

PRISM+ and OMNICONVERT

40.74% increase in Conversion Rate and
14.81% increase in Revenue/user

achieved by testing a listing page redesign

INDUSTRY
ELECTRONICS

PRISM+



OMNICONVERT

ABOUT PRISM+

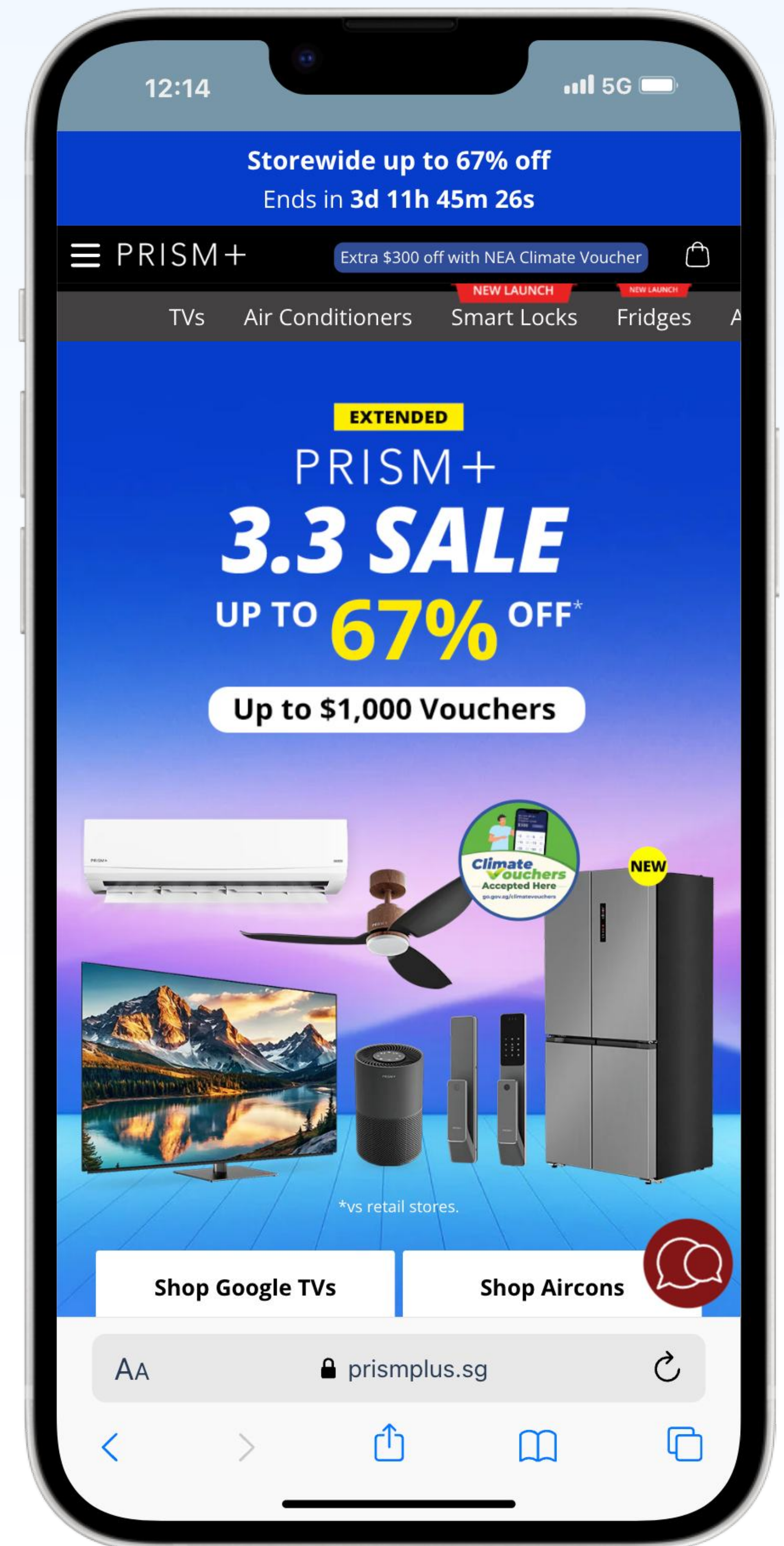
PRISM+ is a trusted Singaporean brand that specializes in top-tier smart electronics and household appliances designed for every home.

The brand's journey in the Singapore market began in 2017 with the introduction of premium gaming monitors.

Fast forward to 2025, PRISM+ now presents an extensive array of consumer electronics and home appliances, ranging from TVs, monitors, air-conditioners to refrigerators, sound systems and ceiling fans.

Notably, the brand is actively investing in integrating smart technology into its product lineup in order to establish a harmonious ecosystem of home appliances and electronics that synergize to cultivate a relaxing and comfortable living environment.

PRISM+ has a significant online presence, particularly on its official websites in Singapore, Malaysia and Australia, but also on various regional e-commerce platforms.

