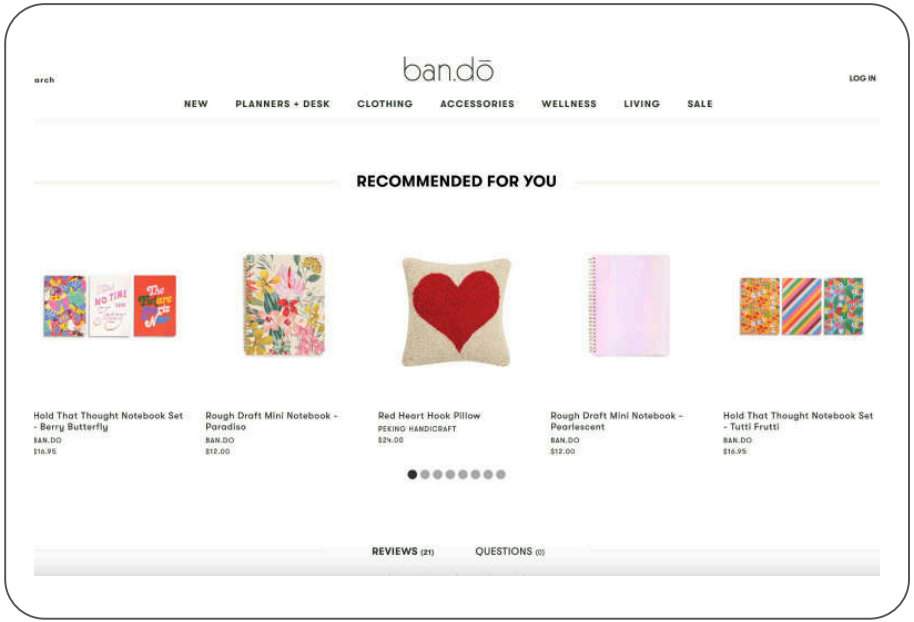
WORK

CRO Success Stories

BANDO

EXPERIENCES IMPLEMENTED

- **The Problem:** How to quantify the value of using Dynamic Yield's intelligence based recommendation strategies. Finding the perfect strategy to serve customers more relevant products and recommendations on PDP's.
- **Hypothesis:** Serving the strategy that a user expects and connects with will aid in the shopping journey by increasing our ATC's & purchase revenue.
- **Outcome:** We tested 2 variations of different strategies; algo mix & customers also purchased. The algo mix proved to perform highly amongst our desktop shoppers on PDP's.



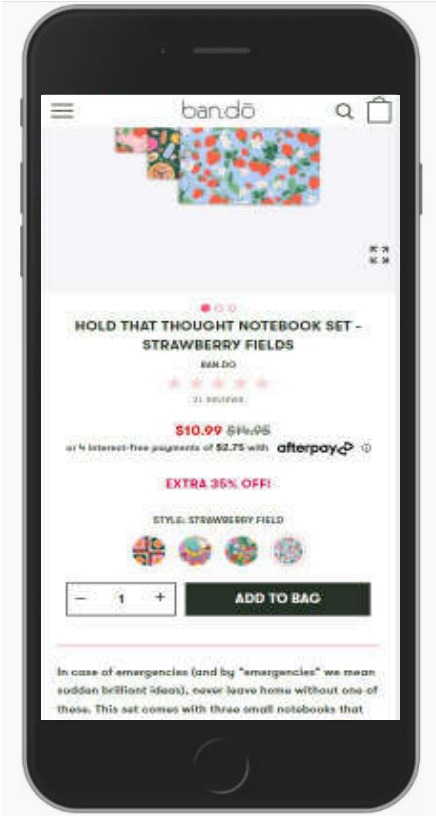
+15.3% REVENUE UPLIFT

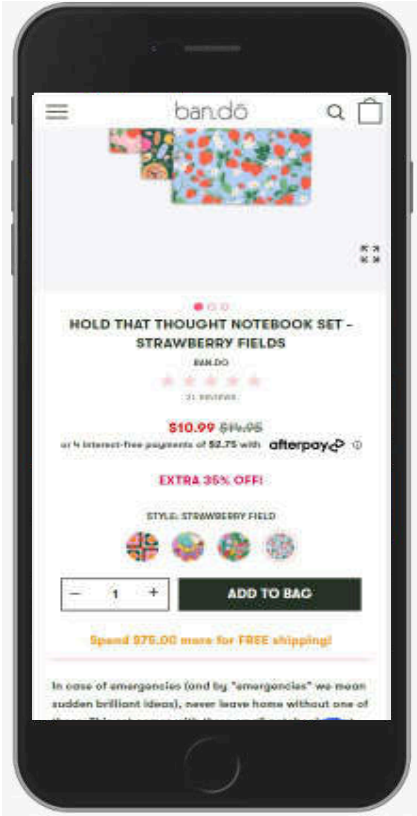
+7.5% ATC UPLIFT

BANDO

EXPERIENCES IMPLEMENTED

- **The Problem:** How to inform customers about the free shipping over a certain price threshold function while incentivizing increase of AOV to help meet the threshold.
- **Hypothesis:** Adding a shipping cost threshold message on PDPs will help customers manage expectations & increase AOV.
- **Outcome:** We tested 3 variations of the message in different colors: pink, orange & green. After analyzing this test, orange was performing the strongest, pink trailed behind, and green seesawed. We shifted to the highest performing segment to capitalize on the data received. .





+16.2% REVENUE UPLIFT

+33.7% AOV UPLIFT

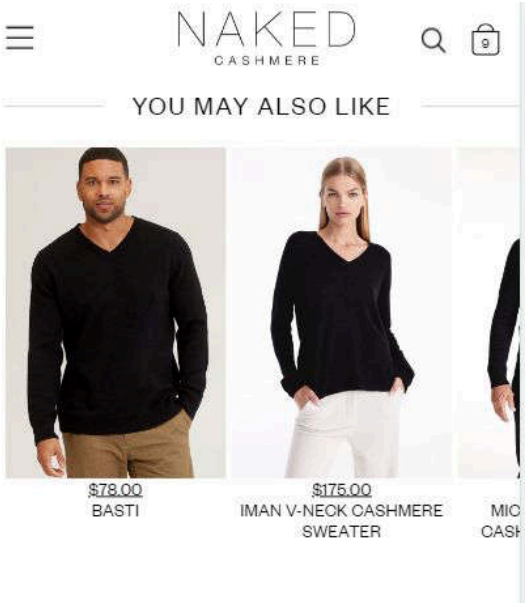
NAKED CASHMERE

EXPERIENCES IMPLEMENTED

The Problem: Naked Cashmere needed to maximize revenue from returning customers, especially on mobile.

