AVON

Client case study

A succesful collaboration between Omniconvert and AVON Romania

CLIENT CASE STUDY

AVON

Industry: Beauty • Working with Omniconvert since 2016

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About AVON

Avon is a US company, founded in 1886, that has specialized in beauty, household and personal-care products. The fifth-largest company in the beauty industry, the entire business has at its heart the empowerment of women across the globe in expressing their individuality through the help of their personal beauty advisors – the Avon Representatives.

With nearly 6.5 million active independent sales representatives, Avon has a vast worldwide network that has enabled it to become a hallmark of beauty and innovation and inspire millions of customers.

AVON Romania was established in 1997 and, through digital innovation and growth, it now sees thousands of monthly visits on its website for desktop alone. The company is responsible for a large range of high-quality products such as makeup, haircare, skincare, perfumes, fashionwear and watches, as well as a variety of accessories and seasonal giftware.

AVON and Omniconvert

Avon Romania partnered with Omniconvert in 2016 and is now incorporating cutting-edge CRO technology into its business model. Since the beginning of their partnership, Avon and Omniconvert have carried out approximately 190 experiments - an average of three experiments per month. Together, a new era in marketing is expected to continue a tradition that has already spanned over 130 years.

The Challenge

Traditionally, Avon's products had been sold exclusively through sales representatives or from retail stores. In more recent years, Avon started selling its products through its online store, where users would

have the exact same experience, but from the comfort of their own homes.

As expected, most users were initially reluctant. Online shopping comes with a great deal of changes compared to the traditional browsing and shopping process, and help was needed on more than one front. First and foremost, Avon needed a seamless buying experience - shopping for its products should be effortless, and all about excitement, inspiration and expectations. Secondly, the company needed to convey the trust and encouragement users usually got by connecting face-to-face with the representatives.

Solution & Methodology

Avon Romania's online business model is closely tied to the offline business. In the first phases of our collaboration, Avon Romania was mainly interested in launching, as soon as possible, all the campaign visuals on the website along with urgent changes regarding the campaign offer, but only occasionally testing these. We launched over **200 visuals** on avon.ro and conducted over **100 A/B Test & Overlay** experiments. This is where Omniconvert comes into the story. Visuals like the ones below were quickly deployed on the website:
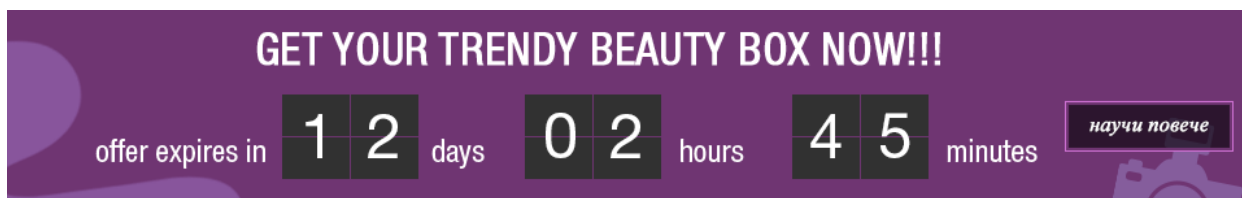
Figure 1. Countdown offer

