

A/B Testing in the Jewelry eCommerce Sector to Improve Revenue and Average Order Value



Client:
Jewelry eCommerce leader



Client Background

The client is a leading e-commerce retailer in the jewelry sector, offering a diverse catalog that ranges from intricately designed necklaces to high-quality loose gemstones. Catering to a varied consumer base with different preferences and spending capacities, the platform attracts over 100,000 daily users and is based in the United States.



The Challenge

The client wanted to foster a culture of testing, and brought us on to run their AB testing program. Their objectives were to improve user experience, validate upcoming site changes and test new conversion increasing concepts.



Objectives

With a long list of site enhancements, the client wanted to make sure they were all positive from a conversion perspective. Additionally, the client's overarching goal was to improve revenue per user.



Our Solution

The engagement started with a comprehensive Hitlist CRO Audit, a 60-90 page document offering specific, actionable recommendations for conversion rate optimization. The audit follows a structured methodology that encompasses an analytics audit, user testing, heatmaps, and session recordings. The user testing phase was instrumental in understanding user behavior and preferences, as it involved scenario-based tasks on both the client's and a competitor's site.

After the audit, the engagement transitioned into the Iterate A/B Testing Program. This ongoing initiative involved the testing of various website elements to determine which versions converted better.



Iterate AB Testing Program Highlights

We conducted AB testing in following areas:

- Product detail pages
- Mini cart & cart page
- Portal pages
- Navigation
- Checkout pages
- Airing now
- Mobile navigation
- Homepage

ITERATE TESTING HIGHLIGHTS

Product Highlights on Category Portal Page Test



Background

Top-level category 'portal' pages are common destinations for both paid and organic traffic but often suffer from lower conversion rates for users already on the site.



Hypothesis

Featuring top products for each section on the portal page would enhance conversion rates for both internal and entry users.



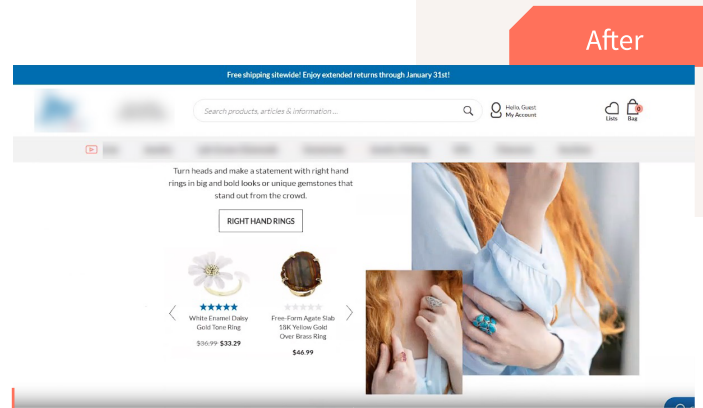
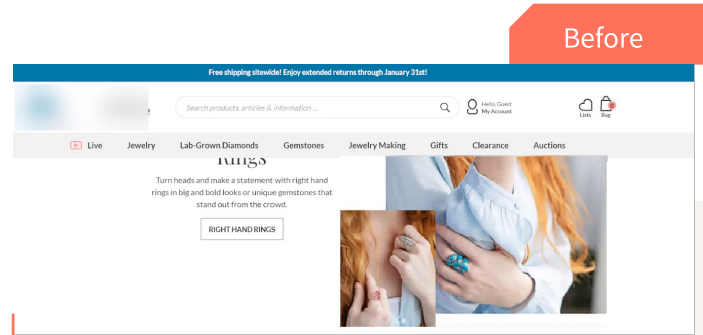
Methodology

The test involved adding top products for each section on the portal page.



Results

The test was successful, resulting in a 36% increase in revenue per user and a 5.2% increase in transaction conversion rate at a 97% confidence level. It was particularly strong for organic users, up 34.8% at 99% confidence.



Top products added



5.2%

Increase in
Conversion Rate



36%

Increase in
Revenue per User



34%

CR Increase for
Organic Users

ITERATE TESTING HIGHLIGHTS

ProductWarranty in Mini CartTest



Background

Warranty upsells are commonly tested in add-to-cart modals, carts, and sometimes even in checkout flows to increase average order value (AOV).



Hypothesis

Adding a warranty upsell would increase both revenue per user and conversion rate.



