

O'Donnell Moonshine and OMNICONVERT

+49.61% increase in Conversion Rate and
+6.67% increase in Revenue/User

achieved by repositioning key product messaging and improving CTA visibility

INDUSTRY

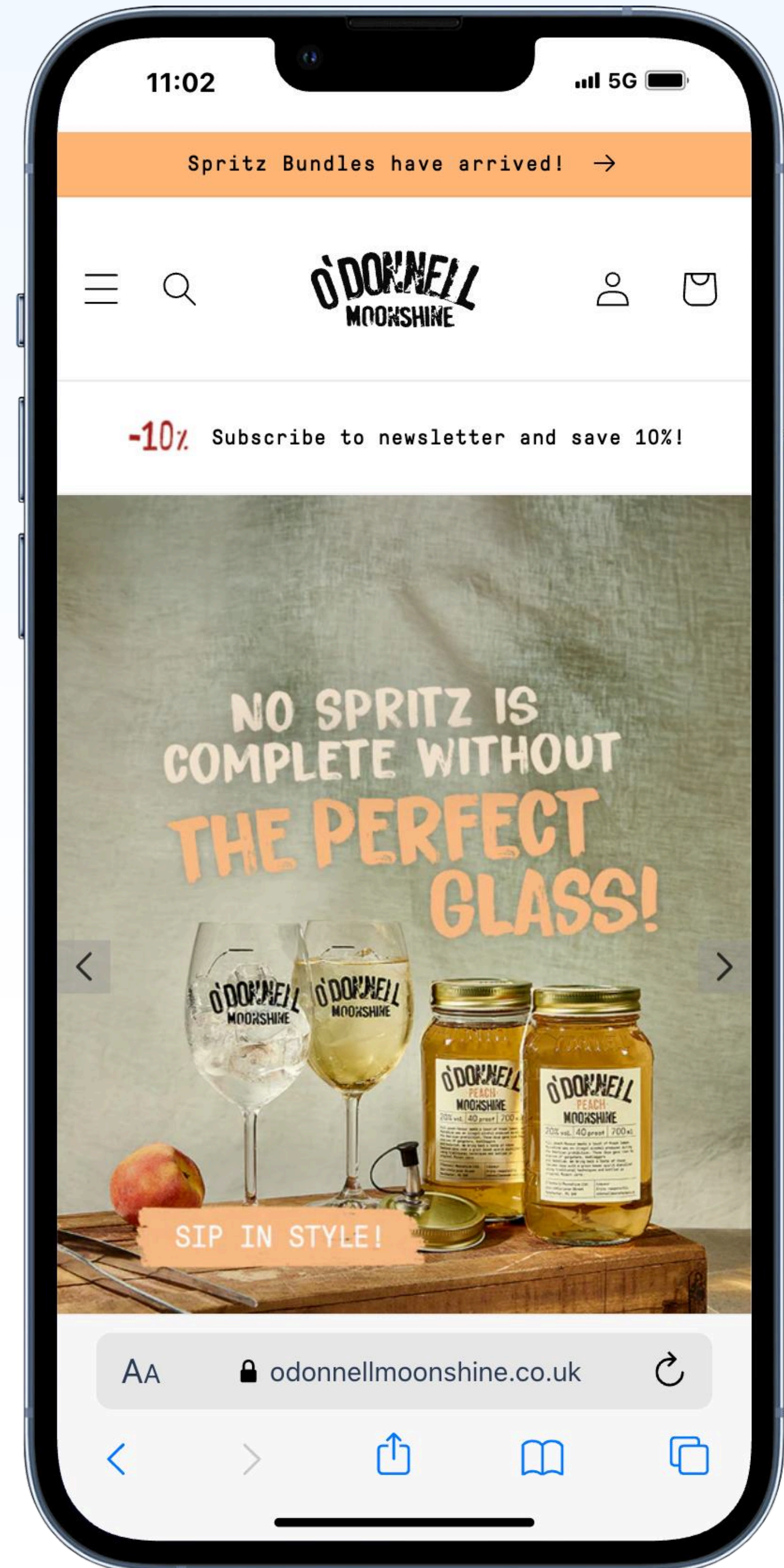
FOOD & BEVERAGE / SPIRITS

