

bareMinerals & Omniconvert

Desktop

+6.47% increase in Conversion Rate and
+4.79% increase in Revenue/User

Mobile

+3% increase in Conversion Rate and
+1.3% increase in Revenue/User

achieved by making the search bar visible by default in the sticky navigation

INDUSTRY

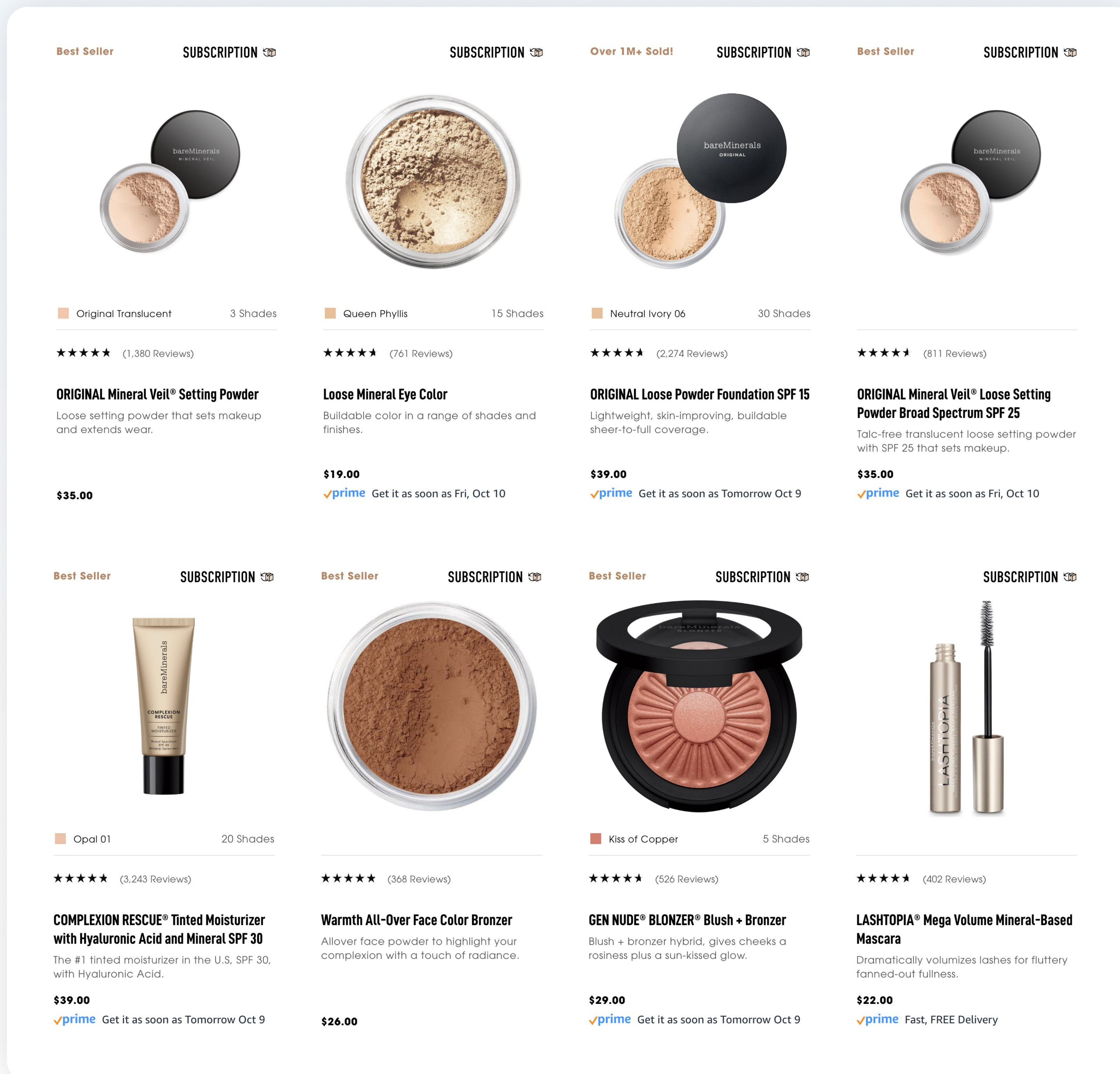
BEAUTY/COSMETICS

ABOUT bareMinerals

bareMinerals has been redefining beauty since 1995, when it pioneered the skin-friendly makeup movement with mineral-based formulas designed to improve skin while enhancing it. From the start, the brand has stood for clean beauty powered by naturally calming, balancing, and protective ingredients.