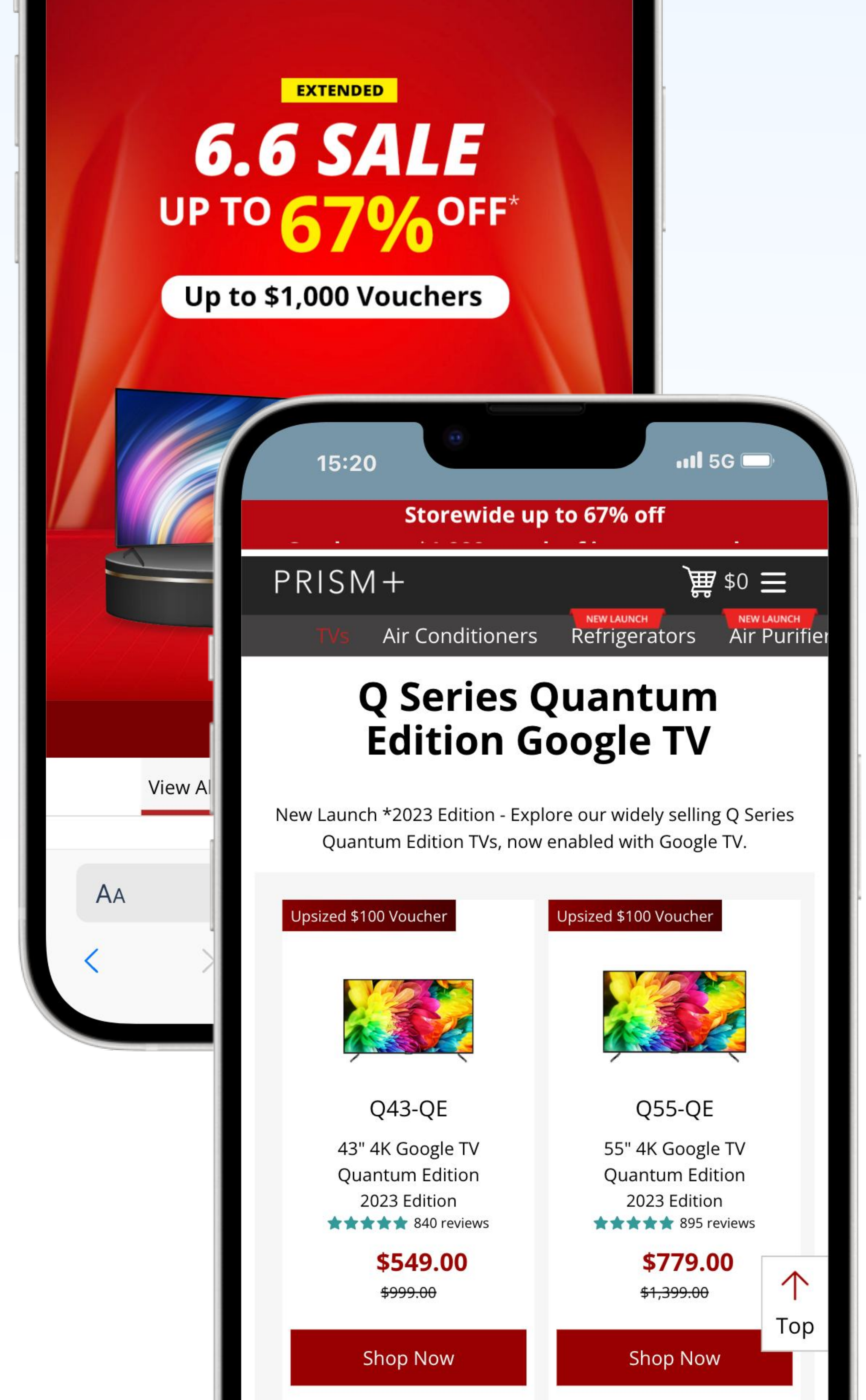


THE CHALLENGE

Find a clear and effective way to showcase the website's most popular product category - TVs. The goal is to present the variety of subcategories in an accessible format that makes it easy for users to navigate, quickly find the products they're most interested in, and smoothly transition to the product detail pages (PDPs).

However, in order to achieve this goal, we had to make sure that we find an intuitive interface that makes it easy to visualise multiple products with low effort.

Our challenge was to curate the right combination of content while striking a balance between introducing innovative elements and maintaining the familiar structure of the existing TV listing page. We needed to enhance the user experience without disrupting the clarity and functionality that users already rely on.



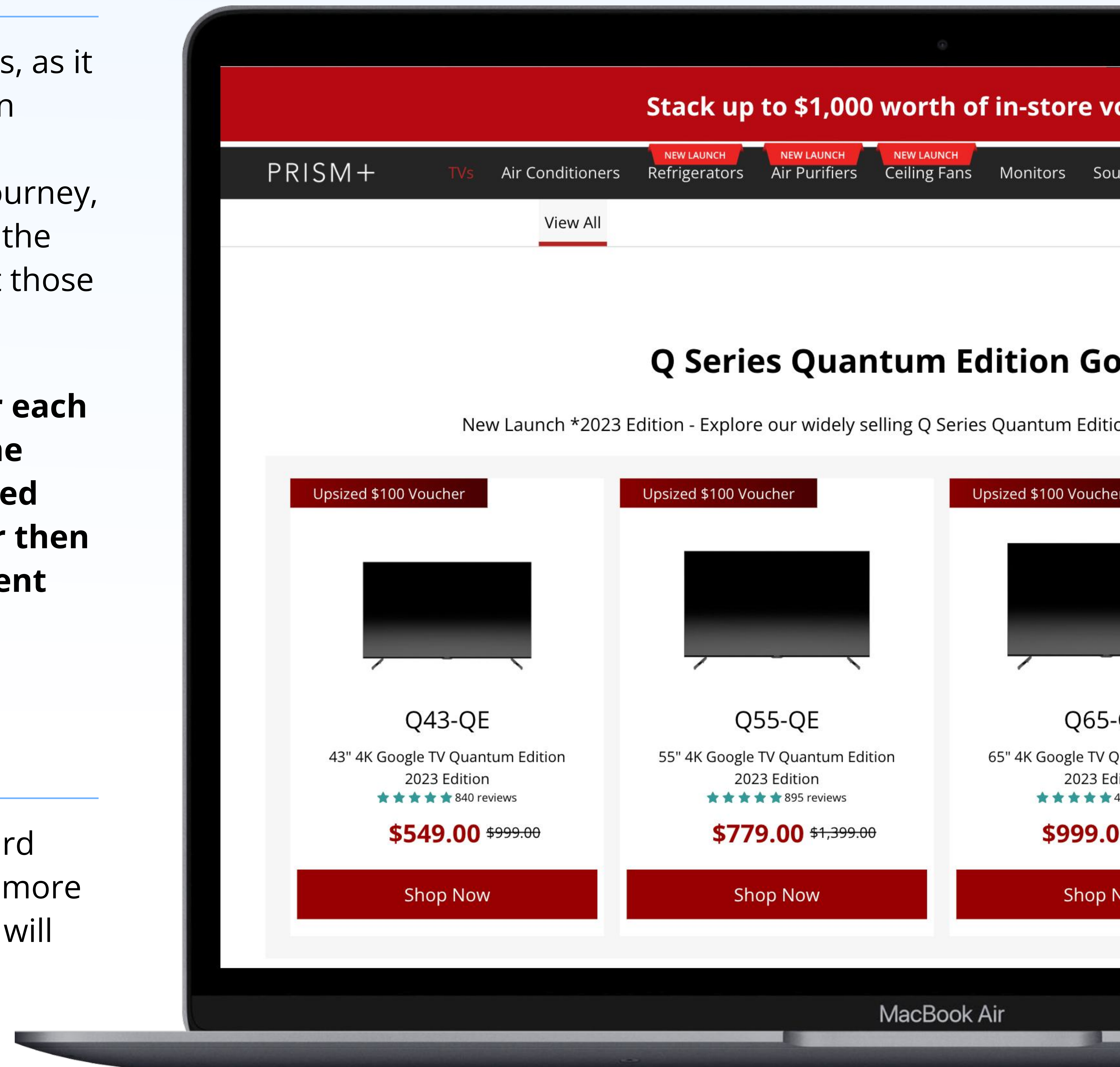
THE SOLUTION

The proposed solution came in two different forms, as it was decided to go for a multivariate experiment. In order to assess the level of information deemed necessary by users at this point in the customer journey, it was decided to add some key features in one of the variations and to leave the other variation without those elements.

The solution involved adding a size selector for each product subcategory, so that TVs from the same range (Google TVs, Android TVs, etc.) are grouped together into one single product card. The user then has the possibility of switching between different sizes and advancing to the specific PDPs.

