

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~~

30% Off

+

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~~

20% Off

+

Green Apple  
Organic Loc...

\$8.45

+

VS

Snacks And Beverage

>

CUIXIANFTUAN  
Red Bean Past...

\$12.45

~~\$14.45~~

+

Ezaki Glico  
balance on mi ...

\$1.95

~~\$2.60~~

30% Off

+

Nice Choice  
Pineapple C...

10.95

+

Mooncake and Bakery

>

CUIXIANFTUAN  
Red Bean Past...

\$12.45

+

Ezaki Glico  
balance on mi ...

\$2.95

~~\$2.95~~

20% Off

+

Green Apple -  
Organic Local, .

\$8.45

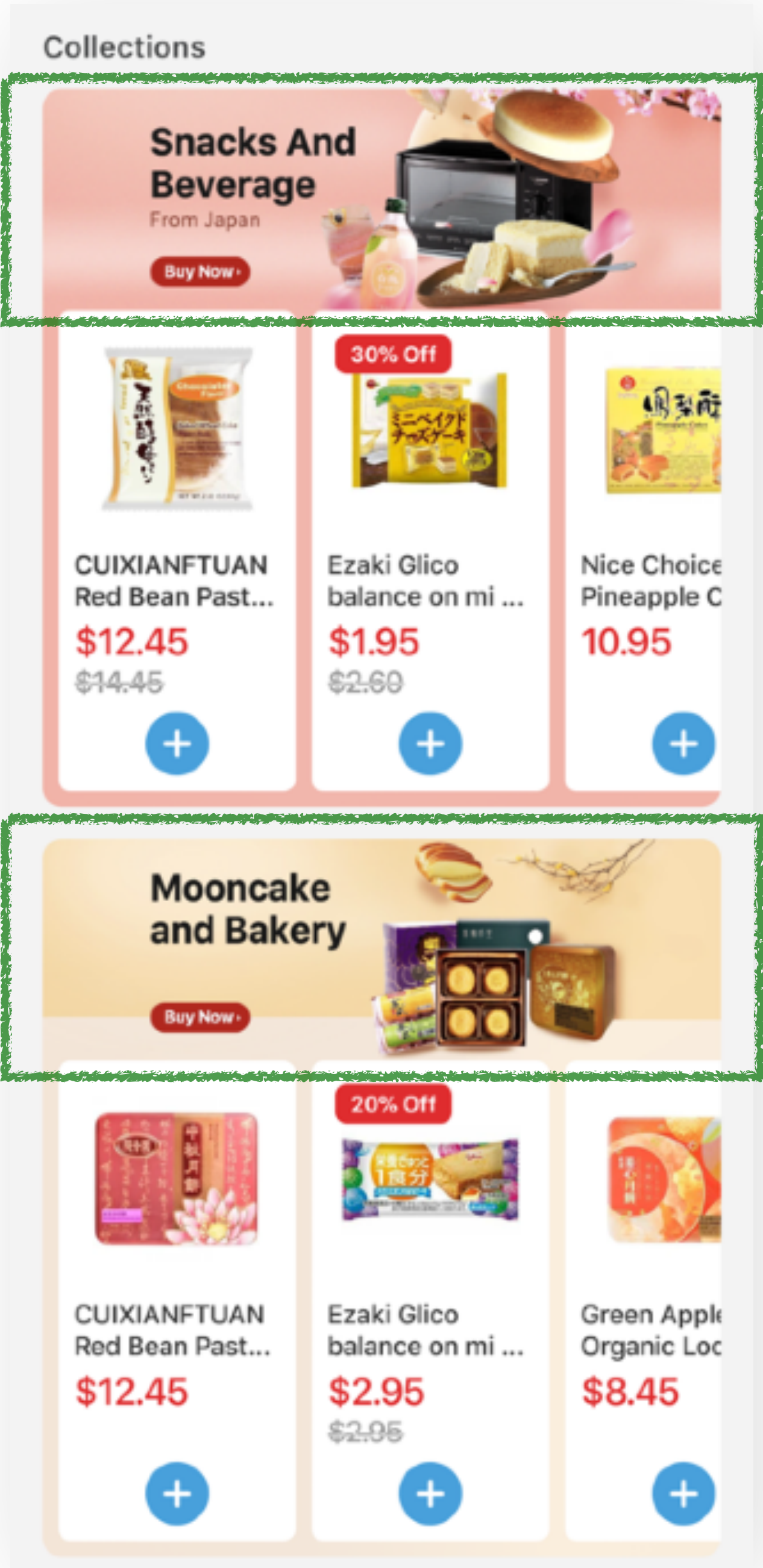
+



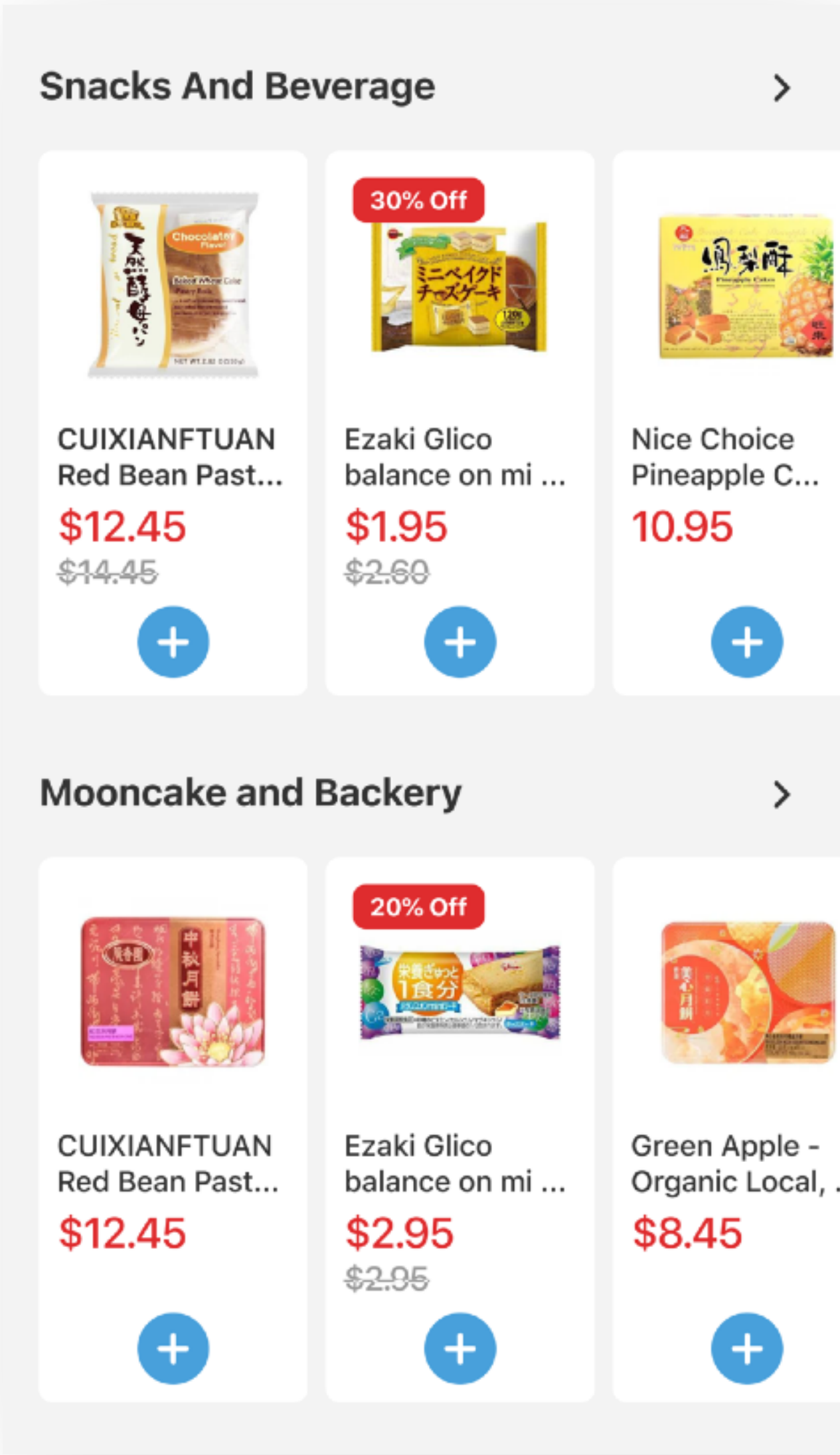
A/B testing

# 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