

LEROY MERLIN ROMANIA and OMNICONVERT

DESKTOP

+14.34% increase in Conversion Rate

+30.14% increase in Revenue/user

MOBILE

+18.00% increase in Conversion Rate

+37.76% increase in Revenue/user

**achieved by improving the image
gallery pop-up in the PDP**

INDUSTRY

HOME IMPROVEMENT & GARDENING



ABOUT LEROY MERLIN

International Home Improvement & Gardening Retailer since 1923

LEROY MERLIN is a multinational home improvement and gardening retailer based in France.

It has over 400 stores in 13 countries and offers a wide range of home improvement, DIY, decoration, and gardening products. With a strong online presence and services such as installation and financing options, the company aims to provide customers with affordable, high-quality products, expert advice, and support to help with their projects.

The company is committed to sustainability and environmental responsibility, implementing various initiatives to reduce its environmental impact.



THE CHALLENGE

In the product detail pages, we identified an improvement potential for the overlay that appears upon clicking on the main product image. In the initial design, the close button was barely visible and there were quite a few elements missing, such as an area where the product title appears or an “Add to cart” button. There were no navigation arrows on the desktop version and the images from the gallery did not fit into a single screen, making this design very difficult to navigate for users.

THE SOLUTION

The experiment that we proposed was to create a revamped version of the overlay that features all the needed elements, as well as other enhancements.

These are the main components that were added in the version that was tested against the initial design: a section for the product title, a carousel where the user can scroll to reach the desired image, a mini image gallery that is also scrollable, zoom in and zoom out buttons, as well as "Add to cart" and "Add to Favorites" buttons that emulated the ones that already existed in the PDP.

