

# ORANGE<sup>®</sup> ROMANIA and OMNICONVERT

**7.65%** increase in Conversion Rate  
**11.53%** increase in Revenue/user

achieved by testing an urgency statement on the cart page

INDUSTRY  
TELECOMMUNICATION



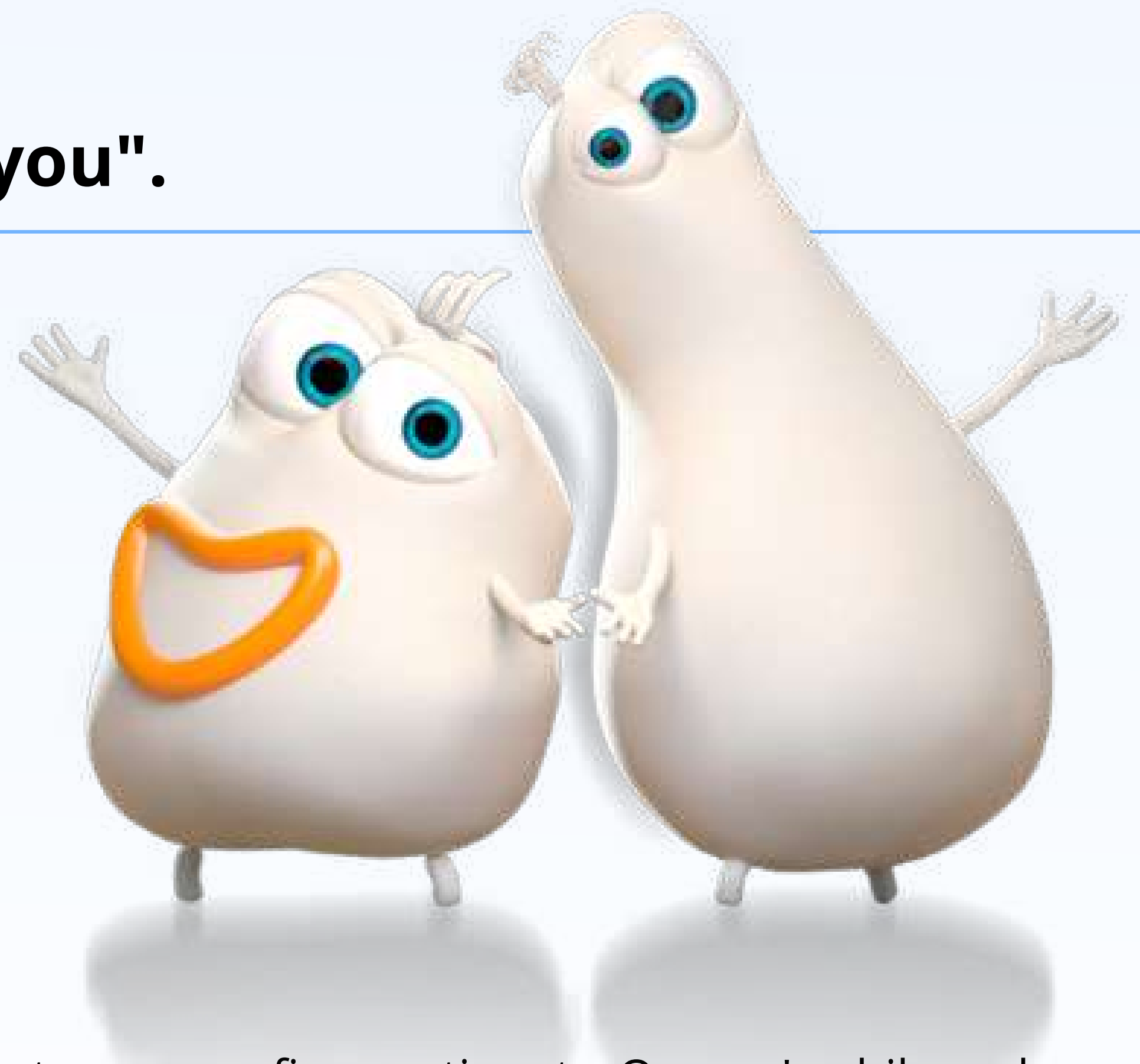
# ABOUT ORANGE®

Orange® Romania is  
"Closer to everything that is important to you".