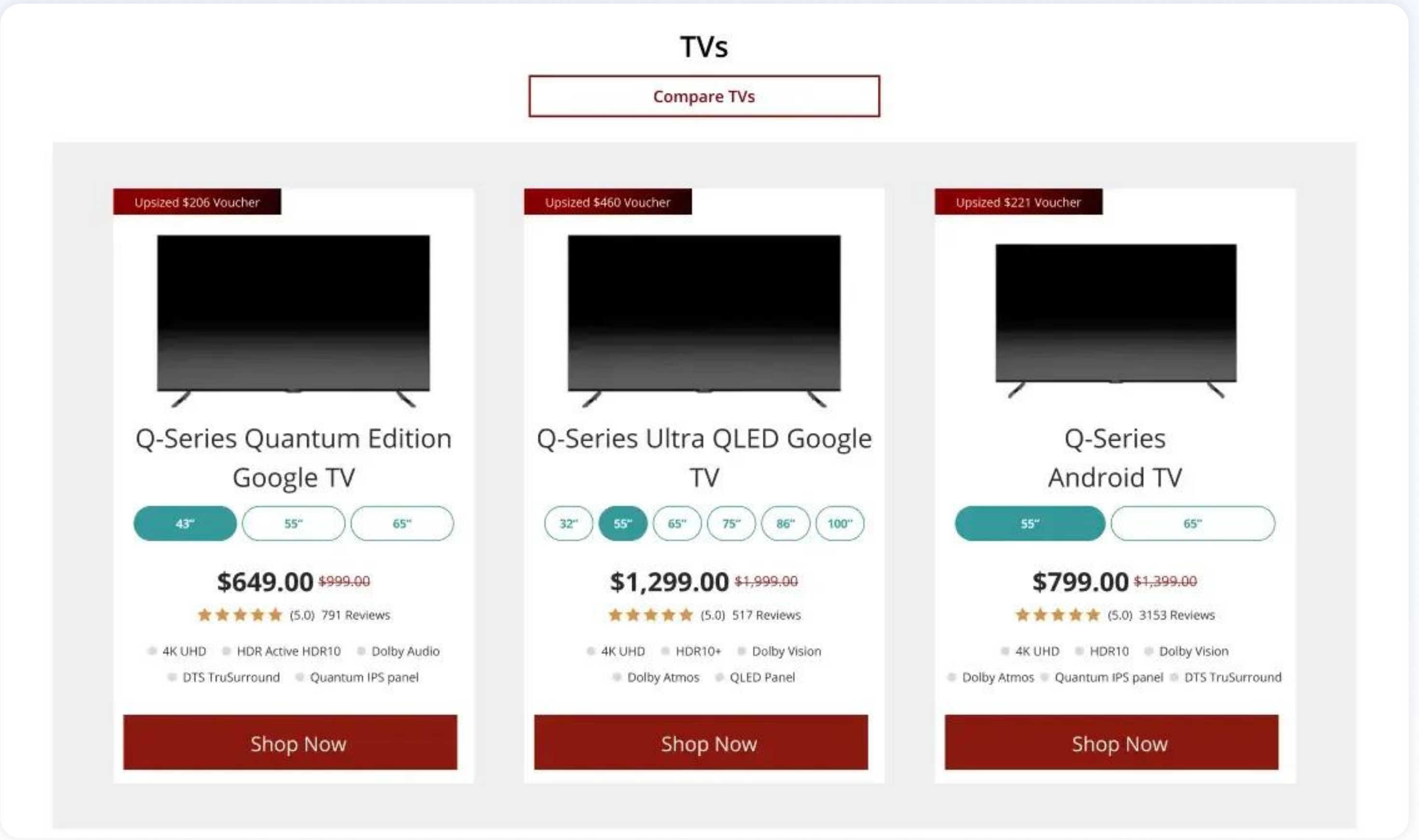
HYPOTHESIS

By grouping the TVs and improving the product card design in the TV category page, we will encourage more users to proceed to TV PDPs and furthermore, we will increase the (TV) conversion rate.

