mobile menu will fill up space that's currently not being utilized

Primary Metrics

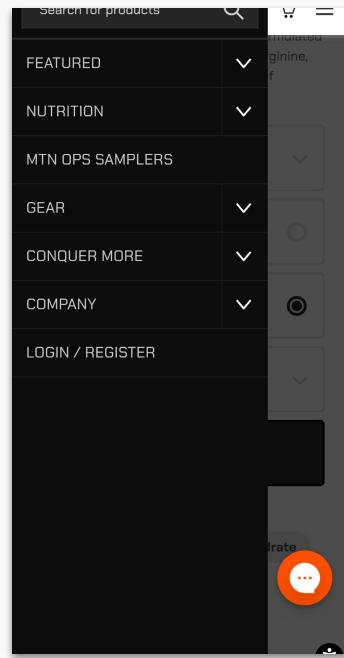
Conversion rate, Revenue per visitor

Outcome/Takeaways - Product Variant Won

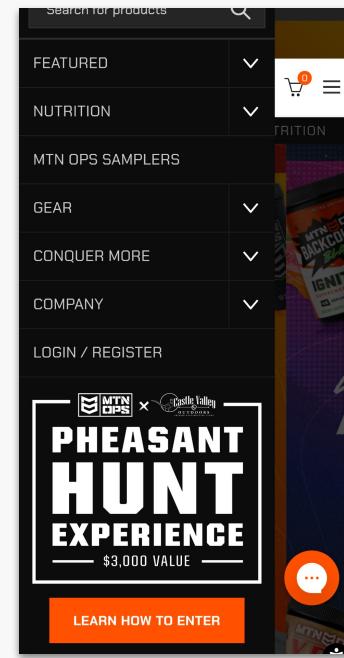
Conversion rate increased from 4.93% to 5.03% and 5.10% for the respective variants

Mobile Menu - Insert Promo/Product

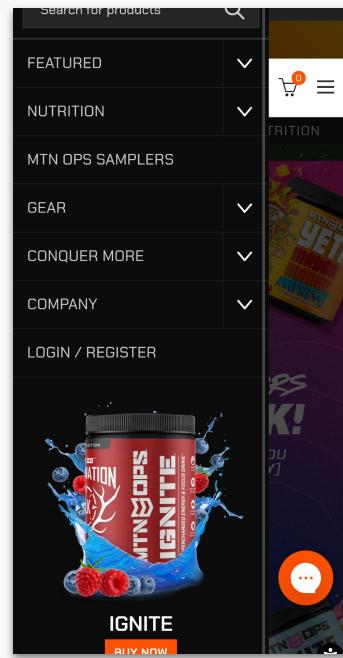
Control



V1 - Promo



V2 - Product



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 11/4/22-11/22/22

Tags: sitewide

Hypothesis

Preventing the font from getting too small across the sitewide will increase readability for users on smaller screens

Primary Metrics

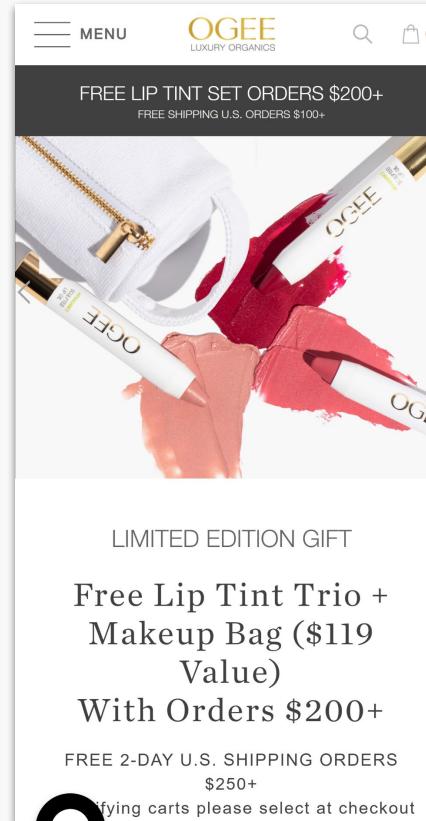
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

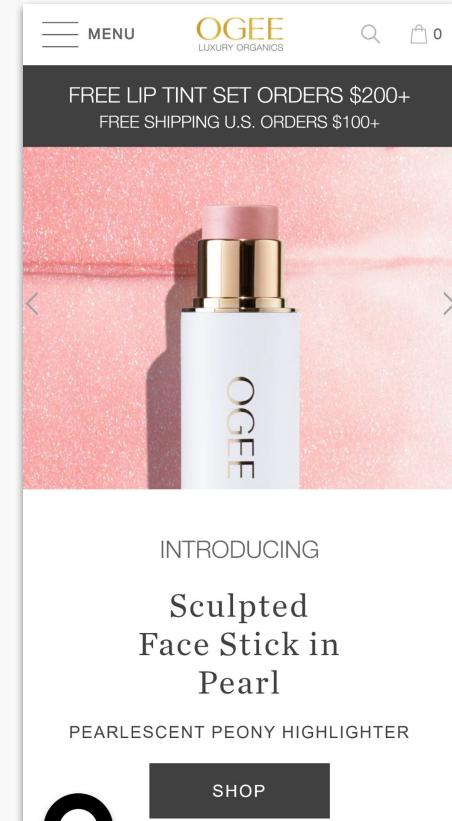
Conversion rate decreased from 3.47% to 3.40%

Minimum Font Size

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 11/1/22-11/10/22

Tags: sitewide, shipping

Hypothesis

Increasing the shipping threshold won't significantly decrease the conversion rate, and will help save money on paying for the user's shipping

Primary Metrics

Conversion rate, AOV

Outcome/Takeaways - Inconclusive

Conversion rate went from 1.10% to 1.12%, 1.13% and 1.14% respectively

Shipping Thresholds

- **Four Variants**
 - **Control - \$100**
 - **Variant 1 - \$110**
 - **Variant 2 - \$125**
 - **Variant 3 -\$150**

EXPERIMENT OVERVIEW

Sand Cloud - 11/15/22-11/22/22

Tags: sitewide, shipping

Hypothesis

Increasing the shipping threshold won't significantly decrease the conversion rate, and will help save money on paying for the user's shipping. We ran this previously but wanted to get more data on it

Primary Metrics

Conversion rate, AOV

Outcome/Takeaways - Original Won

Conversion rate went from 1.91% to 1.74% and 1.79% respectively

Shipping Thresholds - V2

- **Three Variants**
 - **Control - \$100**
 - **Variant 1 - \$125**
 - **Variant 2 -\$150**

EXPERIMENT OVERVIEW

Slumberkins - 9/16/22-10/4/22

Tags: sitewide, promo

Hypothesis

Inserting icons into the promo banner will increase visual interest and draw more clicks

Primary Metrics

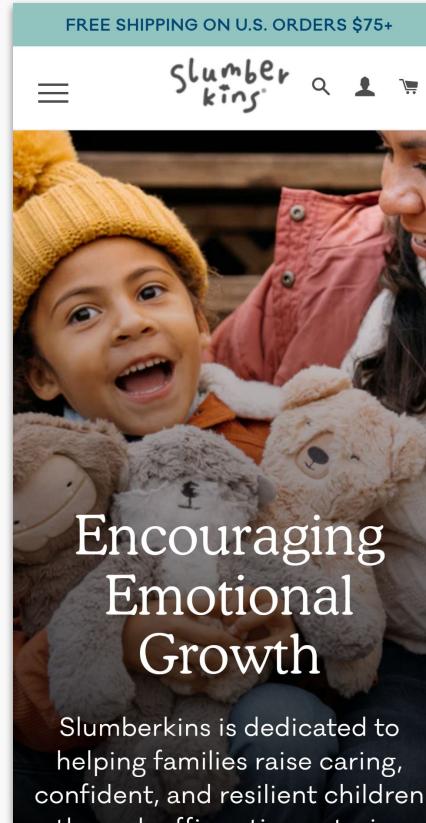
Conversion rate, Bounce Rate

Outcome/Takeaways - Original Won

Conversion rate decreased from 3.80% to 3.77%

Promo Bar - Insert Icons

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 11/22/22-12/19/22

Tags: sitewide, promo banner

Hypothesis

Inserting a GIF into the promo banner will increase visibility and clicks

Primary Metrics

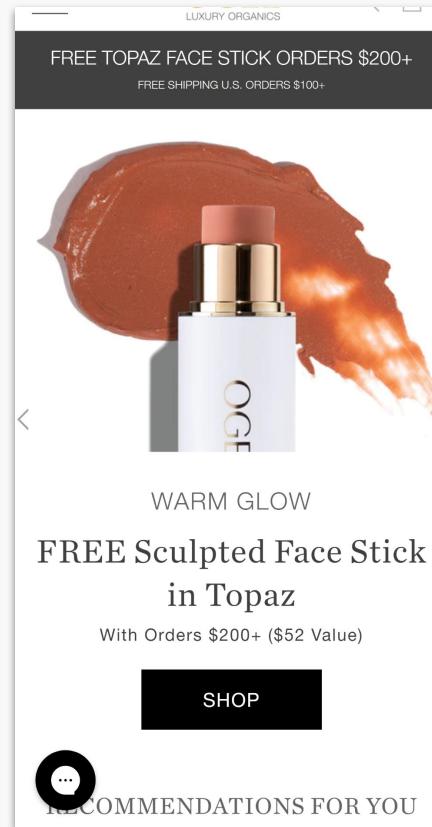
Bounce Rate, PDP Views

Outcome/Takeaways - Variant Won

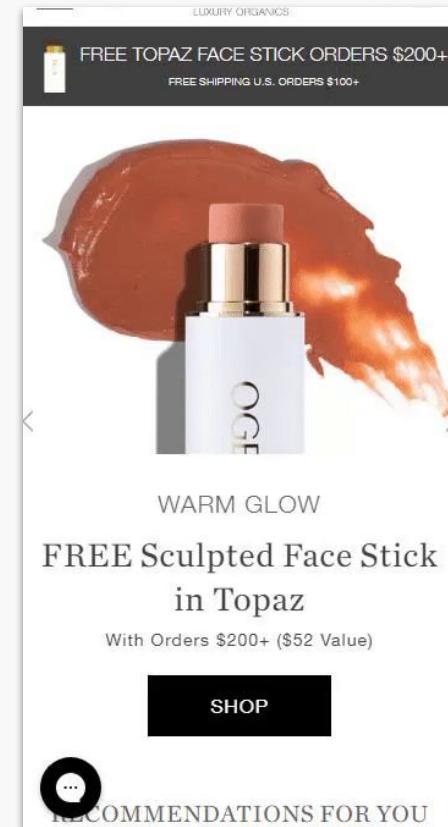
Conversion rate increased from 3.76% to 3.82%

Promo Banner - Lipstick GIF

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 12/19/22-1/5/23

Tags: sitewide, promo

Hypothesis

There's currently a lot of unused white space in the mobile menu. Inserting a banner could draw more attention to certain key promotions

Primary Metrics

Conversion rate, Bounce Rate

Outcome/Takeaways - Original Won

Conversion rate decreased from 1.93% to 1.75%

Mobile Menu - Insert Promo

Control

- SHOP BY CREATURE + X
- SHOP BY THEME +
- SHOP BY AGE +
- SHOP BY PRODUCT +
- SHOP FOR EDUCATORS +
- RESOURCES +
- ABOUT US +
- FIND THE PERFECT CREATURE QUIZ

Variant

- SHOP BY CREATURE + X
- SHOP BY THEME +
- SHOP BY AGE +
- SHOP BY PRODUCT +
- SHOP FOR EDUCATORS +
- RESOURCES +
- ABOUT US +
- FIND THE PERFECT CREATURE QUIZ



Streaming Now on Apple TV+

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 2/7/23-2/22/23

Tags: sitewide, menu

Hypothesis

Inserting a product/promotion at the top of the navigation menu will draw more attention and clicks to the machine pages

Primary Metrics

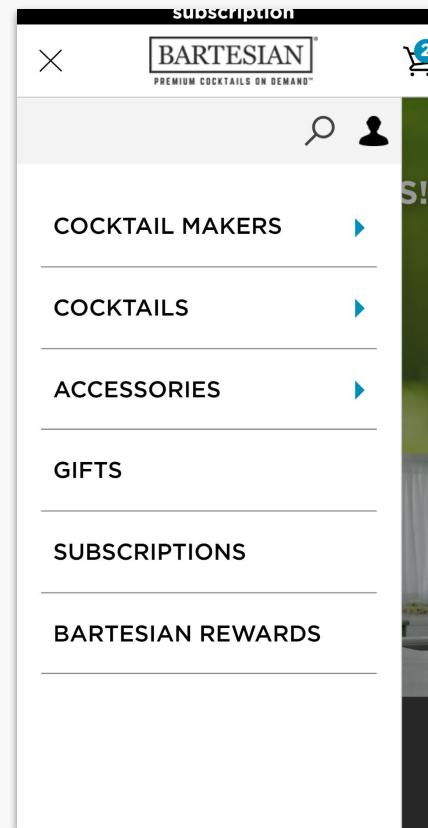
Click-through rate, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

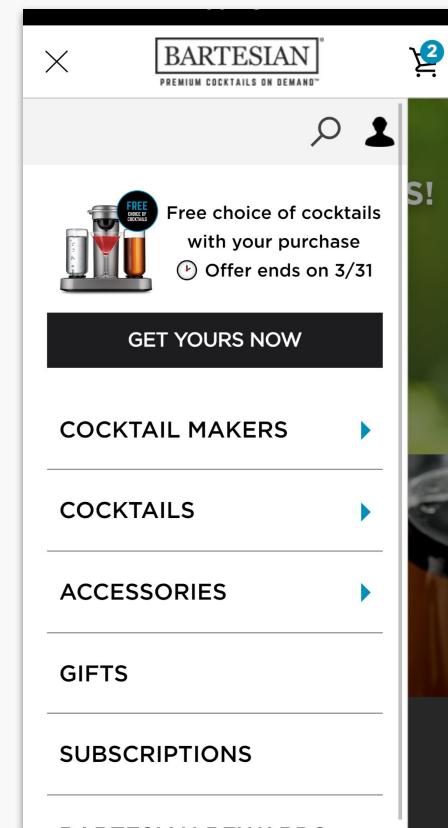
No change in machine purchases, but overall CVR dipped from 3.12% to 3.07%

Mobile Menu - Insert Promo at Top

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 2/7/23-2/22/23

Tags: sitewide, promo

Hypothesis

Inserting a slide in the promo bar to highlight the machines offer will increase clicks to the machine PDP

Primary Metrics

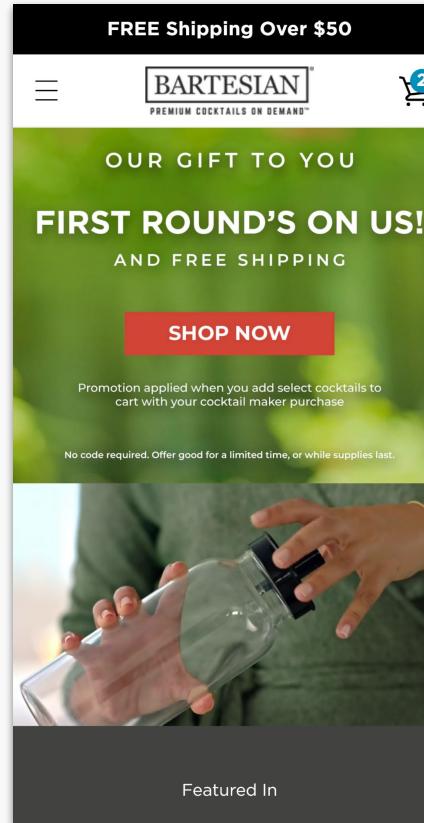
Click-through rate, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

No change in machine purchases, but overall CVR dipped from 2.57% to 2.53%

Promo Bar - Insert Machine Slide

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 2/9/23-3/2/23

Tags: navigation

Hypothesis

We're not sure if the Shop By Age category of the navigation offers anything that you can't already find in the other categories. Removing it from the navigation would also simplify the number of items

Primary Metrics

Click-through rate, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate increase from 2.74% to 2.80%

Hide Shop By Age

Control

The Control navigation menu includes the following items:

- SHOP OUR SPRING COLLECTION
- SHOP BY CREATURE +
- SHOP BY THEME +
- SHOP BY PRODUCT +
- SHOP FOR EDUCATORS +
- RESOURCES +
- ABOUT US +
- FIND THE PERFECT CREATURE QUIZ
- GET \$10 OFF

Variant

The Variant navigation menu includes the following items:

- SHOP OUR SPRING COLLECTION
- SHOP BY CREATURE +
- SHOP BY THEME +
- SHOP BY PRODUCT +
- SHOP FOR EDUCATORS +
- RESOURCES +
- ABOUT US +
- FIND THE PERFECT CREATURE QUIZ
- GET \$10 OFF

[Optimize Experiment Link](#)

Homepage

EXPERIMENT OVERVIEW

CUUP [1/31/22 - 2/24/22]

Tags: control-winner, review feed, placement

Hypothesis

Moving up the review feed will result in increased social proof, thus improving conversion metrics

Primary Metrics

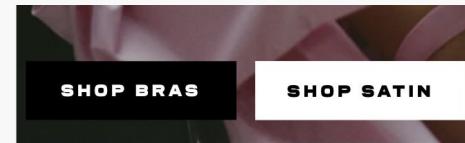
Conversion rate, Revenue per visitor, PLP visits

Outcome/Takeaways

-2.79% in conversion rate with similar decrease in RPV, negligible change in PLP visits

Homepage - Review Feed Up

Control



A collection of modern, minimal, unlined bras built for all women, that support and shape without excess materials. Shop bras that look and feel great in every size, A to H.

[READ MORE](#)



Variant



A collection of modern, minimal, unlined bras built for all women, that support and shape without excess materials. Shop bras that look and feel great in every size, A to H.

[READ MORE](#)

"I LOVE this bra! It's the first bra I've found that is lightweight and supportive at the same time. I'm buying them all!"

HEATHER, 34D



[Optimize Experiment Link](#)



CUUP - Homepage - Carousel (June 22 - Aug 4)

Variant	Sessions	Collection View Rate	Rev/Session	CVR	Collection View Confidence	Revenue Confidence	CVR Confidence
Original	76,230	41.95%	\$7.90	4.50%	36%	14%	25%
Carousel	93,215	42.23%	\$7.97	4.60%	64%	86%	75%

Hypothesis

Giving the customer more entry points to catalog from Homepage and will result in a higher CVR and collection view rate.

Outcome

The carousel outperformed the original on all fronts except for revenue/user on desktop. There were 12,500 desktop original experiences vs 15,700 carousel experiences. With more time, that may have gone the other way.

Recommendation

Building this feature into the site is our recommendation and a follow up experiment would be to run the mobile implementation as a grid instead of carousel.

Variant	Mobile CVR	Desktop CVR	Mobile Rev/User	Desktop Rev/User
Original	4.48%	7.58%	\$11.47	\$21.27
Carousel	4.70%	7.61%	\$11.83	\$19.62



CUUP - PLP - Bottom Banner (May 25 - Aug 4)

Variant	Sessions	Banner Clicks	Rev/Session	CVR	Revenue Confidence	CVR Confidence
Original	117,012	N/A	\$8.85	4.96%	72%	47%
Banner	116,091	1,098 (0.95%)	\$8.75	4.97%	28%	53%

Hypothesis

Keep customer in purchase funnel by giving her a path to another category at the end of the PLP will result in a higher CVR.

Outcome

The banner provided mixed results across the board with the highest confidence in revenue favoring the Original.

Recommendation

We recommend rerunning this test with a better design for mobile as the revenue/user increase on Desktop was more than a dollar and we believe the Desktop graphic provided a better user experience/legibility than mobile.

Variant	Mobile CVR	Desktop CVR	Mobile Rev/User	Desktop Rev/User
Original	4.55%	8.85%	\$10.95	\$25.92
Banner	4.59%	8.52%	\$10.65	\$27.00



Homepage - Underwear Module (May 12 - June 21)

Variant	Sessions	Bounce Rate	All Rev/Session	All/CVR	Underwear CVR	Underwear Rev/Session
Module Shown	94,644	27.41%	\$8.19	4.54%	1.63% (1,541 Total)	\$0.54 (\$51,570.39)
Module Hidden	95,232	26.90%	\$8.37	4.53%	1.53% (1,458 Total)	\$0.49 (\$47,037.97)

Hypothesis

By adding the underwear module, we will see a lift in % of purchases that contain underwear.

Outcome

Overall, the hidden variant is producing slightly more revenue/session across all products. However, when shown, the module is producing slightly more underwear sales. This difference may be attributed to fewer options to choose from and fewer resources required to load.

There are 9 CTAs above the underwear module, giving users repeated opportunities to navigate away prior to interacting with the underwear module.

Only 60% of users on the homepage scroll at least 50% of the page, and the underwear module falls below the 50% threshold. It's not a stretch to assume less than 50% of users even see the underwear module in the variant that shows it.

In order to increase underwear sales, it is recommended to place the underwear promotional banner in a more prominent place, ideally above the 50% scroll threshold.



Underwear PDP - Coverage Chart (May 24 - June 16)

Variant	Sessions	Add to Bag	All Rev/Session	All/CVR	Underwear CVR	Underwear Rev/Session
Original	13,492	15.69%	\$16.46	9.57%	6.30% (850 Total)	\$2.14 (\$28,832.41)
As Modal	13,381	15.29%	\$16.46	9.69%	8.27% (1,107 Total)	\$2.69 (\$36,031.72)
In Images	13,554	14.70%	\$15.68	9.37%	7.81% (1,059 Total)	\$2.57 (\$34,813.94)

Hypothesis

By adding the coverage chart as a modal or as an image within the gallery, users will have more relevant information and transaction rate will increase.

Outcome

Overall, both variants performed better than the original. The modal variant performed highest overall across all KPIs and shows that the user expectations are inline with having that information accessed in the sidebar versus as another image within the gallery.

EXPERIMENT OVERVIEW

Super Coffee - 4/6/22-4/26/22

Tags: homepage

Hypothesis

Inserting a hero image will be more compelling than just plain text and will reduce bounce rate

Primary Metrics

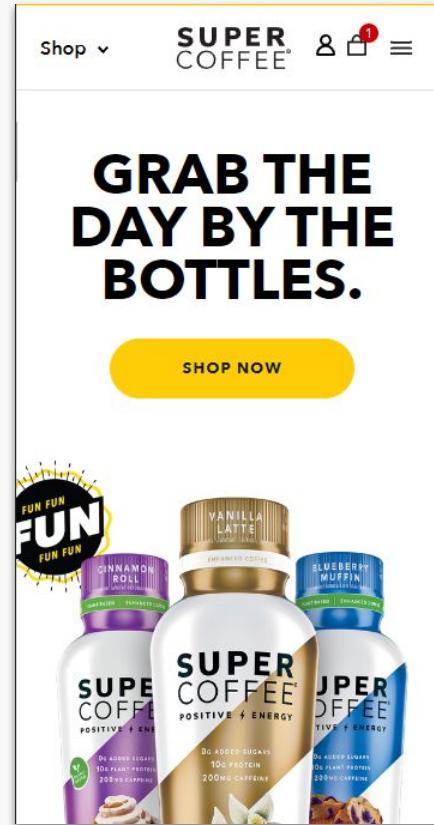
Conversion rate, Bounce Rate

Outcome/Takeaways - Original Won

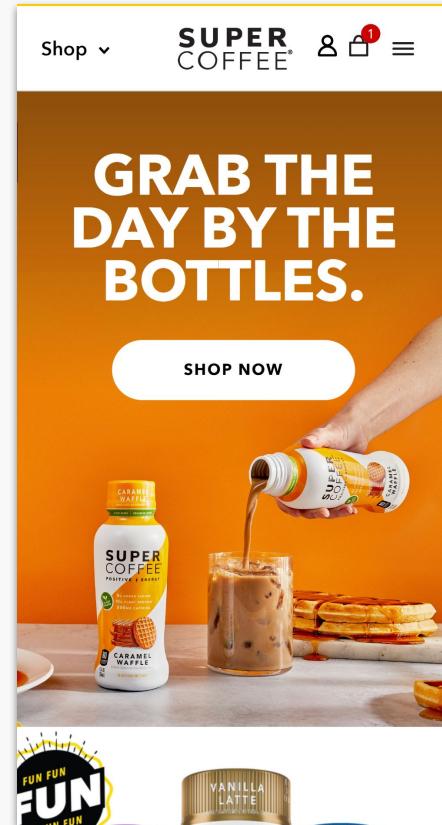
Conversion rate decreased from 3.07% to 2.81%

Insert Hero Image

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [2/25/22 - 3/24/22]

Tags: control-winner, hero image

Hypothesis

Reducing the height of the hero image will promote scrolling and thus move users further down the funnel

Primary Metrics

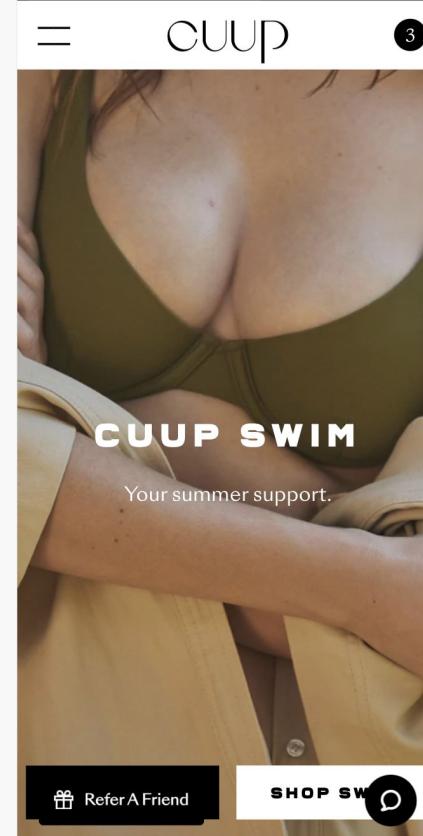
Conversion rate, Revenue per visitor, PDP visits, 50% scroll

Outcome/Takeaways

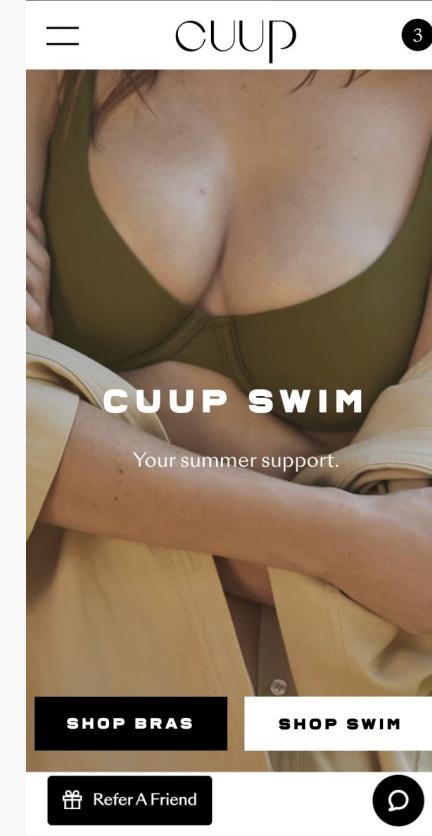
Overall, we saw no material difference in scroll behavior. PDP visits were very similar, whereas the control performed better in terms of CVR and RPV.

Homepage - Hero Image Shorter [mobile]

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Vessi [3/1/22 - 3/11/22]

Tags: inconclusive, quiz

Hypothesis

Adding a product quiz on the homepage will result in higher quality PDP views, resulting in increase in CVR metrics

Primary Metrics

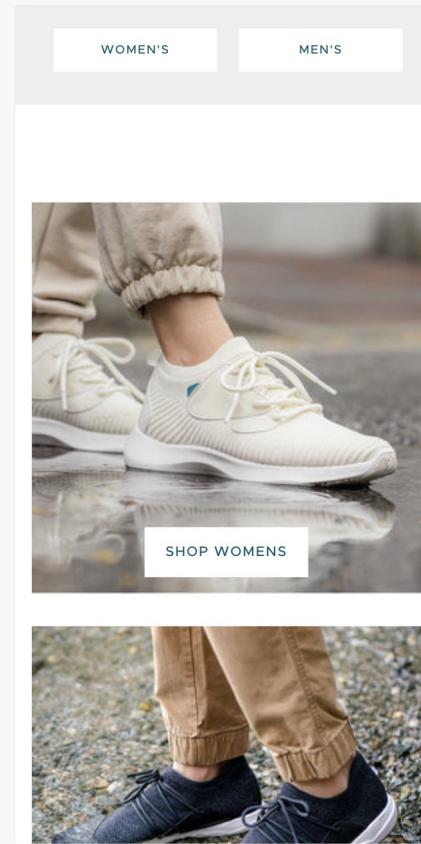
Conversion rate, Revenue per visitor, PLP visits

Outcome/Takeaways

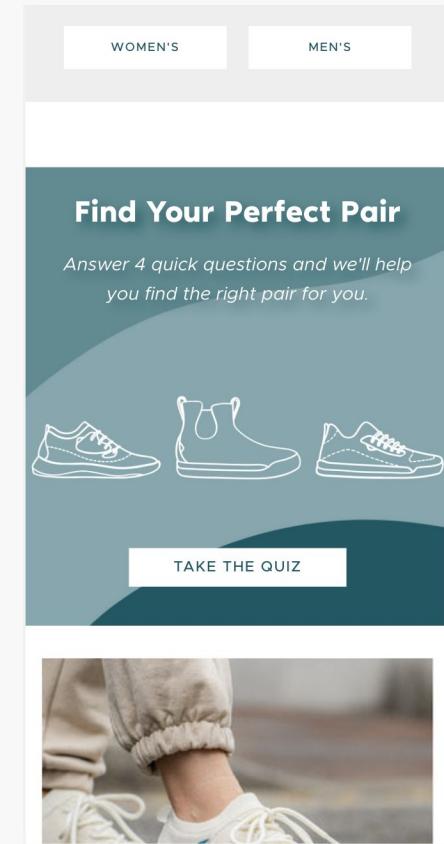
Conversion rate and RPV was the same for both variant and control. The quiz had very little engagement

Homepage - Quiz Banner Below Product Feed [CA]

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Vessi [3/1/22 - 3/11/22]

Tags: inconclusive, quiz

Hypothesis

Adding a product quiz on the homepage will result in higher quality PDP views, resulting in increase in CVR metrics

Primary Metrics

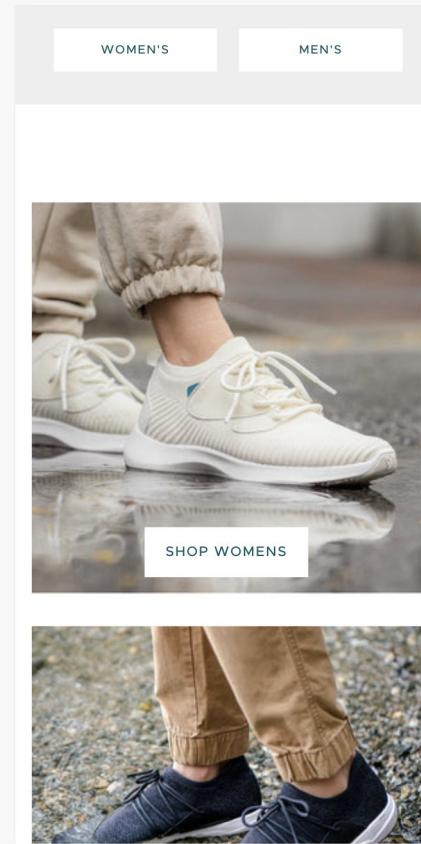
Conversion rate, Revenue per visitor, PLP visits

Outcome/Takeaways

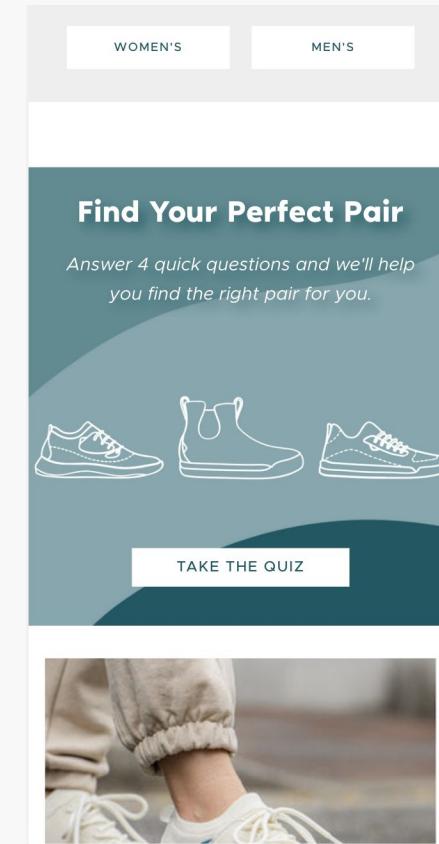
Overall, there was no material difference in conversion metrics between control and variant. The control had a slightly higher CVR at 1.27% vs 1.22% for the variant, whereas RPV slightly favored the variant at \$1.96 vs \$1.95. In terms of engagement, the quiz banner saw 0.68% of visitors interacting.

