

CLX Gaming® and OMNICONVERT

DESKTOP

38.96% increase in Conversion Rate and
20.51% increase in Revenue/user

MOBILE

123.4% increase in Conversion Rate and
102.97% increase in Revenue/user

achieved by testing an improved filtering functionality

INDUSTRY
GAMING PCS



ABOUT CLX GAMING®

CLX is a custom system integrator catering to PC gamers and content creators.

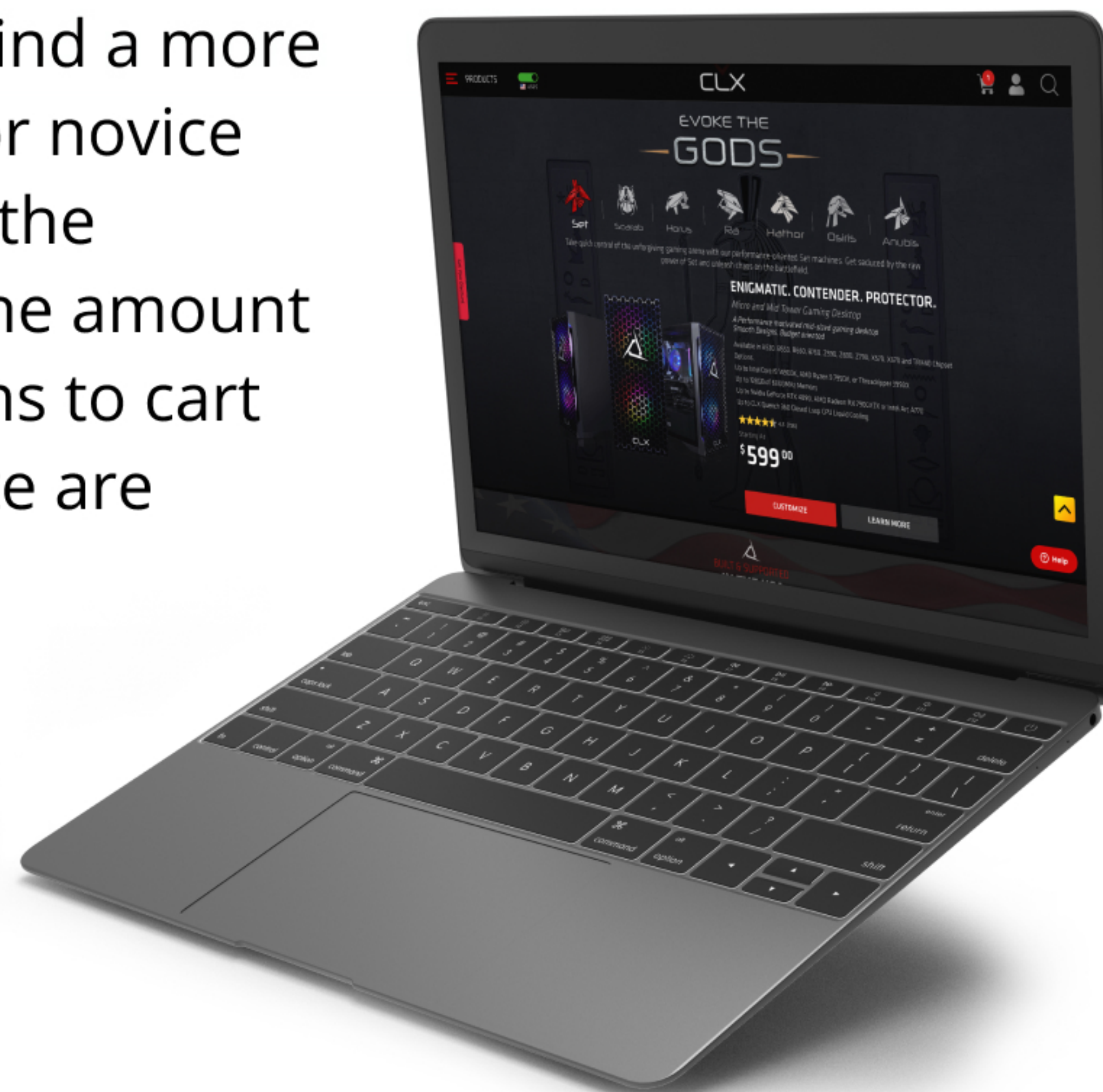
Established in 2016, it is a division of Cybertron International, one of the largest system integrators in the US since 1997.

