

LEROY MERLIN ROMANIA and OMNICONVERT

14 months of A/B testing

46 experiments

39.13% win rate

6.27% uplift in the website revenue

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

Improving UI/UX following Website's eComm Transformation

Our partnership with Leroy Merlin Romania started in 2021 when their team presented us with their challenge.

Two years prior (in 2019), Leroy Merlin had converted their website from an online catalog to an eCommerce platform.

As a consequence of this transition, the UI and UX of the resulting online store were in dire need of improvement.

Recognizing the need to test each website modification to measure its impact, Leroy Merlin approached us and we started collaborating with them for the CRO process.

THE SOLUTION

Data & UX/UI Audit Generating Best Practice recommendations and 53 Ideas for A/B or multivariate experiments

The initial step of every successful CRO plan is the research phase. During this stage, we performed two types of audits:

- Data Audit to assess the accuracy of tracking mechanisms and identify user behavior, demographic characteristics, and areas of abandonment. This audit aims to validate the reliability of data, pinpoint areas of user dissatisfaction, and extract actionable insights to enhance the website experience.
- UI/UX Audit to assess, using heatmaps and user recordings, the clarity of navigational flows and content presentation, as well as the overall ease of user interaction, taking note of any potential areas for improvement. We also checked the visual elements for consistency, including the layout, styles, colors, and fonts.

The Audits resulted in two lists: one consisting of best practice recommendations that can be implemented without testing and another comprising 53 A/B or multivariate experiments.

The prioritization of both lists was based on factors **such as traffic, development time, and potential impact**.

Here are some of our favorite experiments:

ON-GOING TESTING

Benefits Section on the Homepage v1 (mobile)

10.38% increase in conversion rate
9.57% increase in revenue/user
95.5% chance to win

FINDINGS:

The heatmap analysis done during the UI/UX audit revealed that only 34.3% of users scrolled down to the benefits and services section on the homepage.

It's worth noting that despite displaying only six on the homepage, LEROY MERLIN had an entire page dedicated to showcasing an extensive list of benefits and services. Some of these benefits listed there were more appealing to users than the ones on the homepage.

HYPOTHESIS:

By repositioning the benefits and services section under the hero banner and replacing some of the less compelling offerings we can improve the chances of users proceeding further down the funnel and ultimately making a purchase.



CONTROL



VARIATION



One of LEROY MERLIN's biggest benefits - if you find the product somewhere else cheaper, you get back twice the difference

Not of much interest to users based on heatmaps

One of the benefits that the users were the most interested in

ON-GOING TESTING

Benefits Section on the Homepage v2 (mobile)

14.36% increase in conversion rate
8.43% increase in revenue/user
98.4% chance to win



FINDINGS:

After the initial experiment's success, we collaborated with the LEROY MERLIN team to identify further opportunities for design improvement. We realized users were less inclined to click on the sections to access more information, and the copy occupied a considerable amount of space.



HYPOTHESIS:

By showing **only the title for each benefit and hiding the rest of the copy**, we would minimize the need to scroll and encourage users to move down the funnel.

