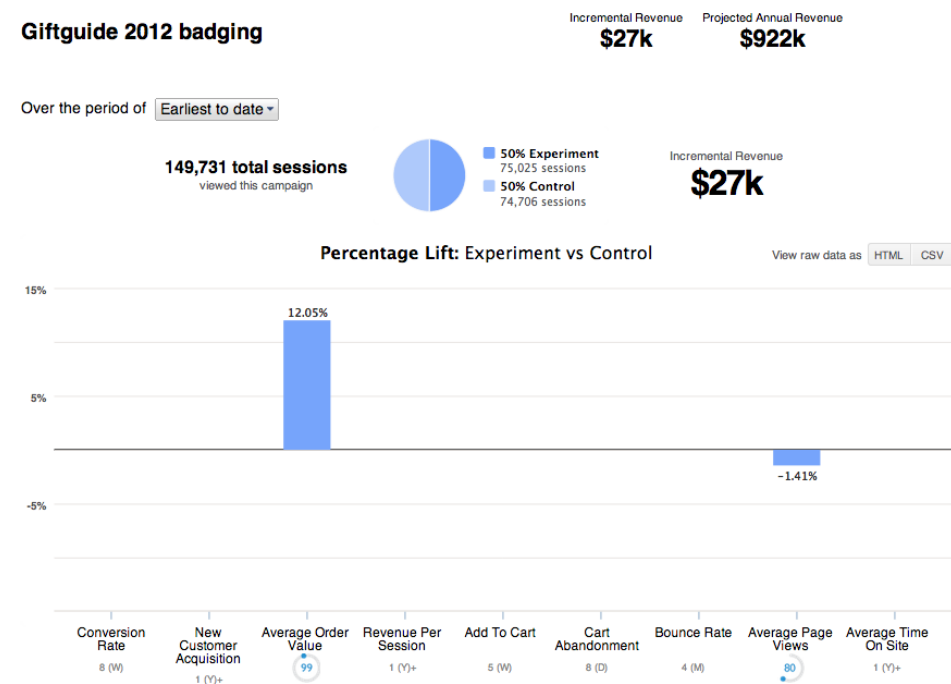


Badging Test:

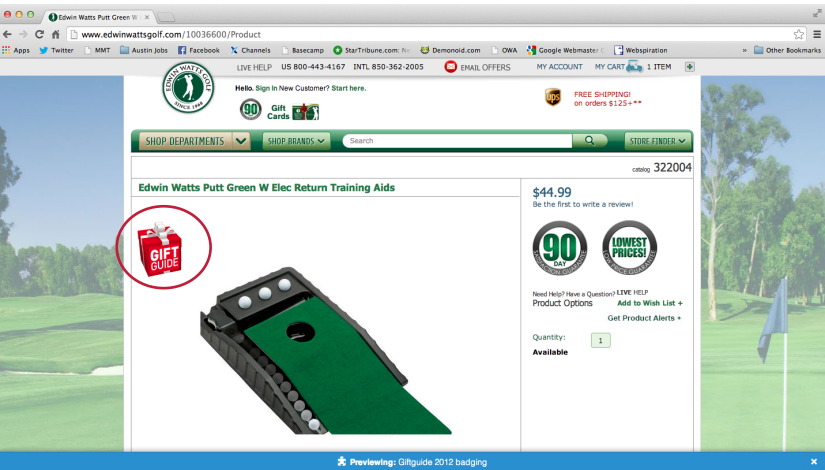
Experiment setup to measure the effectiveness of using badging on products. Badge experiments show on product pages and on search result pages. Test results reported a P99 for increasing Average Order Value. Additional studies would require shifting from A/B testing to Multivariate testing. No further studies were conducted.

Test Results

Giftguide 2012 badging



Product Page



Search Result Page

