10 Tests For Retailers
To Boost Conversions

RETAIL EDITION

AB TASTY

AI-Powered Experimentation and Personalization

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Introduction

People aren't shopping like they used to.

The customer journey has evolved far beyond the straight line from browsing to checkout. While digital channels haven't been the bad omen they were initially feared to be for brick-and-mortar locations, they have changed consumer behavior. Shoppers are assessing items in-store before making online purchases (and vice versa), hinting that the future of retail doesn't hinge on "digital vs. physical," but rather the seamless integration of these different touchpoints.

Retail is a crowded industry. Today's consumer not only has options but elevated expectations. The user experience should have a high level of convenience and fluid transition between desktop, mobile and tablet devices. Personalization is fundamental and continuous optimization is key.

At AB Tasty, we've had in-depth experience working with retailers across the globe to increase their conversion rates. We consolidated a list of successful tests to show the power of matching insights with action, and to offer a source of inspiration for your own experimentation.

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YVES SAINT LAURENT BEAUTY

Part of the L'Oréal Luxe brand portfolio, Yves Saint Laurent Beauty is known around the world for their luxurious skincare, makeup and fragrance products for men and women.

Challenge

The team at Yves Saint Laurent Beauty wanted to encourage users to browse, and ultimately purchase, items highlighted in the Exclusive Offers section.

Test Idea

Originally, the Exclusive Offers section was the last category listed on the top navigation bar on their French website. The team believed this placement was hindering user engagement; visitors were likely distracted by the other categories they spotted before seeing Exclusive Offers.

So, they decided to run an A/B test. The team tested a variation in which the Exclusive Offers category was the first item listed on the menu (on the left), to hopefully become more of a focal point for visitors.

It was a hunch that proved to be correct.

Results

This simple switch in the navigation bar led to a 10% increase in transactions.

*Original**

Variation

Some screenshot images in this ebook have been translated from their original version for readability.

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FRETTE

Frette has been a symbol of luxury since its establishment in 1860. Its linens have been draped across the altar of St. Peter's Basilica, were the bedding of choice for European royal families, and continue to be a staple of five-star hotels.

Challenge

Frette wanted to create more synchronicity between its UX and website visitors to increase conversions.

Test Idea

Frette conducted a simple A/B test to see if modifying the top navigation bar on its landing page would optimize the customer journey and increase traffic to certain pages. Noting that bathrobes were the top search items on the site, the team decided to clearly reference them in the header. So, they changed "Bath Linens" to "Bath Linens & Robes" and implemented action tracking to chart the results. Then, Frette focused on the purchasing funnel. When users would click on the shopping cart in the top corner of the site, a customary pop-up would appear with a preview of selected items and the option to "Proceed To Checkout." Luxury shopping is generally marked by long lead-in times, so Frette decided to tweak this language to the less definitive call to action, "View Shopping Bag." The goal was to create a more fluid transition from browsing to purchasing in which customers didn't feel rushed.
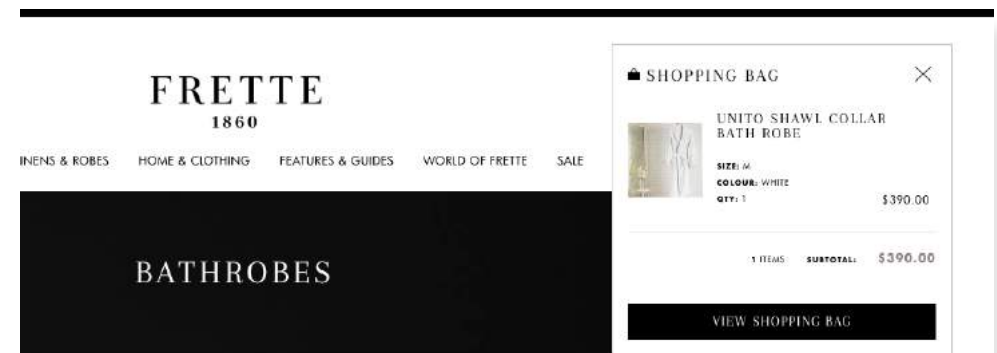
Results

By adding "Robes" to the Bath Linens title in the top navigation bar, Frette was able to increase clicks to this category by 29%, and visits to bathrobe pages grew by an astounding 101%. As for changing the checkout semantics, **the wording "View Shopping Bag" increased clicks by 5% and bumped total revenue by 8.69%.**

SEAFOLLY

Seafolly is the leading swimwear brand in Australia. The Sydney-born company currently sells its swimsuits in 41 countries via flagship stores, online, and through major retailers.