Figure 2. Guidance Boxes for different looks on the Makeup page
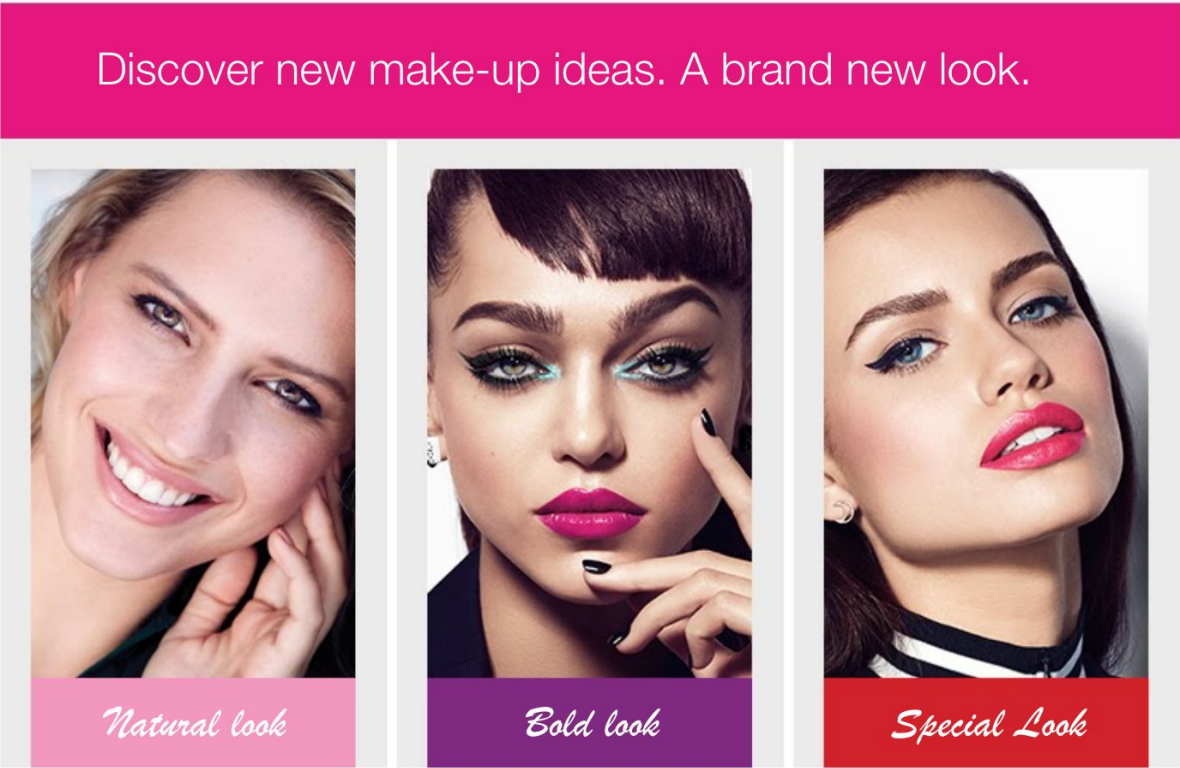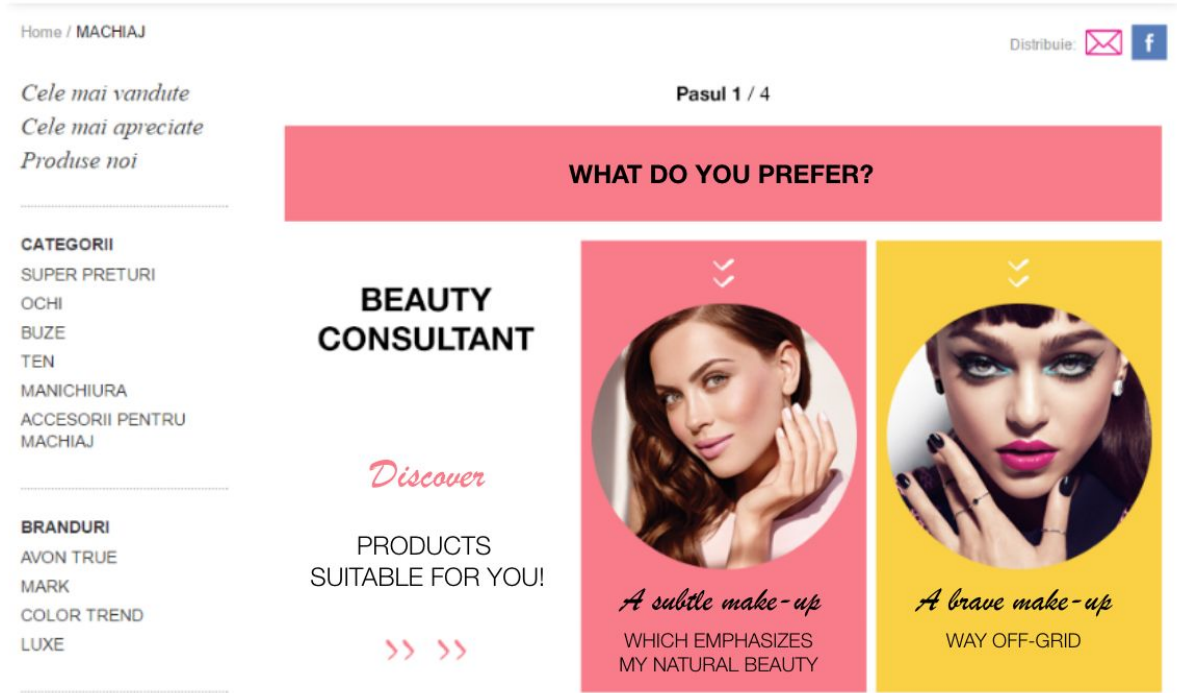

*Figure 3.* Beauty Quiz on the Makeup Page

In time, we squeezed in some A/B testing ideas that revealed some misconceptions about purchase behavior. It was learned that deploying website changes without proving their positive or negative impact in the eCommerce KPIs is bad practice. In fact, there were many new discoveries made regarding how people actually browse and buy Avon's products.

Multiple experiments were conducted with the sole purpose of offering an effortless experience for Avon visitors. Below are some examples that proved to create an impact on both the user experience and purchase behaviors.

