

SUREFIT

Case Study

Mobile
Category/ Search Test



trinityinsight.com



HYPOTHESIS

In an effort to improve clarity on the category and search pages, we hypothesized that by modifying the filtering presentation and functionality within the mobile experience we could help customers find the products they were looking for more effectively.

HOW WE ACCOMPLISHED THIS

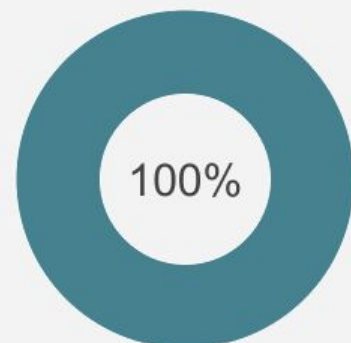
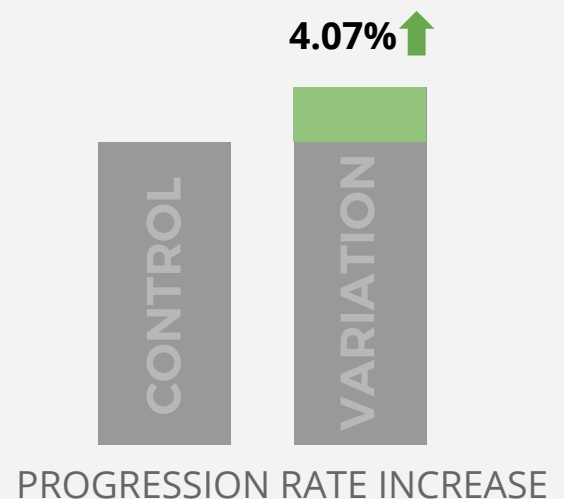
Our UX team implemented an A/B test with the testing platform VWO (Visual Website Optimizer) to determine which presentation of the category/search pages would perform with a 95% or higher statistical significance. To try and affect clarity, we added a 'Sort By:' section as well as a 'Narrow By' section that opens up the filtering options. Within this pop up, we also displayed the selected filters in order to allow the user to remove any selected filters.

ANALYSIS & SUMMARY

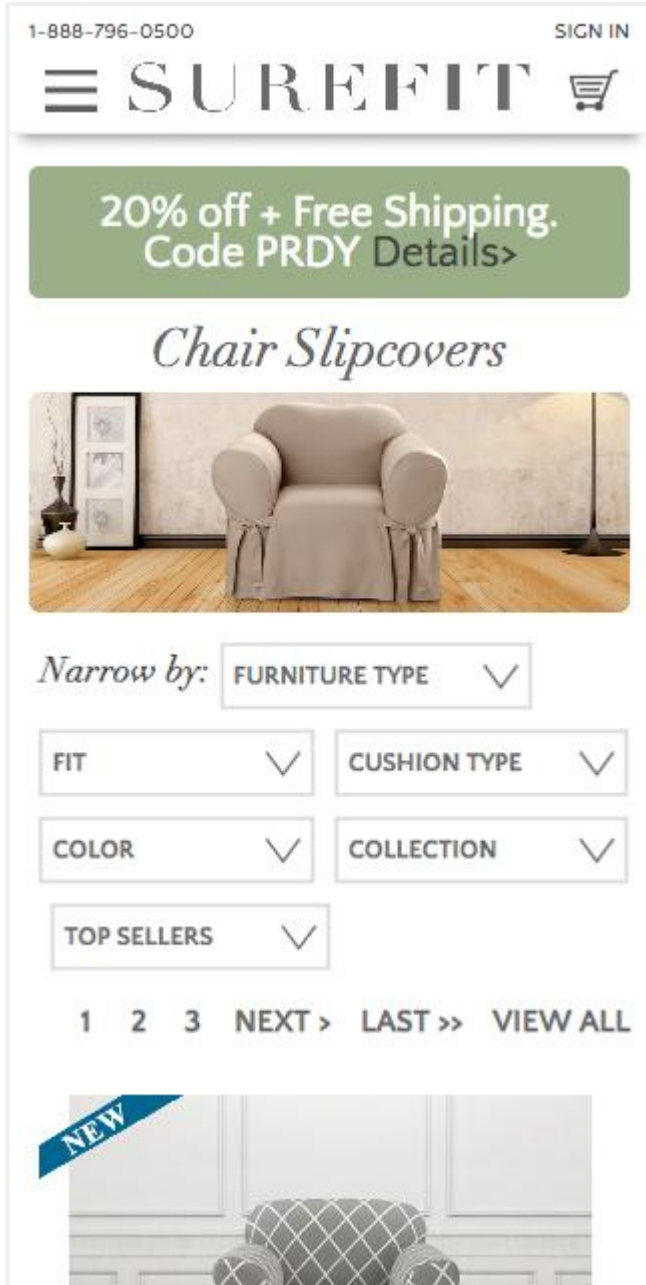
The results concluded that customers that interacted with the filters in the variation proceeded to a product offer at a significantly higher rate. During the life of this test, the added functionality in the Variation gave users more clarity into what filtering options they have selected and the ability to remove them as needed helping them find the products they were looking for.

