

A/B Testing Plan & Strategy Assignment

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Business: Kamik

URL: <https://www.kamik.com/>

1. Hypothesis

As we have over 125 years of Canadian Experience, we have top-notch footwear for every season and everyone. If we optimize the product page layout by adding customer reviews above the fold, then the conversion rate will increase because social proof reassures potential buyers and reduces hesitation.

1.1. The variable

As a strategy to increase our sales and awareness of our brand, we will place customer reviews on the product page. Variation A test group will have the customer reviews remaining at the bottom of the product page. In contrast, the Variation B test group will have the customer reviews moved above the fold, near the product title and price.

1.2. The predicted outcome – KPI Indicators

We predict initially the increase in conversion rate. In addition, we predict a decrease in bounce rate with an increase in average time spent on the page.

1.3. Rationale

Studies show that 72% of consumers trust online reviews as much as personal recommendations (Search Engine Land, 2012)¹. Past A/B tests in eCommerce have demonstrated that when visible early, social proof increases user confidence and purchase intent (Big Commerce Essentials)². Social proof seems more trustworthy for real people posting their genuine feedback on the product, which may influence other consumers to consider buying our product.

For example, Amazon and the cosmetics company The Ordinary website³ place customer reviews prominently, indicating the effectiveness of this strategy.

2. Description of A/B test setup

2.1. Location

The experiment will be set up on the product Women's TUNDRA MTL – limited edition boot (<https://www.kamik.com/products/womens-tundra-mtl>). The section of the page where it was set up is below the product name, above the fold. Please consult topic 3.2 for annotated screenshots illustrating how we propose.

2.2. Audiences

The test was shown to 100% of new visitors to ensure unbiased results from users without previous interactions. Returning visitors were excluded to avoid confusion with prior experiences on the site. Traffic was evenly split 50/50 between Control Group (A) and Test Group (B). The rationale behind this strategy is that new users are more likely to be influenced by review placement, making them the ideal audience for measuring the impact of this test.

2.3. Tracking

We used Google Analytics to track both test groups' conversion rate, bounce rate, and session duration. In addition, we used heatmaps with Crazy Egg to provide visual insights into how users interact with the new design and layout. This approach allowed us to compare conversion rates between A and B variation groups to determine if review placement affects sales and analyze bounce rate and session duration to assess user engagement. We also examined heatmaps and data to confirm whether users interact more with reviews in the new placement.

¹ <https://searchengineland.com/study-72-of-consumers-trust-online-reviews-as-much-as-personal-recommendations-114152>

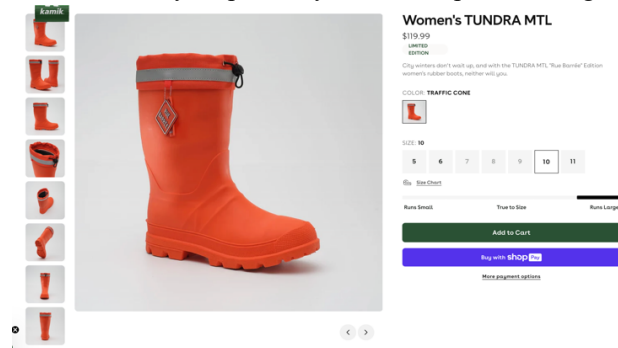
² <https://www.bigcommerce.com/glossary/social-proof/>

³ <https://theordinary.com/en-ca>

3. Description/mockup variations

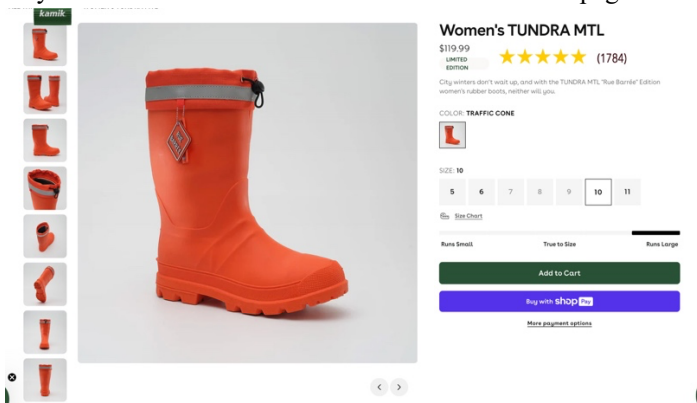
3.1. Variation A: the current design

The product page has no visible star ratings or customer reviews above the product. Customer reviews are not included on the website. The layout primarily focuses on product images, descriptions, and pricing.



3.2. Variation B: the challenger design

Customer reviews and star ratings are prominently displayed above the product, near the product title and price. This change ensures that users immediately see social proof when they land on the page. A condensed review summary (e.g. "4.8 stars from 200+ reviews") appears below the product title, making it easy for users to understand product satisfaction quickly. Full reviews will be accessible further down the page.



4. RESULTS

The A/B test ran for 6 weeks, comparing the conversion rates between the two variations. The goal was to determine if placing customer reviews above the product would increase conversions. We observed that the variation dethroned the control because Variation B significantly outperformed Variation A.

Regarding our findings, in variation A (control group), we had 8450 total sessions, 159 conversions, and a conversion rate of 1.88%. On the other hand, in variation B (test group), we had 8901 total sessions and 340 conversions, and the conversion rate was 3.82%. This indicates that Variation B converted 104% better than Variation A, proving that displaying customer reviews prominently increased user trust and purchasing confidence. The results are statistically significant, given the difference in conversion rates and the sample size. This confirms that the improvement was due to the change in review placement and not external factors.

We eliminated confounding variables by showing the test only to new visitors to prevent prior exposure from influencing results, maintaining the traffic source consistent throughout the test period, and the test duration of 6 weeks helped mitigate short-term fluctuations.

In conclusion, our test results strongly support implementing Variation B sitewide in all products to improve conversions. Future tests could explore additional elements, such as highlighting specific and detailed customer reviews for further optimization.