

PELAGIC and OMNICONVERT

+4.82% increase in Conversion Rate and
+1.93% increase in Revenue/user

achieved by optimizing the PDP layout and introducing a sticky CTA bar

INDUSTRY

APPAREL / OUTDOOR GEAR

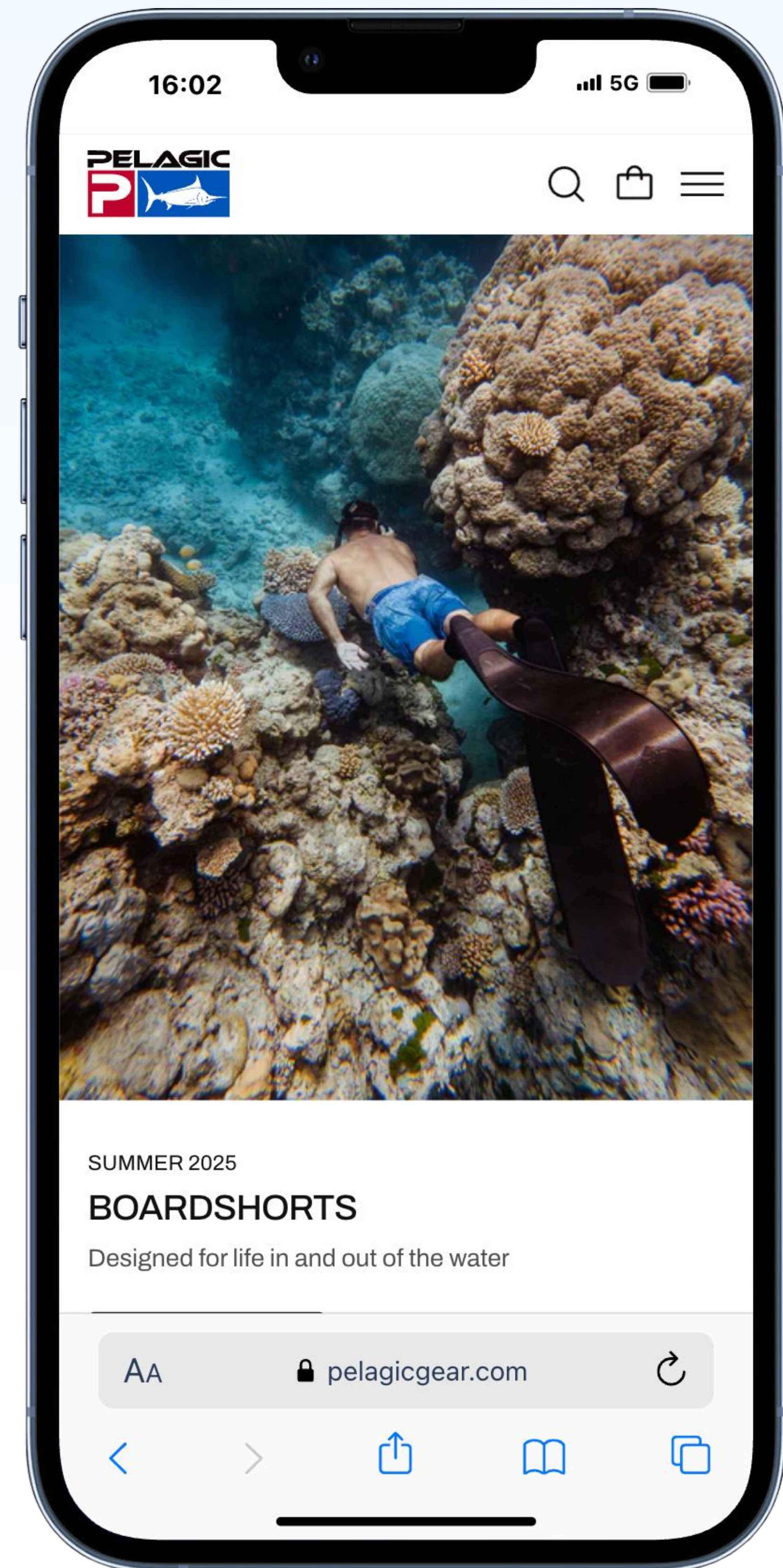


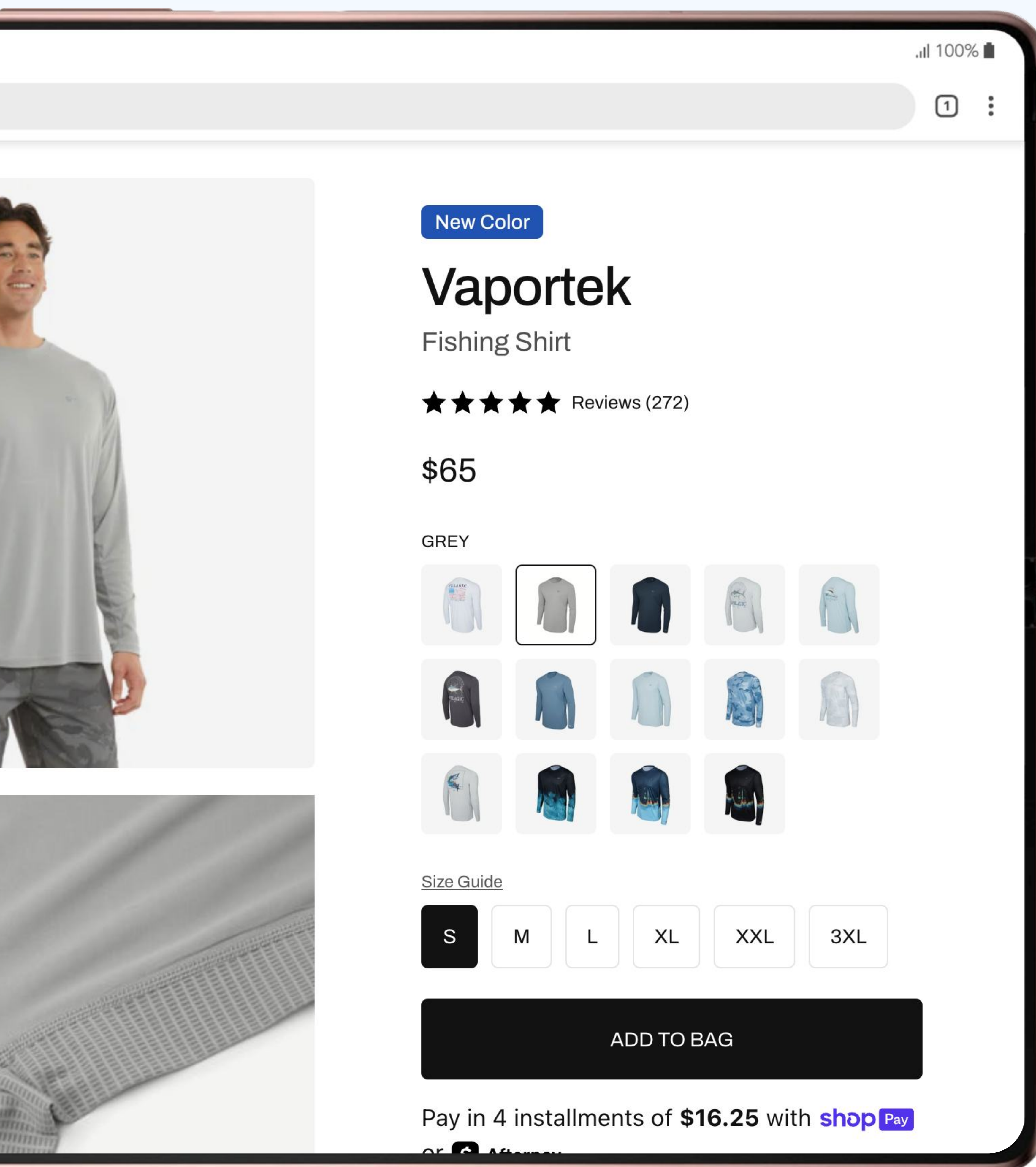
ABOUT PELAGIC

For over 20 years, PELAGIC has provided the dedicated waterman with the best technical apparel, premium polarized optics, and ocean-inspired gear.

Founded in 2002 off the coast of Southern California, PELAGIC was inspired by a love for the offshore lifestyle and the need for products that professional captains, mates, deckhands, and waterman could rely on.

PELAGIC has used years of feedback from top captains and mates from the oceans around the world to provide ultimate performance.





THE CHALLENGE

PELAGIC's Product Detail Pages (PDPs) play a pivotal role in driving conversions. However, user behavior indicated that the existing layout - particularly in the top area of the PDP - could be creating friction during the decision-making process.

The challenge was to improve clarity and hierarchy in the product presentation, without disrupting brand aesthetics or overhauling the entire page. Key elements like product options and the Add to Cart button needed to become more accessible, while also encouraging scroll depth and engagement.

