Client case study

A successful collaboration between Ideall.ro and Omniconvert

CLIENT CASE STUDY

Ideall.ro

Industry: Appliances

The appliance eCommerce industry poses specific challenges - but not insurmountable ones. In this case study, we will show you how Ideall.ro was able to boost their conversion rate by no less than 22% in just six months by using our A/B Testing tool and interactions.

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About the industry

The large appliance industry has a particular behavior when it comes to online purchases. Based on consumer insights from Google, 66% of the of large appliance purchases, such as refrigerators, stoves and washers, are made to replace broken appliances (39%) or for upgrading old ones (27%). In the case of broken appliances, timely delivery is a very important criterion when deciding what retailer or brand to choose.

Online stores have a huge influence on the offline buying market because people are researching online before buying appliances from brick and mortar stores. The tendency to make this type of purchases in physical stores is backed up by data: according to a study conducted by PwC in 29 countries. 56% of the household appliance purchases and 51% of the consumer electronics and computer purchases were made offline, in brick and mortar stores. *

Key Takeaways from the Appliances eCommerce Industry

- Almost 50% of the online shoppers are researching and purchasing in less than 2 weeks;
- 51% of potential clients are undecided on what brand/manufacturer to choose from
- 86% are mostly searching for products by category name;
- Pre-purchase research is made 56% of the time online, on store's website or app

About Ideall.ro

The Romanian eCommerce store offers a large range of top-brand household appliances from washers and fridges to ovens and microwaves. It is also a customer-centric brand that comes with full-stack customer service.

In Romania, the main criterion that shoppers consider when buying products are: price, brand trust (based on experience, feedback), and product range.

Around 25% of potential consumers first "showroom" products of interest to receive more information about the products.

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

The Challenge

Their competitive advantage is strong customer support and low prices for large home appliances. The real struggle was to compete against other marketplaces or brands that offer a larger range of products and have a higher market share. Besides this, the main challenges they faced with their website included the following

- Creating a suitable user experience for their target audience;
- Great usability experience;
- A good showcase of the shipping cost;
- Having good information architecture (on ToFu, MoFu, Bofu)

Solution & Methodology

In **6 ½ months**, we followed a structured methodology starting with qualitative & quantitative analysis, UX exploration and ultimately, we put them all together in an optimization strategy.

The first part of the optimization process consisted of two important phases that generate long-term results and have the role to create the basis of the upcoming plan: setting up the technical aspect of your website and correctly running your research.

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

BEFORE JUMPING into testing in the first few weeks

In general, our advice is to not jump into testing in the first months. Check the tracking of your website and invest in discovering information about visitors and customers.

It is crucial to **set your Analytics correctly** so that you properly track the activity of your visitors,understand the whole customer journey and how visitors interact at each touch point.

The survey conducted for visitors who purchased something on the website uncovered the reason behind buying more appliances in a certain period of the year.

The high interest was due to the need to furnish their new home.

This way, you will build an optimization strategy based on accurate and reliable data.

From our **qualitative research (surveys)** we found out the following: what people like & dislike about the brand, what are the obstacles they

met on the path to making a purchase, what is consumer behavior and what are the demographics that defined them.

The survey conducted for visitors who purchased something on the website uncovered the reason behind buying more appliances in a certain period of the year. The high interest was due to the need to furnish their new home. Therefore, based on this insight, the team created a specific Facebook campaign that was one of the top best performing campaigns of the year.

From **quantitative data** (Google Analytics, Mouse tracking & Surveys), we found out how visitors interact with the website and how each part of the website performs.

