

22.26%
conversion
rate increase

after 6 months of AB testing
and web personalization
for top-brand appliances
ecommerce store

01 Background

Industry status

Based on consumer insights from Google

66% of large appliance purchases such as refrigerators, stoves and washers are made to replace broken appliances or for upgrading old ones



OLD

27%



BROKEN

39%



NEW

Key takeaways



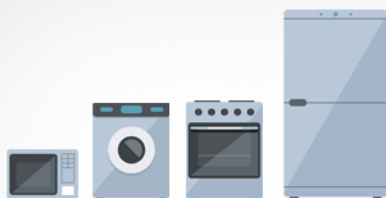
research and purchase
in less than 2 weeks



51% of potential clients are
undecided on what to
choose from



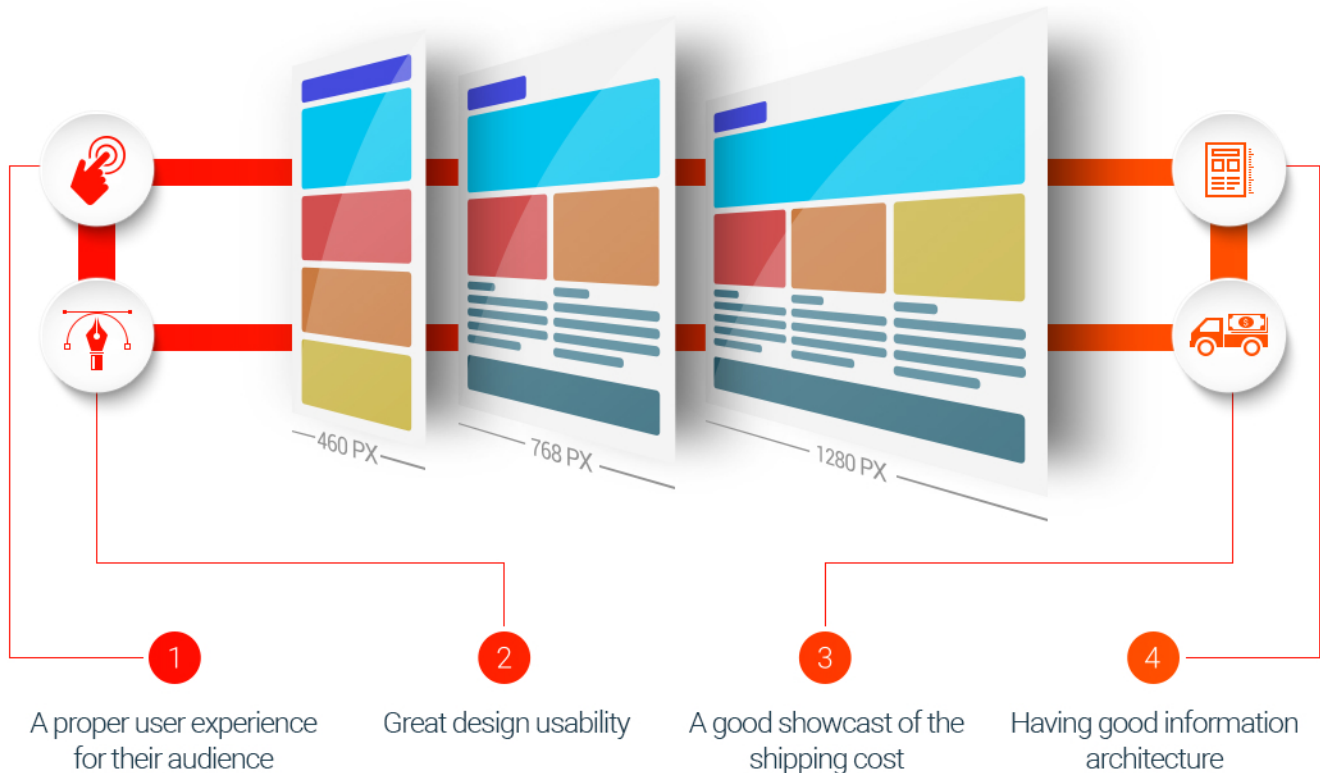
searching for products
by category name



The Romanian eCommerce store offers a large range of top-brand household appliances from washers and fridges to ovens and microwaves.

02 Challenge

The main challenges they had on site were to create:



03 Testing methodology

In 6 ½ months, we followed a structured methodology starting with qualitative & quantitative analysis.