THE SOLUTION

CONTROL DESKTOP



New Color

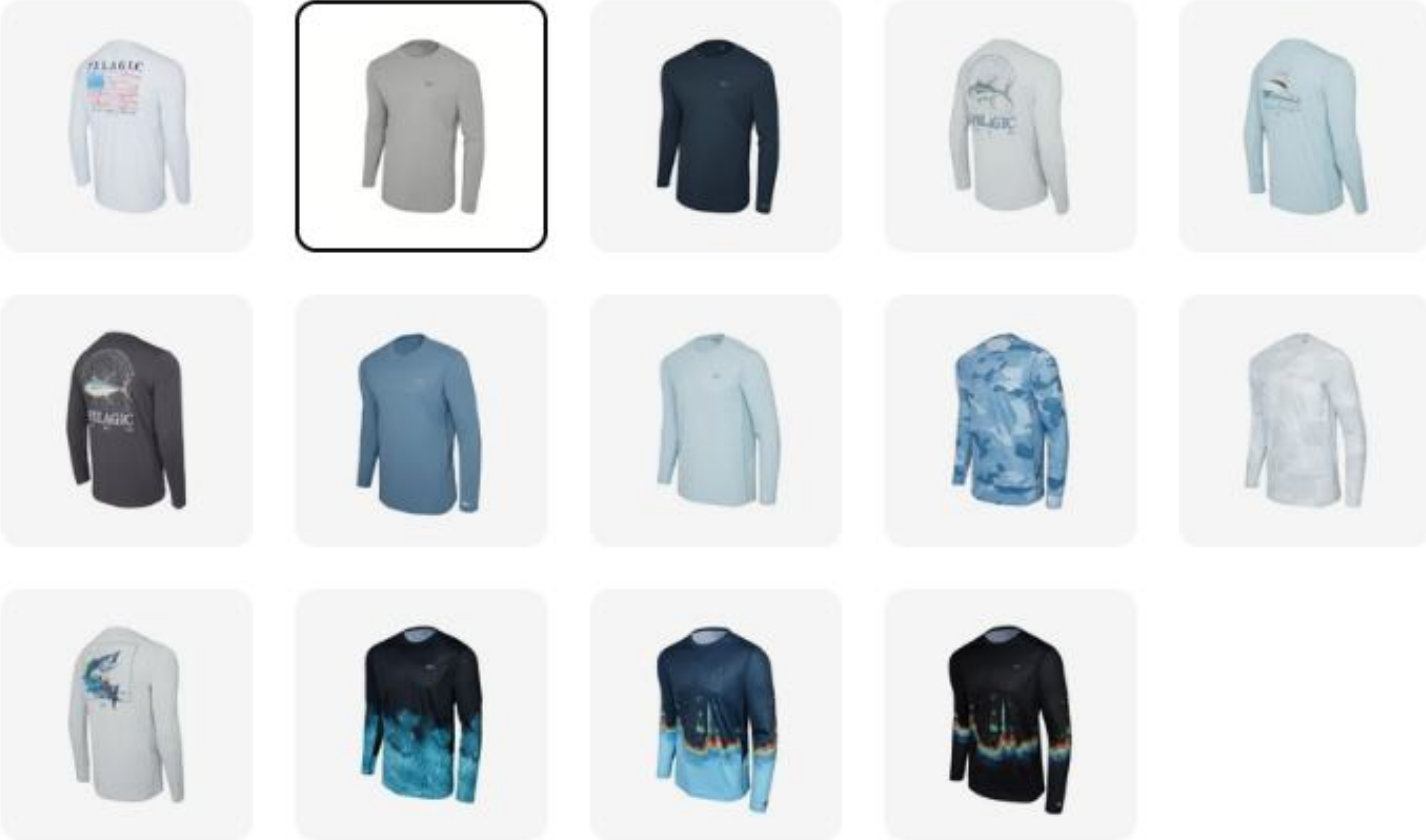
Vaportek

Fishing Shirt

★★★★★ Reviews (272)

\$65

GREY



[Size Guide](#)

S

M

L

XL

XXL

3XL

ADD TO BAG

Pay in 4 installments of \$16.25 with [shop Pay](#)

or Afterpay

THE SOLUTION

VARIATION DESKTOP



Vaportek

Fishing Shirt

★★★★★ Reviews (272)

\$65

Choose color: GREY



Choose your size: S

S

M

L

XL

XXL

3XL

[SIZE GUIDE](#)