Recognized for its award-winning custom designs and paint work, CLX offers a range of carefully curated systems or a completely customized gaming experience by allowing users the ability to configure their own PCs.

THE CHALLENGE

The users without great technical knowledge prefer purchasing the pre-built PCs that CLX provide on their Ready to Ship (RTS) page. However, the filtering available on that page was making it difficult for them to find the best gaming setup for their specific needs.

Our challenge was to find a more straightforward way for novice users to filter through the available PCs so that the amount of users adding systems to cart and the conversion rate are increased.



THE SOLUTION

After the initial proposal that we presented to the CLX team, we created mockups that were discussed and refined based on the feedback received and started development on the desktop version at first.

Subsequently, the experiment was also developed for mobile devices.

The end result consisted of:

- Adding 4 performance filtering options: “Entry level”, “Mid Range”, “High Performance”, “Ultra High Performance”.
- Labeling each product based on the 4 performance levels.
- Reordering the existing filters so the most used ones are placed on top, as observed by analyzing the user recordings and heatmaps.

IMPROVED FILTERING AND SORTING



HYPOTHESIS:

Since we have observed that novice users struggle to evaluate the performance of systems, we believe that labeling each system's performance level on the "Ready to ship" page and adding a filtering tool will lead to an increase in add to cart rate and conversion rate.



FINDINGS:

By analysing the results of the cart on-exit survey that we previously ran, we discovered that users who lack the technical knowledge in terms of building their own gaming PC tend to resort to purchasing pre built systems.

Through heatmap analysis and user recordings we found that visitors are often confused by the filtering options in the "Ready to ship" page.