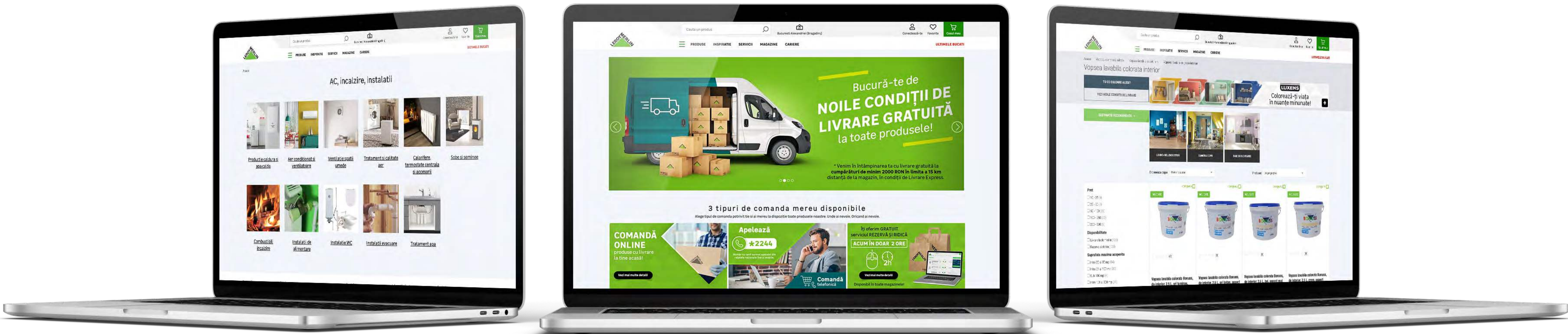
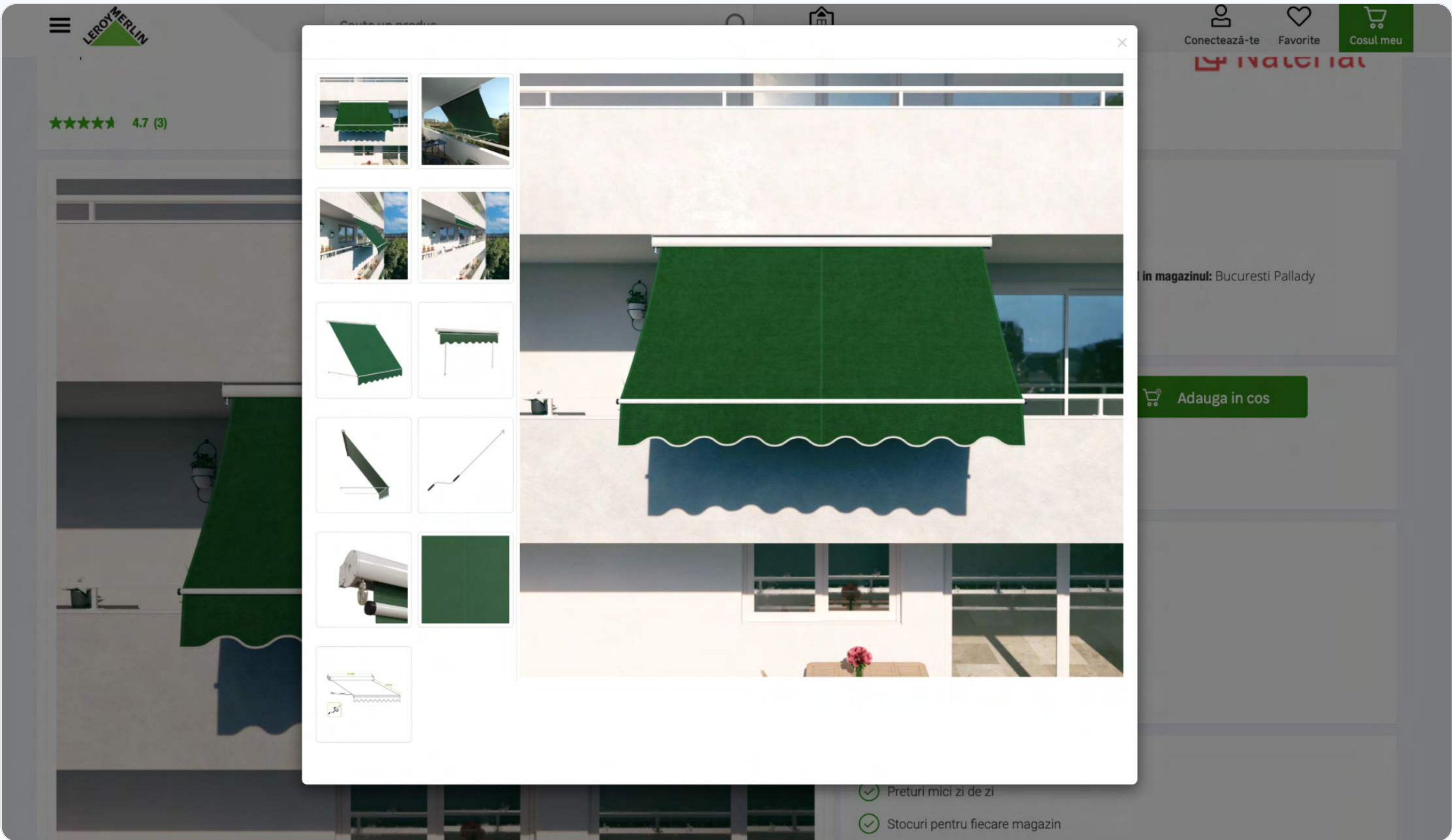