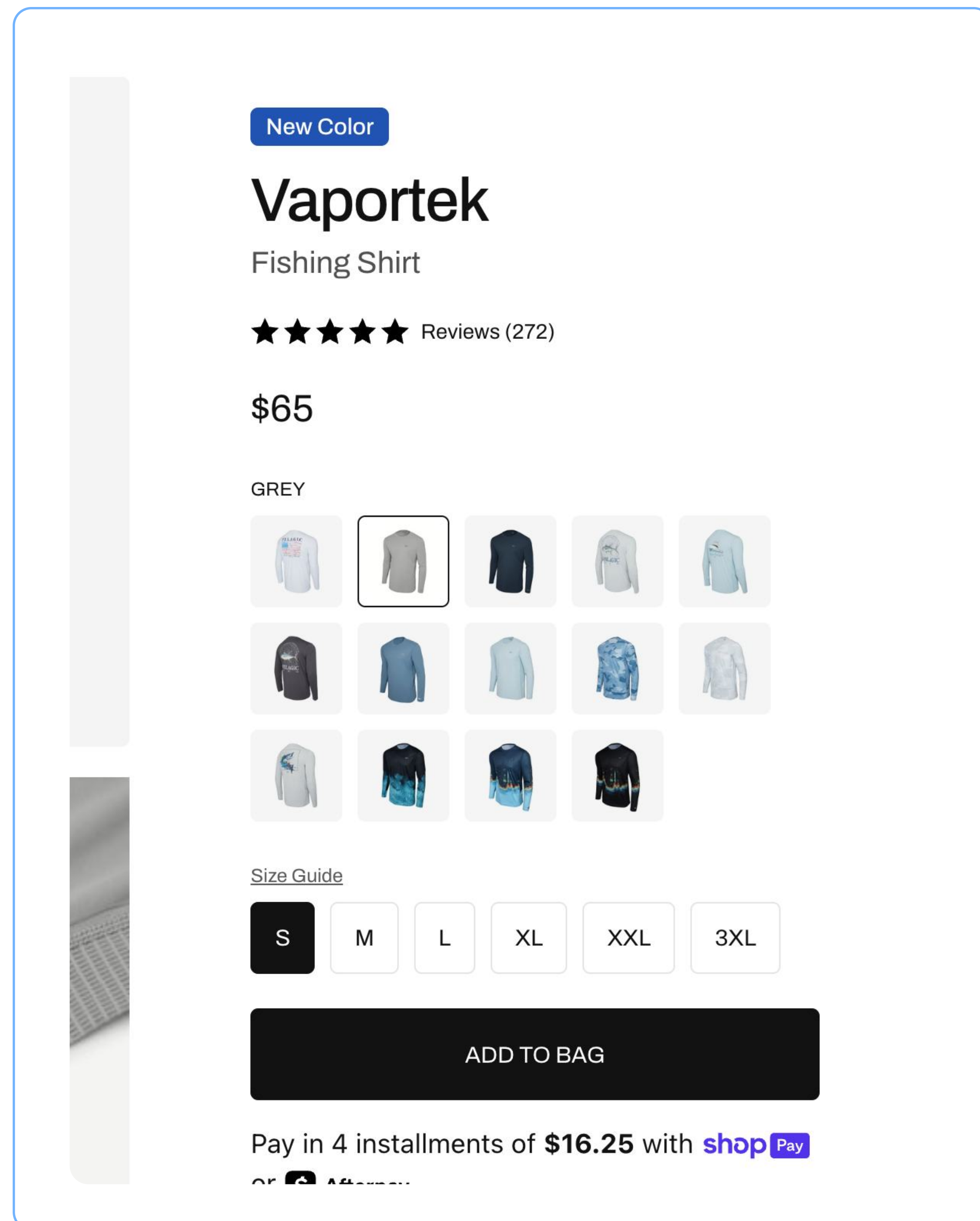
ADD TO BAG

Pay in 4 installments of \$16.25 with [shop Pay](#) or  Afterpay

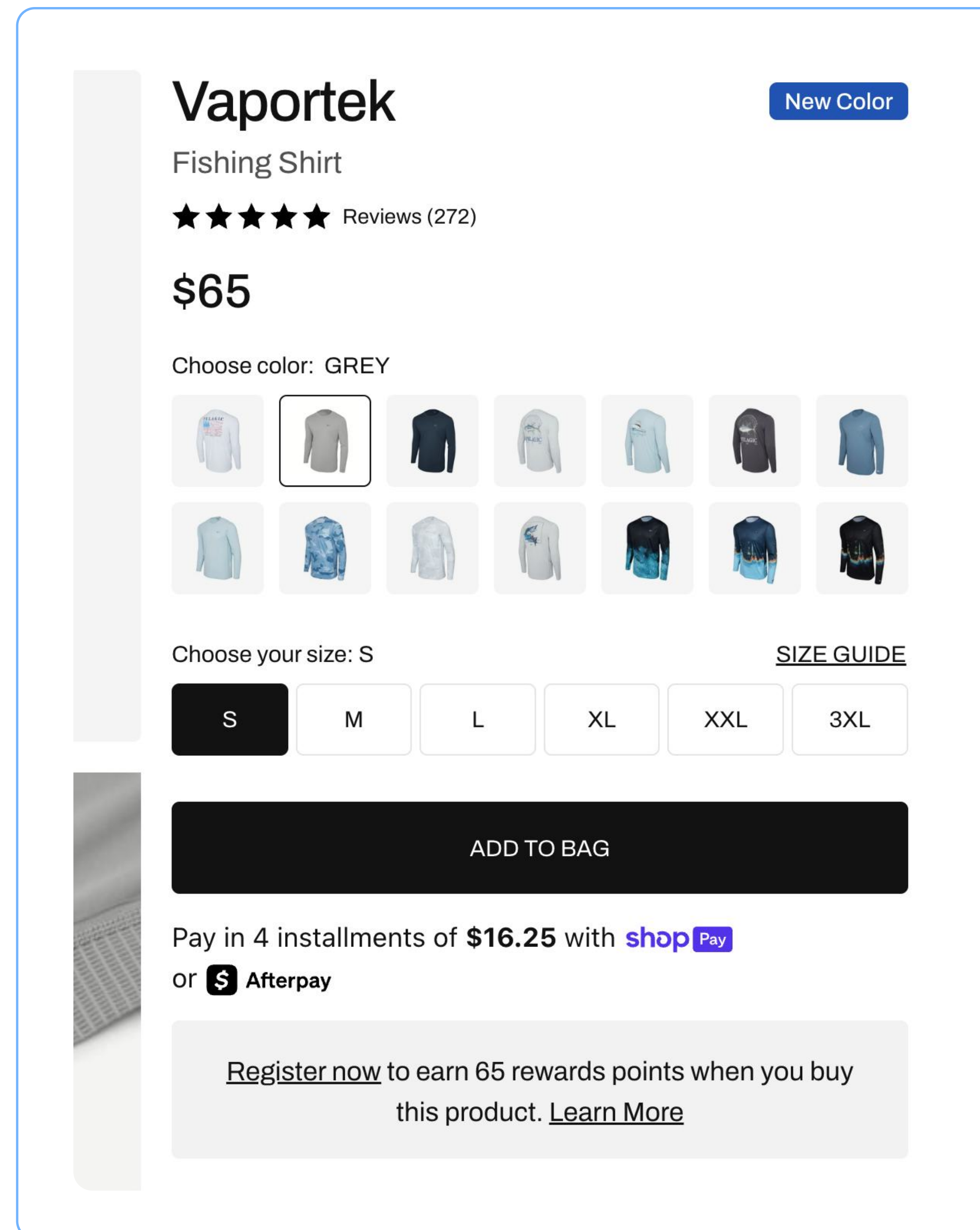
[Register now](#) to earn 65 rewards points when you buy this product. [Learn More](#)