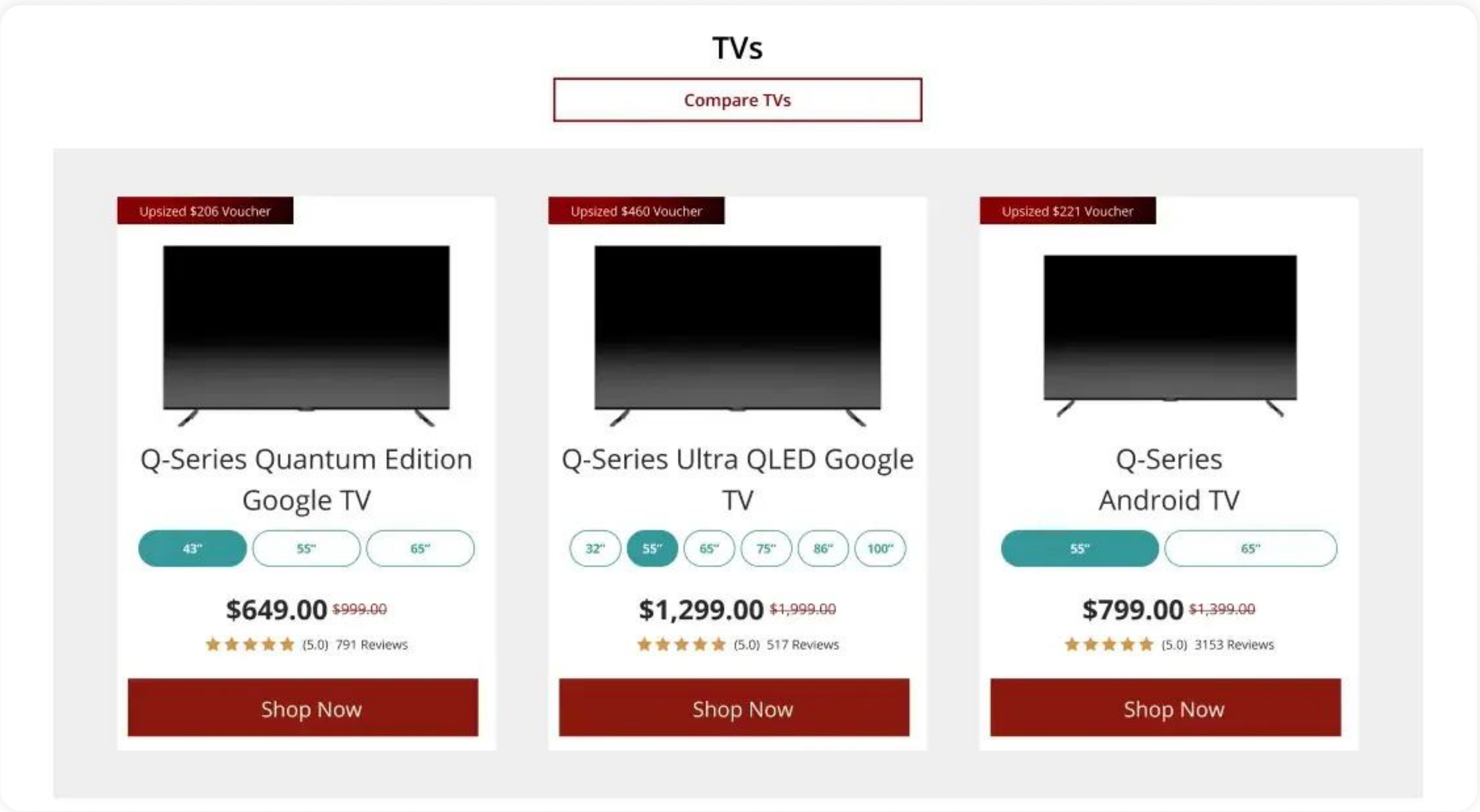


IMPROVED LISTING PAGES WITH TV GROUPING

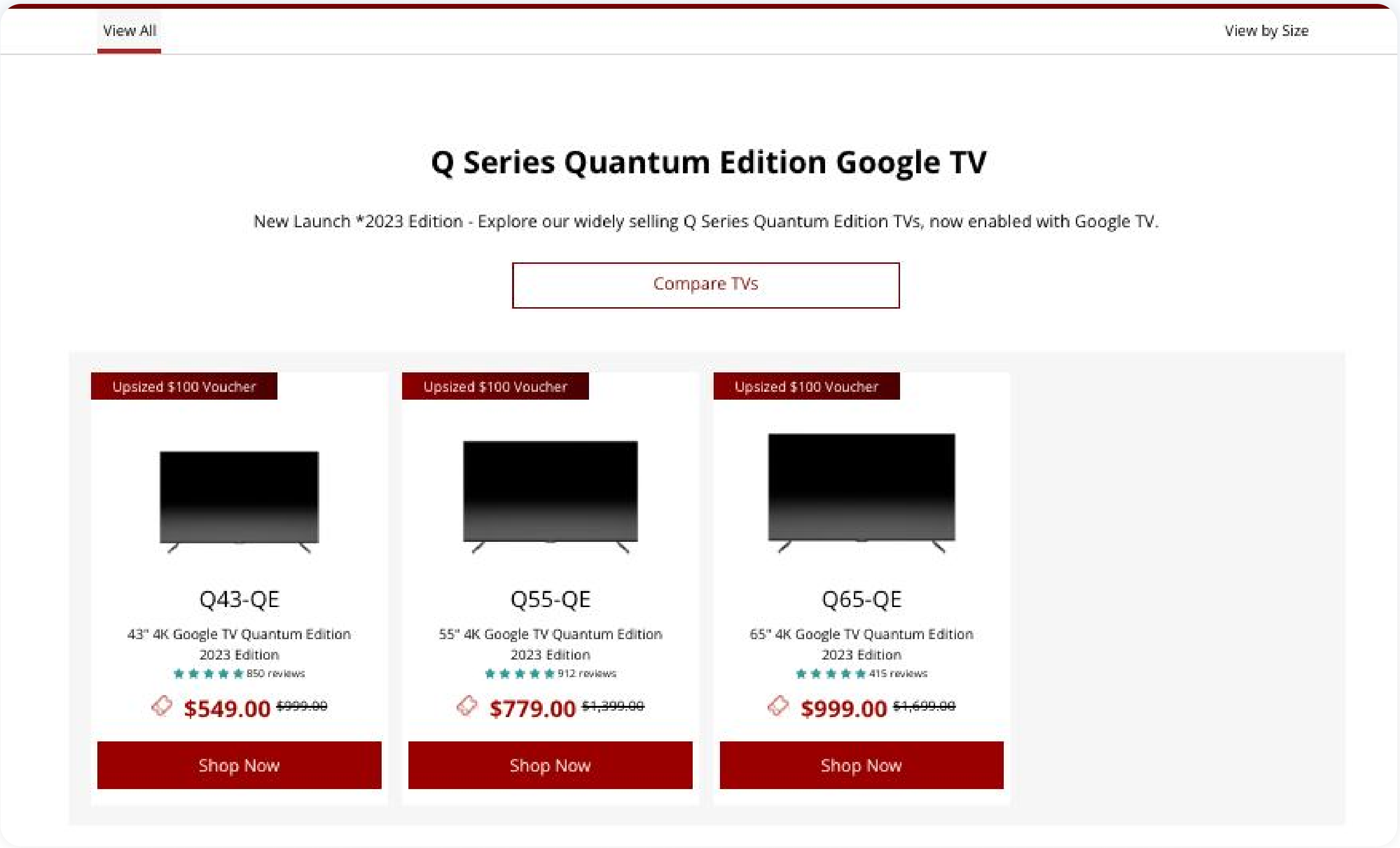
VARIATION 1



VARIATION 2

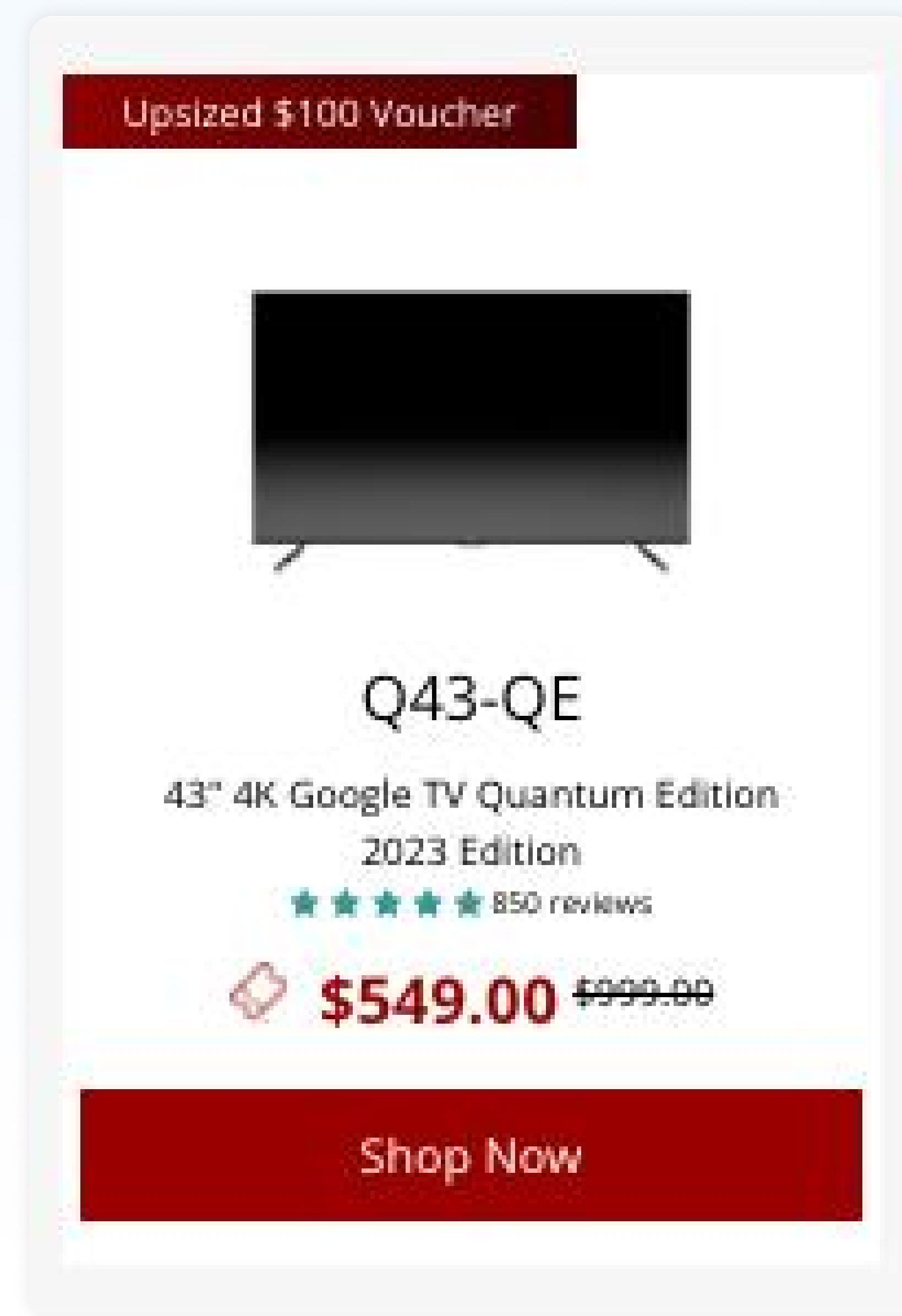


CONTROL

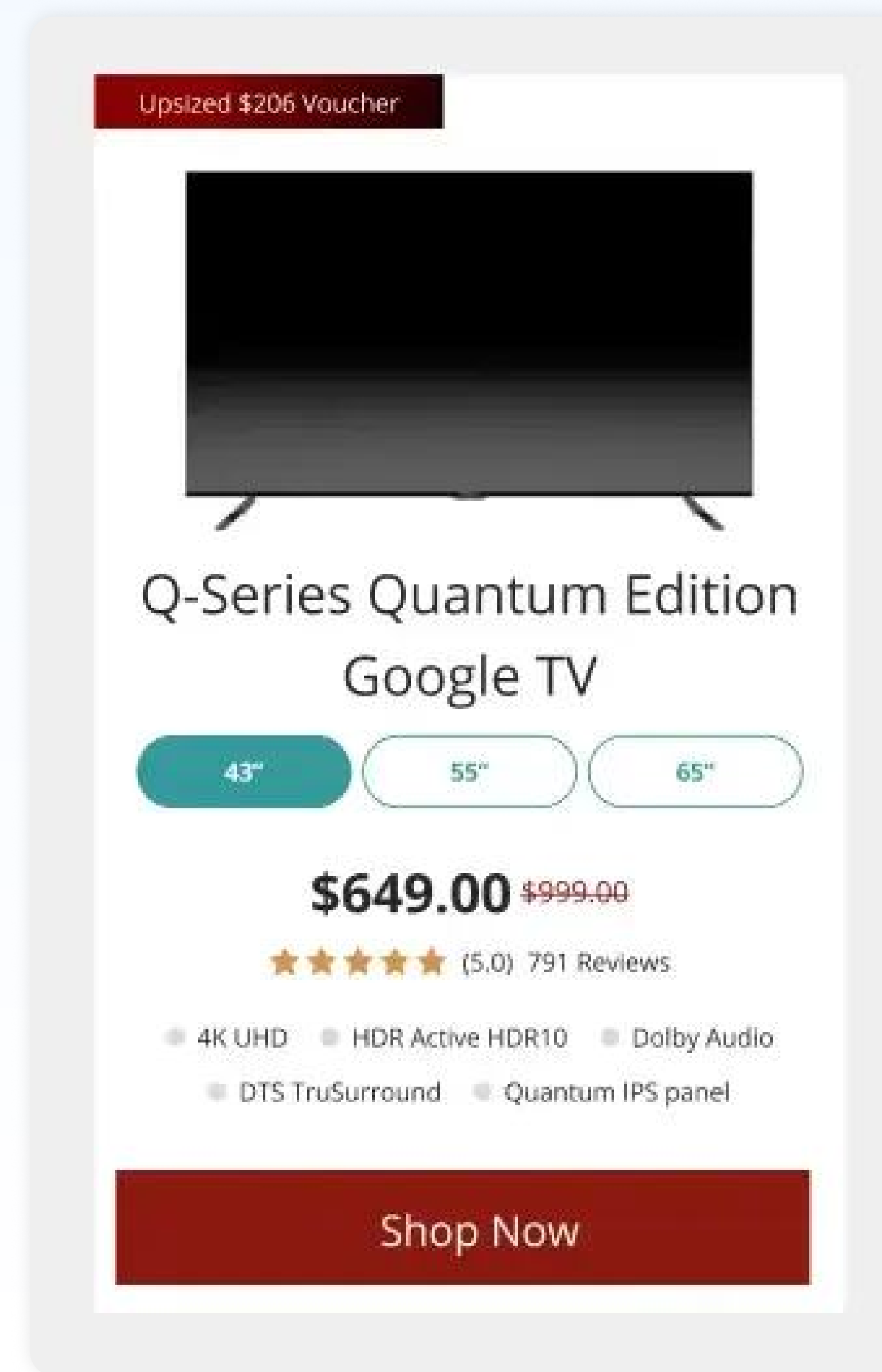


IMPROVED LISTING PAGES WITH TV GROUPING

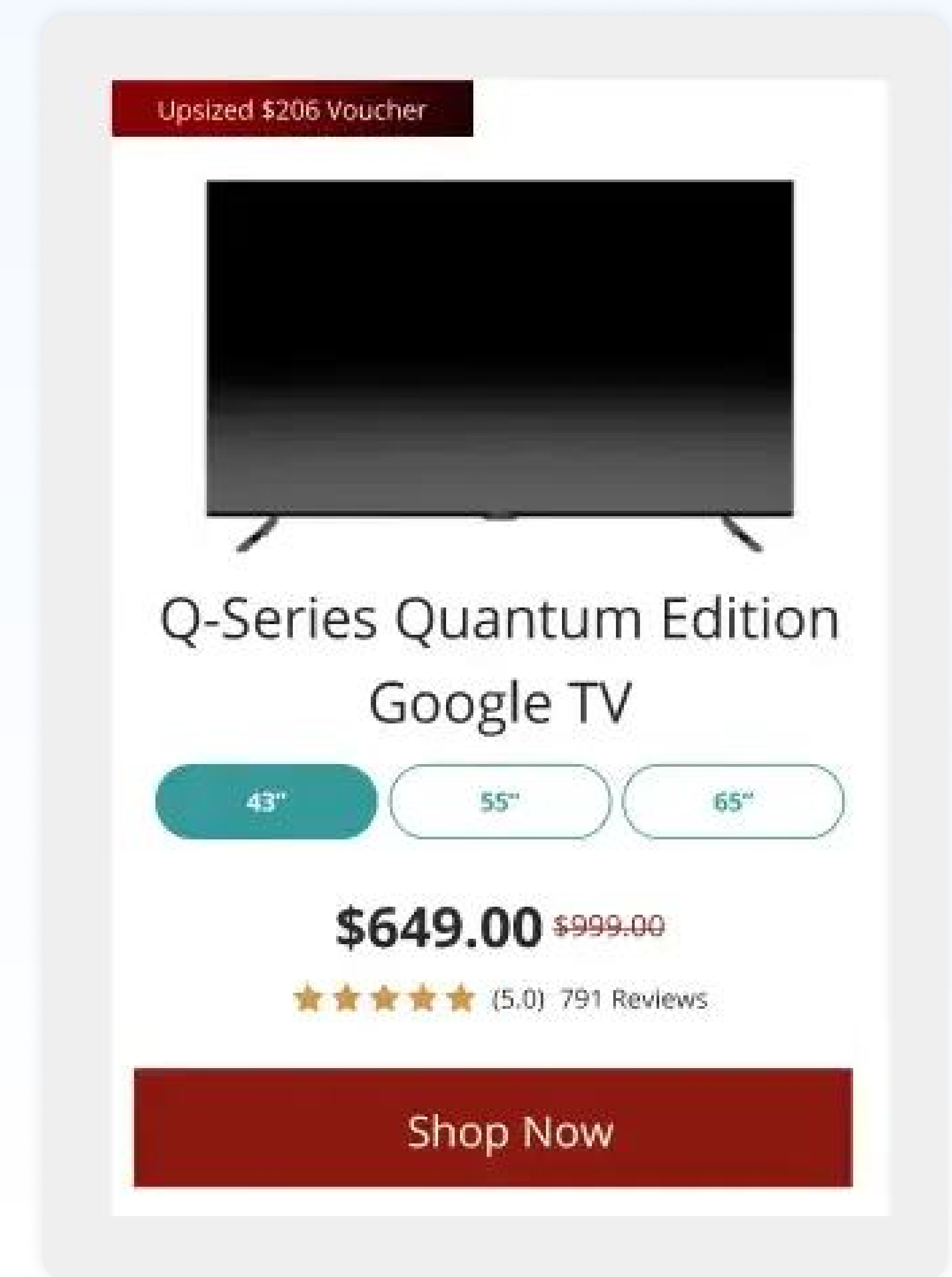
