

A/B testing


# Collections

Collections

Snacks And Beverage

From Japan

Buy Now




CUIXIANFTUAN  
Red Bean Past...

\$12.45

~~\$14.45~~

+




Ezaki Glico  
balance on mi ...

\$1.95

~~\$2.60~~

+




Nice Choice  
Pineapple C...

10.95

+

Mooncake and Bakery


Buy Now



CUIXIANFTUAN  
Red Bean Past...

\$12.45

+




Ezaki Glico  
balance on mi ...

\$2.95

~~\$2.95~~

+



Green Apple  
Organic Loc...


\$8.45

+

VS

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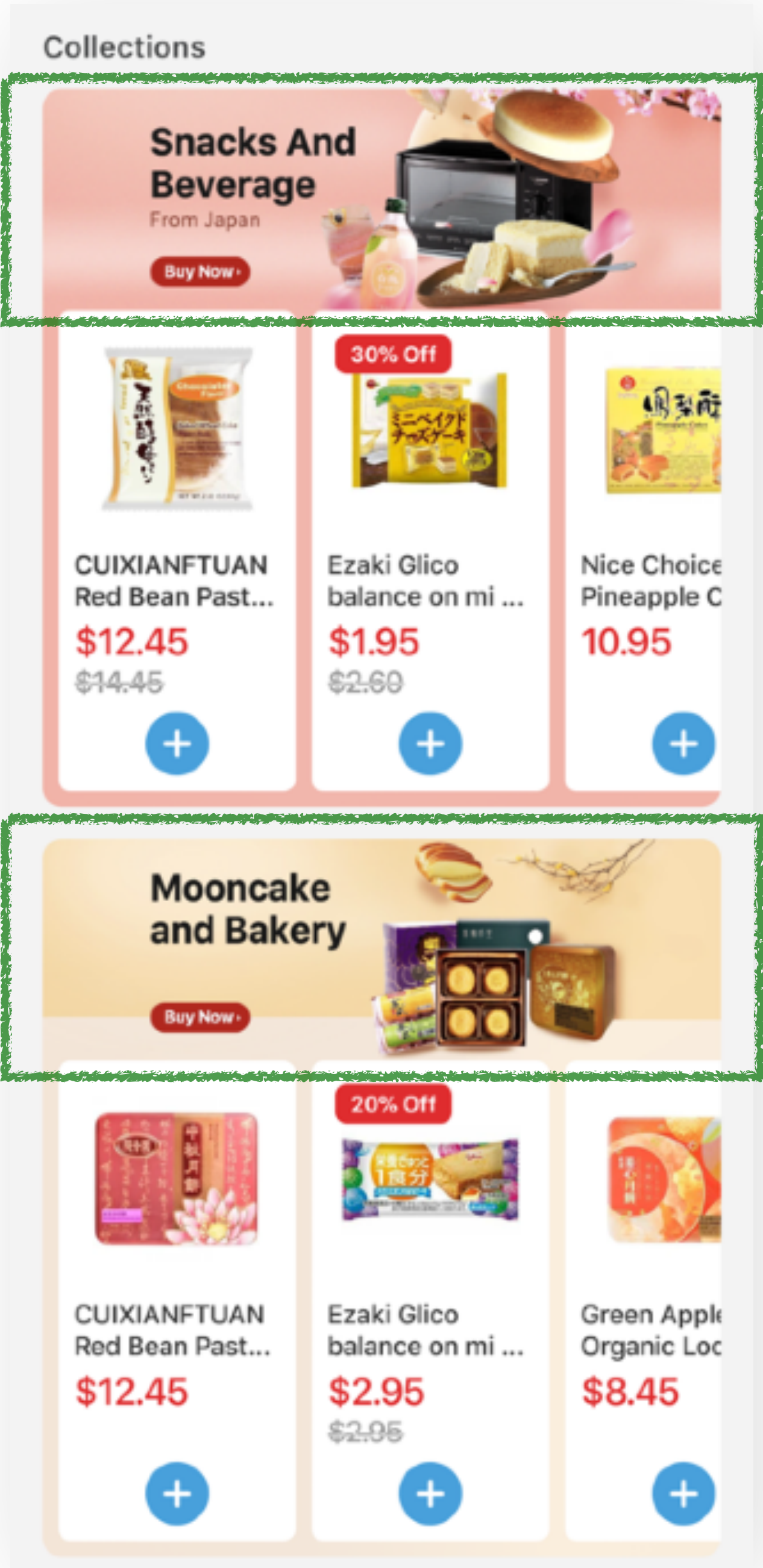
+