Hypothesis: To determine which recommendation strategy works best for certain audiences on PDP we tested multiple variation of product recommendations strategies.

Outcome: By showing returning customers items typically bought together and viewed together, revenue was uplifted 28.4% netting a 544k revenue increase annually.



With an +28.4% lift in Revenue this feature is estimated to produce incremental revenue of **$544K** annually.

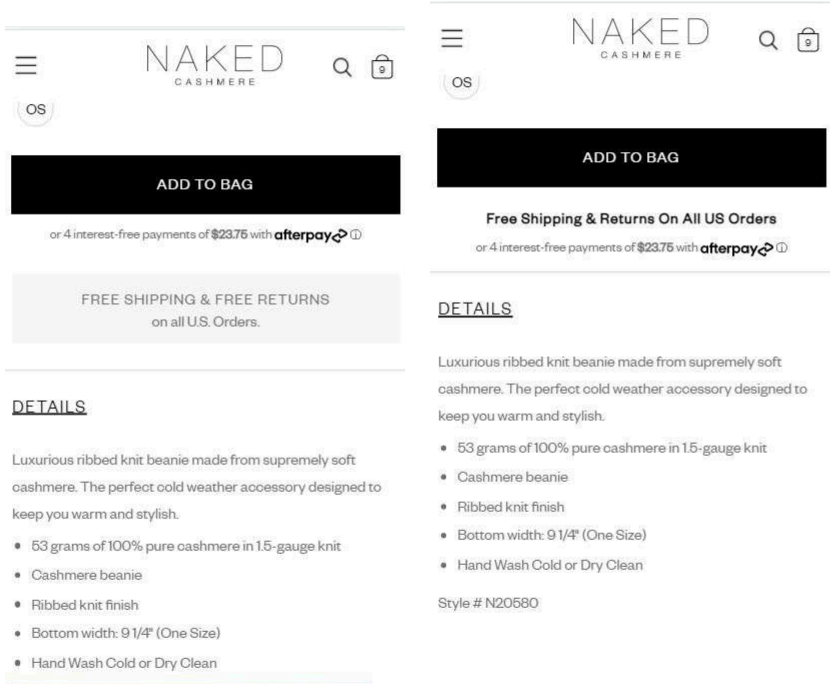
PDP Free Shipping - Mobile - Returning

Overview

The Problem: Determine if Free Shipping & Free Returns notifications on PDPs help boost brand confidence and sales.

Hypothesis: Allowing free shipping and free returns will engender brand loyalty, create repeat customers, and ultimately boost sales.

Outcome: With an +20.2% lift in Revenue this feature is estimated to produce incremental revenue of **$454K** annually.

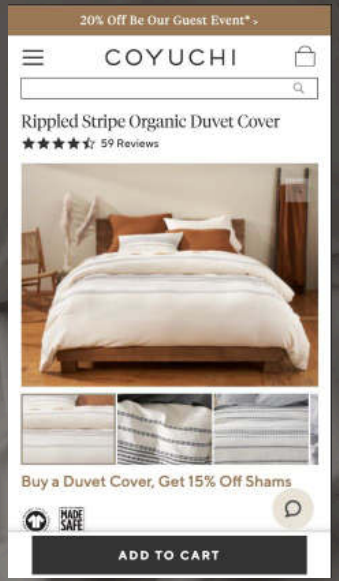


COYUCHI

EXPERIENCES IMPLEMENTED

Sticky ATC

- **The Problem:** As a step 2 in improving user experience on Mobile PDP we decided to test ATC buttons.
- **Hypothesis:** Making ATC button sticky on mobile as user scrolls will increase overall conversion
- **Testing:** Created sticky ATC button on mobile PDP that links user back to the selection section on page.



+9% INCREASE IN AVERAGE ORDER VALUE

+10% INCREASE IN CONVERSION RATE

COYUCHI

REVENUE - MOBILE ATC

$18.1K INCREMENTAL REVENUE

$472K EST. ANNUALIZED REVENUE*

Calculation: Incremental Revenue is derived from subtracting experiment Revenue per Session (RPS) and multiplying by number of variation sessions. Estimated annualized revenue is derived from dividing Incremental revenue by number of days the experience was live multiplied by 365 days. This number is estimated because it does not take into account seasonality and variations of yearly traffic.

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All-Clad METALCRAFTERS

WHAT WAS TESTED

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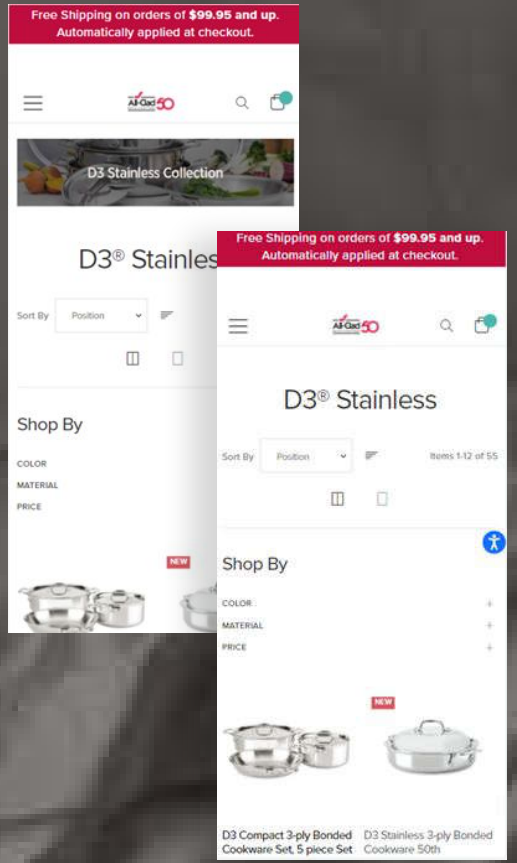
The category page banner was hidden in order to determine if it has a positive/negative effect on shopping behavior for different segments of users.