Homepage - Quiz Banner Below Product Feed [US]

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 1/25/22-2/22/22

Tags: scroller, homepage, navigation

Hypothesis

Exposing several of the top category pages on mobile will increase clicks to the PLP's without having to open the main navigation

Primary Metrics

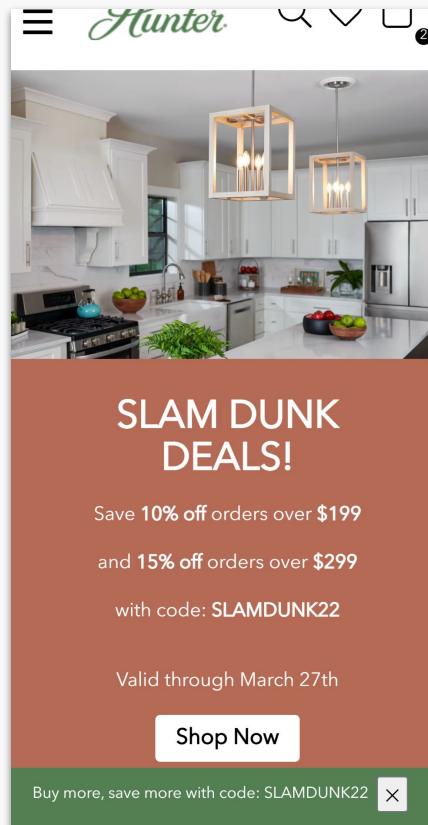
Conversion rate, PDP Views, PLP Views

Outcome/Takeaways - Variant Won

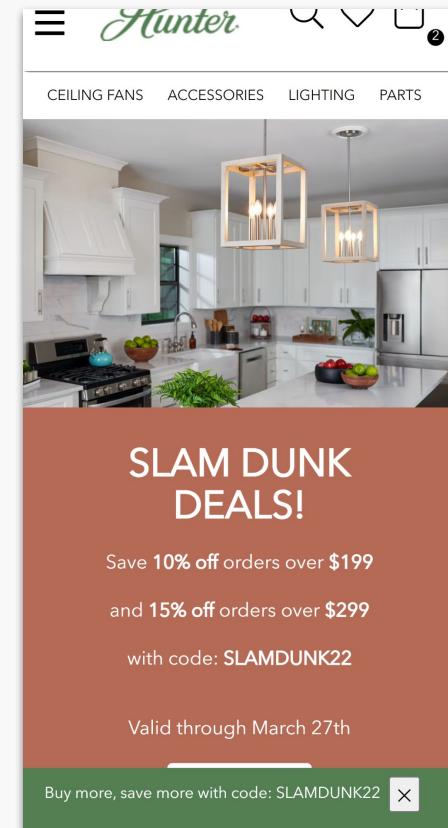
Conversion rate lifted from 0.58% to 0.60%

Mobile - Top Scroller with Category Links

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

The Well - 3/10/22-4/11/22

Tags: homepage

Hypothesis

Inserting cards for common concerns and services will increase user's visibility on the main product offerings

Primary Metrics

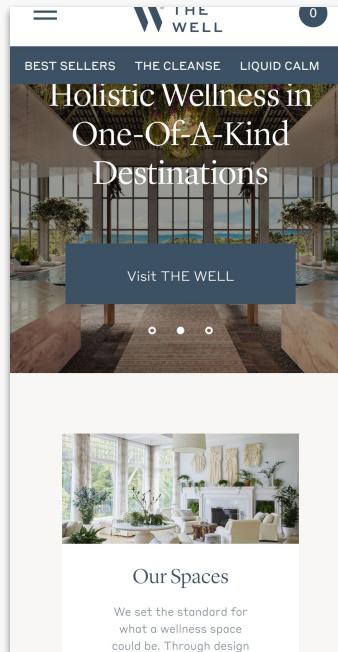
Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Services Variant Won

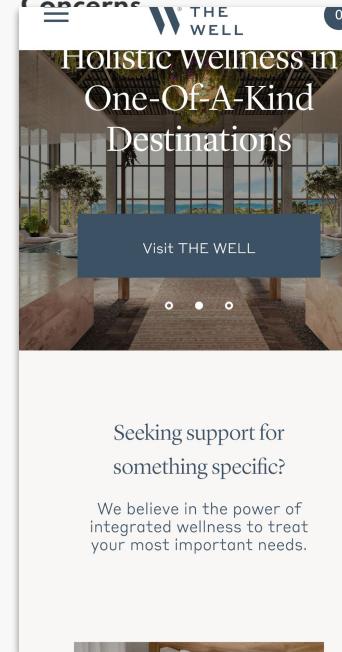
- Original - 0.39% CVR
- Common Concerns - 0.42% CVR
- Services - 0.59% CVR

Common Concerns vs. Services Cards

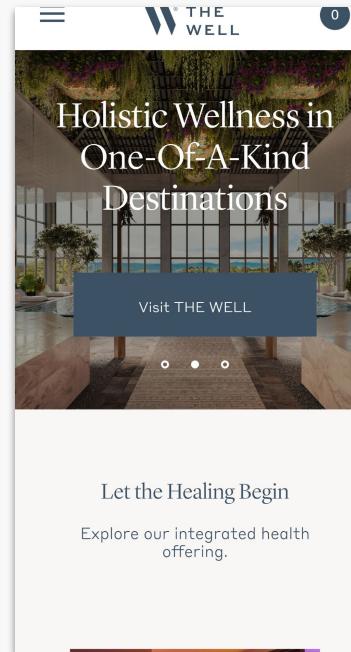
Control



Common Concerns



Services



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 3/22/22-5/18/22

Tags: homepage

Hypothesis

Inserting links to the popular categories will increase clicks to the top level pages that users are most interested in

Primary Metrics

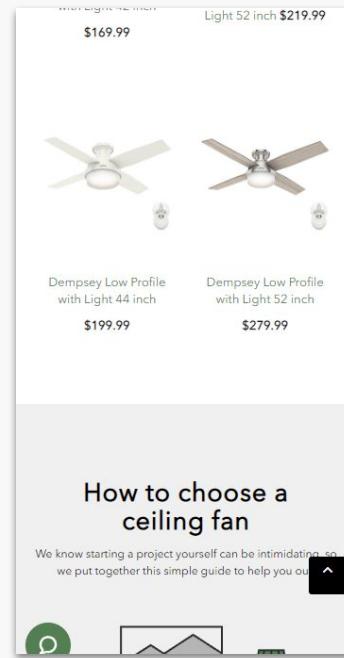
Bounce Rate, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

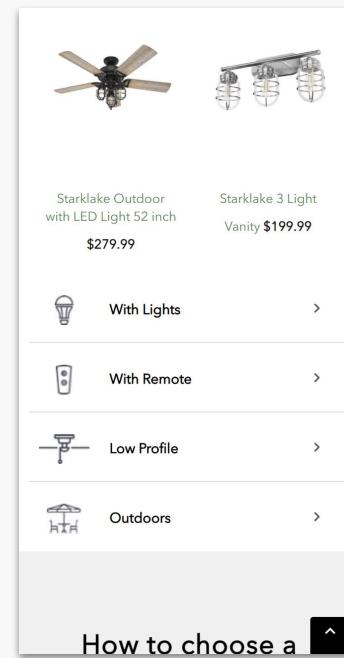
Conversion rate went from 2.54% for the original to 2.42% for the Tiles variant, and 2.54% for the List variant

Shop Popular Categories - List vs. Tiles

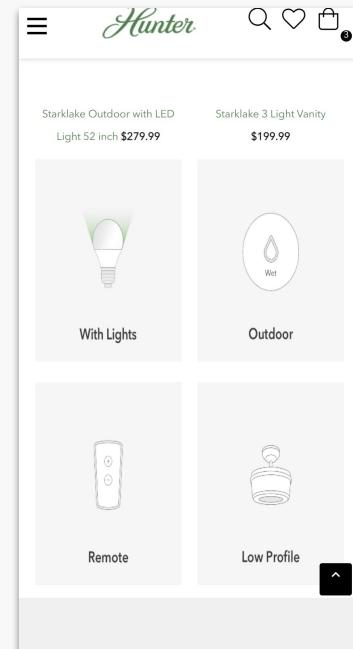
Control



V1 - List



V2 - Tiles



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [5/12/22 - 6/3/22]

Hypothesis

By adding the underwear module, we will see a lift in % of purchases that contain underwear.

Primary Metrics

CVR, RPV, PLP visits, Underwear purchases

Outcome/Takeaways

Overall, the hidden variant has a higher CVR (4.82% vs 4.79%) as well as a higher AOV (\$189.19 vs \$183.81). More importantly, the hidden variant is driving the same % of purchases that include underwear (26.3% vs 26.2% for the variant that shows the module).

There are 9 CTAs above the underwear module, giving users repeated opportunities to navigate away prior to interacting with the underwear module. Only 60% of users on the homepage scroll at least 50% of the page, and the underwear module falls below the 50% threshold. It's not a stretch to assume less than 50% of users even see the underwear module in the variant that shows it.

The current placement/element is not doing an effective job of moving additional underwear units. It's recommended to place the underwear promotional banner in a more prominent place, ideally above the 50% scroll threshold.

Homepage - Underwear Module Hidden

Control

= CUUP 0

AS SEEN IN

VOGUE Wirecutter GLAMOUR

HYPEBAE FAST COMPANY

SHOP OUR UNDERWEAR

Range of rise and coverage options
Sensual shaping and flattering cuts
Luxurious construction with all-day comfort

SHOP UNDERWEAR

THE THONG

A modern, minimal essential.

SHOP NOW

Variant (Hidden)

= CUUP 0

AS SEEN IN

VOGUE Wirecutter GLAMOUR

HYPEBAE FAST COMPANY

CARE FOR YOUR CUUP

We put together a step-by-step guide for how to keep your CUUP bras looking and feeling their best.

LEARN MORE

EXPERIMENT OVERVIEW

Slumberkins - 6/10/22-6/27/22

Tags: homepage

Hypothesis

Moving "As Seen In" Press section to 3rd module will give more social proof to new customers and increase conversion rate.

Primary Metrics

Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Original Won

Conversion rate decreased from 3.92% to 3.80%

Move Up Press Widget

Control

The Control version of the Move Up Press Widget features a large circular image at the top showing two children interacting with a yellow stuffed animal. Below the image is the text "Support Big Feelings". A small green circular icon is visible at the bottom right.

Variant

The Variant version of the Move Up Press Widget features a large circular image at the top showing two children interacting with a yellow stuffed animal. Below the image is the text "As Seen In" followed by logos for "Jim Henson THE JIM HENSON COMPANY" and "Parents". Further down is the text "SHARK TANK". At the very bottom, it says "By Slumberkins".

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 6/10/22-7/6/22

Tags: homepage

Hypothesis

Having a product feed directly below the hero banner increases product impressions and likelihood that users will navigate to a product page

Primary Metrics

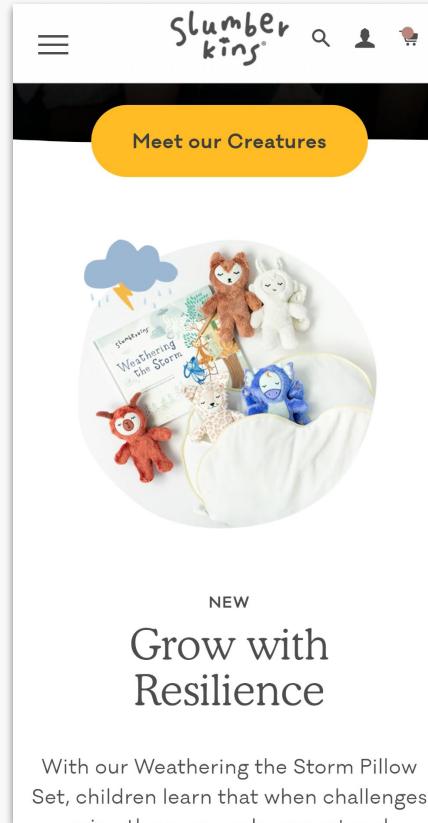
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

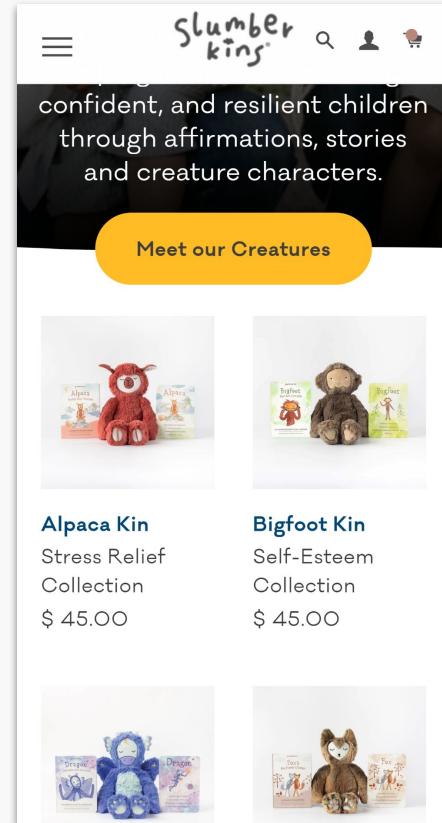
Conversion rate decreased from 5.92% to 5.70%

Insert Product Block

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 9/8/22-9/29/22

Tags: homepage, hero

Hypothesis

Reducing the height of the hero will bring more elements above the fold

Primary Metrics

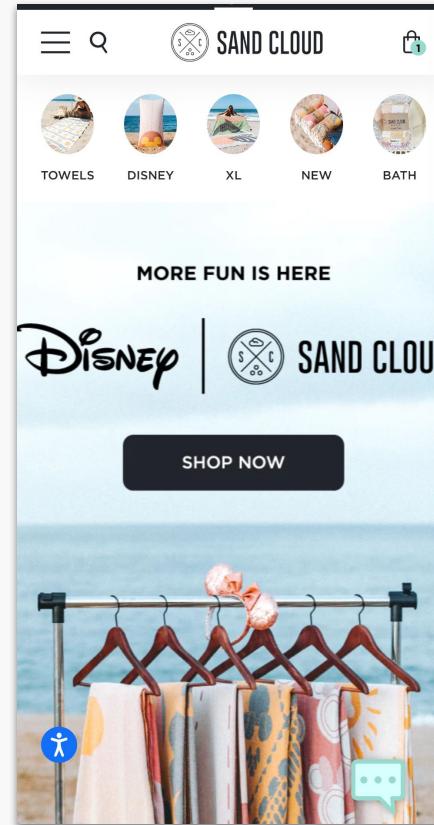
Bounce rate, Click through

Outcome/Takeaways - Variant Won

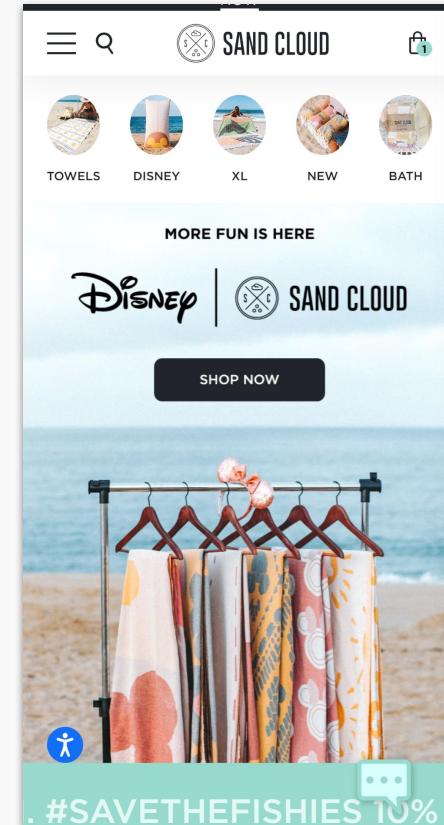
Conversion rate increased from 2.36% to 2.38% for all devices, and for mobile devices it increased from 2.24% to 2.29%

Reduce Hero Banner Height

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 10/26/22-11/3/22

Tags: homepage

Hypothesis

There are too many elements fighting for the user's attention on the Homepage and removing some of them could help them focus on the most important elements

Primary Metrics

Conversion rate, Bounce Rate

Outcome/Takeaways - Categories Won

Revenue per session increased from \$5.94 to \$6.22, \$6.65, \$5.91, and \$6.05 respectively

Remove Sections

V1 - Find the Right Product

V2 - Categories

V3 - Best Sellers

V4 - MTN OPS In Motion

EXPERIMENT OVERVIEW

OGEE - 11/4/22-11/22/22

Tags: homepage

Hypothesis

Inserting a carousel with the top categories will allow users to navigate to different pages without having to open the menu

Primary Metrics

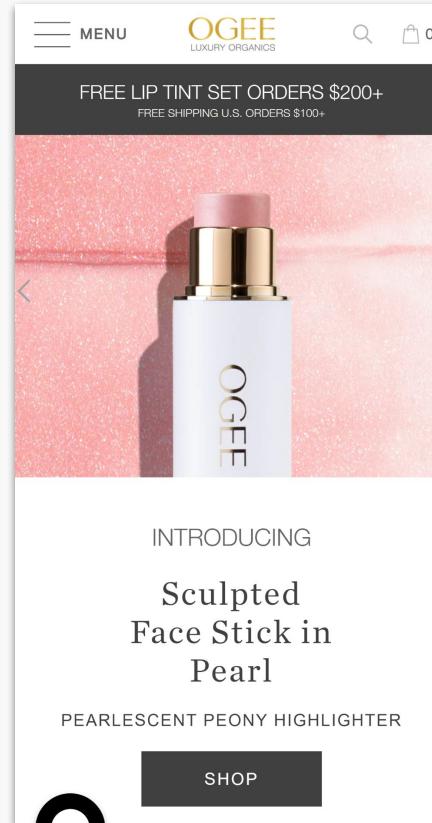
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

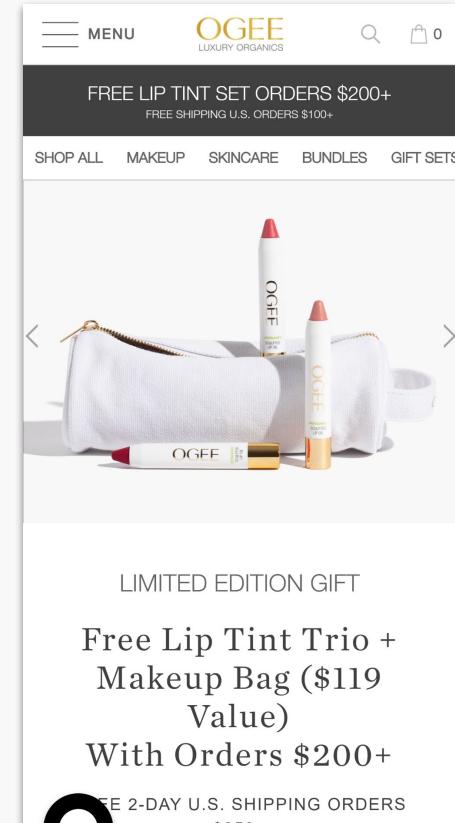
Conversion rate decreased from 8.95% to 8.80%

Mobile - Categories Carousel

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 12/8/22-1/5/22

Tags: homepage, banner

Hypothesis

Change the static banner to a GIF or a Carousel will introduce an element of motion as well as increase the amount of content that we can display

Primary Metrics

Conversion rate, Bounce Rate

Outcome/Takeaways - Variant 2 Won

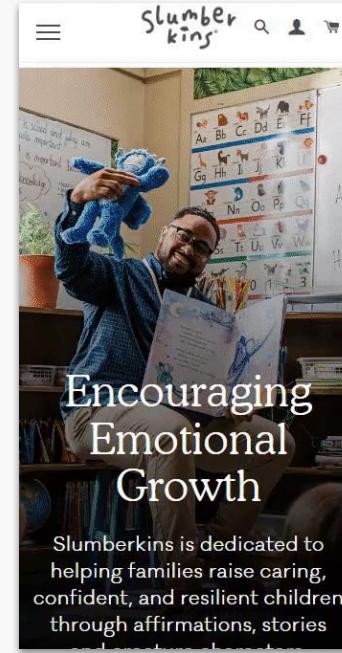
Conversion rate increased for both variants from 4.11% to 4.29% and 4.50% respectively

Static Banner vs. GIFs vs. Carousel Banner

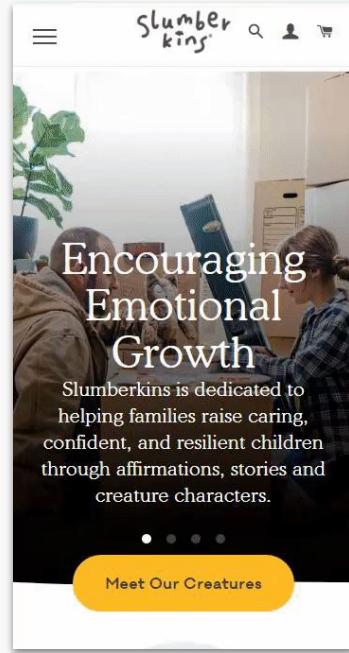
Control



V1- GIFS



V2 - Carousels



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 2/27/23-3/8/23

Tags: homepage

Hypothesis

Inserting a GIF on the mobile homepage will reduce bounce rate and increase clicks to the PDP

Primary Metrics

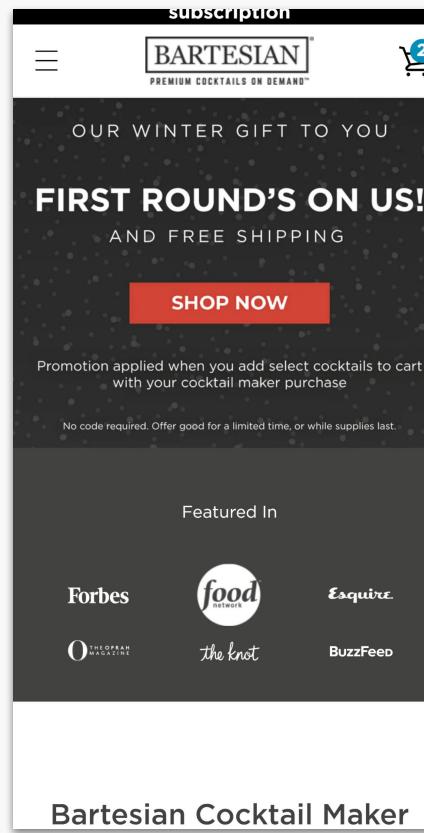
PDP Views, Bounce Rate

Outcome/Takeaways - Variant Won

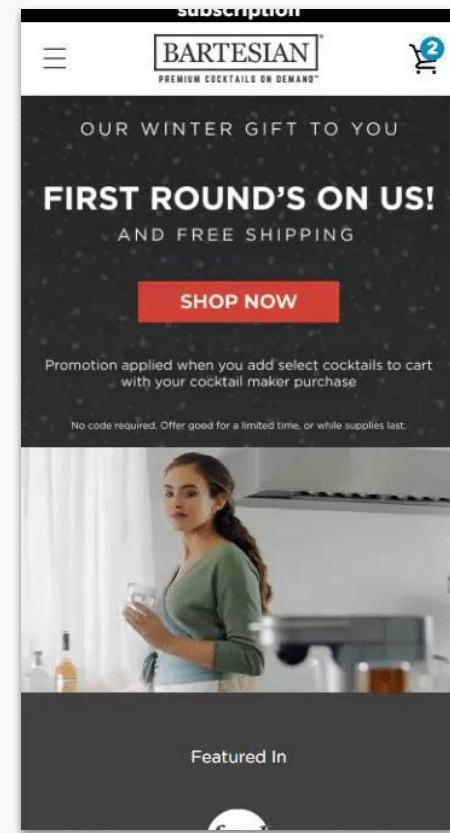
Machine purchase rate increased from 0.33% to 0.47%

Mobile Homepage - Insert GIF

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 3/3/23-3/23/23

Tags: homepage, banner

Hypothesis

Previously we tested making the homepage banner a carousel with the same content in each slide. By making each slide unique, we're hoping that users will be able to follow different user journeys from the homepage

Primary Metrics

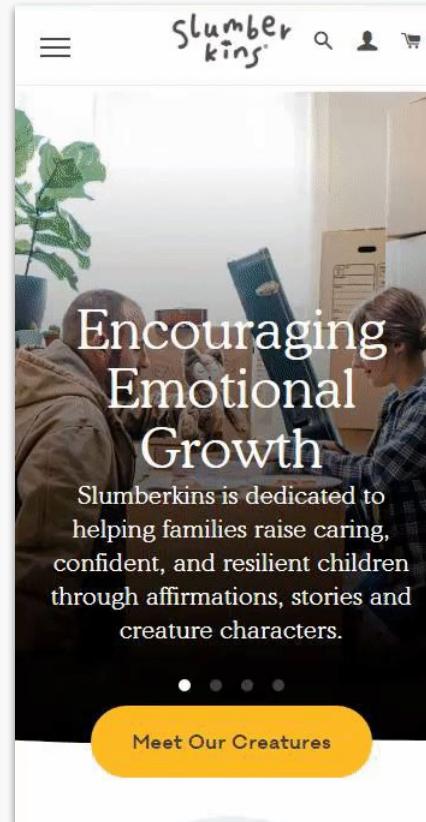
Bounce rate, Conversion rate

Outcome/Takeaways - Variant Won

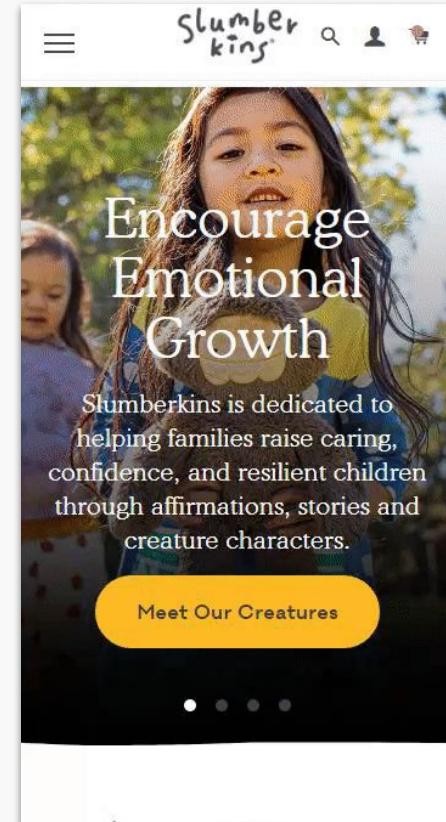
Conversion rate increased from 7.53% to 7.67%

Carousel Banner w/ Unique Slides

Control



Variant



[Optimize Experiment Link](#)

PLP

EXPERIMENT OVERVIEW

CUUP [1/31/22 - 2/24/22]

Tags: inconclusive, reviews

Hypothesis

Adding review stars to the PLP will increase social proof and give users an indication of the top selling products

Primary Metrics

Conversion rate, Revenue per visitor, PDP click thru

Outcome/Takeaways

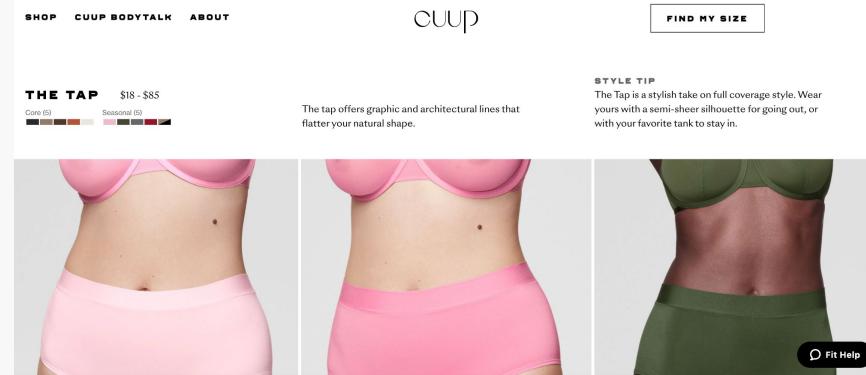
Inconclusive results - slight increase in PDP click thru rate but lower conversion rate and RPV.

Looking at funnel metrics, the biggest drop off in the funnel was the ATC stage. The variant had a slightly lower interaction rate with the reviews on the product page.

[Optimize Experiment Link](#)

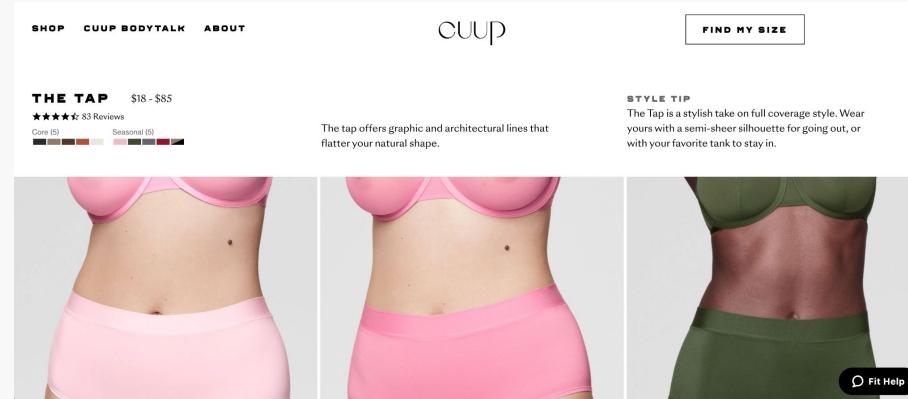
Review Stars on Collection Pages

Control



The screenshot shows the CUUP collection page for 'THE TAP' product. The top navigation bar includes 'SHOP', 'CUUP BODYTALK', 'ABOUT', the 'CUUP' logo, and a 'FIND MY SIZE' button. Below the navigation is a product card for 'THE TAP' with a price range of '\$18 - \$85'. It features two color swatches: 'Core (S)' (pink) and 'Seasonal (S)' (green). A 'STYLE TIP' section states: 'The Tap is a stylish take on full coverage style. Wear yours with a semi-sheer silhouette for going out, or with your favorite tank to stay in.' Three product images are displayed: a front view of a woman in a pink top and pink shorts, a front view of a woman in a pink top and green shorts, and a side view of a woman in a green top and green shorts. A 'Fit Help' button is located in the bottom right corner of the third image.

Variant



The screenshot shows the CUUP collection page for 'THE TAP' product, identical to the control version. The top navigation bar, product card, style tip, and three product images are all present. The only difference is the addition of a '★★★★★ 83 Reviews' rating section above the color swatches.

EXPERIMENT OVERVIEW

Super Coffee - 2/3/22-2/17/22

Tags: category

Hypothesis

Currently Quick Shop is the main CTA while View Details is more downplayed. It could be interesting to swap these to see if some users would prefer to navigate to the PDP first

Primary Metrics

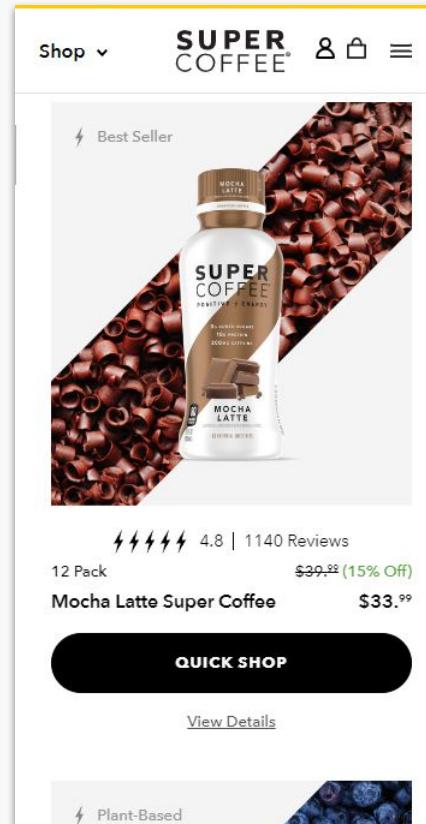
Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Original Won

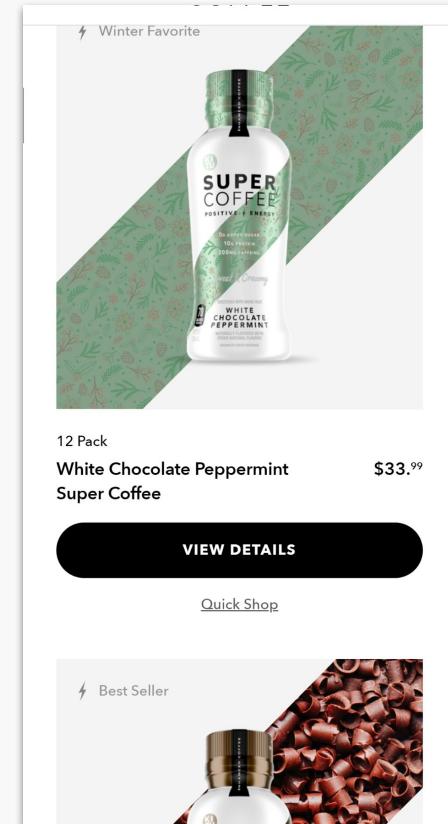
Conversion rate decreased from 2.70% to 2.25%

Swap Quick Shop and View Details

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [3/1/22 - 3/24/22]

Tags: conclusive, columns

Hypothesis

Presenting 4 products per row on desktop will reduce the image size and promote product discoverability

Primary Metrics

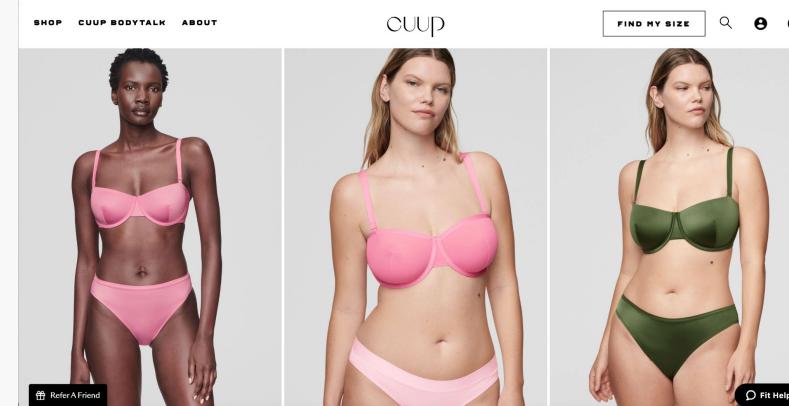
Conversion rate, Revenue per visitor, PDP click thru

Outcome/Takeaways

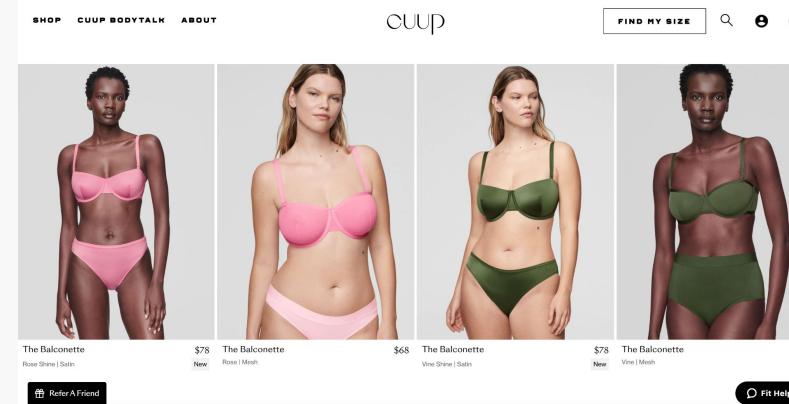
Overall, the variant is driving a slight lift in CVR with a significant lift in AOV and thus, RPV. The hypothesis is that users are able to more easily discover appropriate products, resulting in higher quality PDP views (and down funnel metrics).

4 Columns on PLP [desktop]

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 2/1/22-3/2/22

Tags: category

Hypothesis

Removing product variations will increase the diversity of products seen, and bring more products above the fold

Primary Metrics

Conversion rate, Revenue per visitor, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate went from 5.68% to 6.11%

PLP- Remove Duplicate Products

Control

PawRamp™
DachRamp™
Magic Pee Pads

Variant

PawRamp™
DachRamp™
Magic Pee Pads

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

School Mask Pack - 1/28/22-3/9/22

Tags: mobile, category, images

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

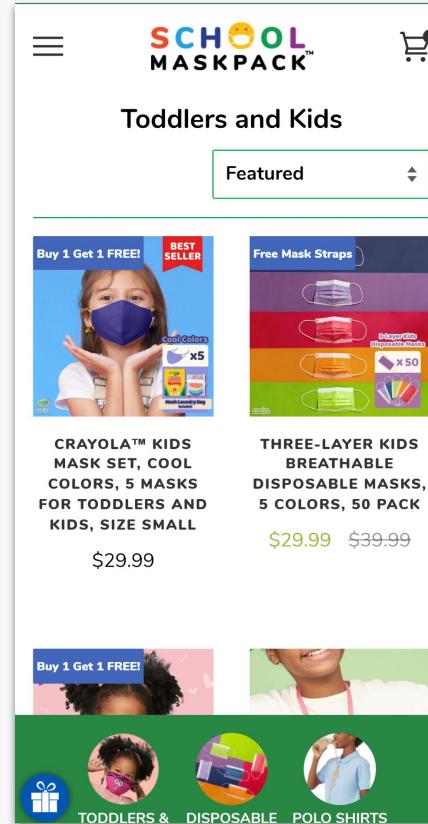
Conversion rate, Revenue, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate went from 6.23% to 6.62%

Mobile - Secondary Image

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 3/2/22-3/25/22

Tags: category

Hypothesis

Reducing the vertical space taken up by the product cards will decrease the amount of scrolling needed to view a variety of product flavors

Primary Metrics

Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Variant Won

Conversion rate increased from 2.44% to 3.65%

Mobile - Make Product Cards Square

Control

Shop ▾ **SUPER COFFEE** 8 ⚡ ≡

READY TO DRINK

SIP FOR INSTANT LIFT.

Select filter ▾



12 Pack **\$39.92 (15% Off)**
Vanilla Latte Super Coffee **\$33.99**

Variant

Shop ▾ **SUPER COFFEE** 8 ⚡ ≡

READY TO DRINK

SIP FOR INSTANT LIFT.