CONTROL



VARIATION 1



VARIATION 2

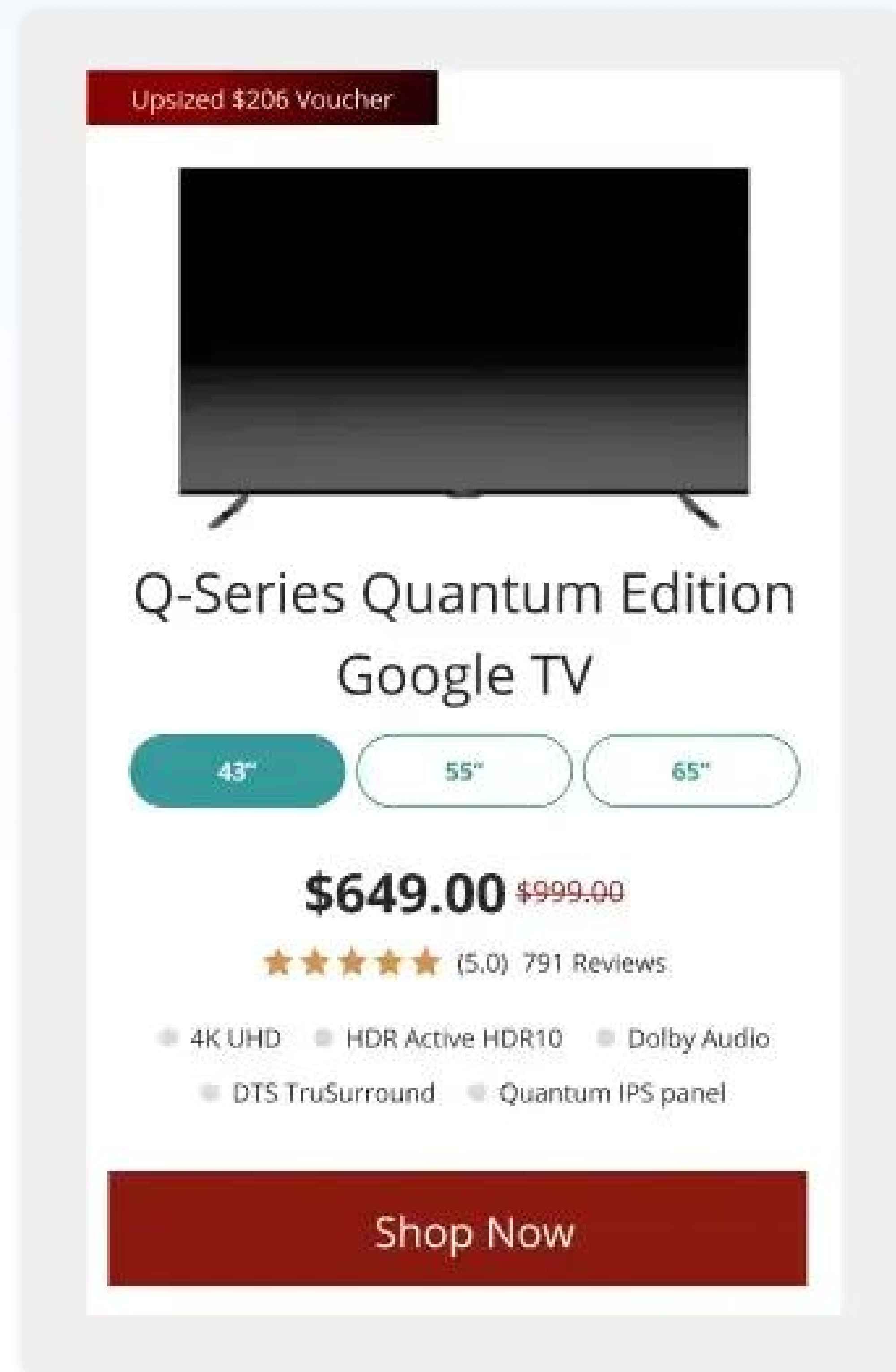


Firstly, the most visible and important update brought by the variations was to include multiple products within one single product card, which was made possible by adding a size selector switch, thus enabling grouping products