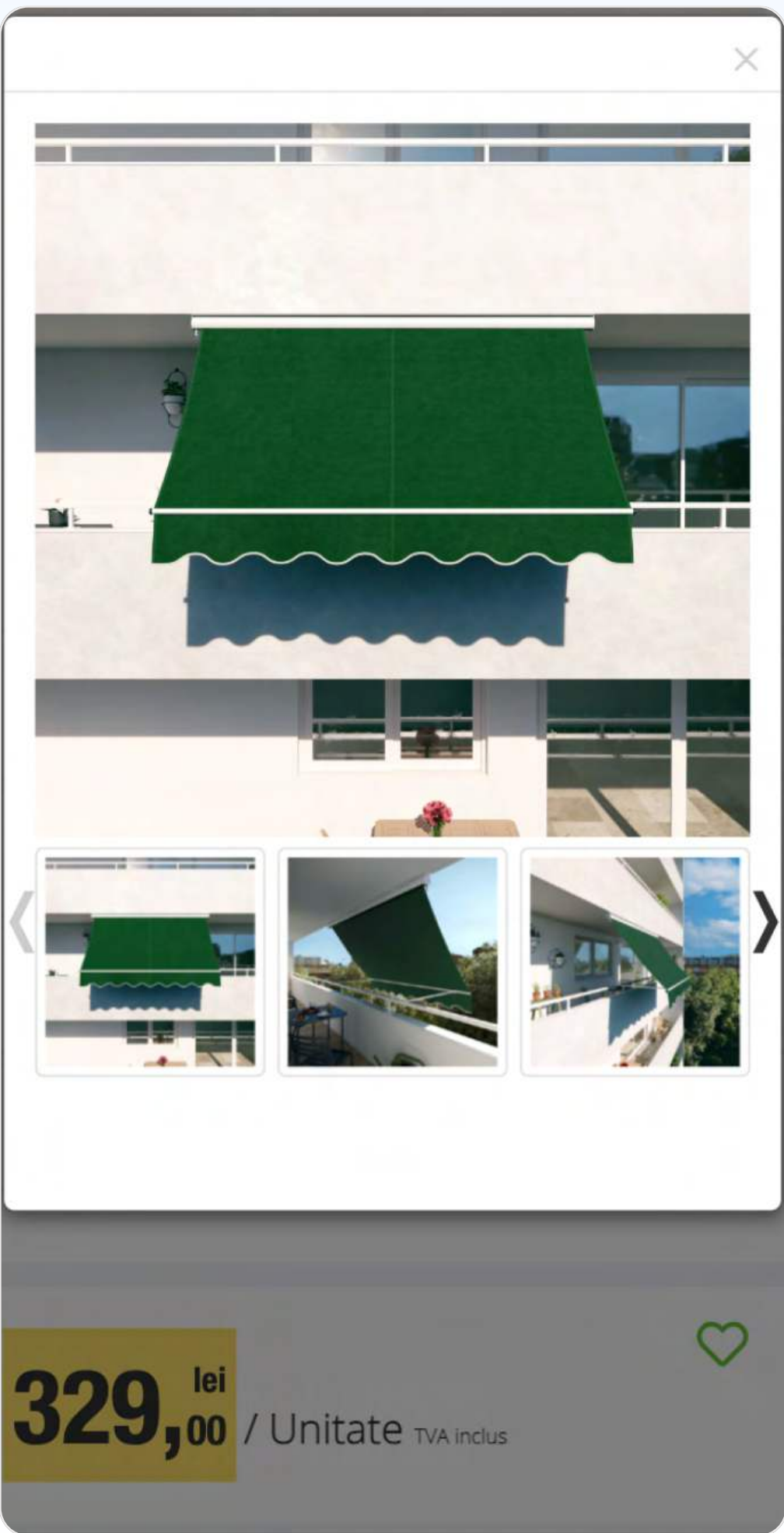
IMAGE GALLERY POP-UP IN THE PDP (DESKTOP & MOBILE)

BEFORE THE EXPERIMENT:

DESKTOP



MOBILE



FINDINGS:



After performing an in-depth analysis of the product details page, section by section, one of the improvement opportunities that we have identified was on the image pop-up. Since LEROY MERLIN is a Home Improvement and Gardening e-commerce company, it has a substantial range of products and users tend to interact extensively with the product gallery in order to check product features in more detail. This user behavior opened up the possibility to test an enhanced version of the pop-up, that not only offers a better image browsing experience, but also helps users add to cart directly from the overlay, without having to return to the PDP first.



HYPOTHESIS:

By revamping the image pop-up that appears upon clicking an image in the PDP and incorporating compelling "Add to Cart" and "Add to Favorites" CTAs we will enhance the user experience, thus leading to a surge in the conversion rate and revenue/user.

