

CASE STUDY

AVON



HOW ONE A/B TEST LED TO MORE CUSTOMER ENGAGEMENT AND A 35% INCREASE IN REVENUE



+44%
increase in
exposure rate

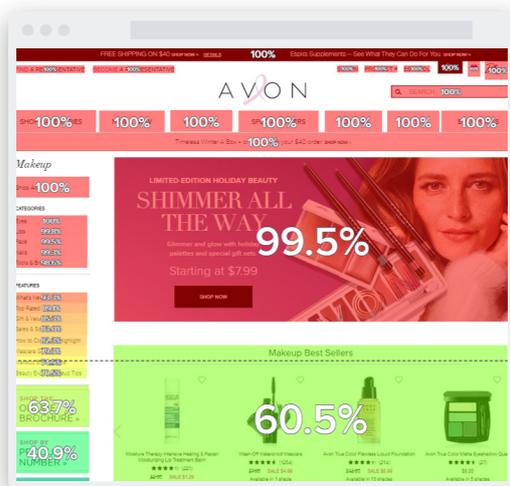


+24%
increase in
click rate



+35%
increase
in revenue

NEW AVON is a legacy beauty brand with an enviable reputation built in part by a vast community of representatives. The company has invested heavily in digital transformation in order to bring a seamless customer experience to its hyper-connected audience.



Initial exposure rate analysis of the Makeup category page.

1. THE CHALLENGE

When the website optimization analyst on New Avon's digital team analyzed the makeup category page, she found that the product carousel had a low 60% exposure rate on desktop — meaning, 40% of customers were not even seeing it.

Visitors were viewing the banner image at the top of the page but were not scrolling down to the product carousel, which was located beneath the fold.

At the same time, the attractiveness rate of the area was high, with those visitors exposed to the carousel likely to click on it.

2. THE METHOD

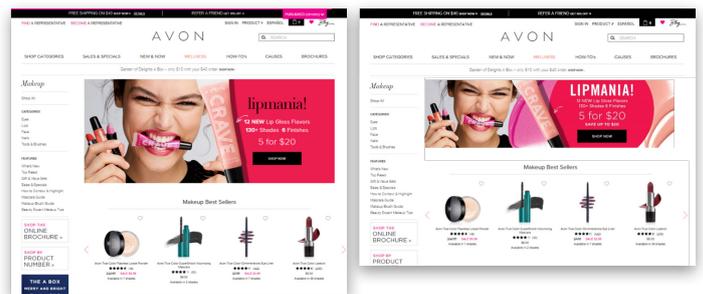
The team decided to run an AB Test on the page to determine whether reducing the height of the banner and bringing the product carousel higher up on the page would translate into a healthier exposure rate, more engagement and an improved conversion rate.

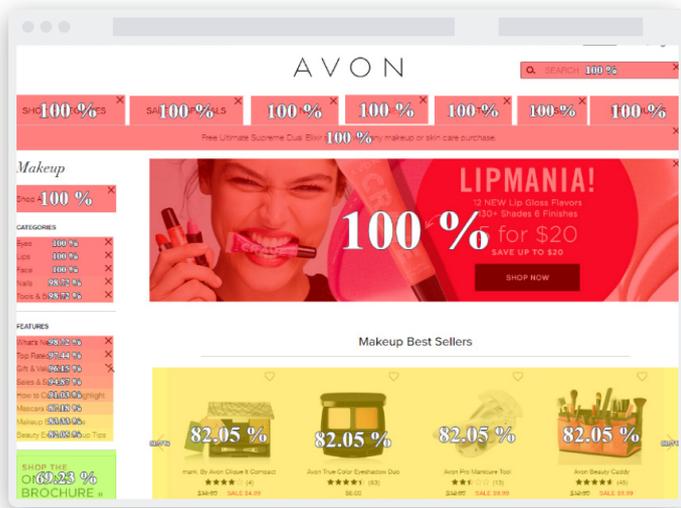
It wasn't the first time that the team had considered making the banner smaller, but up until now there had been no data to back up such a decision. The team was also concerned about devaluing the banner image so it was important to test before rolling out any changes.

During the test, the team analyzed exposure, clicks, scroll, time spent, and bounce and exit rates. They also took into account conversion metrics.

Even better news, the conversion per click showed that a high percentage of visitors who did click on the carousel went on to make a purchase.

Original layout (left), and the variant layout with a smaller banner image (right).





Exposure rate of the Makeup category page after reducing the size of the banner image.

3. THE OUTCOME

Running a test with a shorter banner resulted in a 44% increase to the exposure rate (from 57% in the control to 82% in the variant). The team also noticed a 24% increase in click rate and overall revenue attributed to the zone increased by 35%. In fact, the variant segment also drove revenue 6% higher than the control group. At the same time, the bounce and exit rates went down, and visitors ended up spending 5 seconds longer on the page.

Furthermore, the team found that shrinking the height of the category page banner did not negatively impact the performance of this content — quite the opposite! Revenue generated by the banner increased by 2% during the test, strengthening the argument to change the standard size of the category page banner.

« Contentsquare answers the question of “how” and “why” and this is extremely valuable to our team with regards to our A/B tests and site analyses. Perhaps one of the biggest benefits is the visual representation of behavior that Contentsquare provides. Our entire team (creative, marketing, merchandising etc.) is now familiar with unique behavioral metrics such as click rate, exposure rate, and scroll rate. We can sit in a room, take a look at the results and come up with a plan of action. We ran our test for two weeks, analyzed the results immediately thereafter and put a plan in motion on the day the results were presented. Contentsquare has empowered our team to make data-driven decisions quickly. »



Rachel Bronstein
Website Optimization Analyst,
NEW AVON

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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