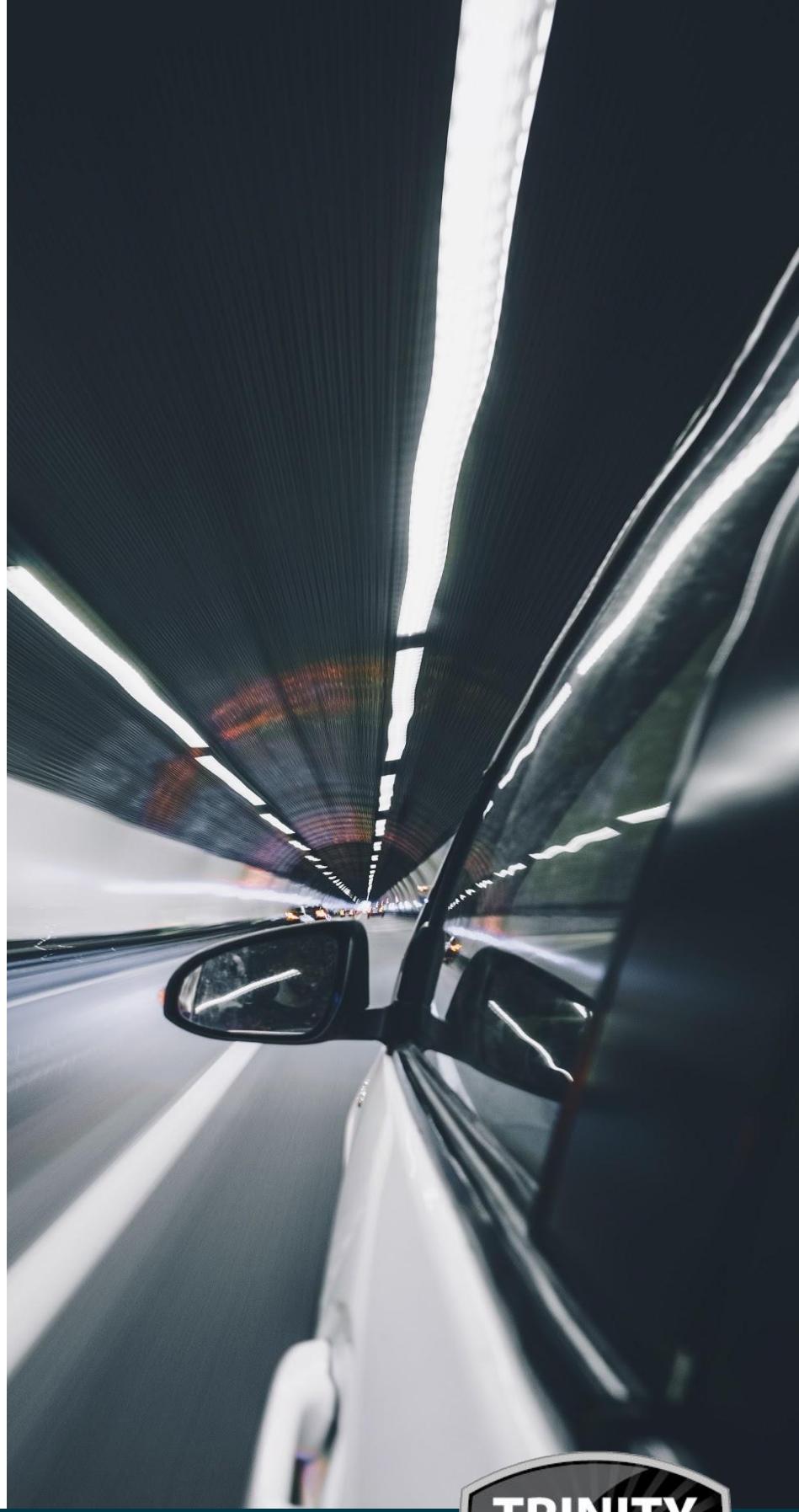


Case Study

Homepage Redesign



trinityinsight.com



HYPOTHESIS

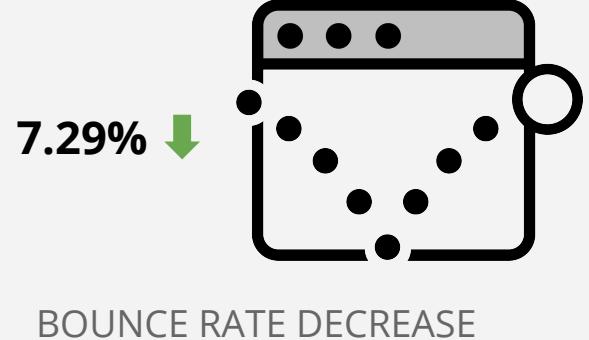
The BuyAutoParts.com homepage featured an outdated look and feel and provided no clear next step. The team at Trinity Insight hypothesized that updating the homepage to a more modern and contemporary look and feel would decrease bounce rate and in turn, lead to an increase in progression rate to product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

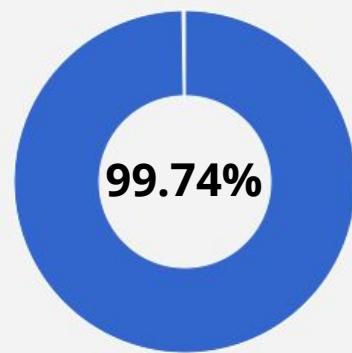
SUPPORTING DATA

Test Duration	30 days
Test Audience	14,346 sessions
Devices Tested	Desktop & Tablet



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.



STATISTICAL SIGNIFICANCE

CONTROL

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

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plus an additional 10% Off
Duralo Shocks & Struts with
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Premium Auto Parts

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BAP BUYERS CLUB

Save 10% on Every Order

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★★★★★ 5/5

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

ResellerRatings

SIGN UP AND SAVE

Enter email address

Featured Product Categories

Power Steering Gear Box

Power Steering Pump

Throttle Body

Radiator

View all categories

VARIATION

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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.