DESKTOP

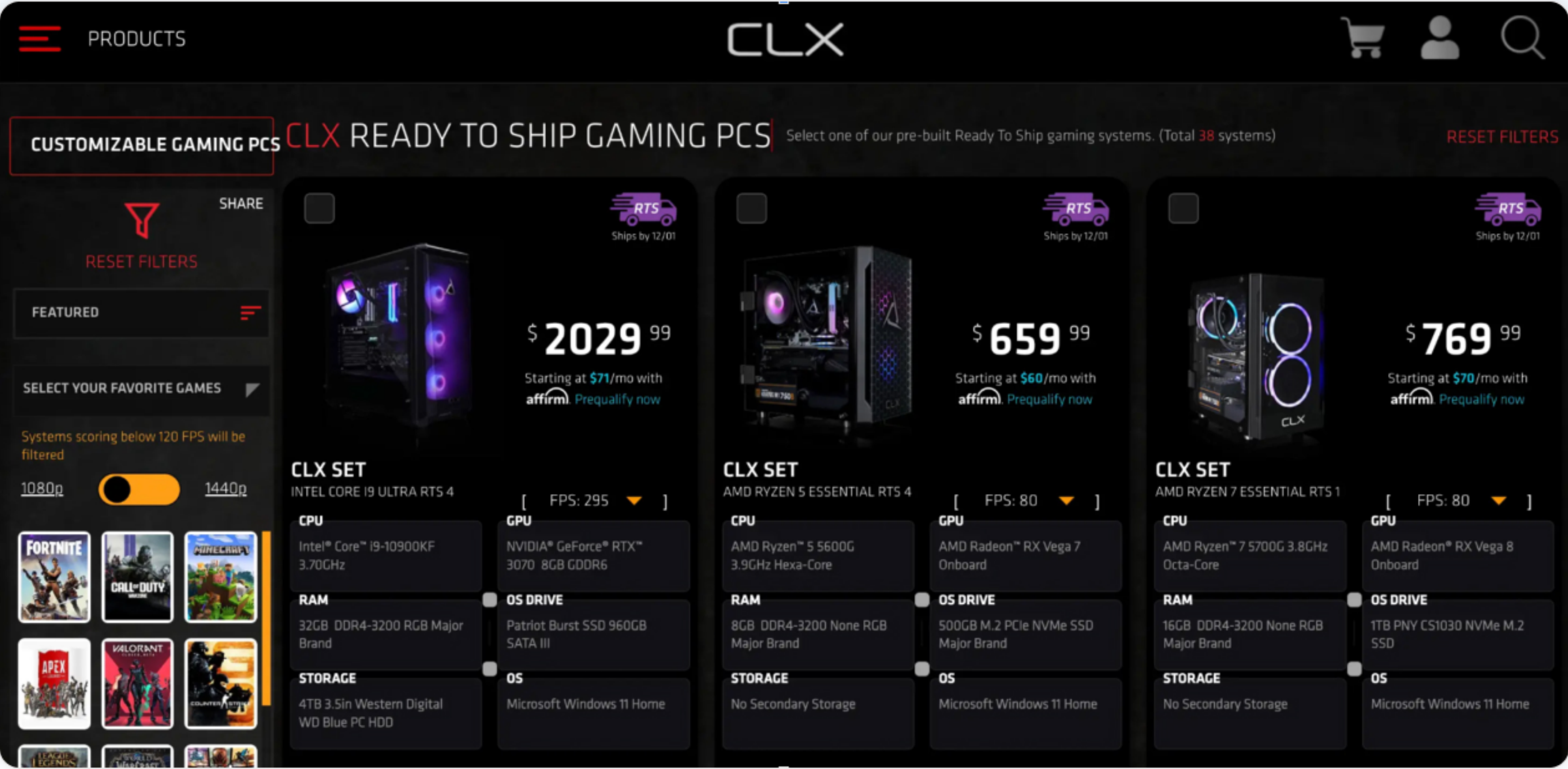
38.96% increase in Conversion Rate
20.51% increase in Revenue/user
93% chance to win

MOBILE

123.4% increase in Conversion Rate
101.54% increase in Revenue/user
100% chance to win