This is the telecommunication operator's promise: bring customers closer to what is essential for them, always stay connected and in line with technology, and offering customers the best communication experience.

Orange is one of the most important telecommunications operators in the world, with sales of 42.3 billion euros in 2021 and 142,000 employees worldwide. The Orange Group is a leading provider of global IT and telecommunications services for multinational companies under the Orange Business Services brand.

As a network operator in 26 countries, with more than 250 million customers on five continents, Orange's philosophy remains the same: to make technology accessible to everyone, to enrich and simplify customers' lives, by building the services of the future, together with them, and by contributing to the transformation of society.



## THE CHALLENGE

Improving the **Cart Page** to motivate users to proceed to the checkout page and complete more purchases across all devices, as per our findings in the research phase of the CRO process.

For any e-commerce website, the **cart page is one of the most important steps in the user's journey**.

Improving the conversion rate for users visiting that page is highly profitable.

## THE SOLUTION

After presenting our findings about the opportunity to decrease the cart abandonment rate, we started experimenting on the cart page to improve the conversion rate.

The user segment targeted in this experiment was already motivated to purchase from Orange, since they had at least one item in their cart. Our aim was to nudge those who are hesitant to complete their purchase immediately after reaching the cart page.

The most impactful persuasion principles we could apply to nudge users with items in their cart further down the funnel were **scarcity** and **urgency**.

Our proposed experiment **consisted of showing users with items in their cart two sentences to elicit urgency and scarcity**, in three different color schemes and two different positions, above the cart's contents.