#1 A/B Testing: Category page

On the **Special Offers page**, for example, users were presented with promotional bundles or exclusive limited-time offers. Generally, this section has as many as *nine different offers*, which can easily lead to a choice paralysis

.*Figure 7.* Variation – the 'hover' effect on products
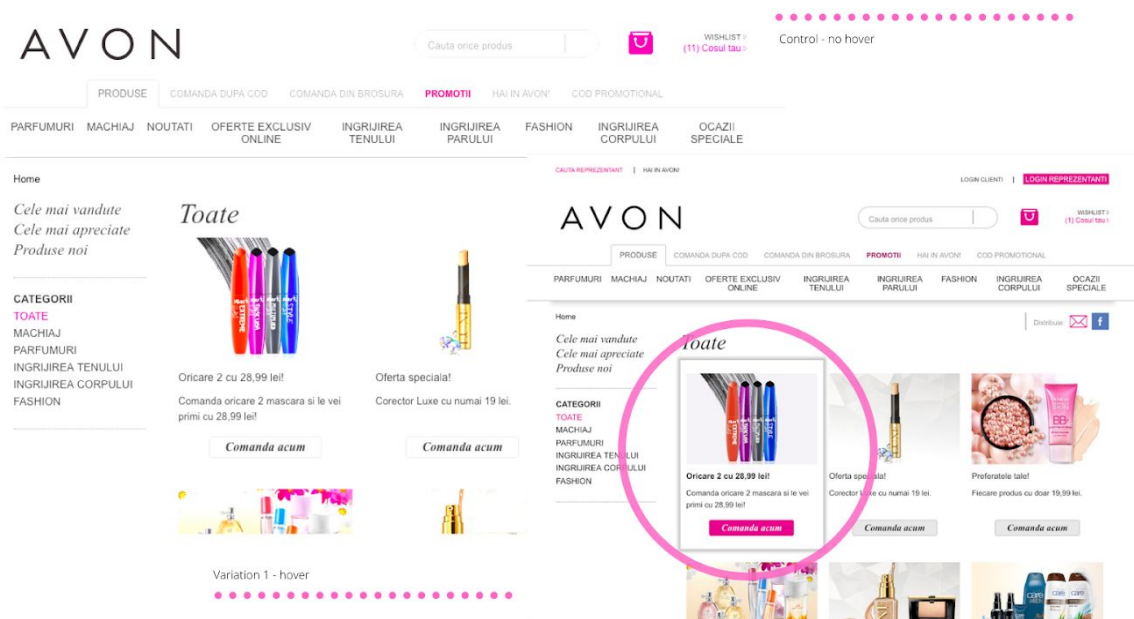
Results: By adding a hover effect to each individual offer, we managed to draw the user's attention to one single promotion at a time.

Findings: Because users focused on one offer at a time, they had a much easier time browsing through the bundles and were more likely to make a decision. This can be seen from the increase in the CTRs for this page of almost **+6%**, with a statistical relevance of **99.66%**.

However, in terms of conversion rate, this experiment remained flat. Our finding led us to the discovery of another area that could be improved from a user-experience perspective.

#2 A/B Testing: Category page

Let us take, for example, the case of those visitors who wanted to see the offers for the **Mark liquid lipstick**.

Figure 8. Control
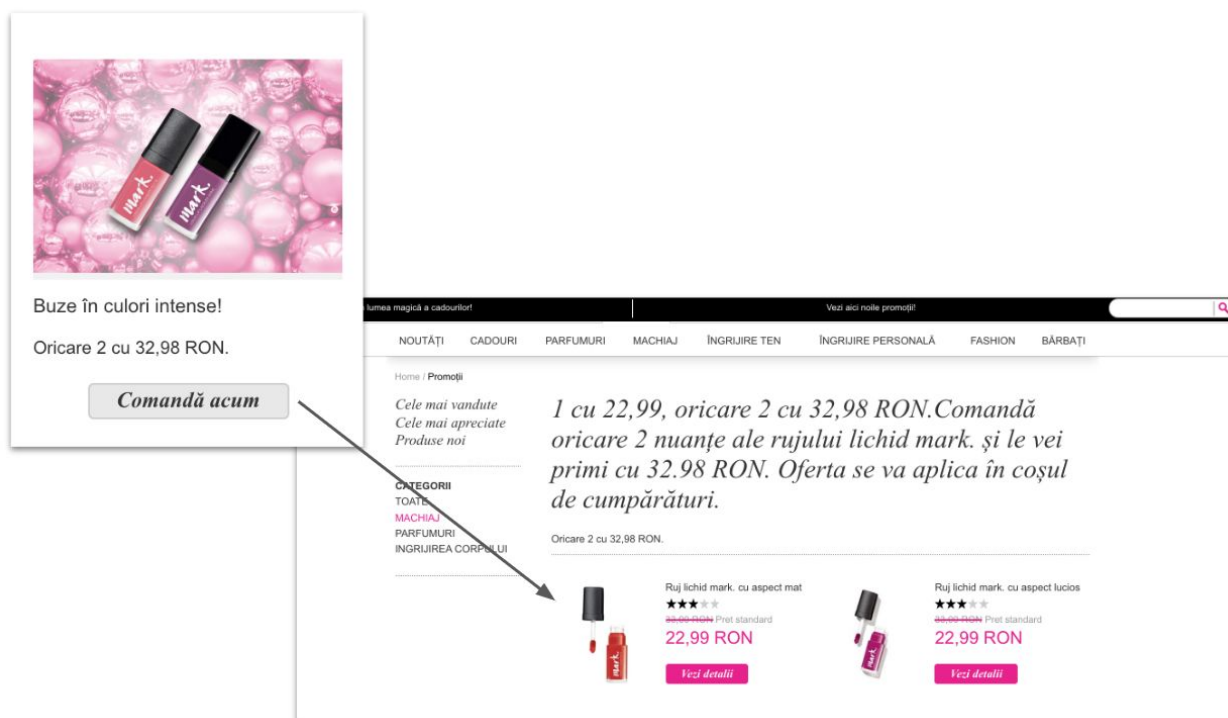
Once they clicked on the Mark liquid lipstick offer, visitors were redirected to another page to select between two products - liquid lipstick, with either a matt or a shiny finish. Once they decided on one of these two products, they were then redirected to the appropriate product page where they had to decide on the color, add it to Cart and, finally, purchase it.