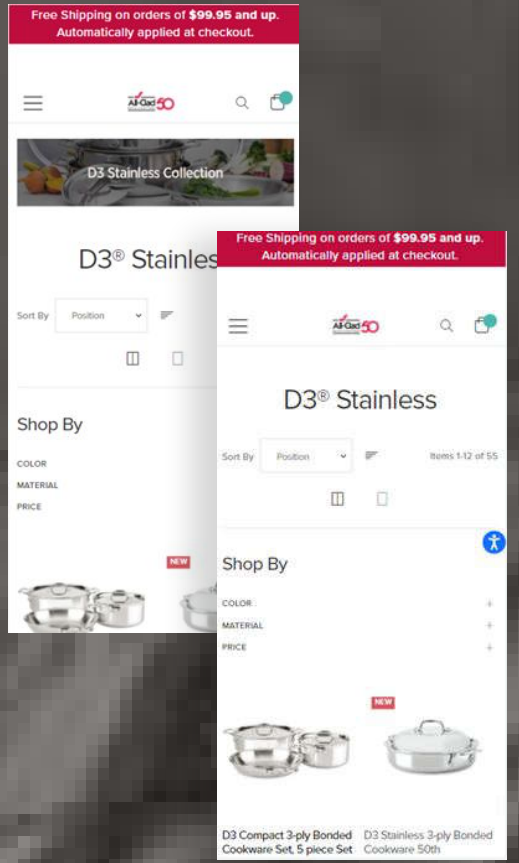


TEST RESULTS (Category Banner Hide Test - Mobile)

METRICS	UPLIFT	PROBABILITY
Revenue	**+24.3%**	97%
Purchases	**+30.9%**	>99%
Add to Cart	**+14.8%**	>99%

With a **+24.3%** lift in revenue for Mobile this optimization is estimated to produce incremental revenue of **$394K** annually based on the test results and YTD revenue activity (604K Mobile Users have viewed a category page and produced $1.44M so far in 2021).

The test reached significance on the primary metric (Revenue) after 15 days (11/5/21-11/19/21). It also reached significance on the secondary metrics of Purchase and Add to Cart.



wahoo

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By implementing CRO, personalization, and design enhancements, we achieved astounding results in just one month.

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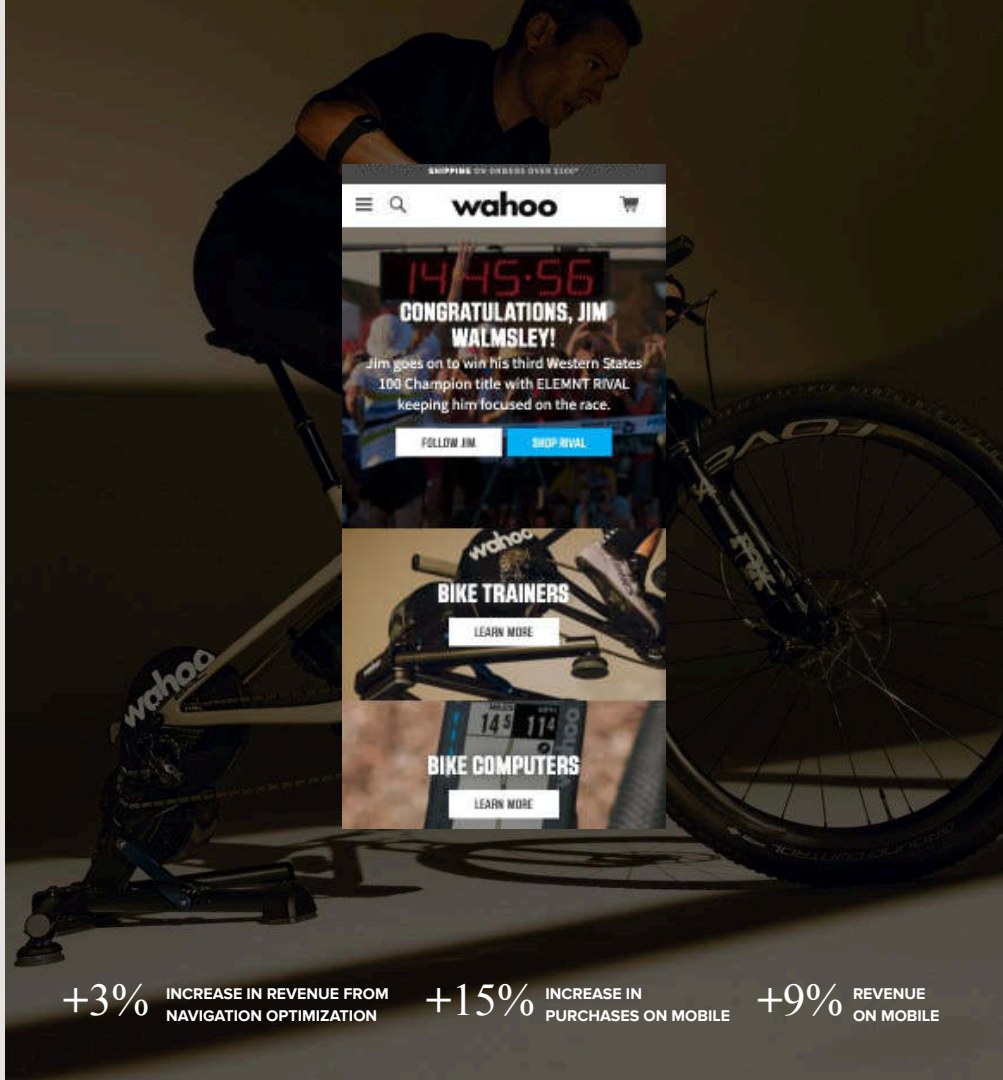