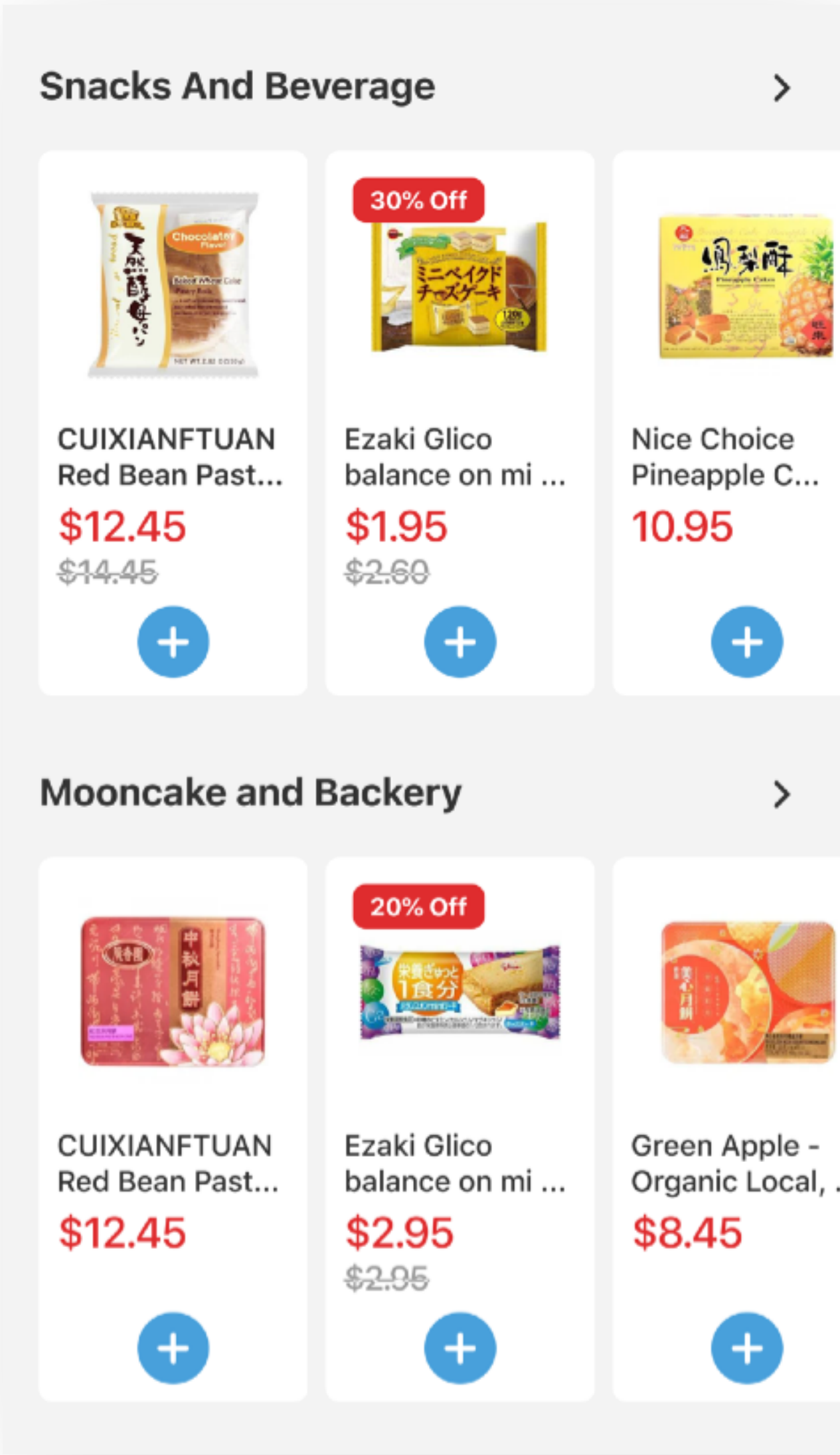
A/B testing

# Collections

A **21.8% increase in conversion rate** was achieved by removing the collection image and maintaining a consistent presentation of products.



VS



**+ 21.8%**  
conversion rate