Today, bareMinerals remains true to that mission with a full range of makeup and skincare that proves beauty should feel as good as it looks - clean, cruelty-free, and trusted by millions of customers worldwide.





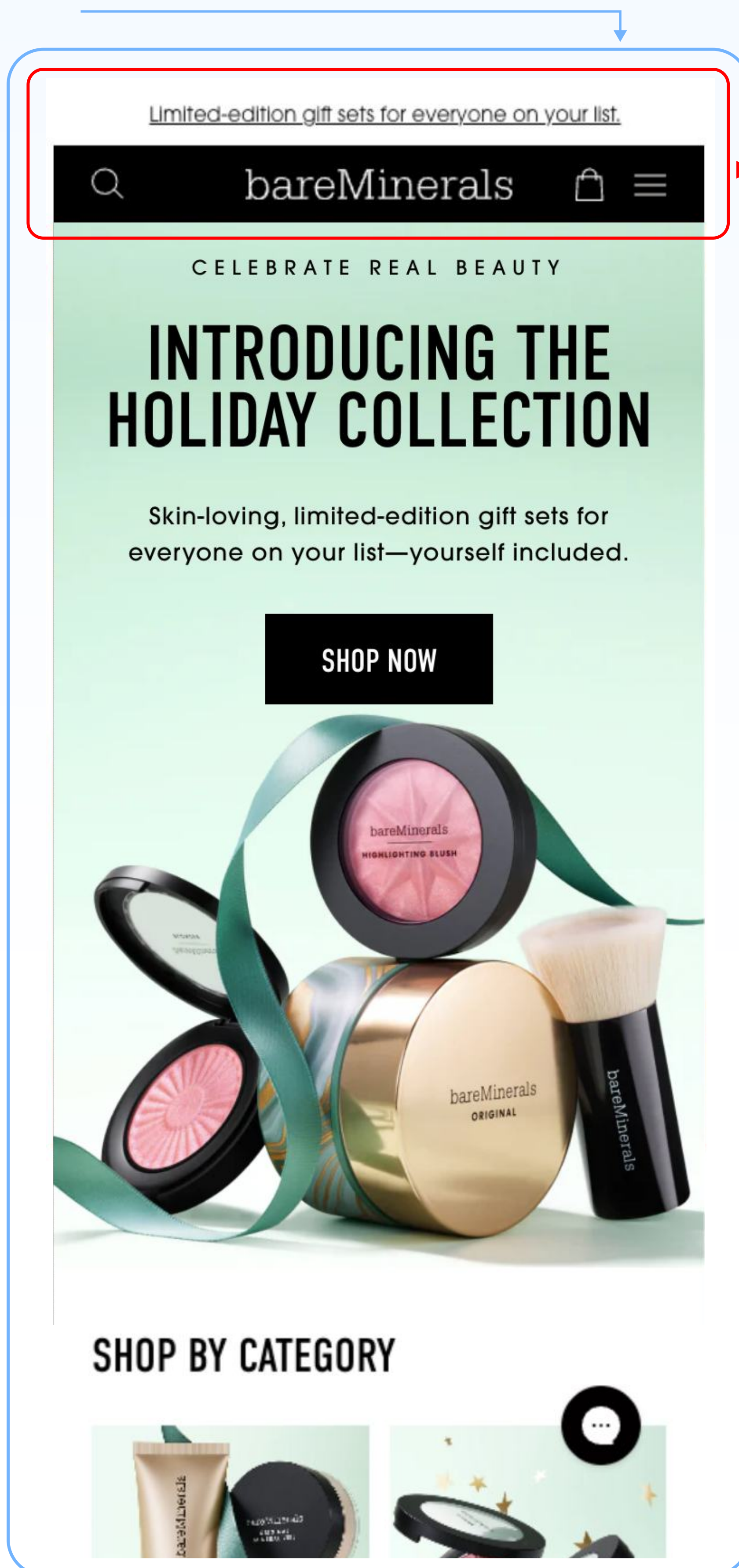
THE CHALLENGE

bareMinerals offers a curated range of clean beauty products, which means many visitors arrive with a clear intent - often to repurchase a favorite item or quickly locate a specific product type.

