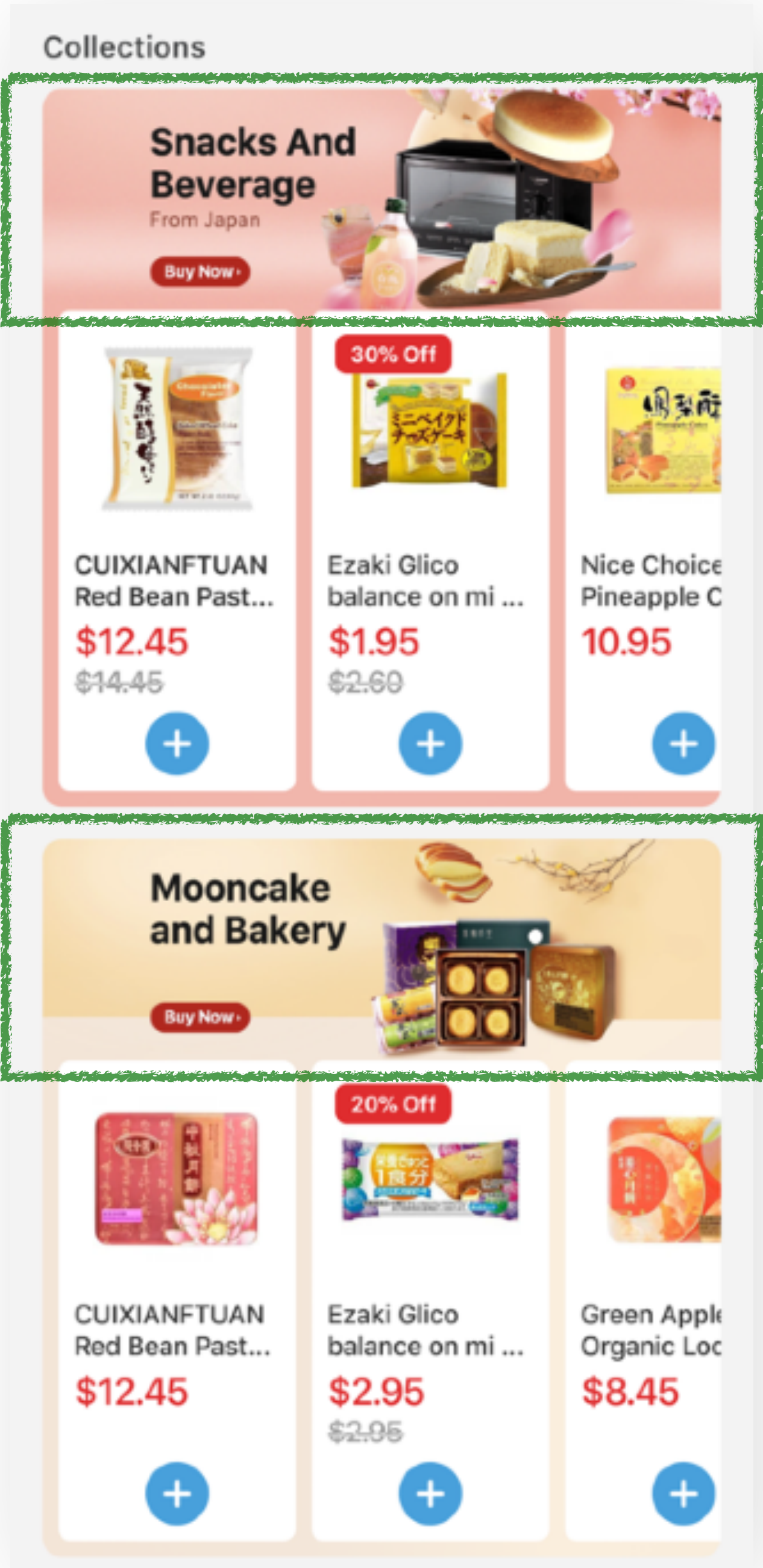


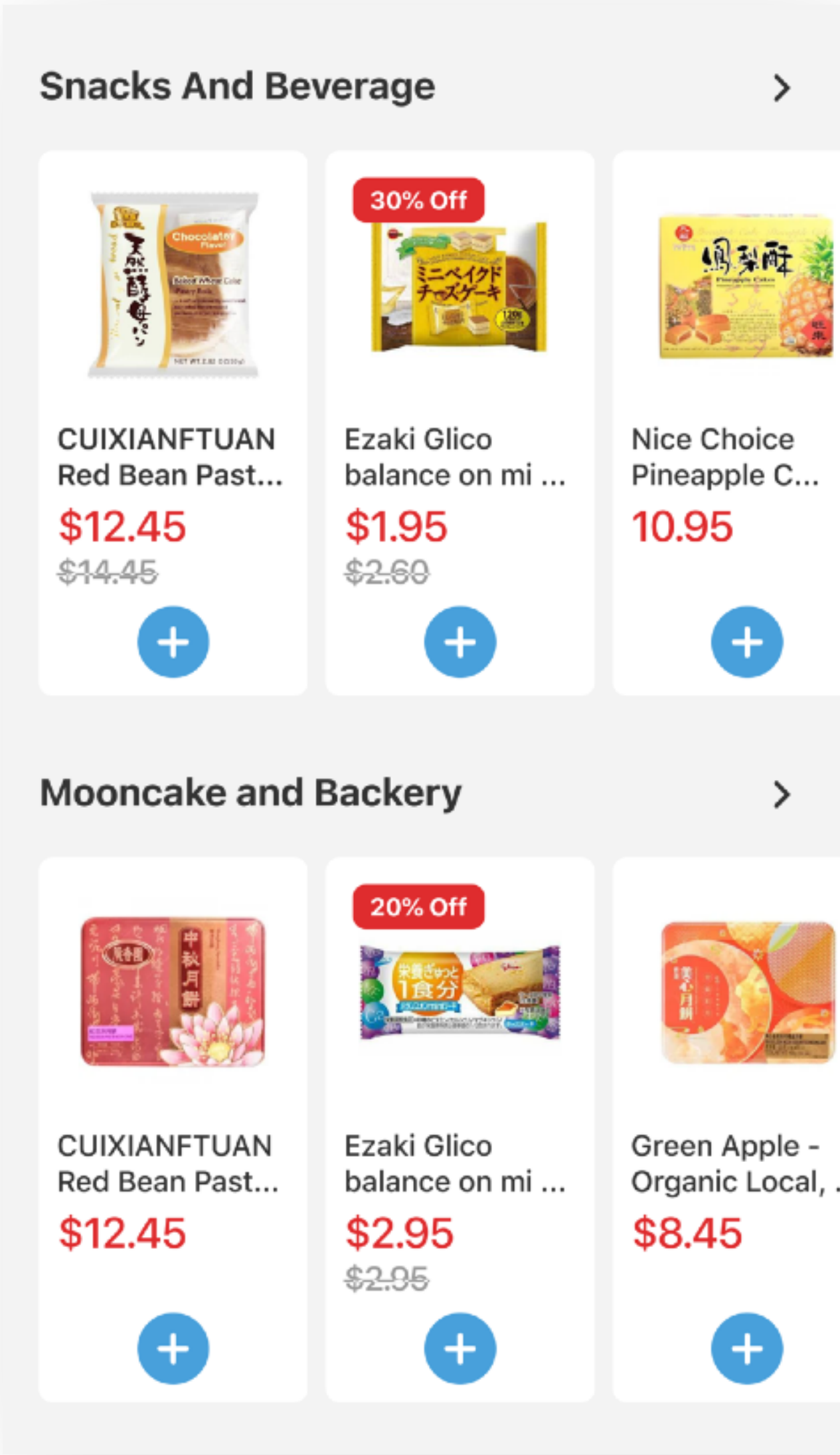
A/B testing

Collections

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