+3% INCREASE IN REVENUE FROM NAVIGATION OPTIMIZATION

+15% INCREASE IN PURCHASES ON MOBILE

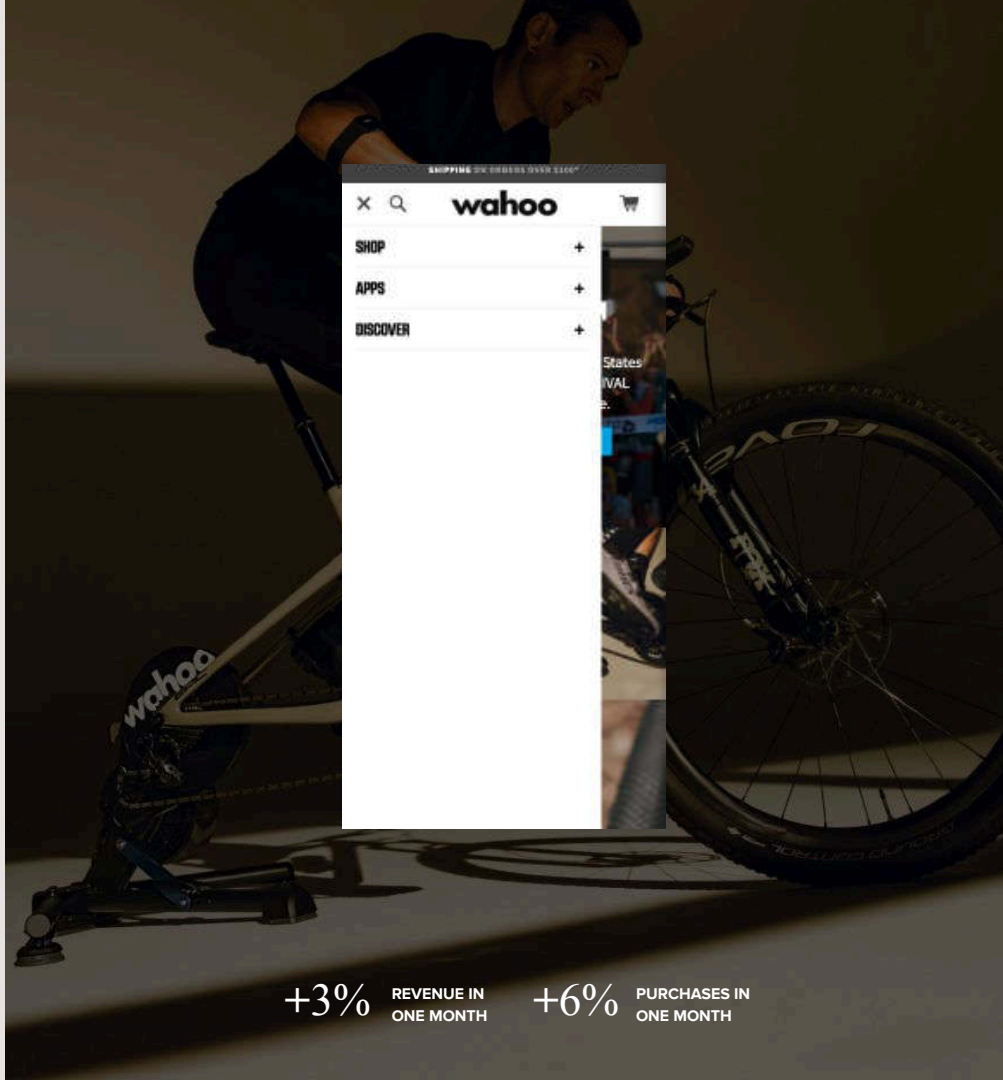
+9% REVENUE ON MOBILE

wahoo

EXPERIENCES IMPLEMENTED

New Navigation

- **The Problem:** high bounce rates on home page.
- **Hypothesis:** In the previous navigation, “shop” came last. We hypothesized that the placement was affecting conversions.
- **Testing:** we tested an alternative with “shop” in the first place. This alternative proved to be successful in encouraging visitors to continue the shopping journey.



wahoo

EXPERIENCES IMPLEMENTED

Product Recommendations

- **The Problem:** because of the unpredictable 3x traffic surge during the pandemic, products were selling out minutes after getting restocked.
- **Hypothesis:** implementing product recommendations on the homepage can reduce customer frustration.
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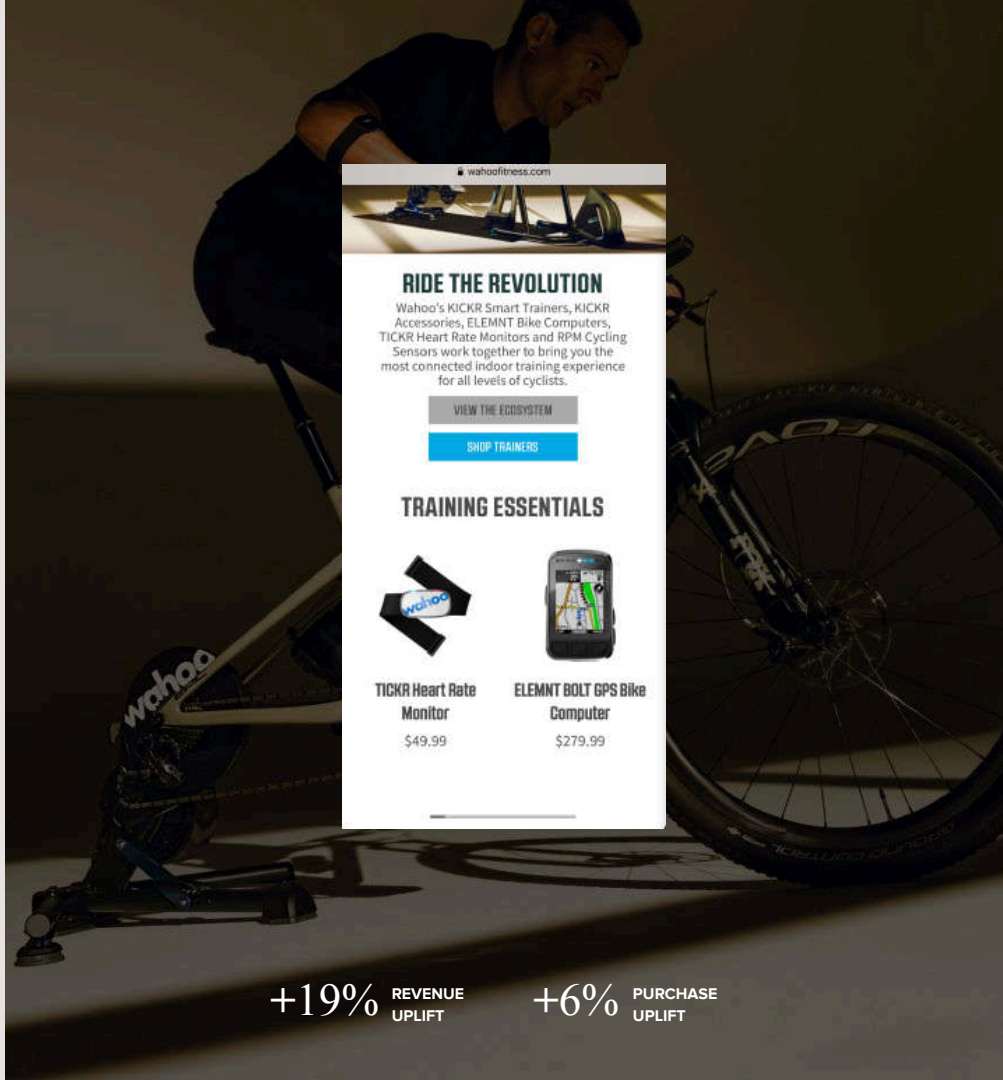