THE SOLUTION

CONTROL DESKTOP



VARIATION DESKTOP

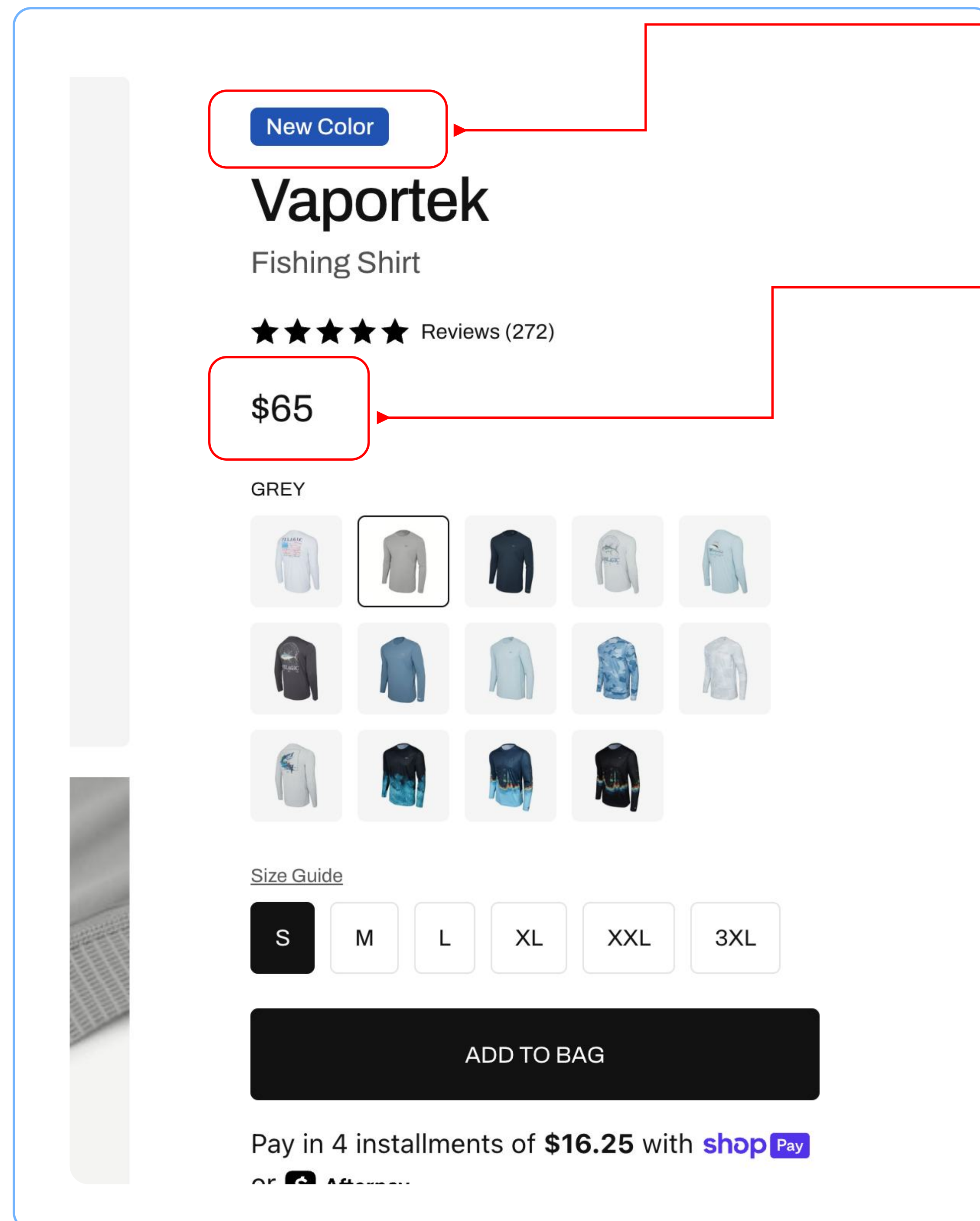


The first step was reducing the side padding in the top section of the page to ensure that both the installment messaging and loyalty copy appeared above the fold on standard laptop screens. Displaying this information early helps users quickly understand available payment options and brand benefits, which can reduce hesitation and build trust.

