

# Case Study

Homepage Redesign



[trinityinsight.com](http://trinityinsight.com)



## HYPOTHESIS

The BuyAutoParts.com homepage featured an outdated look and feel and provided no clear next step. The team at Trinity Insight hypothesized that updating the homepage to a more modern and contemporary look and feel would decrease bounce rate and in turn, lead to an increase in progression rate to product pages via the prominently featured vehicle selection tool.

## HOW WE ACCOMPLISHED THIS

Trinity Insight utilized the Visual Website Optimizer platform to implement an A/B test in order to determine which presentation of the homepage would lead to the lowest bounce rate.

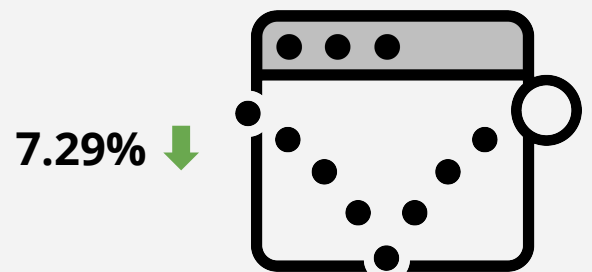
## ANALYSIS & SUMMARY

Final data showed the variation performing with a statistically significant decrease in bounce rate. The redesigned homepage created a positive experience for users and was implemented.

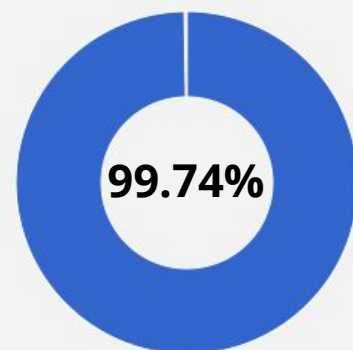
Reducing distractions and creating a clear next step (via Year, Make, Model) drove these results.

## SUPPORTING DATA

|                       |                  |
|-----------------------|------------------|
| <b>Test Duration</b>  | 30 days          |
| <b>Test Audience</b>  | 14,346 sessions  |
| <b>Devices Tested</b> | Desktop & Tablet |



BOUNCE RATE DECREASE



STATISTICAL SIGNIFICANCE

# CONTROL

Up to 35% Off All Suspension Parts Plus an Additional 10% Off Duralo Shocks and Struts with Coupon Code DURALO

**BUYAUTOPARTS**  
Easy To Buy Auto Parts

What are you looking for?



**FREE SHIPPING**  
On Orders Over \$50

Customer Service  
**1-888-907-7225**

Your Account ▾

Your cart is Empty

2015 ▾

Ford ▾

Mustang ▾

Ignition Coil ▾

5.0L Engine ▾

Go >

**Strut** Into The New Year **LIMITED TIME**

UP TO **35% OFF** MSRP\*

on all Suspension Parts, plus an additional 10% Off Duralo Shocks & Struts with Coupon Code **DURALO**

Featuring **Duralo** Premium Auto Parts



**FREE SHIPPING**

Ground Shipping on US orders over \$50

**BUYAUTOPARTS.com**  
**BUYERS CLUB**

Save 10% on Every Order

**Click for Details**



**BUYAUTOPARTS**

★★★★★ 5/5

"Your customer service agent, Kyle, was very helpful answering all my questions."

**ResellerRatings** ✓

**SIGN UP AND SAVE**

Enter email address  **GO**

Featured Product Categories

View all categories ➔



Power Steering Gear Box



Power Steering Pump



Throttle Body



Radiator

# VARIATION

UP TO 35% OFF ALL SUSPENSION PARTS PLUS AN ADDITIONAL 10% OFF DURALO SHOCKS AND STRUTS WITH COUPON CODE DURALO

**BUYAUTOPARTS**  
Easy To Buy Auto Parts

What are you looking for?



**FREE SHIPPING**  
On Orders Over \$50

Customer Service  
**1-888-907-7225**

Your Account ▾

Your cart is Empty

## Select Your Vehicle

2015 ▾

Ford ▾

Mustang ▾

Select Part ▾

GO ▶

FREE SHIPPING ON ORDERS OVER \$50!



“At BuyAutoParts.com, we consider Trinity Insight an extension of our own marketing team. Trinity is a valued partner, and everyone on the team has been a pleasure to work with. Together, we’ve executed dozens of well crafted, data driven tests, focusing on conversion rate optimization, and user experience. From conception and design to analysis and implementation, Trinity has been responsive, and professional. The results we’ve achieved speak for themselves.”

Jim Brannen

VP of Ecommerce, Buy Auto Parts

**BUYAUTOPARTS**.COM  
Easy To Buy Auto Parts

## ABOUT BUY AUTO PARTS

[Buy Auto Parts](#) is one of the leading auto parts distributors worldwide. We continually focus on meeting customer needs through our extensive selection of quality auto parts, American customer service, and industry-leading warranties. Our company prides itself on its professionals who have worked in all avenues of the automotive industry and can lead you to the right decision for your vehicle.

## ABOUT TRINITY INSIGHT

Trinity Insight helps numerous retailers, brands, and enterprises drive more profitable website traffic, improve conversion rates, and lower eCommerce costs. With over 10 years of eCommerce consulting and internet marketing experience, we have worked with market leaders in the travel, retail, manufacturing, and financial industries, and helped them exceed online growth expectations.

## ABOUT VWO

Visual Website Optimizer is an easy to use A/B testing tool that allows marketing professionals to create different versions of their websites and landing pages to see which version produces maximum conversion rate or sales. VWO also has additional tools for heatmaps, clickmaps, behavioral targeting and geo targeting. The VWO platform now offers the ability to A/B test iOS apps.