Select filter ▾



12 Pack **\$39.92 (15% Off)**
Vanilla Latte Super Coffee **\$33.99**

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 3/31/22-4/13/22

Tags: category

Hypothesis

With the sticky header and the sticky footer a lot of vertical space is being used. Removing the bottom sticky may reduce visual distraction and let the user see the products more clearly

Primary Metrics

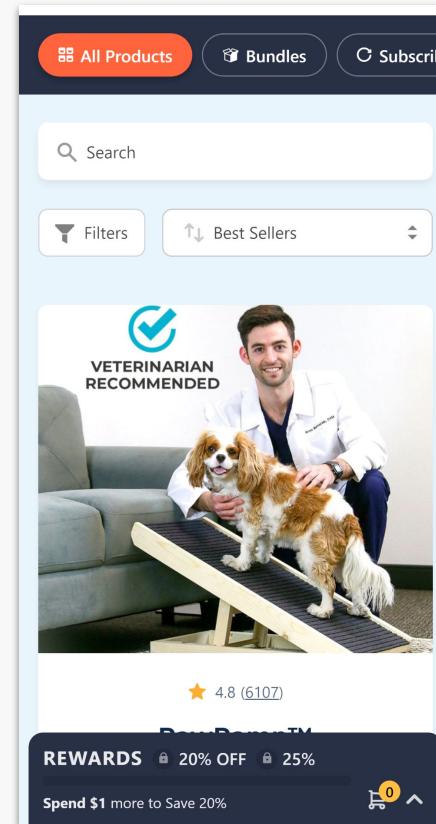
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

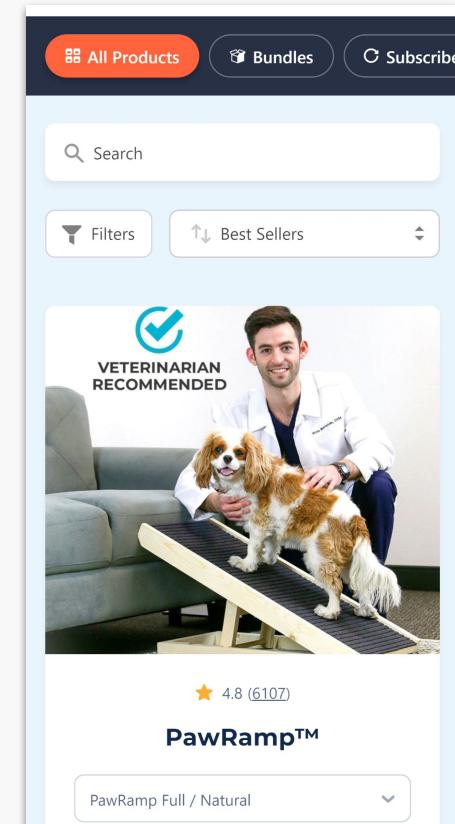
Conversion rate increased from 5.20% to 5.79%

Mobile - Hide Bottom Sticky Element

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 5/3/22-5/20/22

Tags: category, reviews

Hypothesis

Inserting the review stars will increase social proof, thus resulting in an increase in PDP views and conversions

Primary Metrics

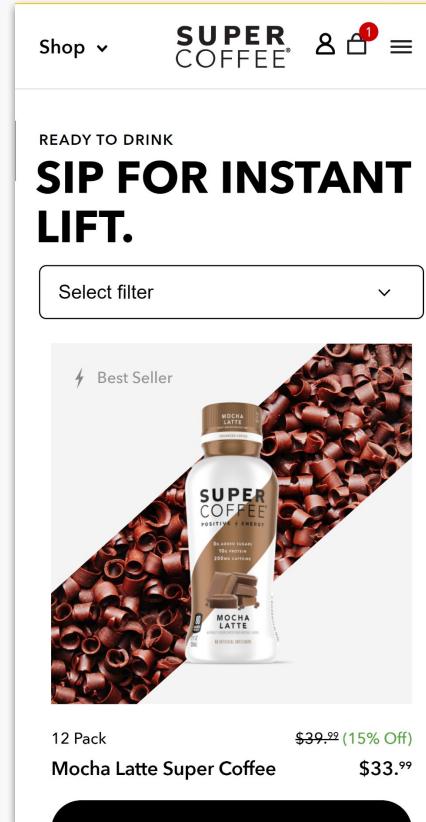
Conversion rate, Revenue per visitor, PDP views

Outcome/Takeaways - Variant Won

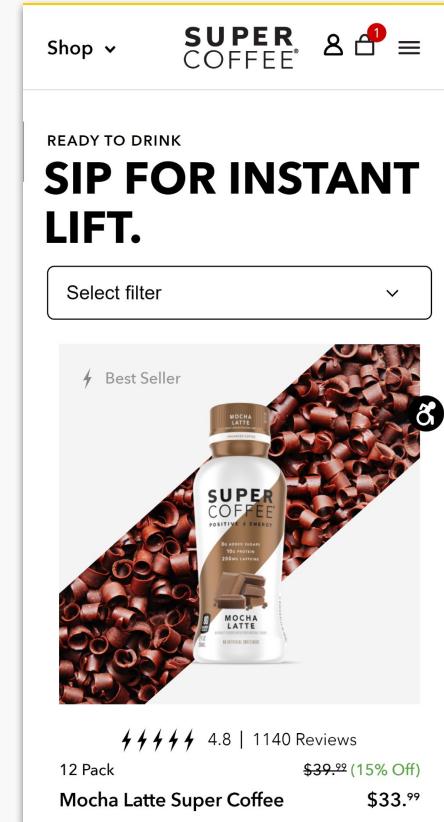
Conversion rate increased from 3.72% to 4.07%

Insert Review Stars

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 5/27/22-6/27/22

Tags: category, reviews

Hypothesis

Inserting social proof will increase confidence in the brand, and increase PDP views

Primary Metrics

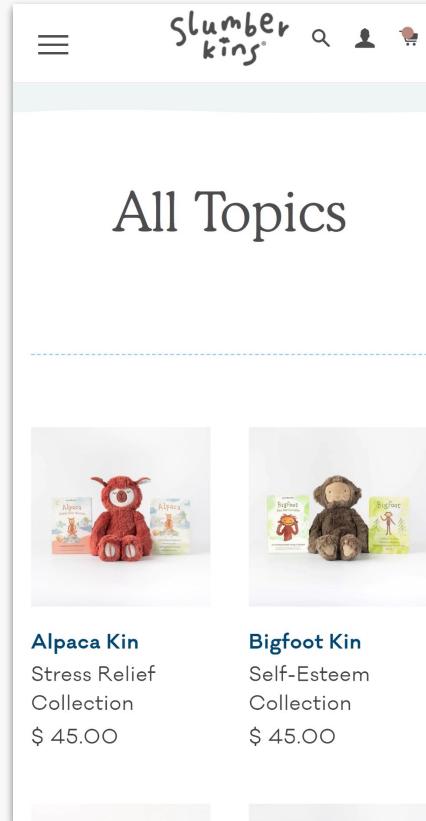
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Original Won

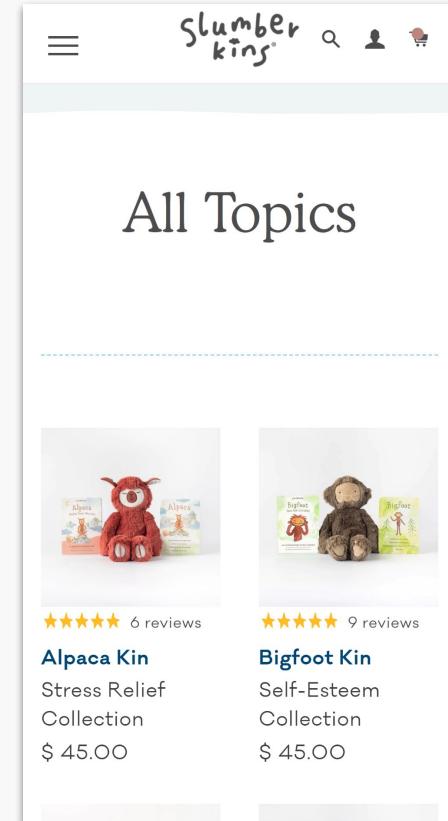
Conversion rate decreased from 4.26% to 4.21%

Insert Review Stars

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 5/31/22-6/28/22

Tags: category, redirect

Hypothesis

Users would rather go straight to the Lighting Shop All Page instead of a landing page for lighting collections

Primary Metrics

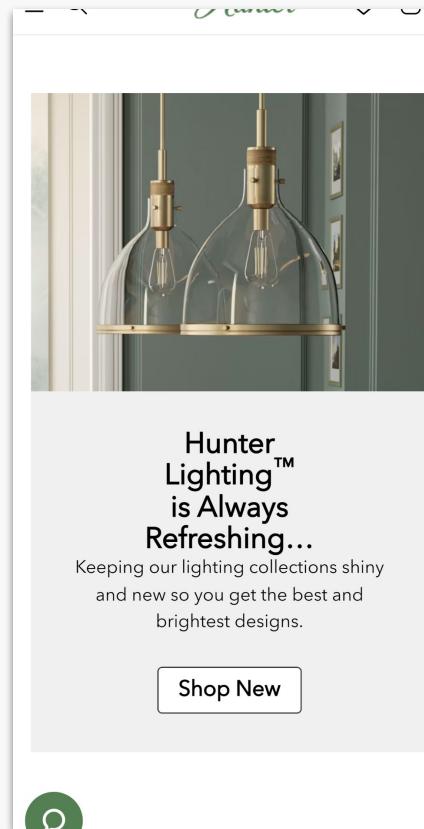
Conversion rate, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

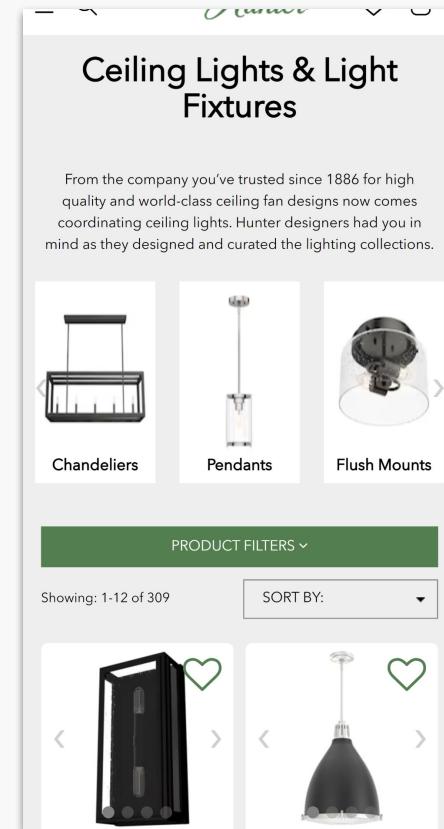
Conversion rate dropped from 2.10% to 2.04% inconclusively

Redirect Lighting Page to Shop All

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Linjer - 6/13/22-7/20/22

Tags: category, reviews

Hypothesis

Showing the number of reviews will increase social proof, thus resulting in an increase in conversion metrics

Primary Metrics

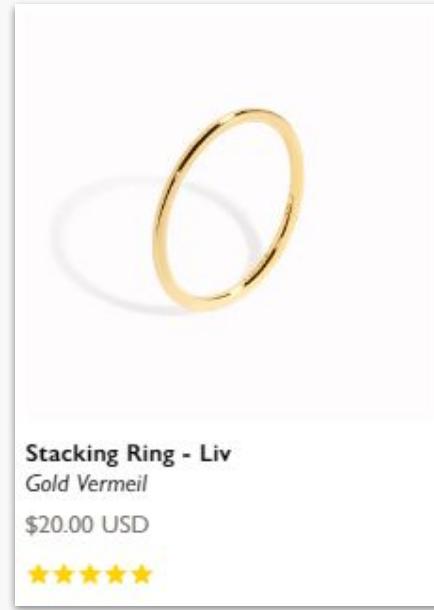
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate increased from 4.67% to 5.92%

Desktop - Jewelry Collection Page - Show Review Count

Control



Variant



EXPERIMENT OVERVIEW

OGEE - 6/30/22-7/18/22

Tags: category

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

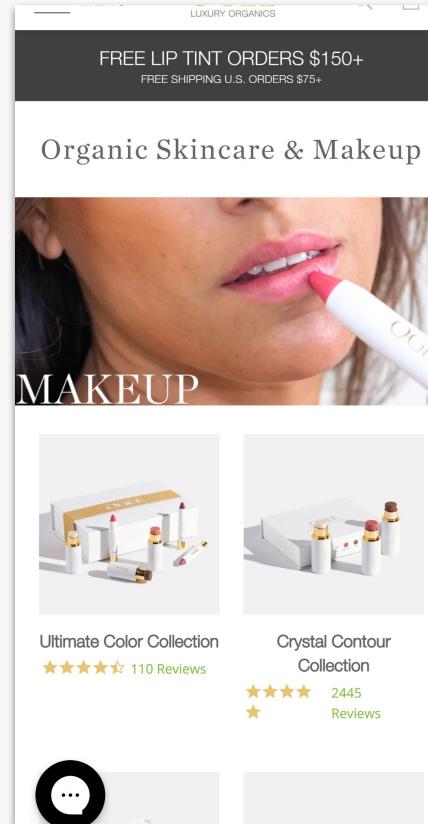
Conversion rate, PDP Views

Outcome/Takeaways - Original Won/Inconclusive

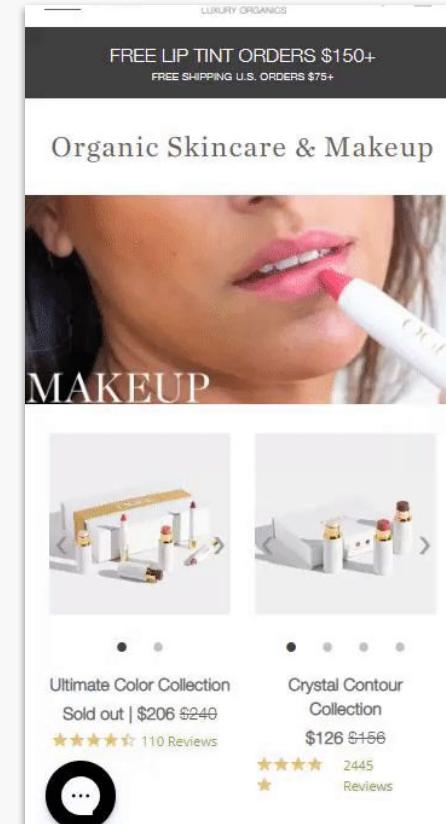
Conversion rate dropped from 6.58% to 6.41%

Secondary Product Images

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 7/8/22-7/27/22

Tags: category, banner

Hypothesis

Reducing the height of the PLP banners will bring more elements above the fold, especially on mobile

Primary Metrics

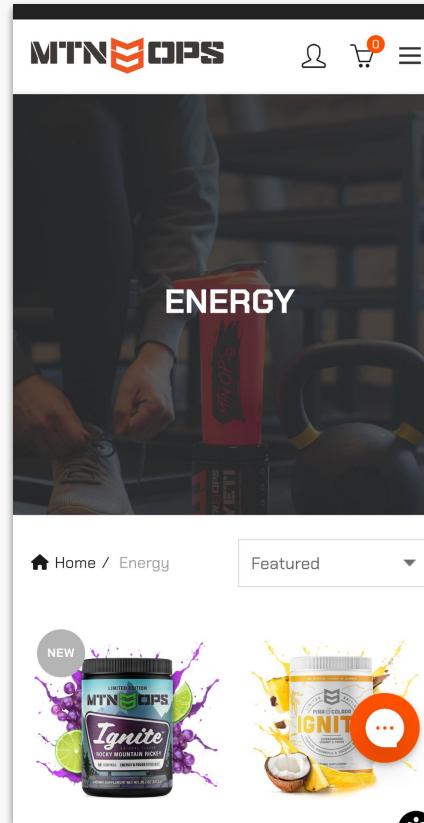
Conversion rate, Revenue per visitor

Outcome/Takeaways - Variant Won on Mobile

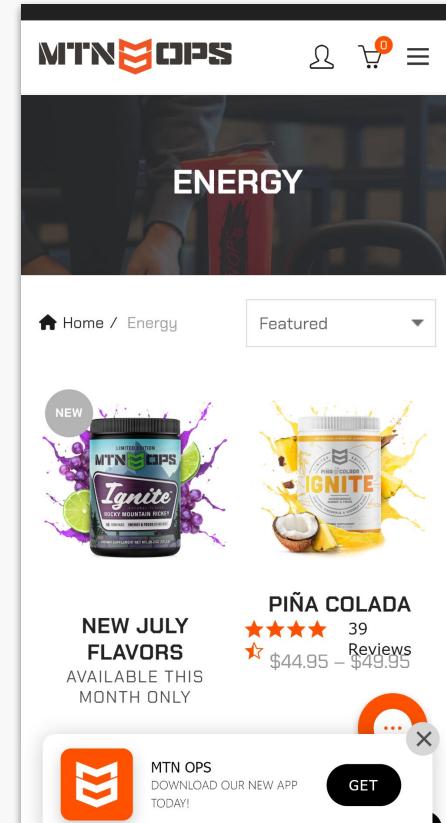
Conversion rate increased from 8.07% to 8.64% on mobile, but decreased from 16.95% to 16.72%.

Reduce Banner Height

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 7/20/22-8/4/22

Tags: category, images

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

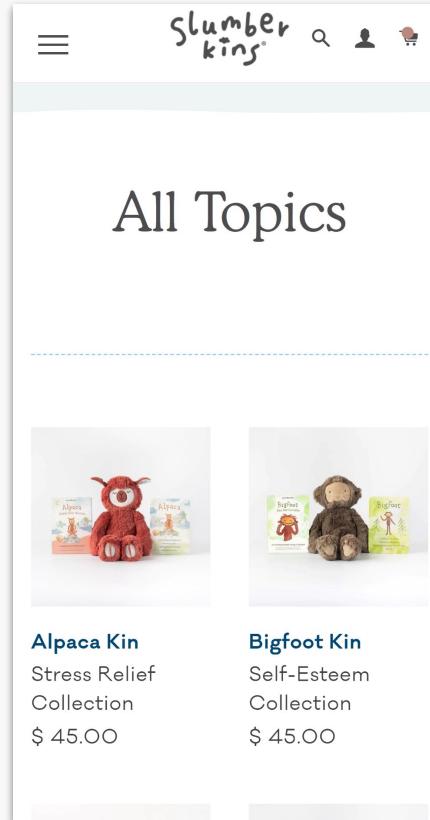
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate increased from 4.73% to 5.33%

Secondary Images

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 7/18/22-8/22/22

Tags: category

Hypothesis

Hiding the product prices will reduce bounce rate and encourage users to click through to the PDP's

Primary Metrics

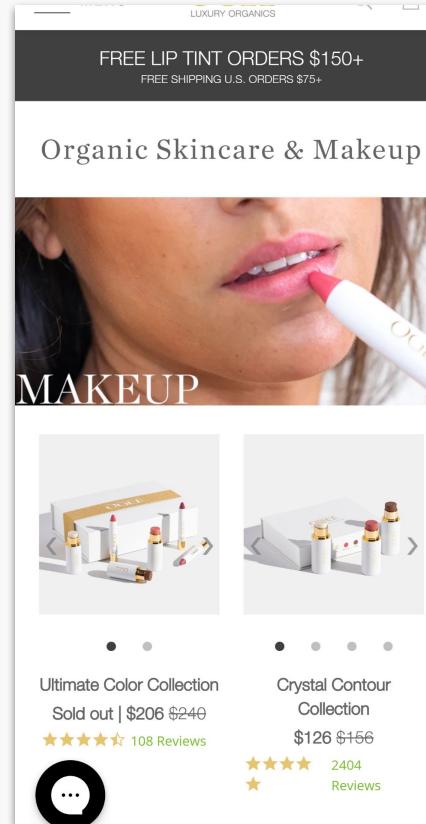
Conversion rate, PDP Views

Outcome/Takeaways - Inconclusive

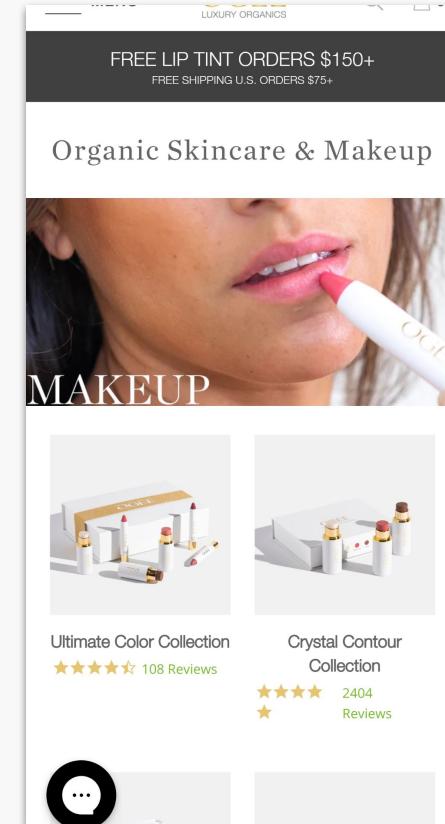
Virtually no change in conversion rate

Hide Product Prices

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 8/12/22-8/31/22

Tags: category, reviews

Hypothesis

Inserting social proof will increase confidence in the brand, and increase PDP views

Primary Metrics

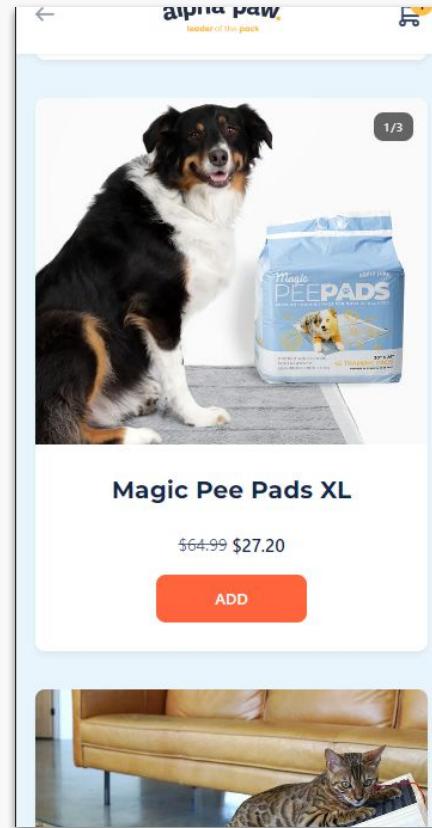
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

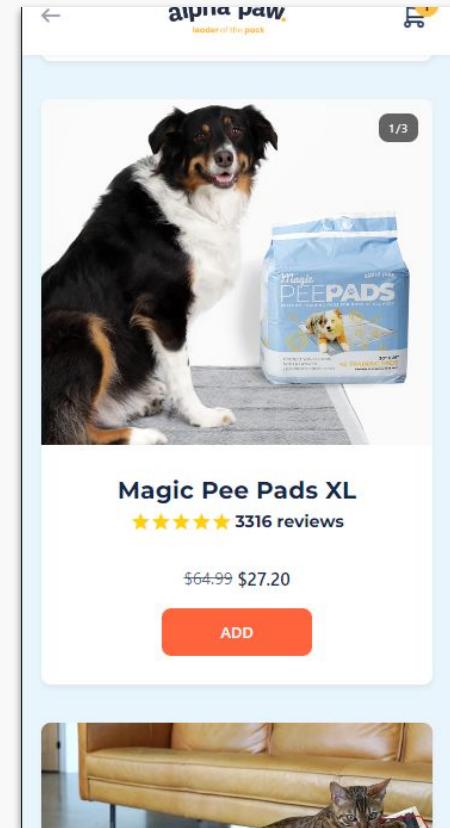
Conversion rate increased from 5.72% to 6.17%

Insert Review Stars

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 8/2/22-9/13/22

Tags: category

Hypothesis

There are too many elements fighting for the user's attention on the PLP and removing some of them could help them focus on the most important elements

Primary Metrics

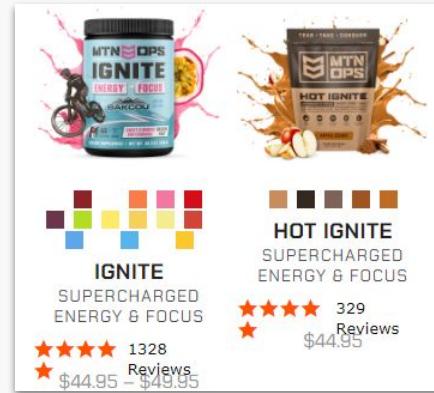
Conversion rate, PDP Views, Revenue per visitor

Outcome/Takeaways - Variant 1 Won

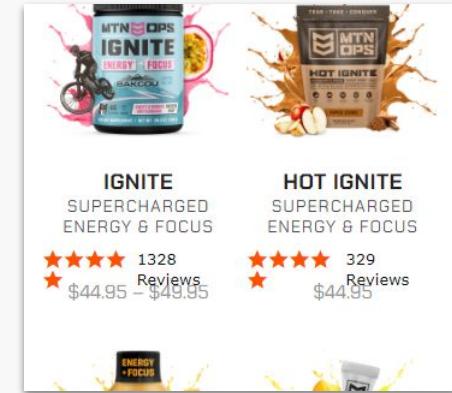
Conversion rate increased from 6.39% to 6.68%, 6.59%, and 6.54% respectively for each of the variants. This suggests that the swatches are clearly indicating the different flavor options and aren't as valuable to the user

Hide Items - Swatches/Subtitles/Reviews

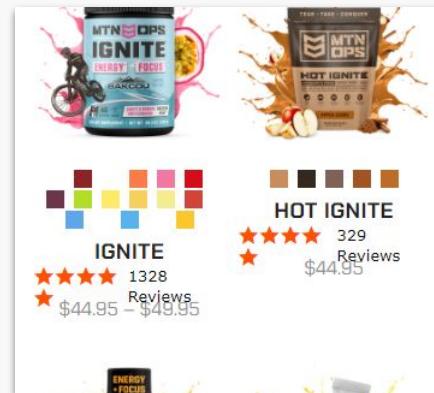
Control



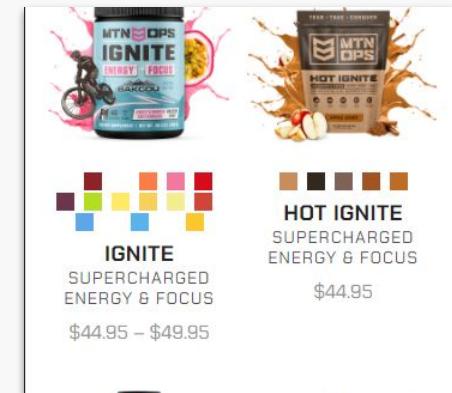
V1 - Swatches



V2 - Subtitles



V3 - Reviews



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 9/5/22-9/15/22

Tags: category

Hypothesis

Reducing the vertical padding and size of product cards will bring more products and CTA's above the fold

Primary Metrics

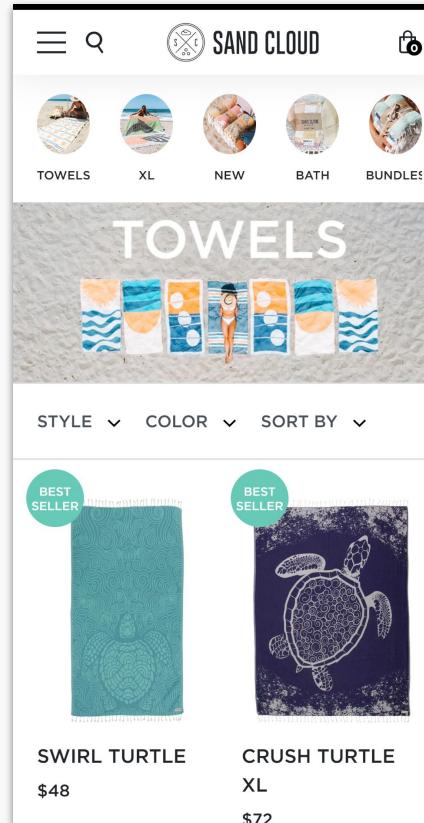
Conversion rate, Bounce Rate, ATC Events

Outcome/Takeaways - Original Won

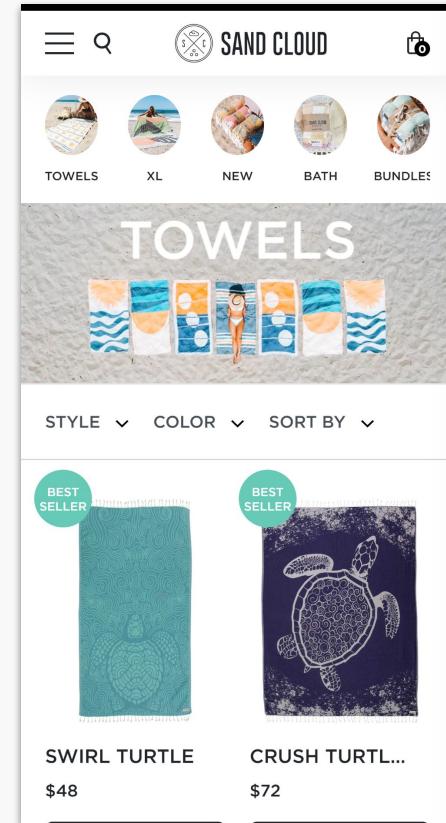
Conversion rate dropped from 1.33% to 1.24%

Reduce Vertical Padding - Title Single Line

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Nutrition Kitchen - 8/22/22-9/29/22

Tags: category, price

Hypothesis

Showing the exact package price will increase clarity for users even if it's a large number

Primary Metrics

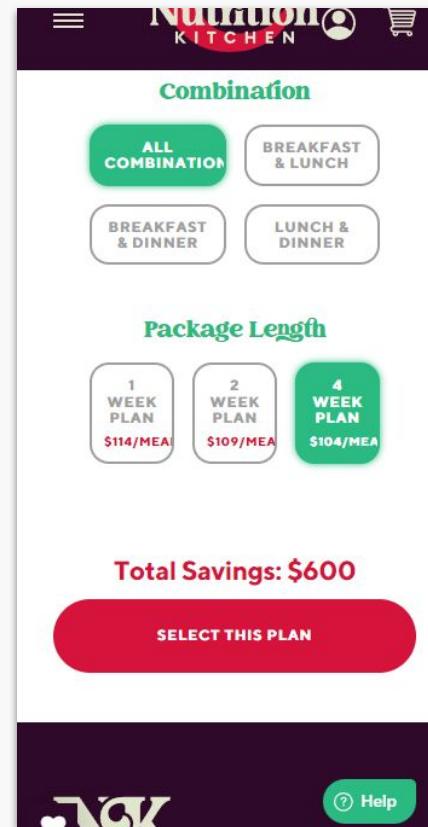
Conversion rate, Revenue, PDP Views

Outcome/Takeaways - Variant Won

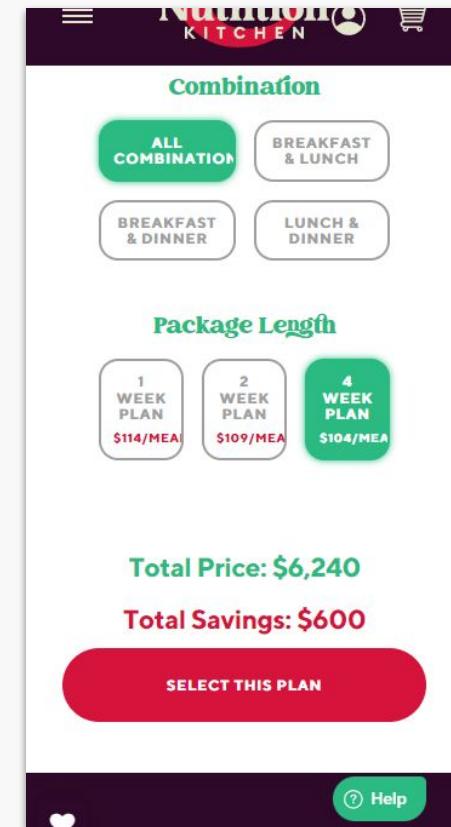
Conversion rate increased from 2.48% to 2.69%

Package Page - Display Total Price

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 8/2/22-9/13/22

Tags: category

Hypothesis

There are too many elements fighting for the user's attention on the PLP and removing some of them could help them focus on the most important elements. We ran this initially just removing one element at a time so we also wanted to try combinations

Primary Metrics

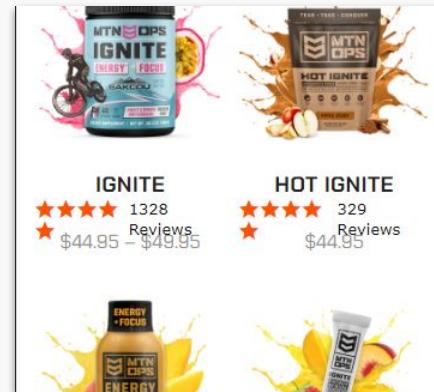
Conversion rate, PDP Views, Revenue per visitor

Outcome/Takeaways - Original Won

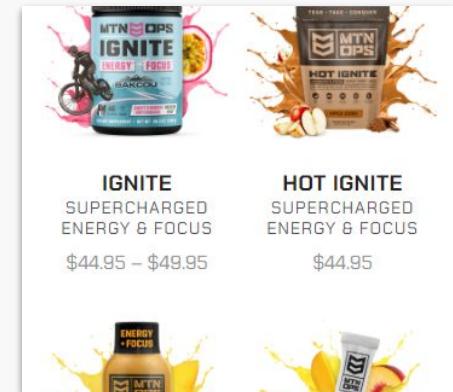
Conversion rate decreased from 7.53% to 7.45%, 7.03%, 7.37% and 7.38% respectively. This seems to suggest that the Reviews are the most important and that the Swatches are the least important

Hide Items V2 - Swatches/Subtitles/Reviews Combos

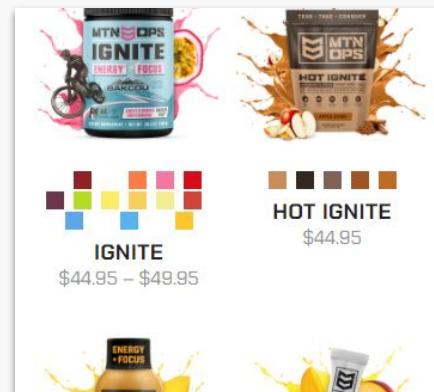
V1 - Swatches & Subtitles



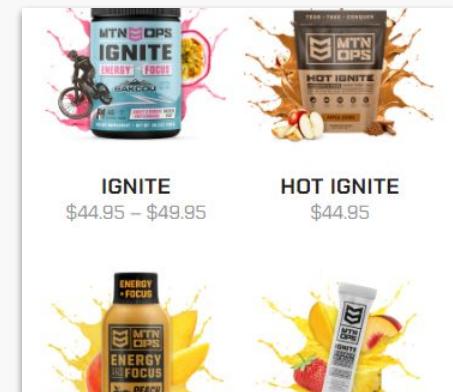
V2 - Swatches & Reviews



V3 - Subtitles & Reviews



V4 - Hide All



[Optimize Experiment Link](#)

ELEVAR

EXPERIMENT OVERVIEW

MTN OPS - 10/19/22-11/3/22

Tags: category, images

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

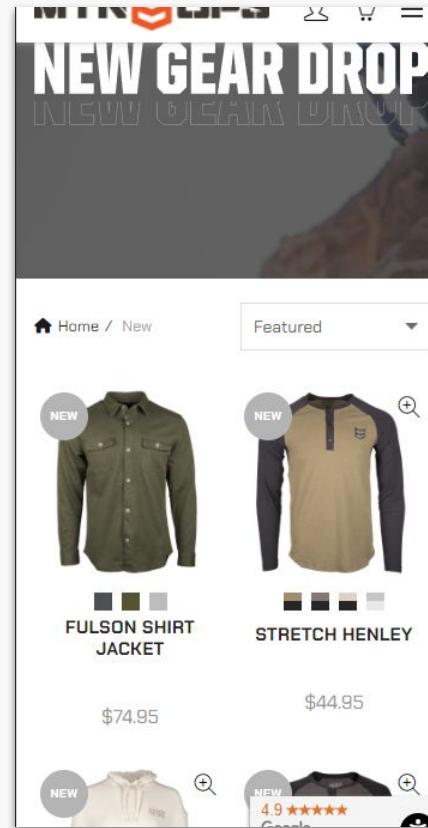
Conversion rate, Revenue per visitor

Outcome/Takeaways - Variant Won

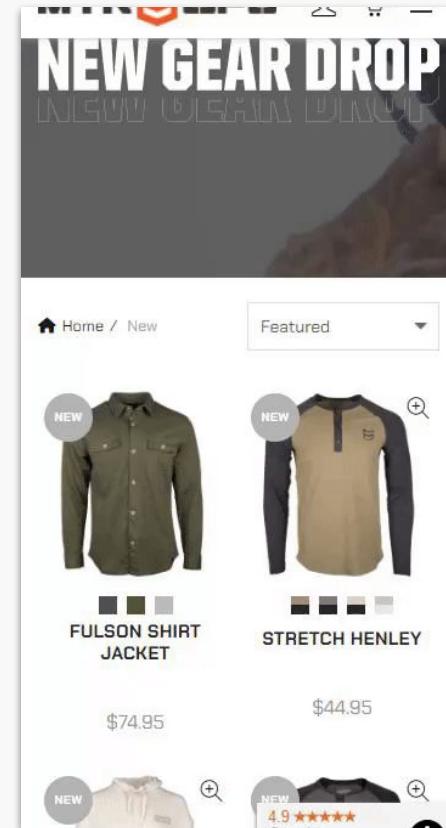
Conversion rate increased from 7.65% to 7.86%