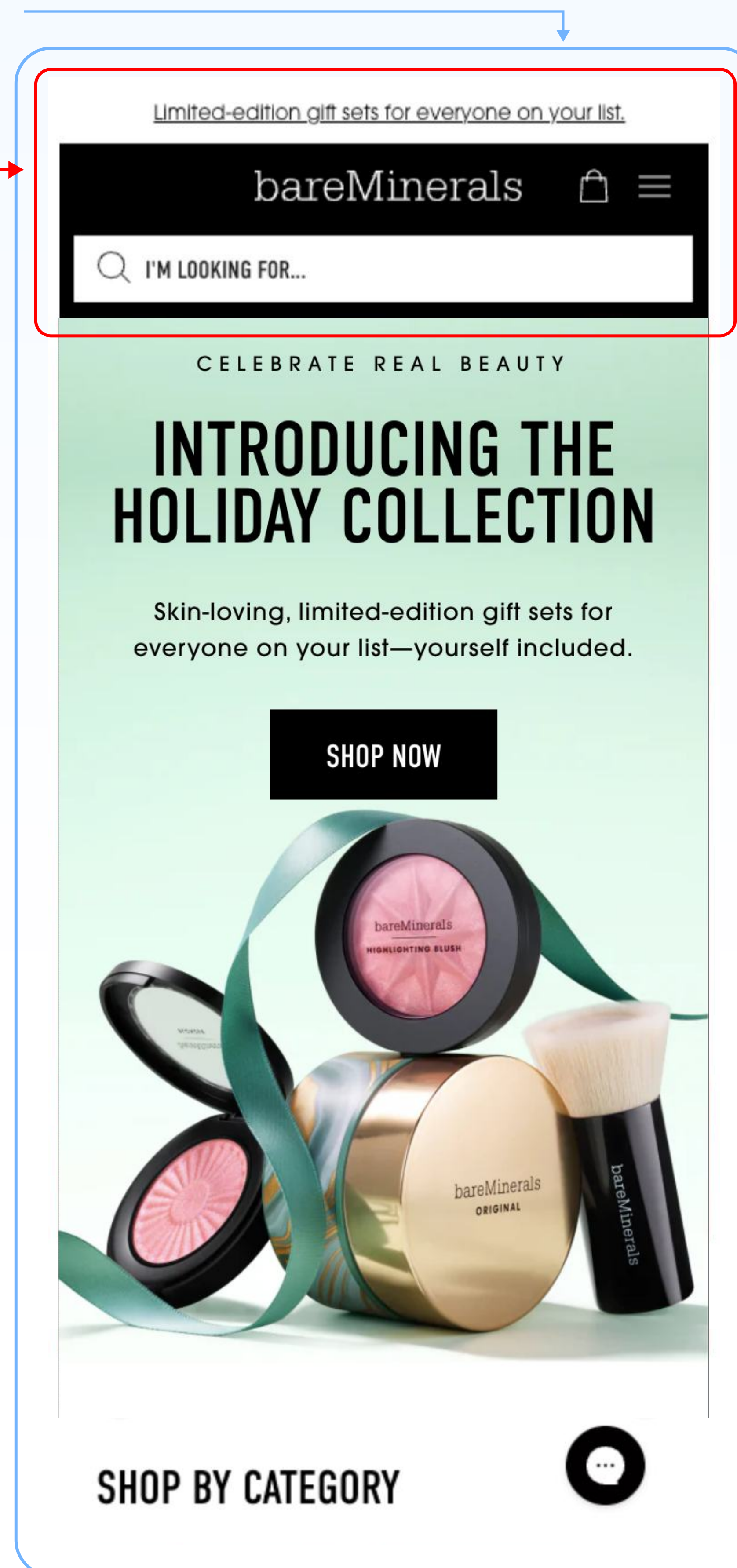
In the existing experience, users had to click or tap an icon to open the search bar, adding an extra step before they could start typing. For goal-oriented shoppers, this created minor but meaningful friction in their journey. GA4 data showed that users who interacted with search converted at a much higher rate, revealing an opportunity to make this feature more accessible and to support faster product discovery for both new and returning customers.