We then started to optimize the homepage, testing iteration after iteration, which has eventually led to a final design (currently running in their website)

Optimization for the Desktop Version

For the desktop version of the Ideall.ro website, we looked at the homepage and category pages and analyzed what could be improved. The changes ensued as follows:
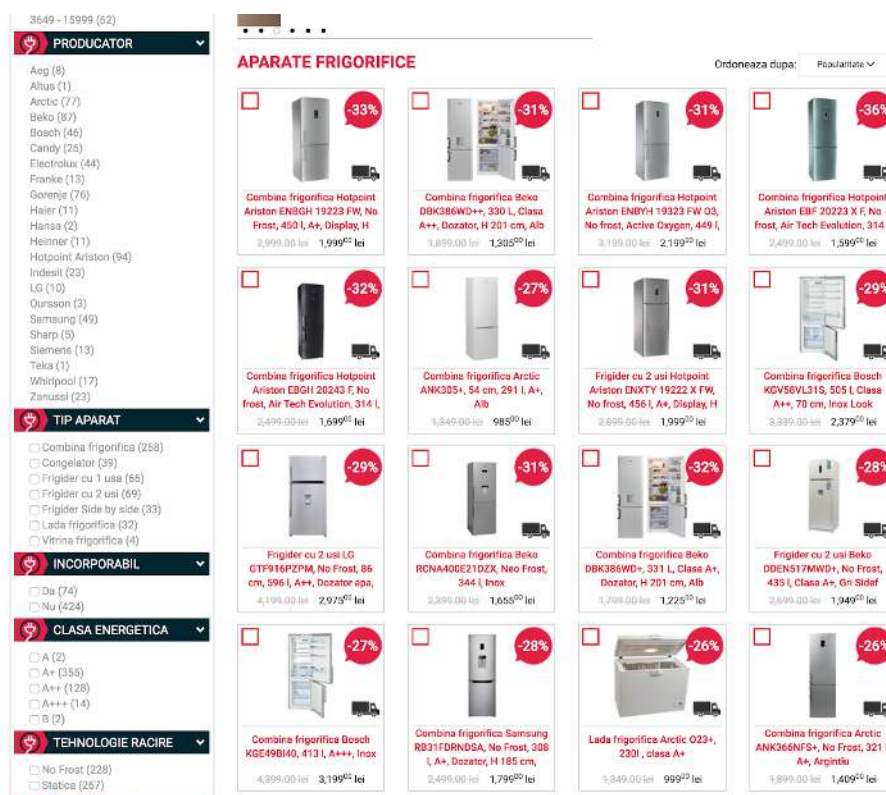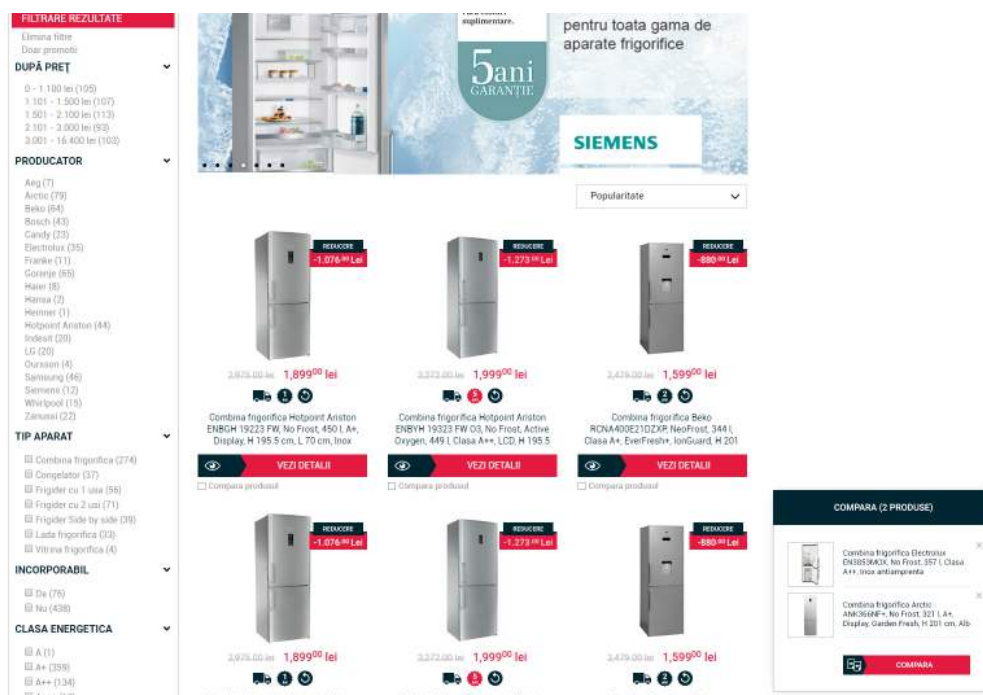
Homepage on desktop before testing:

Homepage on desktop after testing:

Category page before testing:

Category page after **progressively A/B testing** different changes on the page (see below picture for details):

The **types of A/B tests** conducted on the desktop version of the category page were:

- Filters on the left side
- Buttons from the product image
- Product alignment
- Product information
- Comparing functionality
- Discounts

Optimization for the Mobile Version

In terms of mobile devices, we tested almost the same hypothesis to keep the content consistent on desktop & mobile platforms, but we took another approach in terms of adjusting the elements.

The category page was transformed to include a lighter presentation of the products, introducing some elements that help visitors decide faster and narrow down their decisions:

Before: **After**:   After:

On the homepage, the main focus fell on the slider (initially not user friendly), and then, the transformation continued with the menu and the sub-categories.

Types of A/B tests conducted on mobile devices:

- A/B testing the filter display (very important feature for the website)
- A/B testing product "SEE details" button
- A/B testing the price
- A/B testing the "Fast delivery" icon
- A/B testing the discount label

Experiments		
Desktop	13 A/B tests	6 Interactions
Mobile	5 A/B tests	No interactions

After each test was validated, the layout was implemented by the client in order to have a new layout to build on the next hypothesis. We conducted 24 different tests (A/B tests & interactions) split between desktop and mobile devices.

37%

62.5%

● Winning Experiments ● Losing Experiments
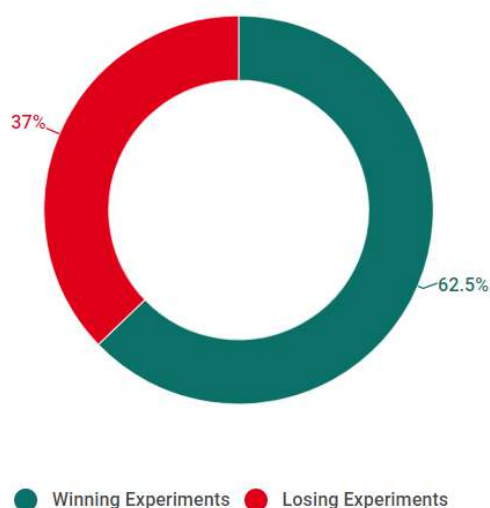
Results

15 of the total **24 tests** won and were implemented on the website. From the inconclusive tests, we learned a lot of things that you could not normally figure out without testing them.
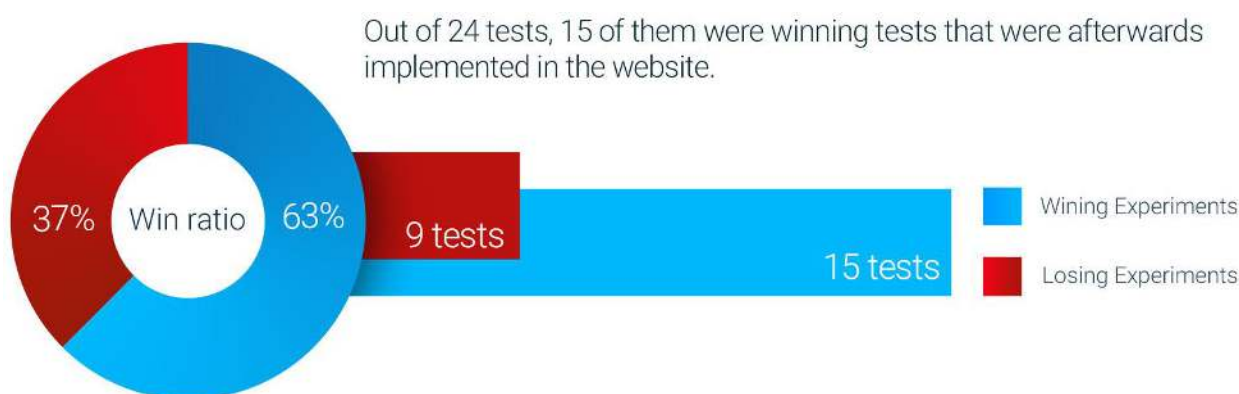
Out of 24 tests, 15 of them were winning tests that were afterwards implemented in the website.