Secondary Images

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 10/4/22-10/18/22

Tags: category, images

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

Conversion rate, Revenue per visitor

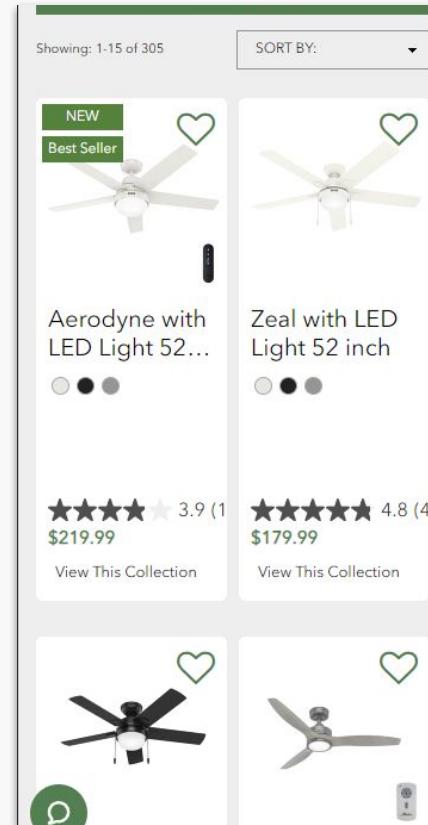
Outcome/Takeaways - Original Won

Conversion rate decreased from 1.24% to 1.07%

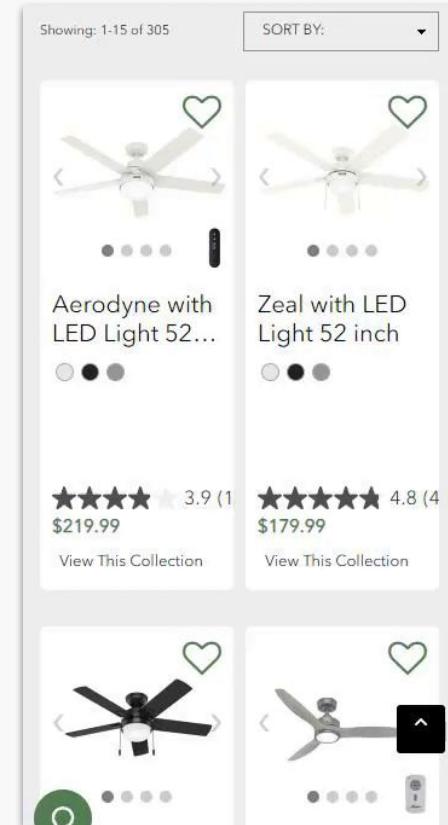
[Optimize Experiment Link](#)

Secondary Images

Control



Variant 1



EXPERIMENT OVERVIEW

Hunter Fan - 11/15/22-11/29/22

Tags: category

Hypothesis

Cutting off some of the text on the banner will bring the product cards up without hurting our SEO

Primary Metrics

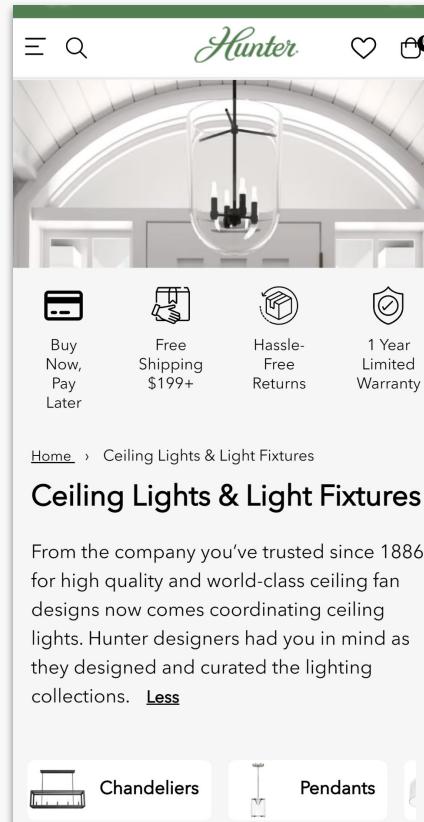
Conversion rate, Revenue per visitor

Outcome/Takeaways - Inconclusive/Variant Won

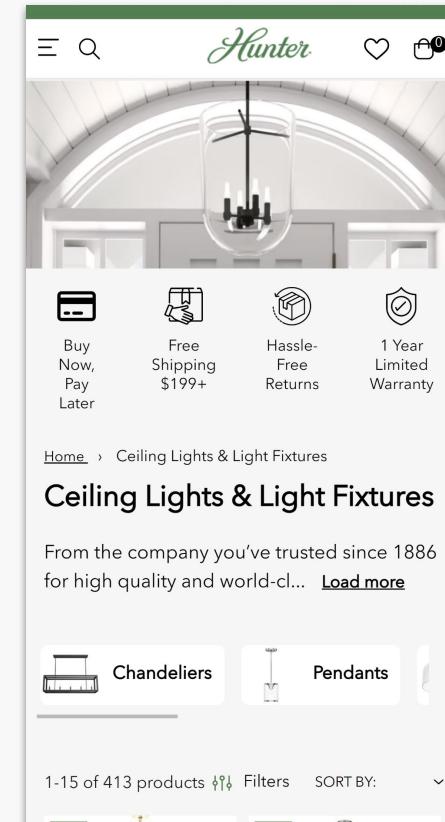
Conversion rate increased from 1.48% to 1.50% inconsistently, but it appears that this change doesn't hurt us at all

Mobile PLP - Banner Load More Button

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 12/8/22-1/5/23

Tags: category

Hypothesis

Allowing the user to add items directly to their cart from the PLP will decrease the number of clicks necessary to convert, and increase impulsivity

Primary Metrics

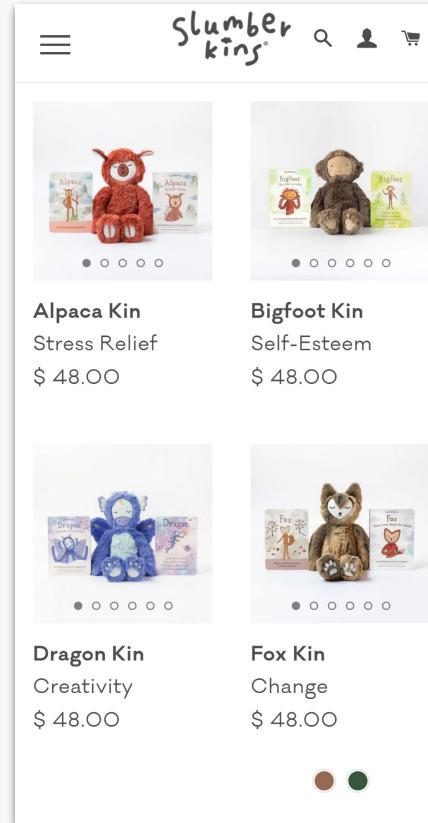
Conversion rate, ATC Events, PDP Views

Outcome/Takeaways - Variant Won

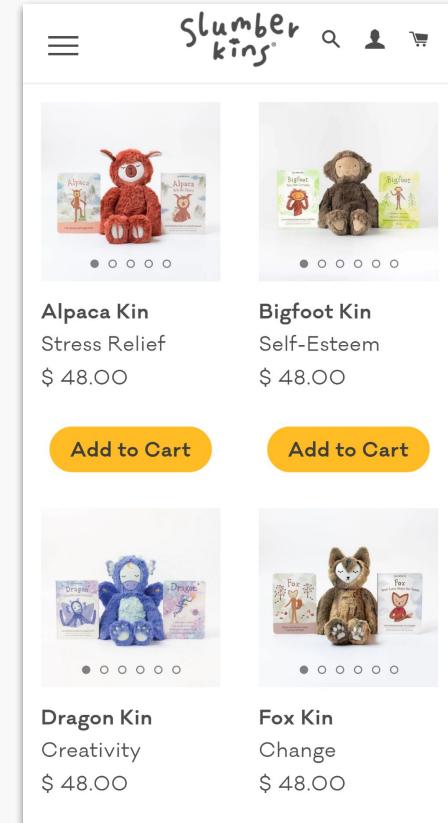
Conversion rate increased from 2.97% to 3.12%

Add to Cart Buttons

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 1/25/23-2/17/23

Tags: category

Hypothesis

Reducing the vertical padding and size of product cards will bring more products and CTA's above the fold

Primary Metrics

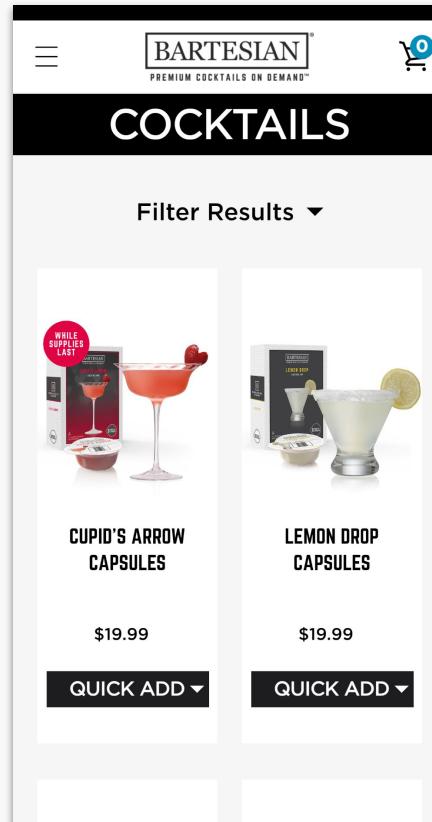
Bounce rate, click-through rate, PDP Views

Outcome/Takeaways - Variant Won

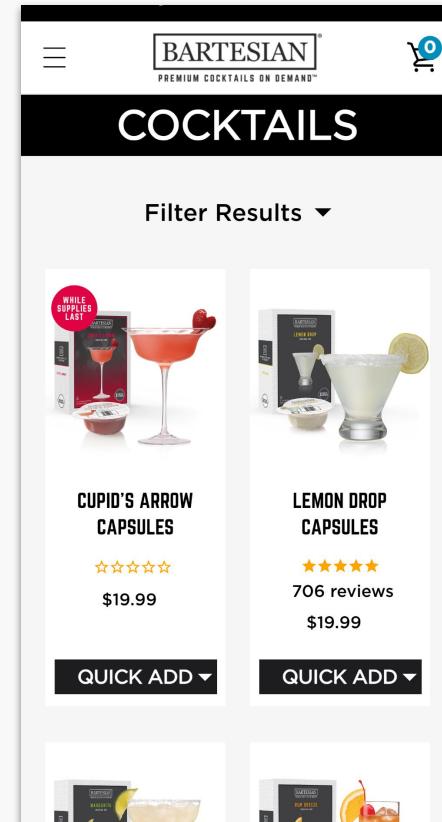
Conversion rate increased from 5.05% to 5.09%

Reduce Padding

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 2/9/23-3/2/23

Tags: category

Hypothesis

Reducing the vertical padding and size of product cards will bring more products and CTA's above the fold

Primary Metrics

Bounce rate, click-through rate, PDP Views

Outcome/Takeaways - Original Won

Conversion rate decreased from 3.84% to 3.76%

Reduce Vertical Padding

Control

The screenshot shows a mobile view of the Slumberkins website. At the top, there is a navigation bar with a menu icon, the brand name "slumberkins", a search icon, a user profile icon, and a shopping cart icon. Below the header, the main title "Social Emotional Learning Topics" is displayed in a large, bold font. A detailed description follows: "Designed by a therapist and an early childhood educator, Slumberkins' social-emotional learning kits include everything you need to help the child in your life connect to their emotions, express their feelings, and develop a strong sense of self." Below the description, there are two product cards. The first card features a red Alpaca Kin toy and two books, labeled "Alpaca Kin Stress Relief". The second card features a brown Bigfoot Kin toy and two books, labeled "Bigfoot Kin Self-Esteem".

Variant

The screenshot shows the same mobile view of the Slumberkins website as the control, but with reduced vertical padding. The main title "Social Emotional Learning Topics" is larger and occupies more space at the top. The detailed description is also more prominent. Below the description, the two product cards are shown with less vertical space between them compared to the control version.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 2/23/23-3/8/23

Tags: category

Hypothesis

Allowing the user to swipe through the product images will help them understand the products better before they click through to the PDP

Primary Metrics

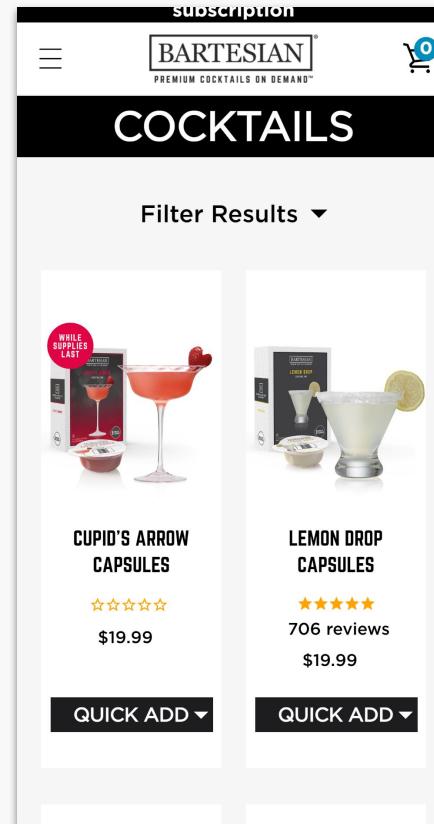
Bounce rate, click-through rate, PDP Views

Outcome/Takeaways - Variant Won

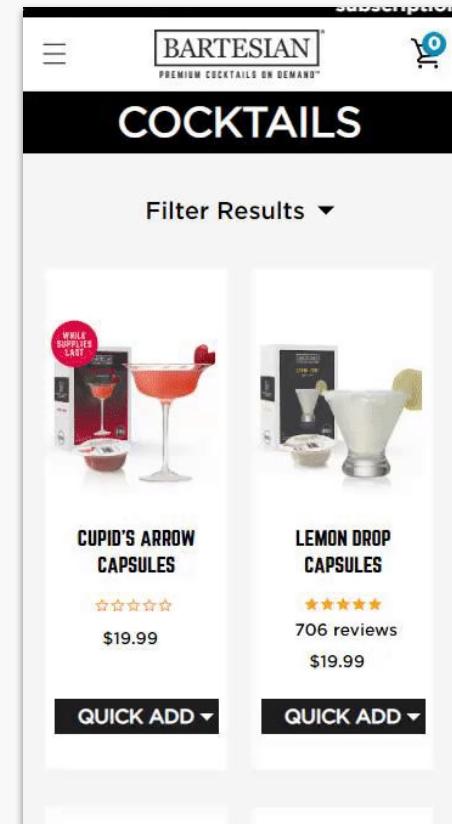
Conversion rate increased from 5.72% to 5.86% with no dip in machine conversions

Secondary Images

Control



Variant 1



[Optimize Experiment Link](#)

PDP

EXPERIMENT OVERVIEW

Vessi [6/24/22 - 8/3/22]

Hypothesis

By placing the widget closer to the price, users will have more awareness of their payment options. Additionally, moving this widget will reduce the clutter near the add to cart CTA and increase CVR.

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

The higher placement of the widget resulted in negative performance overall with a 3 cent reduction in rev/session, %0.03 reduction in CVR and %0.12 reduction in add to cart rate compared to the original placement. A takeaway could be that the payment widget could be adding cost related stress to the user, adding clutter to within the product form and possibly an increase in the perception of the price. Mostly, the two variants were very close in performance so the placement could be adjusted without too much cost if desired. A follow up test could be removing the widget entirely.

Installment Plan Widget Placement

Control

100% WATERPROOF + FREE SHIPPING

MEN'S WEEKEND

★★★★★ 2225 Reviews

\$145.00 USD

Also available in [women's sizes](#) and [kid's sizes](#)

ORIGINALS:



LIMITED EDITION: MARINA BLUE



SIZE:



[FIT GUIDE](#)

This style is true to size. Half size? Size up for a more relaxed fit or size down for a more snug fit.

SELECT A SIZE

or 4 interest-free payments of \$36.25 USD with [sezzle](#) or [zip](#)

Variant

MEN'S WEEKEND

★★★★★ 2225 Reviews

\$145.00 USD

or 4 interest-free payments of \$36.25 USD with

[sezzle](#) or [zip](#)

Also available in [women's sizes](#) and [kid's sizes](#)

ORIGINALS:



LIMITED EDITION: MARINA BLUE



SIZE:



[FIT GUIDE](#)

This style is true to size. Half size? Size up for a more relaxed fit or size down for a more snug fit.

SELECT A SIZE

EXPERIMENT OVERVIEW

Oats Overnight [2/16/22 - 2/23/22]

Tags: variant-winner, pricing, stat-sig

Hypothesis

With increases to price, the client suspected that the price per meal was having the opposite intended impact (making the cost seem high)

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

+6.41% in CVR with 99% stat sig. +2.68% in revenue per visitor

Hide Price Per Meal on PDP

Control

The Control PDP displays the price per meal (\$3.75) in the 'SELECT MEAL QUANTITY' section. It includes three options: 8 Meals (\$4.25 / meal), 16 Meals (\$3.75 / meal), and 24 Meals (\$3.50 / meal). The 24 Meals option is highlighted with a green border.

2 SELECT MEAL QUANTITY

8 Meals \$4.25 / meal 16 Meals \$3.75 / meal 24 Meals \$3.50 / meal

3 SELECT FREQUENCY

Subscribe & Save \$78
+1 FREE bonus meal per order!

One-Time Purchase \$84

Free, Fast Shipping in the USA 100% Money-Back Guarantee Free BlenderBottle® First Order
Discounted Pricing, Always. Free Unreleased Flavors Mix and Match Flavors
Customize Shipping Intervals Lifetime BlenderBottle® Replacement Hold, Modify, or Cancel Anytime

Add to Cart \$84

Variant

The Variant PDP hides the price per meal information from the 'SELECT MEAL QUANTITY' section. It shows the same three meal quantity options but omits the individual price per meal.

2 SELECT MEAL QUANTITY

8 Meals 16 Meals 24 Meals

3 SELECT FREQUENCY

Subscribe & Save \$56
+1 FREE bonus meal per order!

One-Time Purchase \$60

Free, Fast Shipping in the USA 100% Money-Back Guarantee Free BlenderBottle® First Order
Discounted Pricing, Always. Free Unreleased Flavors Mix and Match Flavors
Customize Shipping Intervals Lifetime BlenderBottle® Replacement Hold, Modify, or Cancel Anytime

Add to Cart \$60

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 2/21/22-3/25/22

Tags: pdp, reviews

Hypothesis

Inserting a link in the review stars to scroll the user down to the reviews section will help the user find what they're looking for

Primary Metrics

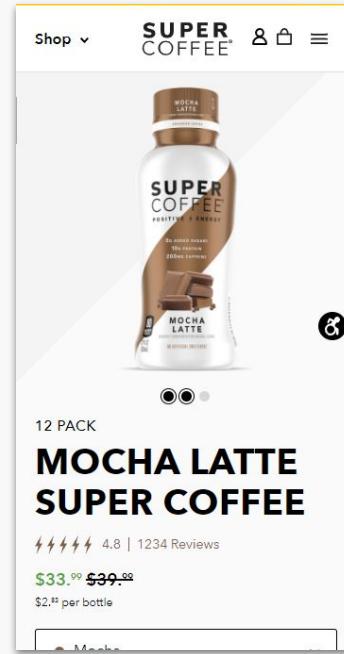
Conversion rate, Revenue per visitor, ATC Events

Outcome/Takeaways - Original Won/Inconclusive

Conversion rate decreased from 2.44% to 2.15% and 2.40% across the respective variants

Make Reviews Clickable With Scroll

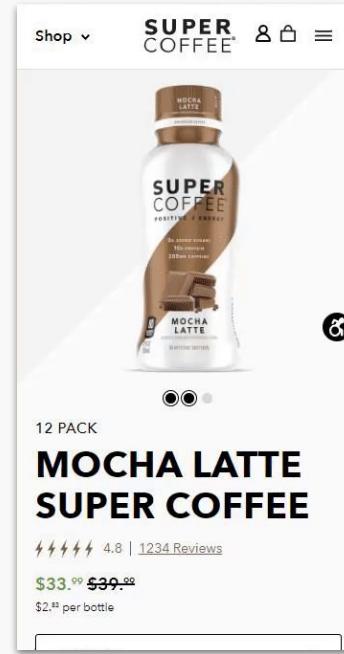
Control



V1 - Yellow



V2 - Black



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

FRAME [5/10/22 - 5/31/22]

Tags: inconclusive, size-guide

Hypothesis

By making the size guide more prominent, we will see a lift in engagement which should translate to down funnel performance increases. The size guide currently is not easily accessible, but is a crucial feature in the decision making process.

Primary Metrics

Sessions w/ Size Guide Click, CVR, Add to Cart

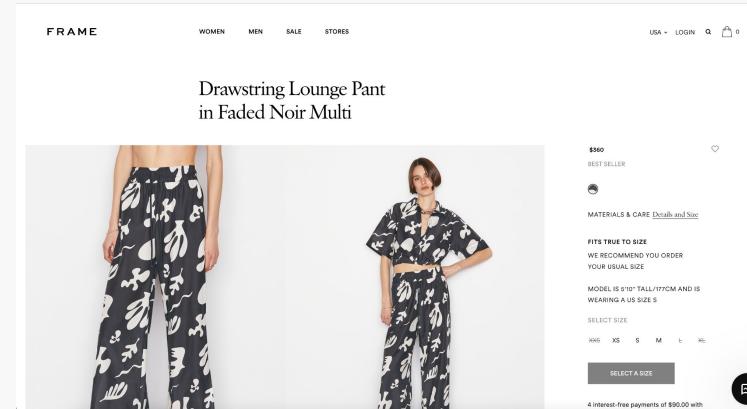
Outcome/Takeaways

We saw a 28% increase in size guide interactions with 100% stat sig. However, that increase did not translate into a lift in ATC or CVR. Add to Cart rate was inconclusive (11.74% for control and 11.53% for variant), as was CVR (2.98% for control vs 2.93% for variant). The primary difference was that the control opens the product details by default rather than the size guide. The next iteration is to include the more prominent placement but default to the product details.

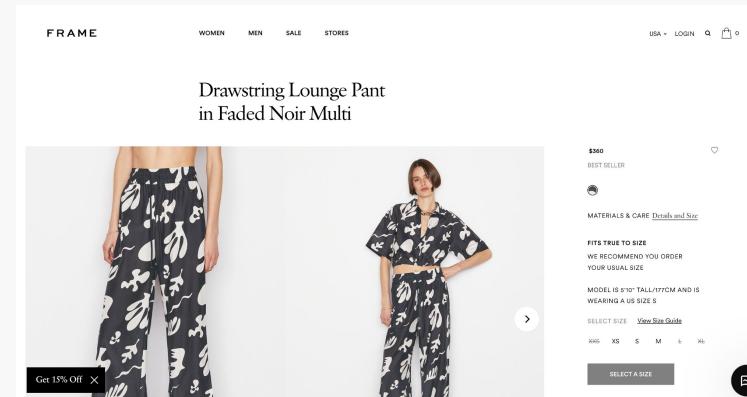
[Optimize Experiment Link](#)

PDP - Size Guide More Prominent

Control



Variant



EXPERIMENT OVERVIEW

ORO Los Angeles [1/21/22 - 2/21/22]

Tags: control-winner, reviews

Hypothesis

Adding reviews will increase social proof, thus resulting in an increase in conversion metrics

Primary Metrics

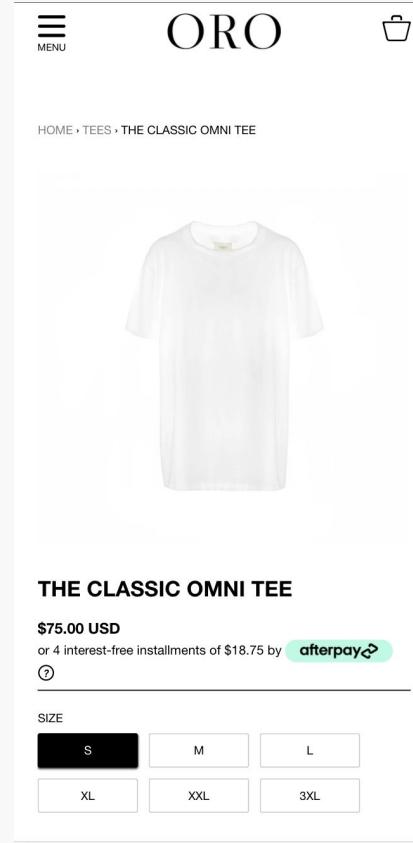
CVR, Add to Cart, RPV

Outcome/Takeaways

The variant resulted in -4.72% in conversion rate with a similar decrease in RPV. The hypothesis is that there aren't yet enough reviews to legitimize the social proof

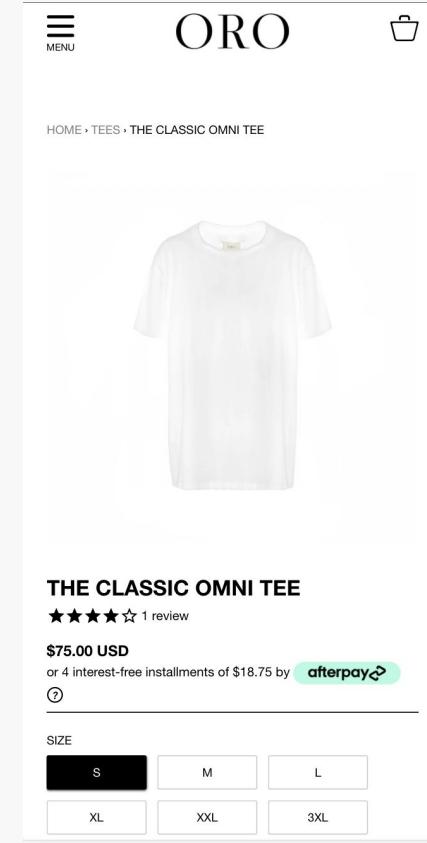
Adding Reviews to PDP

Control



The Control PDP for 'THE CLASSIC OMNI TEE' shows a white crew-neck t-shirt. The page includes a navigation bar with 'HOME', 'TEES', and 'THE CLASSIC OMNI TEE'. Below the product image, the product name 'THE CLASSIC OMNI TEE' is displayed, followed by the price '\$75.00 USD' and payment options ('afterpay'). A size selection area shows buttons for S, M, L, XL, XXL, and 3XL. The 'S' button is highlighted in black.

Variant



The Variant PDP for 'THE CLASSIC OMNI TEE' shows a white crew-neck t-shirt. The page includes a navigation bar with 'HOME', 'TEES', and 'THE CLASSIC OMNI TEE'. Below the product image, the product name 'THE CLASSIC OMNI TEE' is displayed, followed by a 1-star rating and '1 review'. The price '\$75.00 USD' and payment options ('afterpay') are also present. A size selection area shows buttons for S, M, L, XL, XXL, and 3XL. The 'S' button is highlighted in black.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [4/12/22 - 4/28/22]

Tags: variant-winner, color selector, variant selector

Hypothesis

Prior to site redesign, we wanted to have informed decision on how many color variants to display per row on mobile.

Primary Metrics

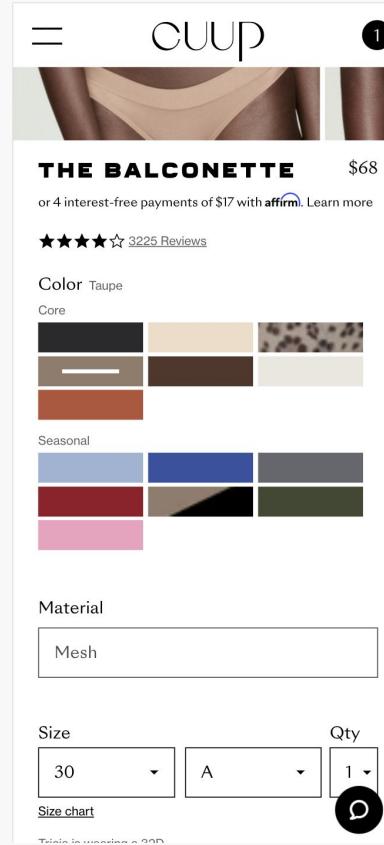
CVR, Add to Cart, RPV

Outcome/Takeaways

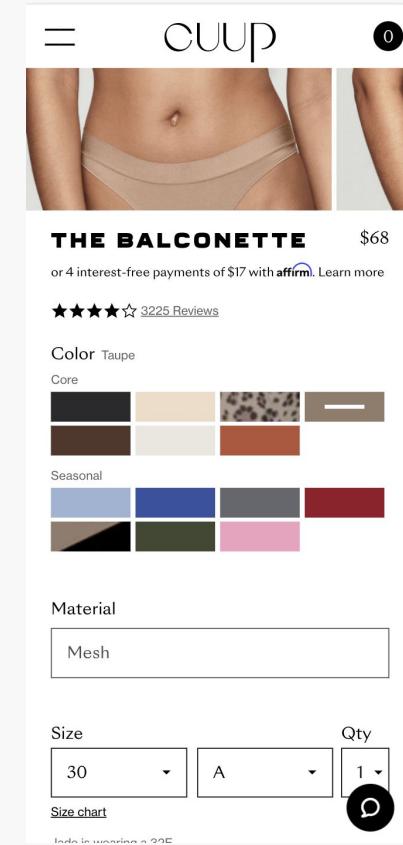
The variant with 4-wide was the optimal design, resulting in 7.3% increase in conversion rate and 8.4% increase in RPV. Add to cart rate difference was negligible.

3-wide vs 4-wide vs 5-wide color selector

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [5/2/22 - 5/23/22]

Tags: inconclusive, add to cart

Hypothesis

By giving the primary CTA more contrast, we expect to see a lift in add to cart rate as well as bottom funnel metrics.

Primary Metrics

CVR, Add to Cart

Outcome/Takeaways

The primary KPI of Add to Cart rate was inconclusive (19.77% for control vs 19.55% for variant), as was conversion rate (both 4.22%). There is no way to measure the 'pull' of the TryNow test which ran concurrently. Looking specifically at bottoms PDPs (which did not include the TryNow test), the results were similar, with a slight favor in primary metrics toward the original.

[Optimize Experiment Link](#)

Black ATC on PDP

Control

Swim Event, \$50 off \$200 or \$75 off \$300 X

≡ CUUP 0

Material
Mesh

Size Qty
32 D 1 ▾

[Size chart](#)

Maria is wearing a 30F

Free shipping on orders over \$50.

ADD TO BAG

TRY BEFORE YOU BUY - \$0

[TRY] up to 5 items at home for 7 days ⓘ

Description

This architectural silhouette is a CUUP take on a typical "sexy" bra (think overly frilly, lacy, and unrealistic for everyday wear). We pared this one down to clean lines and a composed fit.

REFER A FRIEND X Sports all CUUP sizes comfortably, but may be a fit for more bottom-heavy boob shapes

Variant

Swim Event, \$50 off \$200 or \$75 off \$300 X

≡ CUUP 0

Material
Mesh

Size Qty
32 D 1 ▾

[Size chart](#)

Maria is wearing a 30F

Free shipping on orders over \$50.

ADD TO BAG

TRY BEFORE YOU BUY - \$0

[TRY] up to 5 items at home for 7 days ⓘ

Description

This architectural silhouette is a CUUP take on a typical "sexy" bra (think overly frilly, lacy, and unrealistic for everyday wear). We pared this one down to clean lines and a composed fit.

REFER A FRIEND X Sports all CUUP sizes comfortably, but may be a fit for more bottom-heavy boob shapes

EXPERIMENT OVERVIEW

Soludos [1/18/22 - 2/16/22]

Tags: variant-winner, shipping>Returns, confidence-booster

Hypothesis

Reminding users of free shipping & returns near ATC will boost performance

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

+3.67% in CVR with 86% statistical significance, slight lift in ATC rate

Free Shipping & Returns near ATC

Control

The Control product page displays a pair of white Tie Dye Ibiza Sneakers with a pink and blue tie-dye pattern on the side panels. Below the image is a five-star rating and 624 reviews. A size chart shows available sizes from 5 to 11. A note suggests going up a half size. Payment options include Shop Pay and interest-free installments. A large black button at the bottom says "Select size - \$104".

Variant

The Variant product page displays the same pair of white Tie Dye Ibiza Sneakers, but the image has a semi-transparent overlay with the text "Free shipping & easy returns" in white. The rest of the page content is identical to the Control version, including the size chart, payment options, and the "Select size - \$104" button.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [3/22/22 - 4/5/22]

Tags: recommended products, inconclusive

Hypothesis

Reordering the style tips and recommended products will result in an increase in engagement with the recommended products, leading to higher quality PDP views & down funnel metrics

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

The control had a higher AOV and CVR, resulting in overall higher RPV. On desktop, the variant had a slightly higher CVR (6.07% vs 5.85%) but a ~7% lower AOV, resulting in a 3% decrease in revenue per visitor. On mobile, the variant had a slightly lower CVR (3.31% vs 3.44%) and a lower RPV (\$7.14 vs \$7.29). However, AOV was slightly higher at \$215.75 vs \$211.75.

The variant had a 6.73% CVR for recommended products click event (6.46% for control). Engagement was up as well, with 8.2% of sessions interacting with recommended products in variant vs 7.4% for control.

Reorder Style Tips & Recommended Products

Control

= CUUP 3

- Supports all CUUP sizes comfortably, but may be better for more bottom-heavy boob shapes

[See More](#)

STYLE TIP

The Balconette's straight neckline looks beautiful and bold peeking through a blazer, or with nothing at all.



Refer A Friend

Fit Help

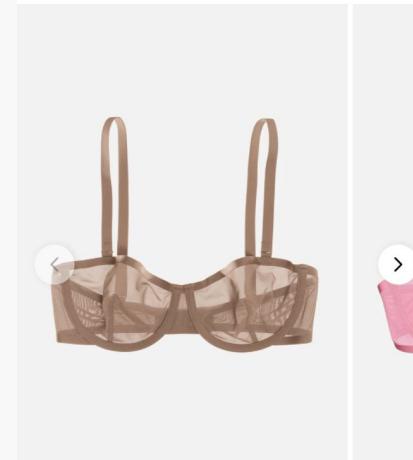
Variant

= CUUP 3

- Supports all CUUP sizes comfortably, but may be better for more bottom-heavy boob shapes

[See More](#)

YOU MAY ALSO LIKE



The Balconette

Refer A Friend

\$68 The Balco

Fit Help

EXPERIMENT OVERVIEW

CUUP [2/28/22 - 3/18/22]

Tags: inconclusive, hierarchy, buy box

Hypothesis

Reorganizing the hierarchy of the buy box based on best practices will result in increase in performance.