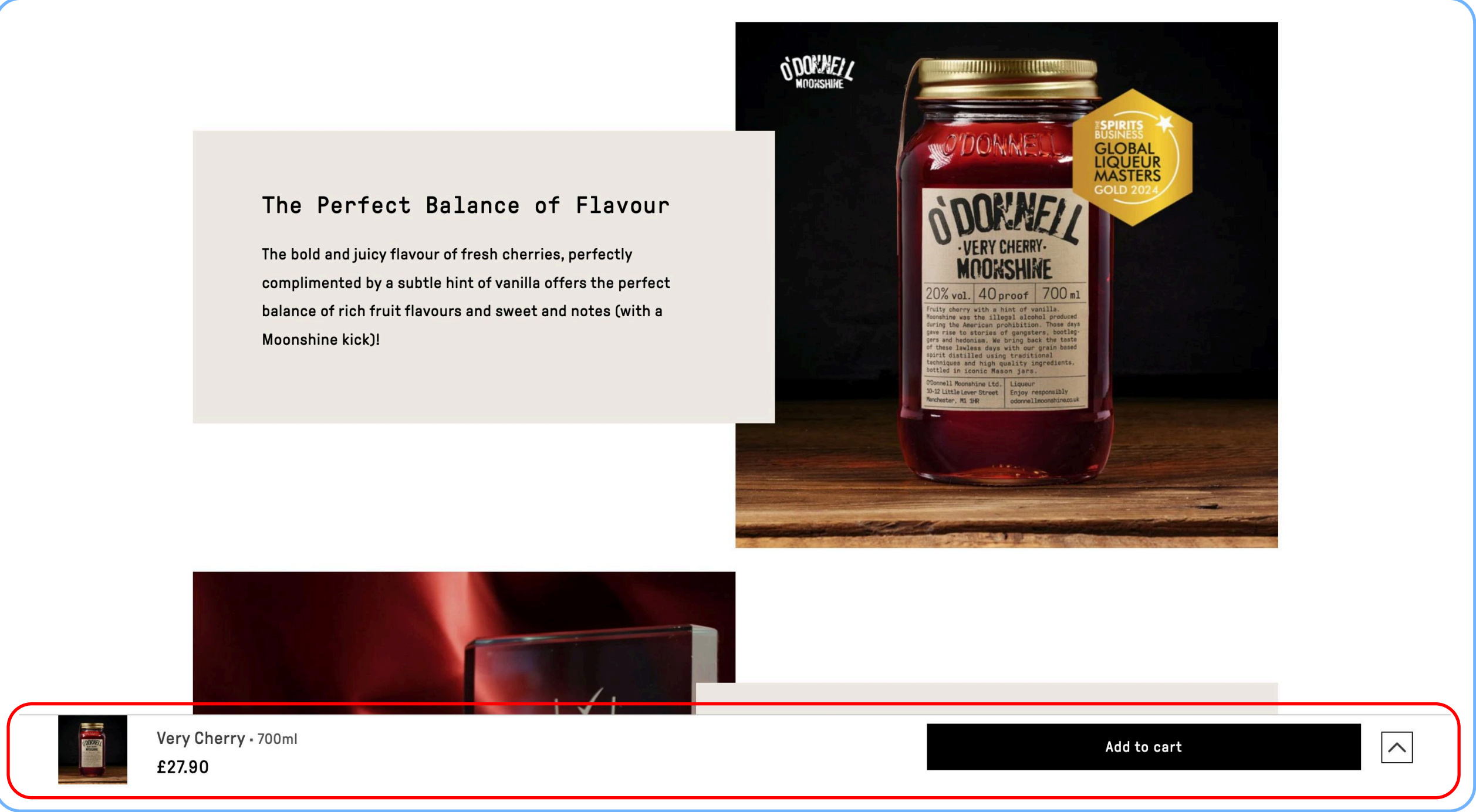
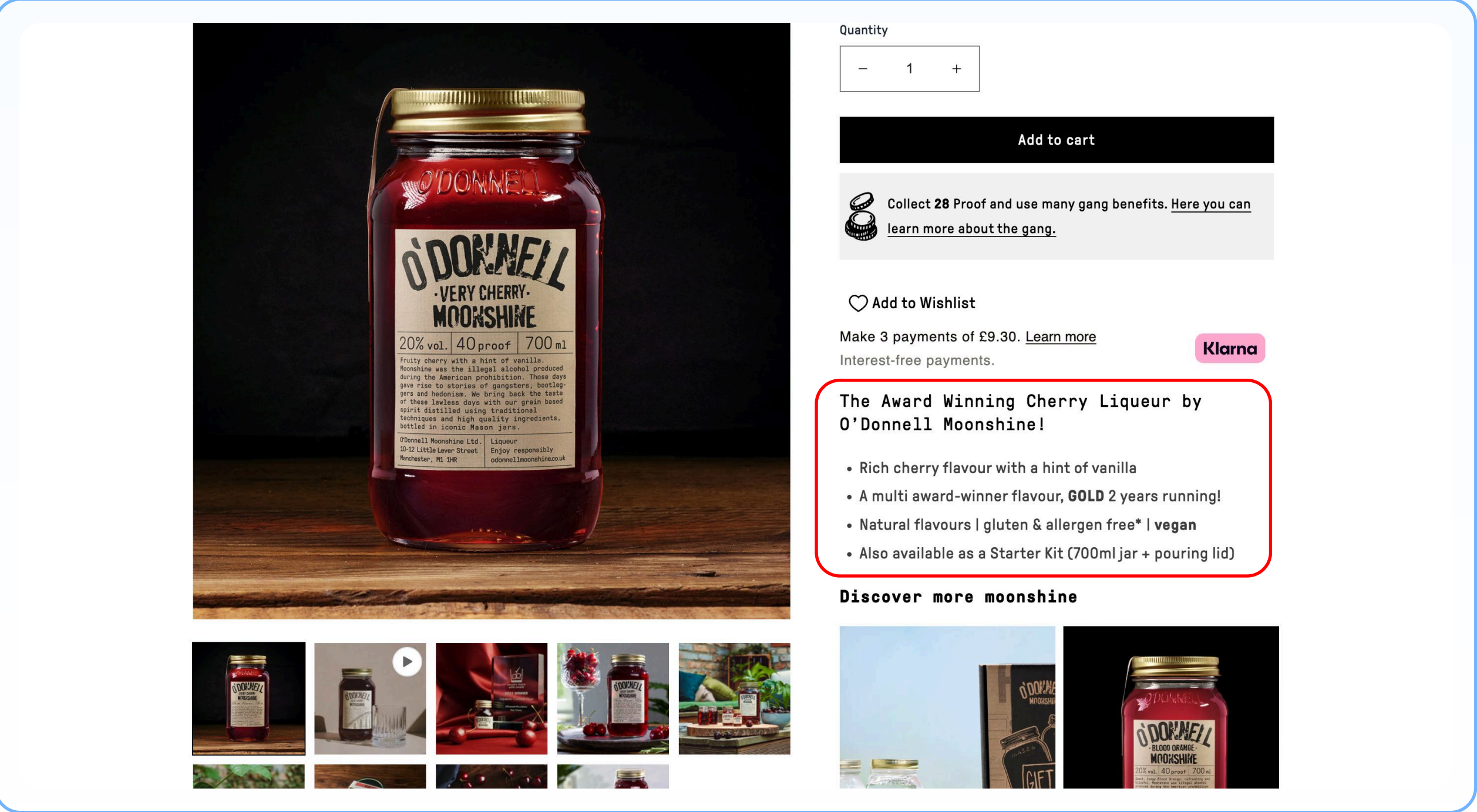
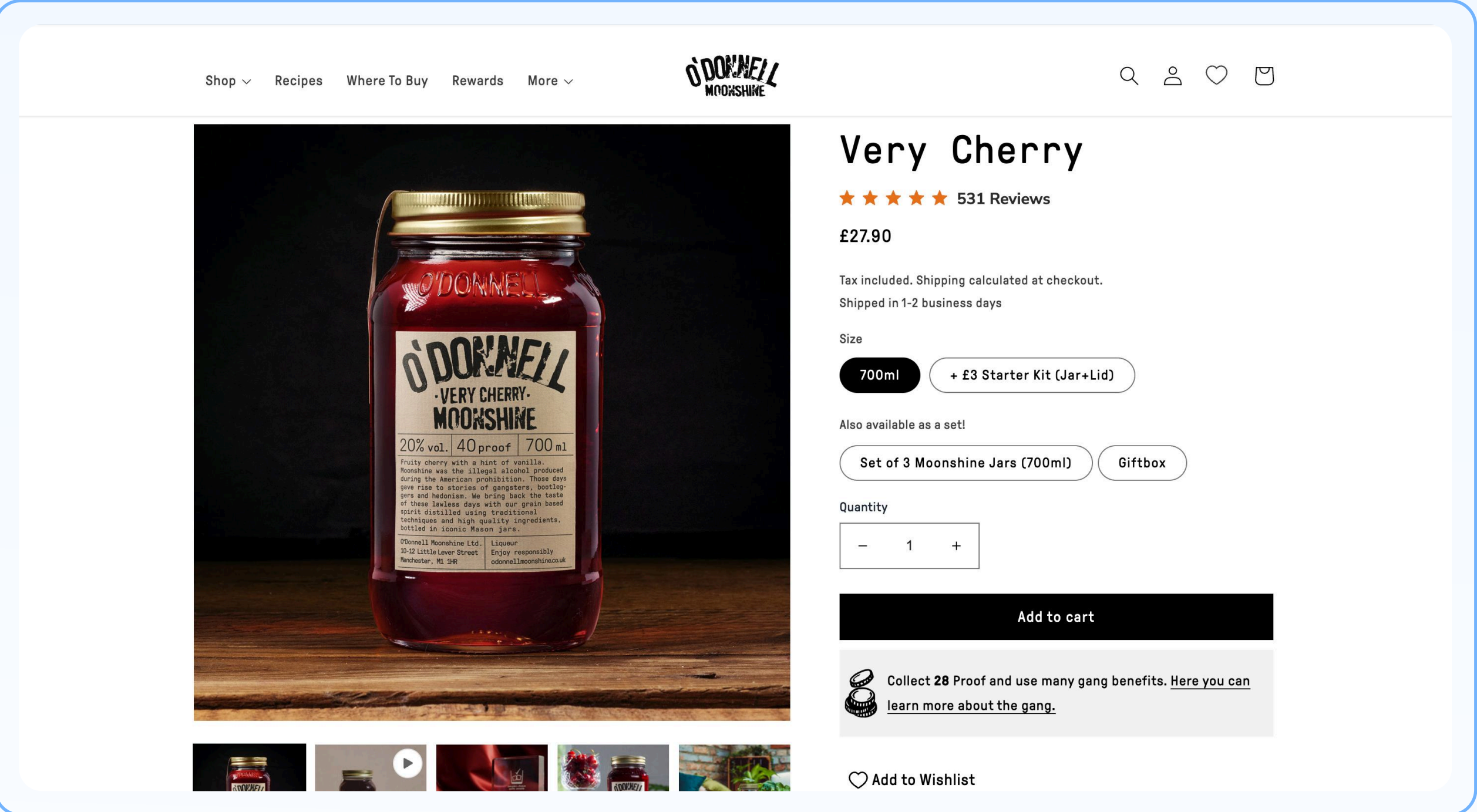


