



walk your world in our shoes

Case Study

Product Detail Page
Buy Box



trinityinsight.com



HYPOTHESIS

By redesigning the presentation of options within the product buy box, making all options visible and easier to select, we anticipate seeing and increase to the conversion rate of users on the product pages.

HOW WE ACCOMPLISHED THIS

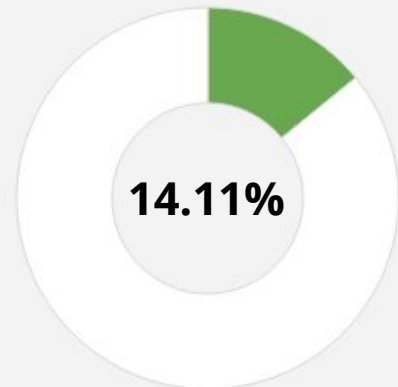
Trinity Insight implemented an A/B test with the testing platform VWO (Visual Website Optimizer) to determine which presentation of the product page buy box would produce a higher conversion rate with a 95% or higher statistical significance.

ANALYSIS & SUMMARY

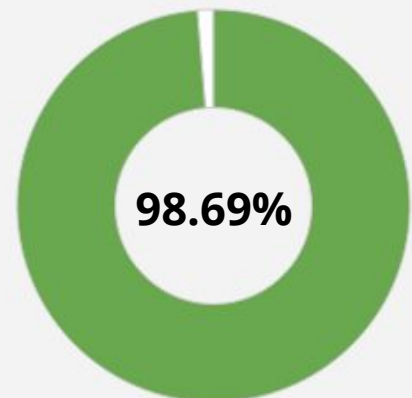
This test concluded with results that were statistically significant in favor of the variation. During the life of this test, the Variation provided more clarity on the product page by showing the users all the product options (colors and sizes) in button groups as opposed to dropdown menus. In addition to the clarity, it also improved the usability of the selection process, especially for mobile users who could simply touch the color and size they needed in order to add the item to their cart.

SUPPORTING DATA

Test Duration	14 days
Test Audience	42,320 sessions
Devices Tested	Desktop, Tablet, Mobile



CONVERSION RATE INCREASE



STATISTICAL SIGNIFICANCE

CONTROL

Desktop

Mobile

VARIATION

Desktop

Mobile



“Trinity Insight and Footwear etc. have had an incredible partnership for many years. Because of Trinity’s A/B testing for user experience on our site, we have seen higher conversion rates than ever before. If we experience any issues during or even after testing, they are immediately on top of it and develop a fix fast. I highly recommend Trinity Insight.”

Danielle Patterson

Director of e-Commerce, Footwear etc.



ABOUT FOOTWEAR ETC

[Footwear etc](#) is a retailer of fashionable comfort footwear with great variety, values and customer service. With headquarters in Sunnyvale, California, they’re now celebrating over 30 years of great customer service. Footwear etc is a family run business, which started as one store, but has grown to 13 locations along with their online store.

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.