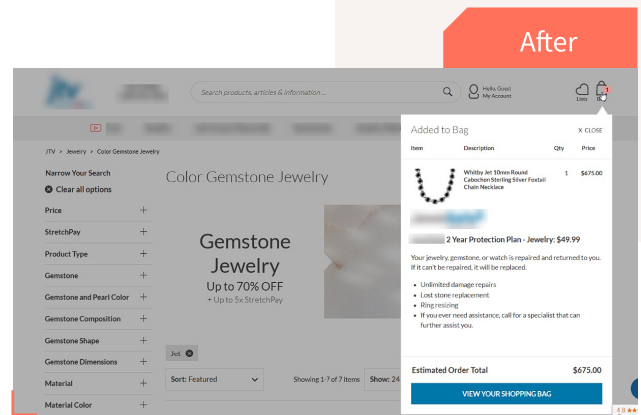
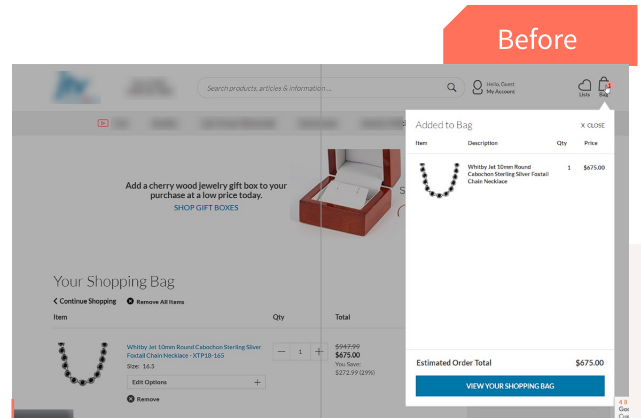
Methodology

The test involved adding a warranty upsell option in the mini cart.



Results

The test was successful, resulting in an 8% increase in revenue per user which was the primary KPI for this type of upsell test. e also observed a 2.6% increase in conversion rate at a 97% confidence level and an 11% increase in revenue per user for returning users.



Warranty upsell added in mini-cart



8%

Increase in Revenue per User



2.6%

Increase in Conversion Rate



11%

Increase in Revenue per User for Organic Users

ITERATE TESTING HIGHLIGHTS

Price Box Redesign Test



Background

Based on user testing, competitive analysis, and best practices, a redesign of the pricing area was deemed necessary to highlight potential savings and buy-over-time options.



Hypothesis

A redesigned pricing area highlighting savings would improve the conversion rate.



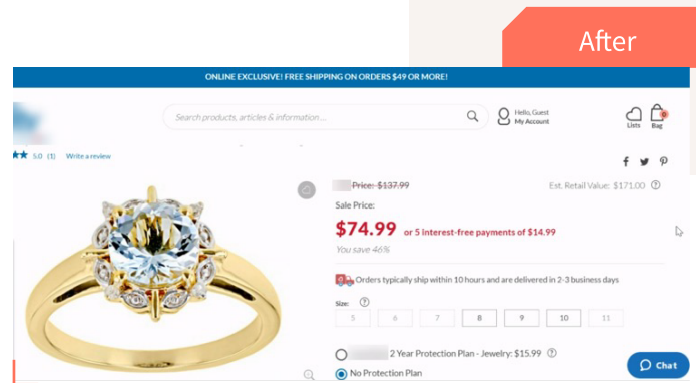
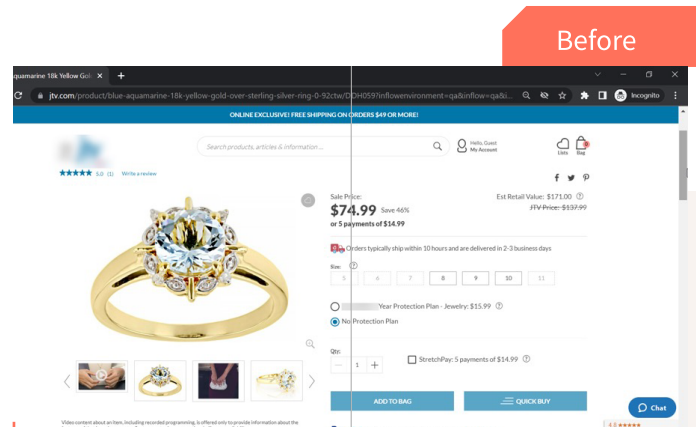
Methodology

The test involved redesigning the pricing area to emphasize savings and buy-over-time availability.



Results

The test was successful, resulting in a 4.8% increase in conversion at a 99% confidence level. It was particularly strong for new users, up 7.2% for conversion and 12% for revenue per user.



Price area redesigned



4.8%

Increase in
Conversion Rate



12%

Increase in Revenue
per New User



7.2%

CR Increase for
New Users



CRO Results

Multiple tests and analytics initiatives were completed. The AB testing program was successful, boasting a high win rate of 76%. According to our progress report and program tracking document, a 24% test conversion rate lift was achieved, along with a conservative 7% lift and an estimated real-world lift of 13%, translating to over \$14 million in incremental site revenue.

The partnership with the client lasted over 4 years and ended when they took their AB testing program internal (which is a typical outcome for larger enterprises once they see the effectiveness of this process).

Our work with this client is a great example of how we can help jump start a testing culture within an organization in order to focus UX and UI changes away from pure aesthetic considerations and towards a data-driven, ROI focused approach.



24%
Measured
Test Lift



13%
Estimated Real
World Lift



\$14MM+
Incremental
Revenue



The Conversion Team has been a great long-term partner. They have brought new insights, helped validate our own ideas, and provided turnkey A/B testing resources. The Conversion Team's mix of technical proficiency and dedication to client service makes them the perfect complement to our UI/UX practice.

Drew Bowman
Director, UI/UX