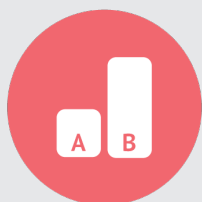


CASE STUDY



Conversion Rate Optimization: Redefining Business Success Through Iterative Testing

Channel



Conversion Rate Optimization

Industry



Home Goods

Target/Goal



Improve Conversions and Eliminate Website Friction



roirevolution.com

(919) 954.5955

info@roirevolution.com

The Situation

The interior design and renovation industry is driven by creativity and inspiration. One of our clients, a leader in this industry, aims to deliver inspiration to its shoppers and operates with an endless passion for helping buyers find the perfect tile pairing.

To further establish their brand as a leader in the industry, they were in search of ways to improve their site in order to boost conversions and provide a seamless customer experience. To do this, they turned to the Conversion Optimization Team at ROI Revolution.

Opportunity Identified

In order to improve conversions and eliminate website friction, the ROI team focused on two areas with the most potential for growth for this client: site search usage and ease of navigation.

Mobile Menu & Search Test

Website visitors on mobile and tablets who used site search had a 7x higher conversion rate over those who did not.

The ROI Revolution team hypothesized that by making the site search bar always visible on mobile and tablet, more visitors would use the search feature and conversion rates would increase. In addition, by using more descriptive labels for the mobile and tablet dropdown menu, visitors could browse more easily, which would lead to increased conversion rates.

http://www.



Top Navigation Test

Menu



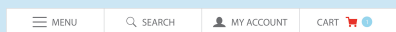
From previous testing, the team knew that ease of use was critical to conversions. By making "Project", "Style", "Material", and "Color" top-level navigation menu items, customers could more easily shop by criteria, improving findability and increasing purchases.

Our Expertise in Action

Mobile Menu & Search Test

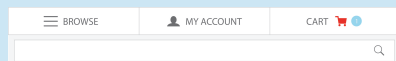
The ROI Revolution team tested ways to improve conversions and reduce friction with three variations.

Control



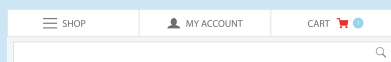
Every good experiment needs a controlled variable. Before the ROI Revolution team was called in, the home menu, search bar, account profile, and cart were all jammed together at the top of the page.

Variation 1



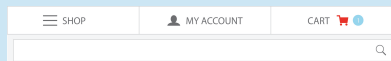
Variation 1 changed the word "Menu" to the more descriptive "Browse" and moved the search bar down, allowing users to search directly from the homepage.

Variation 2



Variation 2 changed the word "Menu" to "Shop" and also moved the search bar down to allow users to search directly from the homepage.

Variation 3



Variation 3 removed the wording altogether from the menu section and also moved the search bar down to allow users to search directly from the homepage.

Top Navigation Test

The ROI Revolution team tested ways to improve findability and increase conversions with three variations.

Control



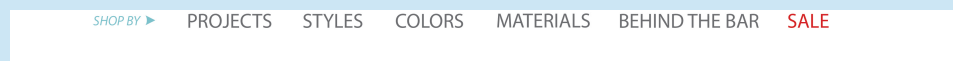
The control contained five buttons: "Browse Tiles", "Collections", "Get Inspired", "Behind the Bar", and "Sale". There was no other verbiage.

Variation 1



In Variation 1, the button text was changed and the buttons appeared in the following order: "Projects", "Materials", "Colors", "Styles", "Behind the Bar", and "Sale". The buttons were preceded by text that said "Shop By".

Variation 2



In Variation 2, "Materials" and "Styles" were switched so the buttons appeared in the following order: "Projects", "Styles", "Colors", "Materials", "Behind the Bar", and "Sale". The buttons were preceded by text that said "Shop By".

Results Achieved

Mobile Menu & Search Test

Variation #1 was the winner! By making the search bar more prominent and renaming the "Menu" section to "Browse," our client saw conversion rates improve by 34%. In contrast, variation #2 saw 23.4% higher CTR and variation #3 saw 24.5% higher conversion rate.

Top Navigation Test

Variation #2 was the winner! By making it easier for customers to shop by criteria, our client saw conversion rates improve by 10.2%. Variation #1 saw a 5.8% higher conversion rate.