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EXPERIENCES IMPLEMENTED

Simplified Checkout Flow

- **The Problem:** high cart abandonment rate on mobile.
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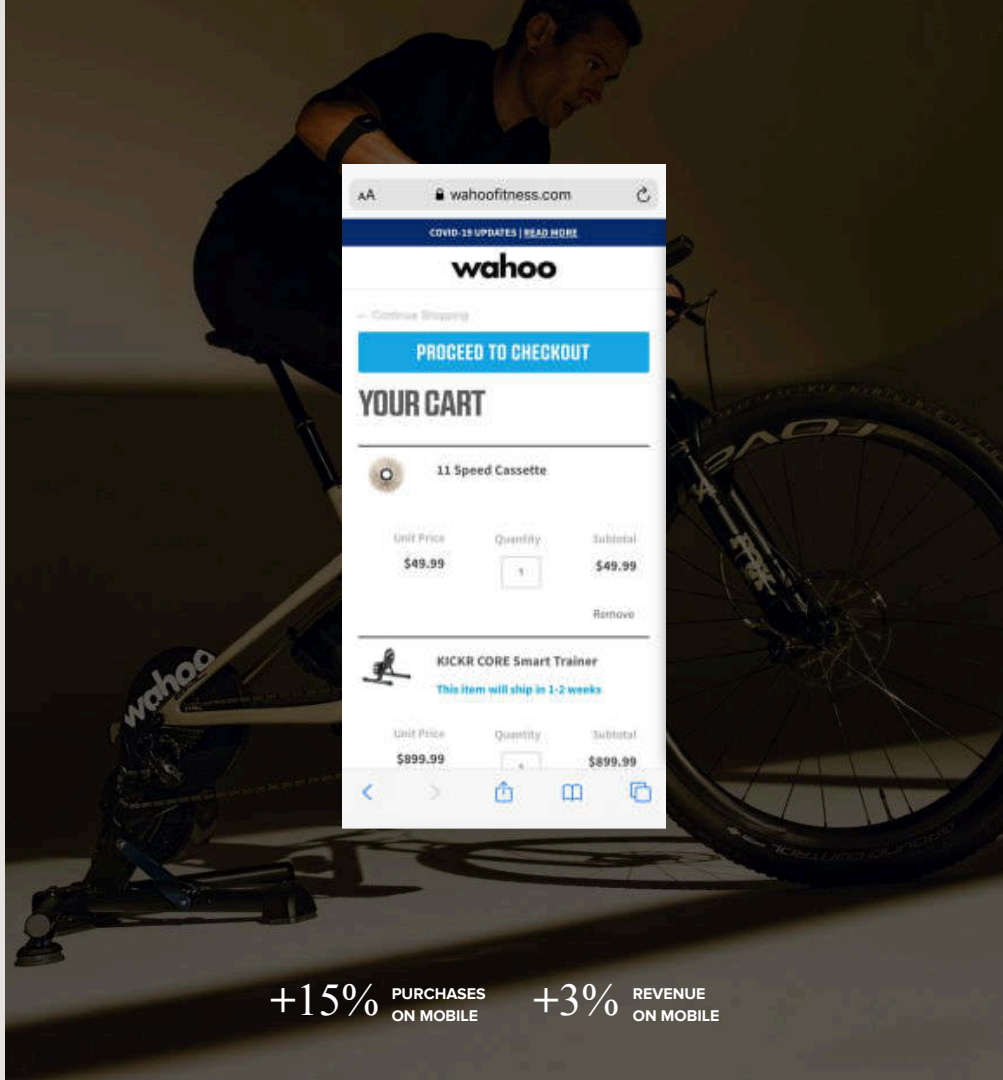

+15% PURCHASES ON MOBILE

+3% REVENUE ON MOBILE

wahoo

EXPERIENCES IMPLEMENTED

Full Homepage Redesign

- **The Problem:** Low homepage engagement and Wahoo looking to include more product-focused content areas.
- **Hypothesis:** Updating the desktop and mobile experience will provide smoother brand story and allowing for greater personalization spots.
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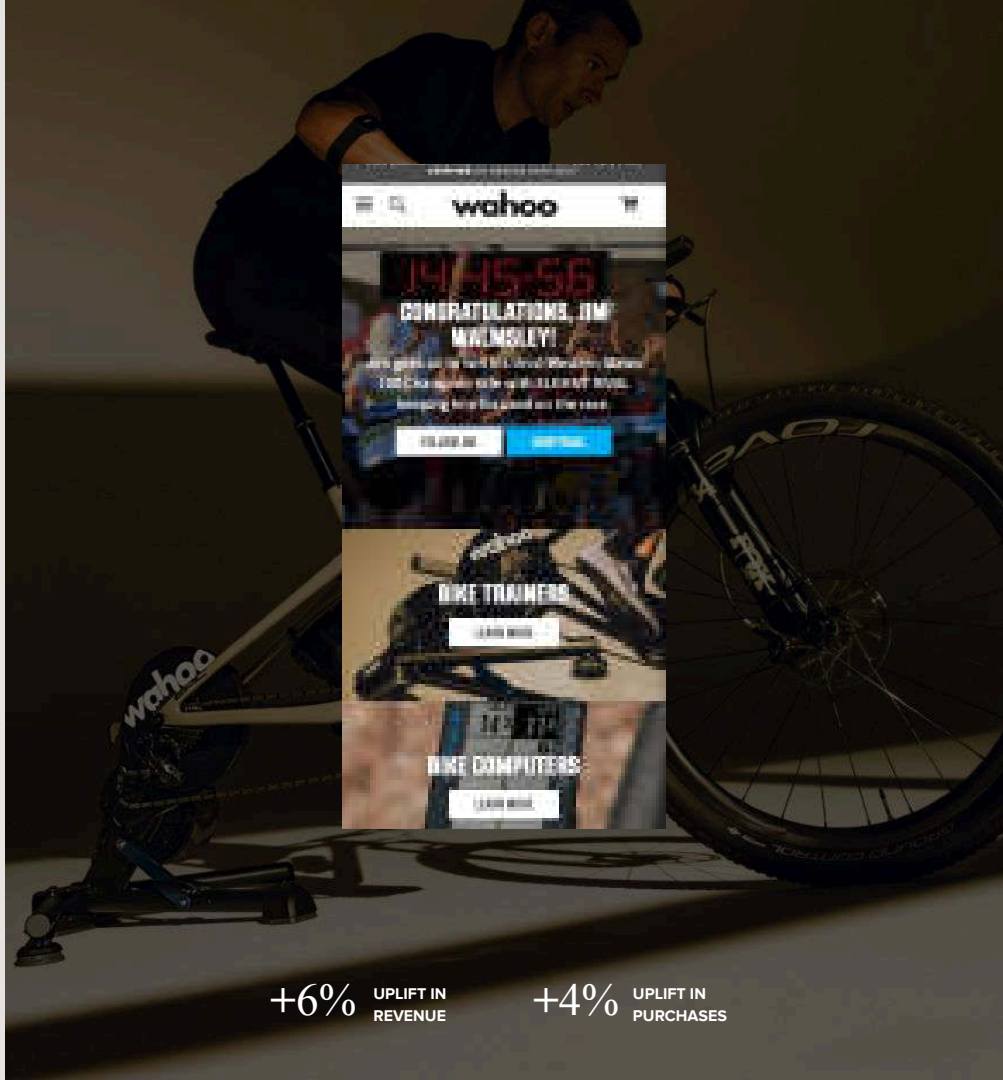

