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.
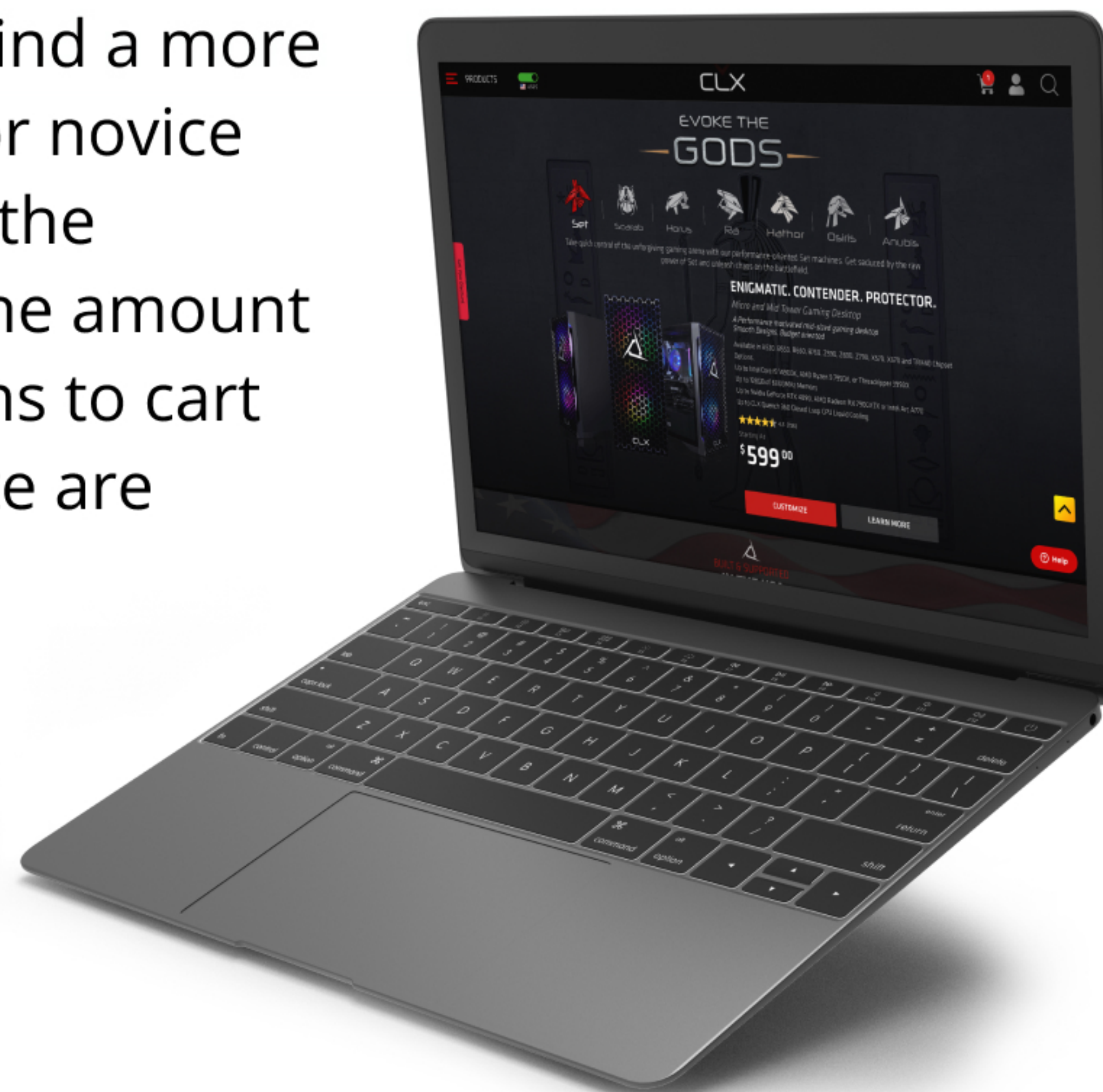
THE SOLUTION

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.

