

# CASE STUDY



## IMPROVING THE PRODUCT LIST PAGE



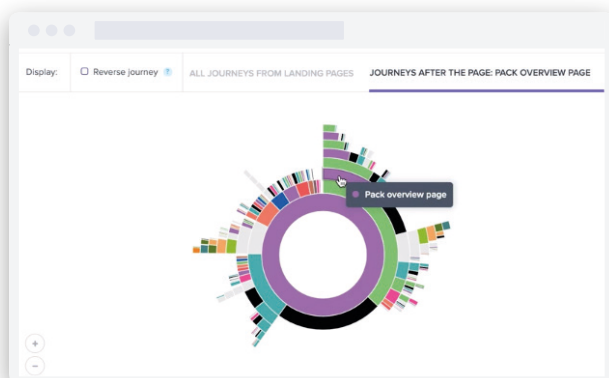
**2.4%** increase in conversion rate

**Beerwulf.com** is an online store where visitors discover and buy delicious craft beers from all over Europe and, soon, the world. They're passionate about connecting those who like drinking beer, with those that love brewing it. Their webshop sells over 600 beers, curated packs and home draught systems.

### 1. THE CHALLENGE

Beerwulf were looking to improve their product list page, on which they show all the packs they sell. Based on a customer journey analysis, the team saw that many visitors were adopting a looping behaviour between the product list page and product detail page. People were going back and forth to try and compare the contents of the pack which was only shown on the product detail page.

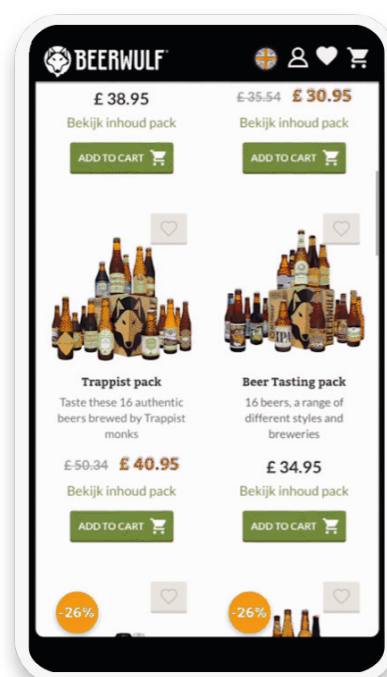
Beerwulf's packs are one of their most important products, so it's important that this page is working well.



Journey analysis of the pack overview page.

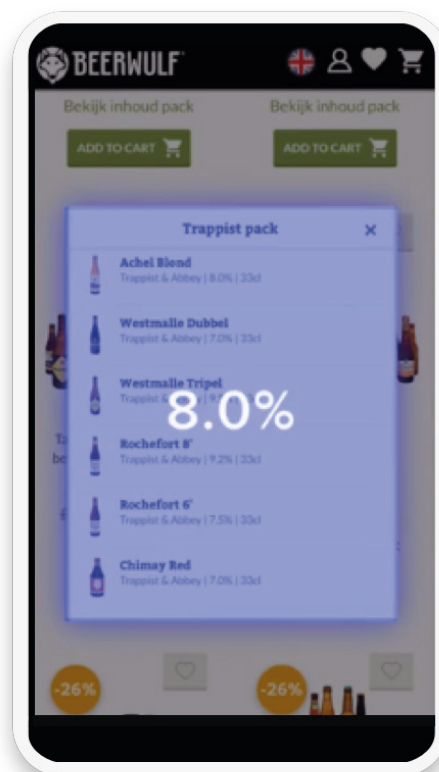
### 2. THE METHOD

Based on this data, the product team ran a test allowing people to quickly see the content of a pack on the list page. So instead of having to go back and forth, they can immediately compare the contents of each pack on the list page through an interactive pop-up.



### 3. THE OUTCOME

As a result of this test, there was a 2.4% increase in conversion rate, and 8% of people on the page actually interacted with the additional pop-up (instead of going back to the previous page).



## About Contentsquare

Contentsquare is a digital insights platform that helps businesses understand how and why users are interacting with their app, mobile and websites.

We compute billions of touch and mouse movements, and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximize conversion rates.

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