A/B test tool: Google Optimize
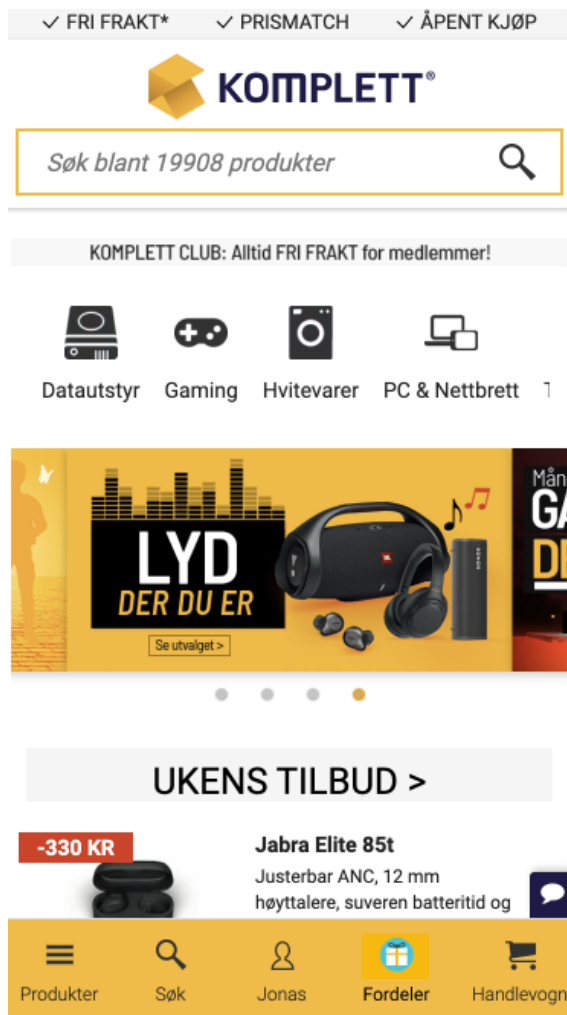
AB02.2 - Sticky search bar Mobile

Webpage: www.komplett.no
Target page: homepage (www.komplett.no)
Device: Mobile
Target group: all users

Original:

Search bar is not sticky

Variant 1:

Produktdatablad

A+G **G** ▶

50+ stk. på lager.

Før 1 995,-

NÅ **1 595,-**

KJØP

-600 KR

Acer Chromebook 13,3"

touch, Quad Core, 4 GB RAM, 64GB SSD, Google Chrome OS

★★★★☆ (29)

50+ stk. på lager.

Før 4 490,-

NÅ **3 890,-**

KJØP

-7 000 KR

Philips 70" UHD LED Smart TV 70PUS7555 (2020)

Ultra HD(4K), Dolby Vision, Dolby Atmos, HDR10+, Smart TV

Produktdatablad

A+G **G** ▶

20+ stk. på lager.

Før 13 990,-

NÅ **6 990,-**

KJØP

CLUB-TILBUD >

AVA høytrykkspyler Master P70 X-Large Bundle

150 bar/540 liter, 2400 watt, 8 meter

Sticky Search bar

Variant 2:

Sticky search bar and thicker yellow line to increase visibility
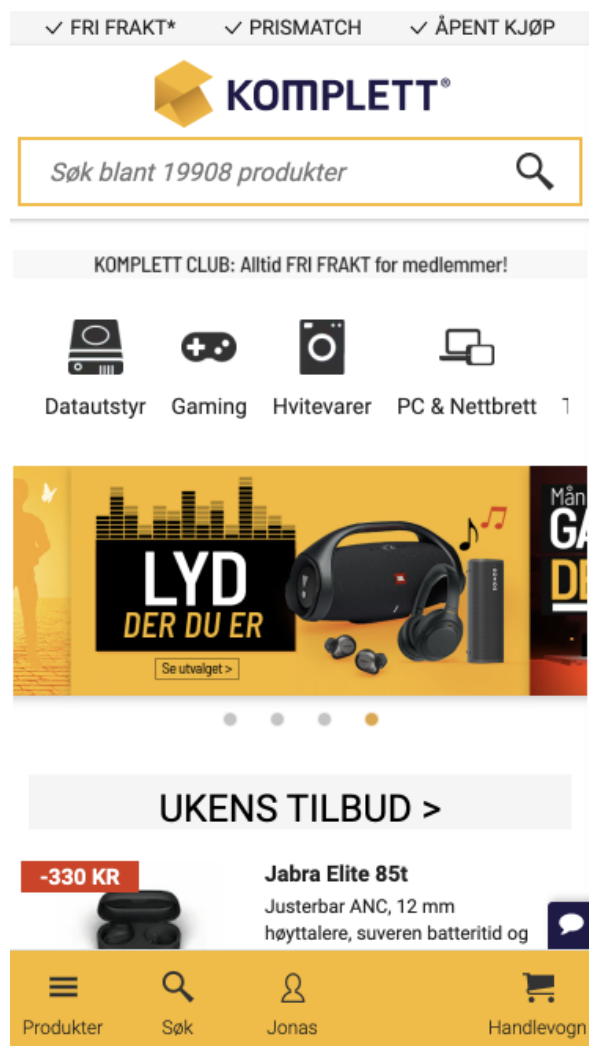
AB06: USP Contrast