SUPPORTING DATA

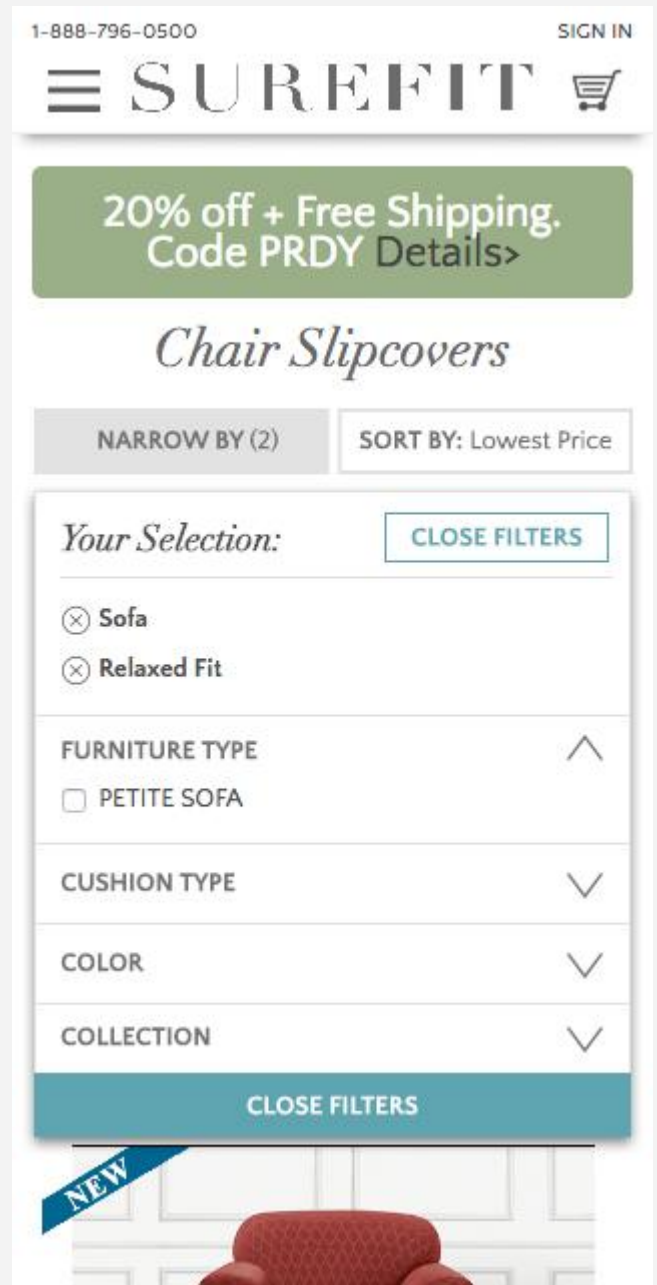
Test Duration	22 days
Test Audience	50,519 sessions
Devices Tested	Mobile



CONTROL



VARIATION



“Trinity Insight and SureFit have partnered over the last 5 years, helping us better understand our customers and improve their experience on our site. Their group of dedicated analysts, designers, and engineers have been agile and responsive to our team’s needs, and have always been willing to ‘go the extra mile’ for us. We value our relationship as an extension of our team and look forward to continuing growing our business together”

Brian Barth

e-Commerce Strategist, SureFit.

SUREFIT

ABOUT SUREFIT

[Sure Fit](#) Inc. is the nation's most trusted provider of easily-installed furniture covers, slipcovers and decorative accessories. Our longstanding position as the premier producer of ready-made furniture slipcovers and accessories is based on our extensive experience providing cost-effective decorative solutions, made to fit, in a broad range of styles to meet the needs of the widest range of purchasers.

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.