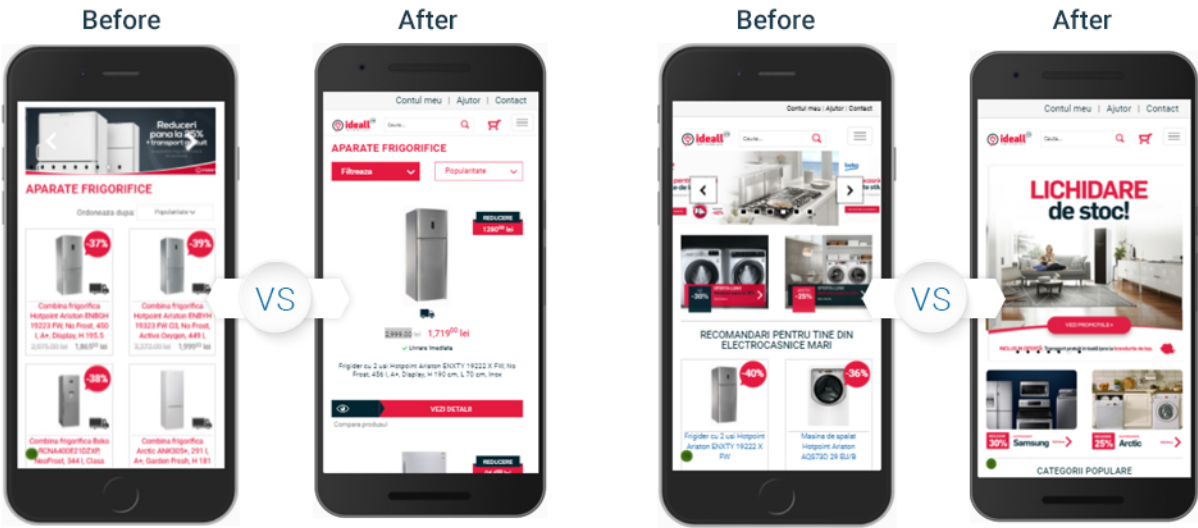
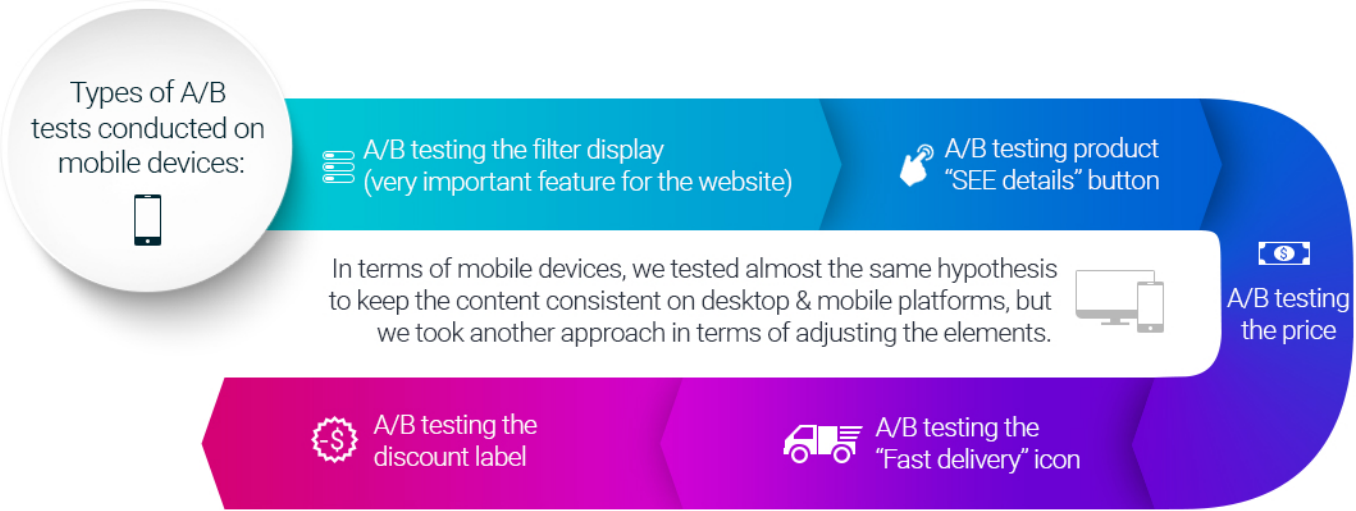