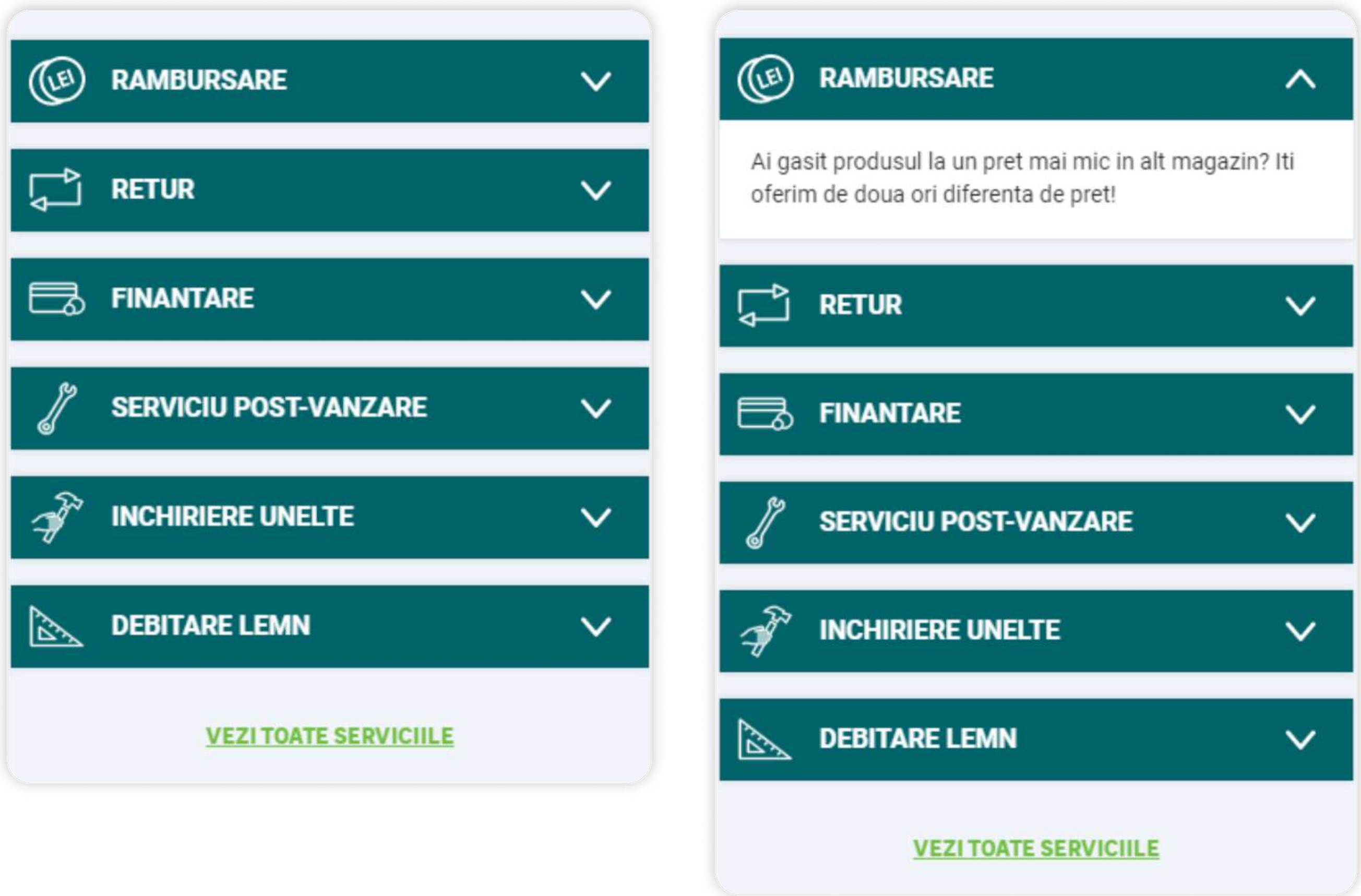
This approach effectively conveys the necessary information while streamlining the user experience.

We tested this idea against the variation from the previous experiment.

CONTROL



VARIATION



ON-GOING TESTING

Add to Cart pop-up (desktop)

16.8% increase in conversion rate
24.19% increase in revenue/user
99.66% chance to win



FINDINGS:

After the visitor added a product to the cart, a pop-up appeared.

Unfortunately, this pop-up wasn't aligned with best industry practices, as it lacked a close icon, didn't show the price and the selected quantity, and showed two CTAs ("Continue shopping" and "Go to cart") that looked the same.



HYPOTHESIS:

Enhancing the design, providing additional product information, and highlighting the "Go to Cart" CTA will encourage and persuade more users to complete their orders.

CONTROL


The product was successfully added to cart

VARIATION

290 cm, H 245 cm, bej

Produsul a fost adăugat în coșul de cumpărături.