37% Win ratio 63%

9 tests

15 tests

Wining Experiments
Losing Experiments

Preliminary results after 6 and a half months (including almost 2 months of research) proved an increase in the conversion rate of no less than 22.26% (including just winning A/b tests and interactions), and an increase in revenue/visitor data of 14.23% with over 95% statistical relevance.

Results of 6 ½ months of testing

+22.26%	**+14.23%**	**+ 9.90%**
Conversion Rate	**Revenue/visitor**	**Average Order Value**

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

+95%
Statistical Relevance

+14.23%
Revenue per Visitor

+22.26%
Conversion Rate
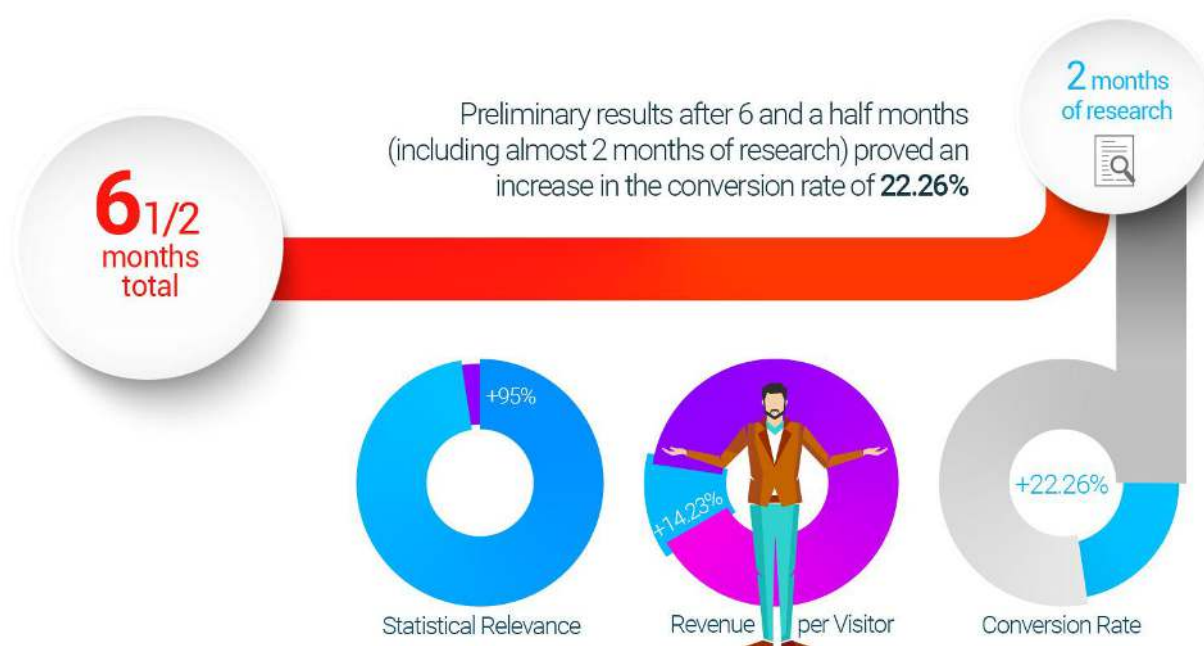
Conversion rate with Omniconvert vs. without Omniconvert tests

● Ecommerce Conversion Rate (Omniconvert experiments)   ● Ecommerce Conversion Rate (Exclude Omniconvert experiments)

5.00%

2.50%

...   July 2017   August 2017   September 2017   October 2017   Nove...