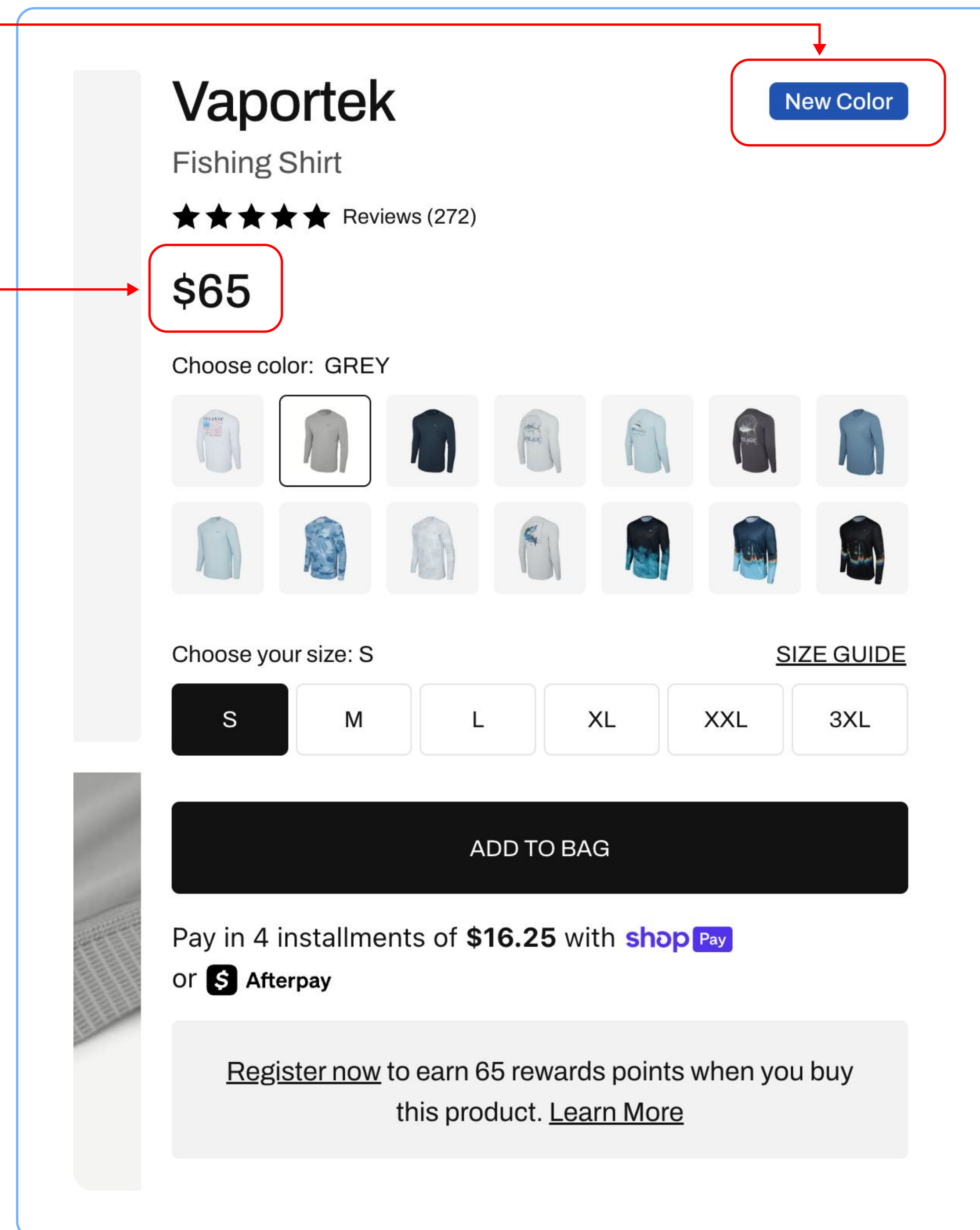
This adjustment also allowed more color options to fit on a single row without decreasing the size of the color swatches - making the selection process more intuitive while preserving visual clarity.