Primary Metrics

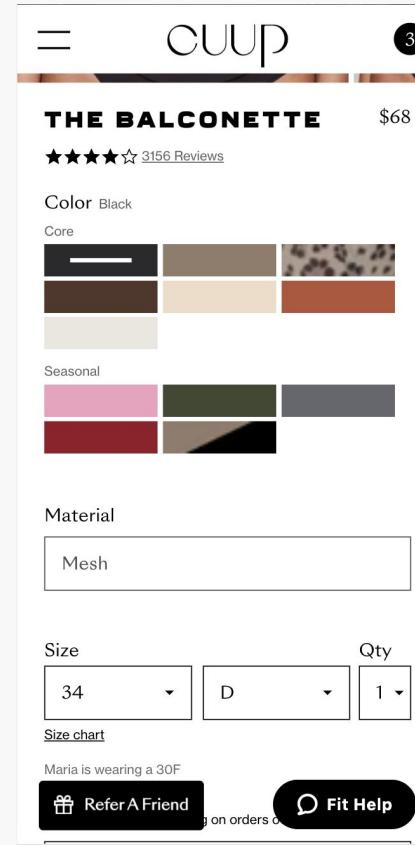
CVR, Add to Cart, RPV

Outcome/Takeaways

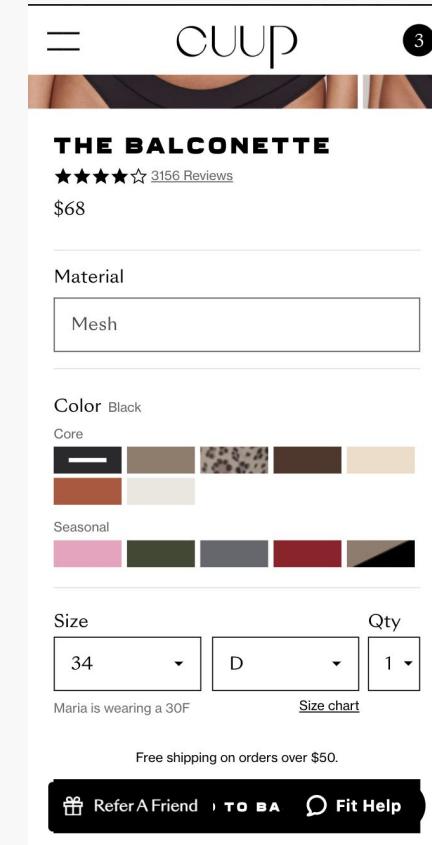
Overall, results were inconclusive. The variant drove a slight increase in AOV and RPV with a flat CVR and add to cart rate. Results on mobile were more significant, with a 2% increase in CVR and a 4.4% increase in RPV. The main driver of performance lift was mobile.

Buy Box Hierarchy Redesign

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Susan Shaw [2/3/22 - 3/3/22]

Tags: variant-winner, upsell

Hypothesis

Adding an upsell will increase CVR and revenue per visitor

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

All metrics were significantly higher for the variant
- AOV and conversion rate lift resulted in a nearly 25% lift in revenue per visitor.

Upsell options to the product page

Control

3995CR-16

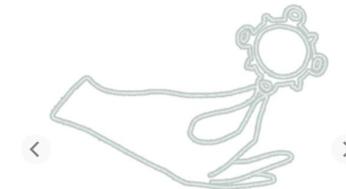
Swiss franc coin intaglio on textured chain necklace with toggle detail. This 1948 coin is inscribed with CONFEDERATIO HELVETICA, the Latin name for the Swiss Confederation.

- Available in 16 inch or 20 inch long chain
- Toggle clasp
- Triple plated 24Kt gold or Sterling Silver plating
- Handmade in San Antonio, TX

Handmade to order & ships in 2-4 business days

Triple plated 24Kt gold or Sterling Silver

Easy returns/refunds



Variant

3995CR-16

Swiss franc coin intaglio on textured chain necklace with toggle detail. This 1948 coin is inscribed with CONFEDERATIO HELVETICA, the Latin name for the Swiss Confederation.

- Available in 16 inch or 20 inch long chain
- Toggle clasp
- Triple plated 24Kt gold or Sterling Silver plating
- Handmade in San Antonio, TX

Complete the Look

Earring of the Month

\$46.00 **\$28.00**

+

French Franc Marie Necklace

\$148.00

+

Handmade to order & ships in 2-4 business days

Triple plated 24Kt gold or Sterling Silver

Easy returns/refunds

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Soludos [1/13/22 - 2/17/22]

Tags: control-winner, UGC, image-gallery

Hypothesis

Adding UGC to product image gallery will boost social proof and thus performance

Primary Metrics

CVR, Add to Cart, RPV

Outcome/Takeaways

-9.4% in conversion rate, slight negative impact on Add to Cart rate as well

UGC in Product Image Gallery

Control



The screenshot shows the product page for the Ibiza Platform Sneaker. At the top, there are navigation links for Women, Men, and Sale. The Soludos logo is in the top right corner. Below the logo is a search bar and a sign-in link. The main product image shows a person's legs wearing white sneakers. To the right of the image, the product name "Ibiza Platform Sneaker" is displayed along with the price "\$139" and a "20% off any 2nd pair" discount offer. A star rating of 4.5 stars from 223 reviews is shown. A size chart is provided with options from size 5 to 11. A note suggests going up a half size. A "Select size" button is present. Below the size chart, there is a financing option: "Pay in 4 interest-free installments of \$34.75 with shopBOP". At the bottom, there is a "Materials and Details" section with a plus sign.

Variant



The screenshot shows the same product page for the Ibiza Platform Sneaker, but with a red border around the main product image. This indicates that the image has been modified or highlighted. The rest of the page content is identical to the control version, including the product name, price, discount offer, star rating, size chart, financing option, and materials details section.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [1/31/22 - 2/28/22]

Tags: video, inconclusive

Hypothesis

Removing video from the PDP will show the value (and justify investment) of including video on PDPs

Primary Metrics

CVR, Add to Cart, RPV

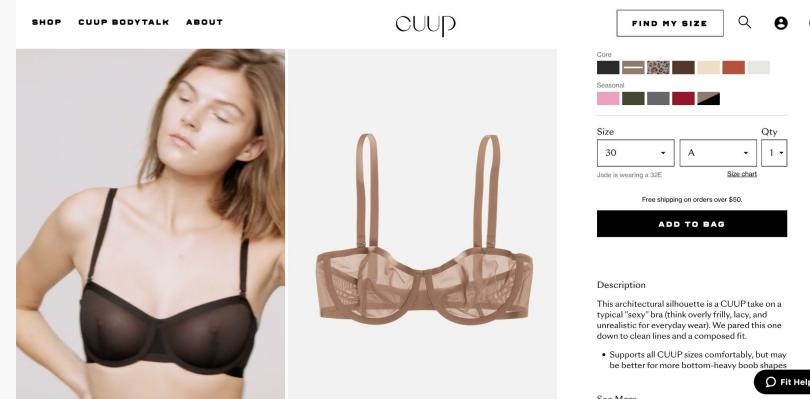
Outcome/Takeaways

Inconclusive results - all metrics slightly favored the 'hidden' variant. The control (video) had a slightly higher CVR for desktop, but was 2.4% lower on mobile.

Because video is not one of the first few image thumbnails, I believe the results were inconclusive due to the low impact of the positioning of video. I recommend an iteration moving video to a more prominent thumbnail position.

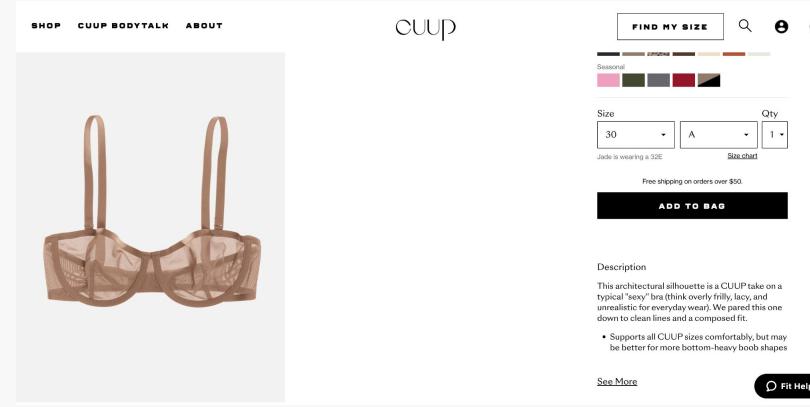
Hide video on product pages

Control



The Control product page for CUUP features a large image of a woman wearing a black sheer bra on the left, and a detailed view of the same bra on the right. The page includes a color palette, size selection dropdowns (30A), and an 'Add to Bag' button. A descriptive text block highlights the architectural silhouette of the bra.

Variant



The Variant product page for CUUP displays only a detailed view of the brown sheer bra, omitting the woman's image. The rest of the page layout, including the color palette, size selection, and descriptive text, remains identical to the Control version.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 1/7/22-2/2/22

Tags: add to cart

Hypothesis

Letting the users know that they've qualified for free shipping will increase the likelihood of them continuing to checkout

Primary Metrics

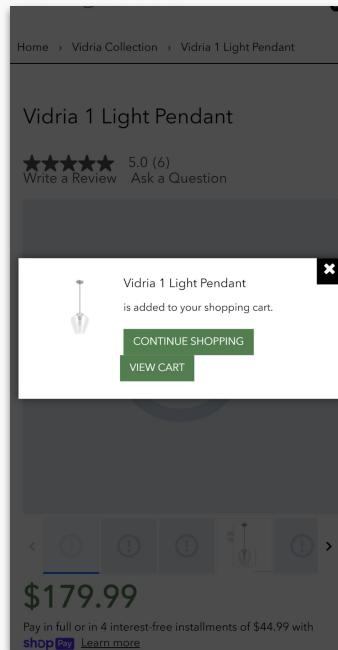
Conversion rate, Revenue per visitor, Cart Abandonments

Outcome/Takeaways - Variant Won

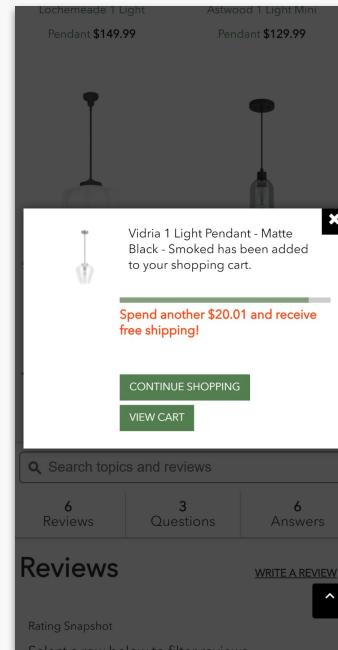
Conversion rate was lifted from 1.74% to 1.90%

Add to Cart Popup - Free Shipping Progress

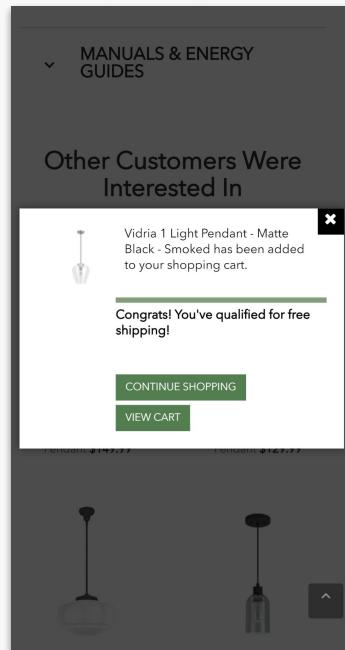
Control



Variant 1 - Not Qualified



Variant 1 - Qualified



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 4/5/22-4/19/22

Tags: product

Hypothesis

Inserting a link to the Low Price Guarantee page will increase brand confidence and add to cart events

Primary Metrics

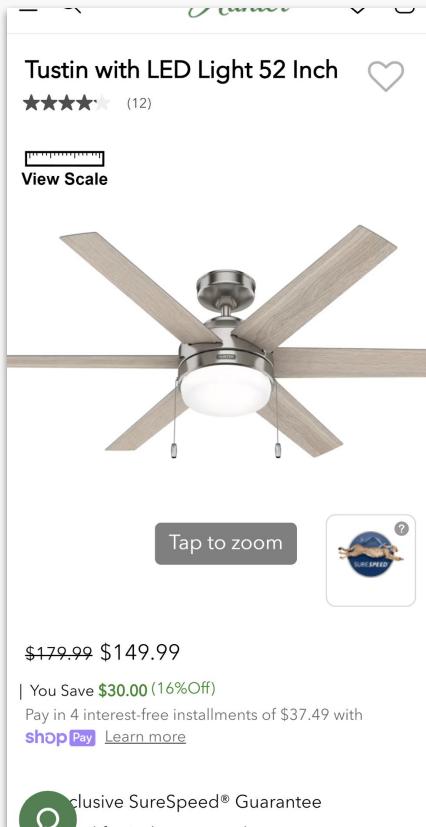
Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

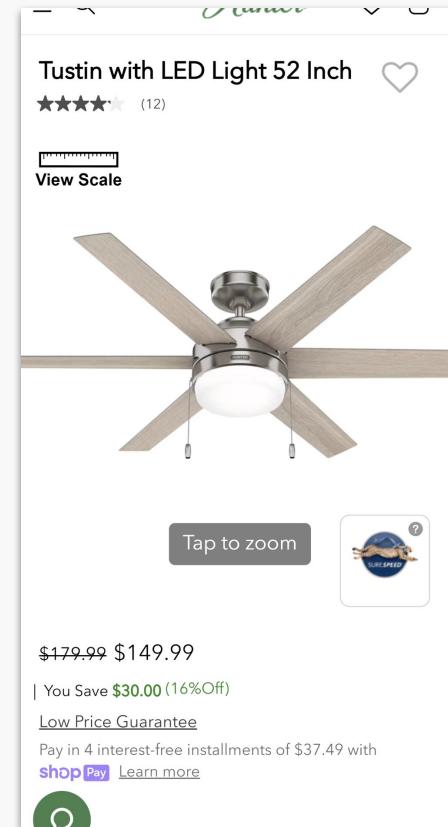
Conversion rate lifted from 2.11% to 2.24%

Low Price Guarantee

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 4/5/22-4/19/22

Tags: product

Hypothesis

We want to confirm that the specifications section improves conversion rate by hiding it

Primary Metrics

Conversion rate, ATC Events

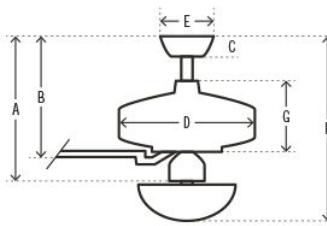
Outcome/Takeaways - Original Won

Conversion rate dropped from 2.40% to 2.11%, confirming that the specifications section is of great value to the customer

Hide Specs Banner

Control

Specs



A
B 10.24 in (Low 9.24 in Angled 43.24 in)
C 2.75 in
D 1
E 6.5 in
F 14.24 in (Low 13.24 in Angled 47.24 in)
G 5.57 in

Features

Hassle Free Returns	Hassle free returns within 45 days
---------------------	------------------------------------

Fan Blade

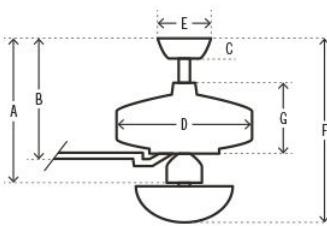
Tustin with LED Light 52 Inch
~~\$179.99~~ \$149.99

Getting Closer! Only \$199.00 away from FREE SHIPPING!

Add to Cart

Variant

Specs



A
B 10.24 in (Low 9.24 in Angled 43.24 in)
C 2.75 in
D 1
E 6.5 in
F 14.24 in (Low 13.24 in Angled 47.24 in)
G 5.57 in

Features

Hassle Free Returns	Hassle free returns within 45 days
Fan Blade Span (in.)	52 inch
Recommended Room Size	Large (up to 400 sq ft)

Bedroom, Craft / Hobby

Fan Blade

Tustin with LED Light 52 Inch
~~\$179.99~~ \$149.99

Getting Closer! Only \$199.00 away from FREE SHIPPING!

Add to Cart

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 5/3/22-5/20/22

Tags: pdp, reviews

Hypothesis

Adding reviews will increase social proof, thus resulting in an increase in conversion metrics

Primary Metrics

Conversion rate, Revenue per visitor

Outcome/Takeaways - Original Won

Conversion rate decreased from 3.15% to 2.86%

[Optimize Experiment Link](#)

Insert Reviews

Control

The screenshot shows a product page for "MOCHA LATTE SUPER COFFEE". At the top, there's a navigation bar with "shop" and a search bar containing "COFFEE". Below the product image, the text "12 PACK" is visible. The main title "MOCHA LATTE SUPER COFFEE" is prominently displayed. Below it, a rating of 4.8 stars from 1234 reviews is shown. The original price of \$33.99 is crossed out, and the discounted price of \$39.99 is displayed. A note indicates a price of \$2.83 per bottle. A dropdown menu at the bottom shows "Mocha" selected.

Variant

The screenshot shows the same product page as the control, but with a review overlay. The review text reads: "Rich and delicious boost in the morning. I love the White Chocolate Peppermint flavor of Super Coffee. The peppermint is not overwhelming and the combination is rich and smooth - amazingly decadent for only 70 calories. I drink it in the morning for a refreshing boost." It is attributed to "-Karen A.". Below the review, the price is listed as \$33.99, with a note of \$2.83 per bottle. A dropdown menu at the bottom shows "White Chocolate Peppermint" selected.

EXPERIMENT OVERVIEW

Alpha Paw - 5/11/22-6/10/22

Tags: product, reviews

Hypothesis

Showing reviews with photos first will demonstrate social proof and come across as more legitimate than reviews with just text

Primary Metrics

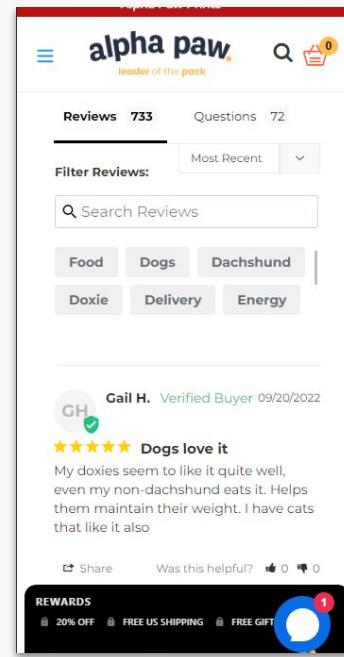
Conversion rate, ATC Rate

Outcome/Takeaways - Variant 1 Won

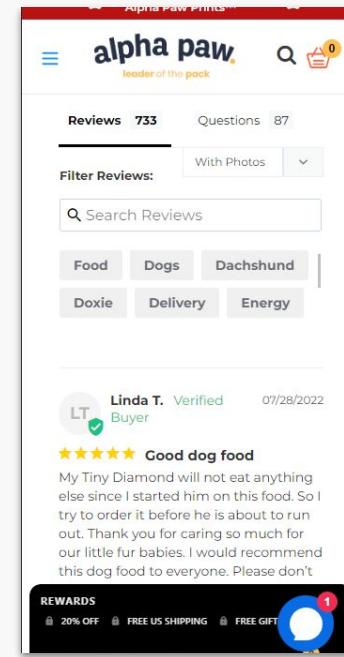
Conversion rate increased from 3.69% to 3.94% for the With Photos variant. Conversion rate was also to 3.74% for the Highest Rating variant

Reviews Sorting With Photos

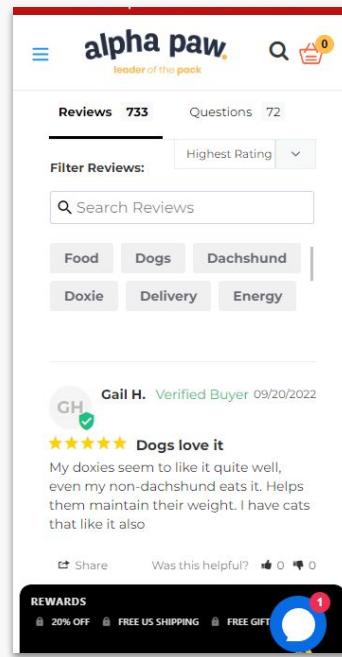
Control



V1 - With Photos



V2 - Highest Rating



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 5/25/22-7/1/22

Tags: pdp, shipping

Hypothesis

Inserting the estimated shipping dates and cutoff will increase the user's fear of missing out

Primary Metrics

Conversion rate, Revenue per visitor, ATC Events

Outcome/Takeaways - Original Won/Inconclusive

Conversion rate decreased from 1.52% to 1.48%

Insert Reviews

Control

Variant



EXPERIMENT OVERVIEW

Slumberkins - 6/10/22-7/6/22

Tags: pdp

Hypothesis

Highlighting the creature's theme will emphasize that it's more than just a cute stuffed animal, it's a personalized emotional learning device

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

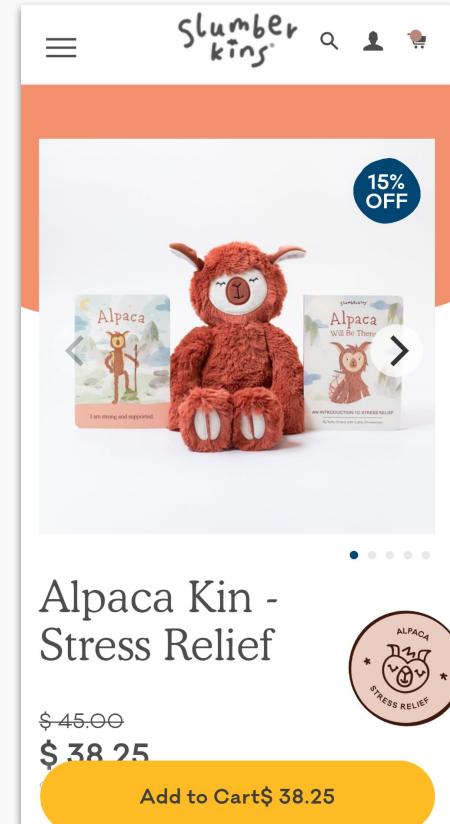
Conversion rate increased from 6.18% to 6.57%

Highlight Creature Theme

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 6/15/22-7/13/22

Tags: subscribe

Hypothesis

Emphasizing the percentage savings in the add to cart button reminds the user of the value of selecting the subscribe option

Primary Metrics

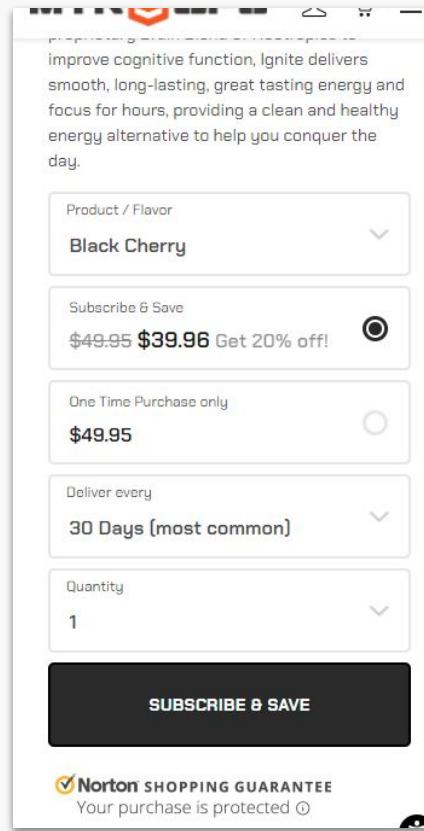
Conversion rate, Revenue per visitor

Outcome/Takeaways - Variant Won on Mobile

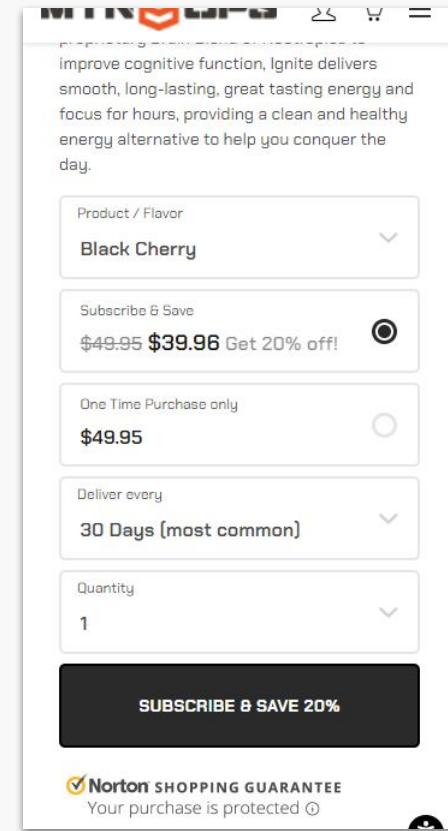
Conversion rate was lifted from 8.20% to 8.36% on Mobile

Highlight Subscription Savings

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Nutrition Kitchen - 6/24/22-7/18/22

Tags: pdp

Hypothesis

Defaulting to the user's selected meal plan will help them find the ingredients/macros they're looking for sooner.

Primary Metrics

Conversion rate, Revenue

Outcome/Takeaways - Variant Won

Conversion rate went from 1.92% on to 2.03%

Recipes - Default to Meal Plan

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 6/13/22/-7/20/22

Tags: pdp

Hypothesis

Inserting value props below the ATC button will draw attention to the button and increase the user's confidence in making a purchase

Primary Metrics

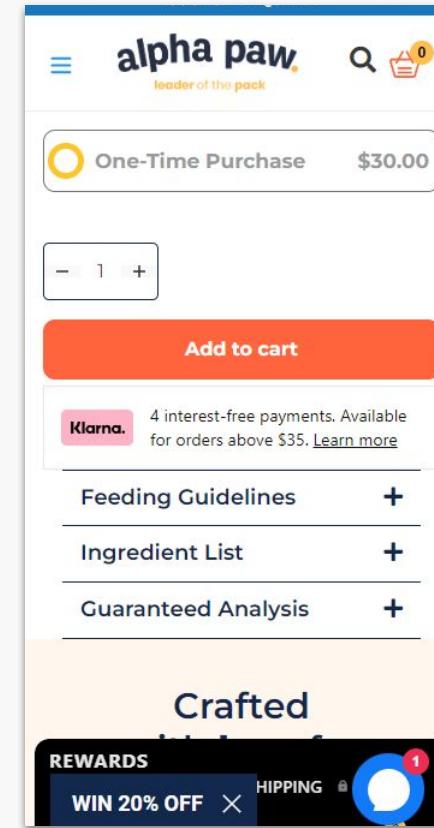
Conversion rate, Initiate checkout

Outcome/Takeaways - Variant Won on Desktop

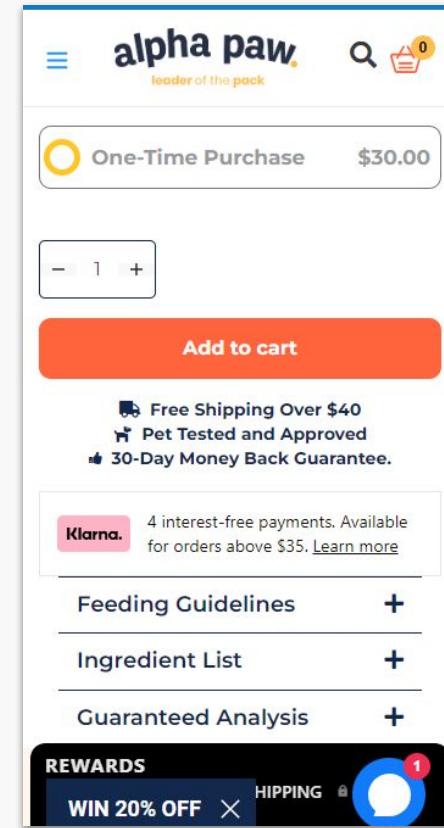
Conversion rate increased from 6.66% to 6.95% on Desktop

Value Props Under ATC Button

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 6/28/22-7/18/22

Tags: category

Hypothesis

Showing reviews with photos first will demonstrate social proof and come across as more legitimate than reviews with just text

Primary Metrics

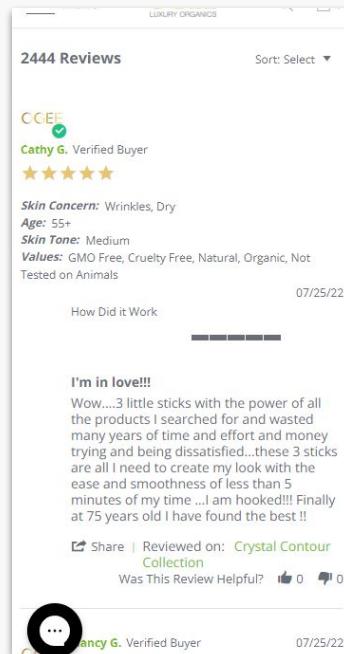
Conversion rate, ATC Rate

Outcome/Takeaways - Variant 2 Won

Conversion rate increased from 7.07% to 7.31% for the With Photos variant. Conversion rate was also up from 7.07% to 7.20% for the Highest Rating variant

Reviews Sorting With Photos

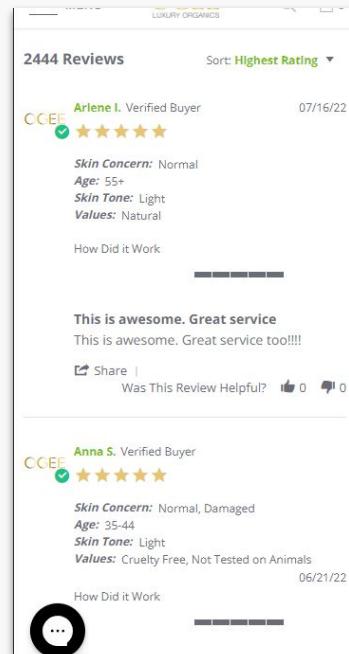
Control



V1 - With Photos



V2 - Highest Rating



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 7/8/22-7/27/22

Tags: subscribe

Hypothesis

Changing the default subscribe length increase or decrease the number of subscriptions users are signing up for. 3 Variants for 45, 60, and 90 days

Primary Metrics

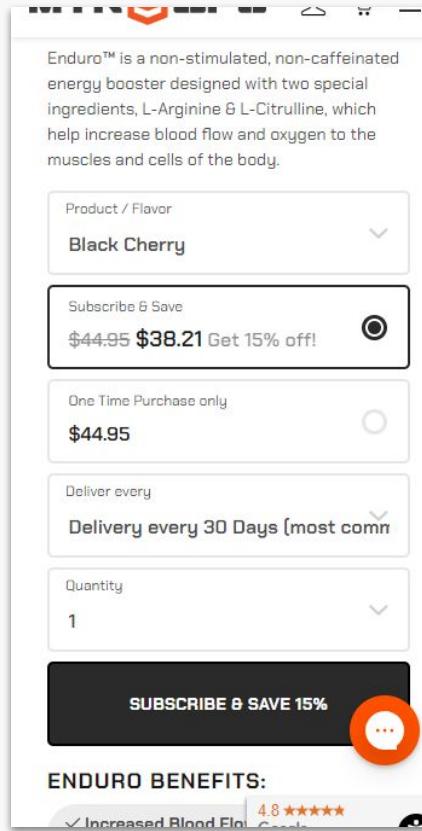
Conversion rate, Revenue per visitor

Outcome/Takeaways - Original Won/Inconclusive

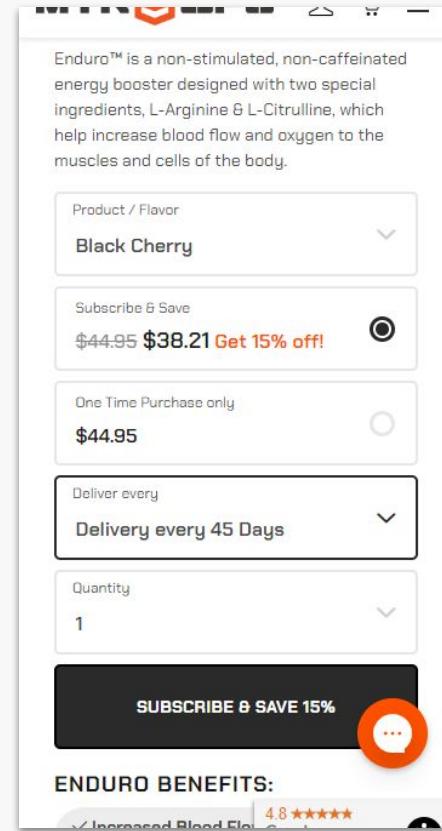
No clear winner here. New users seemed to favor the shorter lengths such as 30 and 45 days, but returning users favored 60 and 90 days

Default Subscribe Length

Control (30 Days)



Variant 1 (45 Days)



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 7/20/22-8/17/22

Tags: pdp

Hypothesis

Hiding the product block will give the users more time to familiarize themselves with the kin before being pressure to make a purchase

Primary Metrics

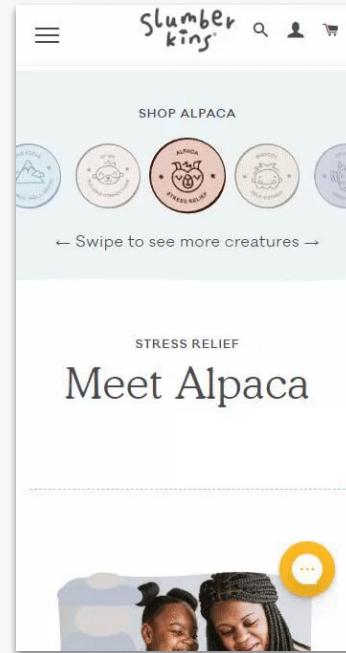
Conversion rate, ATC Events

Outcome/Takeaways - Variant 1 Won

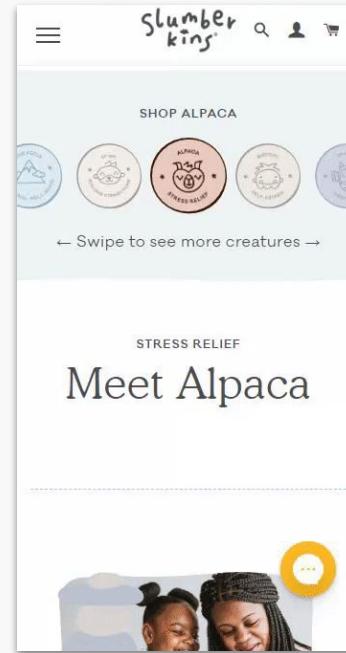
Conversion rate increased from 5.15% to 5.40%

Kin Landing Page - Hide Product Block A/B/C

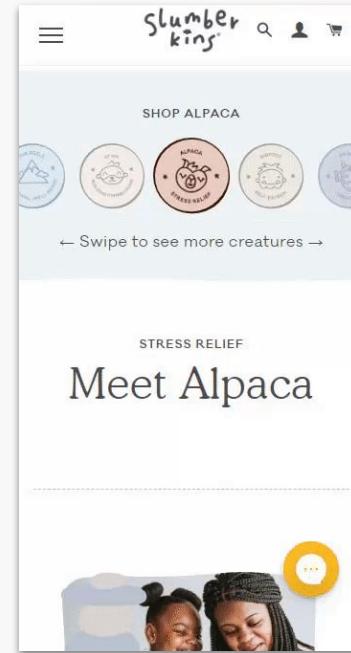
Control



V1 - Hide Product Block



V2 - Hide Product Block & Move Up Affirmations



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 7/18/22-8/29/22

Tags: product, add to cart

Hypothesis

Changing the add to cart button color to match the site's dark gray color will reduce the number of colors at play. We also want to test "Add to Cart" vs. "Buy Now".

