

3 eCommerce Product Page Case Studies to Boost Your Sales and Conversions

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Introduction

Product pages are to eCommerce websites what salesmen are to a retail store. If your sales guys are not convincing enough, you will end up losing money. In a similar scenario, the battle for a sale is won or lost at your product page.

A visitor landing on your product page is the highest level of interest you could gather for your online store. You really don't want to screw up things at this stage and lose out on the sale. From your product image to the product description, to the 'add-to-cart' button; all elements play an equally important role in determining whether the visitor will convert or not.

In this eBook, we give you examples of 3 eCommerce companies that increased conversions on their product pages by optimizing different elements based on A/B test results.



CASE STUDY #1

Replacing Low Price Guarantee with Trust Badge Increased Conversions by 107%

Background

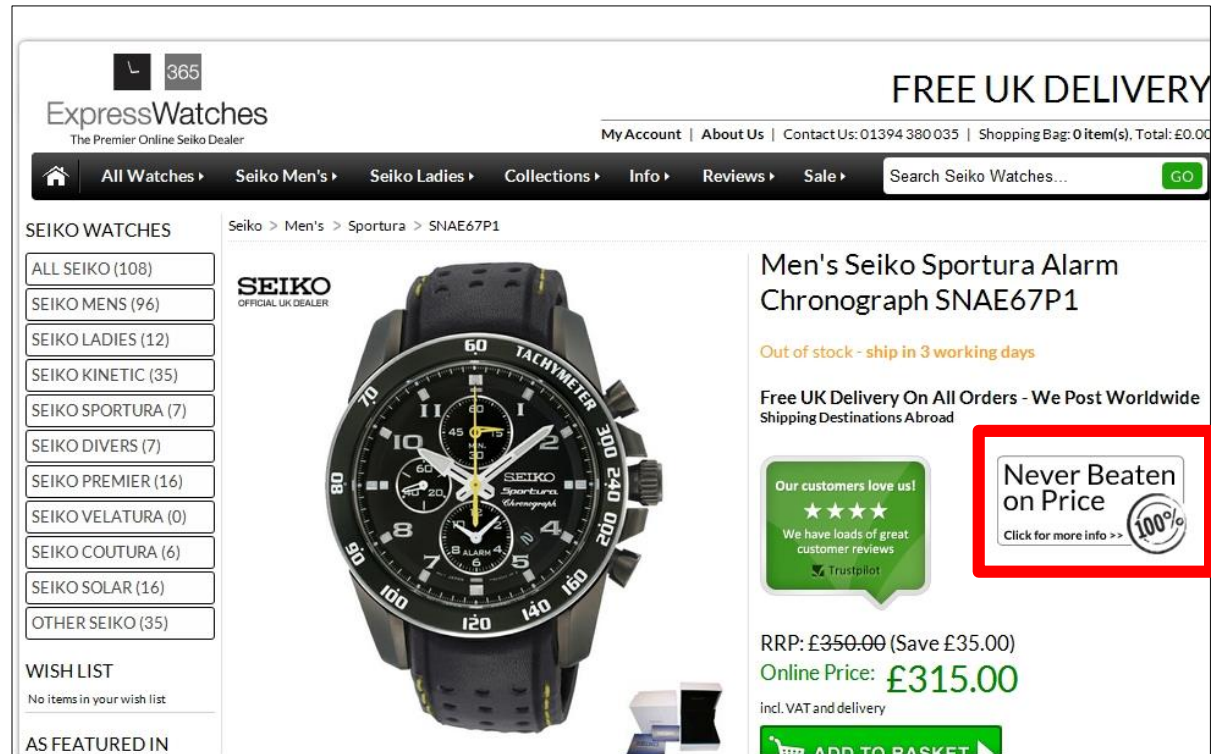


[Express Watches](#) is a UK based online retailer of Seiko watches

A major anxiety among visitors to their website was whether the watches available were actually real or an imitation. To combat this, their digital marketing agency, High Position, decided to run a test that would clearly eliminate this anxiety.

The Problem & Hypothesis

This is how the original page looked like:



To ensure customers knew that Express Watches stocks original products, HP-Group replaced an image on the right hand side of the product that initially said “Never Beaten on Price” in the control.

The Test

In the variation, the price guarantee image was replaced with a badge of authenticity that read “Seiko Authorized Dealer Site” in strong blue, black and white.

**ExpressWatches**
The Premier Online Seiko Dealer

FREE UK DELIVERY

My Account | About Us | Contact Us: 01394 380 035 | Shopping Bag: 0 item(s), Total: £0.