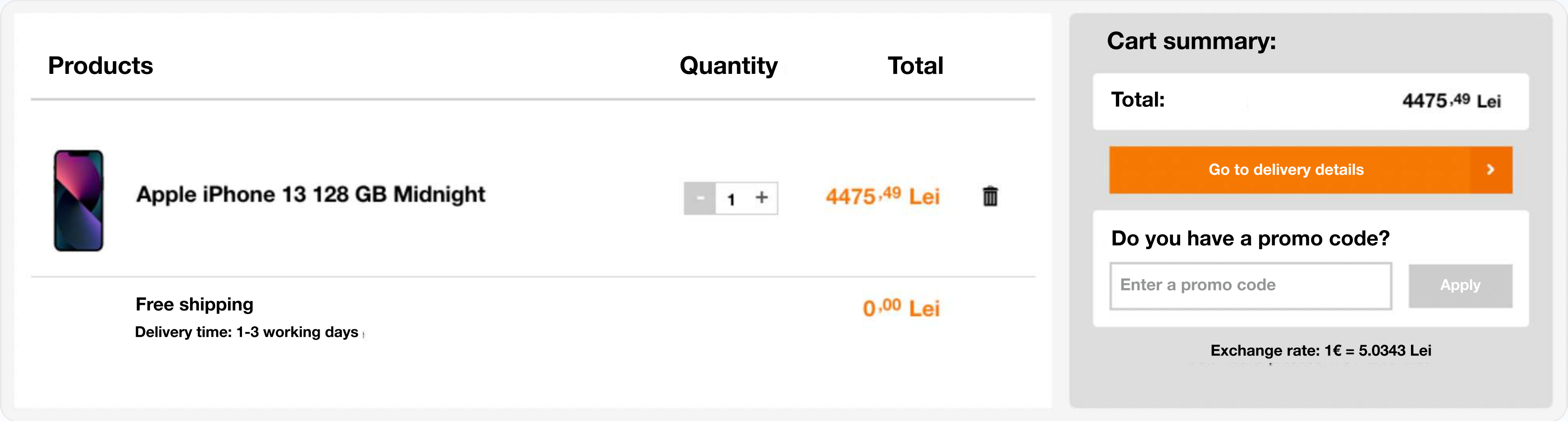




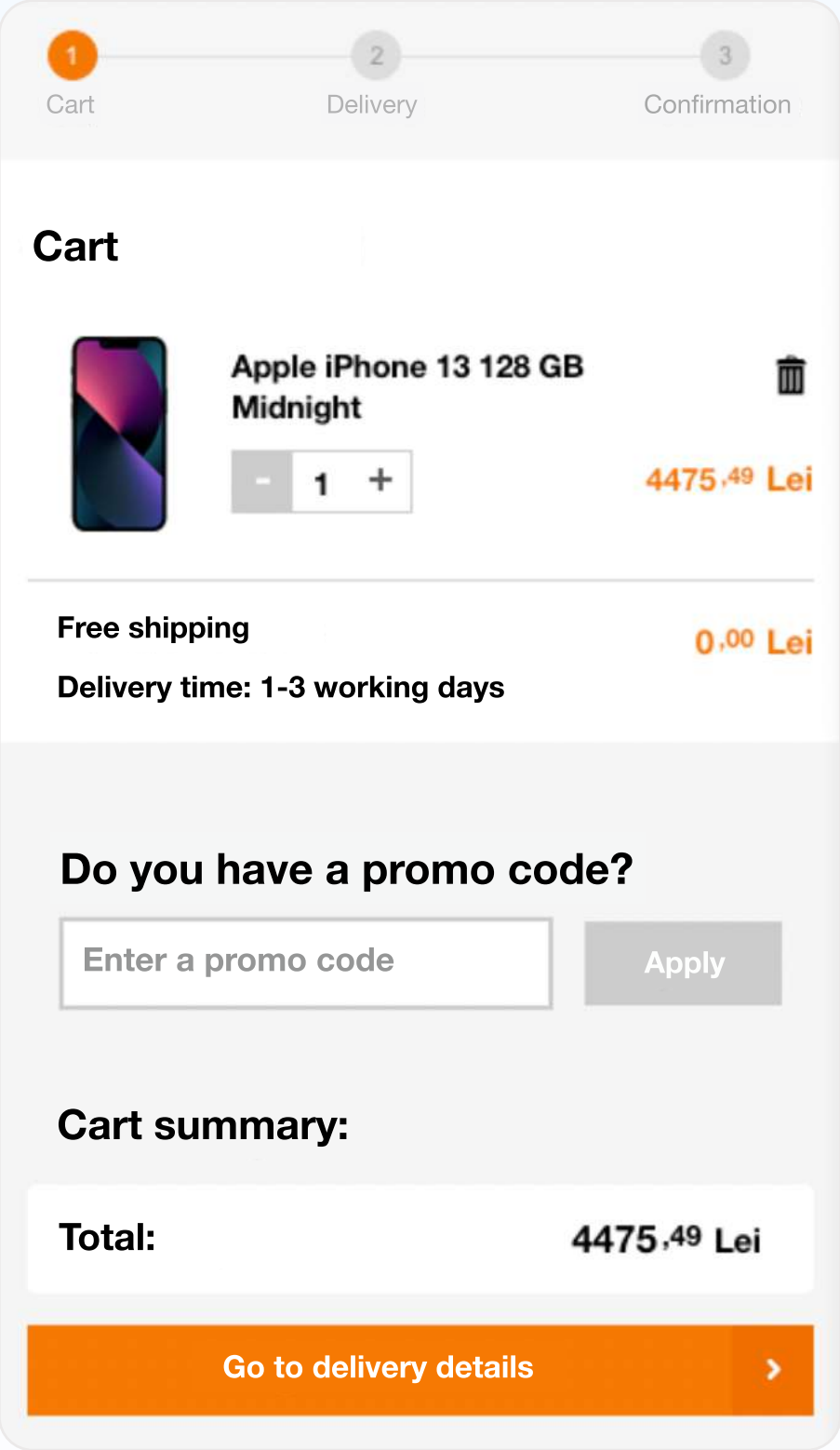
# URGENCY STATEMENT IN THE CART PAGE

## BEFORE THE EXPERIMENT\*:

### DESKTOP



### MOBILE



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



### FINDINGS:

By analyzing Google Analytics reports on checkout behavior, we brought forward improvement suggestions to be tested in order to determine if the cart abandonment rate can be decreased.



### HYPOTHESIS:


By adding an urgency statement on the cart page for users that have items in their cart we can increase the Conversion Rate across all devices.

