



# INCREASE PROMINENCE OF PRICE MATCH GUARANTEE [DTM]

A/B TEST BRIEF

TEST DATES: September 26<sup>th</sup> – November 6<sup>th</sup>, 2018

# HYPOTHESIS

Increasing the prominence of the price match guarantee will remove barriers to conversion for users and the conversion rate will increase.

# VARIATIONS

## CONTROL

**Defibtech Lifeline™ and Lifeline AUTO™ AEDs**  
Part #: DCF-100 with Extras  
**Retail Price: \$1,495.00**  
**Our Price: \$1,245.00**

Choose Lifeline AED Options:

Semi-Automatic w/Standard Battery ▼

**Add Ons**

- ☐ Spare Adult Electrode Pads [Add \$38.00]
- ☐ Pediatric Electrode Pads [Add \$99.00]
- ☐ Data Card [Add \$79.00]
- ☐ ARCH AED Medical Direction [Add \$149.99]
- ☐ AHA CPR/AED Training Class [Add \$699.99]

Quantity:

**ADD TO CART**

## VARIATION 1

**Defibtech Lifeline™ and Lifeline AUTO™ AEDs**  
Part #: DCF-100 with Extras  
**Retail Price: \$1,495.00**  
**Our Price: \$1,245.00**

**110% PRICE MATCH GUARANTEE**

Choose Lifeline AED Options:

Semi-Automatic w/Standard Battery ▼

**Add Ons**

- ☐ Spare Adult Electrode Pads [Add \$38.00]
- ☐ Pediatric Electrode Pads [Add \$99.00]
- ☐ Data Card [Add \$79.00]
- ☐ ARCH AED Medical Direction [Add \$149.99]
- ☐ AHA CPR/AED Training Class [Add \$699.99]

Quantity:

**ADD TO CART**

# PRIMARY GOAL: COMPLETED ORDERS

Variation 1 had a **2.54% increase in ecommerce conversion rate** when compared to Control at an 85.54% confidence level.

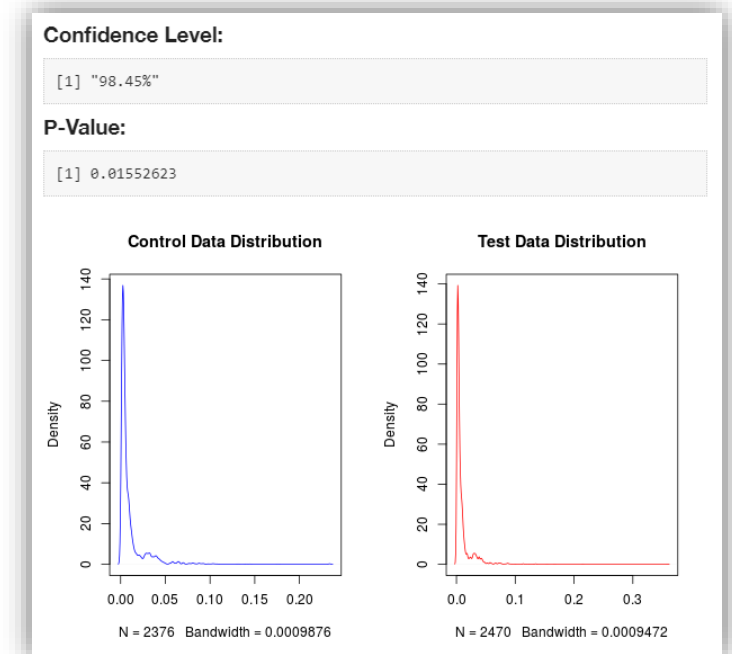
<input type="checkbox"/>	Device Category ?	Users ?	Transactions ?	Revenue per User ?	Ecommerce Conversion Rate ?	Avg. Order Value ?
	AED VWO Camp #41 Control	30,366 <small>% of Total: 24.56% (123,630)</small>	2,376 <small>% of Total: 41.24% (5,762)</small>	\$37.19 <small>% of Total: 159.03% (\$23.39)</small>	5.06% <small>Avg for View: 3.29% (53.74%)</small>	\$475.36 <small>Avg for View: \$501.82 (-5.27%)</small>
	AED VWO Camp #41 Var 1	30,657 <small>% of Total: 24.80% (123,630)</small>	2,470 <small>% of Total: 42.87% (5,762)</small>	\$35.90 <small>% of Total: 153.50% (\$23.39)</small>	5.19% <small>Avg for View: 3.29% (57.74%)</small>	\$445.60 <small>Avg for View: \$501.82 (-11.20%)</small>
<input type="checkbox"/>	1. desktop					
	AED VWO Camp #41 Control	18,556 (61.21%)	2,214 (93.18%)	\$57.11 (153.29%)	7.59%	\$478.68
	AED VWO Camp #41 Var 1	18,658 (61.18%)	2,305 (93.32%)	\$56.60 (156.84%)	7.79%	\$458.16
<input type="checkbox"/>	2. mobile					
	AED VWO Camp #41 Control	10,273 (33.89%)	112 (4.71%)	\$4.31 (11.58%)	0.77%	\$395.66
	AED VWO Camp #41 Var 1	10,316 (33.83%)	116 (4.70%)	\$2.97 (8.24%)	0.79%	\$264.46
<input type="checkbox"/>	3. tablet					
	AED VWO Camp #41 Control	1,485 (4.90%)	50 (2.10%)	\$17.06 (45.79%)	1.51%	\$506.71
	AED VWO Camp #41 Var 1	1,524 (5.00%)	49 (1.98%)	\$9.13 (25.30%)	1.48%	\$284.02

Data on this slide is from VWO as of November 6<sup>th</sup>, 2018.

# GOAL: REVENUE

Variation 1 had a **7.48% decrease in revenue per visitor** when compared to Control at a 98.45% confidence level.

<input type="checkbox"/> Device Category ?	Users ?	Transactions ?	Revenue per User ?
AED VWO Camp #41 Control	30,366 % of Total: 24.56% (123,630)	2,376 % of Total: 41.24% (5,762)	\$37.19 % of Total: 159.03% (\$23.39)
AED VWO Camp #41 Var 1	30,657 % of Total: 24.80% (123,630)	2,470 % of Total: 42.87% (5,762)	\$35.90 % of Total: 153.50% (\$23.39)
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AED VWO Camp #41 Var 1	1,524 (5.00%)	49 (1.98%)	\$9.13 (25.30%)



Data on this slide is from VWO as of November 6<sup>th</sup>, 2018.

# RECOMMENDATION

We recommend not changing the current design.