 All Watches ▶ Seiko Men's ▶ Seiko Ladies ▶ Collections ▶ Info ▶ Reviews ▶ Sale ▶

SEIKO WATCHES

ALL SEIKO (108)

SEIKO MENS (96)

SEIKO LADIES (12)

SEIKO KINETIC (35)

SEIKO SPORTURA (7)

SEIKO DIVERS (7)

SEIKO PREMIER (16)

SEIKO VELATURA (0)

SEIKO COUTURA (6)

SEIKO SOLAR (16)

OTHER SEIKO (35)

WISH LIST

No items in your wish list

AS FEATURED IN

Seiko > Men's > Sportura > SNAE67P1



Men's Seiko Sportura Alarm Chronograph SNAE67P1

Out of stock - ship in 3 working days

Free UK Delivery On All Orders - We Post Worldwide Shipping Destinations Abroad

Our customers love us!
★★★★★
We have loads of great customer reviews




RRP: ~~£350.00~~ (Save £35.00)
Online Price: **£315.00**
incl. VAT and delivery

The Result

The result was a **107% jump in conversion rate during the 30 day test**, taking conversion rate from 1.81% to 3.76% overall and effectively doubling Express Watch's business.

Note that this badge of authenticity was not simply added as an extra, but in fact it replaced the badge in control that guaranteed low prices. This clearly shows that customers care more about the authenticity of a product than low prices.

ExpressWatches
The Premier Online Seiko Dealer

FREE UK DELIVERY

My Account | About Us | Contact Us: 01994 380 035 | Shopping Bag: 0 item(s), Total: £0.00

All Watches > Seiko Men's > Seiko Ladies > Collections > Info > Reviews > Sale > Search Seiko Watches...

SEIKO WATCHES

Seiko > Men's > Sportura > SNAE67P1

SEIKO
OFFICIAL UK DEALER

Men's Seiko Sportura Alarm Chronograph SNAE67P1

Out of stock - ship in 3 working days

Free UK Delivery On All Orders - We Post Worldwide Shipping Destinations Abroad

Our customers love us!
★★★★★
We have loads of great customer reviews
Trustpilot

Never Beaten on Price
Click for more info >>> 100%

RRP: £350.00 (Save £35.00)
Online Price: **£315.00**
incl. VAT and delivery

ADD TO BASKET

WISH LIST
No items in your wish list

AS FEATURED IN

SEIKO
AUTHORIZED DEALER SITE
© 2008 SEIKO WATCH CORPORATION

Express watches replaced Price guarantee seal with trust badge and saw 107% increase in conversions

WWD

Key Takeaways

This tests gives a strong customer insight for Express Watches that their customers care more about the authenticity of their products rather than the best price offered. Such insights can be easily utilised to tweak marketing messages as per customer expectations.

For example, in this case, Express Watches could probably try persuading/selling to people using an increased emphasis on authenticity of the product (instead of price) and talk more about their authorized dealership in their PPC ads, emails, and other marketing channels.

Create tests that give you a clear customer lesson. They will give you the most impactful keys to unlock the success of your overall marketing messaging. You can then use this information wisely in all your marketing channels to reap benefits that will last for years to come.

CASE STUDY #2

Removing social sharing buttons
increased click-throughs by
11.9%

Background



[Taloon.com](https://www.taloon.com) is a Finland-based hardware eCommerce store that sells plumbing, electrical, gardening, among other construction material.

Taloon.com wanted to increase conversion on their product pages. The main call to action (CTA) button on their product pages was Add to Cart.

Background

This is how the original page looked like:



PRIIMAA TUPPAA TULEMAAN. RAUTAKAUPPA NETISSÄ VUODESTA 2004.

- Rakentaminen
- LVI ja Sähkö
- Valaisimet
- Sisustus
- Piha
 - Aidan rakentaminen
 - Autotallit ja -katokset
 - Kesämökille
 - Kiinteistövarusteet
 - Pihakivet, muurikivet
 - Piharakennukset
 - Puutarhakalusteet
 - Puutarhanhoito
 - Terassit, painekyllästetty puu
 - Valokatteet
 - Vapaa-aika

Etusivu > Piha > Puutarhanhoito > Lumityökalut

Lumilinko AL-KO Snowline 620 II



HINTA: 713 € /KPL

Määrä: KPL

Tuotemerkki: AL-KO
Tuotenumero: AK-112934
Toimitusaika: n. 1-2 viikkoa
Toimitus: Tehtaalta
Rahti: 0 €

SnowLine 620 II -lumilinko on ihanteellinen työväline lumien kumipyörien karkeat kuviot takaavat pidoon lumessa ja voidaan sovittaa aina sopivaksi tarpeen mukaan. Vauhti säätöviiteen nopeuteen eteenpäin ja kahteen taaksepäin. Lingon moottori on varustettu OHV-tekniikalla ja heittomatka voi lumiloista riippuen. Kääntyvä heittotorvi säätyy 190 asteen toimintojen ohjaaminen on erittäin helppoa.