THE SOLUTION

CONTROL



VARIATION



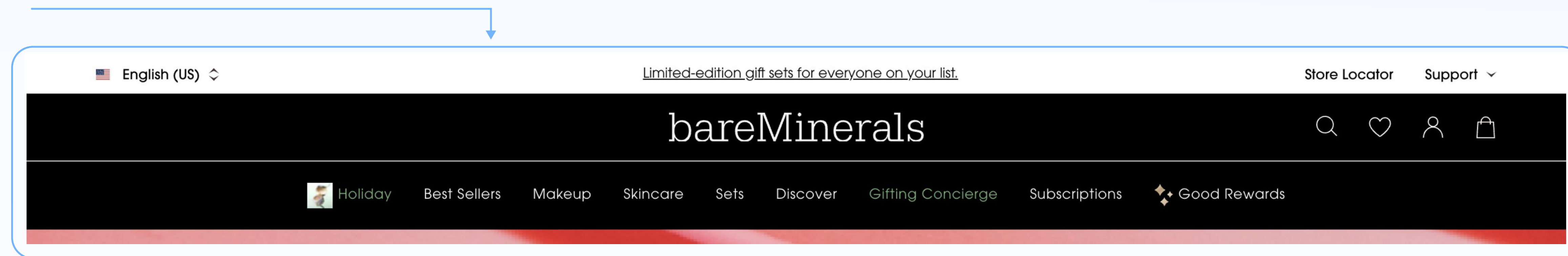
We aimed to reduce this friction by keeping the search bar open by default in the sticky navigation on both desktop and mobile.

Mobile:

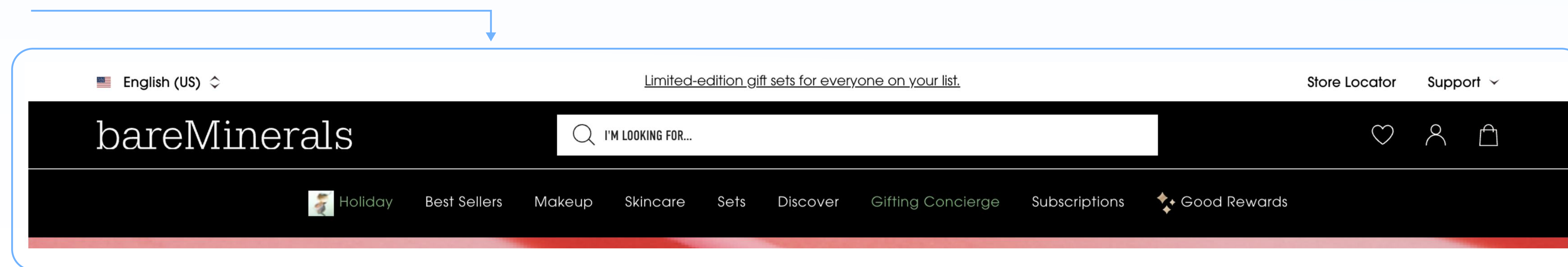
The open search bar made it immediately available without requiring an extra tap, encouraging users to search earlier in their session and improving product discovery for returning or intent-driven visitors.

THE SOLUTION

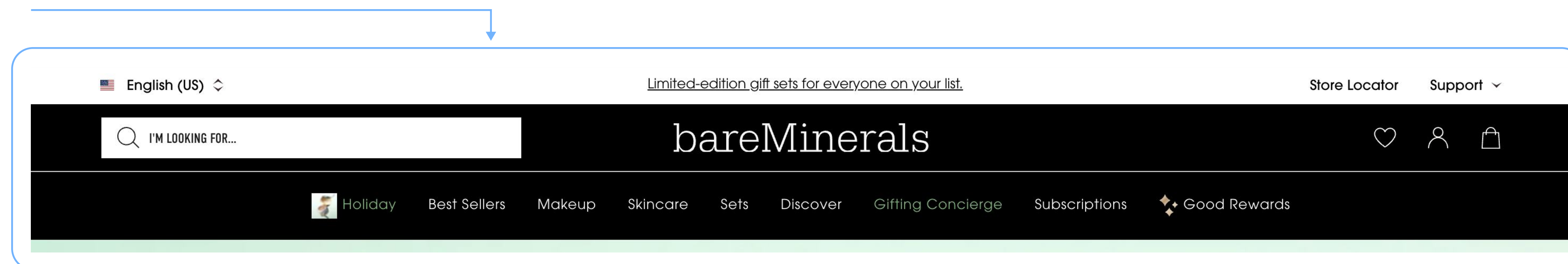
CONTROL



VARIATION 1



VARIATION 2



Desktop:

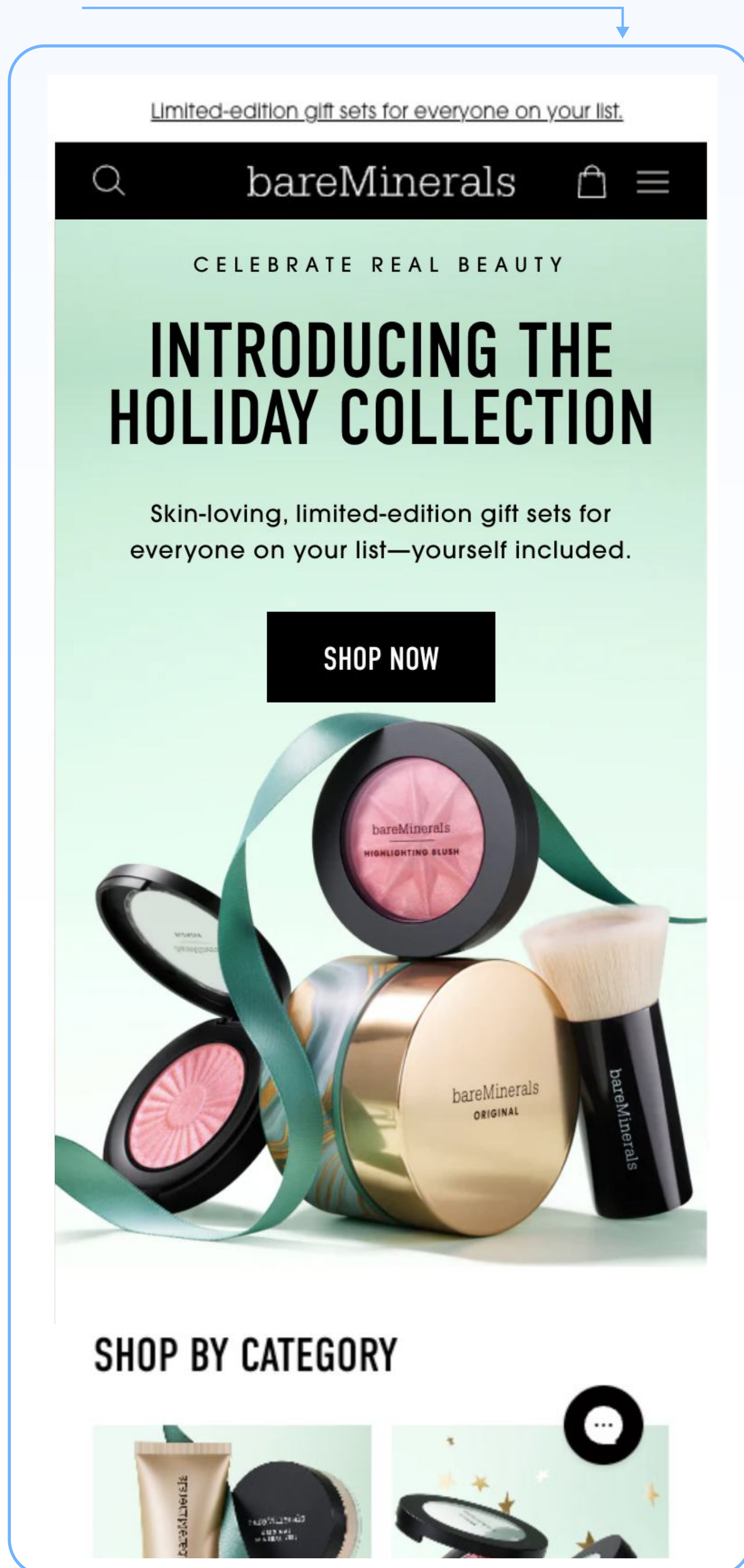
Two layout variations were tested:

- **Variation 1** – Centered search bar: Visually prominent and balanced within the sticky header, ensuring maximum visibility and accessibility.
- **Variation 2** – Left-aligned search bar: maintained the logo in its original position to test whether users already familiar with the navigation layout would respond better to a version that preserved its structure.

