

The background image shows a trade show booth with people interacting. A man in a suit is on the left, and two women are in the center and right. One woman is smiling. In the background, there are signs for 'Up:', 'GOOGLE APPS', and 'PAID SE'.

# CHECKOUT - STICKY ORDER SUMMARY [D]

A/B TEST BRIEF

TEST DATES: December 31, 2018 – January 28, 2019

# HYPOTHESIS

Making the order summary sticky will reduce the amount of interaction needed to complete an order and will make the page easier to use which will increase the conversion rate.

# CONTROL

Country  
United States

State  
North Carolina

Zip  
27604-1794

Phone  
123

Shipping Information

☒ Same as billing address

☐ Use a different shipping address

Shipping Method

UPS SHIPPING OPTIONS

☐ Ground - 1-5 business days

\$115.34

☐ 2nd Day Air - 2 business days

\$544.67

☐ Next Day Air Saver - 1 business day by EOD

\$1,055.35

☐ Next Day Air - 1 business day

\$1,089.18


☒ Standard Shipping - 5-7 business days


\$0.00

In-stock orders placed by 5:30pm central ship same day. [Learn More](#)

Choose Your Payment Method

Check out with PayPal

  
The safer, easier way to pay



4 Choose SEMI- or FULLY-Automatic:: Fully-Automatic AED

\$5,780.00

Apply Coupon

If you have a promotion code enter it here

APPLY

Subtotal

\$13,396.00

Shipping

\$0.00

Taxes

\$971.21

☐ Check here if your organization is exempt from sales tax

If we have a valid exemption certificate on file, we will not charge sales tax on this order. If we need an exemption certificate, we will send you a request to submit your certificate after checkout.

TOTAL

\$14,367.21

Discount(s): (details)

- \$0.00

Balance

\$14,367.21

# VARIATION 1

Country  
United States

State  
North Carolina

Zip  
27604-1794

Phone  
123

### Shipping Information

☒ Same as billing address

☐ Use a different shipping address

### Shipping Method

Refresh Rates

UPS

UPS SHIPPING OPTIONS

☐ Ground - 1-5 business days

\$115.34

☐ 2nd Day Air - 2 business days

\$544.67

☐ Next Day Air Saver - 1 business day by EOD

\$1,055.35

☐ Next Day Air - 1 business day

\$1,089.18

☒ Standard Shipping - 5-7 business days

\$0.00

In-stock orders placed by 5:30pm central ship same day. [Learn More](#)

### Choose Your Payment Method

Check out with PayPal

PayPal Checkout

The safer, easier way to pay

PayPal CREDIT

### Order Summary

Edit Cart

1

AED Superstore RespondER®  
Keychain

\$0.00

1

Cardiac Science Powerheart®  
AED G3 Plus  
Choose SEMI- or FULLY-  
Automatic:: Semi-Automatic AED

\$1,445.00

1

Cardiac Science Powerheart® AED  
G3 Battery (Yellow)

\$398.00

1

Cardiac Science Pediatric Electrode  
Pads

\$101.00

### Apply Coupon

If you have a promotion code enter it here

APPLY

Subtotal

\$13,396.00

Shipping

\$0.00

Taxes

\$971.21

☐ Check here if your organization is exempt from sales tax

If we have a valid exemption certificate on file, we will not charge sales tax on this order. If we need an exemption certificate, we will send you a request to submit your certificate after checkout.

TOTAL

\$14,367.21

Discount(s): (details)

-\$0.00

Balance

\$14,367.21

# PRIMARY GOAL: CONVERSION RATE

Variation 1 had a **1.8% decrease in ecommerce conversion rate** when compared to Control at a 78% confidence level. This decision is not statistically significant.

BASE	VARIATION	CONVERSION RATE (RANGE)	RELATIVE IMPROVEMENT VS	ABSOLUTE POTENTIAL LOSS VS	CHANCE TO BEAT		CONVERSIONS / VISITORS	
			e CONTROL	A ALL	e CONTROL	A ALL		
	<b>C</b> Control	76.20% (72.94% - 79.26%)	-	0.22%	-	78%	917 / 1,203	
	<b>V1</b> Variation 1	74.83% (71.53% - 77.95%)	-7.0~3.6%	1.59%	22%	22%	905 / 1,209	

# GOAL: REVENUE

Variation 1 had a **10.73% decrease average revenue per visitor** when compared to Control at a 99% confidence level.

BASE	VARIATION	REVENUE PER VISITOR	IMPROVEMENT VS CONTROL	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT	REVENUE PER CONVERSION	TOTAL REVENUE (CONVERSIONS / VISITORS)	
	<b>C</b> Control	\$367.85 - \$444.49	-	-	-	99%	\$487.64 - \$578.16	\$487,954.72 ( 917 / 1,203 )
	<b>V1</b> Variation 1	\$328.00 - \$397.27	\$-90.3~\$3.2	-	1%	2%	\$442.86 - \$525.56	\$436,393.35 ( 905 / 1,209 )

# GOAL: REVENUE

A review of the sales data in GA suggests that there were two large fraudulent orders included in the control data (Fig 1). However even accounting for these orders the control still had a higher revenue per visitor than Variation 1.

Transaction ID ?	Revenue ?
AED VWO#52 Control	\$568,309.81 % of Total: 33.58% (\$1,692,441.70)
1. 346044	\$46,173.31 (8.12%)
2. 346296	\$46,173.31 (8.12%)

Figure 1

Device Category ?	Acquisition			Behavior			Conversions eCommerce		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
AED VWO#52 Control	1,186 % of Total: 1.13% (105,007)	737 % of Total: 0.80% (92,036)	1,906 % of Total: 1.27% (149,880)	9.71% Avg for View: 67.69% (-85.66%)	10.40 Avg for View: 2.52 (312.70%)	00:12:35 Avg for View: 00:02:16 (453.85%)	964 % of Total: 26.30% (3,666)	\$568,309.81 % of Total: 33.58% (\$1,692,441.70)	50.58% Avg for View: 2.45% (1,967.78%)
AED VWO#52 Variation 1	1,192 % of Total: 1.14% (105,007)	745 % of Total: 0.81% (92,036)	2,103 % of Total: 1.40% (149,880)	11.08% Avg for View: 67.69% (-83.63%)	10.32 Avg for View: 2.52 (309.54%)	00:11:54 Avg for View: 00:02:16 (424.14%)	971 % of Total: 26.49% (3,666)	\$459,912.55 % of Total: 27.17% (\$1,692,441.70)	46.17% Avg for View: 2.45% (1,787.69%)

Figure 2

# RECOMMENDATION

We recommend not changing the current design.