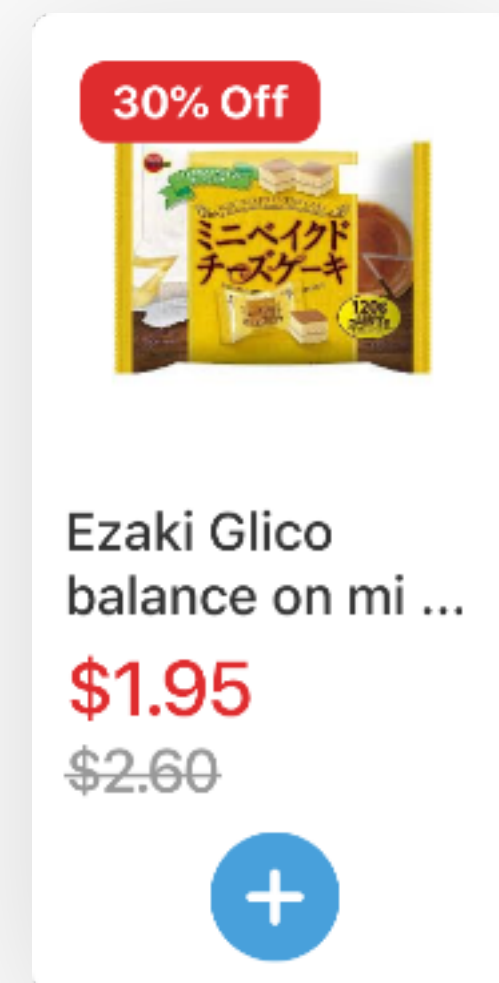


VS



+ 21.8%
conversion rate

Version 1



Question 🙋

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