The entire experience took too long and created a lot of friction.

The Omniconvert solution was easy and straightforward. We implemented a pop-up that was triggered when users clicked a promotion from the Special Offers page. Through this pop-up, users could pick the desired color, add it to Cart, and move easily and effortlessly to Checkout.

Figure 9. Variation
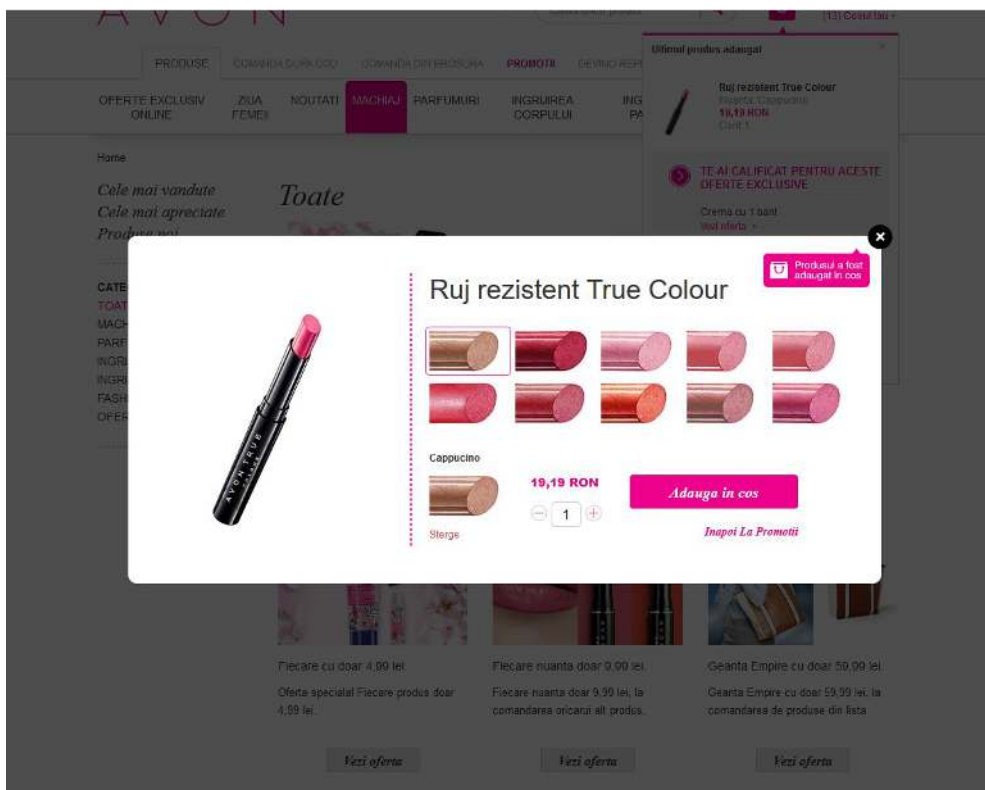
Results: This method eliminated user friction very efficiently and successfully enabled purchase intent. Variation was a clear winner in the case of this experiment, and the Add-to-cart rate grew by +37%

against the control group. A positive impact could also be seen in the revenue levels, with Average Order Value seeing an increase of +48% on Variation. Moreover, Revenue per Visitor also increased by +46%.

| +37%	+46%	+48%
Add-to-cart	Revenue/Visitor	Average Order Value

Findings: Although giving users a better experience from a journey perspective was crucial, our efforts were not exclusively focused on improving website functionality. We also worked on how we could offer the warmth and sense of trust customers usually got from their personal conversations with their designated sales representatives.