### VARIATION 3 RESULTS

**7.65%** increase in Conversion Rate  
**11.53%** increase in Revenue/user  
**98.65%** chance to win

VARIATION 1 (ORANGE BORDER, WHITE BACKGROUND, INSIDE THE CART CONTENT SECTION)

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Products	Quantity	Total
 Sony Xperia 5 IV 128 GB Black	- 2 +	9916.78 Lei
Free shipping Delivery time: 1-3 working days		0.00 Lei

Cart summary:

Total: 9916.78 Lei

Go to delivery details

Do you have a promo code?

Enter a promo code


Apply

Exchange rate: 1€ = 5.0343 Lei

1 Cart 2 Delivery 3 Confirmation

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Cart

 Apple iPhone 13 128 GB Midnight

- 1 + 4475.49 Lei

Free shipping  
Delivery time: 1-3 working days

0.00 Lei


Do you have a promo code?

Enter a promo code

Apply

VARIATION 2 (GRAY BORDER, WHITE BACKGROUND, INSIDE THE CART CONTENT SECTION)

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Products	Quantity	Total
 Sony Xperia 5 IV 128 GB Black	- 2 +	9916.78 Lei
Free shipping Delivery time: 1-3 working days		0.00 Lei

Cart summary:

Total: 9916.78 Lei

Go to delivery details

Do you have a promo code?

Enter a promo code


Apply

Exchange rate: 1€ = 5.0343 Lei

1 Cart 2 Delivery 3 Confirmation

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Cart

 Apple iPhone 13 128 GB Midnight

- 1 + 4475.49 Lei

Free shipping  
Delivery time: 1-3 working days

0.00 Lei


Do you have a promo code?

Enter a promo code

Apply

VARIATION 3 (BLACK BACKGROUND, OUTSIDE THE CART CONTENT SECTION)

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Products	Quantity	Total
 Sony Xperia 5 IV 128 GB Black	- 2 +	9916.78 Lei
Free shipping Delivery time: 1-3 working days		0.00 Lei

Cart summary:

Total: 9916.78 Lei

Go to delivery details

Do you have a promo code?

Enter a promo code


Apply

Exchange rate: 1€ = 5.0343 Lei

1 Cart 2 Delivery 3 Confirmation

Your basket is reserved for 10 minutes. The stock's limited, finalise your order now!

Cart

 Apple iPhone 13 128 GB Midnight

- 1 + 4475.49 Lei

Free shipping  
Delivery time: 1-3 working days

0.00 Lei

Do you have a promo code?

Enter a promo code

Apply

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

VARIATION 1 RESULTS:

5.91% increase in Conversion Rate  
4.97% increase in Revenue/user  
95.6% chance to win

VARIATION 2 RESULTS:

5.77% increase in Conversion Rate  
4.95% increase in Revenue/user  
95.28% chance to win

VARIATION 3 RESULTS:

7.65% increase in Conversion Rate  
11.53% increase in Revenue/user  
98.65% chance to win



# CONCLUSIONS



All three variations showed uplifts compared to the control, but the third variation was the winning design, having the highest statistically significant uplift on the Conversion Rate and Revenue/user.

The winning variation **proves that nudges that use both scarcity and urgency in the checkout process can bring incredible uplifts**, when applied correctly and ethically.

Testing in the checkout process is sometimes frowned upon by stakeholders as they might feel experiments on such important pages in the journey can be disruptive or technically risky.

This results show that the outcomes of a successful experiment applied further in the funnel clearly outweighs the perceived risks of testing in the checkout process.

*“We are constantly seeking ways to optimize and enhance the e-commerce experience to increase the likelihood that a customer will buy a product or service from our Orange eShop. Despite popular belief, it’s never too early for optimizations or to try new tactics - like using relevant psychological principles that can be applied to eCommerce. Urgency to buy is not a new concept, but we found out from many experiments like this one, when is used in a smart way, mixed with good copywriting, it can bring surprising success to all your efforts.”*

**Laurentiu Mitrea, Digital Marketing Manager  
Orange Romania**



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

**Schedule a call and let's work together to reduce guesswork, prioritize analysis and testing, and achieve better results.**

[Book a Call Here](#)