

# A/B Testing for

IMPROVED CONVERSIONS AND  
DIRECT TO CUSTOMER SALES

"With the right tools, brands can get uplift from every test!"

## INTRODUCTION

A/B tests can help resolve a variety of issues running rampant on your website and help you drive better results. **But with only 1 in 7 tests generating any uplift, and every test costing your team significant time and effort, bringing focus to your strategy is key.**

Many A/B tests today are based on opinion or so-called "best practices", which, despite their name, may not be cross-vertical or ring true for your unique audience.

Other tests may spring from data-driven analyses, but even then it may be difficult to pinpoint exactly what needs to be A/B tested, and ultimately **what will move the needle for site experience and business results in a meaningful and lasting way.**

Lastly, **it can sometimes be hard to get all experience stakeholders aligned around the same testing priorities** - your e-m merchandising team may have a different idea about what variant to test than your UX/UI specialist, for example.

The following demonstrates tried high opportunity A/B testing informed by Contentsquare's digital experience insights in the hands of our clients. From **setting strategic priorities around unique customer KPIs to getting team buy-in for politically sensitive tests**, these use cases demonstrate that with the right tools, brands can get uplift from every test.



## IMPROVING CONVERSION RATES BY WAY OF MENU OPTIMIZATION

### CHALLENGE

Our gourmet grocery client was looking to redesign sections of its website, including the heavily trafficked category page, as a means of increasing conversions. The question was: where do you test to get the most uplift the first time around?

### METHOD

To understand where the UX issues on the category page lay, **the digital team used Contentsquare's segmenting capability to analyze the behavior of their bouncers.** This revealed that these visitors remained on the page for only **16 seconds** before bouncing — almost half the average time spent on page by all visitors (30 seconds).

### THE AHA MOMENT

**A high exit rate of 83.76% relayed that the menu was confusing visitors and was the main culprit behind their leaving the site.**

At the same time, a higher time spent on page yielded fewer exits, and menu interactions translated to a good product page reach rate. The most viewed menu categories also had the most conversions.

### ACTION

To make the menu less confusing and maximize visitor engagement, **the client decided to A/B test a version of the page where the number of menu items was reduced and items were rearranged in order of their level of interest and contribution toward conversion.**

### RESULTS

This makeover proved successful, leading to an overall **14% increase in the conversion rate** after optimizing the menu of product categories.



**14%**

Increase in conversion rate  
after menu optimization

## INCREASING FORM COMPLETION CONVERSIONS VIA ZONE-BASED HEATMAPS

### CHALLENGE

One of our clients in the banking sector noticed low completion rates on its Loan Processing Page. They decided to run an A/B test to improve conversions on the page. But what should they be testing?

### METHOD

Using our **zone-based heatmaps**, the team was able to measure how well each element of the loan processing page was performing, including the form resubmission button on its Loan Processing page.

### THE AHA MOMENT

**A low hover rate and a low click rate surfaced that relatively few applicants were noticing the call to action (CTA) button in its current location.** Those that did hover over the button were much more likely to click and convert. Others seemed confused.

### ACTION

Based on these findings, the **team tested moving the CTA further above the fold and making design tweaks that increased visibility and contrast.**

### RESULTS

This test led to an improved CTA click rate, resulting in a **10% increase in the form completion rate.**



**10%**

Increase in form completion  
rate following CTA relocation

## INCREASE SPEED TO MARKET BY BOOSTING ADD-TO-CART RATE

### CHALLENGE

Our travel industry client was racked by high abandonment on its trip itinerary page; visitors were either bouncing or exiting the page in their journeys. The CTAs were underperforming, leading to revenue loss.

What was causing visitors to ignore the CTAs?

### METHOD

Our client analyzed the scroll rate, and found that there was deeper scrolling among users who abandoned. Additionally, users were hesitating over the CTA but not clicking it.

### THE AHA MOMENT

Watching a few related session replays, it became immediately obvious that the CTAs at the top and bottom of the travel details page were not visible to those who had reached the middle of the travel details page. In this way, our solution provided a quicker path to insight.

### ACTION

The travel client proceeded to A/B test their CTAs, and in one variant, made the "Add to cart" button sticky at the top of the page. It also opted to ameliorate the copy on the call to action from "Pay Now" to "Get My Tickets Now."

### RESULTS

Improving CTA visibility resulted in an **8.6% increase in bookings**.



**8.6%**

increase in bookings as a result of better CTA visibility

## INCREASING REVENUE BY CHANGING THE SIZE OF THE CAROUSEL BANNER

### CHALLENGE

Our beauty and cosmetics client sought to increase the engagement and revenue of the product carousel on its skincare category page. Some team members were worried that permanently changing the UX would hurt conversion rates on other in-page elements. The challenge was: how to get the entire team aligned around this right optimization?

### METHOD

The team found that the product carousel on the page had a low exposure rate on desktop of 60% — meaning 40% of visitors didn't see it. Many customers were seeing the banner image above the fold but did not scroll down to the carousel.

A deeper analysis showed that, despite the low exposure of the product carousel, it had a high attractiveness rate and a healthy conversion per click rate, i.e., those who scrolled down were likely to click and convert.

### ACTION

The team A/B tested a shorter banner, meaning the product carousel was now located above the fold. During the A/B test, the client paid special attention to a bounty of specialized metrics: exposure rate, click rate, scroll, time spent on an element, and bounce and exit rates.

### RESULTS

The page with the shorter banner saw positive outcomes across the board — including a **35% increase in overall revenue in the carousel zone**. The product carousel exposure rate also went up by 44%, the click rate increased by 24% and the bounces exit rates dwindled.

### THE AHA MOMENT

In the end, shrinking the banner did not negatively impact its conversion rate of the products in the hero banner position — quite the opposite. In fact, **revenue generated by that element went up by 2%**.



**35%**

increase in overall revenue from the carousel zone

## PUTTING GRANULAR METRICS TO THE TEST

Granular metrics like **Hover Rate**, **Click Rate**, **Scroll Rate** etc add a critical layer of insight to your understanding of customer behavior, enabling an elemental read of your site's performance. Knowing which form field, CTA or image is causing undue hesitation or frustration means **your team can stop testing from intuition and can start basing tests on clear, actionable data.**

What's best is that **the insight you extract from Contentsquare will help you uncover where your biggest business opportunities are**, revealing areas of improvement you didn't even know existed. And with hard data on visitor behavior underpinning test decisions and wins, **everyone on the team can feel confident about rolling out optimizations.**



## 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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