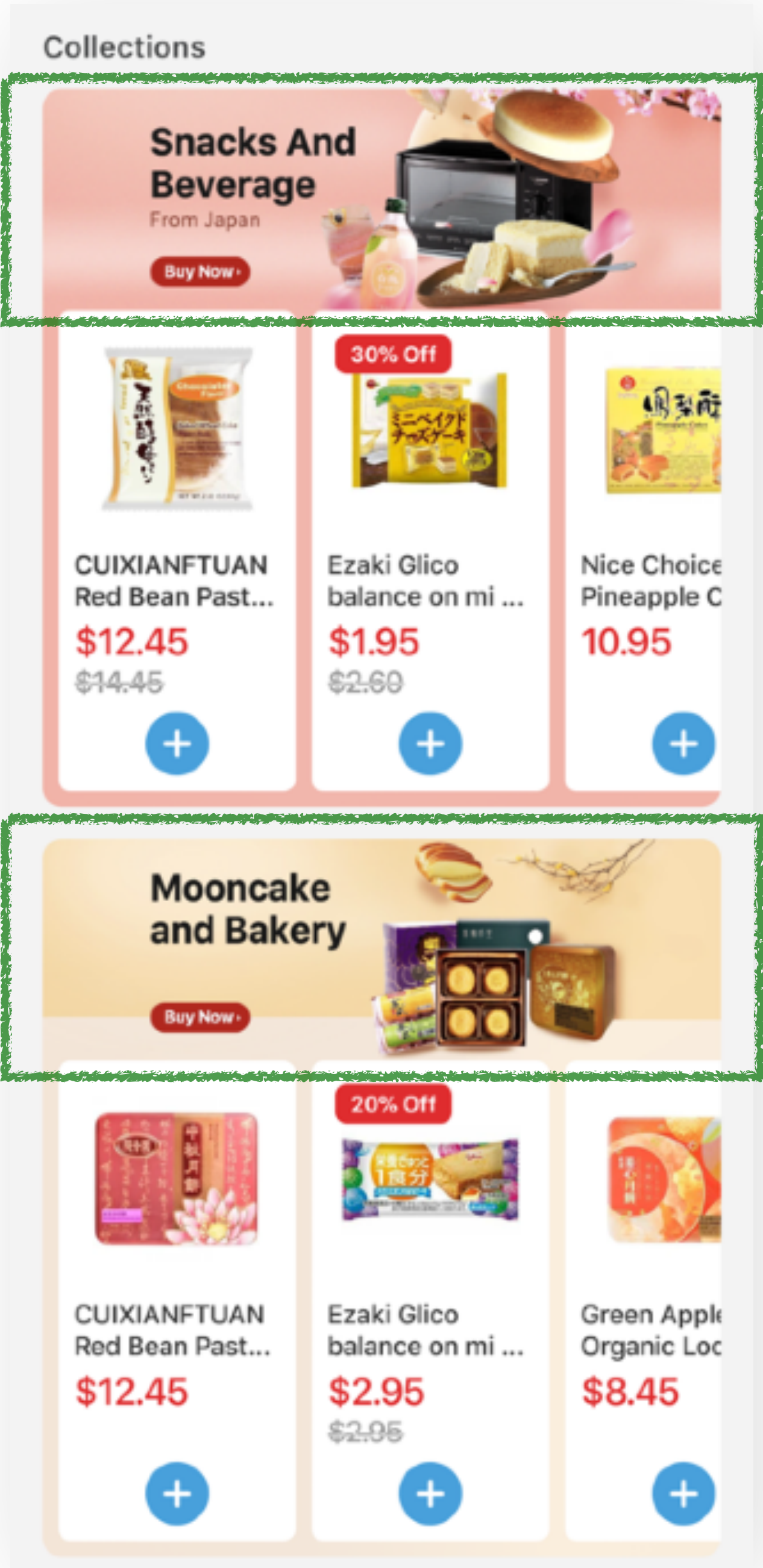


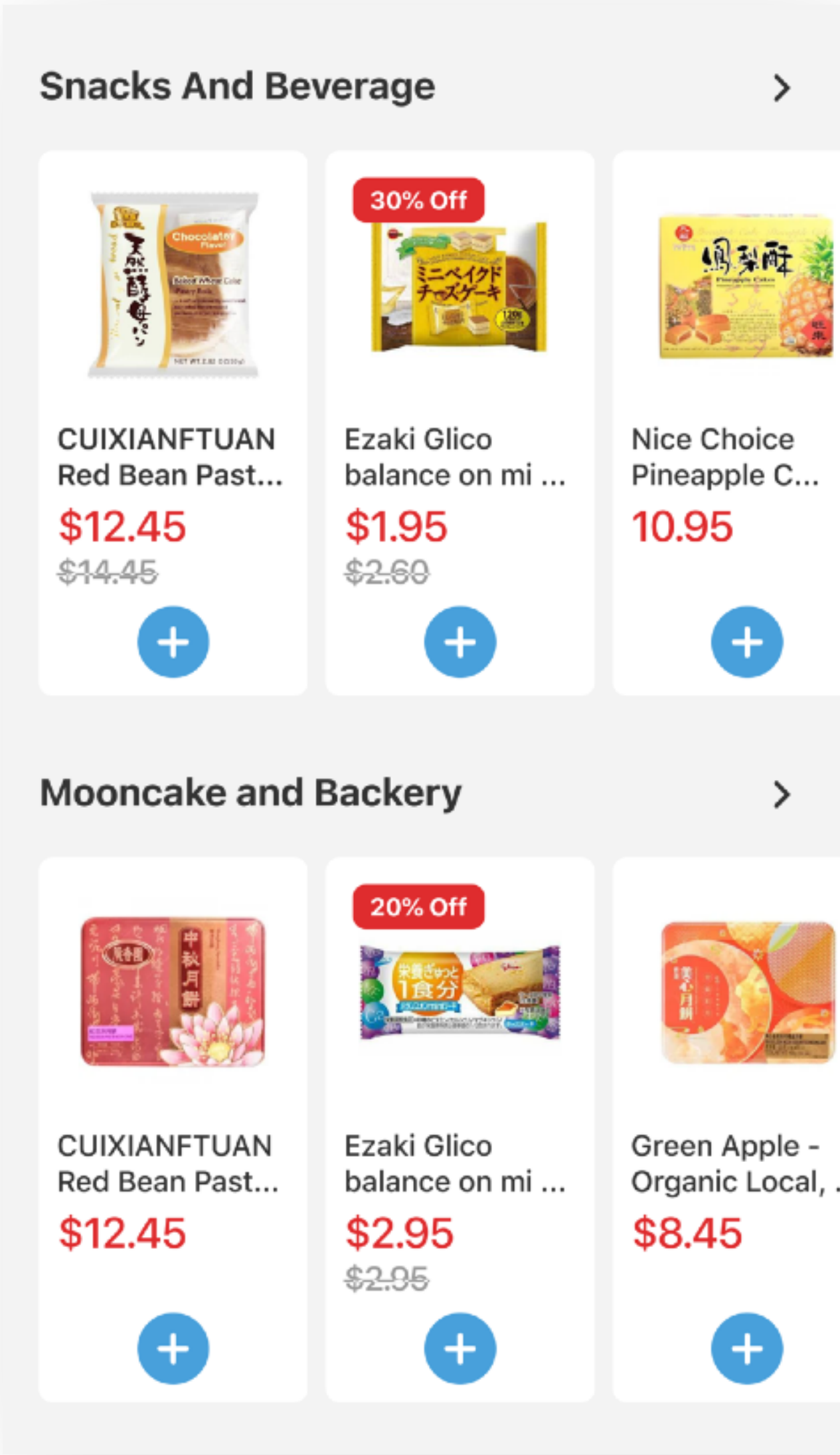
A/B testing

# Collections

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