DESIGN - DESKTOP

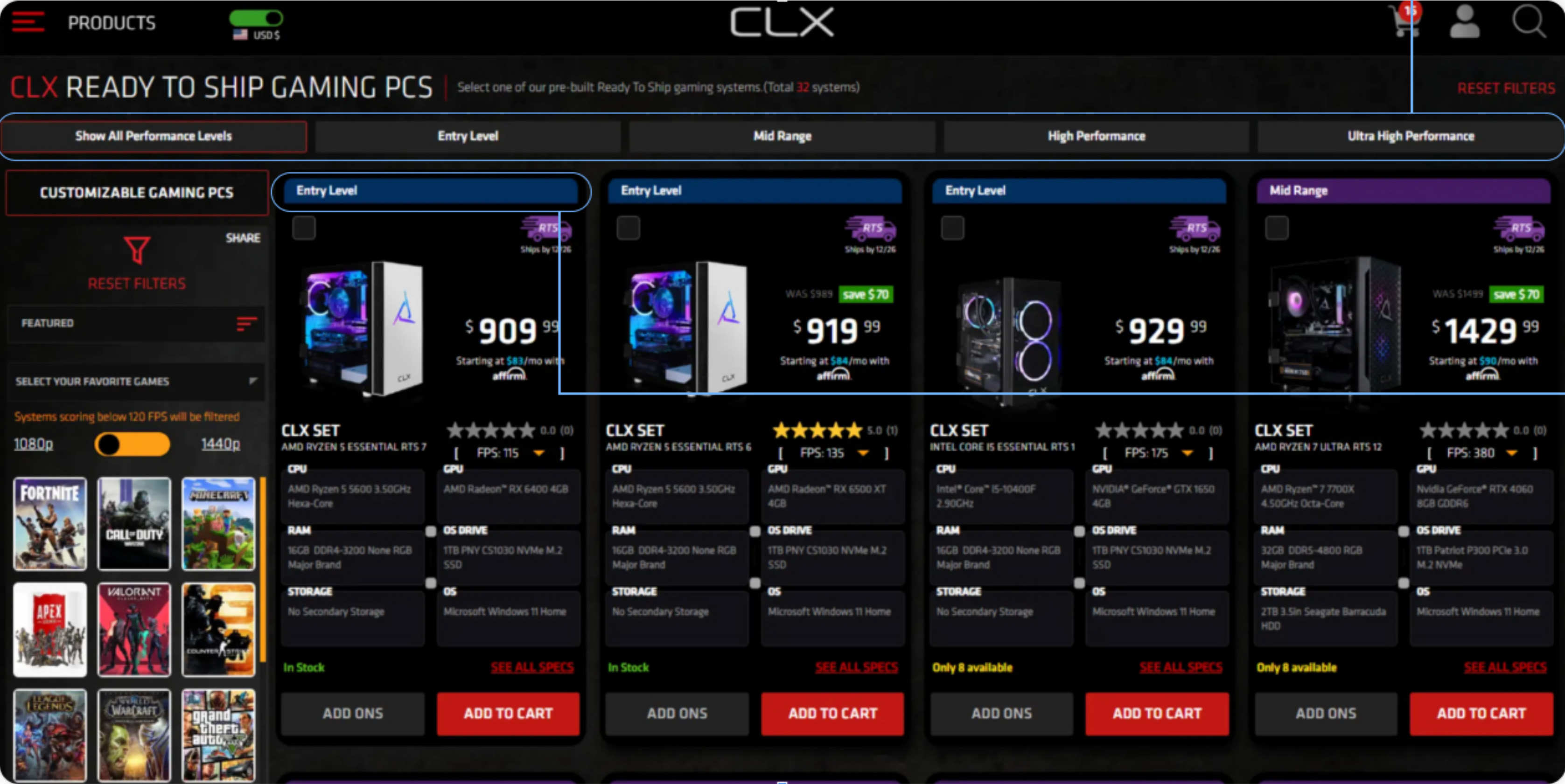
CONTROL



DESKTOP

38.96% increase in Conversion Rate
20.51% increase in Revenue/user
93% chance to win