#3 A/B Test: Product page

Generally, users are most vulnerable when they reach the Products page. Here is where they closely inspect the products and decide whether they want to move forward with an intent to purchase. Our aim was to show users that they can put their trust in online shopping and that their overall experience will be just as good as buying through a representative.
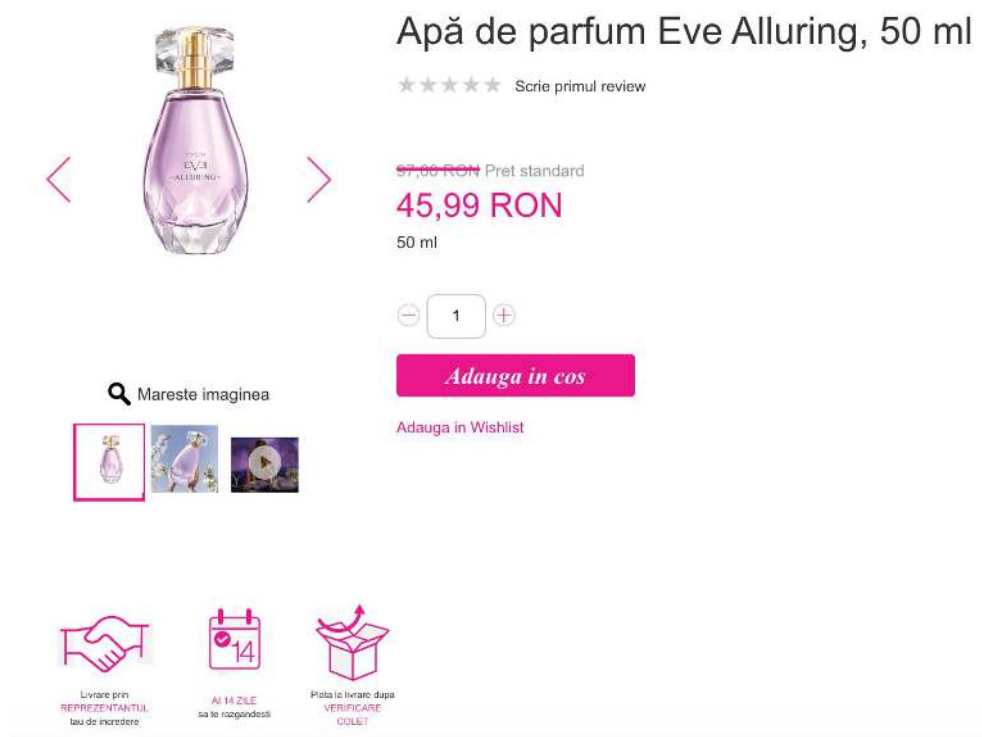
Figure 10. Control - without benefits
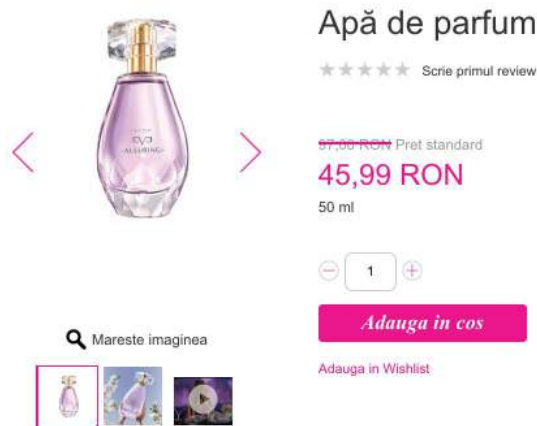
A series of benefits were added to each product page:

- Delivery from your trustworthy representative
- 14 days to change your mind
- Payment on delivery after you check your package

Figure 11. Variation - benefits added

Results: These trust benefits had a tremendous impact on user behavior. Add-to-cart rates increased on Variation by 4% and conversion rates grew by almost +7%.

+4%
Add-to-cart

+7%
Conversion rate

Findings: This experiment proved that communication is an important factor for Avon customers. Even though they have moved away from the traditional buying methods, they still rely on the same values, i.e. being in touch with the latest offers and newest products. This need was historically covered through Sales Representatives, but as direct communication between customers and representatives had started to diminish, we had to come up with solutions to keep visitors informed.

#3 Overlay: Newsletter

Newsletters are the obvious choice in this situation, and Avon had a designated area - in which users could come and enroll for newsletters - in their main menu.