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

- the conversion rate has increased by 9%
- the revenue/ visitor has increased by 8.32%.
- the average order value has increased by 1.39%.

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

+1.39%
average order value increase

+8.32%
revenue/ visitor increase

+9%
conversion rate increase

The old version of the website's interface was replaced with the winning tests just by using Omniconvert scripts, HTML, and CSS.

(A Side Note about) Incremental Uplift

When you decide to conduct optimization tests on your website and evaluate the impact on business of the testing process, there are some basic calculations you need to make. These calculations will determine if your testing efforts paid off in terms of costs and work involved.

Th**e incremental uplift** describes the total uplift optimization experiments can bring to a business in 1 year in terms of revenue(considering the cost of testing). The revenue is calculated based on the projected revenue for 1 year brought by the most efficient experiment(s). First, we have to divide revenue to the number of days to find out the revenue/day.

In our case, we used the minimum impact, meaning the best performing experiment from desktop devices and the best performing experiment from mobile devices. Cost of testing includes the cost of the testing platforms, the cost of human resources and the cost of researching tools (surveys, user testing, user recordings tools) .

After you calculate the revenue and the cost, the return on investment (ROI) can be deduced.

A raw calculation of the ROI uplift would be something like this: (Minimum impact in revenue - Omniconvert cost)/ Omniconvert cost

Example:

Revenue Impact from best 2 performing experiments for 12 months	103949 euros
Cost of testing for 12 months	4500 euros
ROI in 12 months	2209%

What was the incremental uplift for testing *Ideall.ro with Omniconvert*?

The incremental uplift = [(total revenue brought by the best performing test on desktop + total revenue brought by the best performing test on mobile) X 12 months - (total costs x 12 months)] / total costs x 12 months

Minimum impact: Value brought by the most successful experiment on desktop + the most successful experiment on mobile multiplied by 12 months (1 year).

Omniconvert cost: cost of services x 12 months

The **raw uplift on ROI** for this particular client was 7561%. This means that in a normal environment, this could be the uplift on the revenue in the next year, considering that all the changes have been implemented.

Conclusions

When A/B testing the layout of your website you have to progressively test changes, but they have to be visible and data-driven to prove their importance. For example, if you found out that the comparison function brings a higher conversion rate, then emphasize it and make it easy to use to increase the navigability.

Testing and conducting qualitative research brings a lot of benefits - such as gaining and encouraging you to make changes to your website (precisely because they are validated by data).

Benefits of auditing your website:

- Finding the undiscovered behaviors and patterns of your audience
- Finding the specific and uncovered needs of your visitors
- Finding why visitors are choosing other competitors over you
- Finding usability problems on the website

Benefits of testing different layouts on your website:

- Validate your ideas
- Discover pieces of information that were missing from your website
- Discover which is your best converting segment of visitors on the website
- Address some information just to a specific kind of visitors or clients
- Discover which is the best spot to place information
- Find out what is the minimum discount that works on the website
- Find out where the visitors are losing interest on forms

Key takeaways:

- Discover the ups and downs of your website through qualitative and quantitative analysis
- Do research about your competitors
- Don't hurry to draw conclusions on your tests if you do not have statistical relevance
- Await your returning visitors to get accustomed to the changes
- Measure, measure, measure everything
- Implement the tested changes that won and build the next hypothesis

If this scenario appeals you, then make the first step towards optimizing your online business. Omniconvert offers you the tools that will give your business the magic (data-driven!) power to help you grow.

You can opt in for a FREE trial account or for a full managed services plan that can handle everything you need for your optimization strategy, design, implementation, and so on.

[Try Omniconvert Explore for FREE](#)

[Learn more about our managed services pack!](#)

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