of different sizes from the same subcategory into one single product card.

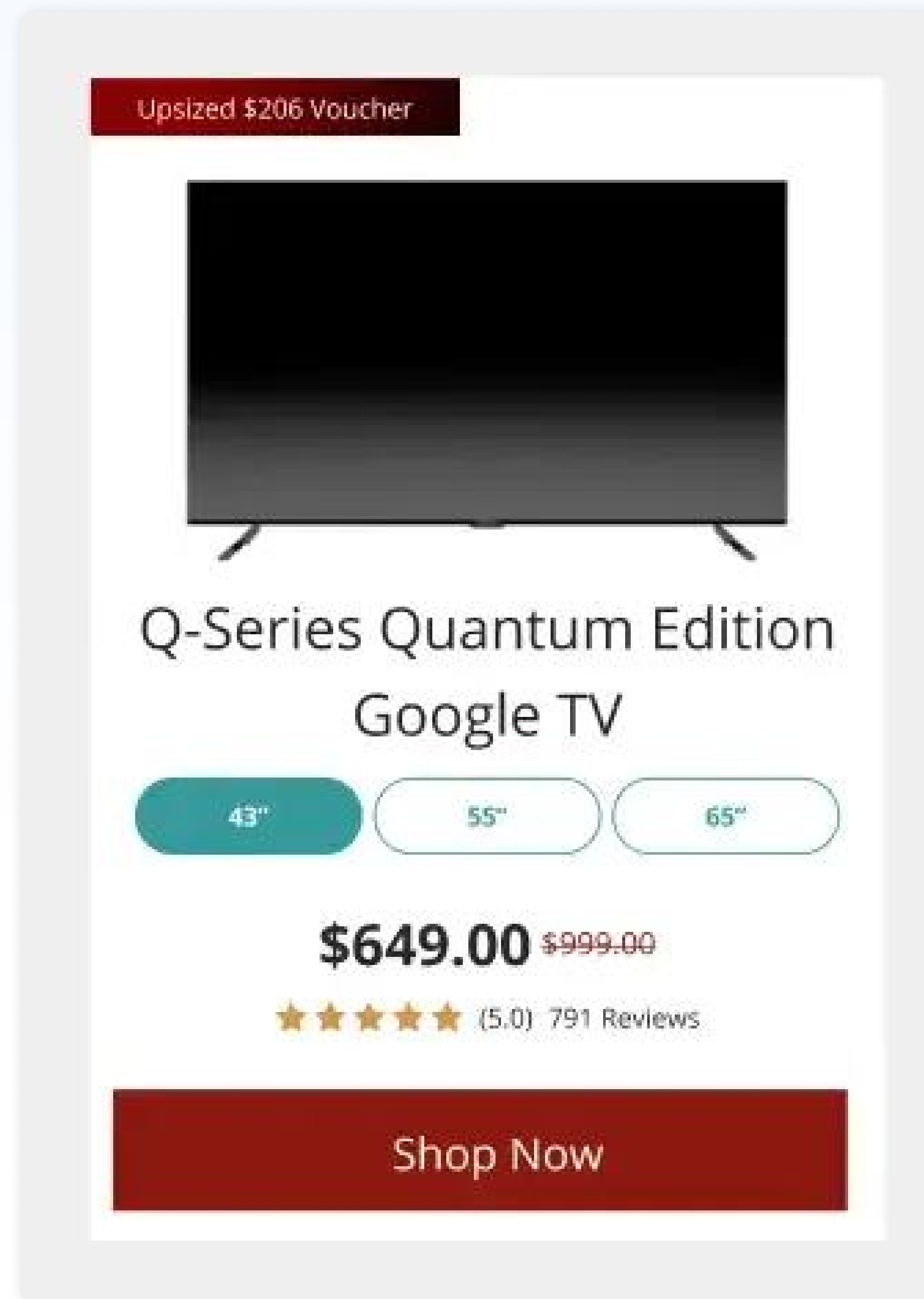
Other notable changes include: de-highlighting the price by changing its text color to black and increasing the main image size in order to facilitate better product visualization in the listing page.