*Figure 12.* Control - newsletter in the menu

This placed the *Subscribe to Newsletters* option in a visible place; however, users' attention was drawn towards other elements, which led to a decreased number of leads.

As a solution, an on-exit overlay was set up for all visitors who saw more than one page during their session – the only exclusions being visits straight from Newsletters.

Apart from the fact that the overlay made it more obvious to users that they have the option to subscribe to newsletters, there is also the added warmth and encouragement that was mentioned earlier, which has proved to be so important for users. The first screen of the overlay came with a highly motivational proposition such as "*The best offers and surprises from Avon can be found here! Subscribe to our newsletter to be the first to learn about them!*". This was paired with a clear call-to-action that stated "*Subscribe*". The second screen also carried with it a friendly, optimistic message: "*Welcome to our Avon community! With love, Team Avon*".

Figure 13. Variation - newsletter in popup
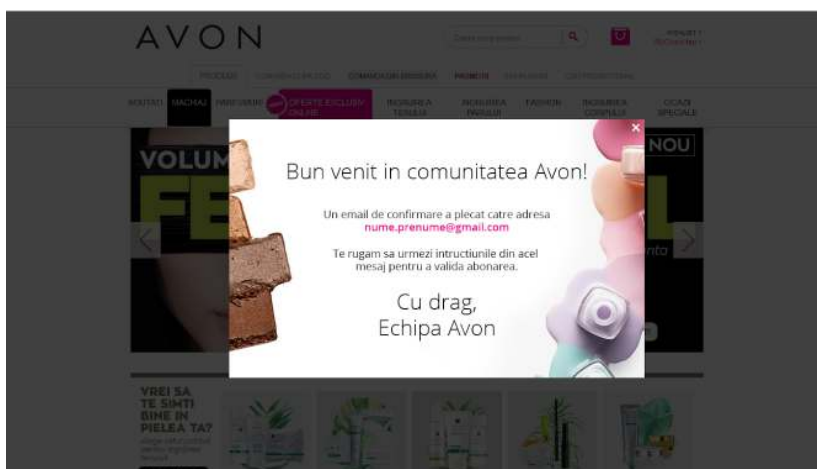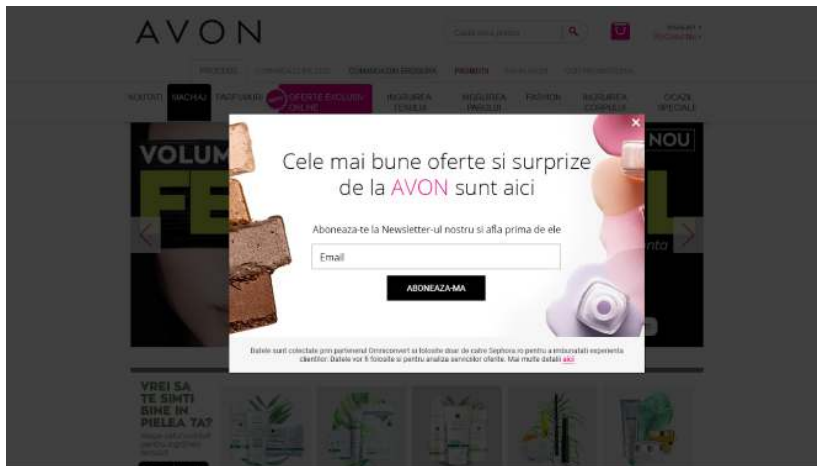
Results: This approach led to a significant increase in the number of leads with a subscribe rate of **1.55%**.

Later on, we tried another type of lead collector, more subtle and nonintrusive, that would trigger after several seconds spent on the site. This increased the lead rate on desktop devices to **2.35%**.

Figure 14. Widget newsletter bottom-right corner

#4 A/B Test: Category page

The effort we put into creating a seamless experience on the website for visitors continued with an A/B test on the Category page, where some promotional banners were present before the actual product list, thus reducing product visibility.