Desktop

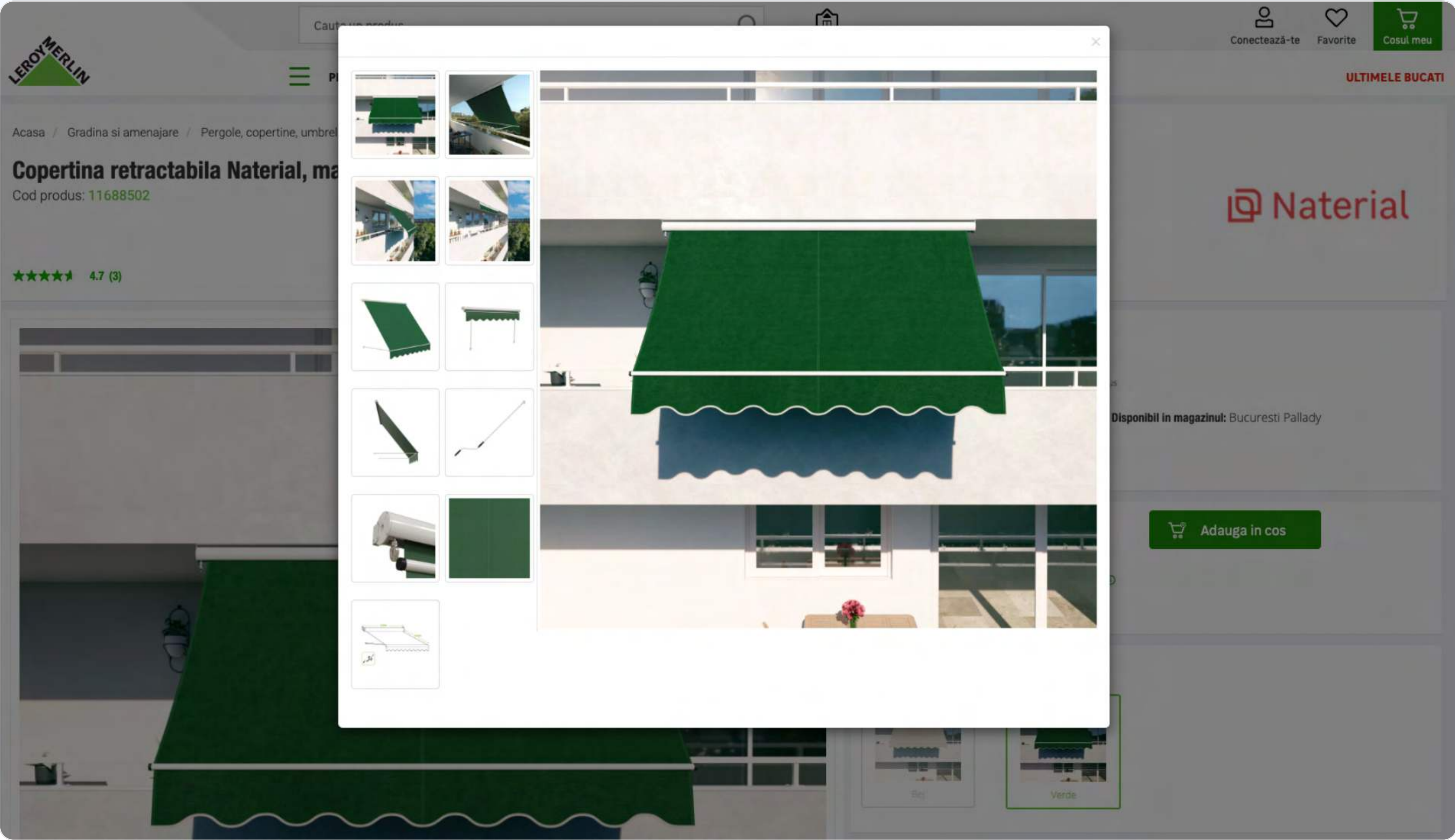
+14.34% increase in Conversion Rate
+30.14% increase in Revenue/user
95.38% chance to win