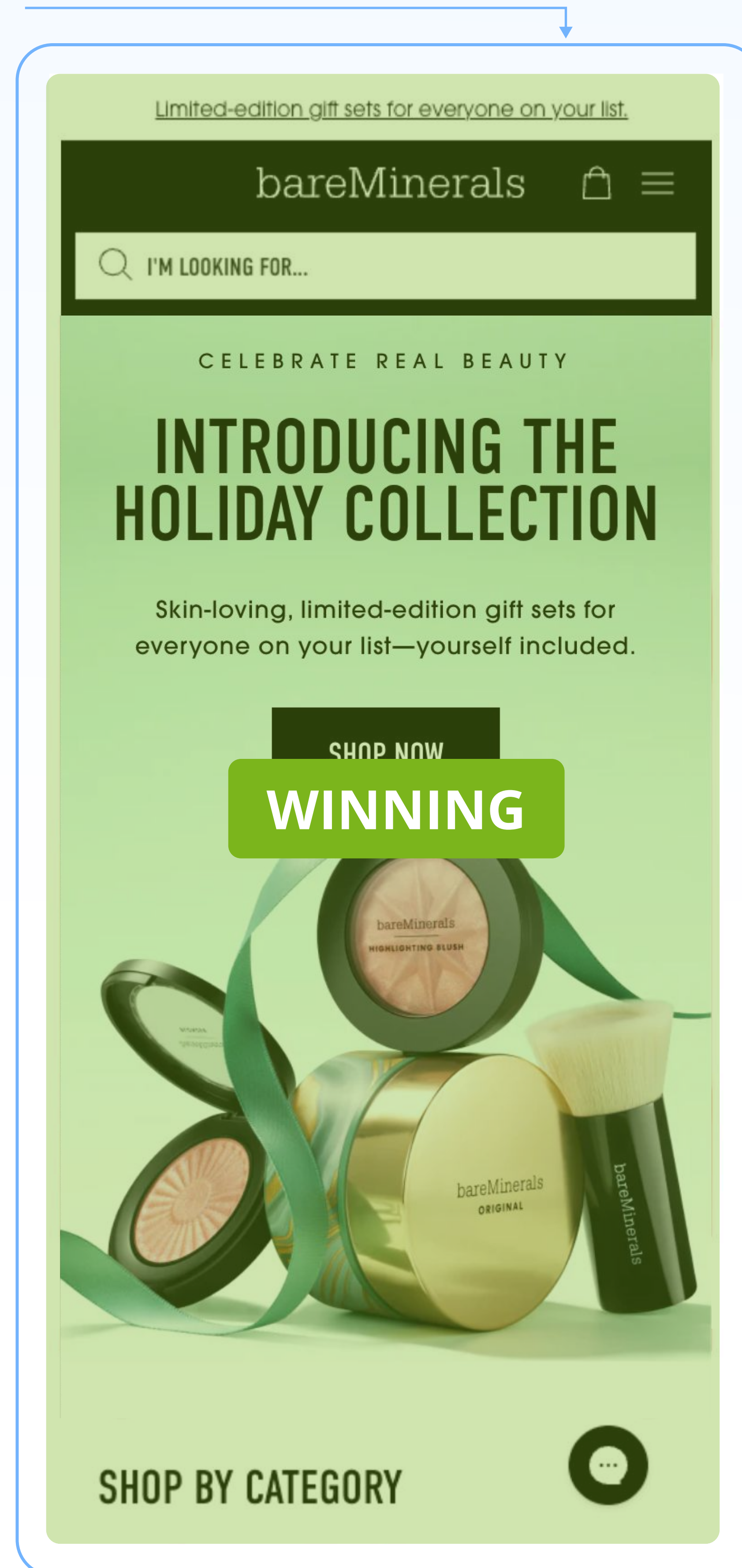
Testing both placements allowed us to evaluate how visibility and familiarity influence search engagement and overall user behavior.