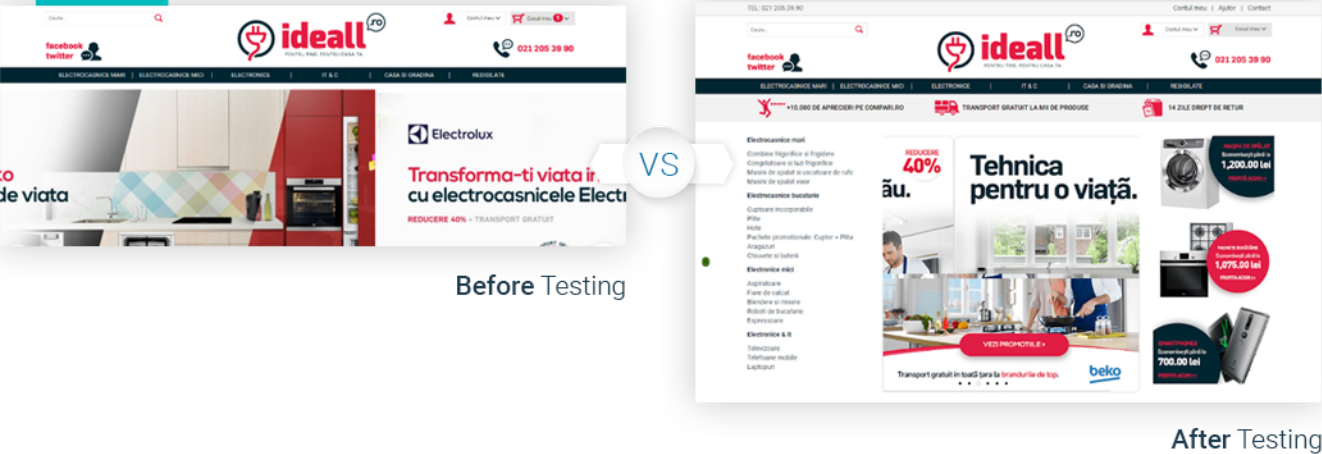
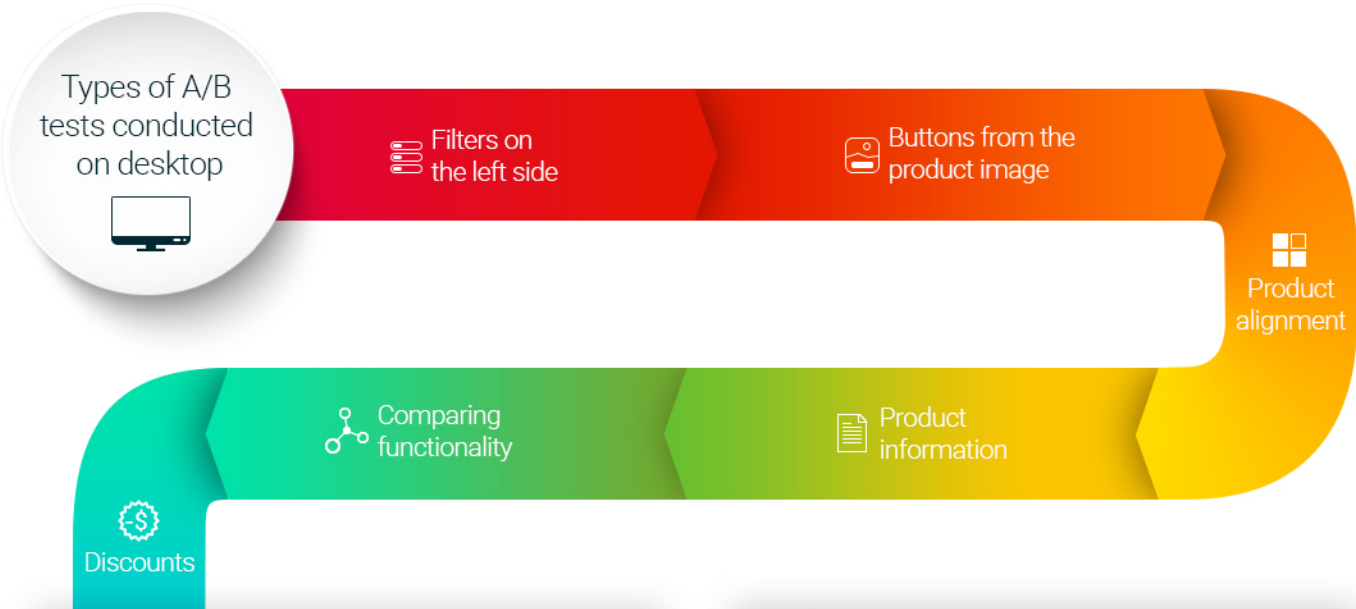