Umbrela terasa Polar, oțel/poliester, Ø 290 cm, H 245 cm, bej




Mergi la coș

Continuați cumpărăturile

Go to cart

Continue shopping

✓ Produsul a fost adăugat în cos



Umbrela terasa Polar, oțel/poliester, Ø 290 cm, H 245 cm, bej

249,00 lei / unitate

Cantitate: 1 bucata

CONTINUA CUMPARATURILE

MERGI LA COȘ >

Continue shopping

Go to cart

Sticky add to cart CTA v2 (mobile)

Second experiment (winning)

ON-GOING TESTING

Homepage categories (desktop)

Variation 1 (icons)

12.93% increase in conversion rate
2.79% decrease in revenue/user
92.35% chance to win

Variation 2 (photographs) - winner

21.14% increase in conversion rate
22.92% increase in revenue/user
98.94% chance to win



FINDINGS:

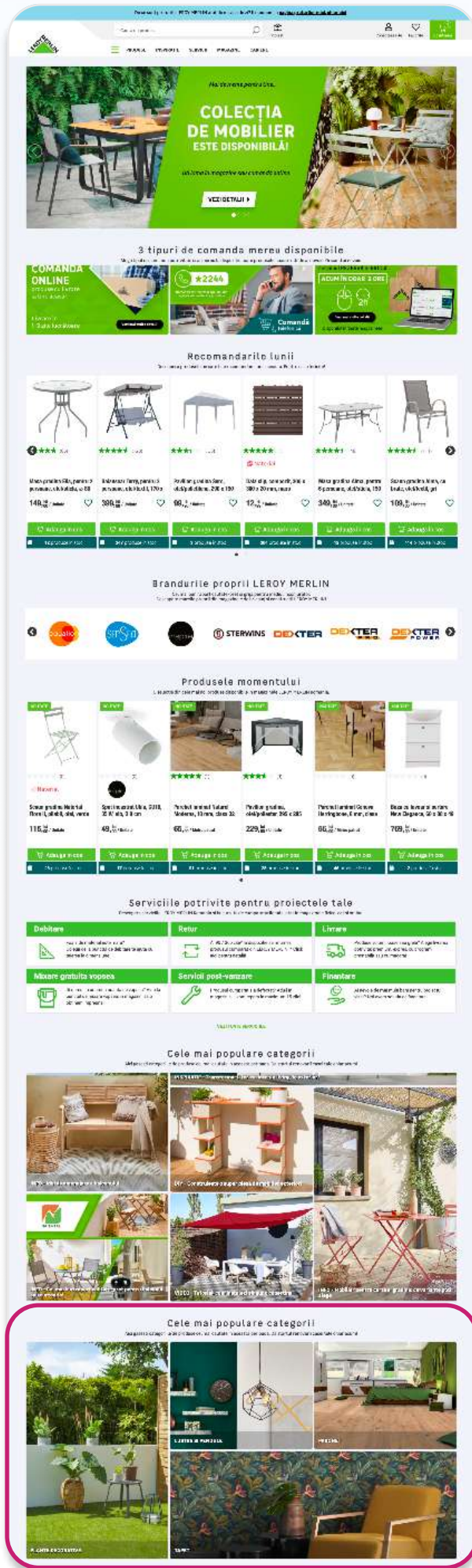
Analysing the heatmaps from the UX/UI Audit phase revealed **that only 6.7% of users actually make it to the "Most Popular Categories" section** on the homepage. Drawing from our past experience and industry best practices, we recognized **the importance of having a prominently placed section** featuring all the categories at the top of the homepage.