THE SOLUTION

CONTROL DESKTOP



VARIATION DESKTOP

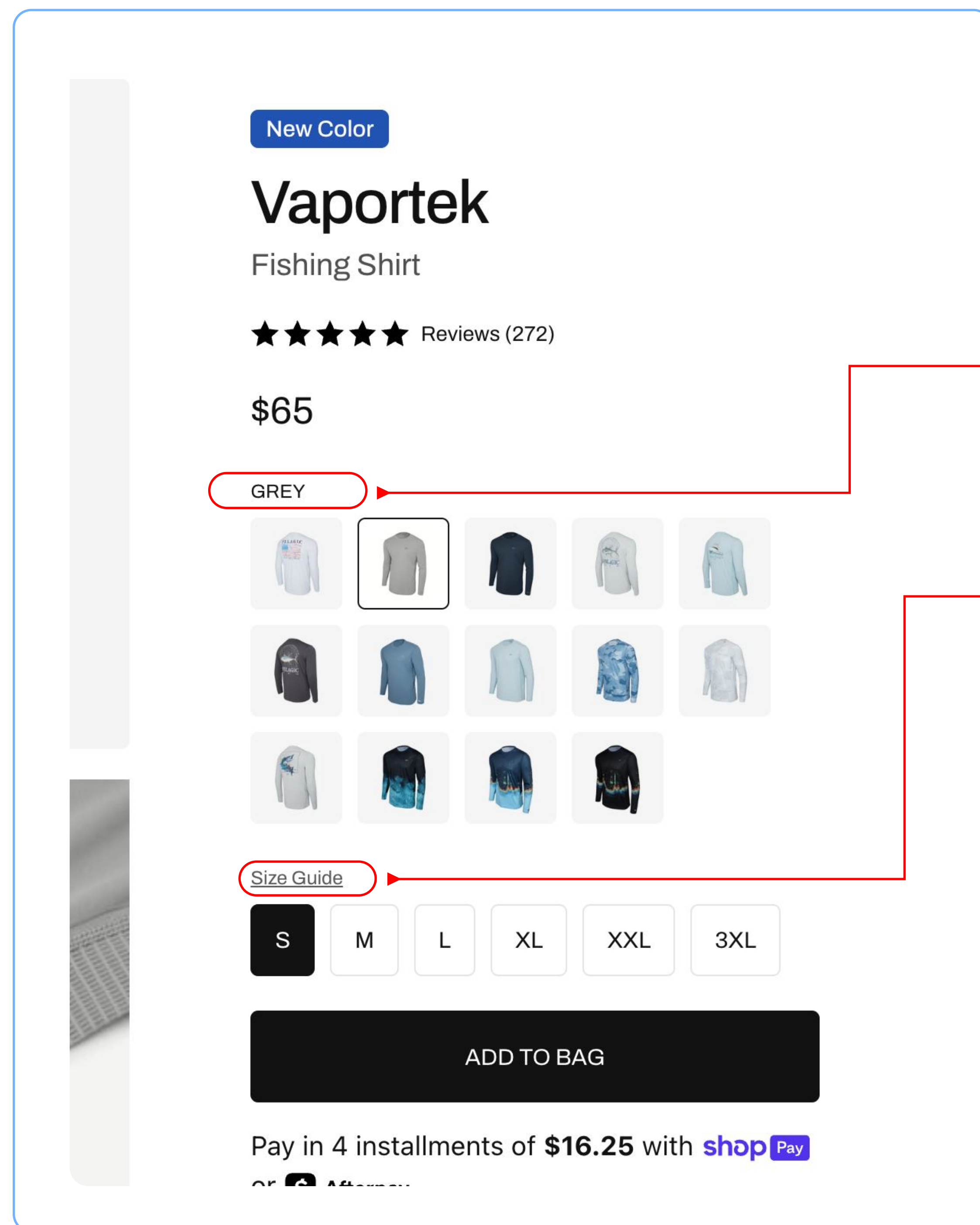


The badge retained its original design (font, color, and rounded corners) to maintain brand consistency, but was repositioned to the top-right corner. This created additional vertical space and brought key product details higher up the page, helping users absorb important information faster.

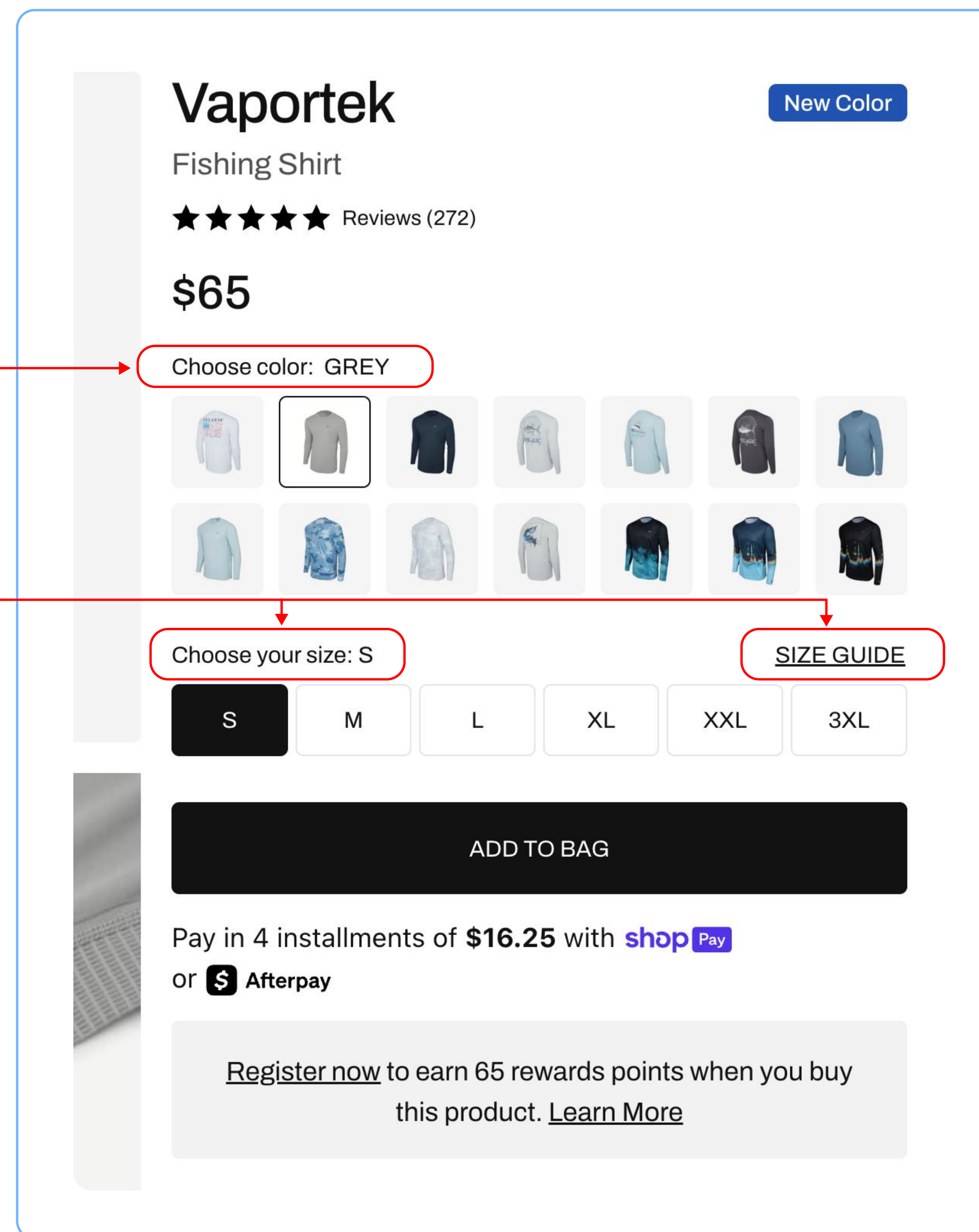
We visually emphasized the main price to make it stand out as a focal point - ensuring that users scanning the page could immediately identify the cost without extra effort.

