



A/B testing CTA button copy increased revenue and conversion rates

BACKGROUND

Founded in 2001, F64 is a retail store specializing in photographic and video equipment. With the largest choice in professional equipment and accessories, they bring all the world renowned brands to clients that are just as passionate about photography as they are.

From beginner to professional, they offer a high level of care and understanding in selecting equipment.

They have built a community of avid enthusiasts that share a dedication for this art all over Romania. There are regular blog posts about the latest products on the market as well as interesting articles from the camera world.

Their Bucharest retail store is the largest of its kind in Southeast Europe with an impressive 1300 sqm display floor. Equally impressive are the 1.6 million online visitors they have on a monthly basis.

CHALLENGE

The biggest challenge regarding the growth of the company is convincing people to purchase online the products they love.

The consumer can often be skeptical with online market vendors for cameras. Statements about what they are selling and how they engage with visitors can be less than on point and relevant to the online consumer. Elements in copy will often be simple but unenticing from a buyer perspective.

When you are talking about cameras, applying across the full aperture of low to high-end models, the visitor will shop and often enjoy a personal list of items specific to their needs and wants. Buyers need to be educated and influenced in their decision that makes them happy and justified in their selection.

To increase the performance of their website, F64 and Omniconvert performed a full analysis and audit of visitor behaviour data. From this analysis Omniconvert was able to hypothesize that a test can be performed to treat the visitor behavior.

SOLUTION

The Omniconvert treatment was based on a test for the Call to Action on the website product pages. Small changes would have a long term impact for the key performance indicators that F64 were interested in improving.

Based on the hypothesis that if we address a visual element on the product page, the conversion rate will increase and visitors will engage and act on these pages better. This was done by custom designing and changing the message copy for the CTA button.



☐ Compare

Sony DSC-HX300 - 20Mpx camera, 50x optical zoom, OIS, shooting FullHD

★★★★★ 4.83 (20 Reviews) Code: 125003735

• • Resolution: 20.4Mpx 50x optical zoom LCD 7.5 cm (3.0 ") Intelligent Auto Mode

• • Exmor R™ CMOS sensor with 20.4 megapixel Digital Zoom 100x Full HD shooting full manual control

1498⁰¹ lei (including VAT)

 **1499** loyalty points

 In stock

 **Buy**

Control Version

In control, we see the CTA button displayed simply and with a strong emphasis on the commitment to purchase. The original function of this button added this item to basket and allowed the visitor to continue adding items to the cart. However, the message copy 'Buy', was finite and inferred the action of completing a purchase.



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 In stock

 **Add to cart**

Variation Version

In the Variation, the CTA was changed. The picture of the cart was emphasized distinctly in blue. The message copy change of 'Add to Cart' complimented the actual button functionality. Visitors could now visibly see and engage in the action that the CTA button performed. The colour palettes were flattened and made singular and solid to emphasize and capture attention.

RESULTS

On control, the conversions to sale were much lower when compared to the variation page. The experiment was segmented to all visitors with traffic evenly split (50/50).

The results from this experiment:

An increase of 6% in conversion rate

Uplift of 1.68% in revenue per visitor

Validation with 99.21% in statistical relevance

After this successful test, F64 continued and replicated testing on other product categories and their pages with A/B testing. Small changes when applied correctly can optimize the conversion effects and increase revenue. It easily helps you address buyer behaviour and help to influence them further through the sales funnel.

Testing CTA's can be subtle and often a simple or small change can make all the difference. A colour, a graphic or a word can trigger the response needed which influences the visitor into becoming a buyer.

If you haven't tried A/B testing yet, try the Omnicontvert platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

"I like that I can easily make changes in the website's design without hurting conversions. Omnicontvert helped us understand the value of adjusting our website based on our customers' needs."

Adrian Zanfir, Digital Marketing Manager F64

Start **INCREASING** conversions and skyrocket your website performance today! www.omniconvert.com



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