Primary Metrics

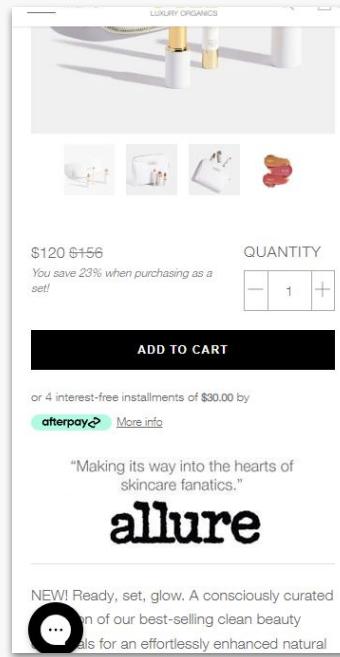
Conversion rate, ATC Events

Outcome/Takeaways - Variant 2 Won

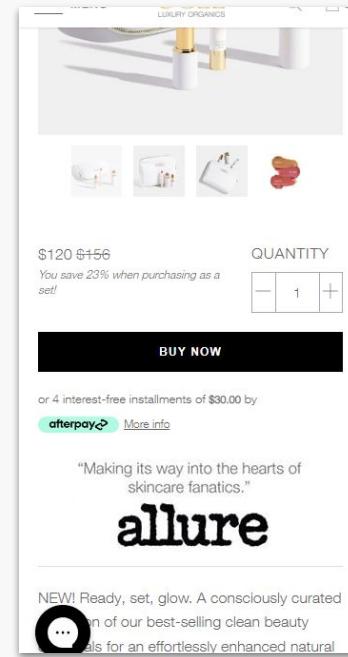
Conversion rate decreased sharply from 7.06% to 6.35% when changing "Add to Cart" to "Buy Now" but including the color change brought the conversion rate back up to 6.99%, suggesting that we should deploy just the color change.

Add to Cart Color & Copy

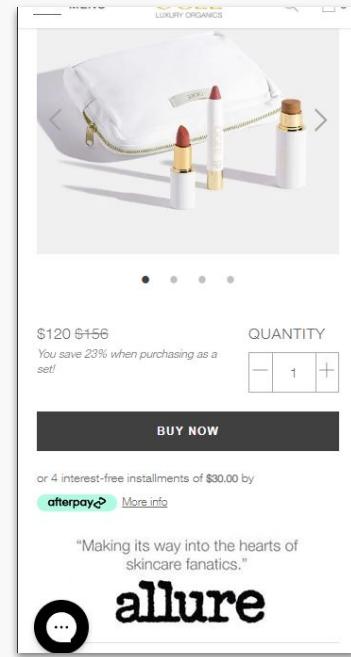
Control



V1 - "Buy Now"



V2 - "Buy Now" & Dark Grey



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 8/10/22-8/29/22

Tags: pdp, images

Hypothesis

Showing an image with more depth and visual interest will reduce bounce rate

Primary Metrics

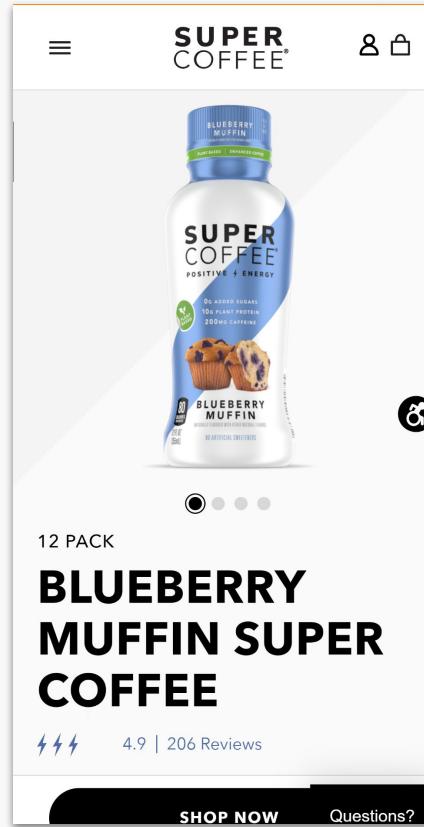
Conversion rate, Bounce Rate, ATC Events

Outcome/Takeaways - Original Won

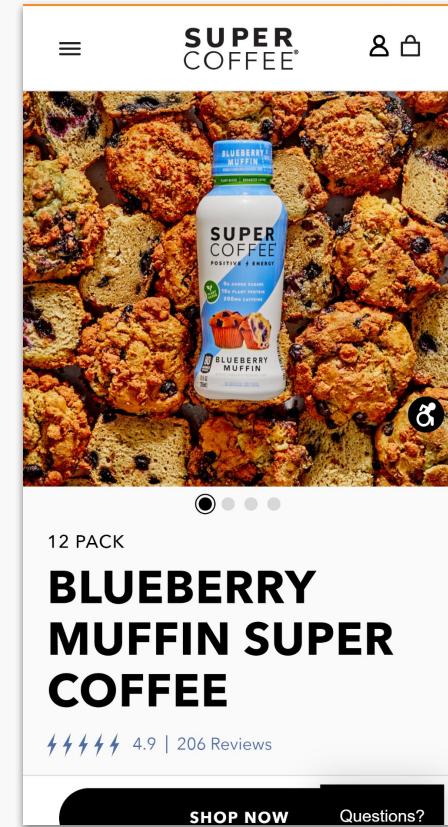
Conversion rate decreased from 1.08% to 0.85%

Lifestyle Images First

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 7/27/22-8/31/22

Tags: product, mobile

Hypothesis

Moving up the buy box will mean that the user doesn't have to scroll down as far to see the Add to Cart button, and that when switching colors they don't have to scroll up as far to see the difference in the photos

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Original Won

Conversion rate dropped from 2.84% to 2.67%

Mobile PDP - Move Up Buy Box

Control

The PawProof Throw Blanket is a waterproof, machine washable, and stylish option to protect your furniture, car seats, and more from pet hair, dirt, spills and scratching damage. Easy and convenient to clean, it's the ultimate place to rest while blending into your modern home.

Benefits

- **Protects Furniture** from hair, dirt, spills, and scratching
- **Waterproof Lining** prevents liquids from seeping through
- **Machine Washable** to keep your pup fresh

REWARDS

- 20% OFF • FREE US SHIPPING
- FREE GIFT • 30%

Variant

The PawProof Throw Blanket is a waterproof, machine washable, and stylish option to protect your furniture, car seats, and more from pet hair, dirt, spills and scratching damage. Easy and convenient to clean, it's the ultimate place to rest while blending into your modern home.

Benefits

- **Protects Furniture** from hair, dirt, spills, and scratching
- **Waterproof Lining** prevents liquids from seeping through
- **Machine Washable** to keep your pup fresh

REWARDS

- 20% OFF • FREE US SHIPPING
- FREE GIFT • 30%

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 8/9/22-9/1/22

Tags: pdp, breadcrumbs

Hypothesis

Removing the product category will have no negative impact on conversion rate which means it can be removed

Primary Metrics

Conversion rate, Bounce Rate, ATC Events

Outcome/Takeaways - No Difference

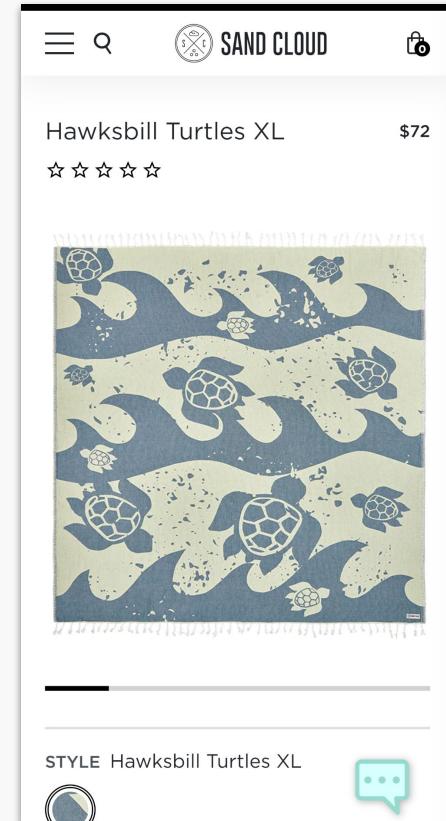
Conversion rate remained dead even at 3.82% for both the original and the variant. The product category has since been removed

Hide Product Category

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Nutrition Kitchen - 8/22/22-9/16/22

Tags: pdp

Hypothesis

Alphabetizing the ingredients will make them easier to compare back and forth

Primary Metrics

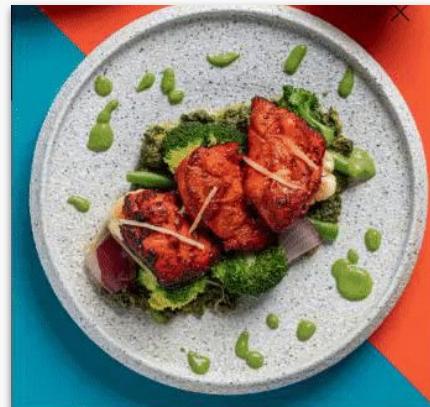
Conversion rate, Revenue

Outcome/Takeaways - Variant Won

Conversion rate increased from 2.233% to 3.14%

Recipes - Sort Ingredients Alphabetically

Control



Tandoori Chicken

with Cauliflower, Green Beans, Palak & House Mint Yoghurt (Basmati Rice)

Regular Low Carb

Large Low Carb

Regular Balanced

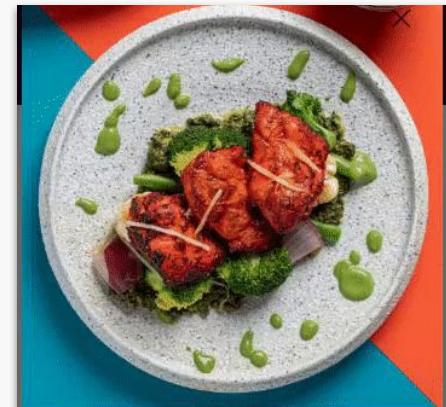
Large Balanced

INGREDIENTS

Chicken, Cauliflower, Green Beans, Onion, Tomato, Tandoori Chicken Masala, Yoghurt, Ginger, Garlic, Garam & Chat Masala, Lemon Juice, Kasoori Methi Leaf, Nutmeg, Mustard Oil, Cumin, Coriander, Turmeric, Red Chili Powder, Kasoori Methi, Cooking Cream, Butter, Mint, Green Chili, EVOO, Salt, Pepper



Variant



Tandoori Chicken

with Cauliflower, Green Beans, Palak & House Mint Yoghurt (Basmati Rice)

Regular Low Carb

Large Low Carb

Regular Balanced

Large Balanced

INGREDIENTS

Butter, Cauliflower, Chicken, Cooking Cream, Coriander, Cumin, EVOO, Garam & Chat Masala, Garlic, Ginger, Green Beans, Green Chili, Kasoori Methi Leaf, Lemon Juice, Mustard Oil, Nutmeg, Onion, Pepper, Red Chili Powder, Salt, Tandoori Chicken Masala, Tomato, Turmeric, Yoghurt



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 8/22/22-9/16/22

Tags: product, landing page

Hypothesis

Moving up the creature description will help users understand the the unique value proposition behind each creature

Primary Metrics

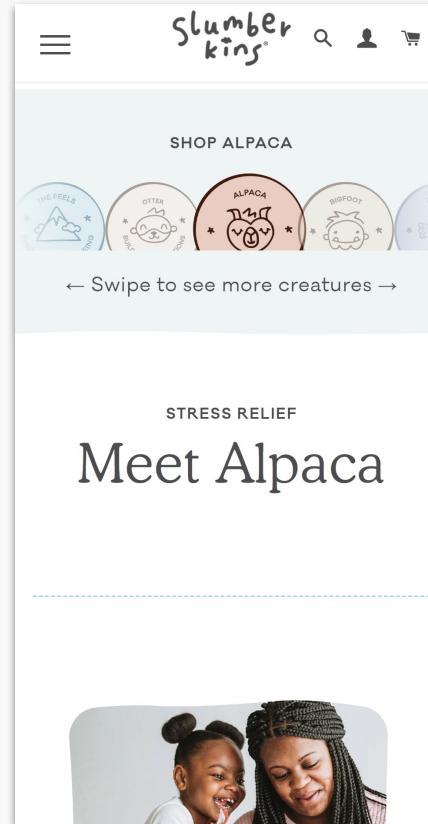
Conversion rate, Bounce Rate

Outcome/Takeaways - Inconclusive/Variant Won

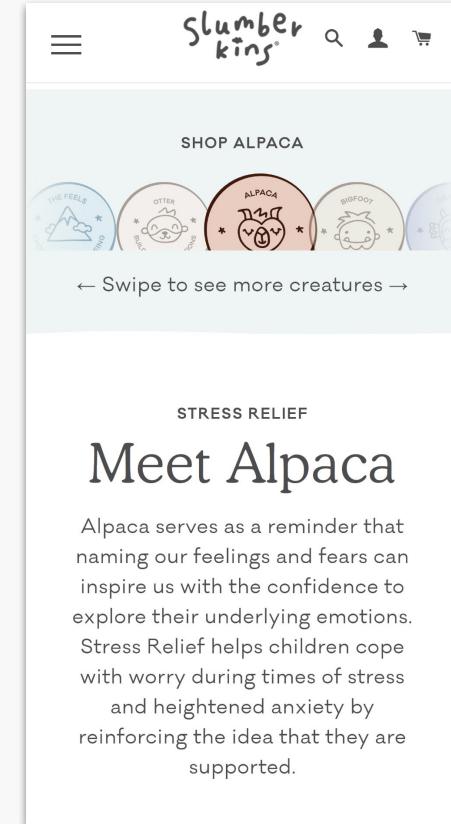
Conversion rate increased from 5.36% to 5.59% for new users but remained flat everywhere else

Kin Landing Page - Move Up Description

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 8/22/22-9/16/22

Tags: product, review

Hypothesis

Highlighting a real review in or around the buy box will demonstrate the satisfaction of another real customer that's already converted

Primary Metrics

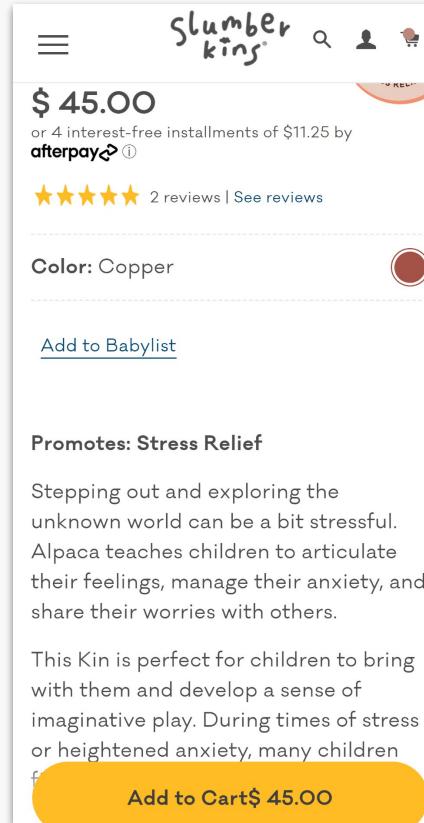
Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

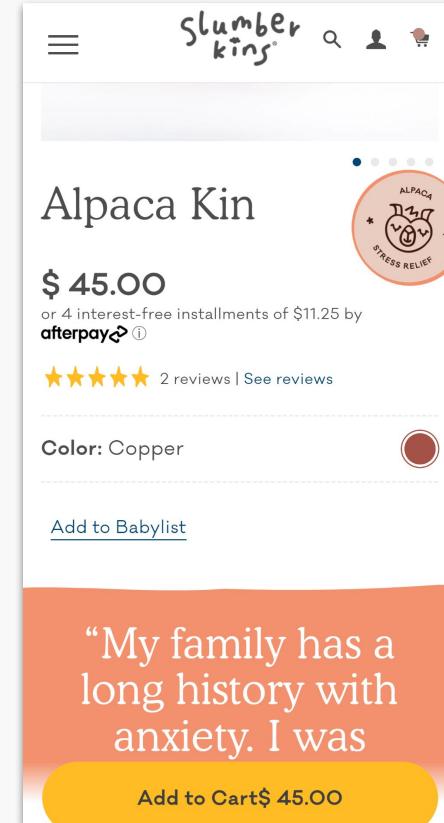
Conversion rate increased from 5.93% to 6.15%

Highlight User Review

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 8/26/22-9/27/22

Tags: pdp, reviews

Hypothesis

Showing reviews with photos first will demonstrate social proof and come across as more legitimate than reviews with just text. Same goes for highly rated reviews

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Original Won

Conversion rate dropped from 3.00% for the Original to 2.97% for the With Photos variant, and even worse for the Highest Rating variant

Review Sorting - With Photos & Highest Rating

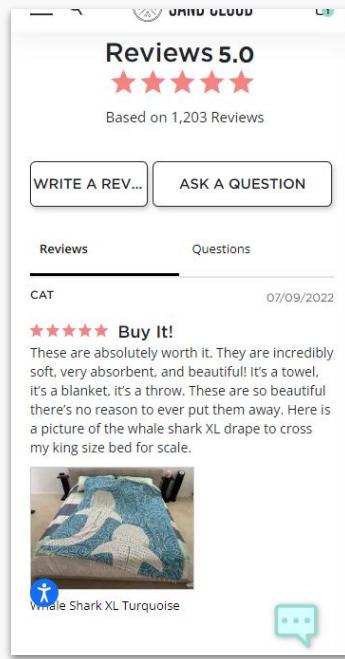
Control



V1 - Highest Rating



V2 - With Photos



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 9/22/22-10/7/22

Tags: product, add to cart

Hypothesis

Increasing the font size and the padding to match it will improve visibility on our main CTA's and increase click rate

Primary Metrics

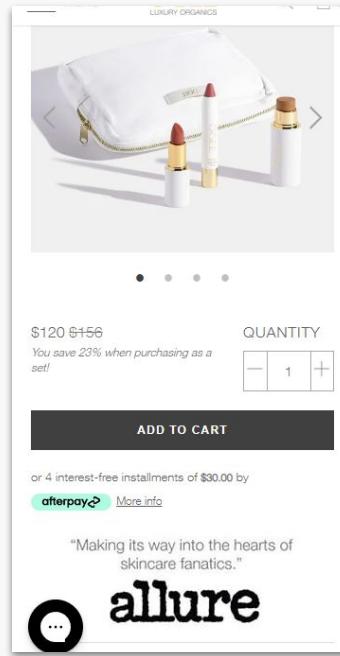
Conversion rate, ATC Events

Outcome/Takeaways - Variant 1 Won

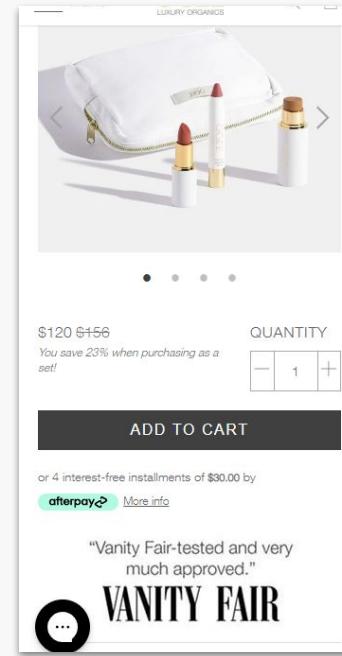
Conversion rate increased from 2.91% to 3.04% when increasing the font size and padding, but just increasing the font size alone increased conversion rate to 3.24%

CTA Font Size & Padding

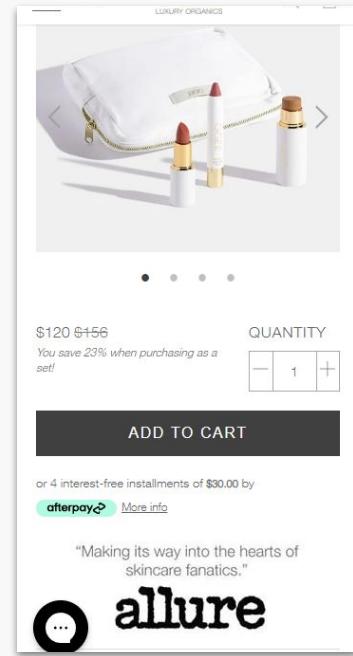
Control



V1 - Font Size



V2 - Font Size & Padding



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 9/23/22-10/7/22

Tags: product

Hypothesis

Currently the "selected set" displays right below the set selectors and makes it look like there's an additional set you can choose. Also, we're already displaying the selected set & and its contents below so we can potentially just hide this section

Primary Metrics

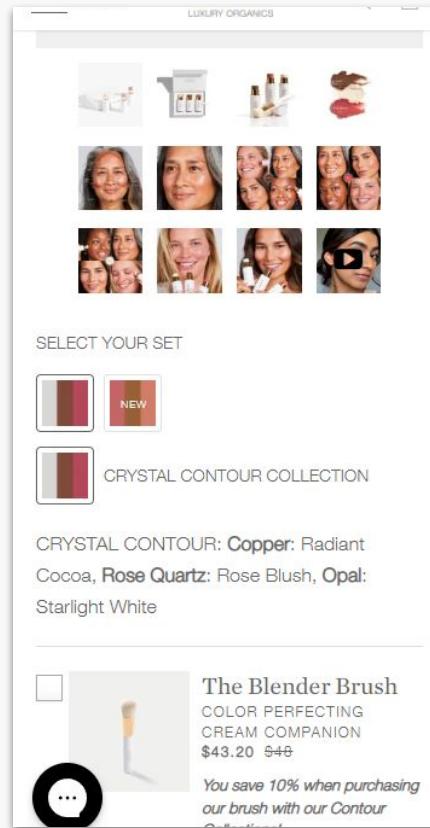
Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

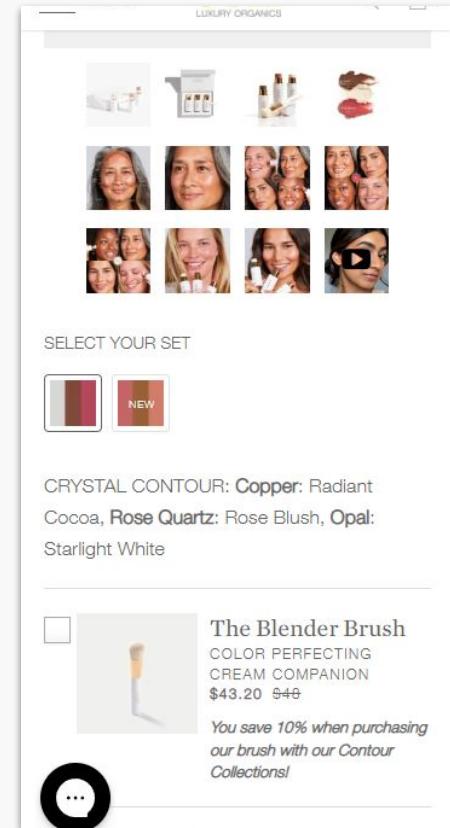
Conversion rate increased from 6.54% to 7.05% at a 99% confidence level.

Remove Selected Set

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 9/13/22-10/19/22

Tags: pdp, reviews

Hypothesis

Showing reviews with photos first will demonstrate social proof and come across as more legitimate than reviews with just text. Same goes for highly rated reviews

Primary Metrics

Conversion rate, Revenue per visitor

Outcome/Takeaways - With Images Variant Won

Conversion rate went from 7.52% to 7.68% and 7.45% for the With Images and Highest Rating variants, respectively

Reviews Sorting

Control

The Control variant shows reviews without images. It includes a 'Filter Reviews' section with a search bar and buttons for 'Feel', 'Quality', and 'More Filters'. Below this, it displays '1433 Reviews' with a sort dropdown set to 'Select'. Two reviews are visible: one by Jarrod F. (verified buyer) rating 5 stars with the text 'Great, wished mango madness was available all the time.' and another by Kurt L. (verified buyer) rating 5 stars with the text 'Works great been drinking this instead of energy drinks'. A share icon is present at the bottom.

V1 - With Images

The V1 - With Images variant shows reviews with images. It has the same 'Filter Reviews' section as the control. Below, it displays '6 Reviews' with a sort dropdown set to 'Select'. One review by Wade R. (verified buyer) rating 5 stars is shown with the text 'Peach zing is the flavor' and an image of several cans of Mountain Dew Peach Zing. A share icon is present at the bottom.

V2 - Highest Rating

The V2 - Highest Rating variant shows reviews sorted by highest rating. It has the same 'Filter Reviews' section. Below, it displays '1433 Reviews' with a sort dropdown set to 'Highest Rating'. One review by Jarrod F. (verified buyer) rating 5 stars is shown with the text 'Great, wished mango madness was available all the time.' and an image of several cans of Mountain Dew Mango Madness. A share icon is present at the bottom.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 9/27/22-10/27/22

Tags: pdp, reviews

Hypothesis

Highlighting a real review in or around the buy box will demonstrate the satisfaction of another real customer that's already converted

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

Conversion rate increased from 2.85% to 3.12%

Featured User Review

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 10/12/22-11/1/22

Tags: product, images

Hypothesis

Collapsing the images will decrease the size of the buy box and prevent the user from being overwhelmed

Primary Metrics

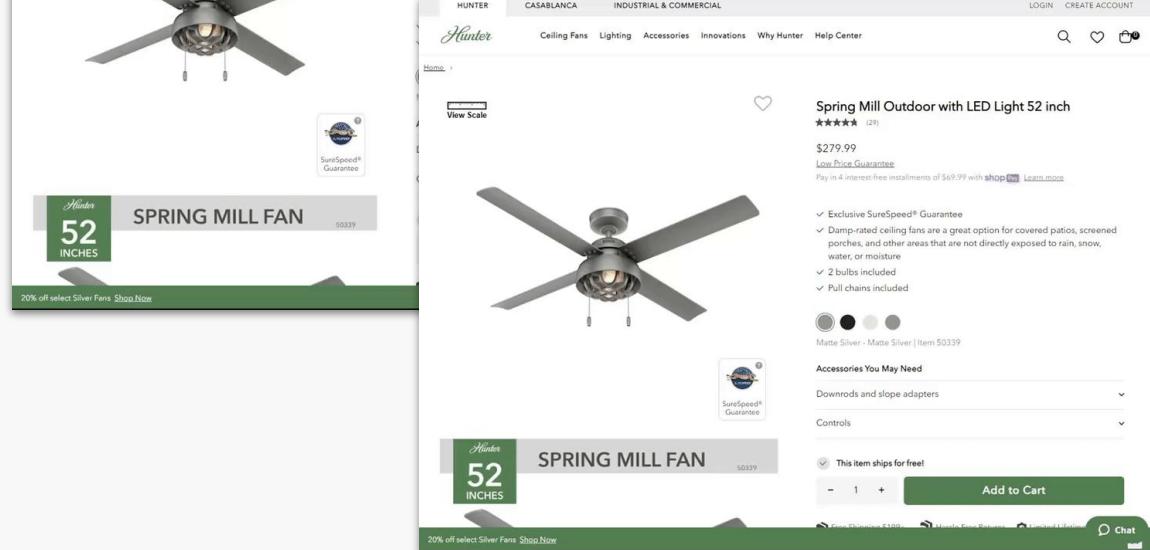
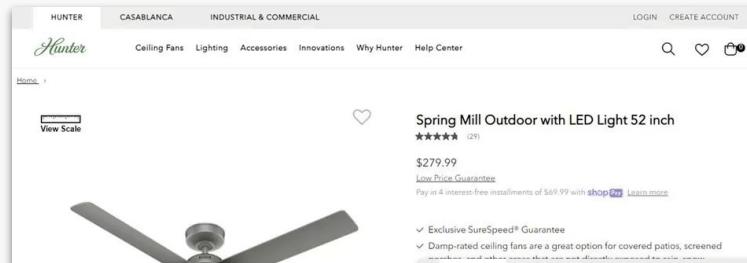
Conversion rate, Revenue per visitor

Outcome/Takeaways - Variant Won

Conversion rate increased from 2.86% to 3.05%

Desktop PDP - Images Load More

Control



Variant 1

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 10/27/22-11/3/22

Tags: pdp

Hypothesis

Increasing the font size for the Add to Cart button to 20px will make it bolder and draw more attention to it

Primary Metrics

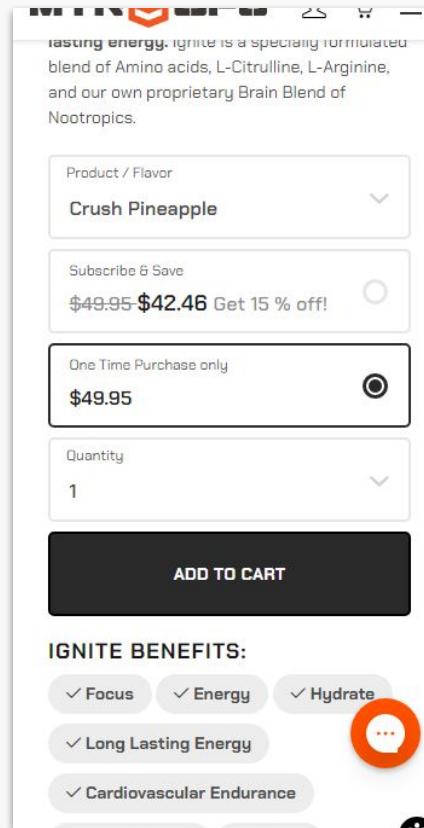
Conversion rate, ATC Clicks

Outcome/Takeaways - Inconclusive

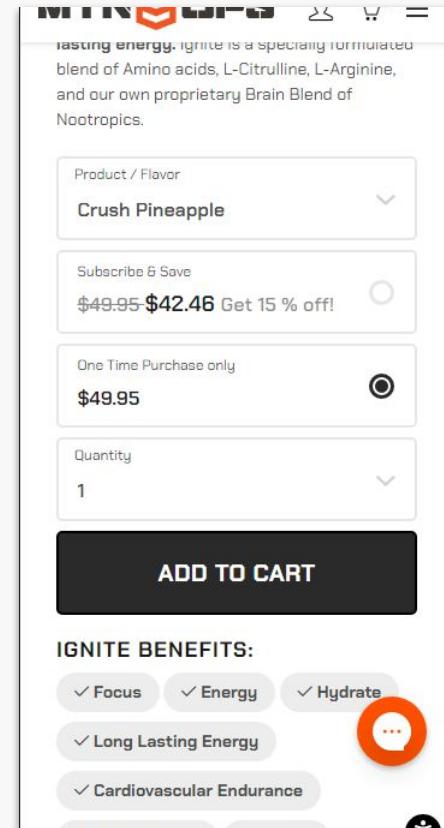
No change in conversion rate and ATC click rate decreased from 18.40% to 17.86%

Add to Cart Button Font Size 20px

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 10/4/22-11/1/22

Tags: product, images

Hypothesis

Sorting the reviews by Highest Rating first will ensure that the users always see a good review right away

Primary Metrics

Conversion rate, Revenue per visitor

Outcome/Takeaways - Inconclusive

Conversion rate went from from 1.79% to 1.78% inconsistently

Sort Reviews

Control

Overall	★★★★★	4.8
Quality	<div style="width: 100%;">★★★★★</div>	4.8
Features	<div style="width: 100%;">★★★★★</div>	4.8
Ease of Installation	<div style="width: 95%;">★★★★★</div>	4.7

1-8 of 30 Reviews



Sort by: Most Relevant ▾



Anonymous · 2 years ago

★ Verified Purchaser

Love it!

I love the look and functionality of the Spring Mill Fan. I fell in love with it a few months ago and it was out of stock everywhere I looked. I was so happy when I found

Spring Mill Outdoor with LED Light 52 inch \$249.99

This item ships for free!

Add to Cart

Variant

Overall	★★★★★	4.8
Quality	<div style="width: 100%;">★★★★★</div>	4.8
Features	<div style="width: 100%;">★★★★★</div>	4.8
Ease of Installation	<div style="width: 95%;">★★★★★</div>	4.7

1-8 of 30 Reviews

Sort by: Highest to Lowest... ▾



Gwendolyn · 3 months ago

★ Verified Purchaser

Great breeze and breeze to install

It was very easy to install. The amount of air flow is better than expected for an outdoor fan. I can't wait to use it during the Texas summer!

Spring Mill Outdoor with LED Light 52 inch \$249.99

This item ships for free!