ClothingShop
ONLINE

Clothing Shop online wanted to serve personalized experiences to their dynamic personas and engage returning visitors with tailored offers.

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Persona Building has allowed us to get deeper insights and analytics around the specific impact that the experiences we are building have at the persona level. What works for one audience or segment may not work for another and Personas have been our key to honing in on, and refining the specific personalized strategies within a larger experience that ultimately drive those higher conversions for us.

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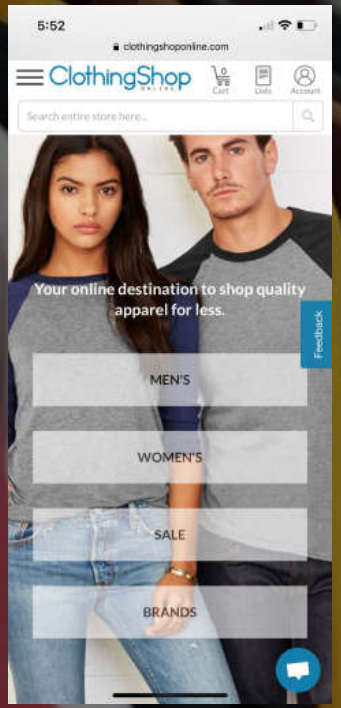
Ecommerce Manager, Clothing Shop Online



ClothingShop
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We started with outlining CSO’s dynamic personas to estimate the audience size VS their impact on overall revenue.

LOYALIST
1.5% OF USERS
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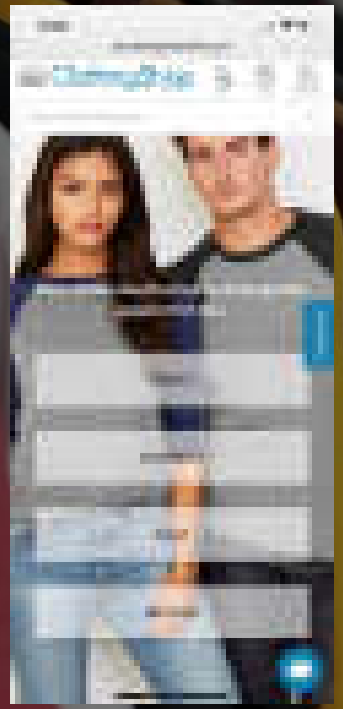

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EXPERIENCES IMPLEMENTED

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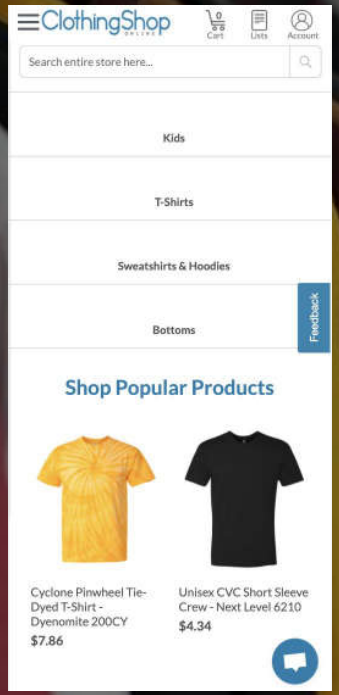

+15% AVG. UPLIFT IN PURCHASES

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COYUCHI

EXPERIENCES IMPLEMENTED

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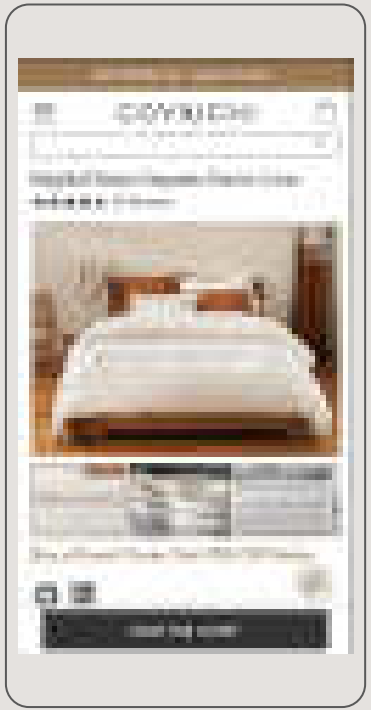

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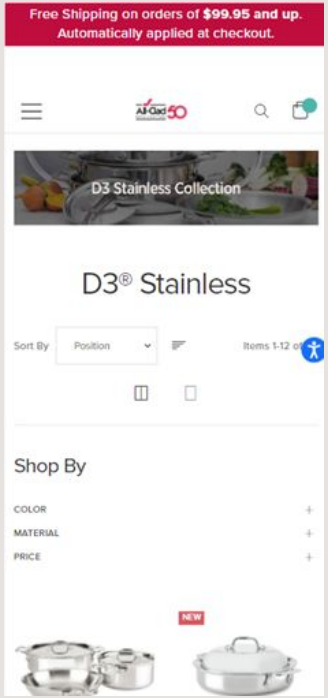