Check the tracking of your website and invest in discovering information about visitors and customers.



BEFORE JUMPING into testing in the first few weeks





04 Results

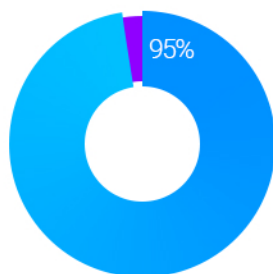
Out of 24 tests, 15 of them were winning tests that were afterwards implemented in the website.



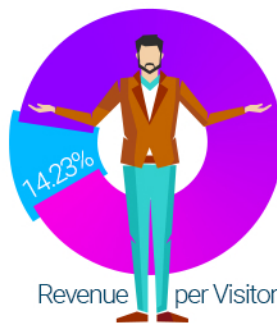
Preliminary results after 6 and a half months (including almost 2 months of research) proved an increase in the conversion rate of **22.26%**

6 1/2 months total

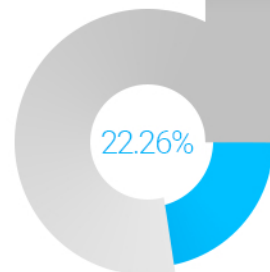
2 months of research



Statistical Relevance

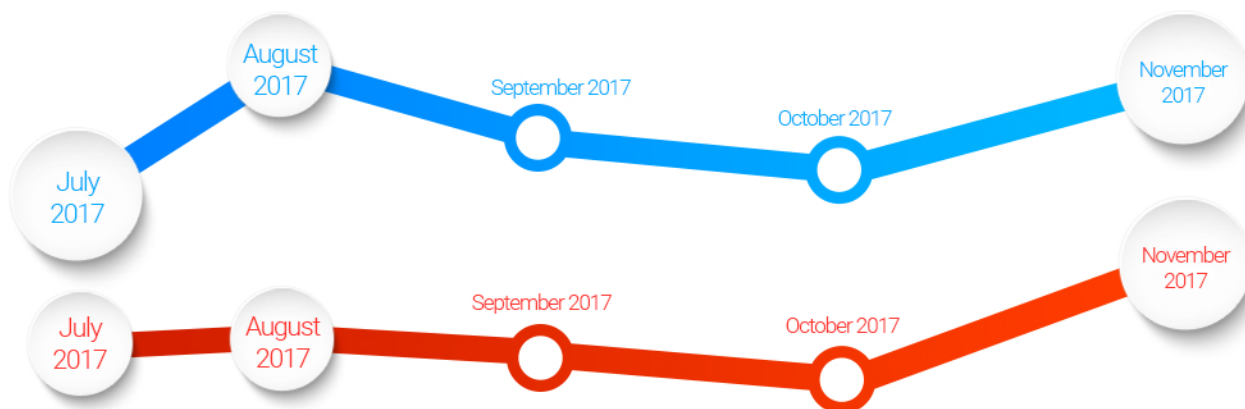


Revenue per Visitor

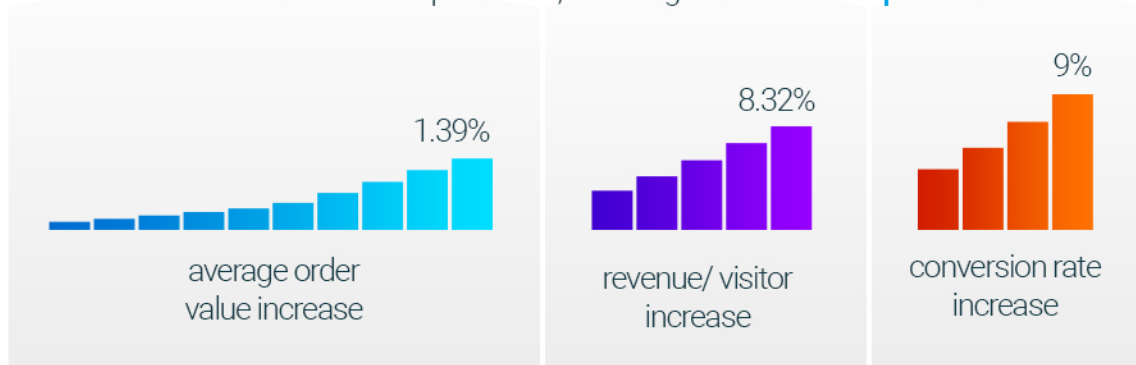


Conversion Rate

Conversion rate **with Omniconvert** vs. **without Omniconvert** tests



In the case of all the experiments, including **inconclusive experiments**





Discover the ups and downs of your website through qualitative and quantitative analysis



Await your returning visitors to get accustomed to the changes



Do research about your competitors



Measure, measure, measure everything



Don't hurry to draw conclusions on your tests if you do not have statistical relevance



Implement the tested changes that won and build the next hypothesis