ABOUT O'DONNELL MOONSHINE

Founded in 2016 by longtime friends August Ullrich and Philip Morsink, O'Donnell Moonshine brings the rebellious spirit of Prohibition-era America into the modern age. Inspired by a road trip through the U.S. and the story of Moonshine's outlaw origins, the founders set out to revive the iconic beverage - this time with a contemporary twist.

What began with hand-bottled jars at home has grown into a distinctive spirits brand known for its bold flavors, smooth taste, and signature mason jar packaging. With an uncompromising focus on quality ingredients and craftsmanship, O'Donnell Moonshine has built a loyal following across Europe - and continues to convert curious newcomers into devoted fans.





THE CHALLENGE

O'Donnell's product detail pages are designed to combine storytelling with sales impact. However, the brand's introductory product messaging - often featuring award wins, flavor notes, dietary tags, and packaging highlights (e.g. "The Award-Winning Cherry Liqueur," "Natural flavours | vegan," "Starter Kit available") - was positioned too low on the page, beneath the installment copy. This limited visibility for key value drivers at a crucial moment in the decision-making process.

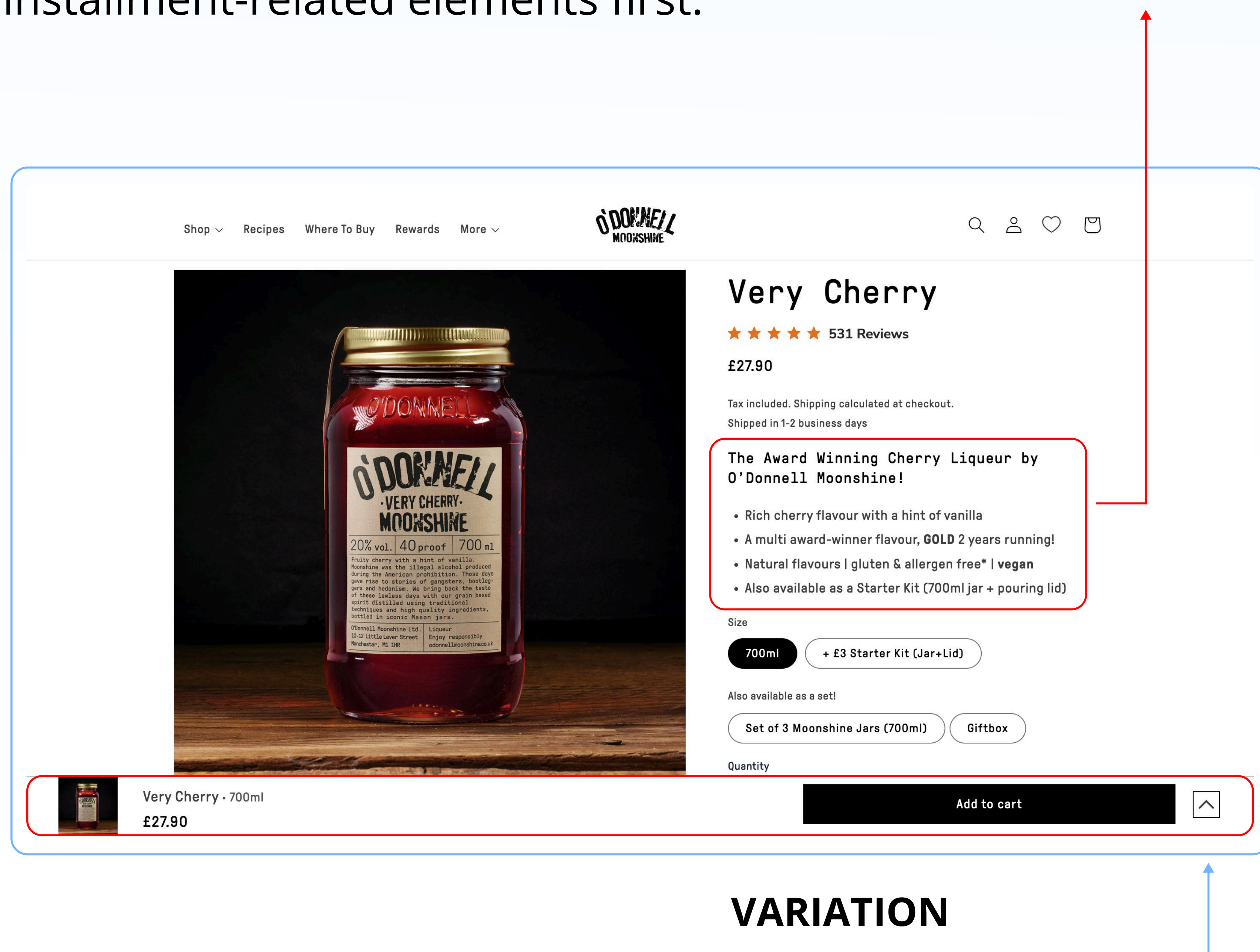
Additionally, the sticky "Add to Cart" bar only appeared after scrolling past the image gallery, reducing CTA visibility at the top of the page.

THE SOLUTION

To address these issues, we ran an initial experiment focused on two tactical improvements to the desktop PDP layout:

Repositioning the Product Highlight Section

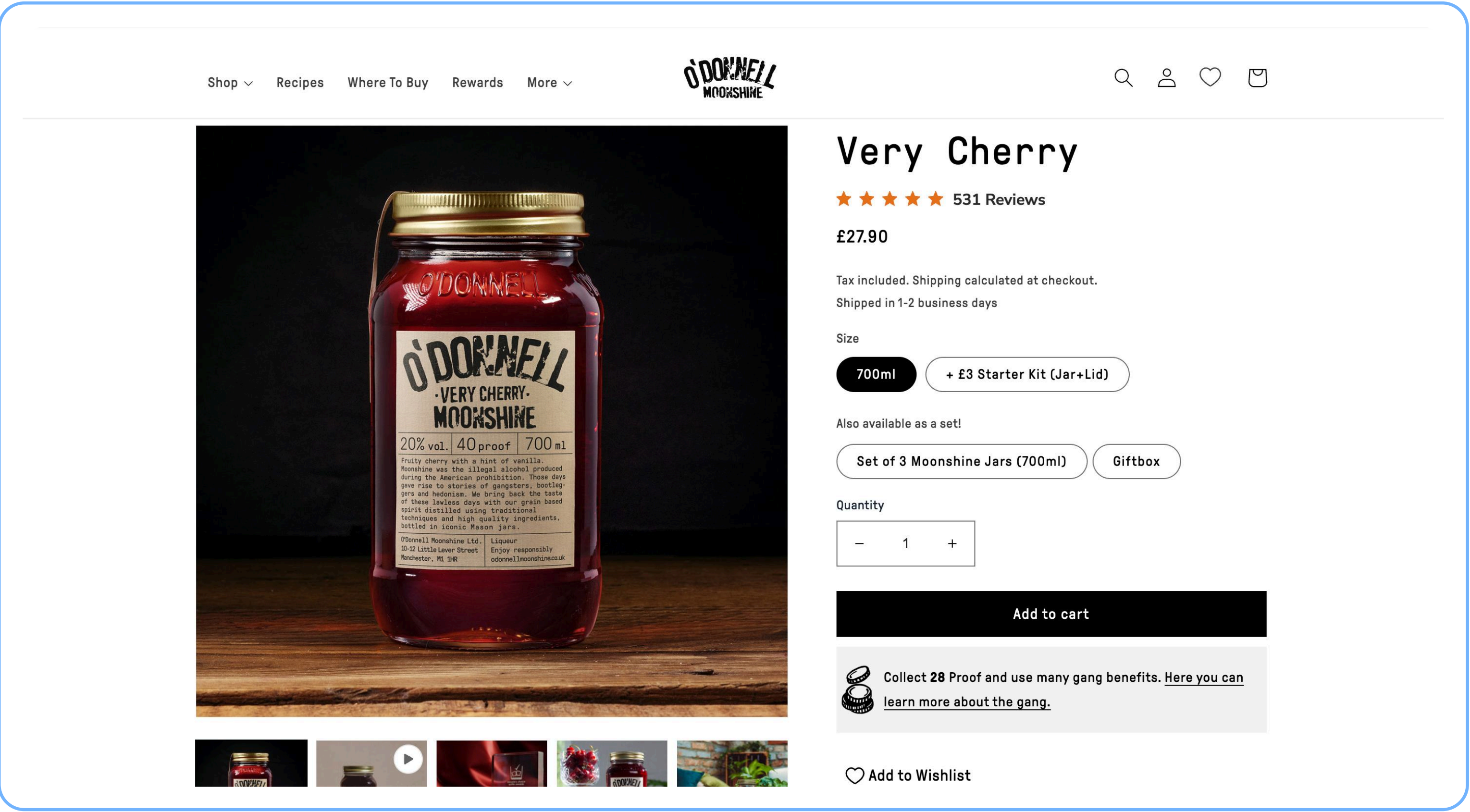
We moved the product's core messaging directly beneath the price and shipping information, ensuring users encountered high-impact details earlier in the browsing experience - without needing to scroll past logistical or installment-related elements first.



