

A/B testing


Collections

Collections

Snacks And Beverage

From Japan

Buy Now




CUIXIANFTUAN
Red Bean Past...

\$12.45

~~\$14.45~~

+

30% Off




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

+

20% Off




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\$2.95

~~\$2.95~~

+



Green Apple
Organic Loc...


\$8.45

+

VS

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Green Apple -
Organic Local, .

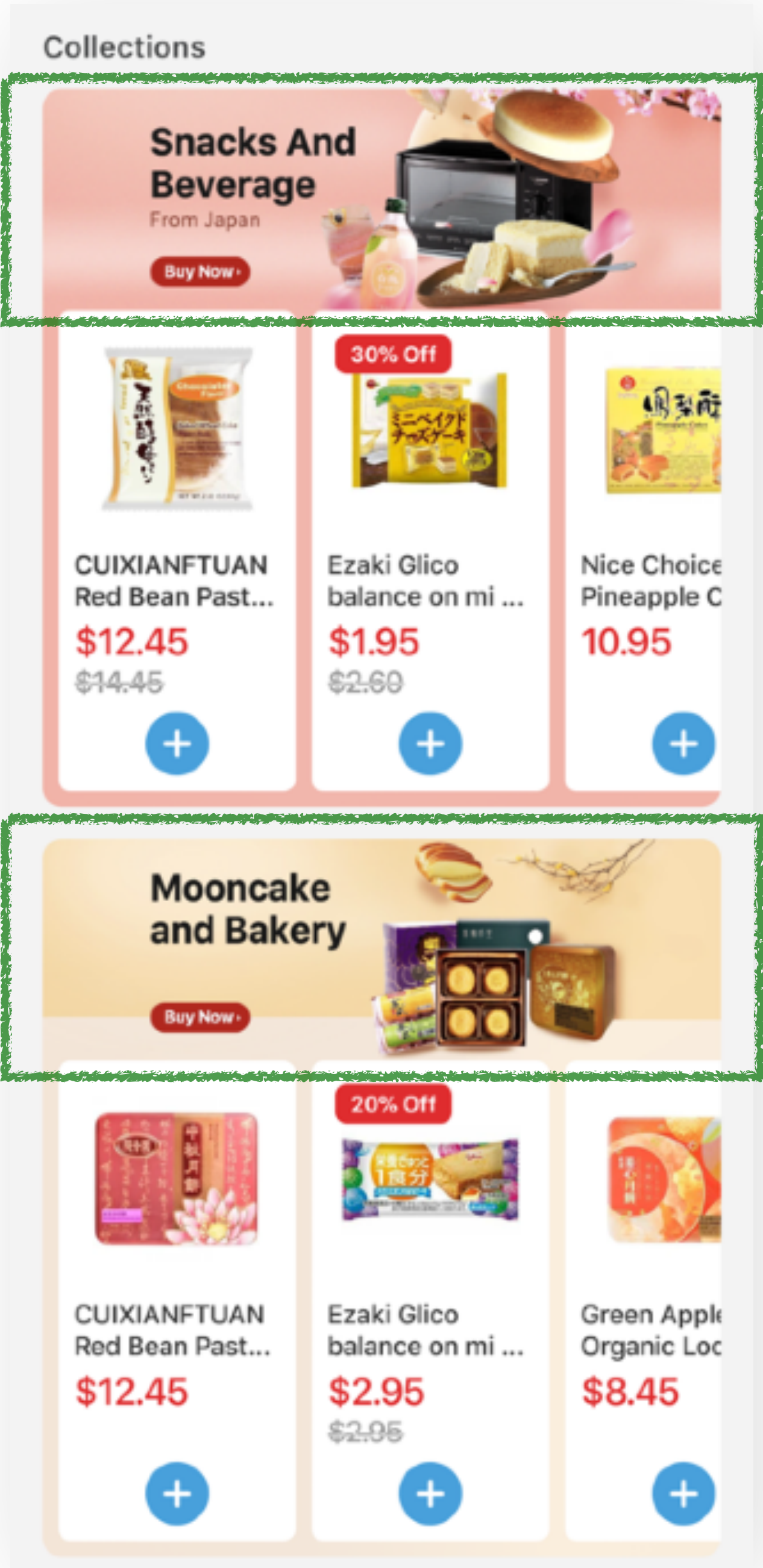
\$8.45

+

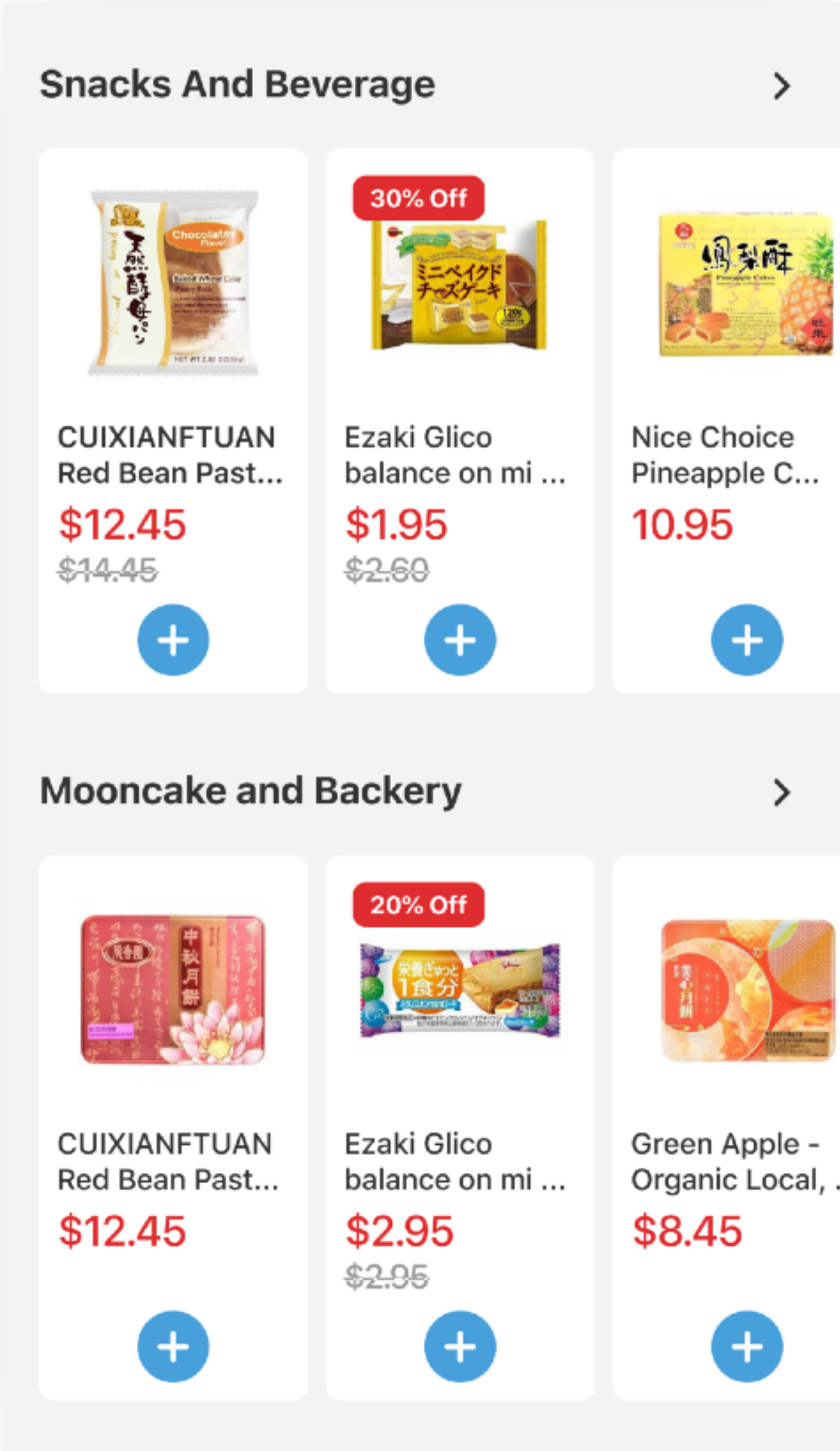
A/B testing

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