VARIATION



Performance level filters


Performance level labels

DESIGN - DESKTOP

CONTROL

RTS

Ships by 01/29



\$769

99

Starting at \$70/mo with **affirm**. See if you qualify

CLX SET

AMD RYZEN 7 ESSENTIAL RTS 1

FPS: 80

CPU

AMD Ryzen™ 7 5700G 3.8GHz Octa-Core

GPU

AMD Radeon® RX Vega 8 Onboard

RAM

16GB DDR4-3200 None RGB Major Brand

OS DRIVE

1TB PNY CS1030 NVMe M.2 SSD

STORAGE

No Secondary Storage

OS

Microsoft Windows 11 Home

In Stock

SEE ALL SPECS

ADD ONS

ADD TO CART

Product cards

PROCESSOR

☐ AMD Ryzen 5

☐ AMD Ryzen 7

☐ AMD Ryzen 9

☐ Intel Core i5

☐ Intel Core i7

☐ Intel Core i9

GRAPHICS CARDS

☐ AMD Radeon RX 6400

☐ AMD Radeon RX 6500 XT

☐ AMD Radeon RX 6600

☐ AMD Radeon RX 6600 XT

☐ AMD Radeon RX 6700 XT

☐ AMD Radeon RX 6900 XT

☐ AMD Radeon RX Vega 7

☐ AMD Radeon RX Vega 8

☐ NVIDIA GeForce GTX 1650

☐ NVIDIA GeForce GTX 1660

☐ NVIDIA GeForce RTX 2060

Advanced filters

MEMORY

☐ 8GB

☐ 16GB

☐ 32GB

☐ 64GB

AVAILABILITY

☒ Show In Stock Only

Availability filter

DESKTOP

38.96%

increase in Conversion Rate

20.51%

increase in Revenue/user

93%


chance to win

VARIATION

Entry Level

RTS

Ships by 05/28



\$769

99

Starting at \$70/mo with **affirm**

CLX SET

AMD RYZEN 7 ESSENTIAL RTS 1

FPS: 80

CPU