Mobile

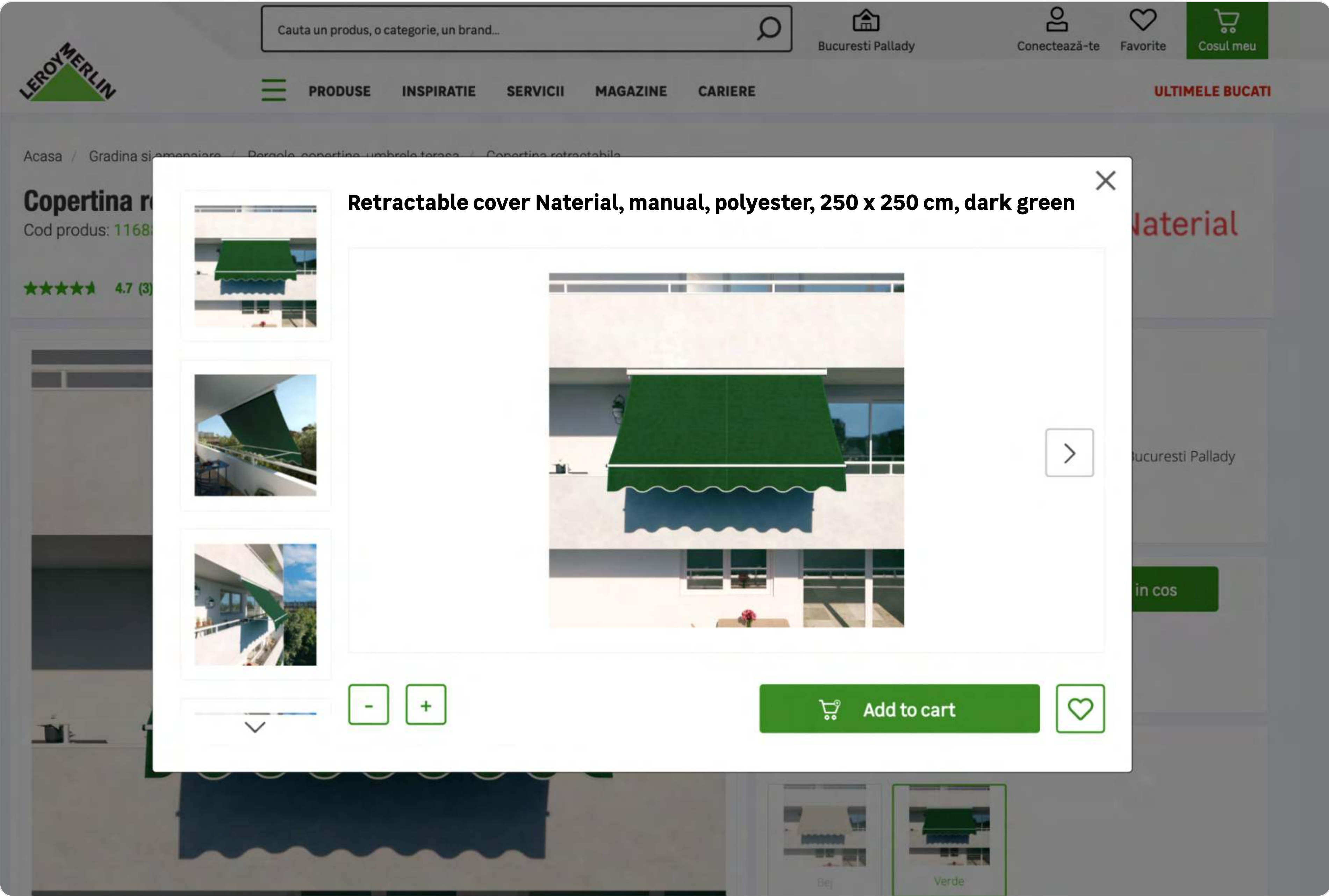
+18.00% increase in Conversion Rate
+37.76% increase in Revenue/user
97.56% chance to win

DESIGN (DESKTOP)