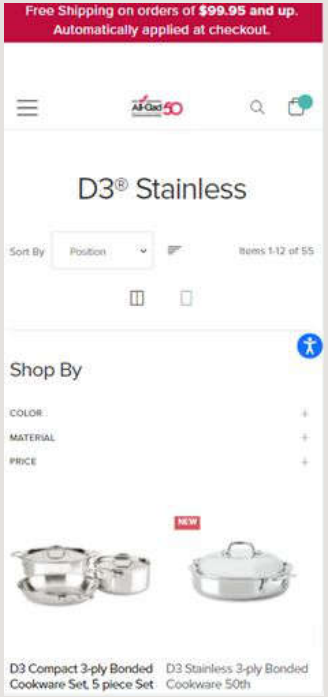

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Category Banner Hide Test - Mobile Results

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The test reached significance on the primary metric (Revenue) after 15 days (11/5/21-11/19/21). It also reached significance on the secondary metrics of Purchase and Add to Cart.

METRICS	UPLIFT	PROBABILITY
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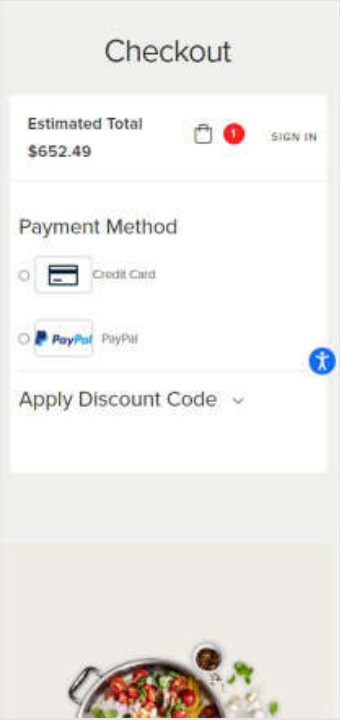
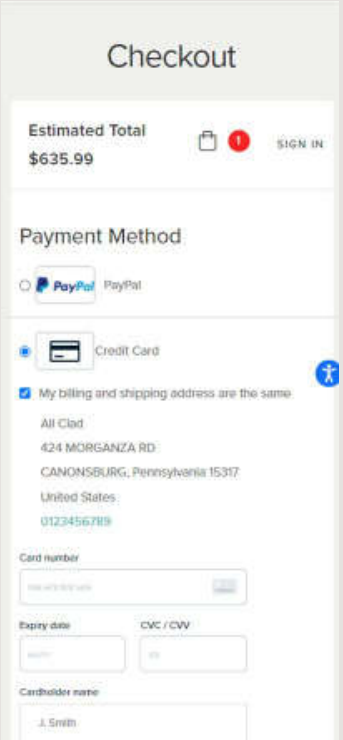
OVERVIEW

Expand Credit Card Payment Method - Mobile





WHAT WAS TESTED

The Credit Card payment method was automatically selected and expanded to allow for a more straightforward experience in filling out payment details as historically the majority of users selected this option.

TEST RESULTS

Expand Credit Card Payment Method - Mobile Results

With a **+38.5%** lift in revenue for Mobile this optimization is estimated to produce incremental revenue of **$914K** annually based on the test results and YTD revenue activity (7.5K Mobile Users have viewed the payment step of checkout and have gone on to produce $1.75M from 9/7/21-12/22/21).

The test reached significance on the primary metric (Revenue) after 15 days (8/23/21-9/6/21).

METRICS	UPLIFT	PROBABILITY
Revenue	+38.5%	97%

wahoo

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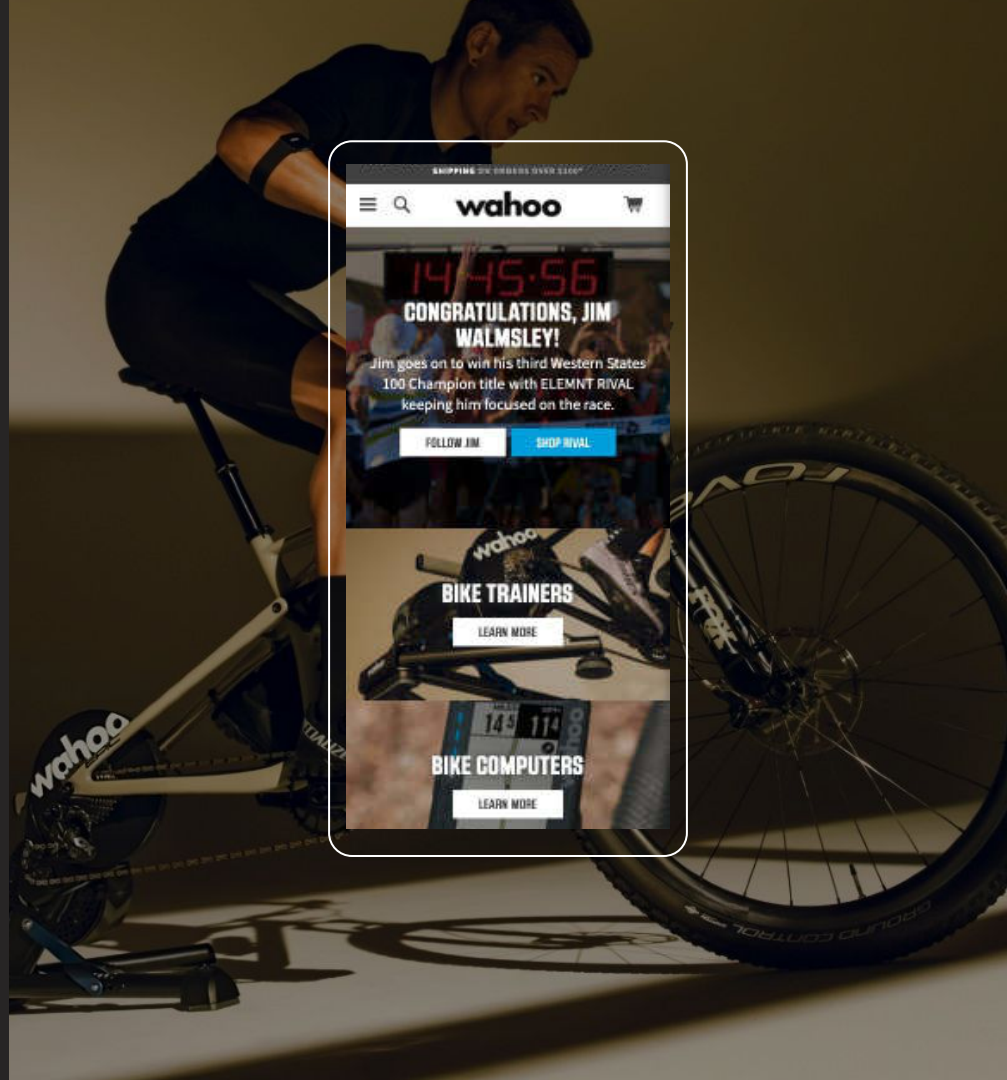