Challenge

Seafolly wanted to highlight new items added to its collection to pique user interest and increase conversions.

Test Idea

Seafolly launched an A/B test to see if adding a banner under recently added products (which read, "New Collection") had an effect on conversions. This test appeared only for desktop users.
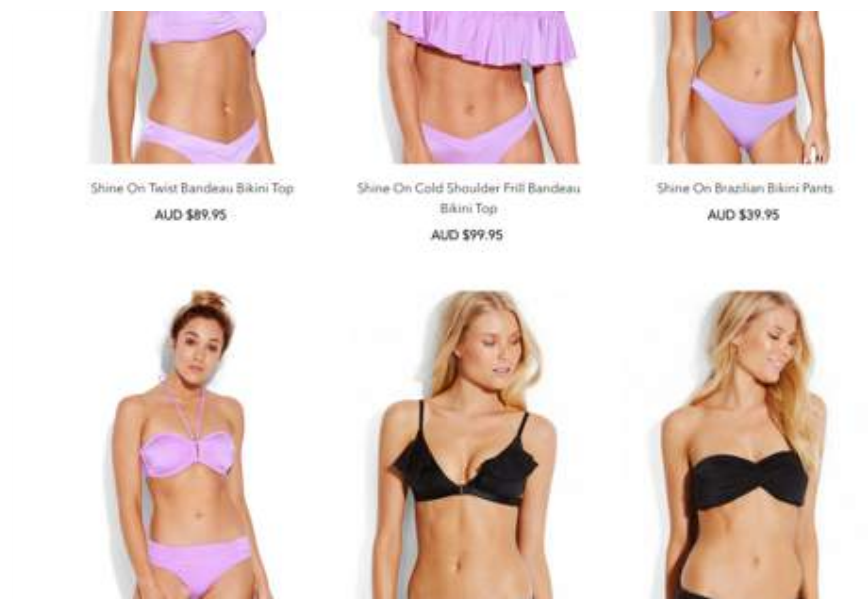
Results

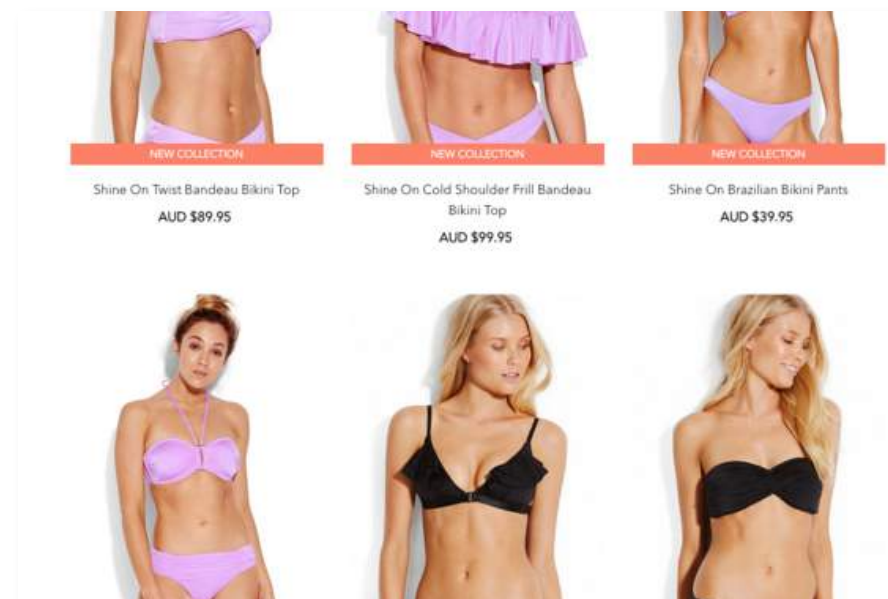Highlighting which items were recently added did have an effect on engagement and revenue; in fact, items that had the "New Collection" banner had an **8.5% increase in clicks and contributed to Seafolly's total revenue increasing by 20%.**

