

Helping businesses create & grow eCommerce profits.



ABOUT TRINITY INSIGHT:

Trinity Insight has over 10 years experience in eCommerce consulting and internet marketing. We have worked with market leaders in travel, retail, manufacturing and financial industries to help them exceed online sales growth expectations and operate more effectively. Our services help clients drive more profitable website traffic, improve conversion rates and lower eCommerce costs.

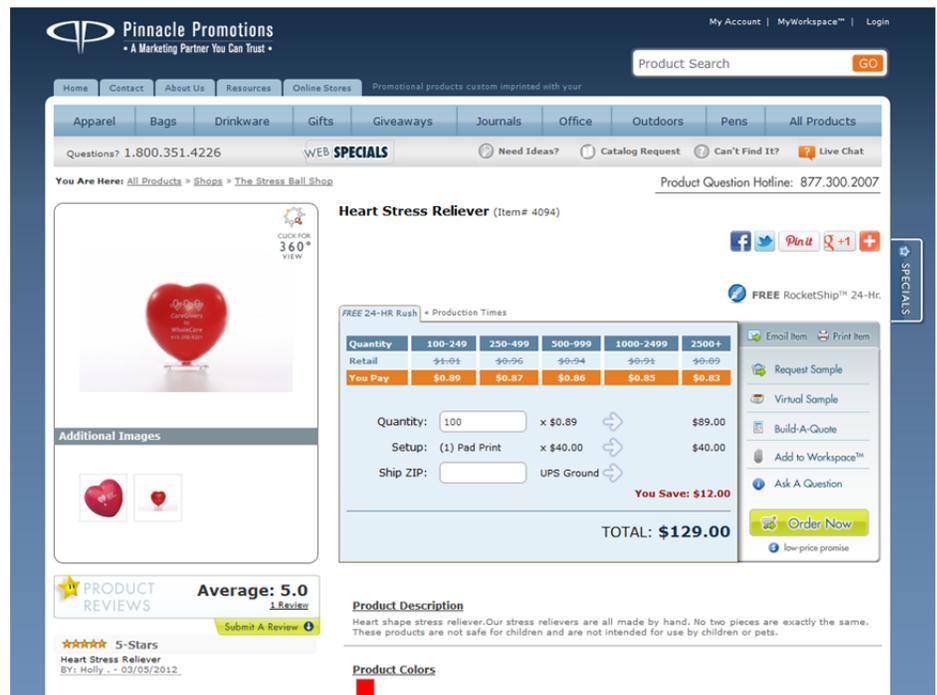
Small Changes Put Money in the Bank for Pinnacle

About Pinnacle Promotions

Pinnacle Promotions was started by two brothers in 1994. Through dedication to technology and customer service the business has grown into an industry powerhouse. They serve the individual purchaser through their online division, offering new and unique ideas from a trusted company. Larger companies are well served by the Program Services Department which helps companies manage their brands, handle their online stores, and deal with the complicated issues facing large corporate purchasers.

The Approach

The original product page format looked like this:



In a 30-day period, the micro-conversion rate of visitors transitioning from a product page to the customize page was 1.04%.

TRINITY INSIGHT CASE STUDY

“Trinity Insight is based on the idea of providing human capital and years of real-world experience. We provide expertise and advise clients on optimizing their e-Commerce sites to lead visitors through a more user-friendly experience, maximizing returns along the way. We find that even relatively small changes can lead to potentially large revenue gains.”

Nate Ende
Vice President, Trinity Insight

Trinity Insight felt that by making some changes to the product page, we could improve the number of people customizing products for purchase. We made the following adjustments to the product page:

- The font-size on the product title was increased and the color was changed.
- For items that had product reviews, the average user rating was included just below the product title.
- The “FREE RocketShip 24-Hr” shipping label was moved to be next to the product price, so that the costs were tied together.
- The “Order Now” button was changed to a “Customize Now” button and the formatting was changed to increase the visibility

You can see the changes in the redesigned product page:

The screenshot shows the product page for 'Heart Stress Reliever' (Item # 4094) on the Pinnacle Promotions website. The page layout includes a navigation bar, a product search bar, and a main content area. The product title 'Heart Stress Reliever' is prominently displayed in blue. Below the title, there is a large image of a red heart-shaped stress reliever with the text 'United Blood Services' on it. To the right of the image, there is a price table and a 'Customize Now' button. The price table shows the following data:

Quantity	100-249	250-499	500-999	1000-2499	2500+
Retail	\$5.04	\$0.95	\$0.84	\$0.84	\$0.84
You Pay	\$0.89	\$0.07	\$0.06	\$0.05	\$0.03

The total price is \$129.00, including a \$12.00 savings from the 'FREE RocketShip™ 24-Hr' shipping. The page also features a 'Product Description' section and a 'Product Colors' section.

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The solution

Both product page designs were tested. Over a one week period, tests were run to compare the number of people clicking on the “order now” button on the original product page design with the people clicking on the “customize now” button on the redesigned page. The results were:

- 1% conversion rate on the original page
- 2.5% conversion rate on the redesigned page
- The testing significance calculator indicated 100% confidence that the redesigned page won the test.

Implications

For a site with 100,000 visitors to the product page in a month, this increases the number of visitors to the customize page from 1000 to 2500 each month. That is money in the bank.