



Case Study – A/B Testing for Increased Conversion

“In November 2012, Secondipity partnered with Explore Consulting to run its first ever A/B landing page optimization test. The goal of this effort was to drive a 20% increase in purchase rate (i.e. number of completed orders divided by the number of visits to the website) by modifying the layout of all product pages, including a revised version of the call-to-action (“Add to Cart”). From the beginning of the project, the Explore team worked hard to understand the goal of the effort and the testing tool itself (Visual Website Optimizer); in addition, they suggested creative solutions to implement such layout changes using Amazon Webstore. They also assisted in testing and de-bugging cross-browser rendering issues. With the help of the Explore team, we were able to meet our original goal and deliver a 20% increase in purchase rate on Secondipity.com.”

- Anne Forbush, Marketing Manager, Secondipity

Background: As a subsidiary of Liquidity Services Inc., [Secondipity](#) is an established provider of consumer audience products in a variety of conditions at a fraction of their original retail price. With a focus on electronics and home goods, Secondipity sells store returns and overstocked items that are cosmetically and functionally usable that might otherwise end up in a landfill. The company also gives back to the community by donating a portion of every purchase to classrooms in need through DonorsChoose, a nonprofit organization.

Issue: Secondipity wanted to revamp their product pages while statistically tracking the change in conversion rate due to this redesign. They sought to have the revised version of the product page up and running without compromising the original product page or the existing page flow of their Webstore.

Solution: Secondipity engaged with Explore Consulting to aid with their redesign as well as integrate a seamless A/B testing service. Explore first implemented and tested the redesign on the Amazon Webstore platform to ensure it adhered to current page structure. Once this was completed, Explore used Visual Website Optimizer to create the B version of the product page which included a change in the layout of the quantity dropdown, the add-to-cart button, as well as a new tabbed version of the product detail section. Visual Website Optimizer allowed the A/B test to be applied to all product pages with each visitor to the site randomly assigned either to the original page or the redesigned page.

Key features include:

- Numeric data for the total number of visitors during the testing period as well as the total

Variations ? ⇅	Conversion Rate Range ? ▾	Percentage Improvement ⇅	Chance to Beat Original ?
Control	1.51% ±0%	-	-
👉 Variation 1	1.81% ±0%	+19.78%	95%
Average Case	1.66% ±0%	-	-

number of conversions and the average conversion rate.

- Conversion rates for each of the variations as well as the confidence intervals for these values.
- An algorithm to calculate the confidence percentage of the variation being able to beat the original on conversions.
- The ability to pause and resume the A/B testing instantaneously.
- The ability to specify the target audience, the web browsers to include in the test, and the

ratio of traffic distribution between the two variations.

- A heatmap of where the hotspots are located on the variation pages, along with complete click statistics on all page links.

Results: After a month-long series of A/B testing, Secondipity was able to arrive at a design that gave them a 20% increase in conversion rates (as calculated by number of completed purchases divided by number of visits to the site).



About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in SaaS solutions for more than 11 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Whether you are looking for assistance with your NetSuite purchase and implementation or needing to integrate your NetSuite account to an external data

source, Explore is your one stop NetSuite service provider. Explore Consulting is well-known as a leader in NetSuite customization, integration and extensibility, and was recently included on the Inc. 5000 list of fastest growing privately owned companies in the U.S. for the fourth year in a row as well as the Puget Sound Business Journal's 100 Fastest Growing Private Companies. Explore has also been a 7-time NetSuite Star Performer and was recently named as 2011 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com.