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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

OMNICONVERT
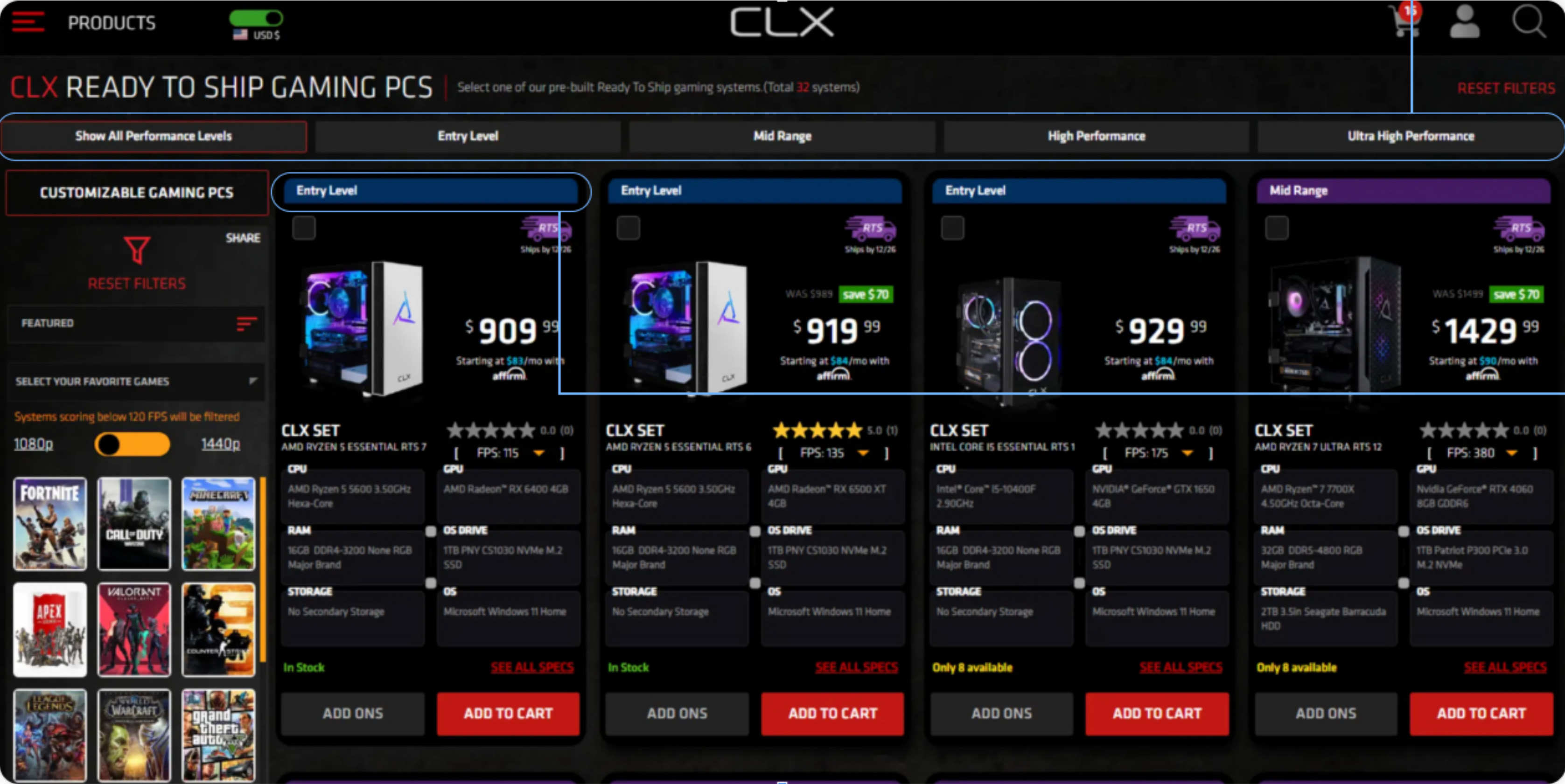
DESIGN - DESKTOP

CONTROL

VARIATION

DESKTOP

38.96% increase in Conversion Rate
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93% chance to win

