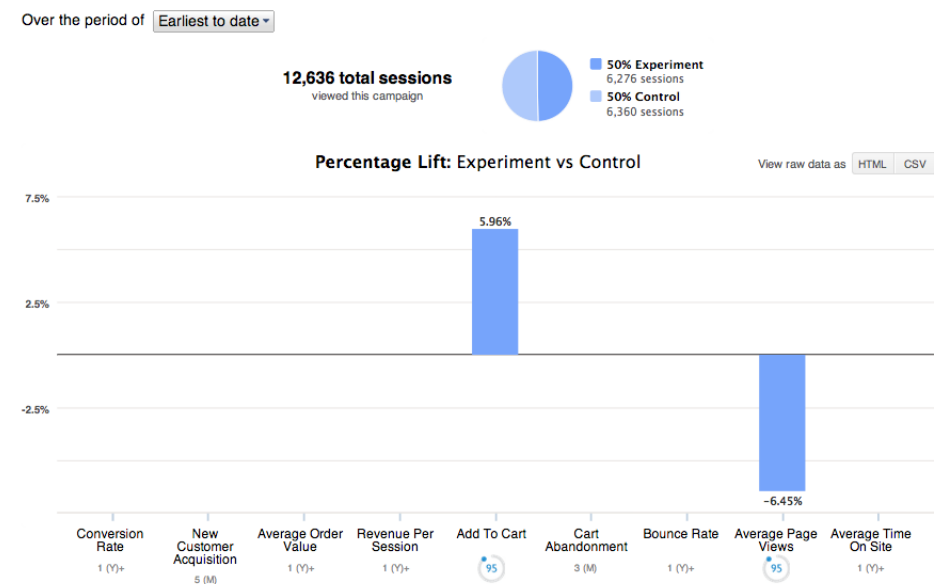


Error Message Test:

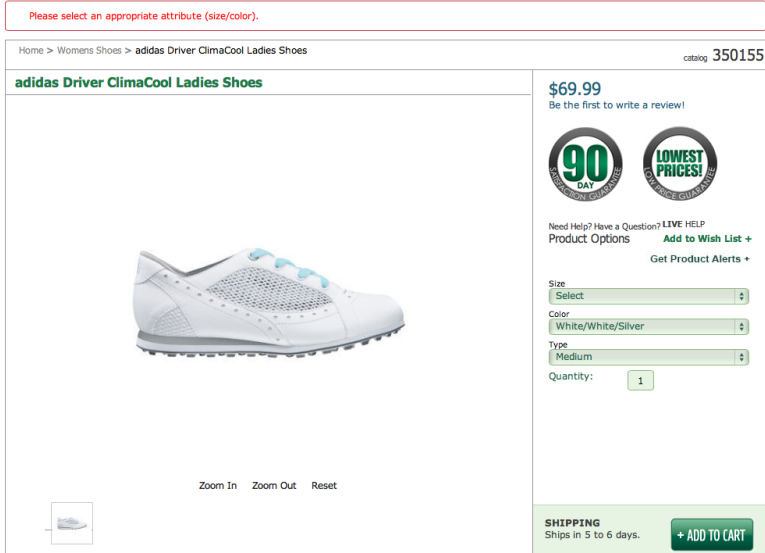
Experiment designed to justify the cost of creating inline validation on product pages. Initial placement of error messages appeared to be above the screen of most laptop browser resolutions. Control reflects initial release of error message placement. Experiment reflects tested placement of new generic error message. Test results infer that the experiment increases products added to cart and reduces shoppers page views.

Test Results

Move & Replace Error Message on PDPs with tracking



Control



Experiment