AMD Ryzen™ 7 5700G 3.8GHz Octa-Core

GPU

AMD Radeon® RX Vega 8 Onboard

RAM

16GB DDR4-3200 None RGB Major Brand

OS DRIVE

1TB PNY CS1030 NVMe M.2 SSD

STORAGE

No Secondary Storage

OS

Microsoft Windows 11 Home

In Stock

SEE ALL SPECS

ADD ONS

ADD TO CART

PROCESSOR

☐ Intel Core i9

☐ Intel Core i7

☐ Intel Core i5

☐ AMD Ryzen 9

☐ AMD Ryzen 7

☐ AMD Ryzen 5

GRAPHICS CARDS

☐ NVIDIA GeForce RTX 4090

☐ NVIDIA GeForce RTX 4080 SUPER

☐ NVIDIA GeForce RTX 4080

☐ NVIDIA GeForce RTX 4070 Ti

☐ NVIDIA GeForce RTX 4070 SUPER

☐ NVIDIA GeForce RTX 4070

☐ NVIDIA GeForce RTX 4060 Ti

☐ NVIDIA GeForce RTX 4060

☐ NVIDIA GeForce RTX 3080

☐ NVIDIA GeForce RTX 3070

☐ NVIDIA GeForce RTX 3060 Ti

☐ NVIDIA GeForce RTX 3060

☐ AMD Radeon RX Vega 8

MEMORY

☐ 64GB

☐ 32GB

☐ 16GB

☐ 8GB

AVAILABILITY

☒ Show In Stock Only

☐ Show Only Systems On Sale

Added “On Sale” filter

Reversed filter order

Performance level labels on each product

Show All Performance Levels

Entry Level

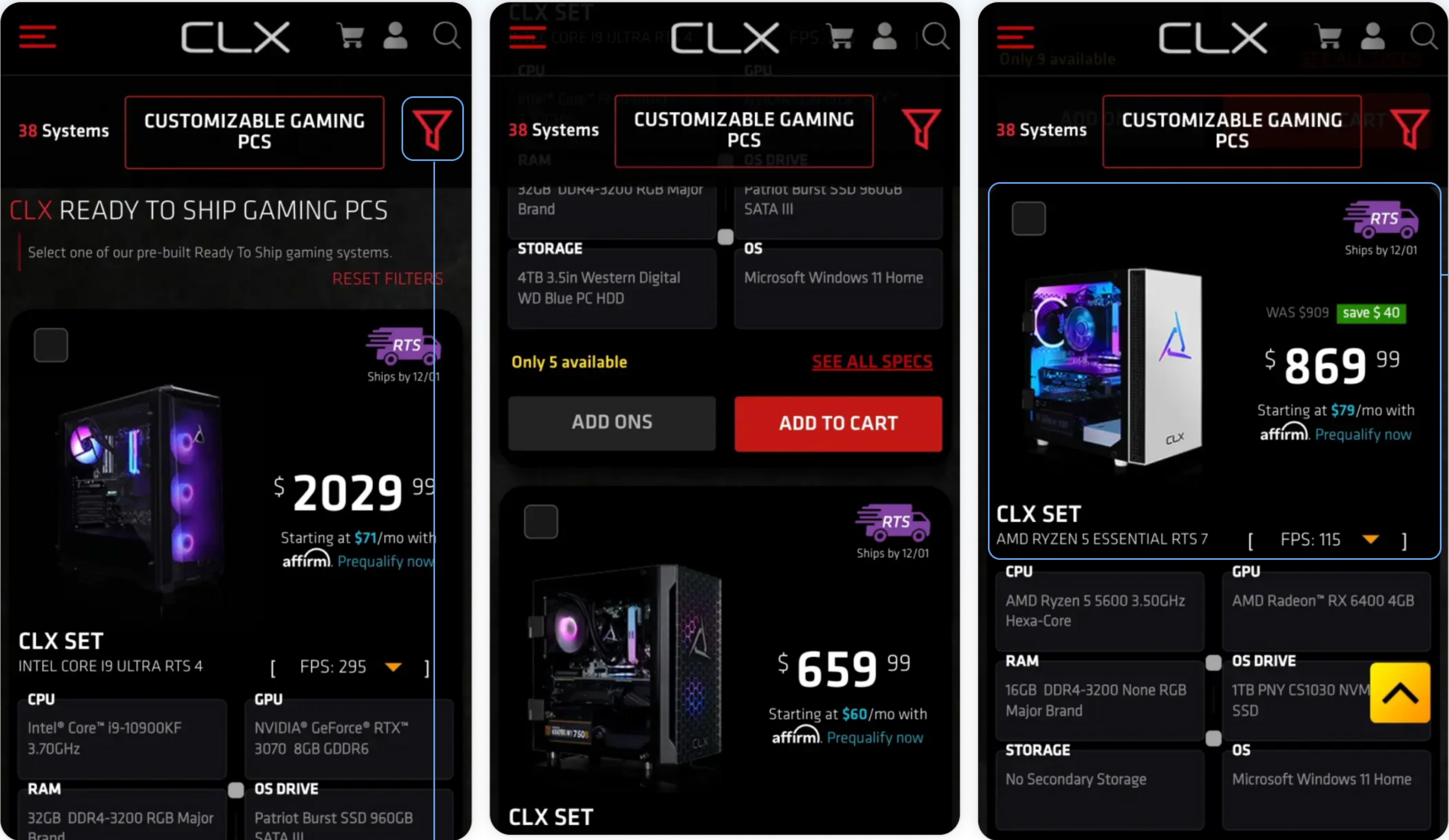
Mid Range

High Performance

Ultra High Performance

DESIGN - MOBILE

CONTROL

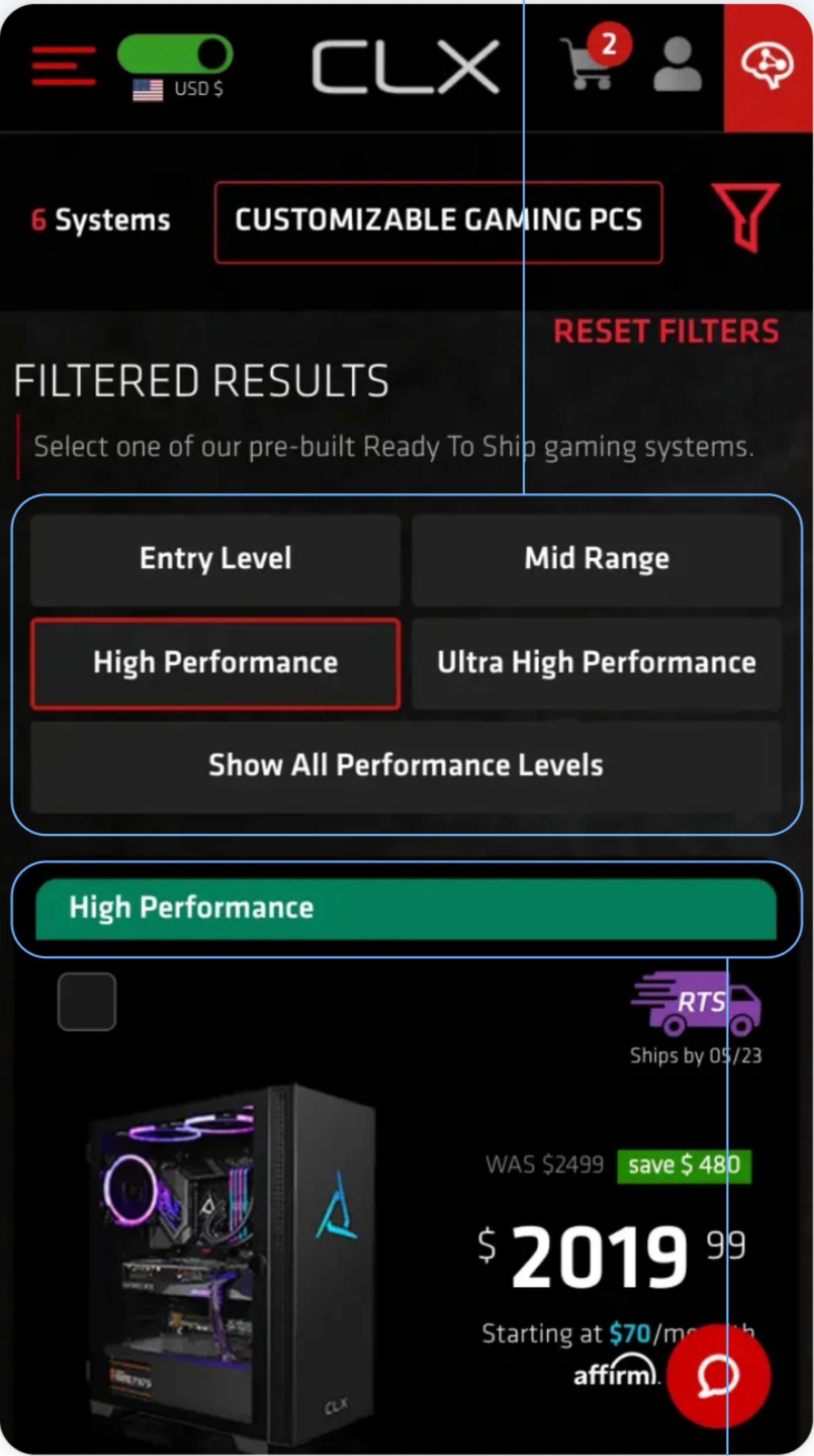


Difficult to distinguish between different performance levels

Regular filters only

DESIGN - MOBILE

variation



MOBILE

123.4% increase in Conversion Rate
101.54% increase in Revenue/user
100% chance to win

Performance level filters

The filter is sticky on scroll

Performance level labels on each product

CONCLUSIONS



The enhancements we made to the filters resulted in a substantial increase in conversion rate and revenue/user on both desktop and mobile devices.

Labeling each system's performance level and incorporating a filtering tool on the "Ready to Ship" page effectively enhanced both the conversion rate and revenue/user.

These findings suggest that providing clearer performance information and improved filtering options helps novice users make more informed purchasing decisions, ultimately leading to increased sales.

"The team at Omniconvert is very professional and organized. The thing I like best about working with the Omniconvert team is their methodical approach, everything is well planned, tracked, measured and analyzed. They also collaborate and communicate very well with our team; the synergy is great. If you are looking for a CRO agency, really look no further, Omniconvert team does a superb job!"

Ahmed Aziz, CEO
CLX Gaming



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

Schedule a call with us, and together we'll reduce guesswork and achieve great results.

[Book a Call Here](#)