Performance level filters

Performance level labels

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4

DESIGN - DESKTOP

CONTROL

Product cards

Advanced filters

Availability filter
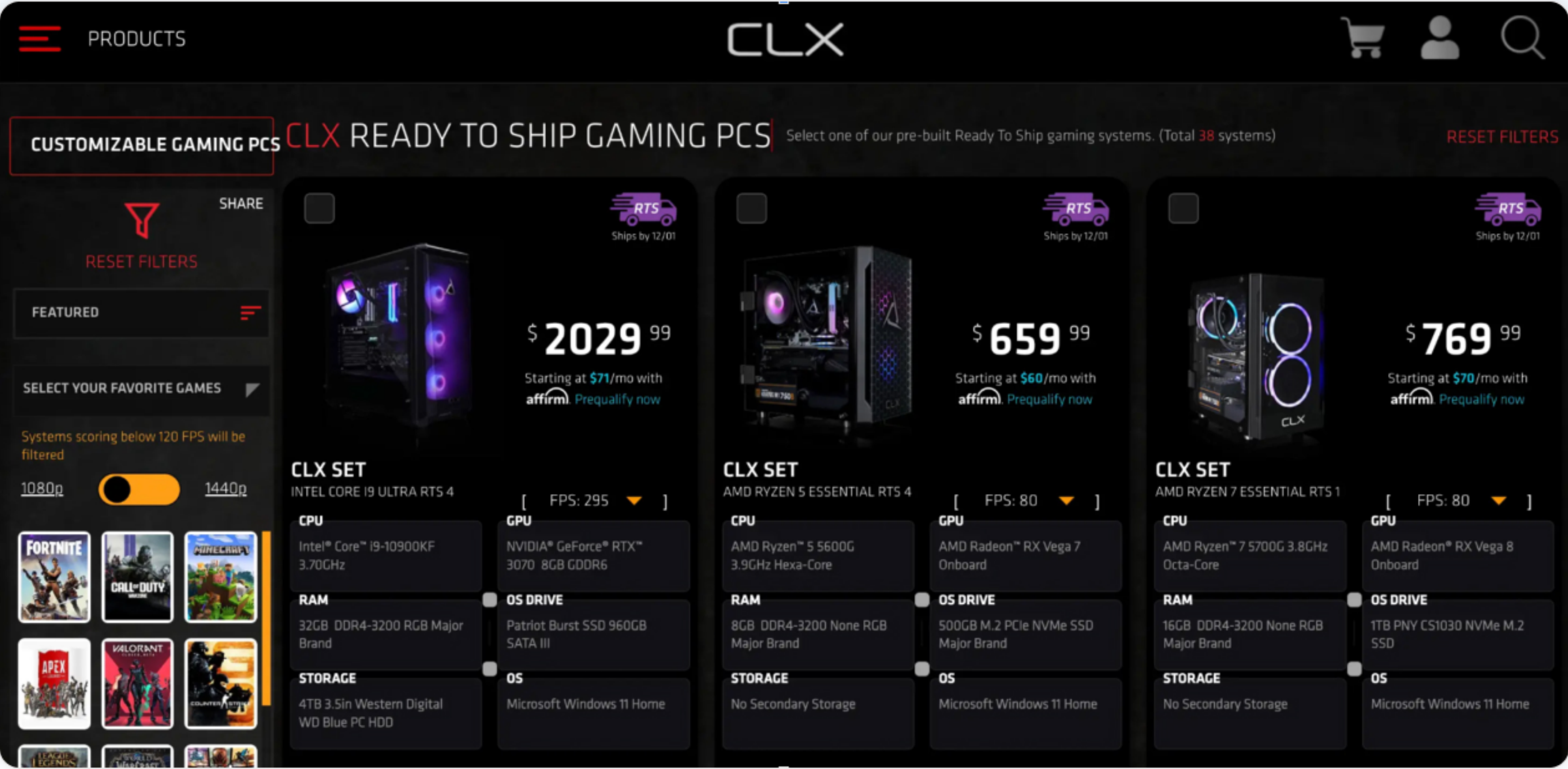
DESKTOP

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93% chance to win

VARIATION

Added "On Sale" filter

Reversed filter order

Performance level labels on each product