Webpage: www.komplett.no
Target page: homepage (www.komplett.no)
Device: Mobile
Target group: all users

Original:

Variant 1:

Change color in top

Variant 2:

Change color in top and change colour in symbols

AB05 - Search placement / color

Webpage: www.komplett.no
Target page: homepage (www.komplett.no)
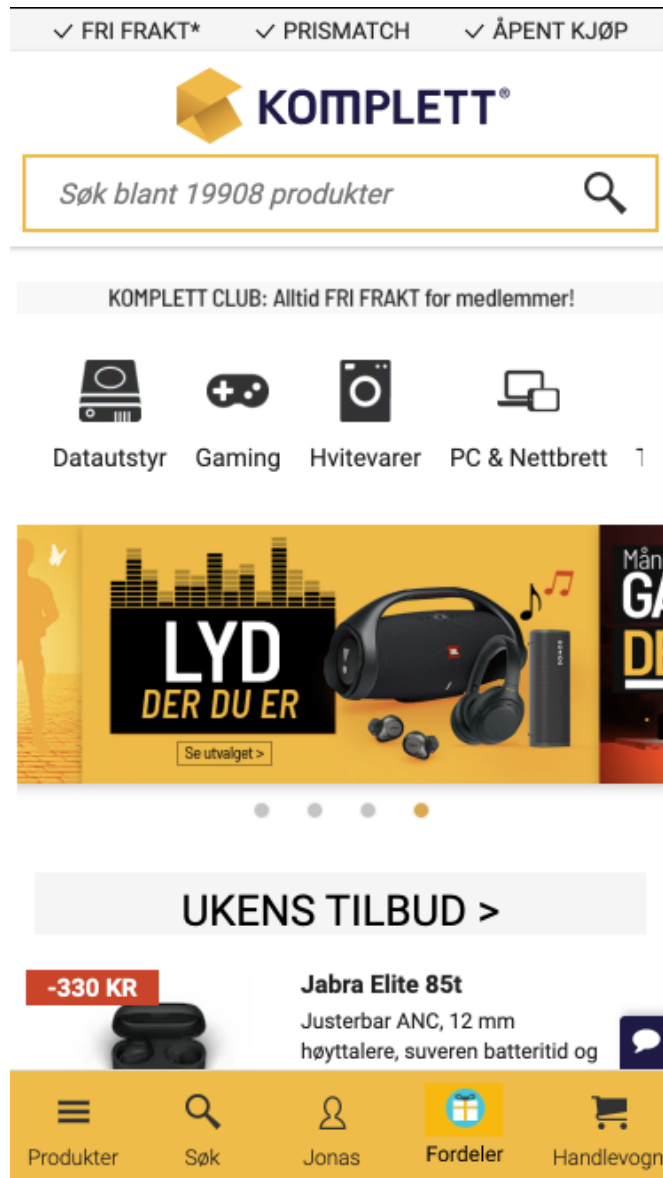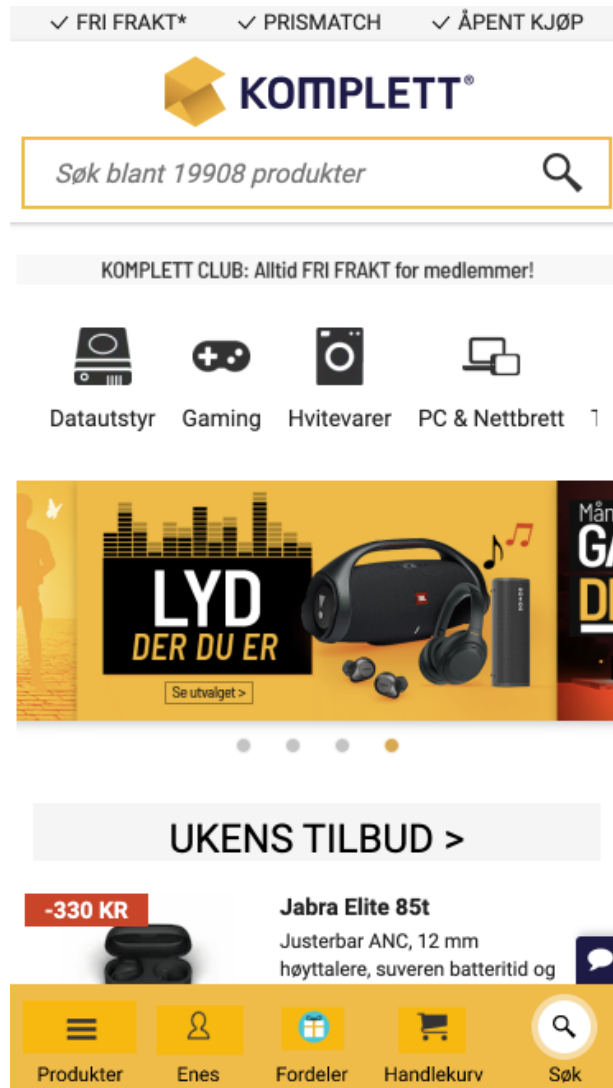
Device: Mobile
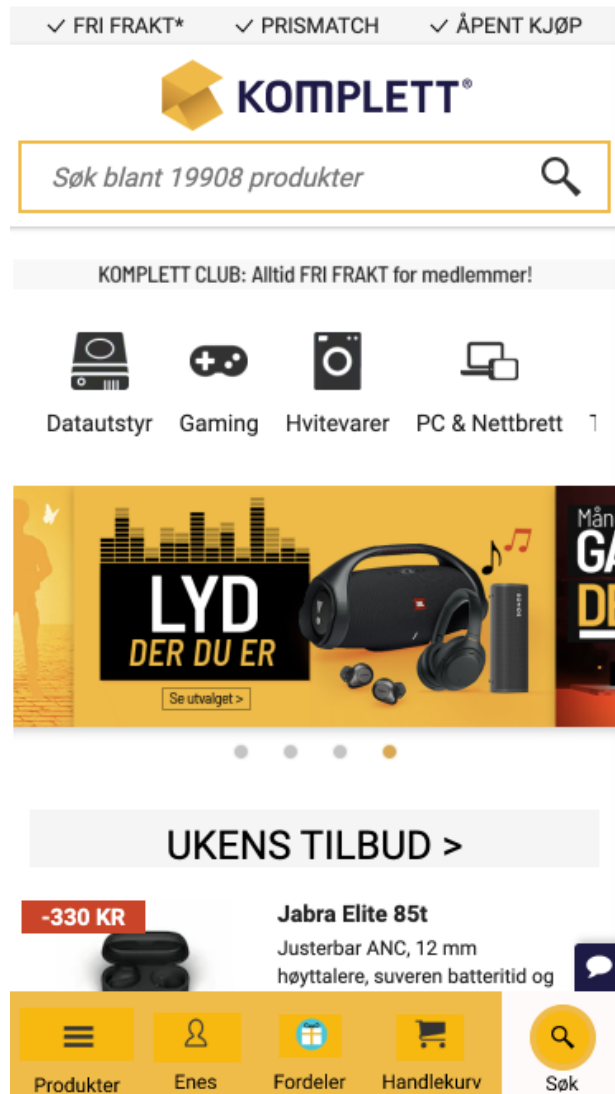Target group: all users

Original:

Variant 1:

Navigation bar in footer: Change placement of search symbol and change color

Variant 2:

Navigation bar in footer: change placement of search symbol and change color