

Paul  Evans

Case Study

Inventory Urgency Experiment



trinityinsight.com



HYPOTHESIS

In an effort to increase urgency, we hypothesized that by adding a message displaying how many shoes (size and style) were currently in stock would lead to an increase in add to cart rate.

HOW WE ACCOMPLISHED THIS

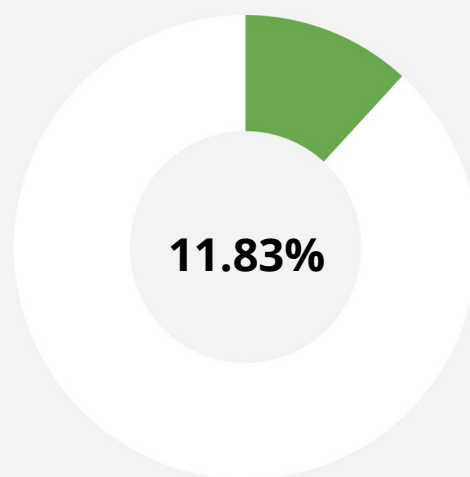
Trinity Insight implemented an A/B test with the VWO (Visual Website Optimizer) testing platform to determine if presenting a product inventory callout would produce a higher add to cart rate with a 95% or higher statistical significance.

ANALYSIS & SUMMARY

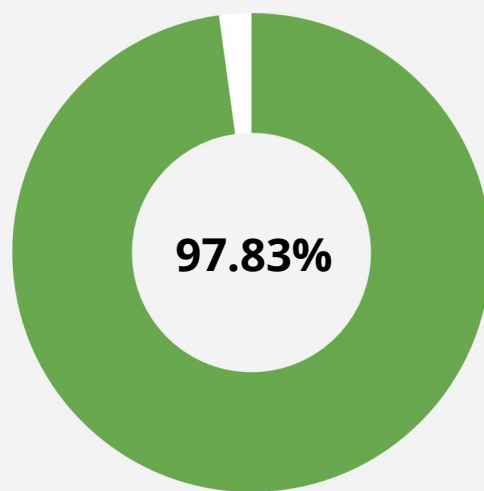
This test concluded with results that were statistically significant in favor of the variation. By displaying an inventory message to users for products that had 5 or fewer in stock, we were able to persuade users to consider purchasing sooner as opposed to waiting to buy and taking the risk that the shoe they want may be out of stock. Not only did we experience an increase in add to cart rate, but we also saw a 11.61% increase in overall conversion rate for visitors who saw the variation.

SUPPORTING DATA

Test Duration	21 days
Test Audience	15,956 sessions
Devices Tested	Desktop, Tablet, Mobile



ADD TO CART RATE INCREASE



STATISTICAL SIGNIFICANCE

CONTROL

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Refer Friends, Earn Points

Paul Evans

SEARCH OXFORDS USD ACCOUNT MY CART \$0 \$0.00

BEST SELLERS SHOES ACCESSORIES SOCKS EXPLORE


THE MARTIN WHOLECUT - AGED COGNAC



\$399.00 USD
★★★★★ 22 Reviews
Starting at \$36 a month. Learn More

FREE FEDEX SHIPPING & RETURNS | 365-DAY RETURN POLICY

COLOR: AGED COGNAC




Need sizing help?

US 5	US 5.5	US 6	US 6.5	US 7
US 7.5	US 8	US 8.5	US 9	US 9.5
US 10	US 10.5	US 11	US 11.5	US 12
US 13	US 14	US 15	US 16	

QUANTITY 1

ADD TO CART



Need sizing help?

US 5	US 5.5	US 6	US 6.5
US 7	US 7.5	US 8	US 8.5
US 9	US 9.5	US 10	US 10.5
US 11	US 11.5	US 12	US 13
US 14	US 15	US 16	

QUANTITY 1

ADD TO CART

VARIATION

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QUANTITY 1

ADD TO CART

Only 1 left in Stock.
Shipments usually arrive between 3-5 business days within the US. Need it faster? Choose Express Shipping at checkout.



Need sizing help?

US 5	US 5.5	US 6	US 6.5
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QUANTITY 1

ADD TO CART

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“Working with the team at Trinity Insight has been great. They are prompt to respond to my (many) requests and produce excellent work. They have been exceptionally helpful in helping create and implement new features for my Shopify website. I plan on using them indefinitely!”

Evan Fript

Co-Founder, Paul Evans NY



ABOUT PAUL EVANS NY

Paul Evans NY is a direct-to-consumer manufacturer of luxury men's footwear. Their handcrafted Italian dress shoes and belts are designed in New York and made in Italy.

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.