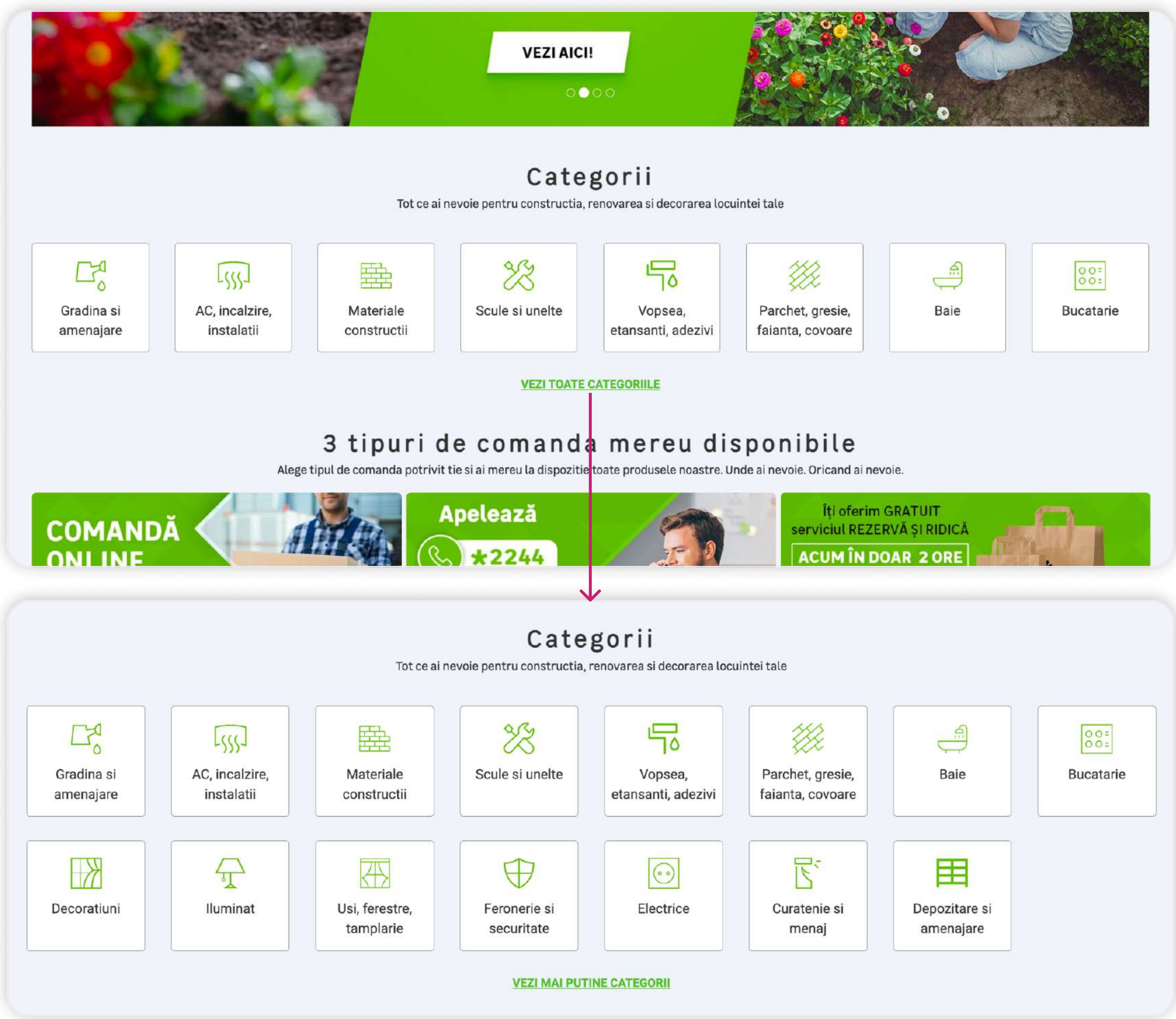
HYPOTHESIS:

By incorporating a sleek section consisting of images, links, and titles for all categories, **we can enhance website navigation for users**, which in turn has the potential to boost the conversion rate.

We tested a design with icons and a design with photographs. Even though both improved the conversion rate, **the second variation proved more successful.**



VARIATION 1



VARIATION 2



CONCLUSIONS



14 months of A/B testing
46 experiments
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Even small changes can deeply impact CR & Revenue.

Our collaboration with LEROY MERLIN Romania serves as a testament to the importance of testing.

It highlights the fact that **even seemingly minor alterations** can have a significant impact, be it positive or negative, on revenue generation.

If you want to improve your website’s performance and turn into a revenue-generating machine, you need to go through the entire CRO process, as opposed to making random changes.

First phase is the research phase, where you need to conduct both Data & UX/UI audits, to reveal opportunities for improvements.

The research results in a list of experiments and improvements which need to be prioritized according to your goals.

Then you move on to the testing phase, where you turn your findings into hypothesis and test them all to prove their veracity.

Only after the whole process is completed, should you commit to making permanent changes to your website.



Do you need someone to handle the CRO process
- from Research to Final results - for you?

We’re your team!

Book a call and let’s start working together for less guessing and more analysing and testing!

[Book a Call Here](#)