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DESIGN - MOBILE

CONTROL

Regular filters only
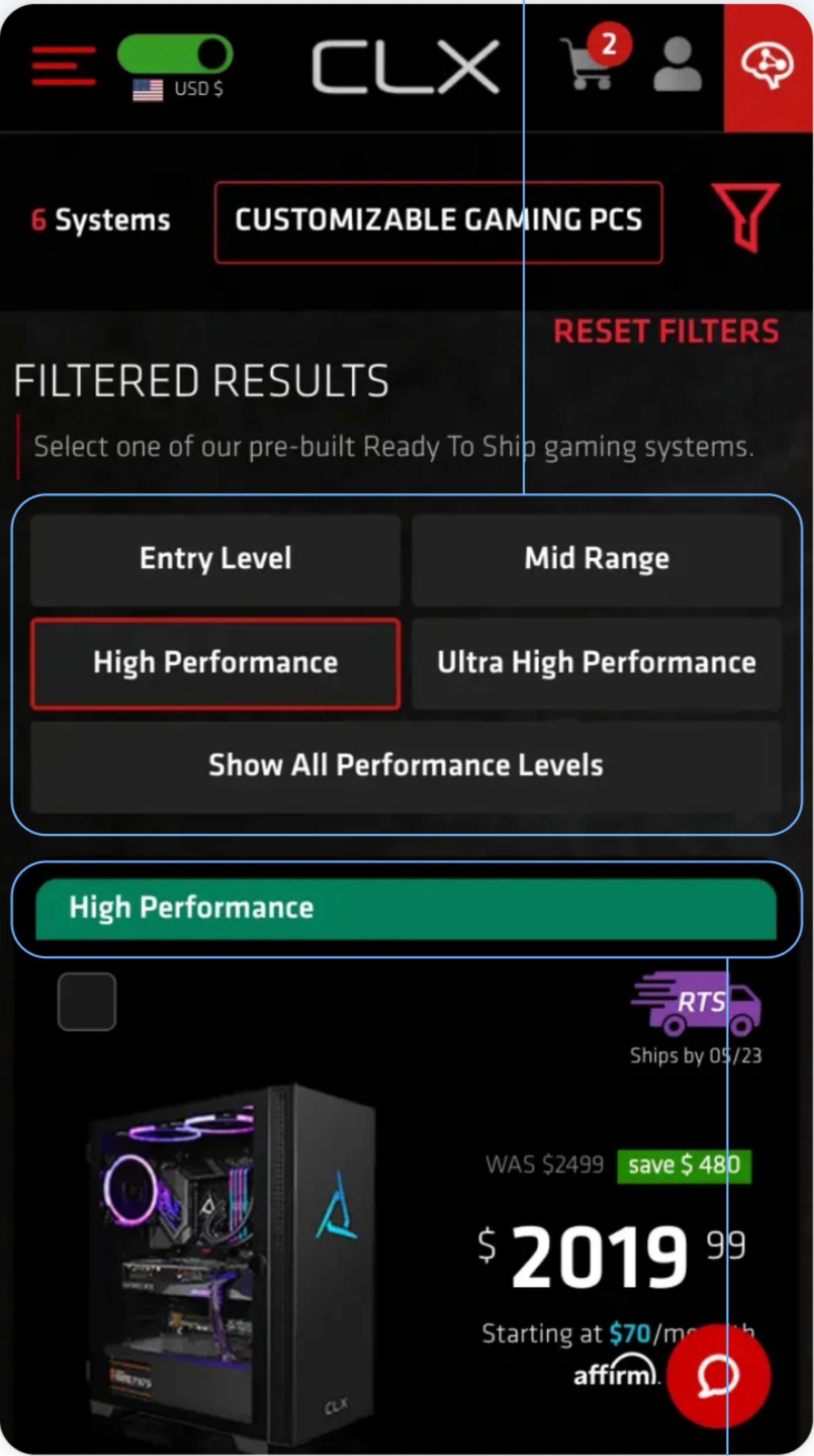
Difficult to distinguish between different performance levels

DESIGN - MOBILE

VARIATION

MOBILE

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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

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

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