IMPROVED LISTING PAGES WITH TV GROUPING

VARIATION 1



VARIATION 2



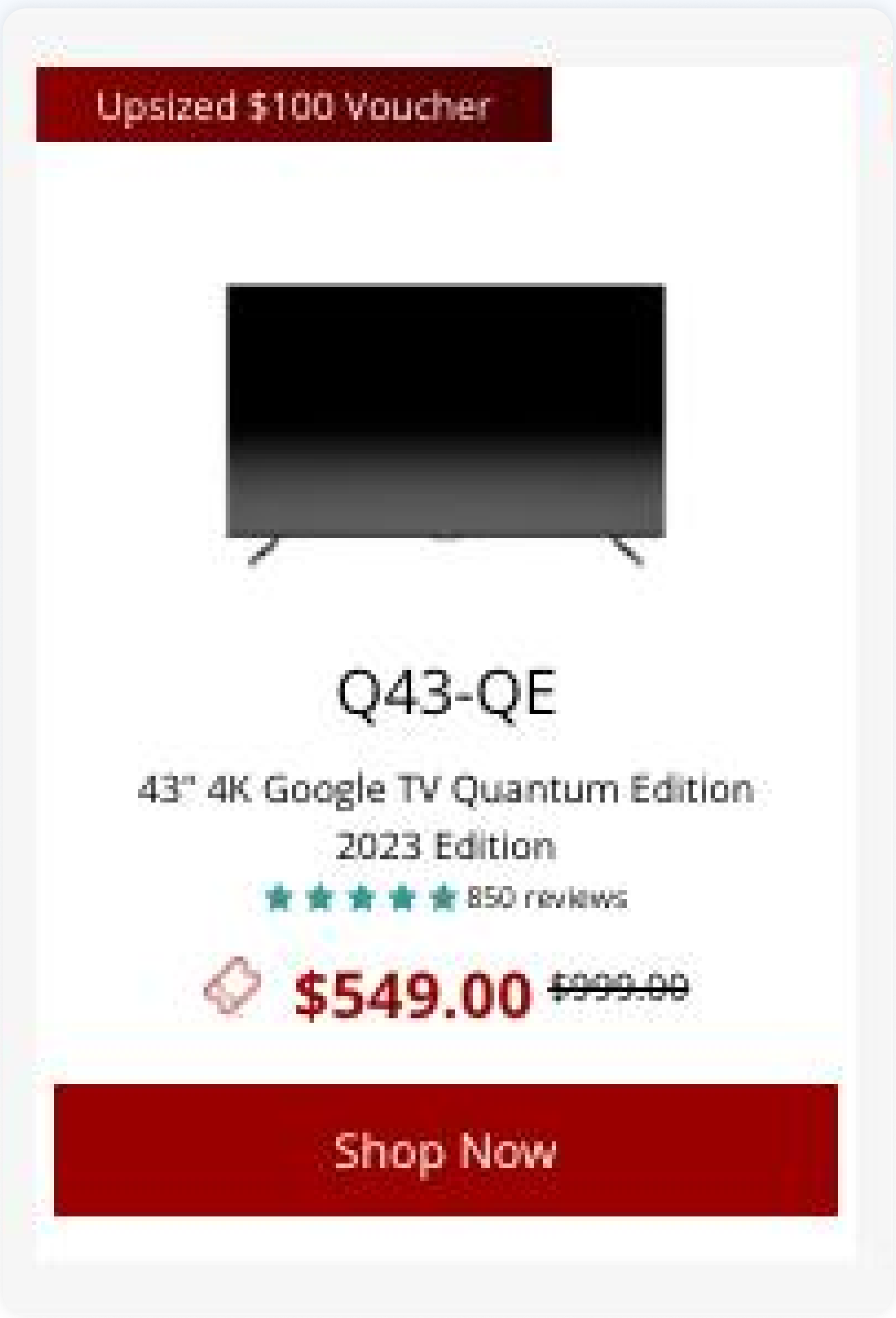
Between the 2 variations, there is a small, yet impactful difference.

Variation 1 includes some key product features, whose purpose is to help guide users towards the device page they're most interested in.