Sticky CTA Always Visible When Needed

We adjusted the sticky "Add to Cart" bar to appear whenever the main CTA button was out of view, including at the top of the page. This guaranteed that the action remained easily accessible throughout the session.

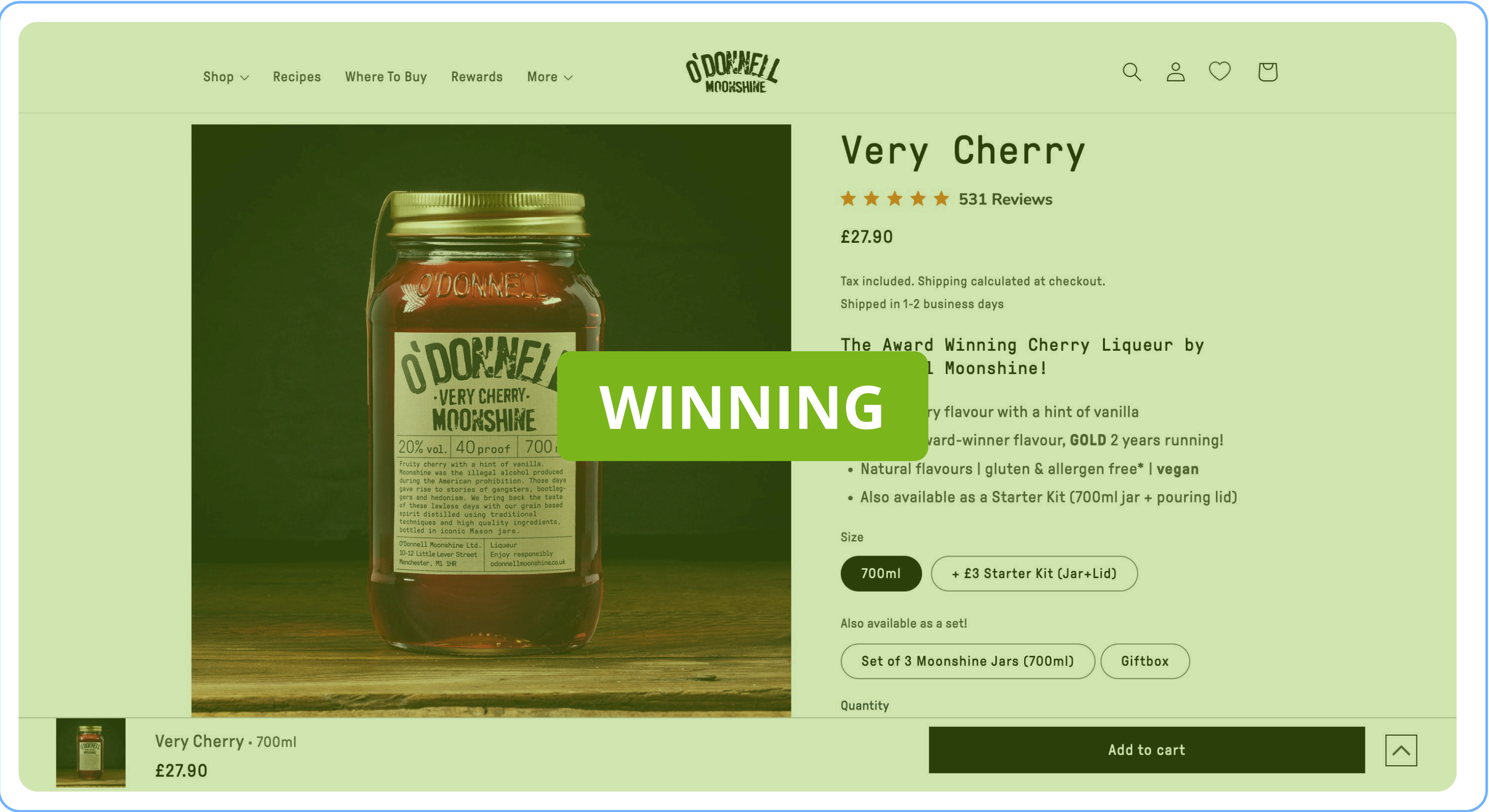
CONTROL



THE RESULTS

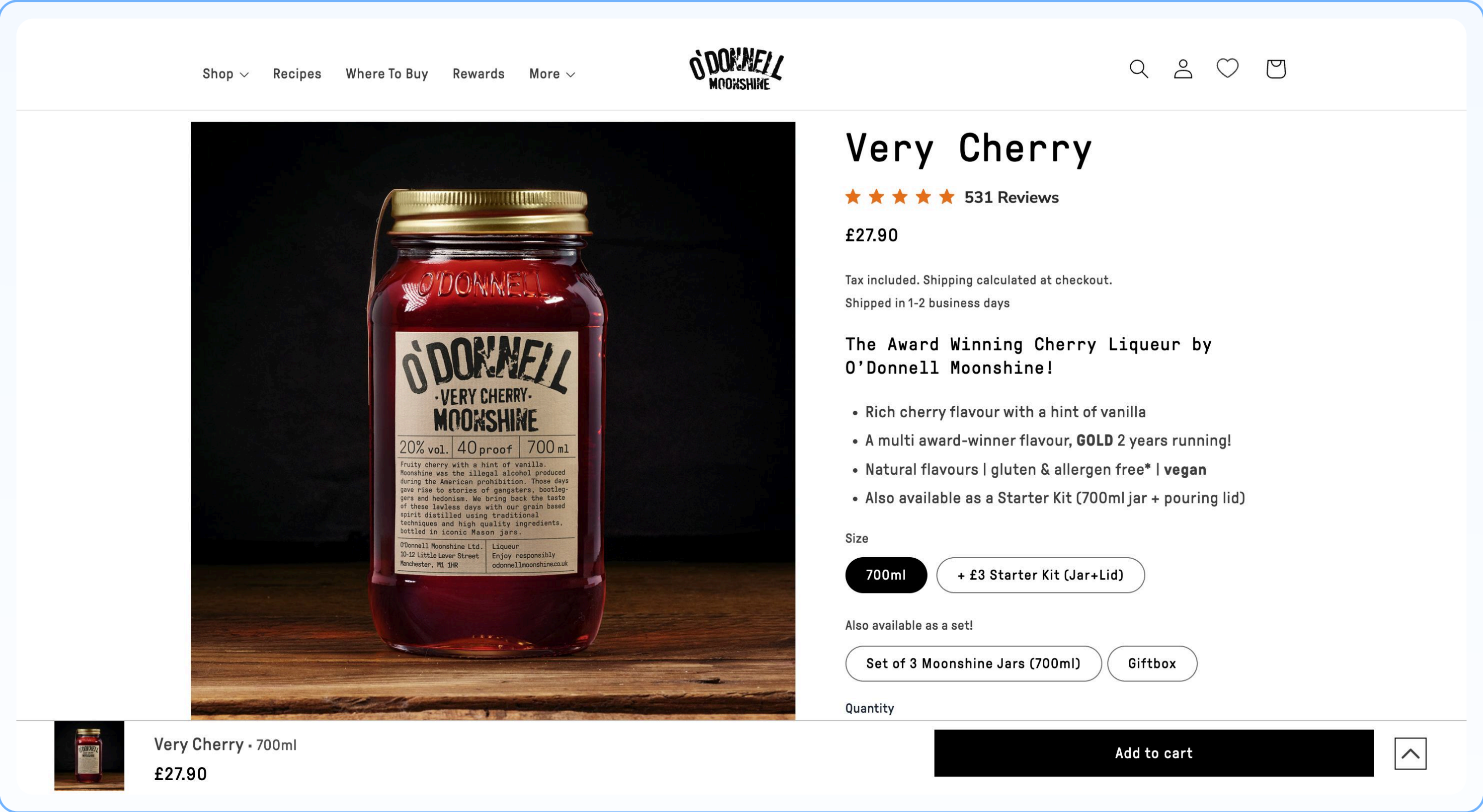
This layout proved highly effective, improving both engagement and conversions by aligning information hierarchy with user intent and removing friction from the purchase process.