CONTROL



VARIATION



**The designs showcased here are translated and adapted to English. The original test was done in Romanian.*

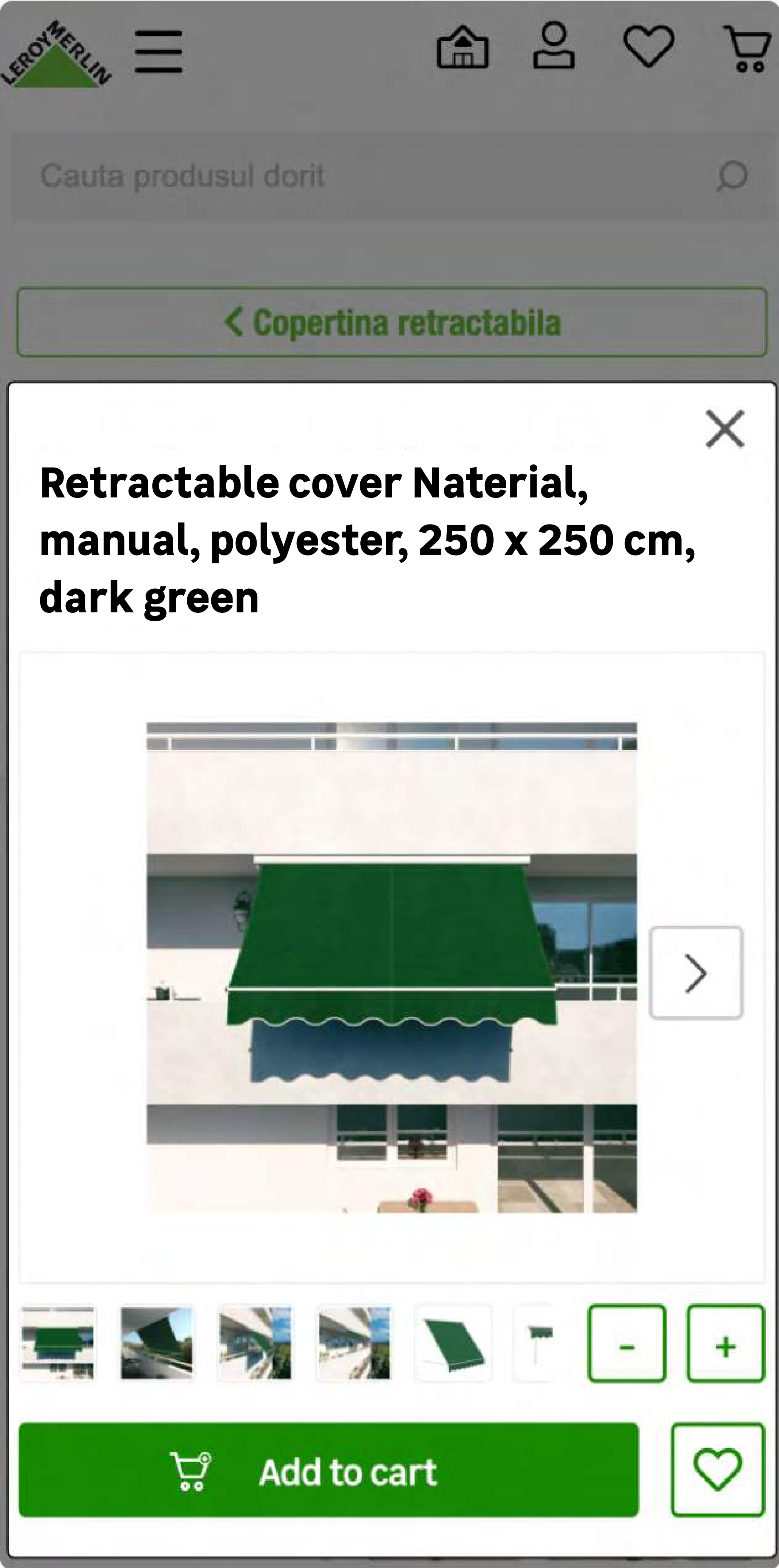
+14.34% increase in Conversion Rate
+30.14% increase in Revenue/user
95.38% chance to win

DESIGN (MOBILE)

CONTROL



VARIATION



**The designs showcased here are translated and adapted to English. The original test was done in Romanian.*

+18.00% increase in Conversion Rate
+37.76% increase in Revenue/user
97.56% chance to win

CONCLUSIONS



In conclusion, this test has demonstrated the positive impact of revamping the image pop-up and incorporating compelling "Add to Cart" and "Add to Favorites" CTAs in the image overlay on the product detail pages.

The success of this test reaffirms the importance of user experience in driving conversions and revenue per user. By focusing on enhancing the way users interact with product images and providing clear, enticing calls to action, we have not only increased conversion rates but also improved the overall user journey.



Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

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