Original

Variation

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La Redoute

LA REDOUTE

La Redoute is a name synonymous with ready-to-wear fashion and stylish home decor. Founded in 1837, the company continues to expand its influence with an e-commerce site that sees more than 7 million unique visitors per month.

Challenge

La Redoute wanted to increase the average basket value per visitor by offering free shipping once customers spent 30 euros.

Test Idea

To maximize the effectiveness of the free shipping offer, the La Redoute team ran an A/B test on the Portuguese shopping cart page. The first version included a reminder above the CTA, "Confirm Order," that said, "Don't forget free shipping starting at 30 euros." In the second variation, this phrase was changed to "Only X euros needed for you to receive free shipping," highlighting exactly how much more a user would need to spend to receive this offer.

Results

The second variation was the top performer, prompting a 2.7% increase in revenue per visitor, and a 4% increase in average order value.

Variation 1

Variation 2

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CLARINS

Since 1954, Clarins has offered a luxury line of skincare, face, body, and cosmetics products.

Challenge

Clarins wanted to optimize the mobile browsing experience, as smartphones are increasingly becoming the device of choice for online shoppers.

Test Idea

The Clarins team implemented an A/B test to experiment with a new layout on mobile devices. In the variation, the team decided to reduce space at the top of the product page to put more emphasis on the products themselves.

Results

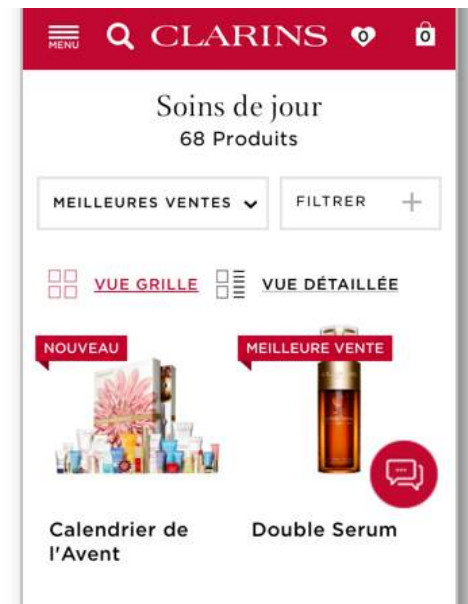This slightly more condensed layout created a better user experience for those browsing Clarins products on mobile. **In fact, the bounce rate on this page was reduced by 8%, while clicks to the products listed increased by 34%.**

Original

Variation

ÜNKUT PARIS

ÜNKUT

Ünkut is a French retailer that's style is self-described as a blend of urban and luxury. It's a brand that supports and draws inspiration from the arts, sports, and international cultures to create innovative collections.

Challenge

Ünkut wanted to increase the click-through rate on its mobile product pages.

Test Idea

The team ran a variation in which the calls-to-action were fixed on the bottom of the screen as visitors scrolled through a product's image slider. The first CTA was, "Choose Size" and the second was, "Add to Basket."

Results

Ünkut found success in fixing the CTAs to the bottom of the screen; it increased CTA clicks by an impressive 55%, and transactions grew by 7%.

TAKEAWAY TIP

Integrate the in-store and online user experience to increase conversions. Reserving items online for in-store pickup leverages convenience and immediacy for the customer—creating a more optimal experience.

DEGRENNE

Degrenne is an international manufacturer of cutlery and tableware whose products have become a staple of the hospitality industry.

Challenge

Degrenne wanted to leverage its online channels to encourage customers to purchase items at its brick-and-mortar locations.

Test Idea

Degrenne set up a pop-in on its French product pages that listed the availability of items in nearby stores. The team used their DMP, Advalo, to leverage the geolocation data and AB Tasty's visual editor and pop-in widget to display the targeted message.