Siinä vaiheessa, kun ensilumen taika karisee lumimäärän muutakin kuin pelkän käsikäyttöisen lumentyöntimen. AL-KO lumien helpolla tavalla pois jalkakäytäviltä, ajoväyliltä ja pihamallista riippuen, aina pienistä 42 cm levyisistä väylistä 70 cm lumikinokset väistyvät helposti, nopeasti ja tehokkaasti lumityöskentelyn mukavuudesta tinkimättä. Snowline-mallisto parhaimmillaan ja koneiden käyttöä helpottavia ominaisuuksina mm. sähkökäynnistys, täydellinen ohjauspaneeli, lämmitettävät

Suomalainen rautakauppa netissä vuodesta 2004 Taloon.com

The Test

Going against the popular notion, Jani Uusi-Pantti of Taloon.com used Visual Website Optimizer to remove Google+, Pin it and Facebook share buttons from its product pages. The social sharing buttons are placed right below the product photos in the original pages. They wanted to see if the A/B test will have any impact on the main call to action (CTA) button i.e. Add to Cart. This is how the **variation** looked like:

TALOON.COM

PRIIMAA TUPPAA TULEMAAN. RAUTAKAUPPA NETISSÄ VUODESTA 2004.

Etä tuotteita Hae Info Yhteystiedot Kirjautuminen

Rakentaminen
LVI ja Sähkö
Valaisimet
Sisustus
Piha
Aidan rakentaminen
Autotallit ja -katokset
Kesämökille
Kiinteistövarusteet
Pihakivet, muurikivet
Piharakennukset
Puutarhakalusteet
Puutarhanhoito
Terasit, painekyllästetty puu
Valokatteet
Vapaa-aika

Etusivu > Piha > Puutarhanhoito > Lumityökalut

Lumilinko AL-KO Snowline 620 II

HINTA: 713 € /KPL

Määrä: KPL [LISÄÄ KORSIIN](#)

Tuotemerkki: AL-KO
Tuotenumero: AK-112934
Toimitusaika: n. 1-2 viikkoa.
Toimitus: Tehtaalta
Rahti: 0 €

SnowLine 620 II -lumilinko on ihanteellinen työväline lumien kumppien karkeat kivet takaavat pidon lumessa ja voidaan sovitaa aina sopivaksi tarpeen mukaan. Vauhti viiteen nopeuteen eteenpäin ja kahteen taaksepäin. Lumilinko on varustettu OHV-tekniikalla ja heittomatka voi lumiloista riippuen. Kaantuva heittotorvi säätyy 190 astetta ja toimintojen ohjaaminen on erittäin helppoa.

Siinä vaiheessa, kun ensilumen taika karisee lumimäärän muutakin kuin pelkän käsikäyttöisen lumentyöntimen. AL-KO:n lumilinko on helppo käyttää jalkakäytäviltä, ajoväyliltä ja pihasta riippuen, aina pienistä 42 cm levyisistä väylistä 70 cm:n levyisiin. Lumilinko väistyy helposti, nopeasti ja tehokkaasti lumien työstämisestä tinkiä. Snowline-malliston parhaimmillaan ja koneiden käyttöä helpottavia ominaisuuksia, mm. sähkökäynnistys, täydellinen ohjauspaneeli, lämmitetty

The Result & Key Takeaways

The challenger recorded **11.9% increase in CTA click-throughs** as compared to the Original.

What worked against social sharing buttons?

1) Negative social proof

According to Jani Uusi-Pantti, the number of shares on most of his product pages were zero. While high number of shares and likes act as a positive reinforcement, low number of shares breed distrust in the mind of the customer about both the company and the quality of the product.

2) Distraction from main goal

It's usually considered a best practice to have one clear defined goal for each page and push people towards that goal by using a CTA. While Taloon.com used a prominent CTA on its product pages — add to cart — the social sharing buttons acted as a distraction.

CASE STUDY #3

Removing Distractions from Product Pages Increased Sales by 40.81%

Background



Underwater Audio is an eCommerce website that ships their exclusive range of aqua products, like aqua goggles, swimbuds headphones, and waterproof iPods, to several countries around the globe.