THE RESULTS (MOBILE)

CONTROL



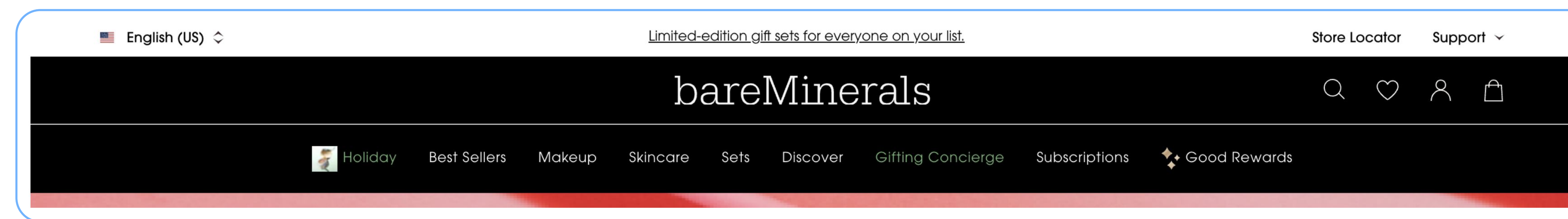
VARIATION



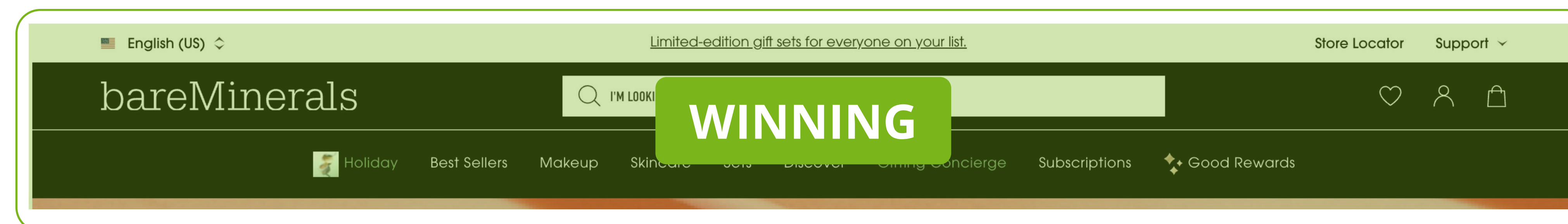
+3% increase in Conversion Rate and
+1.3% increase in Revenue/User

Chance to win 91.97%

THE RESULTS (DESKTOP)



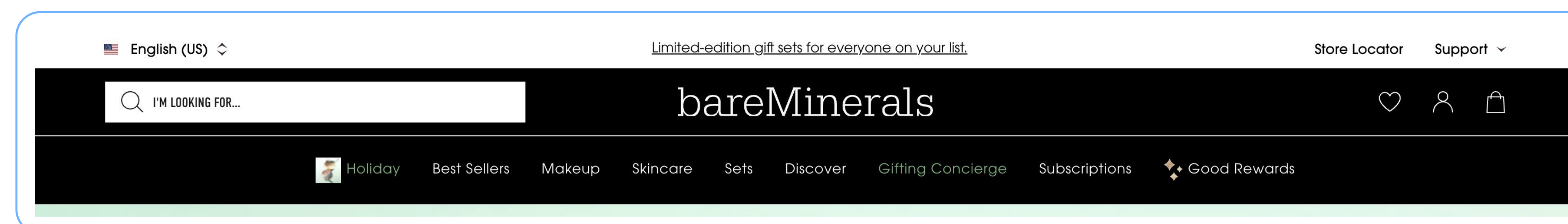
CONTROL



Variation 1 - Centered:

+6.47% Conversion Rate
+4.79% Revenue per User

Chance to win 91.97%



Variation 2 - Left-aligned:

+2.39% Conversion Rate
+1.08% Revenue per User

Chance to win 75.71%

The centered version clearly outperformed the other, showing that visibility and central placement drive higher engagement with search and stronger commercial results.

CONCLUSIONS



This experiment demonstrated how data-driven UX improvements can significantly enhance user engagement and conversion performance.

By identifying that users who engaged with search converted at higher rates, the Omniconvert team recommended and implemented a design change that made search more prominent and accessible across devices.

The result was a smoother experience for intent-driven shoppers and a clear commercial uplift - showing how a well-researched optimization, aligned with user behavior, can drive measurable growth for bareMinerals.

“Working with the Omniconvert team was a seamless and insightful experience. Their data-driven approach helped us uncover friction points we hadn’t fully realized and translate them into meaningful UX improvements. The open search bar experiment not only enhanced the shopping experience for our intent-driven customers but also delivered measurable uplifts in both conversion rate and revenue per user.”

Regina Booth - Senior Manager, eCommerce Merchandising
bareMinerals



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.

[Book a Call Here](#)