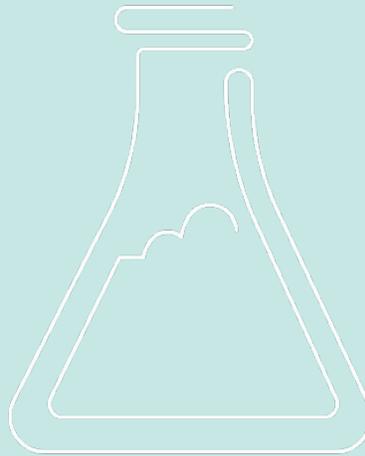


Case Study: A/B Testing Product Card Designs

Trinity updated product card designs for ePromos to improve progression rate.



ePromos

Size: 15,000 promotional items
Industry: Promotions
Location: St. Cloud, MN

About

Product Card Design

Trinity saw an opportunity to increase user experience on epromos.com through style and typography changes to product cards. Pricing was small and did not stand out against competing content. Through new designs, Trinity increased visibility of product pricing, which lead to increased progression to product pages.

CONTROL (Grid View)



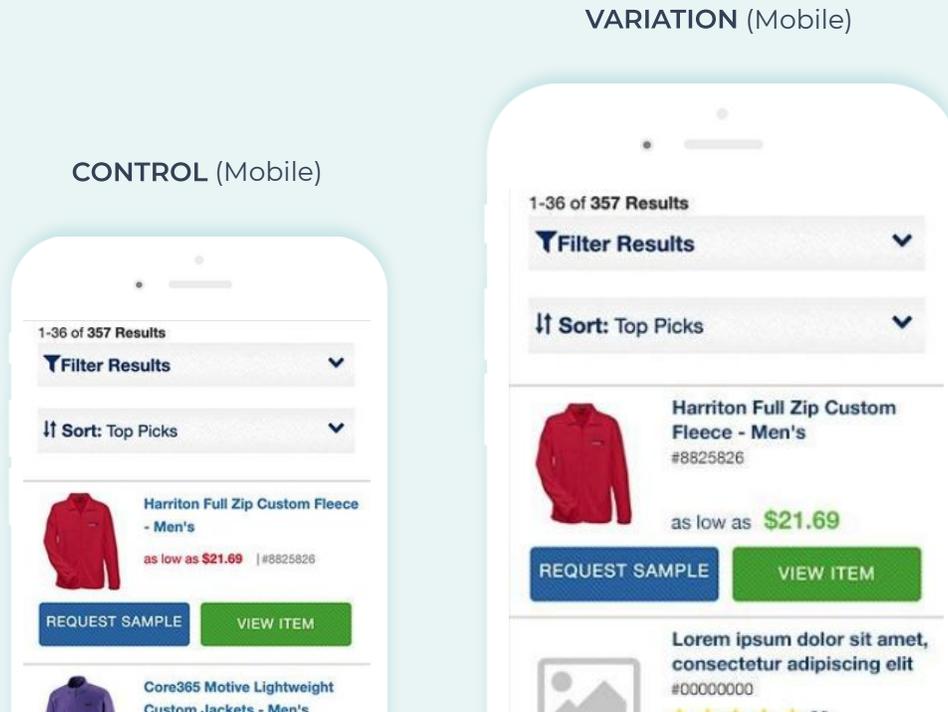
VARIATION (Grid View)



About

Lead Generation Form A/B Test

Trinity saw an opportunity increase user experience on epromos.com by style and typography changes to product cards. Pricing was small and did not stand out against competing content. Through new designs, Trinity increased visibility of product pricing, which lead to increased progression to product pages.



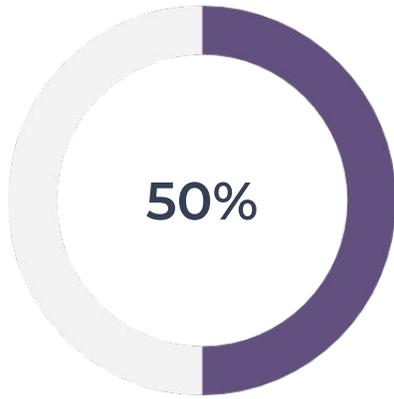
Visual Web Optimizer (VWO)



VWO

The VWO Experience Optimization Platform improves key business metrics by empowering you to easily discover insights, test ideas, and improve engagement - across the entire customer journey.

- +VWO Testing
- +VWO Engage
- +VWO Insights
- +VWO Plan
- +VWO FullStack
- +VWO Services

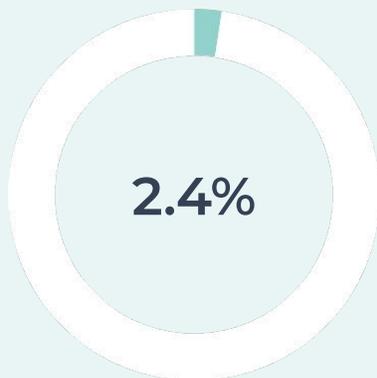


Results

Increase in Conversion Rate

Updating the styling and typography of the product cards led to a **50% increase** in conversion rate.

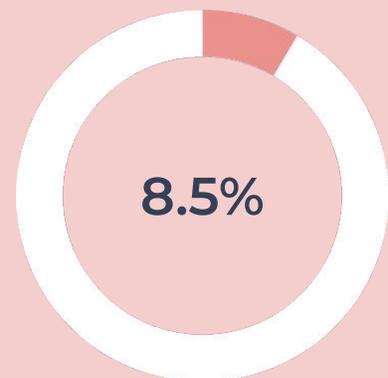
Results



Increase in Progression Rate

Updating the styling and typography of the product cards led to a **2.4% increase** in progression rate.

Results



Increase in Sample Request Rate

Updating the styling and typography of the product cards led to an **8.5% increase** sample request rate.

"Trinity came to us with an idea to lift conversions on our Product Listing Page. We thought we'd see an improvement with this font and color change; the actual lift far exceeded our expectations. We saw a 50% increase in Conversion Rate for shoppers who interacted with these pages!"

-Bill O'Shea | Senior eCommerce Manager | ePromos

About Trinity

Trinity is a web agency dedicated to optimizing online engagement and experiences. Since 2006, Trinity has helped hundreds of brands grow their business.

[More success stories at trinity.one](#)

About ePromos

ePromos does not just offer promotional products, they offer a full suite of services and solutions designed to make your job easier, your promotions more successful, and the impossible possible, including promotional products, artwork services, logo design services, online company stores, and more.