Figure 15. Control -v- Variation Category page

Control. With banners and recommended products
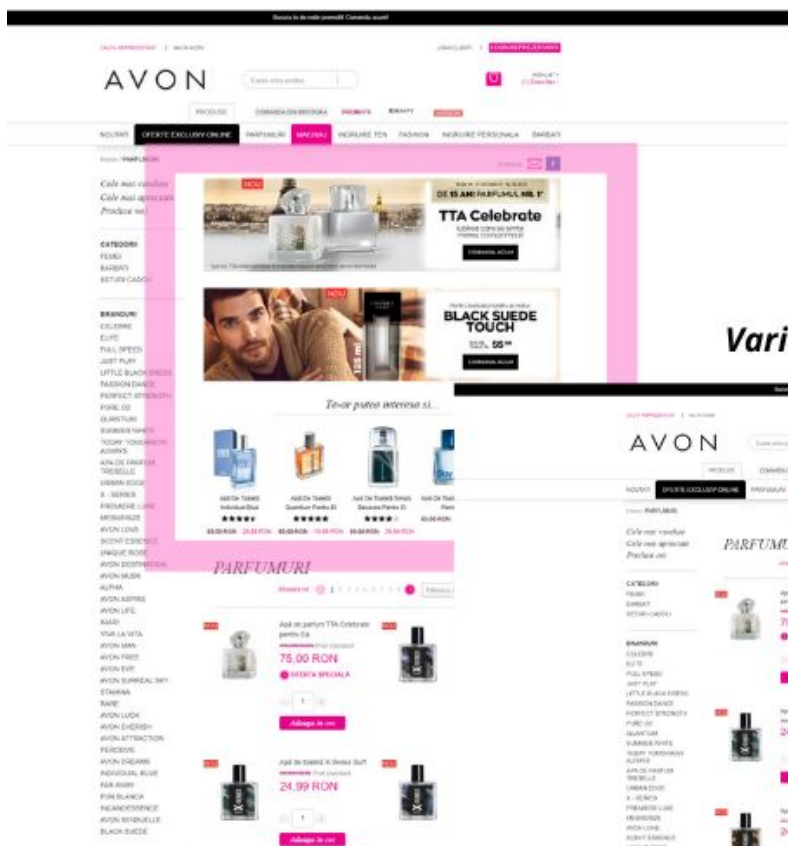
Variation 1. Without banners
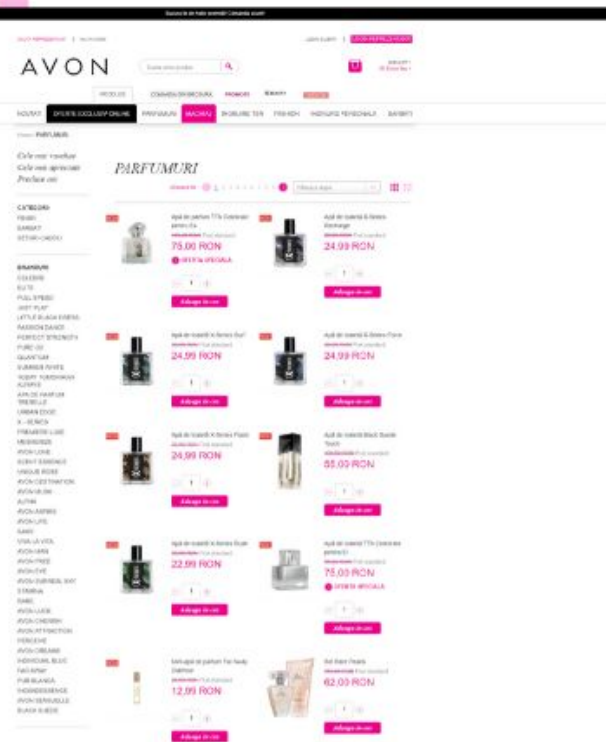
Results: The A/B test proved to be a success and made an easier path to the products, reducing distractions.

We saw only a 4.65% increase in Conversion Rate, but a bigger impact was evident in Revenue/Visitor and Average Order Value.

+4.65%
Conversion rate

+30%
Revenue/Visitor

+25%
Average Order Value

Findings: Distracting people from what they expect to see on a page can create a negative impact in the purchasing path.

#5 A/B Test: Instagram widget

Recently, AVON Romania was interested in implementing a third-party widget that replicates stories from Instagram, designed to promote different products and offers inside. The question was whether this widget would positively or negatively affect the e-commerce metrics.

Therefore, we did an A/B test and split the traffic into **Control** (without the widget) and **Variation** (widget included).

