



10 Ways to Convert More Orders

(starting next week!)

Real life data and UX examples

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Visual Website Optimizer



Goal: Arm you with new ideas to optimize

Top ten experiments

- Reviewed our experiments over the last 12 months
- Hand picked some of our best performing tests
- Variety of UI focal points:
Split tests, multivariate tests, segmentation efforts, modals, personalization





lift in conversion rate



statistical significance

CONTROL

VARIATION

#1: Checkout Distractions

Does your checkout process provide pathways to distraction?

Eliminating alternative paths and re-engineering header equaled 17% increase to overall conversion.



🏠 Name & Address

Billing Address

First Name *

Last Name *

Company

Address *

Address (line 2)

Zip/Postal code *

City & State *

Country *

Phone *

E-Mail *

For contact purposes only concerning your order.
We will never rent, sell or share your email address.

Yes, please send me occasional emails with sales and promotions.

#2: Auto Zip Lookup

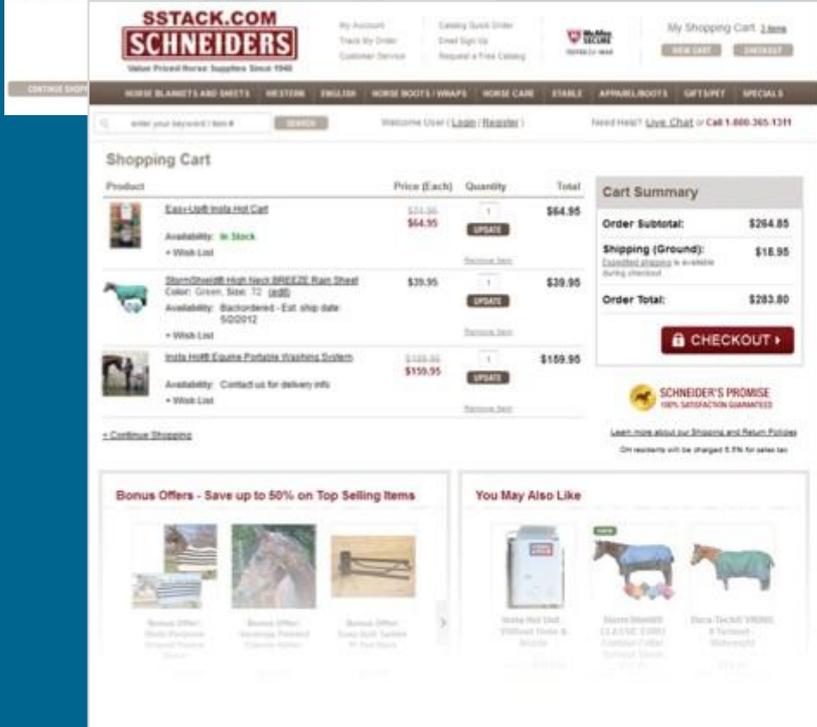
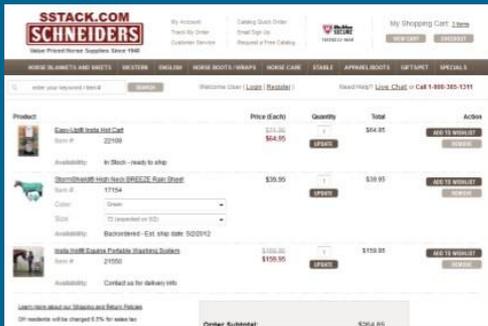
Re-created the page to lead with zip code before city/state

Using third party API we are able to populate the city/state field

Increased overall conversion 7.8%



#3: Checkout Boxes



Shopping funnel “boxes” represent a familiar look to users (Amazon)

Re-constructed page over multiple test iterations, experimenting with a variety of messaging and creative

Winning variation increased page progression 4%, leading to over 1mm annually in incremental sales

#4: Jump point to checkout

The screenshot displays the Bulk Reef Supply website interface. At the top, there is a navigation bar with links for LOGIN, MY ACCOUNT, MY WISHLIST, and MY BRS REWARD POINTS. A search bar is present with the text "What are you looking for?". Below the navigation, there are promotional banners for "DEAL OF THE DAY!" and "FREE PRIZES". The main content area shows a list of products, including "BRS 4 Stage Value Plus RO/DI System - 75 GPD". A modal window is overlaid on the page, titled "1 item added to Your Cart". The modal contains a product image of the BRS 4 Stage Value Plus RO/DI System, its SKU (200408), and the price (\$152.99). It also displays the subtotal (\$152.99) and a "CHECKOUT" button. The modal includes a "Continue Shopping" link and a "VIEW MY CART" button.