Underwater Audio's product comparison page displayed a table drawing similarities and differences between their two waterproof headphone sets. The table was followed by a few short paragraphs that listed additional information about the products, along with some links to other pages, like "instructions to use waterproof headphones," individual product pages of the two headphones, etc.

The Hypothesis

Although their product comparison page was receiving sufficient traffic, they felt that their Original page was not engaging enough.

This is how the control page looked like:



Hence, They decided to clear up the page. The test hypothesis was that more concise information about the products will improve the perceived value of the product and help customers make the decision more easily.

**Underwater Audio**

- Depth tested to 200 feet underwater
- 1-year Underwater Audio warranty
- Free shipping on every US order

Mon-Fri 8am-6pm PST
Customer Service 877-849-0750



Home FAQ Waterproof iPod Waterproof Headphones Accessories Blog Press Our Advantage **PRODUCTS**

Choose the Best Waterproof Headphones for You



	Short Swimbuds Waterproof Headphones	AQS-02 Waterproof Headphones
Activity	Swimming laps	Great for all activities! (not great for flip turns)
Creates a seal?	Best	No seal created
Multiple size earbuds included?	Yes (3)	Yes (3)
Ease of Use	-No cord management -Optional earhooks	-Simple to take on and off -Extension cord included
Warranty	90 days	90 days
Depth Rating*	15 feet (IPX7)	81 feet (IPX8)

Choose the pair of headphones that works best for you! **Swimbuds headphones** have a unique earbud that creates a seal and keeps water from affecting your music underwater. See our [waterproof headphones instructions](#) page for the most effective ways to keep Swimbuds headphones in your ears while you swim with your waterproof iPod!

[Short-cord Swimbuds waterproof headphones](#) are uniquely designed for swimming laps and flip turns. The short cord has minimal drag and provides the greatest comfort.

[AQS-02 waterproof headphones](#) stay in your ears without any hassle. While AQS-02 headphones enable water to get between your ears and the earbuds, they have great sound quality and stay in your ears without any special instructions. AQS-02 headphones are short-cord headphones, but come with an extension cable so that you can choose the length that works best for you.

*For safety reasons, these and all headphones that create a tight seal should not be used below 10 feet.



The Test

While clearing up, the following changes were made on the products page:

1. The additional information of the two headphones that earlier continued in paragraphs below-the-fold was combined to include in the table itself.
2. The information was divided into different specific categories that would be most useful for visitors to make a decision. Product features and specifications were made more detailed for better clarity.
3. Instead of showing several call-to-action links on the page, only one link to each product page was retained to make the action on the page more clear for the visitors.
4. The table layout was cleaned and the whitespace on the page was better utilized to make the division between the columns clear without the need for thick cell borders that were ruining the aesthetic appeal of the page.
5. The font of the page was changed to make it consistent with the rest of the site.

The Test

This is how the variation looked like:

**Underwater Audio**

- Depth tested to 200 feet underwater
- 1-year Underwater Audio warranty
- Free shipping on every US order

[My Account](#) [My Cart](#) [Checkout](#) [Underwater Audio Blog](#) Cart Total: \$0.00

Mon-Fri 8am-6pm PST
Customer Service 877-849-0750



[Home](#) [FAQ](#) [Waterproof iPod](#) [Waterproof Headphones](#) [Accessories](#) [Blog](#) [Press](#) [Our Advantage](#) **PRODUCTS**

Choose The Best Waterproof Headphones For You

	 Short Swimbuds Waterproof Headphones	 HydroHarmony Waterproof Headphones
Best for	Lap swimming	Aqua-aerobics, SUP, kayaking, canoeing, and most other aquatic activities
Earbud Fit	Flanged: creates a watertight seal similar to ear plugs	Round: traditional shape does not create a watertight seal
Earbud Sizes	Flanged: 1 pair Small, Medium, and Large Round: 1 pair	Round: 1 pair Small, Medium, and Large
Outstanding Features	• Removable earhooks provide extra security • Stays in during flip turns • Minimal drag in water	• Easy to get on and off • Wraparound design doesn't interfere with head gear
Cord Length	• 10" extra-short cord • 39" extension< (0.25m and 1m)	• 10" extra-short cord • 39" extension (0.25m and 1m)
Warranty	90 days	90 days

The Result

The more focused Challenger page with better copy and design beat the Original and increased website sales by 40.81%. Here's a comparison of the two versions:

Original

Underwater Audio
• Depth tested to 200 feet underwater
• 1-year Underwater Audio warranty
• Free shipping on every US order

Mon-Fri 8am-6pm PST
Customer Service 877-849-0750

Home FAQ Waterproof iPod Waterproof Headphones Accessories Blog Press Our Advantage PRODUCTS