Users were able to see if items were available to pick up in the closest Degrenne location. If they were, users had the option to reserve these items for one hour.

Results

This targeted pop-in doubled the amount of e-reservations Degrenne received to hold items in stores.

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CAMAïEU

CAMAïEU

Camaïeu is a French women's retailer that has expanded internationally since opening its doors in 1984. Currently, the brand has stores in 18 countries (and 600 stores in France alone).

Challenge

Camaïeu wanted to incentivize new or sporadic visitors to its French lingerie pages to convert.

Test Idea

The Camaïeu team implemented a pop-in on these pages that presented a special purchase offer to users who hadn't visited the lingerie pages in the past 90 days. The goal was to see if this offer sparked an increase in conversions.

Results

Triggering this pop-in on lingerie pages lead to a 31% increase in clicks on "Add to Basket" and a 17% increase in revenue.

You're leaving us already?

Before you go, take advantage of our offer

I'M IN >

AB TASTY
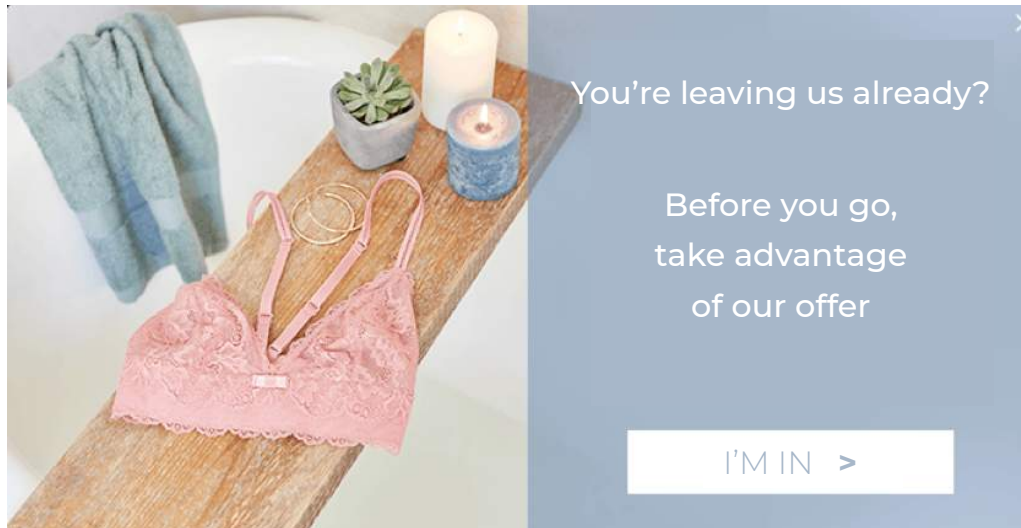
agnès b.

AGNÈS B

Headquartered in Paris, agnès b. has been designing clothing for men, women and children since 1976. Currently, the brand has over 250 shops located across the world and a strong digital presence.

Challenge

The Head of Digital and CRM at agnes b. wanted to implement a test that addressed (and hopefully dissuaded) purchase anxiety to see if it had an effect on conversions.

Test

The team used an A/B multipage test to add two elements to agnès b.'s French product and purchase pages: a line of text just above the 'Add to Cart' CTA and a banner at the top of purchase pages, respectively, which announced free shipping over 250 euros and a free return policy.

The idea was that these phrases, placed strategically throughout the customer journey, would ease purchase anxiety to boost sales.