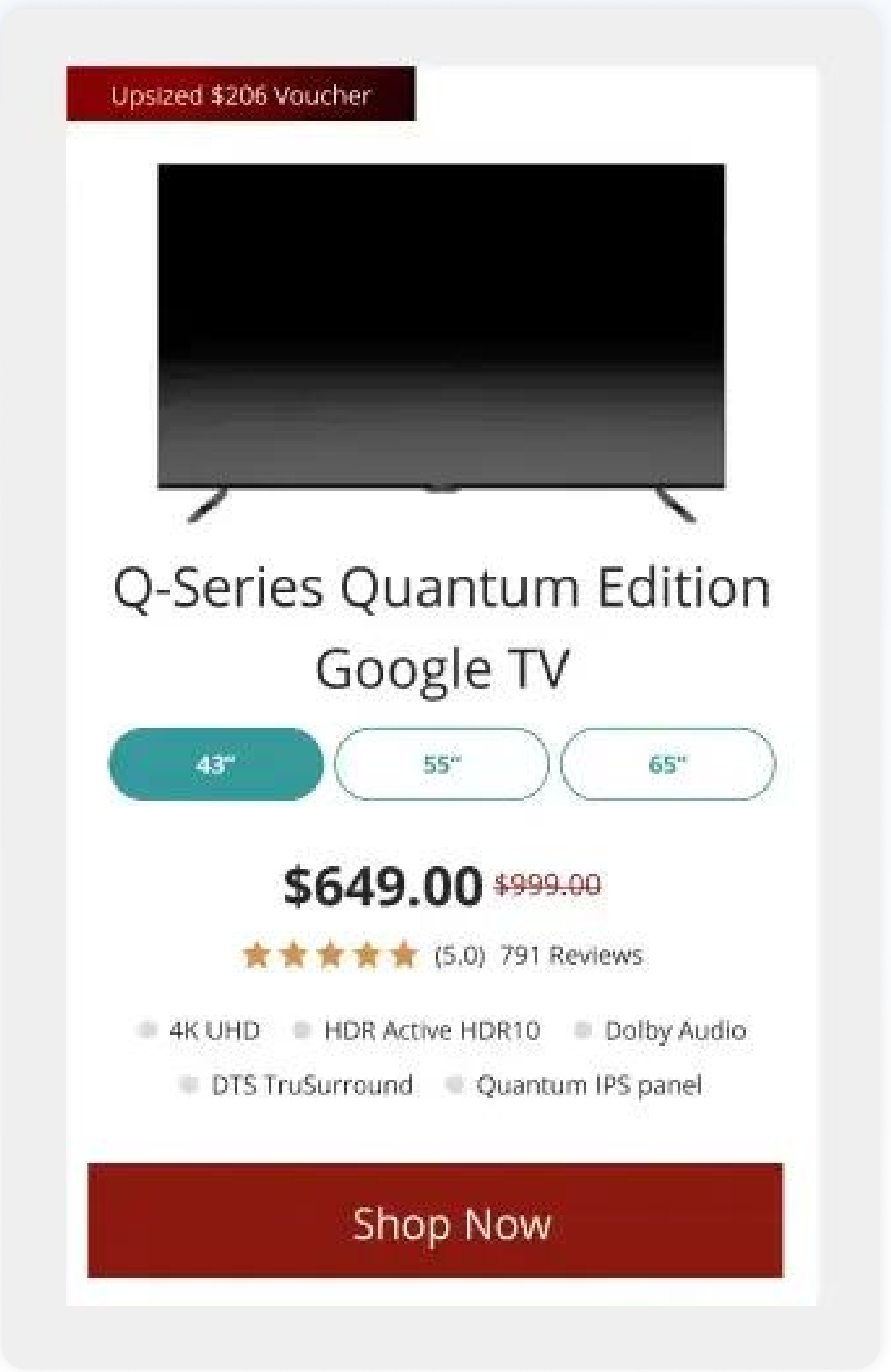
Variation 2 on the other hand, is missing this bit of content, which aims to identify if less product information at this point in the customer journey is actually more beneficial in regards to the impact on the final conversion rate.

IMPROVED LISTING PAGES WITH TV GROUPING

CONTROL

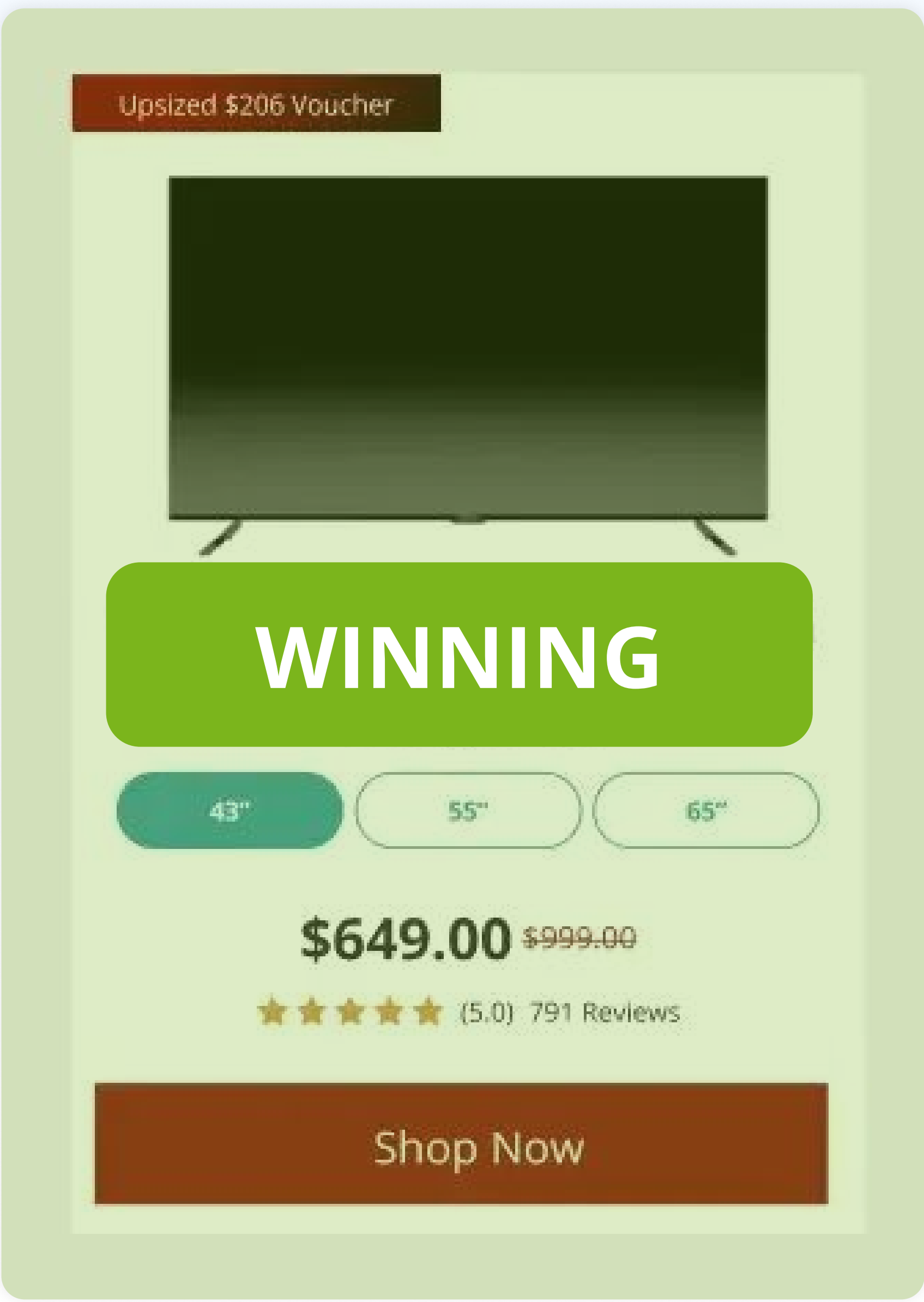


VARIATION 1



+4.95% CR
-7.63% Rev/user

VARIATION 2



+40.74% CR
+14.81% Rev/user
99.48% chance to win

CONCLUSIONS

Variation 2 was declared winning, displaying a high chance to win, alongside significant uplifts in the Conversion rate and revenue/user.



This experiment highlights the critical role of simplifying listing pages to create a more seamless browsing experience. By reducing cognitive overload and presenting product information more strategically, users can navigate more easily and progress toward the PDPs without feeling overwhelmed. Ensuring that key details are introduced at the right stage of the journey helps maintain user interest and encourages purchasing decisions.

Additionally, the test underscores the importance of evaluating even seemingly minor design or content adjustments. Small changes can have a substantial impact on user behavior and overall performance, potentially tipping the experiment results in a significant way. This reinforces the need for continuous testing and iteration to refine the user experience and optimize key metrics.

“Omniconvert has been an invaluable part of our CRO workflow. The platform gives us the flexibility to run A/B tests at scale, while also offering the depth we need to truly understand our customers. Every successful experiment strengthens our confidence in data-led design decisions.”

Haifa Hussain, UX Manager
PRISM+



Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

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