Choose the Best Waterproof Headphones for You

	Short Swimbuds Waterproof Headphones	AQ5-Q2 Waterproof Headphones
Activity	Swimming laps	Great for all activities! (not great for flip turns)
Creates a seal?	Best	No seal created
Multiple size earbuds included?	Yes (3)	Yes (3)
Ease of Use	-No cord management -Optional earhooks	-Simple to take on and off -Extension cord included
Warranty	90 days	90 days
Depth Rating*	15 feet (IPX7)	81 feet (IPX8)

Choose the pair of headphones that works best for you! **Swimbuds** headphones have a unique earbud that creates a seal and keeps water from affecting your music underwater. See our [waterproof headphones instructions](#) page for the most effective ways to keep Swimbuds headphones in your ears while you swim with your waterproof iPod!

[Short-cord Swimbuds waterproof headphones](#) are uniquely designed for swimming laps and flip turns. The short cord has minimal drag and provides the greatest comfort.

[AQ5-Q2 waterproof headphones](#) stay in your ears without any hassle. While AQ5-Q2 headphones enable water to get between your ears and the earbuds, they have great sound quality and stay in your ears without any special instructions. AQ5-Q2 headphones are short-cord headphones, but come with an extension cable so that you can choose the length that works best for you.

*For safety reasons, these and all headphones that create a tight seal should not be used below 10 feet.

Underwater Audio
• About Us
• Contact Info
• Warranty
• Privacy Policy
• Site Map

Challenger

Underwater Audio
• Depth tested to 200 feet underwater
• 1-year Underwater Audio warranty
• Free shipping on every US order

Mon-Fri 8am-6pm PST
Customer Service 877-849-0750

Home FAQ Waterproof iPod Waterproof Headphones Accessories Blog Press Our Advantage PRODUCTS

Choose The Best Waterproof Headphones For You

	Short Swimbuds Waterproof Headphones	HydroHammer Waterproof Headphones
Best for	Lap swimming	Aqua-aerobics, SUP, Kayaking, canoeing, and most other aquatic activities
Earbud Fit	Flanged: creates a watertight seal similar to ear plugs	Round: traditional shape does not create a watertight seal
Earbud Sizes	Flanged: 1 pair Small, Medium, and Large Round: 1 pair	Round: 1 pair Small, Medium, and Large
Outstanding Features	• Removable earhooks provide extra security • Stays in during flip turns • Minimal drag in water	• Easy to get on and off • Wraparound design doesn't interfere with head gear
Cord Length	• 10" extra-short cord • 39" extension (0.25m and 1m)	• 10" extra-short cord • 39" extension (0.25m and 1m)
Warranty	90 days	90 days

Underwater Audio
• About Us
• Contact Info
• Warranty
• Privacy Policy
• Site Map

Key Takeaways from the Test

- 1) Distractions are big conversion killers.** Recheck your product pages for any irrelevant links or any unwanted information. Such unnecessary details can sometimes distract visitors from your conversion goal or might even overwhelm them. Cut the clutter on your page and A/B test it.
- 2) Compelling content is also vastly underrated.** Understand what information your customers need at a given stage in the buying process and give them this information in the best possible manner. Be clear and concise.
- 3) Pay attention to the visual appeal of your page.** Presenting relevant information in a visually appealing manner is equally important. Even the best copy may not convert well because of a sloppy design as people will just not make the effort to read it.

About the Author

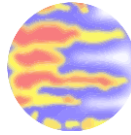


Smriti Chopra is a Marketer at VWO and also helps with VWO's demand generation initiatives. She's responsible for handling social media and creating content offers, including eBooks and guest posts.

She's passionate about experimenting with new techniques in the marketing arena.

[LinkedIn](#) | [Twitter](#) | [Google+](#)

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Gain insights about your visitors. Find out what they like/don't like.



WYSIWYG Editor

Forget spending hours on coding. DIY without any help from your developer.



Super Smooth Usability

Creating tests is a breeze



Quick Integrations

One-click integration available with GA, KISSmetrics, Clicktale



Exploit our Idea Factory

Find A/B testing ideas to improve conversion rate of your website

About VWO

VWO is a leading website testing platform used by more than 3,700 brands in 75 countries to optimize their websites for generating leads.

Companies such as ShoeDazzle, Groupalia, JustFab and Unibet use VWO to understand and analyse online user activity and behaviour.

VWO offers marketers an easy-to-implement and use, but highly effective A/B testing, multivariate, behavioural targeting, usability and heat map testing solution that requires no coding knowledge.



Visual Website Optimizer

[GET STARTED WITH VWO](#)