Results

The test ran for three weeks, and ultimately showed that visitors who went through the purchase funnel with the reassuring messages showed transaction rates over double those that went through the original version - a jump from 1.15% to 2.87%.
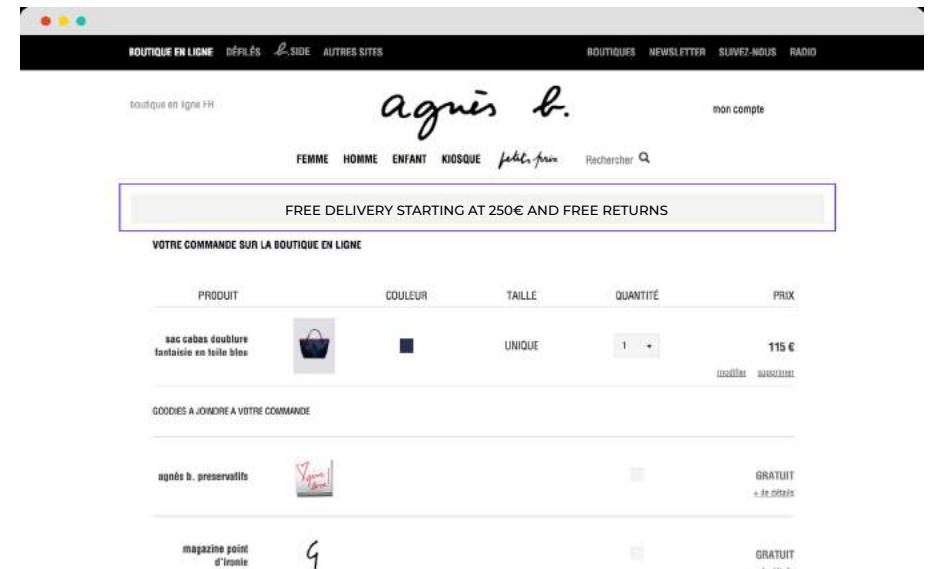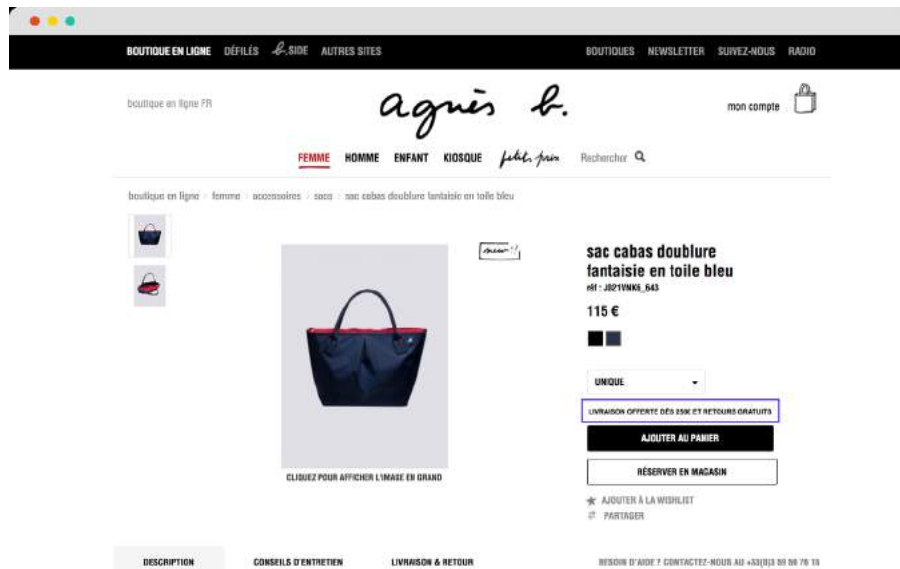
NYX PROFESSIONAL MAKEUP

The cosmetics company NYX Professional Makeup (a subsidiary of L'Oréal) has been praised for its quality and affordability since its debut in 1999.

Challenge

NYX Professional Makeup wanted to test the concept of social proof, by adding simple lines of text on its product pages to encourage visitors to buy these respective items.

Test Idea

The NYX Professional Makeup team ran an A/B test (for desktop visitors) on the product pages of their French e-commerce site to test the effectiveness of social proof. During the test, they directed website traffic between the original product page and two variations that had slightly different social proof messaging below the call-to-action.

The first variation indicated how many products had been purchased that day.

The second variation indicated how many products had been viewed.