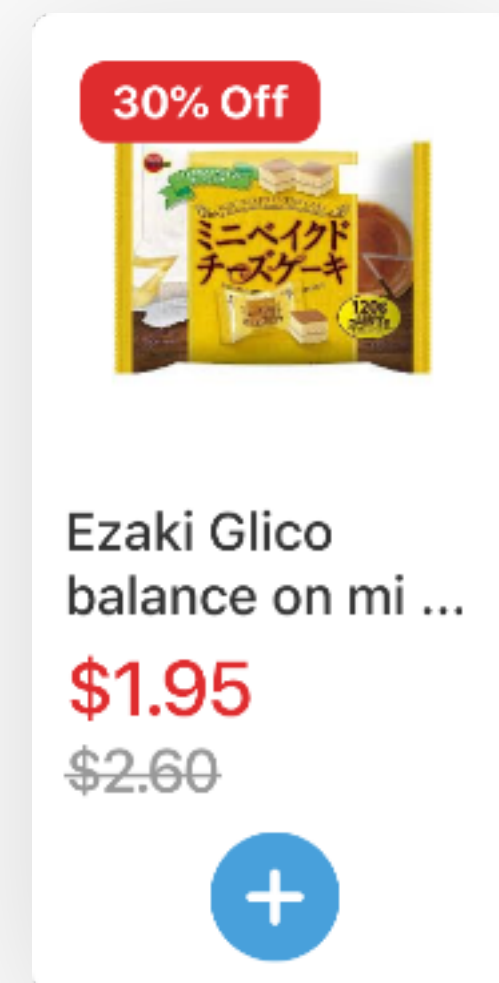


VS



**+ 21.8%**  
conversion rate

Version 1



Question 🙋

**“Is there a way to display more products on the screen?”**