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EXPERIENCES IMPLEMENTED

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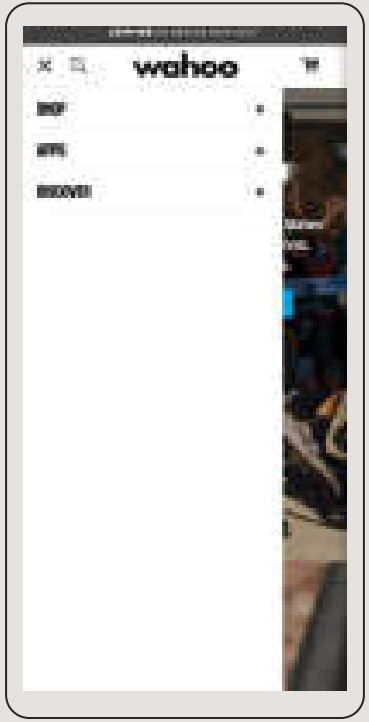

+3% REVENUE IN ONE MONTH

+6% PURCHASES IN ONE MONTH

wahoo

EXPERIENCES IMPLEMENTED

Product Recommendations

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+19% REVENUE UPLIFT

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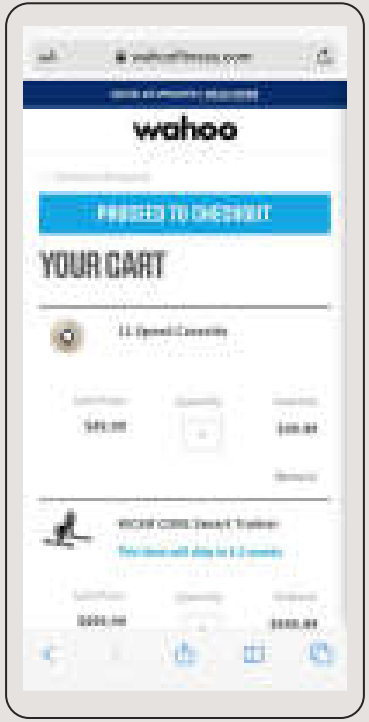

+15% PURCHASES ON MOBILE

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Full Homepage Redesign

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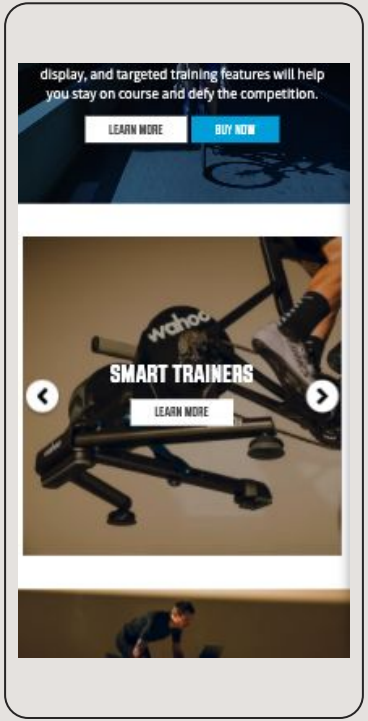

+6% UPLIFT IN REVENUE

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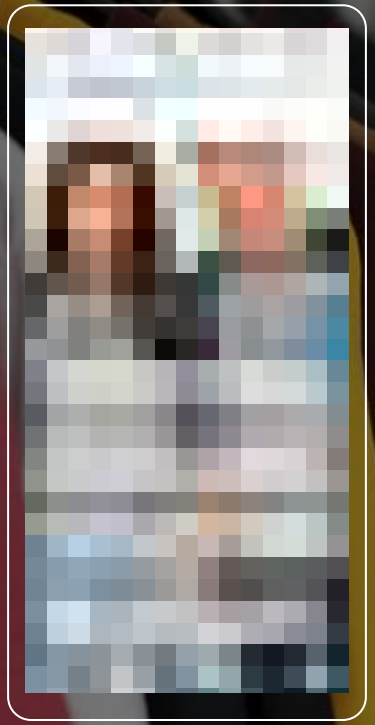

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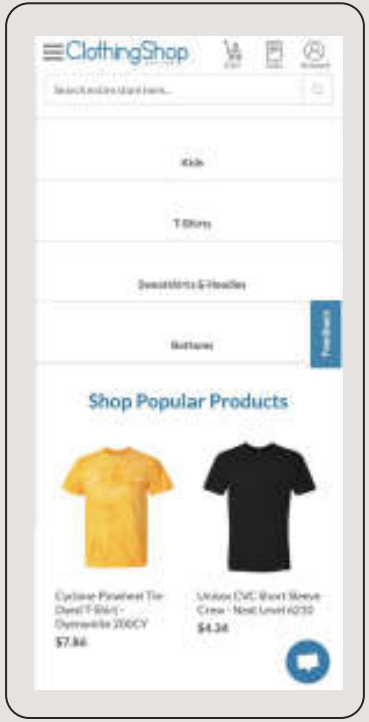

+15% AVG. UPLIFT IN PURCHASES

+150% UPLIFT IN CTR FOR LOYALISTS

ClothingShop ONLINE

EXPERIENCES IMPLEMENTED

Examples of Personalized Strategies

PERSONA	STRATEGY 1	STRATEGY 2	STRATEGY 3
Window Shopper	Best Sellers	Recently Viewed	Automatic
Bargain Hunter	Best Sellers Under $10	Best Sellers Under $15	Mens/Womens Tabbed Rec
Researcher	Most Popular	Under $10	Popular Shirts
Loyalist	Affinity	Recently Purchased	Purchased with Recently Purchased