Add to Cart

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 11/4/22-11/22/22

Tags: pdp, desktop

Hypothesis

Adding an interaction to the add to cart button will increase clicks

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

Conversion rate increased from 13.04% to 14.06%

Desktop - Add to Cart Button Hover

Control

QUANTITY

-	1	+
---	---	---

ADD TO CART

Variant

QUANTITY

-	1	+
---	---	---

ADD TO CART

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 10/27/22-11/29/22

Tags: product

Hypothesis

The add to cart button may be obstructing the user's view of the important product details. We just want to confirm that the sticky ATC is working for our brand

Primary Metrics

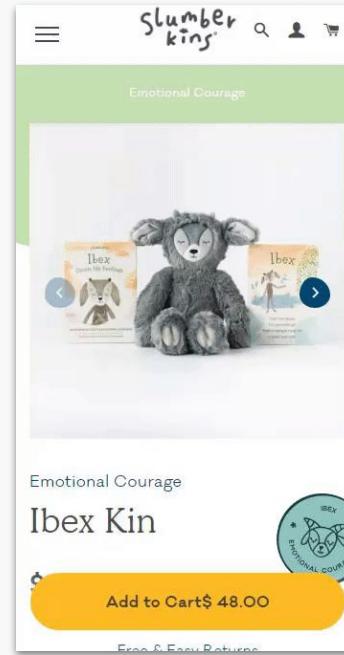
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

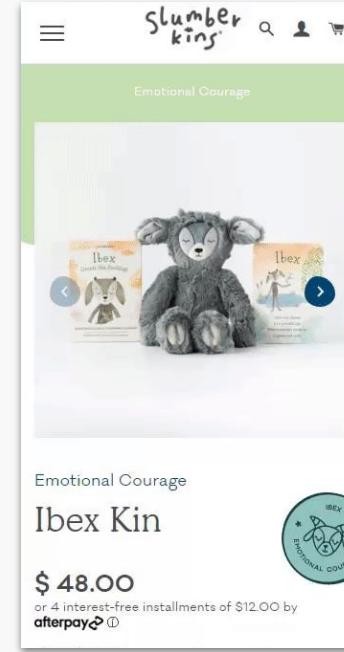
Conversion rate decreased from 6.30% to 6.12% to 6.24%

Sticky Add to Cart

Control



V1 - Sticky After Scrolling Past



V2 - Never Sticky



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 11/10/22-12/12/22

Tags: pdp

Hypothesis

We're unsure how much value the Brush Upsell and the Press GIF are providing to the page (if any). We'd like to test moving/removing them to determine their value

Primary Metrics

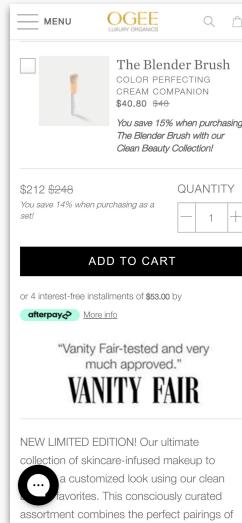
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

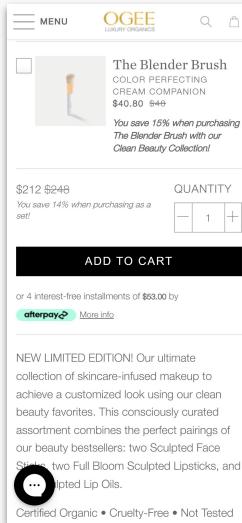
Conversion rate went from 6.95% to 6.88%, 6.26%, and 6.41% respectively. This seems to indicate that both elements are valuable, and that moving them down only hurts conversion rate

Brush Upsell & Press GIF Placement

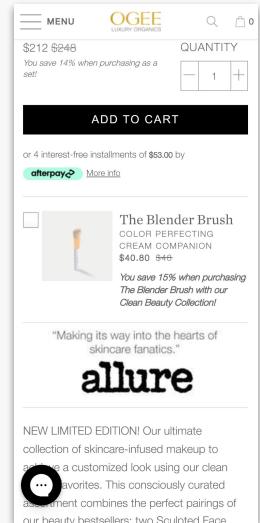
Control



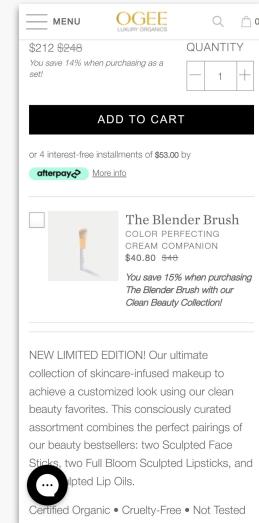
Remove Press Gif



Move Upsell Down



Both



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 12/14/22-12/22/22

Tags: pdp

Hypothesis

Allowing the user to jump directly to the checkout will decrease the time to conversion without negatively impacting the AOV

Primary Metrics

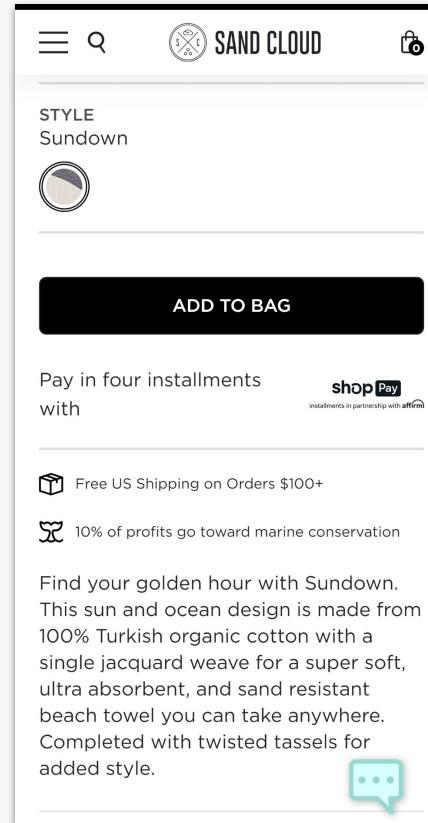
Conversion rate, ATC Events, AOV

Outcome/Takeaways - Original Won

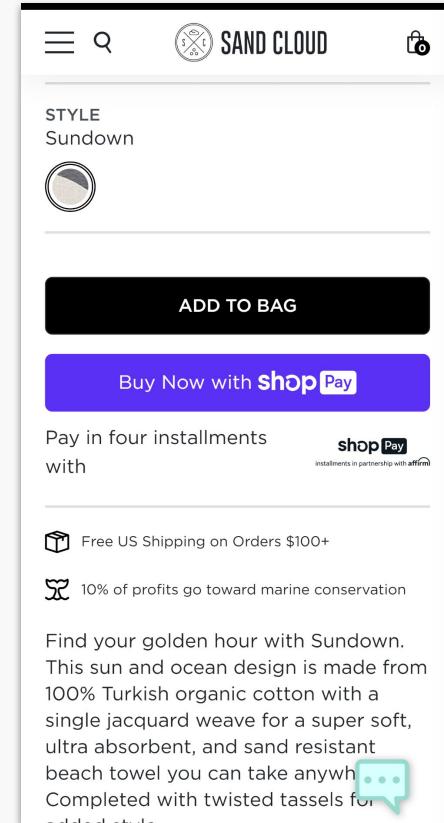
Conversion rate decreased from 2.35% to 2.30%

Buy Now Button

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 12/8/22-1/5/23

Tags: product, review

Hypothesis

We previously tested inserting a featured review, but we want test again with a different location to confirm the best placement

Primary Metrics

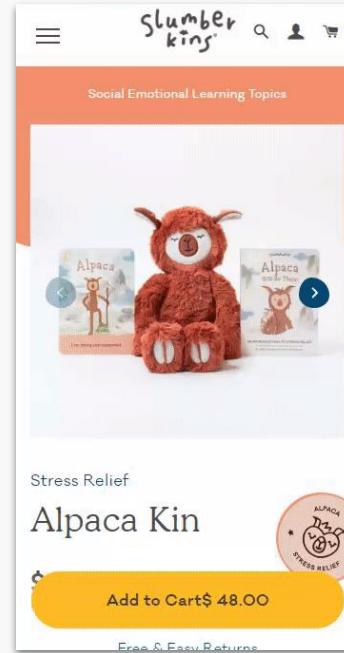
Conversion rate, ATC Events

Outcome/Takeaways - Variant 2

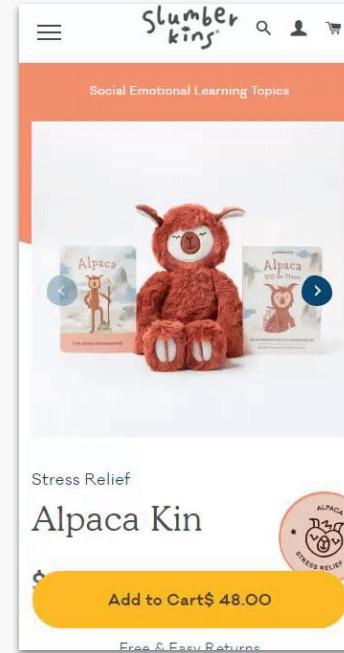
Conversion rate increased from 4.46% to 4.76% and 4.96% respectively

Featured Review Placement

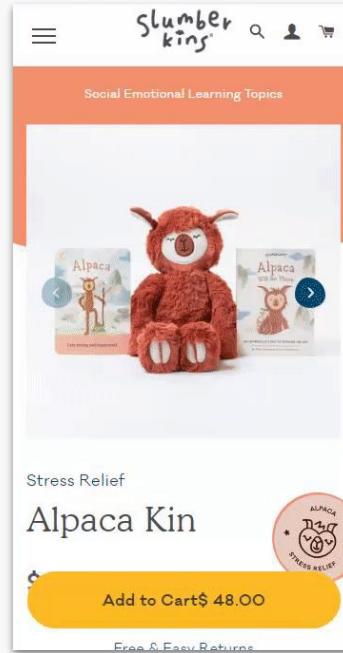
Control - No Featured Review



V1 - Above Details



V2 - Below Details



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 2/7/23-2/22/23

Tags: product, review

Hypothesis

Showing reviews with photos first will demonstrate social proof and come across as more legitimate than reviews with just text

Primary Metrics

ATC Events, Transactions

Outcome/Takeaways - Inconclusive/Original Won

No change in machine purchases, but overall CVR dipped from 4.01% to 3.97% for the With Photos variant, and 3.91% for the Highest Rating variant

Reviews Sorting - With Photos vs. Highest Rated

Control

Caligirl2 Verified Buyer United States 01/17/2023

★★★★★ **A Keeper**

This lemon drop is yummy! Just the right amount of sweet to tart. This one is definitely a keeper.

Lemon Drop Capsules - 8 Capsules

Erika C. Verified Buyer United States 01/11/2023

★★★★★ **Top 10**

One of my favs, not too sweet!

Lemon Drop Capsules - 8 Capsules

Size 8 Capsules - + ADD TO CART

Variant 1

Brandy B. Verified Buyer United States 10/03/2021

★★★★★ **Life gives you lemons..**

I love this drink, it's clean refreshing just the right amount of lemon, not too much of a kick. I found myself comparing lemon drops at the bar to mine from my bartesian... I'm finding I really shouldn't go out for this drink. I always have it in my stock.

Lemon Drop - 6 Capsules

Erika C. Verified Buyer United States 01/11/2023

★★★★★ **Top 10**

One of my favs, not too sweet!

Lemon Drop Capsules - 8 Capsules

Size 8 Capsules - + ADD TO CART

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 3/1/23-3/7/23

Tags: product, image

Hypothesis

Changing the first image shown from a flat shot with a white background to an angled shot or a shot with a more vibrant background will reduce bounce rate

Primary Metrics

ATC Events, Bounce Rate

Outcome/Takeaways - Variant 1 Won

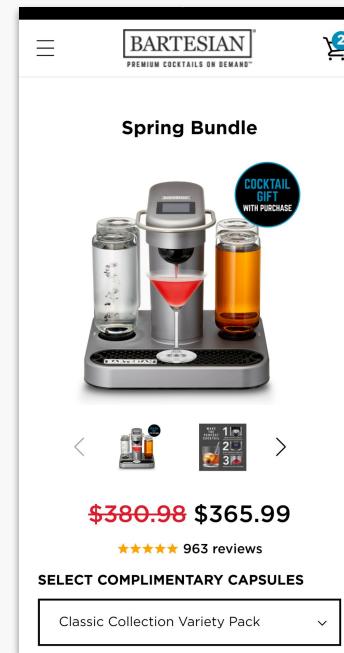
Machine purchase rate increased from 0.60% to 0.74% and 0.70% for the respective variants.

First Image Shown

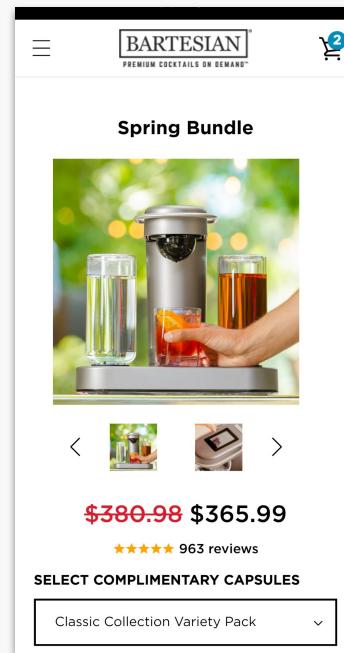
Control - Flat Shot



V1 - Angled Image



V2 - Green Background



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 3/23/23-3/29/23

Tags: pdp, image

Hypothesis

Adding stickers to the first image on the PDP will make the image more visually appealing, and increase brand confidence

Primary Metrics

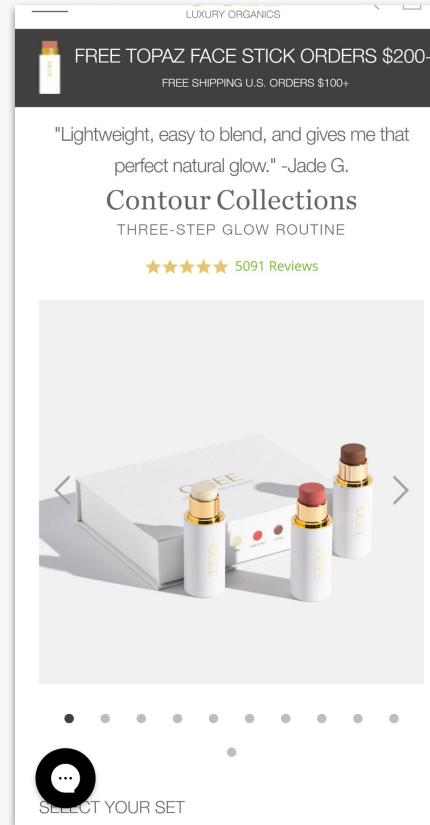
Conversion rate, ATC Events

Outcome/Takeaways - Original Won

Conversion rate decreased from 6.40% to 6.03%

Brush Upsell & Press GIF Placement

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 3/31/23-4/13/23

Tags: pdp

Hypothesis

Allowing the user to jump directly to the checkout will decrease the time to conversion without negatively impacting the AOV

Primary Metrics

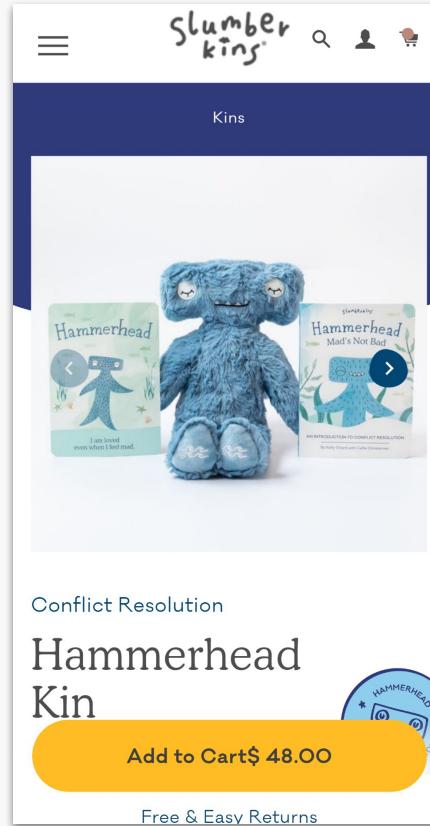
Bounce rate, Conversion rate

Outcome/Takeaways - Original Won

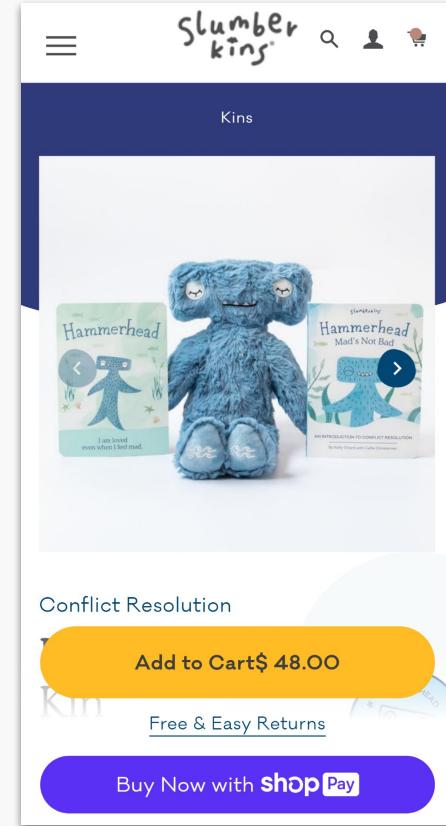
Conversion rate decreased from 3.50% to 3.25%

Shop Pay Button

Control



Variant



[Optimize Experiment Link](#)

Cart & Checkout

EXPERIMENT OVERVIEW

OGEE - 2/15/22-3/18/22

Tags: cart, discount

Hypothesis

Emphasizing the savings the user is receiving will encourage them not to abandon their cart

Primary Metrics

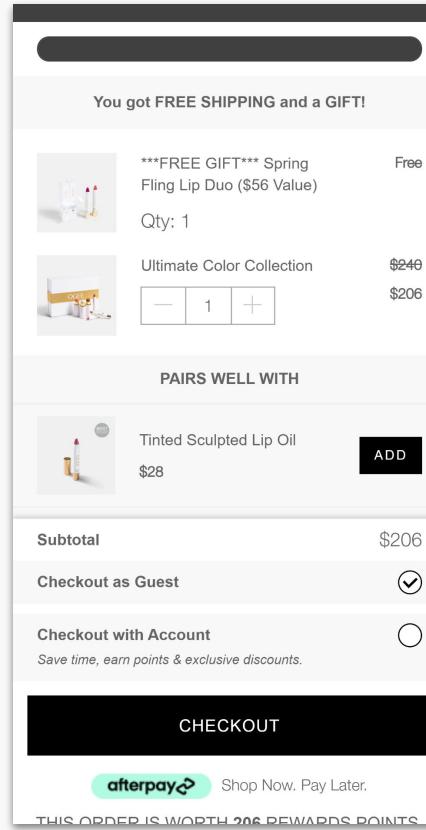
Conversion rate, Cart Abandonment, Revenue

Outcome/Takeaways - Variant Won

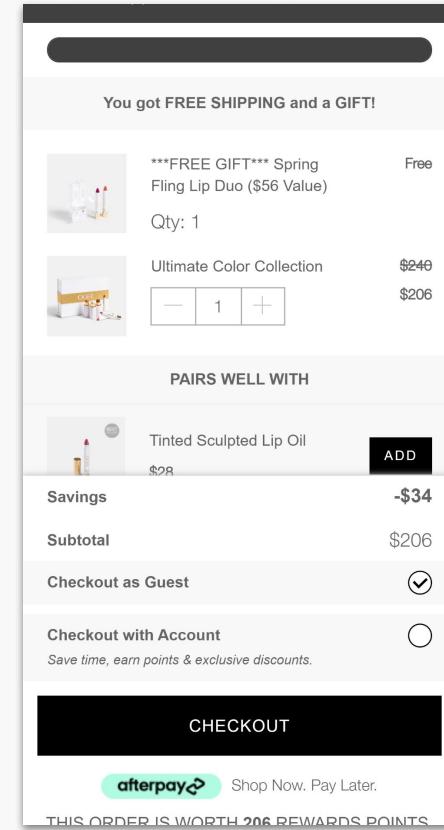
Conversion rate increased from 4.77% to 4.88%

Display Discount Amount

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

CUUP [2/7/22 - 3/10/22]

Tags: confidence boosters, variant-winner, cart-flyout

Hypothesis

Adding confidence boosters to the cart will reassure users and result in increase in conversion metrics

Primary Metrics

CVR, Initiate Checkout, RPV

Outcome/Takeaways

The variant resulted in a 1% increase in conversion rate as well as a 3.85% increase in revenue per visitor. Test was pushed to personalization.

Inconclusive change in terms of initiate checkout.

Confidence boosters in cart

Control

CUUP

YOUR SHOPPING BAG

Your order qualifies for free shipping.

The Balconette
Swim, Black
Swim Size 8 (34 / D)
- 1 +

\$98

Request a bra recycling envelope for \$2. [Learn more](#)

Subtotal: \$98

CHECK OUT

Variant

CUUP

YOUR SHOPPING BAG

Your order qualifies for free shipping.

The Balconette
Swim, Black
Swim Size 8 (34 / D)
- 1 +

\$98

Request a bra recycling envelope for \$2. [Learn more](#)

Subtotal: \$98

CHECK OUT

Free & easy returns within 30 days.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Hunter Fan - 2/11/22-3/22/22

Tags: cart, upsell

Hypothesis

Inserting an upsell for users that forget controls will improve conversion rate and AOV

Primary Metrics

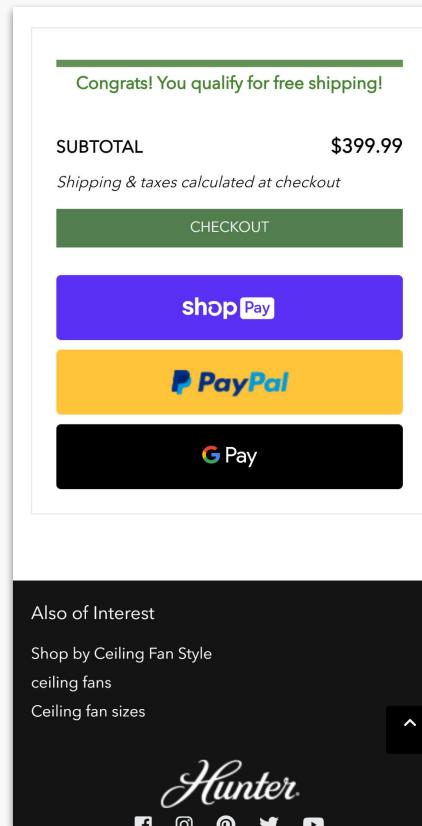
Conversion rate, AOV, Cart Abandonment

Outcome/Takeaways - Variant Won

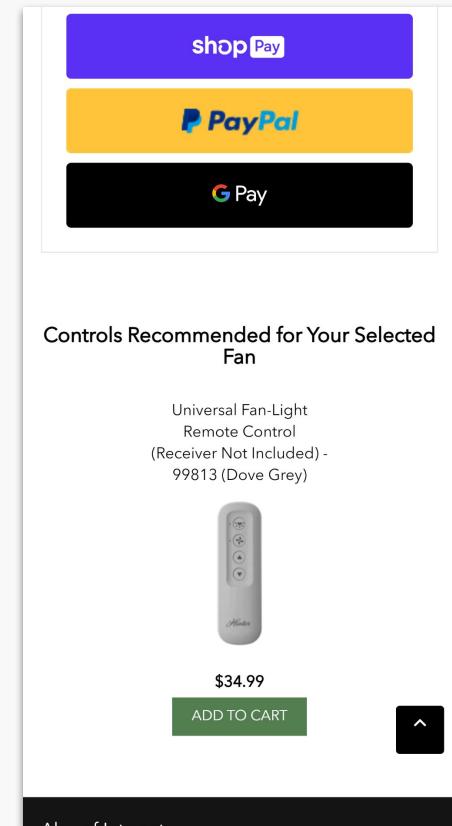
Conversion rate lifted from 13.64% to 14.39%

Cart - Control Upsells

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 3/21/22-4/26/22

Tags: cart

Hypothesis

Making the products in the cart link back to their respective PDP's will help users streamline the checkout process

Primary Metrics

Conversion rate, Initiate Checkout

Outcome/Takeaways - Variant Won

Conversion rate increased from 1.49% to 1.55%

PDP Links

Control

Add \$36.01 to your cart to unlock 5% off

Free Shipping 5% off 10% off

12 Pack
Mocha Latte Super Coffee
Delivery every 4 weeks
\$33.99 \$39.99

(-) 1 (+) Remove

Subscribe & Save (15%)
Delivery every 4 weeks ▾

YOU MAY ALSO ENJOY

6 Pack
Super Coffee Variety Pack
One-time Purchase
\$21.99

Add To Cart

You've unlocked \$0.00 in super savings.

Variant

Add \$36.01 to your cart to unlock 5% off

Free Shipping 5% off 10% off

12 Pack
Mocha Latte Super Coffee
Delivery every 4 weeks
\$33.99 (15%) \$39.99

(-) 1 (+) Remove

Subscribe & Save (15%)
Delivery every 4 weeks ▾

ELEVAR

YOU MAY ALSO ENJOY

6 Pack
Super Coffee Variety Pack
One-time Purchase
\$21.99

Add To Cart

You've unlocked \$6.00 in super savings.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 3/30/22/-4/27/22

Tags: cart

Hypothesis

Highlighting the savings the user is receiving will increase the likelihood of initiating checkout

Primary Metrics

Conversion rate, Initiate checkout

Outcome/Takeaways - Variant Won

Conversion rate increased from 0.88% to 0.97%

Price Before Savings

Control

REWARDS 20% OFF 25%

Clearance Sale Offers

OrthoPaw™ Memory Foam Rug
Small (40" L x 29" W)
+\$39.99 Add

Cozy Calming™ Bed for Dogs
Medium (26 inches) / Grey
+\$32 Add

SHIPPING FREE

Discount Code
*Discount will replace in-cart rewards Enter code APPLY

Have special instructions? Add Note

Your Total You're Saving \$134.79 **\$95.20**

PROCEED TO CHECKOUT

Variant

REWARDS 20% OFF 25%

Total Savings: \$134.79

OrthoPaw™ Memory Foam Rug
Small (40" L x 29" W)
+\$39.99 Add

Cozy Calming™ Bed for Dogs
Medium (26 inches) / Grey
+\$32 Add

Before Savings \$229.99
Subtotal \$95.20
SHIPPING FREE

Discount Code
*Discount will replace in-cart rewards Enter code APPLY

Have special instructions? Add Note

Your Total You're Saving \$134.79 **\$95.20**

PROCEED TO CHECKOUT

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 4/15/22/-5/4/22

Tags: cart

Hypothesis

Highlighting the savings the user is receiving will increase the likelihood of initiating checkout

Primary Metrics

Conversion rate, Initiate checkout

Outcome/Takeaways - Variant Won

Conversion rate increased from 0.91% to 1.00%

Total Savings at Top

Control

REWARDS 20% OFF 25%

PawRamp™
PawRamp Full / Natural

- 1 + \$229.99 \$95.20

Clearance Sale Offers

OrthoPaw™ Memory Foam Rug
Small (40" L x 29" W)
+\$39.99 Add

Cozy Calming™ Bed for Dogs
Medium (26 inches) / Grey
+\$32 Add

Your Total You're Saving \$134.79 **\$95.20**

PROCEED TO CHECKOUT

Variant

REWARDS 20% OFF 25%

Total Savings: \$134.79

PawRamp™
PawRamp Full / Natural

- 1 + \$229.99 \$95.20

Clearance Sale Offers

OrthoPaw™ Memory Foam Rug
Small (40" L x 29" W)
+\$39.99 Add

Cozy Calming™ Bed for Dogs
Medium (26 inches) / Grey
+\$32 Add

Your Total You're Saving \$134.79 **\$95.20**

PROCEED TO CHECKOUT

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 4/27/22-5/10/22

Tags: cart, shipping

Hypothesis

Emphasizing the savings the user is receiving will encourage them not to abandon their cart

Primary Metrics

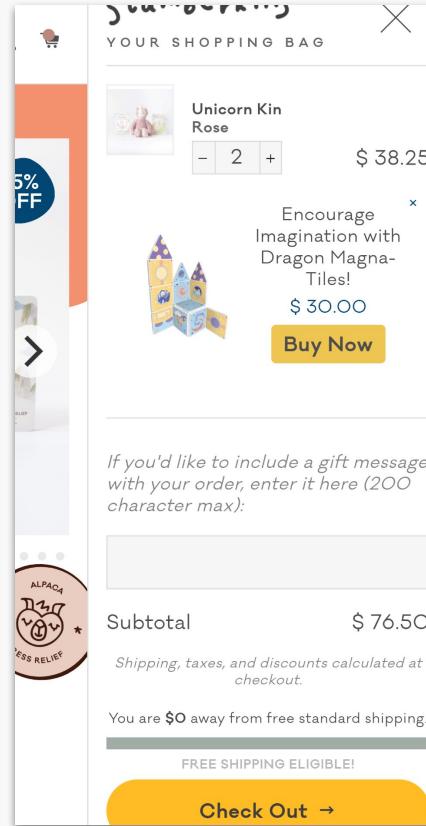
Conversion rate, Cart Abandonment, Revenue

Outcome/Takeaways - Variant Won

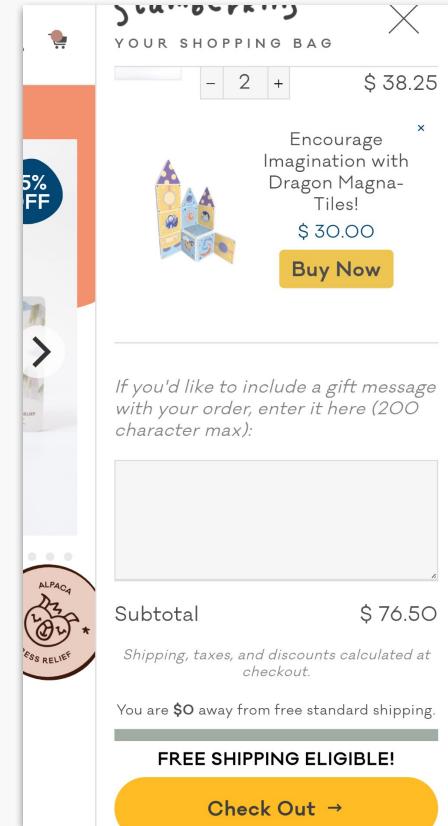
Conversion rate increased from 2.91% to 3.14%

Emphasize Free Shipping

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 7/22/22-8/4/22

Tags: cart

Hypothesis

Inserting the total savings as a line item helps the user understand the value they're receiving

Primary Metrics

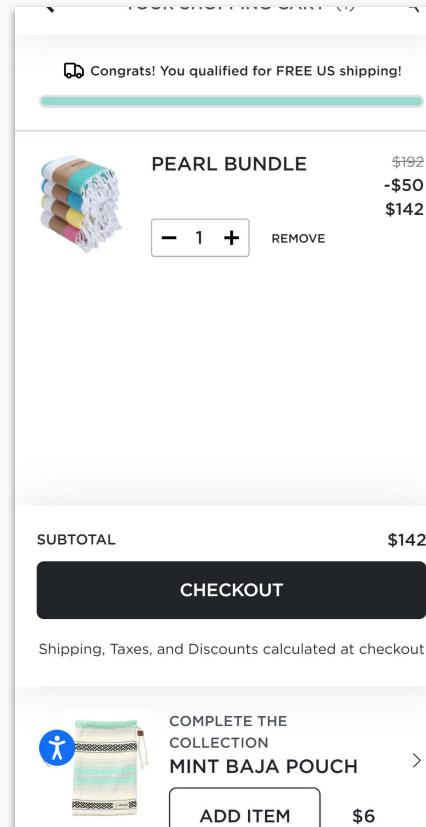
Conversion rate, Revenue per visitor

Outcome/Takeaways - Inconclusive/Original Won

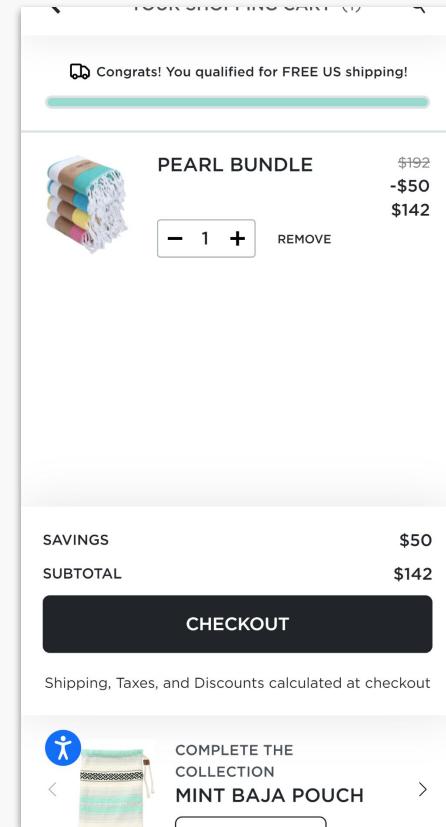
Conversion rate decreased from 12.82% to 12.67%

Savings Line Item

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

MTN OPS - 9/22/22-10/19/22

Tags: cart

Hypothesis

Inserting a button to skip directly to the checkout process will simplify the checkout process, and decrease cart abandonment

Primary Metrics

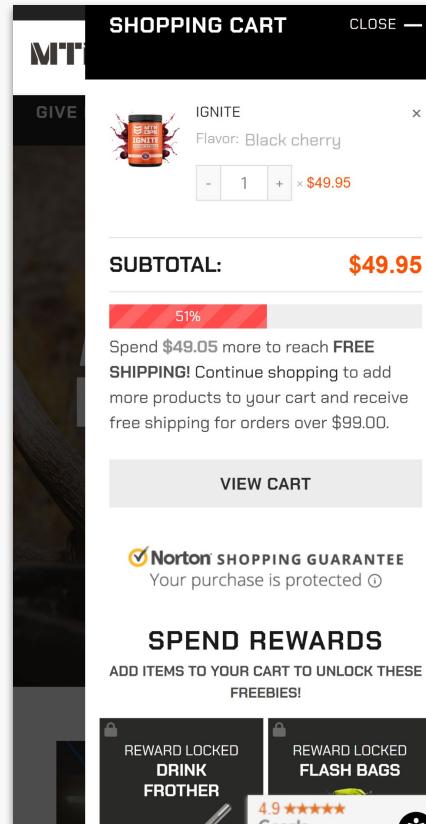
Conversion Rate

Outcome/Takeaways - Inconclusive

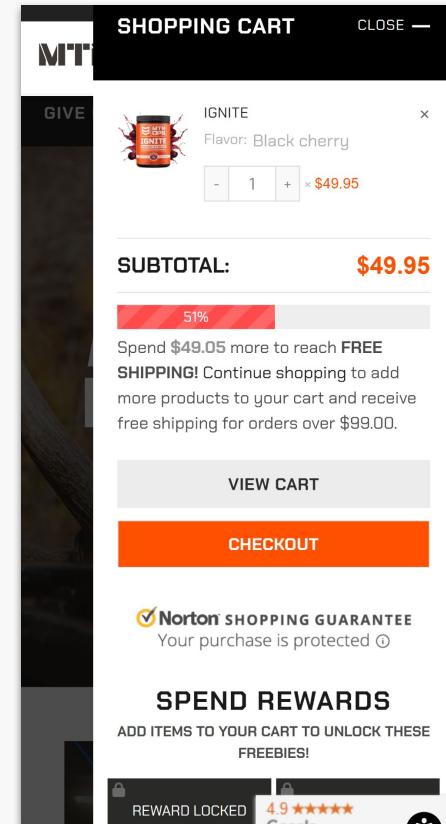
Conversion rate went from 3.49% to 3.50% inconclusively

Mini-cart - Insert Checkout Button

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Sand Cloud - 9/28/22-10/27/22

Tags: cart

Hypothesis

Inserting the total savings as a line item helps the user understand the value they're receiving

Primary Metrics

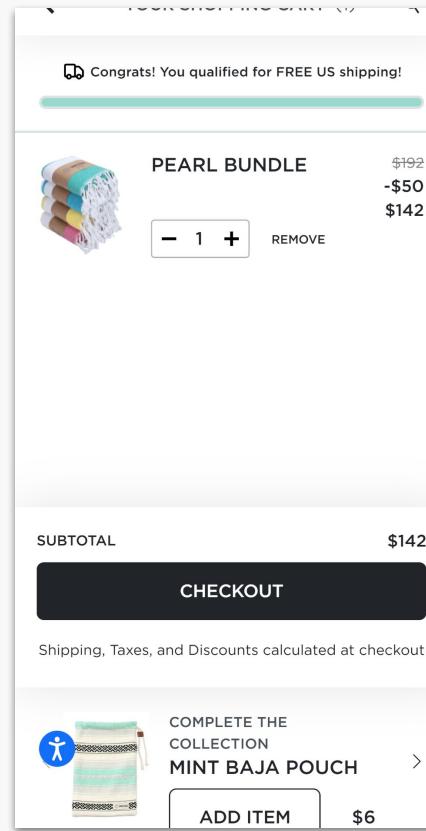
Conversion rate, Revenue per visitor

Outcome/Takeaways - Inconclusive/Original Won

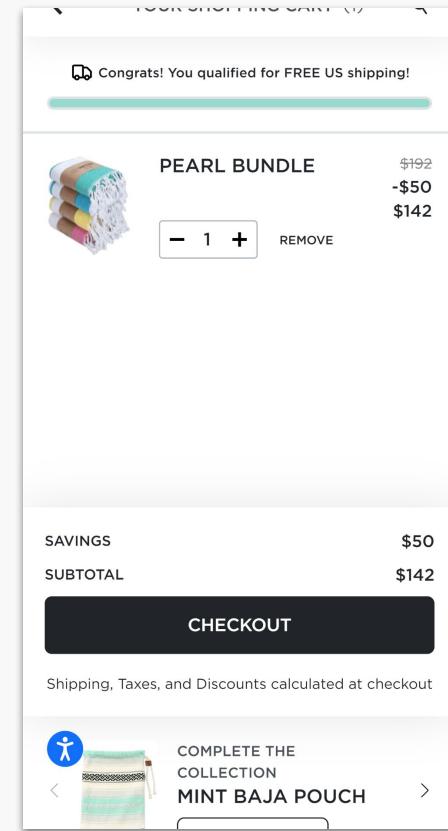
For users who interacted with the mini-cart, conversion rate increased from 12.14% to 12.59%

Animated Progress Bar

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 12/8/22-1/9/23

Tags: cart, shipping

Hypothesis

Making the progress bar animated will draw more attention to it and urge users to add more items to their cart

Primary Metrics

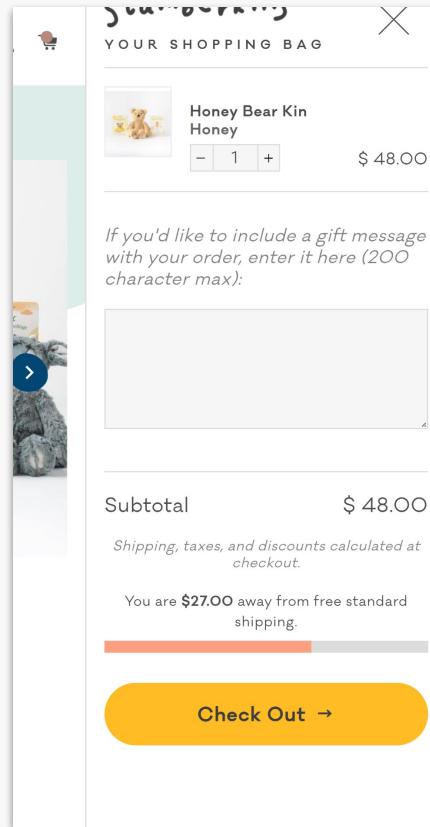
Conversion rate, Cart Abandonment, Revenue

Outcome/Takeaways - Inconclusive/No Difference

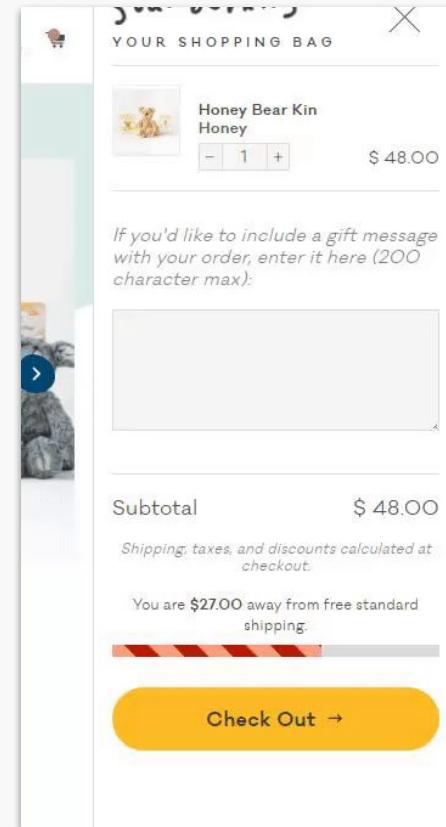
No measurable difference in conversion rate

Animated Progress Bar

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 1/25/23-2/7/23

Tags: cart

Hypothesis

Making the progress bar animated will draw more attention to it and urge users to add more items to their cart

Primary Metrics

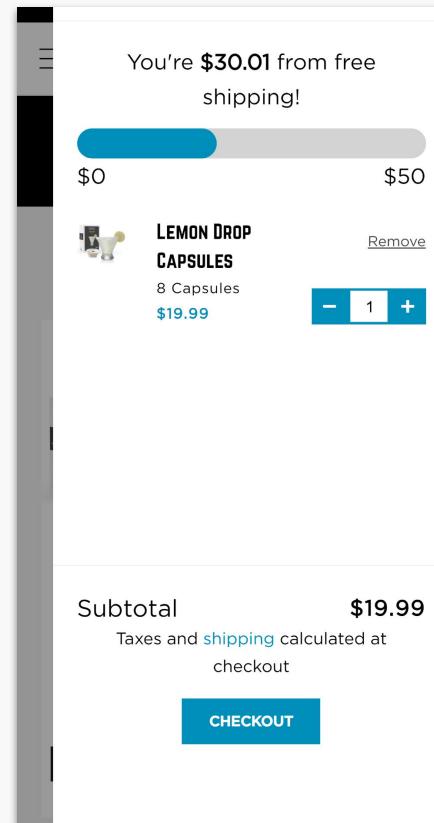
AOV, Transactions

Outcome/Takeaways - Inconclusive/Original Won

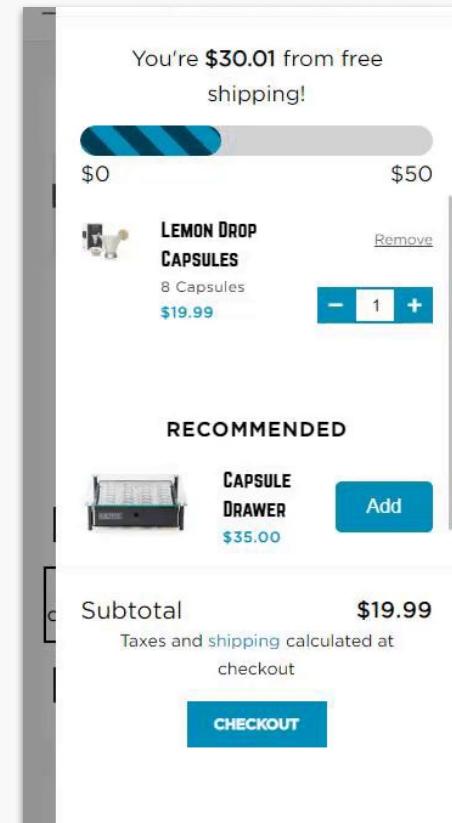
Virtually no difference in AOV or CVR

Animated Progress Bar

Control



Variant 1



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Bartesian - 1/25/23-2/7/23

Tags: cart

Hypothesis

Emphasizing that the shipping will be free will increase the likelihood of users continuing to checkout

Primary Metrics

AOV, Transactions

Outcome/Takeaways - Inconclusive/Original Won

Virtually no difference in AOV or CVR

Free Shipping Line Item

Control

The Control version of the mobile shopping cart shows a message "You qualify for free shipping!" above the item list. The item "LEMON DROP CAPSULES" is listed with a quantity of 8 at \$19.99. Below the item is a "RECOMMENDED" section featuring a "CAPSULE DRAWER" for \$35.00. At the bottom, the Subtotal is \$79.96, and a note says "Taxes and shipping calculated at checkout". A large blue "CHECKOUT" button is at the bottom.

