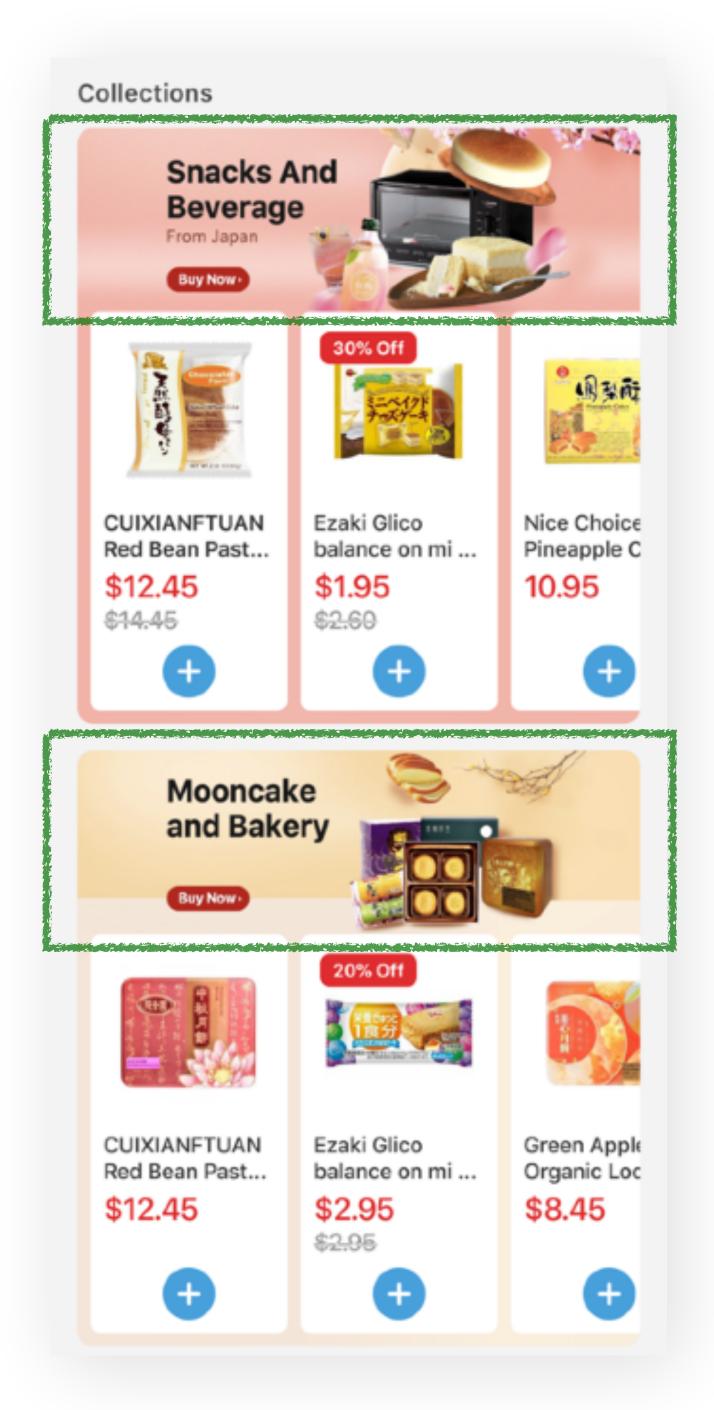
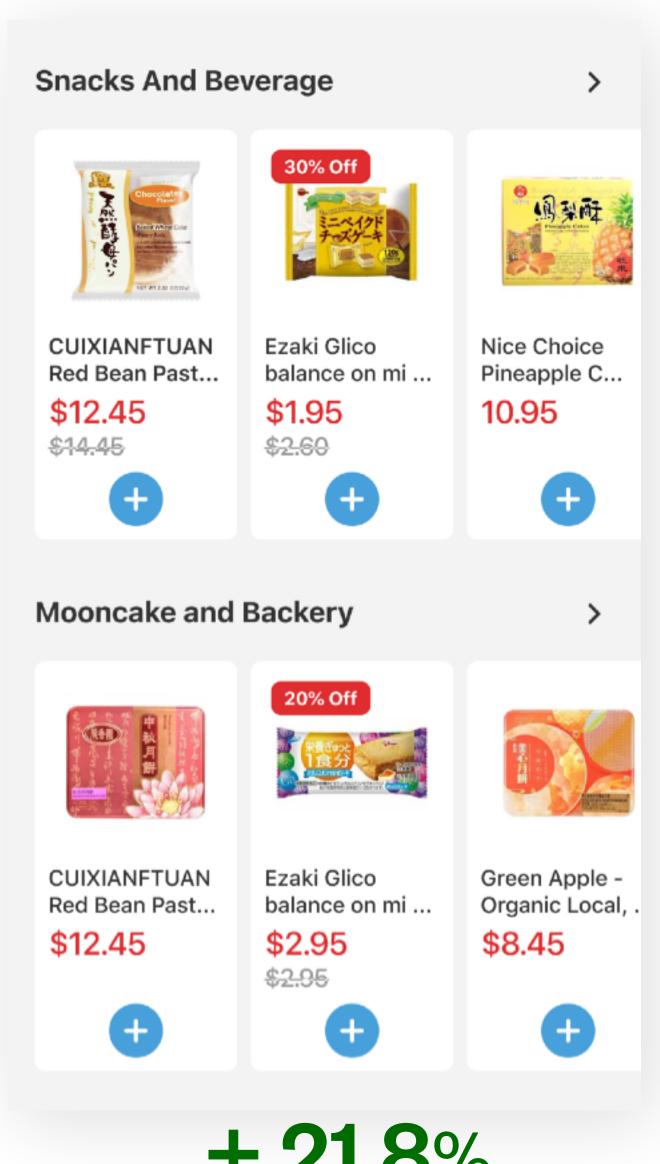
A/B testing

## Collections

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

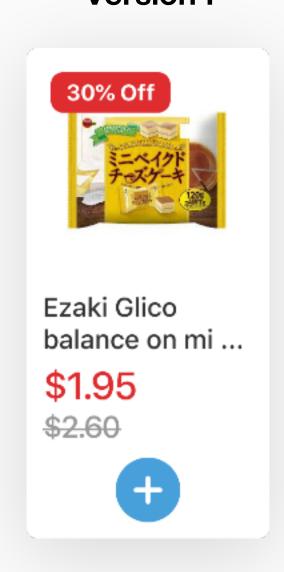


VS



+ 21.8% conversion rate

## Version 1





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