Experiment with actions, post cart add (click)

Tested right to the cart, modal with recs, modal without

Modal without equaled 20% conversion rate increase over control



1-800-576-7931 CHAT Search Now... Login Cart

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Servers Storage Components Solutions OEM-ISV Solutions

Server Motherboards

High-performance Supermicro®, Asus®, Intel®, and Gigabyte® motherboards supporting the latest CPU, memory and add-on hardware



Check the desired options to find the system you are looking for... [Apply Filter](#) [Reset Selections](#)

Socket Type

- Select All
- FCBGA (16)
- LGA1150 (18)
- LGA1151 (2)
- LGA2011 (14)

Brand

- Select All
- Asus (6)
- Gigabyte (5)
- Intel (7)
- Other (2)
- Supermicro (79)

Max. Memory

- Select All
- > 1TB+ (10)
- 128GB (9)
- 32GB (3)
- 512GB (1)
- 64GB (18)

Features

- Select All
- 10GbE (9)
- Embedded (27)
- GbE (13)
- WiFi-M Support (5)
- Quad NICs (9)
- SAS3 12G (6)
- WIO (2)

Processor Type

- Select All
- Intel Atom (2)
- Intel Core (5)
- Intel Xeon D (7)
- Intel Xeon E3 (2)
- Intel Xeon E3-1200v5 (16)
- Intel Xeon ES (1)
- Intel Xeon ES v3/v4 (12)

Motherboards 1 of 17

Product Name Brand Processor Type Max. Memory Features

Click any column headers to sort results. Presentation Preferences

NEW Supermicro MBD-X10SDV-4C-TLN4F Xeon D-1518 Single socket FCBGA 1667 MOTHERBOARD

Supermicro MBD-X10SDV-4C-TLN4F Xeon D-1518 Single socket FCBGA 1667 MOTHERBOARD, 128G DDR4, Dual 10G LAN and Dual 1G LAN, 6XSATA3, 12V DC

View Details \$501.85

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Socket Type (2) Brand Max. Memory Features Processor Type (4)

Motherboards 1 of 17

Product Name Brand Processor Type Max. Memory Features

Click any column headers to sort results. Presentation Preferences

NEW Supermicro MBD-X10SDV-4C socket FCBGA 1667 MOTHERBOARD

Supermicro MBD-X10SDV-4C-TLN4F Xeon D-1518 Single socket FCBGA 1667 MOTHERBOARD, 128G DDR4, Dual 10G LAN and Dual 1G LAN, 6XSATA3, 12V DC

View Details \$501.85

NEW Supermicro X10SDV-7TP4F Xeon D-1537 8-core Server board, 16x SAS/SATA

Supermicro X10SDV-7TP4F Xeon D-1537 Server board, Flex ATX, Up to 128GB memory in 4 DIMM slots, Dual 10G SFP+ and Dual GbE ports, 4x SATA and 16 SAS/SATA ports

View Details \$909.00

#5: Filter Presentation

Tweak how you present your category filters

Goal of increasing PDP views

“Sticky” header, condensed with dropdown

30% lift in category to product page progression



#6: Cart Simplification

Control

Re-focus shoppers to primary path

Relieved clutter and additional distractions,
changed color scheme

20% increase to conversion on this one
single experiment

Variation

View Saved Orders Save Your Order Need help with your order?

SHOPPING BAG  0

Continue shopping

Item Name	Price	Quantity	Total	Edit
 BKS Fabulous Lace Hip Hugger Panty Item No: 01284549360 Color: 493- Dark Purple Size: L	US \$20.00	1	\$20.00	EDIT Remove

60 DAYS RETURN POLICY
100% SATISFACTION
GUARANTEED!

 powered by VeriSign

Promo Code:

Merchandise Sub Total: US \$20.00
Estimated Total: US \$20.00

OR

Shopping Cart Support

AVAILABLE DISCOUNTS & COUPONS!

View Saved Orders Save Your Order Need help with your order?

SHOPPING BAG  0

Continue shopping

Item Name	Price	Quantity	Total	Edit
 BKS Fabulous Lace Hip Hugger Panty Item No: 01284549360 Color: 493- Dark Purple Size: L	US \$20.00	1	\$20.00	Update Edit Item Remove Item

60 DAYS RETURN POLICY
100% SATISFACTION
GUARANTEED!

 powered by VeriSign

PROMO CODE:

SUB TOTAL: \$20.00
TOTAL: \$20.00

OR

Questions? We're here to help!

CALL US 1 800 657 9107

View Saved Orders Save Your Order Need help with your order?



