

Leonisa[®]

Case Study

Mobile Add to Cart
Interaction Test



trinityinsight.com



HYPOTHESIS

In an effort to eliminate distractions and improve usability, we hypothesized that bypassing the add to cart modal and directing the user straight to the cart page would lead to an increase in conversion rate.

HOW WE ACCOMPLISHED THIS

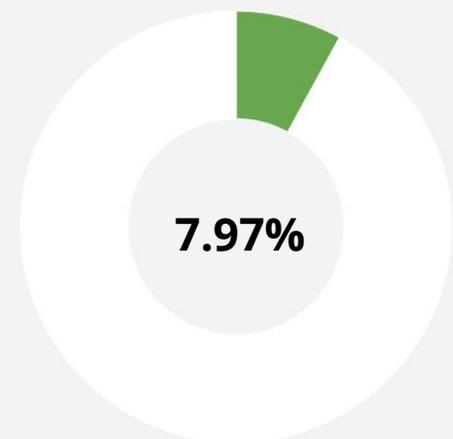
Trinity Insight implemented an A/B test with the VWO (Visual Website Optimizer) testing platform to determine which add to cart interaction would produce a higher conversion rate with a 95% or higher statistical significance.

ANALYSIS & SUMMARY

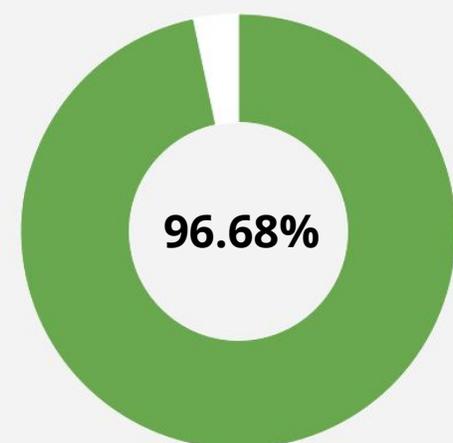
This test concluded with results that were statistically significant in favor of the variation. By sending users directly to the cart page after a product add, we provided a better user experience (on mobile devices), which led to an increase in overall conversion rate for users that added an item to their cart. We believe a more traditional add to cart experience is what is expected by users and is what led to this test being a success.

SUPPORTING DATA

Test Duration	21 days
Test Audience	6,662 sessions
Devices Tested	Mobile



CONVERSION RATE INCREASE



STATISTICAL SIGNIFICANCE

CONTROL

SIZE 32B > SIZE FINDER

32B	32C	34B	34C	34D	34DD
36B	36C	36D	36DD	38B	38C
38D	38DD	40B	40C	40D	40DD
42B	42C	42D	42DD		

QUANTITY **READY TO SHIP**

US \$45.00

[ADD TO SHOPPING BAG](#)

[Add it to your wish list](#)

DESCRIPTION

A multitasking bra for an active, multitalented woman! Its back in X reinforcement made of PowerSlim™ provides excellent back support and helps maintain good posture throughout the day. Double layered contour cups in DuraFit™

WOMEN **MEN**

ITEM ADDED TO YOUR BAG



Shopping Bag Total:
2 items - US\$90.00

[VIEW SHOPPING BAG](#)

[> Continue Shopping](#)

POSTURE CORRECTOR WIRELESS BACK SUPPORT BRA
 REF 01147380232B

SELECTIONS:
 Color: 802- Nude
 Size: 32B

QUANTITY: 2 x \$45.00
TOTAL: \$90.00

VARIATION

SIZE 32B > SIZE FINDER

32B	32C	34B	34C	34D	34DD
36B	36C	36D	36DD	38B	38C
38D	38DD	40B	40C	40D	40DD
42B	42C	42D	42DD		

QUANTITY **READY TO SHIP**

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WOMEN **MEN**



FREE SHIPPING & RETURNS 1-800-657-9107

\$15 OFF \$100 or more > See here

[> Continue Shopping](#)

SHOPPING BAG



Posture Corrector Wireless Back Support Bra
 SKU: 01147380232B

Color: 802- Nude
 Size: 32B

US \$45.00 [Update](#)

[Remove](#)

TOTAL US \$45.00

Coupon Code: (1 per order) [APPLY](#)

[OFFICIAL COUPONS > CLICK HERE](#)

Subtotal US \$45.00

TOTAL US \$45.00

“This test has provided our team with valuable learnings to further improve our customer experience. By eliminating the add to cart modal in this test we created a faster conversion flow that allows the user to see the cart page and checkout options sooner. We were pleased with the simplicity of executing this test as it allows us to be more agile with numerous experimentation ideas.”

Sebastián González M.

Web Marketing Manager, Leonisa

Leonisa®

ABOUT LEONISA

Leonisa, established in 1956, is a global company that specializes in the manufacturing and commercialization of women's lingerie, shapewear, swimwear and men's underwear.

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.