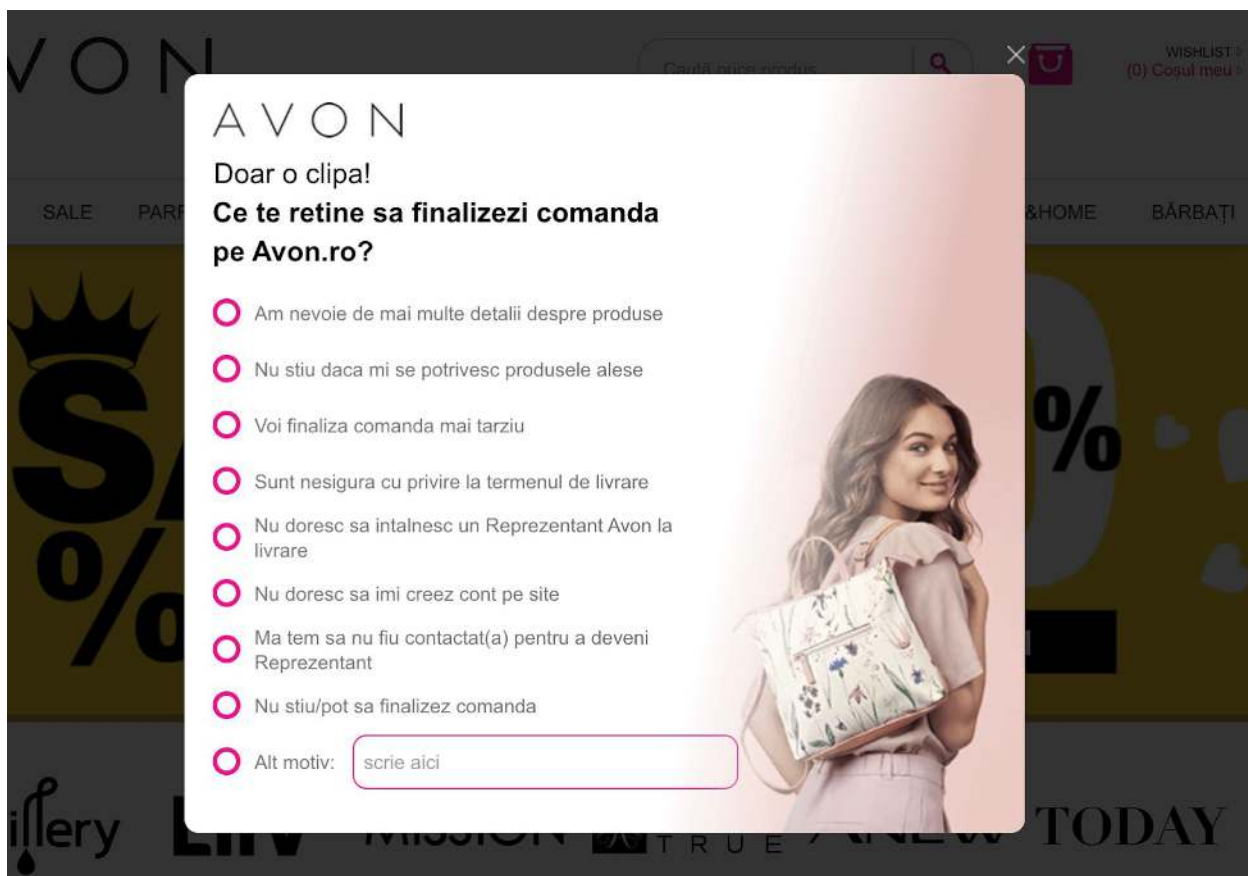*Figure 16.* Control -v- Variation ribbon
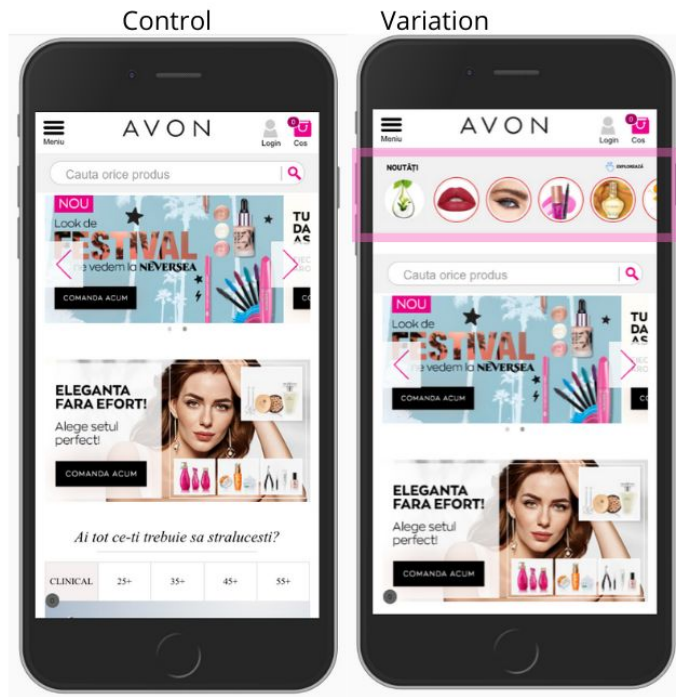
#6 Survey

Among other projects, we also introduced feedback from visitors browsing avon.ro, and we had some interesting findings that helped to give a better perspective into the reason people left the website without purchasing products.

For example, we found out that 26% of the people leaving the cart page were planning to complete the order later, while 10% needed more details about the products.

Figure 17. Survey on Exit Cart page

Conclusion

Avon Romania is a very dear client who was really eager to improve and innovate its customer experience. In time, they understood that A/B testing and on-going analysis are part of the process.

See how Omniconvert can help

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