VARIATION



+49.61% increase in Conversion Rate and
+6.67% increase in Revenue/User

CONTROL

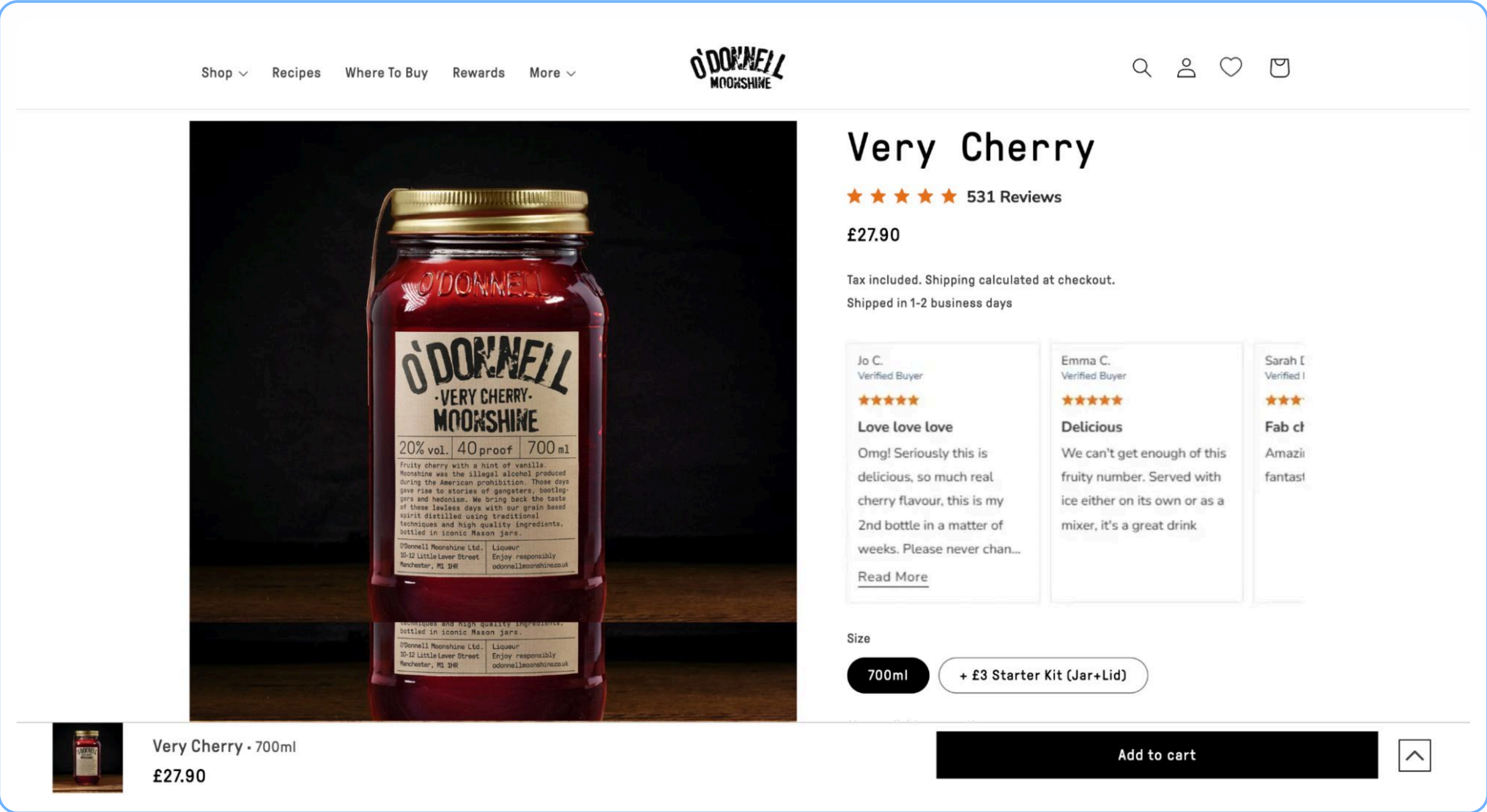


THE FOLLOW-UP - EXPERIMENT 2

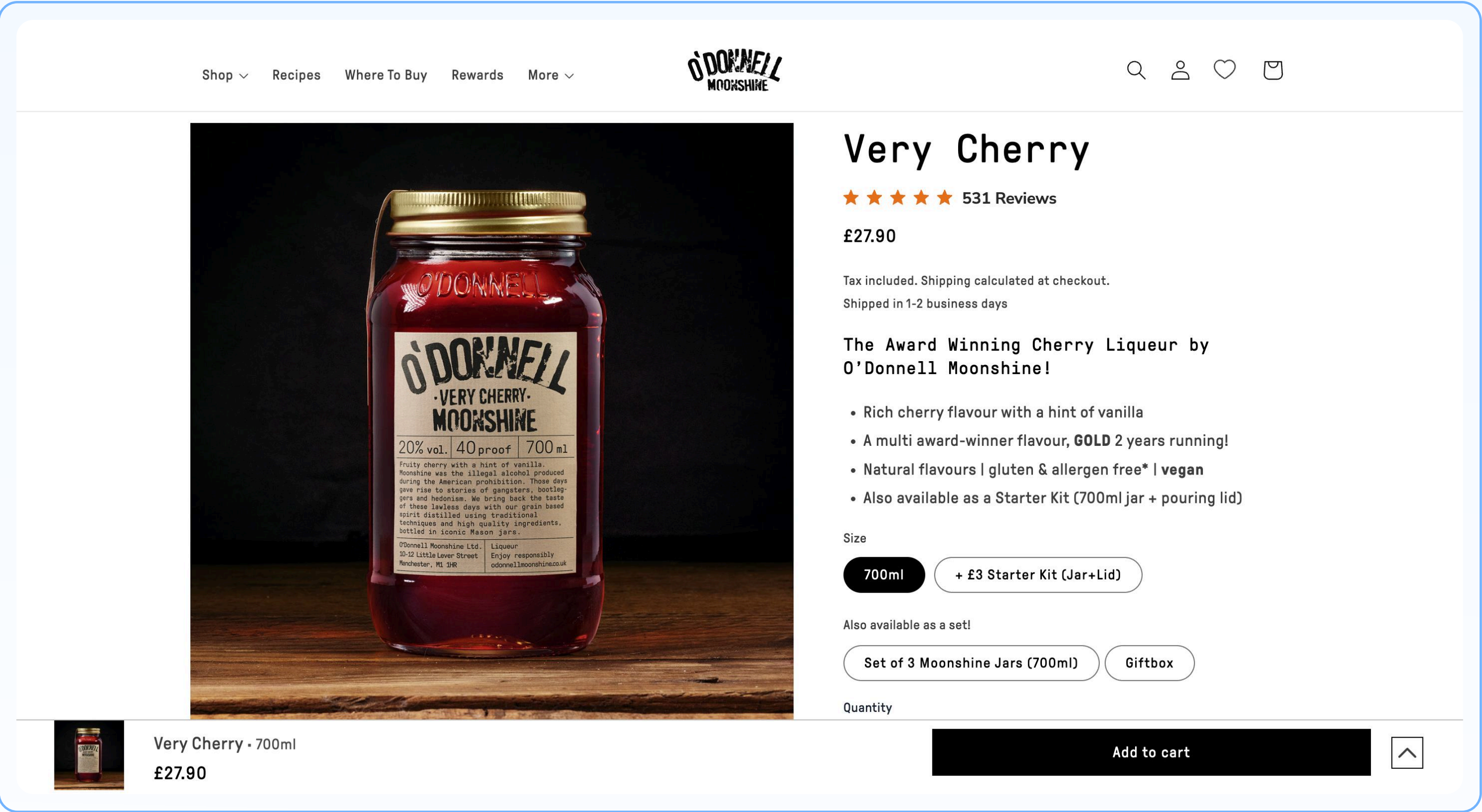
Encouraged by the success of the first experiment, we ran a second test to explore whether reinforcing social proof could outperform the clean, product-focused layout. In this variant, we kept the original copy in its lower position and introduced a carousel of five curated customer reviews just beneath the price and shipping section.