Variant 1

Variant 1 of the mobile shopping cart is identical to the Control version. It displays the same message, item, recommended product, subtotal, tax note, and checkout button.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 2/8/23-2/17/23

Tags: checkout

Hypothesis

Paypal fees are slightly higher than other services, so if we can remove the Paypal buttons and only take a small hit, then it could be worth it

Primary Metrics

Conversion rate, Revenue

Outcome/Takeaways - Original Won

Conversion rate decreased from 34.23% to 33.26% which is more impactful than the money we'd save on fees

Checkout - Remove PayPal Buttons

Control

The Control version of the checkout page displays the following information:

- Order Summary:** \$58.00 (1 Sculpted Complexion Stick, ASPEN 1.0W - Fair, Warm Undertones)
- Gift card or discount code:** Input field with a right-pointing arrow button.
- Shipping:** Subtotal \$58.00, Shipping (Calculated at next step)
- Total:** USD \$58.00
- Breadcrumbs:** Cart > Information > Shipping > Payment
- Express checkout:** Buttons for shopPay, amazon pay, and PayPal.

Variant

The Variant version of the checkout page displays the following information:

- Order Summary:** \$58.00 (1 Sculpted Complexion Stick, ASPEN 1.0W - Fair, Warm Undertones)
- Gift card or discount code:** Input field with a right-pointing arrow button.
- Shipping:** Subtotal \$58.00, Shipping (Calculated at next step)
- Total:** USD \$58.00
- Breadcrumbs:** Cart > Information > Shipping > Payment
- Express checkout:** Buttons for shopPay and amazon pay.
- OR**: This text is visible at the bottom of the variant screen, indicating an alternative path or condition.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 2/9/23-3/2/23

Tags: cart, discounts

Hypothesis

Displaying the total discount amount in the cart will emphasize the value that the user is saving

Primary Metrics

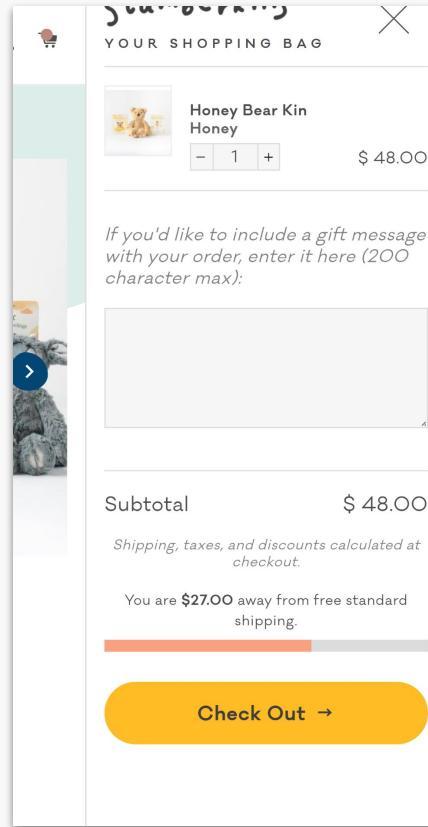
Conversion rate, Cart Abandonment, Revenue

Outcome/Takeaways - Original Won

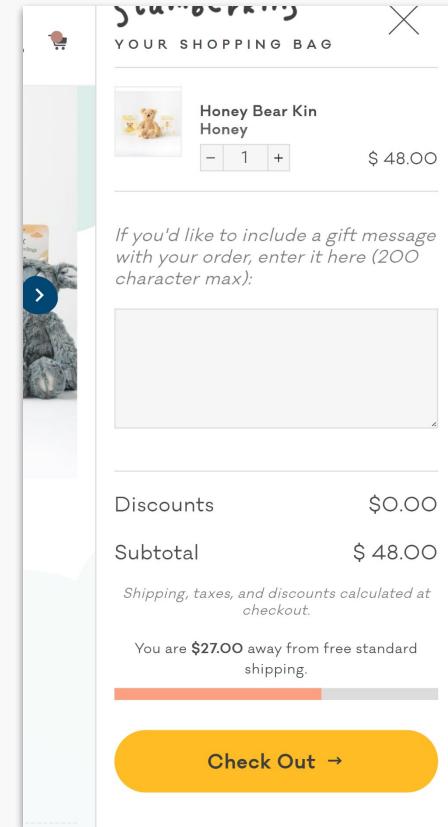
Conversion rate decreased from 2.80% to 2.70%

Emphasize Discounts

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 2/9/23-3/2/23

Tags: checkout, reviews

Hypothesis

Inserting value props or testimonials into the checkout will increase brand confidence, and convince the user to finish the last step of the process by making a purchase

Primary Metrics

Conversion rate, Checkout abandonment

Outcome/Takeaways - Variant 2 Won

Conversion rate increased from 16.30% to 16.75% and 17.17% respectively.

Insert Value Props/Testimonials

Control

This image shows the control variant of the checkout form. It consists of several input fields: First name, Last name, Company (optional), Address, Apartment, suite, unit, etc., City, State (Missouri), ZIP code, and Phone. Below these fields is a checkbox for "Text me with news and offers". At the bottom is a large yellow "Continue to shipping" button. At the very bottom of the page, there are links for Refund policy, Shipping policy, Privacy policy, Terms of service, and Purchase options cancellation policy.

V1 - Value Props

This image shows the V1 - Value Props variant. It adds two input fields above the control variant: Company (optional) and Address. Below these are two more fields: Apartment, suite, unit, etc., and City. The rest of the form (State, ZIP code, Phone, checkbox, and "Continue to shipping" button) is identical to the control variant.

V2 - Testimonials

This image shows the V2 - Testimonials variant. It includes a testimonial at the top: "The story of Bigfoot is helping my son realize that he is loved, and he should love himself!" -Laurie, accompanied by a 5-star rating icon. The rest of the form follows the same structure as the other variants, with fields for Company, Address, Apartment, suite, unit, etc., City, State (Missouri), ZIP code, Phone, and a "Text me with news and offers" checkbox. The "Continue to shipping" button is also present.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 2/22/23-3/21/23

Tags: cart

Hypothesis

Inserting upsells into the empty cart will encourage users who clear their cart to add something new to it

Primary Metrics

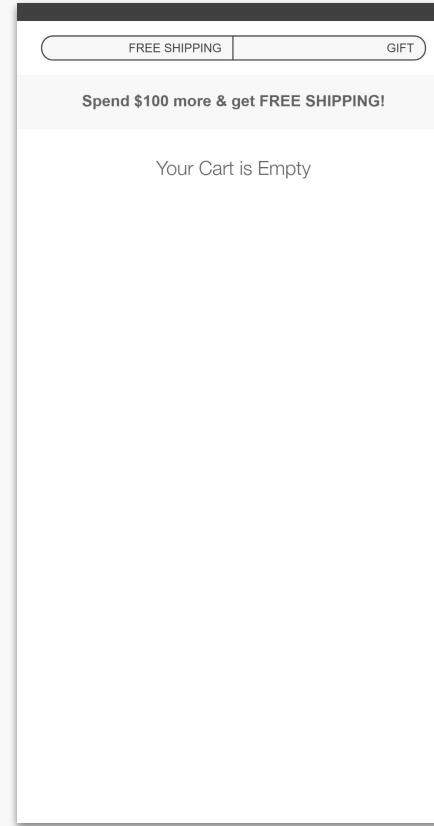
Conversion rate, Revenue

Outcome/Takeaways - Original Won

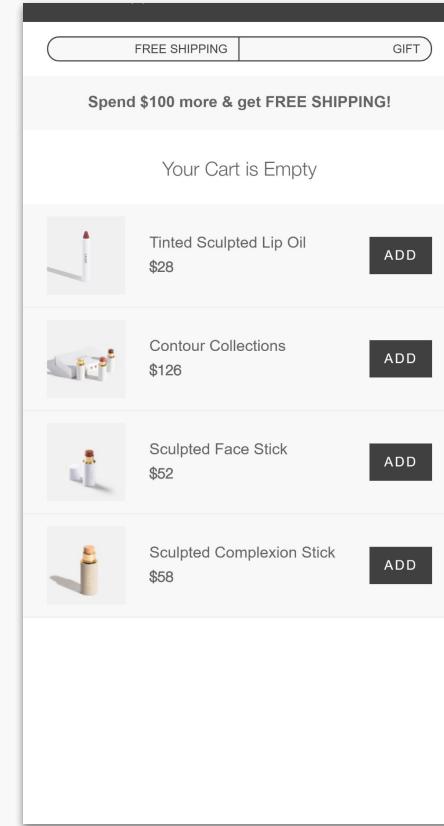
Conversion rate decreased from 3.34% to 3.30%

Add Upsells If Empty

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 3/31/23-4/13/23

Tags: checkout, reviews

Hypothesis

Previously we tested adding the value props or the testimonials to the checkout and both tested positively. Now we want to try testing adding both at the same time to see if the gains are compounded

Primary Metrics

Conversion rate, Checkout abandonment

Outcome/Takeaways - Variant Won

Conversion rate increased from 23.75% to 25.34%

Insert Value Props AND Testimonials

Control

First name

Last name

Company (optional)

Address

Apartment, suite, unit, etc.

City

State Missouri

ZIP code

Phone

Text me with news and offers

Continue to shipping

Refund policy Shipping policy Privacy policy
Terms of service Purchase returns cancellation policy

Variant

State Missouri

ZIP code

Phone

Text me with news and offers

Continue to shipping



"Hammerhead's book has become one of my toddler's favorite book and has done wonders to help us all navigate the big feelings toddlers have, but often struggle to share in words." -Jade

 Free U.S. Shipping on orders \$75+
 Free & Easy Returns and Exchanges
 Customer Satisfaction Guaranteed

Refund policy Shipping policy Privacy policy
Terms of service Purchase returns cancellation policy

[Optimize Experiment Link](#)

Other

EXPERIMENT OVERVIEW

Hunter Fan - 2/22/22-3/8/22

Tags: account, login

Hypothesis

Removing these social login buttons will improve load times, without affecting the conversion rate

Primary Metrics

Conversion rate

Outcome/Takeaways - Variant Won

Conversion rate lifted from 5.58% to 6.73%

Account Page - Hide Social Logins

Control

Login

Email

Password

SIGN IN

Forgot your password? Or Create account

 Facebook Login  Google Login

By clicking any of the social login buttons you agree to the terms of our [privacy policy](#)



Variant

Login

Email

Password

SIGN IN

Forgot your password? Or Create account

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 3/17/22/-5/4/22

Tags: blog

Hypothesis

Making the header sticky will serve as a constant reminder that Alpha Paw offers other services than just blog posts

Primary Metrics

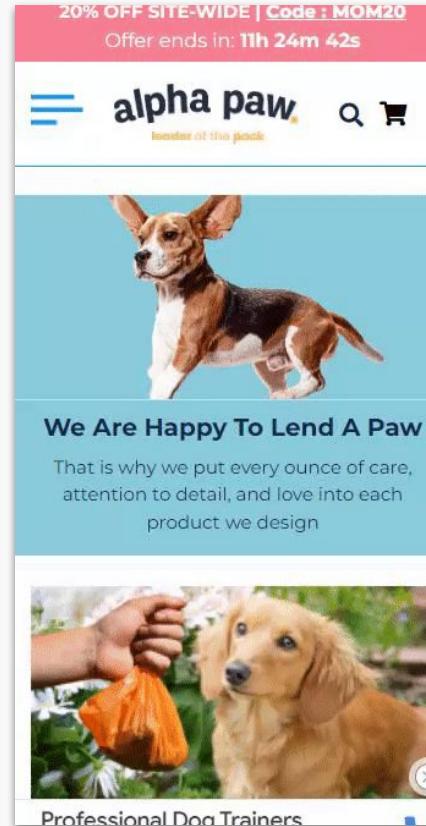
Conversion rate, PDP Views, ATC Events

Outcome/Takeaways - Original Won

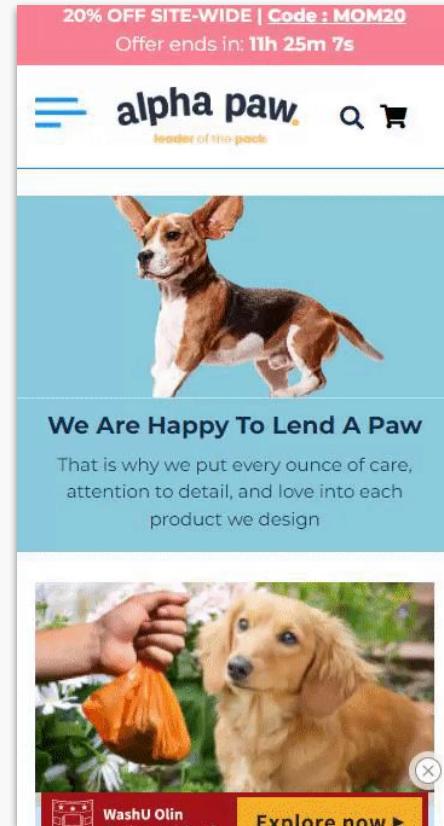
Conversion rate dropped from 0.03% to 0.02%.

Blog - Sticky Header

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Alpha Paw - 3/17/22/-5/4/22

Tags: quiz

Hypothesis

Making the logo link back to the homepage will give the user the option to return to the main site instead of forcing them to finish the quiz

Primary Metrics

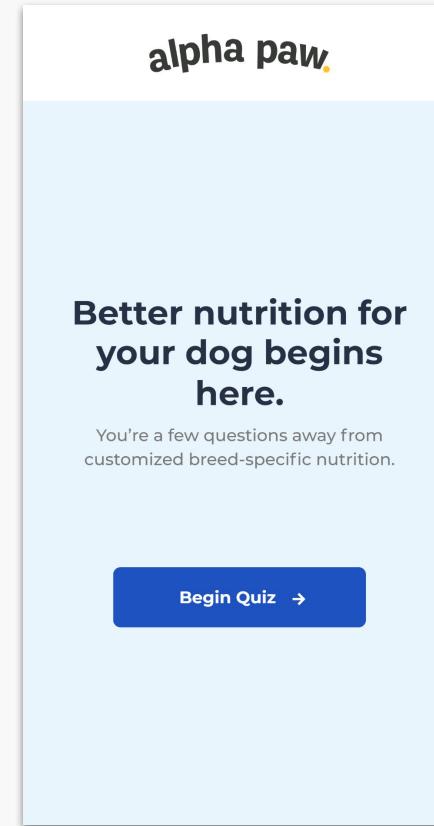
Conversion rate, PDP Views, ATC Events

Outcome/Takeaways - Original Won

Conversion rate dropped from 7.76% to 6.06%.

Quiz - Header Logo Link to Homepage

Control



Variant (no visual difference)

EXPERIMENT OVERVIEW

Super Coffee - 4/8/22-5/20/22

Tags: discounts

Hypothesis

Testing a flat dollar discount vs. a percent off discount will prove to us which one we should use across the entire website

Primary Metrics

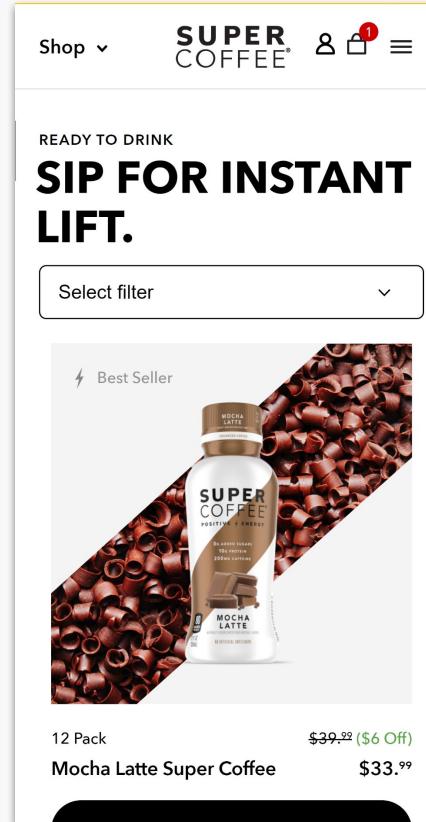
Conversion rate, Revenue per visitor, ATC events

Outcome/Takeaways - Original Won/Inconclusive

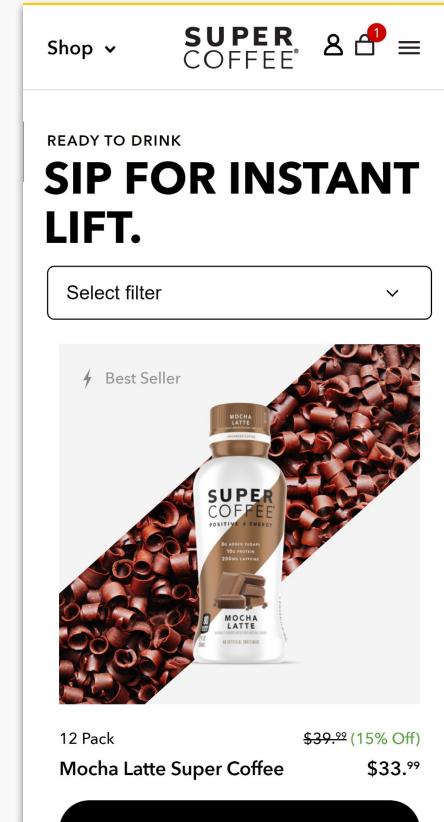
Conversion rate increased slightly from 5.13% to 5.23% for the variant but add to cart conversion rate dropped from 14.12% to 12.47 % which we determined was a better indicator of the long term results

Bundle & Save Page - Flat Discount vs. Percent Off

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Super Coffee - 4/11/22-5/20/22

Tags: discounts

Hypothesis

Testing a green discount vs. a red discount on the Super Bundles page will help us determine which to use across the rest of the site

Primary Metrics

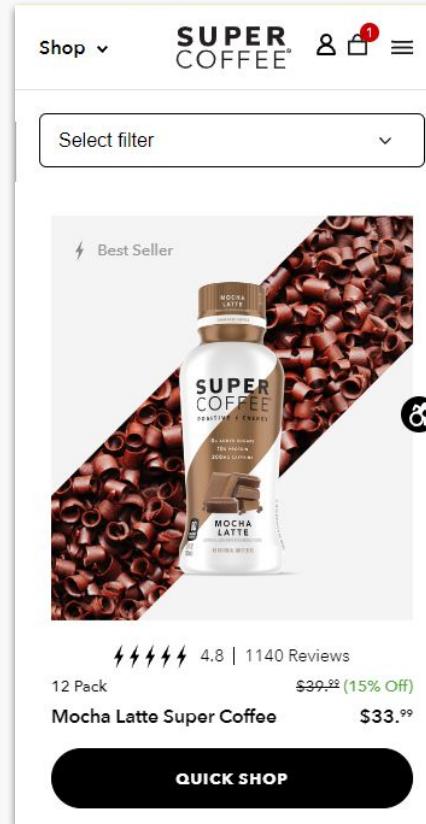
Conversion rate, Revenue per visitor, ATC events

Outcome/Takeaways - Variant Won/Inconclusive

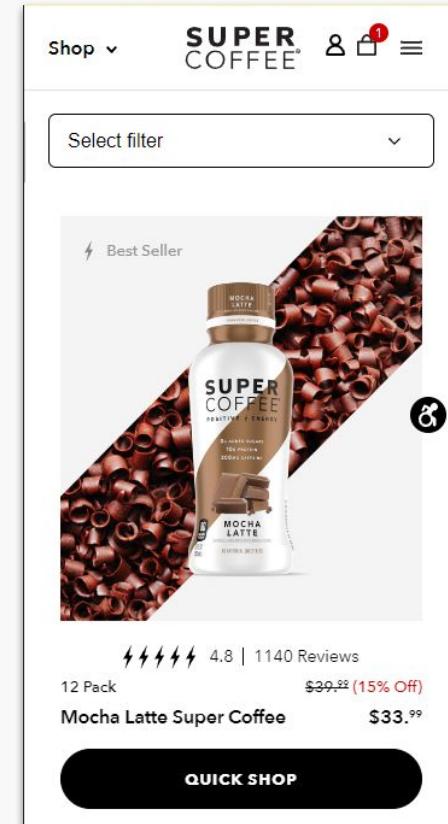
Conversion rate increased from 1.76% to 2.70% but with only 1685 sessions over the course of 40 days

Super Bundles Page - Green Vs. Red

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Nutrition Kitchen - 8/22/22-9/29/22

Tags: other, recipes

Hypothesis

Showing the current week's menu doesn't help the user because they've already missed the cut off. We should be trying to entice them into ordering for next week's recipes

Primary Metrics

Conversion rate, Revenue, PDP Views

Outcome/Takeaways - Inconclusive/Original Won

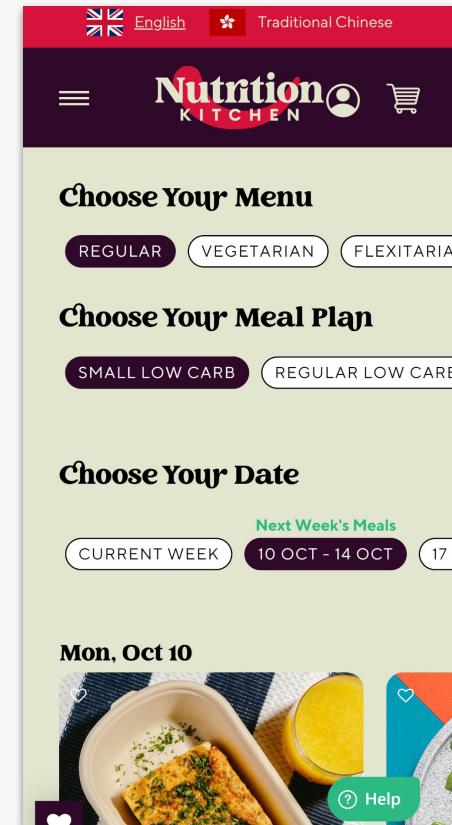
Conversion rate went from 1.36% to 1.29% inconclusively

Menu Pages - Default Next Week

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 9/22/22-10/11/22

Tags: other, landing page

Hypothesis

Including more content will give the users more reasons for what makes this product distinct and valuable

Primary Metrics

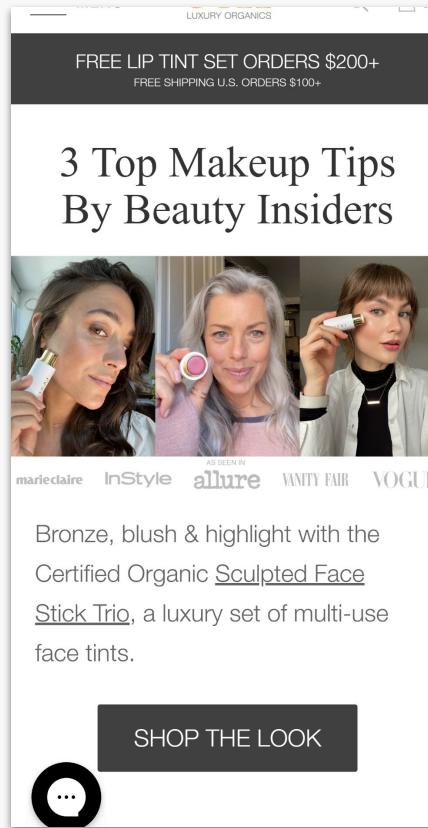
Conversion rate, ATC Events

Outcome/Takeaways - Inconclusive

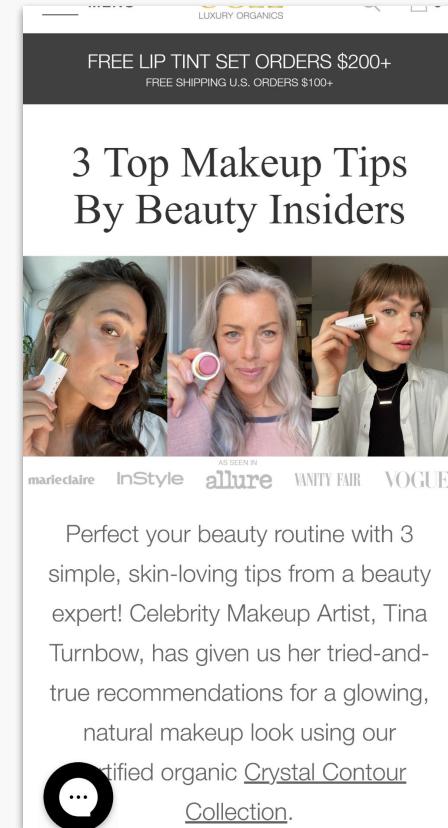
No change in conversion rate and ATC rate decreased from 5.83% to 5.78% inconclusively

Fleshed Out Tips Redirect

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 11/22/22-12/7/22

Tags: other, landing page

Hypothesis

Adding backgrounds to the tips will help demonstrate the color and texture of the products, and will make the page more visually interesting

Primary Metrics

Conversion rate, ATC Events

Outcome/Takeaways - Variant Won

Conversion rate increased from 1.64% to 1.74%

Insert Swatch Backgrounds

Control

The Control version of the experiment shows three steps:

- 1. Bronze**
Trace hollows of cheekbones with Copper for a cocoa bronze.
- 2. Blush**
Tap Rose Quartz on the apples of the cheeks for a rosy blush.
- 3. Highlight**
Tap Opal on the bridge of the nose for a bright glow.

Variant

The Variant version of the experiment shows three steps:

- 1. Bronze**
Trace hollows of cheekbones with Copper for a cocoa bronze.
- 2. Blush**
Tap Rose Quartz on the apples of the cheeks for a rosy blush.
- 3. Highlight**
Tap Opal on the bridge of the nose for a bright glow.

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 2/9/23-3/2/23

Tags: landing page

Hypothesis

Cutting off the text at the top of the page will bring more elements above the fold, without harming our SEO

Primary Metrics

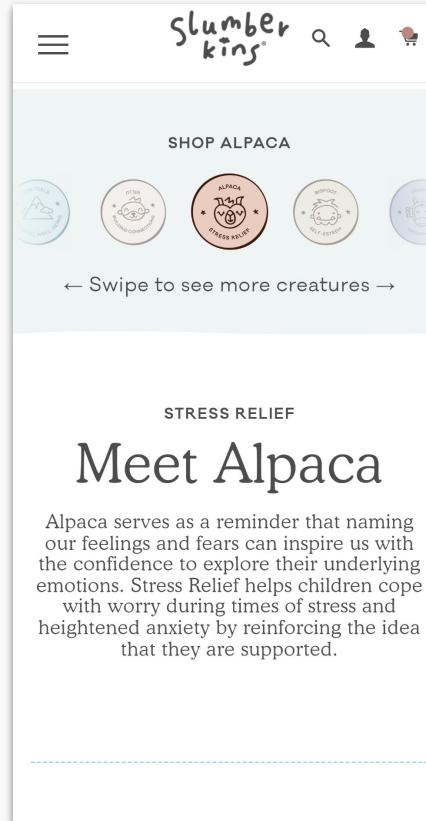
Bounce rate, PDP Views

Outcome/Takeaways - Variant Won

Conversion rate increased from 3.23% to 3.34%

Landing Page - Cut Off Text

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

Slumberkins - 3/31/23-4/13/23

Tags: landing page

Hypothesis

Inserting the theme next to the icons carousel will help the users understand what each of the creatures represents

Primary Metrics

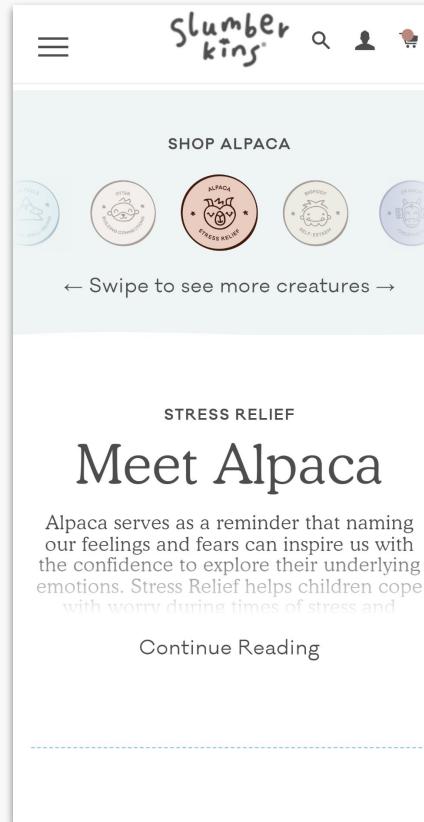
Bounce rate, PDP Views

Outcome/Takeaways - Original Won

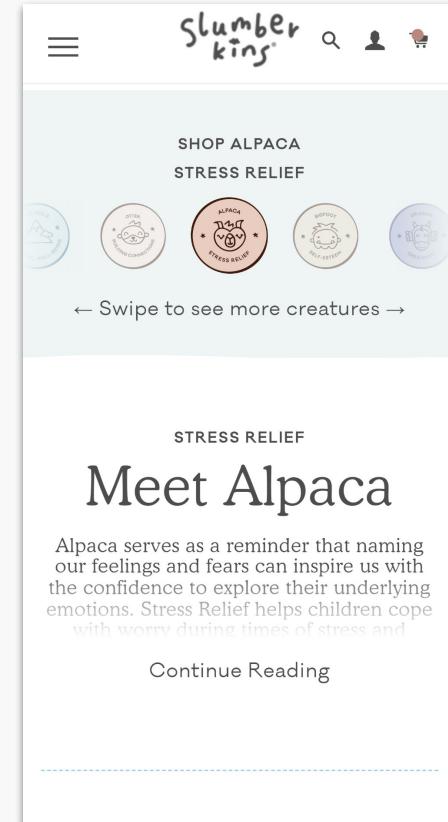
Conversion rate decreased from 2.89% to 2.67%

Landing Page - Insert Theme

Control



Variant



[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 12/23/22-1/19/23

Tags: other, landing page

Hypothesis

Changing the title of this landing page will decrease bounce rate, and increase PDP views

Primary Metrics

Bounce Rate, PDP Views

Outcome/Takeaways - Variant 4 Won

Conversion rate increased from 1.75% to 1.85%, 1.97%, 1.97%, 2.07% and 1.91% respectively

3 Simple Steps - Change Title

Control - 3 Simple Steps

Variant 1 - Your 3-Step Guide to an Easy Contour

Variant 2 - 3 Steps to Contour Like a Beauty Insider

Variant 3 - The Ultimate Glow is Easy As 1-2-3

Variant 4 - The Ultimate Glow is Just 3 Swipes Away

Variant 5 - How To Achieve Natural Makeup in 3 Easy Steps

[Optimize Experiment Link](#)

EXPERIMENT OVERVIEW

OGEE - 1/4/23-1/19/23

Tags: other, landing page

Hypothesis

Changing the title of this landing page will decrease bounce rate, and increase PDP views

Primary Metrics

Bounce Rate, PDP Views

Outcome/Takeaways - Variant 1 Won

Conversion rate increased from 1.67% to 1.86%, 1.69%, and 1.70% respectively

3 Contour Tips - Change Title

Control - 3 Contour Tips

Variant 1 - The Ultimate Glow Is Easy As 1-2-3

Variant 2 - The Ultimate Glow Is Just 3 Swipes Away

Variant 3 - Contouring 101

[Optimize Experiment Link](#)