Results

Results from the test showed both styles of social proof messaging had a positive effect on click-through rate, transactions, and bounce rate. However, the wording that focused on purchases (instead of views) appeared to be more impactful. This version bumped the click-through rate by 43% and doubled the transaction rate.
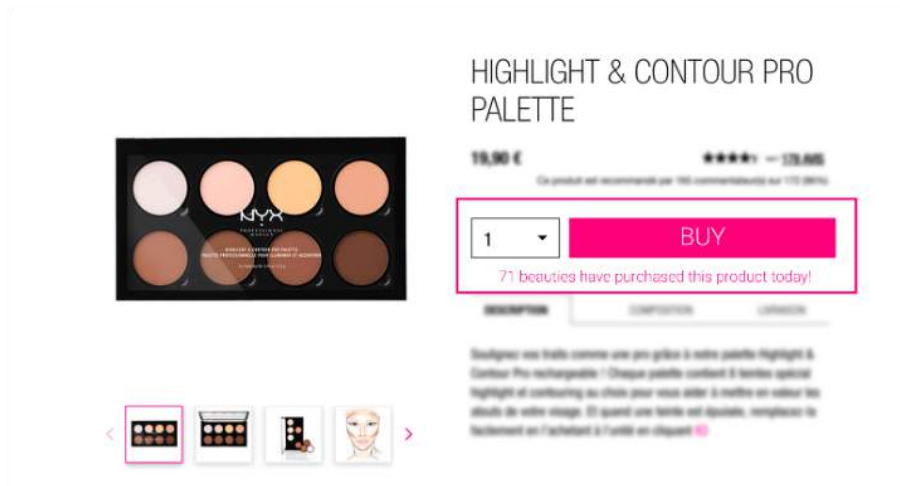
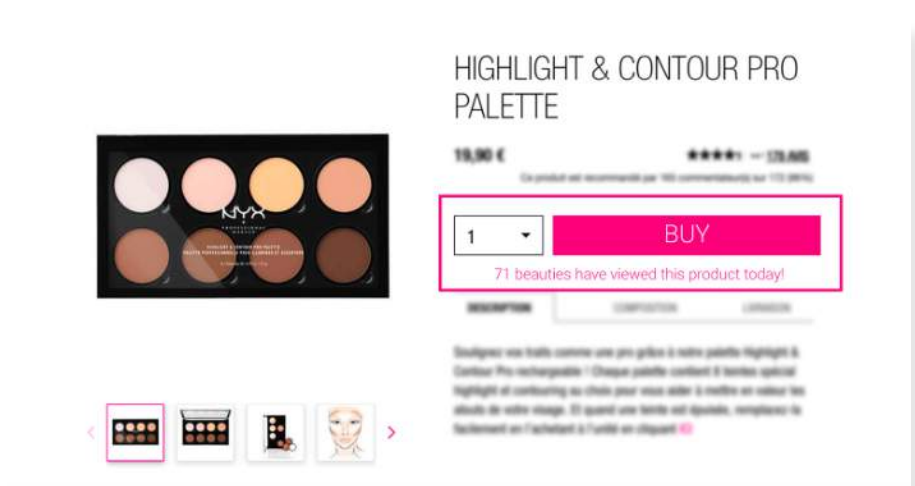(Comparatively, the variation that highlighted the number of product views increased the click-through rate by 32%, and the transaction rate by 33%.)

An added bonus was the significant reduction in bounce rates to the pages with either social proof messaging; both variations brought that down by around 38%.

Variation 1

Variation 2

Conclusion

These tests can be used as a source of inspiration in building your own experimentation roadmap. They also underscore important themes in conversion rate optimization, the first being: success is related to how well you understand the user experience—from the user's perspective. Other trends include simplifying the customer journey, optimizing across devices, providing incentives (discounts, social proof, etc.), personalization, and creating a fluid, omnichannel, experience.

The retail industry isn't disappearing. It's adapting. Businesses need to keep up with these emerging trends and shifts in consumer behavior or risk falling behind their competitors. Optimization is a continuous process, and it depends on how quickly and effectively you can test and learn.

AB TASTY

AB Tasty is an all-inclusive tool for website and conversion rate optimization, personalization, user engagement, and A/B and MVT testing. We serve as your digital lab, equipped with all the tools you need to create quick experiments that will help you better understand your users and customer journeys. We help you make fast, data-driven decisions that don't require technical resources.

Request a demo

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