These reviews were handpicked to highlight key themes such as rich flavour, suitability as a gift, strong packaging, and overall satisfaction.

VARIATION



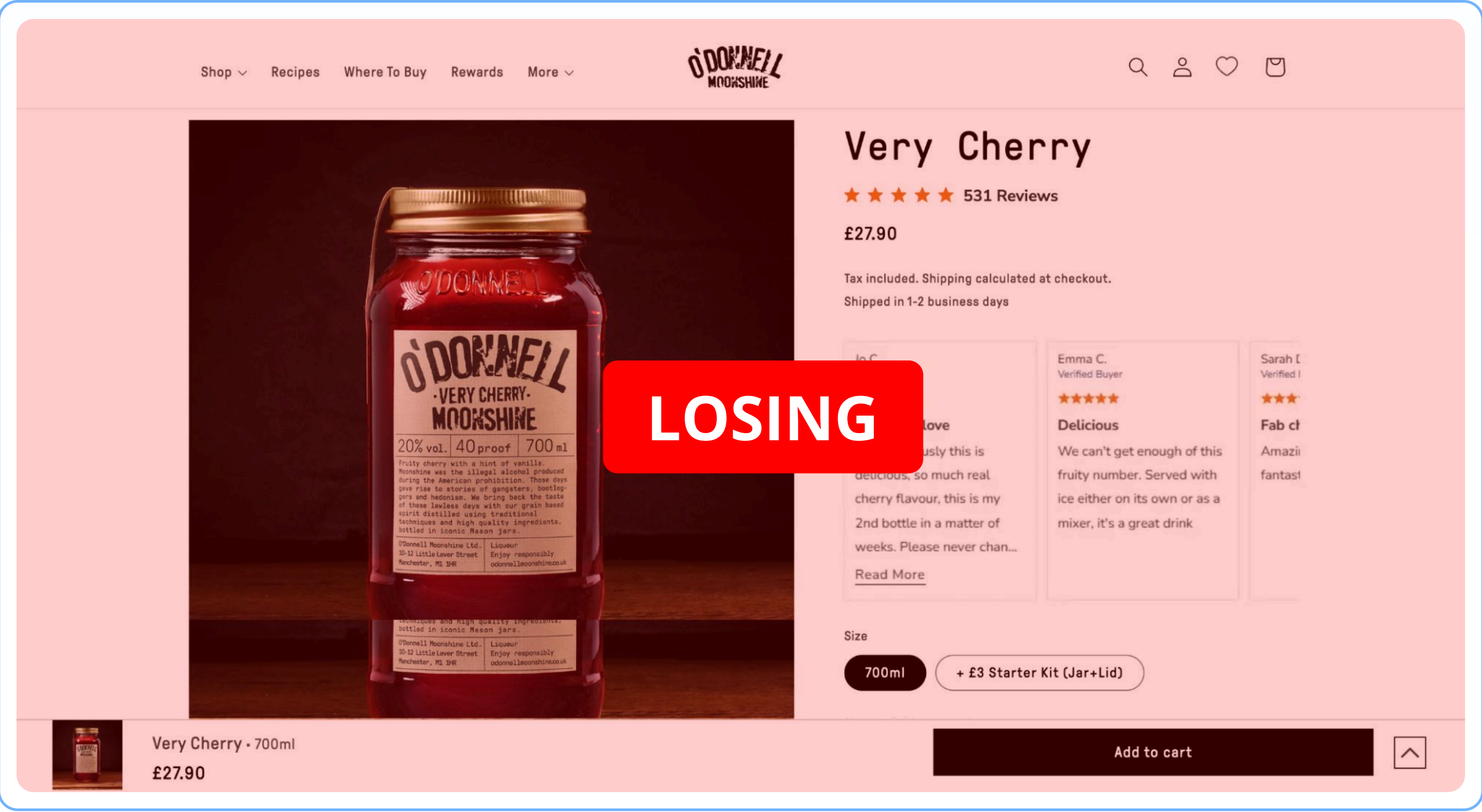
CONTROL



THE RESULTS

-12.92% decrease in Conversion Rate and
+9.55% increase in Revenue/User

VARIATION



Although revenue per user improved, the substantial drop in conversion rate meant that this variation did not outperform the first. As a result, we decided to declare the second experiment a loser and reverted to the winning layout from the initial test.

CONCLUSIONS



This two-part experiment series highlights the importance of continuous testing - even after a strong win. While social proof is a powerful tool in many contexts, this test revealed that in O'Donnell Moonshine's case, leading with clear product messaging and consistent CTA visibility had a more positive impact on overall conversions.

Running multiple iterations allowed us to make confident, data-informed decisions and avoid assumptions about what users want. It's a powerful reminder that in CRO, the best-performing version isn't always the most content-rich - it's the one that guides users smoothly toward conversion.



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

Schedule a call with us, and together we'll reduce guesswork and achieve great results.

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