#7: Re-order Optimization

Control



Goal: Make the re-ordering process easier

Cookie returning customers and speak differently to segment with re-order messaging

8% increase in overall conversion

Variation



Hot Savings Cool Deals. Up To 35% Off

Shopping Cart > Checkout > Confirmation

CHECKOUT

Order Number: 105956219

**Shipping Method**

Free Ground Shipping - \$0.00

Billing DetailsFirst Name: Last Name: Company Name: Phone Number: Address1: Address2: City: State/Province: Zip/Postal Code: Country: Email Address: Ship To A Different Address**Credit Card Details**
 Credit Card

Credit Card#: Expiration Date: Card Security Code: [What's This?](#) Yes I Agree To The Terms Of Service PayPal

Order Summary

1980 - 1983- Subaru- DL GF or GL- with 2 Groove Pulley AC Compressor Part# 60-01556 NA \$175.00

Shipping Free Ground FREE

Total \$175.00

- ★ Guaranteed Exact Fit
- ★ American Customer Support
- ★ Guaranteed Low Price
- ★ Fast Free Shipping



#8: Last Mile Messaging

Do not underestimate messaging power within the three key areas:

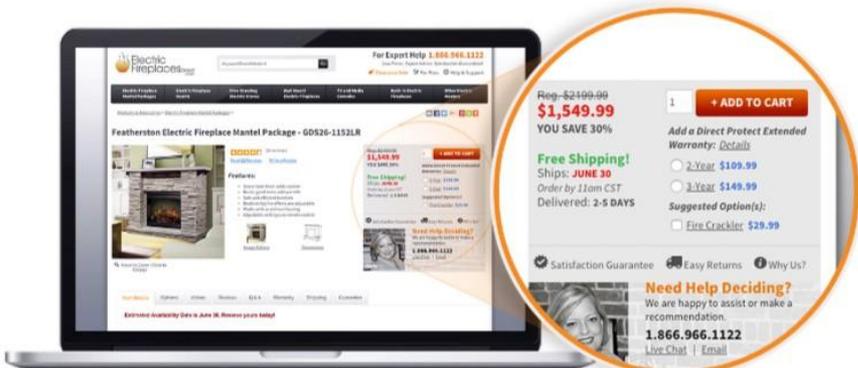
Security, Guarantees, Shipping

9.3% lift in conversion after adding in additional messaging that reiterated these areas



#9: Reduce Analysis Paralysis

Control



Isolate where you may have
“information overload”

This product page test eliminated warranty
steps from product page and were
rendered post cart-add via modal

Variation



25% add to cart increase, 27%
conversion increase overall

FREE SHIPPING ON ORDERS OVER \$99

Enter keyword, catalog item #, or web id #

GO

Shop SURE FIT at
RED BATH &
BEYOND

1-888-796-0500 | SIGN IN | CART (0 ITEMS)

SLIPCOVERS PET COVERS HOME ACCENTS MATTRESS PADS SHOWER & BATH OUTDOOR SALE

Spring Refresh
15% OFF
Site V
CODE: MH
+Plus get orders d
* EXCLUDES FR

WHERE ARE YOU GOING? ×

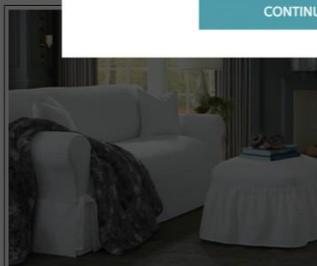
SAVE 15%

Come back and **SAVE 15%** plus get **FREE SHIPPING** use code **EXTK** at checkout to get your savings!

Use this coupon code at the checkout -

EXTK

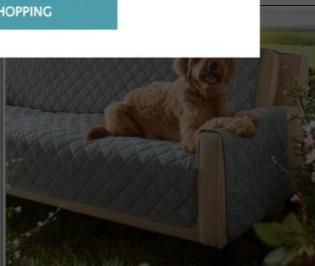
CONTINUE SHOPPING



BEST SELLERS

Get Inspired by
Customer Favorites

SHOP NOW



PROTECT IN STYLE

Covering Life's
Unexpected Events

SHOP NOW



FREE SHIPPING ON ALL MATTRESS
PAD ORDERS

#10: Personalized Exit Intent

Exit Intent promotional messaging using codes

11% overall conversion increase

Tailor promotions and messaging based on exits using data layer



Where do you begin?

Look at your progression rates and segment performance.

Data tells you where to go...

Then start thinking, designing and deploying...



Define your UX economics (use our free tool)



Monthly Site Numbers

Visits	1000000
Average Order Value	\$ 49.99

Conversion Rate 3.75%

Order Per Month 37,500

Revenue Per Month \$1,874,625.00

Site Progressions

Percentage of Visits that see the Product Page:



Add to Cart Rate:



Add to Cart to Checkout Progression Rate:



Checkout to Conversion Progression Rate:



Thank you!

To schedule a site review, contact Craig:

csmith@trinityinsight.com

610.638.1047