THE SOLUTION

CONTROL DESKTOP



VARIATION DESKTOP

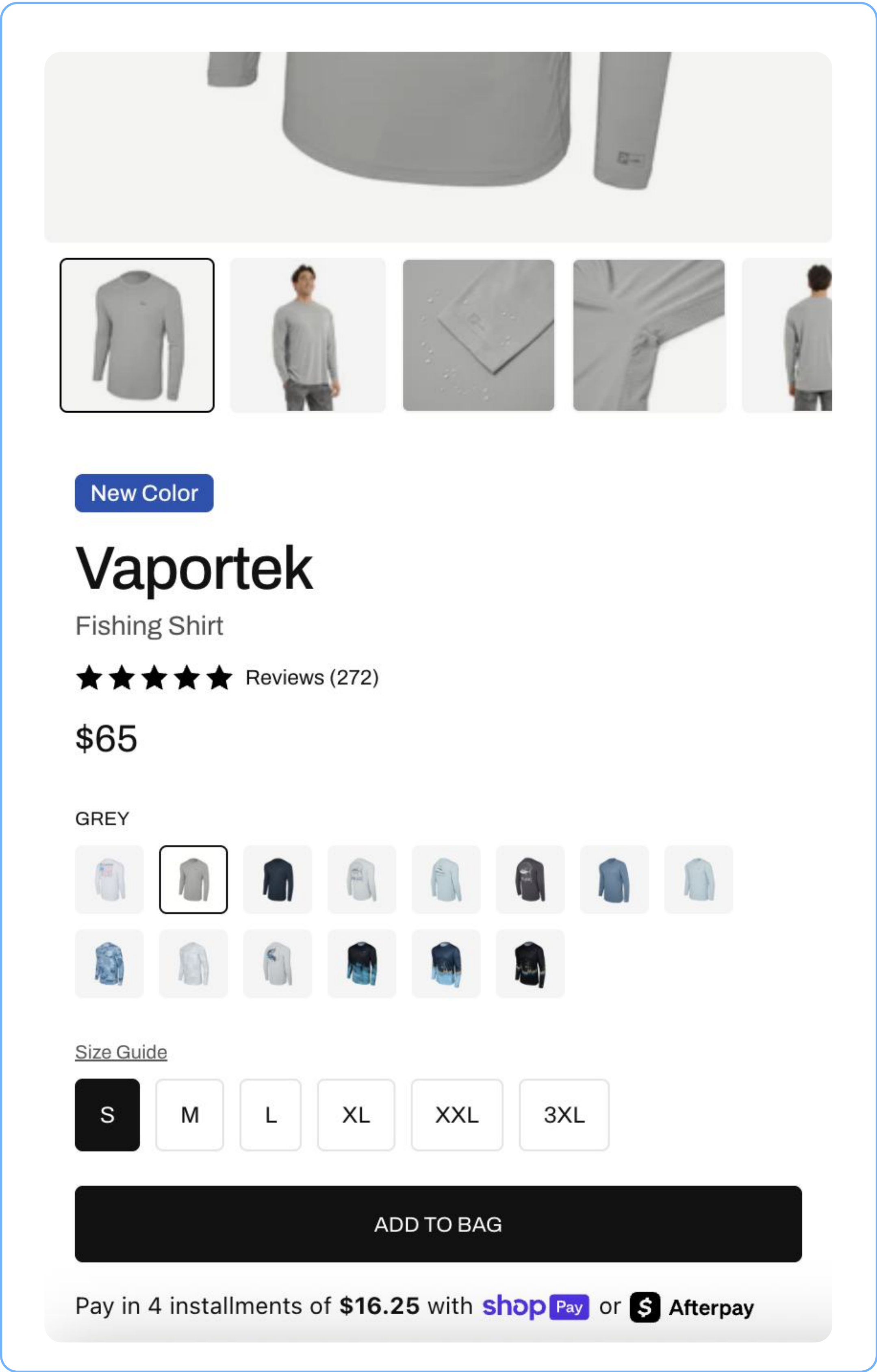


To further reduce friction, we added “Choose color” and “Choose size” prompts above the variant selectors. This small nudge helps orient users and clarifies next steps in the buying process, particularly for first-time visitors or mobile users.

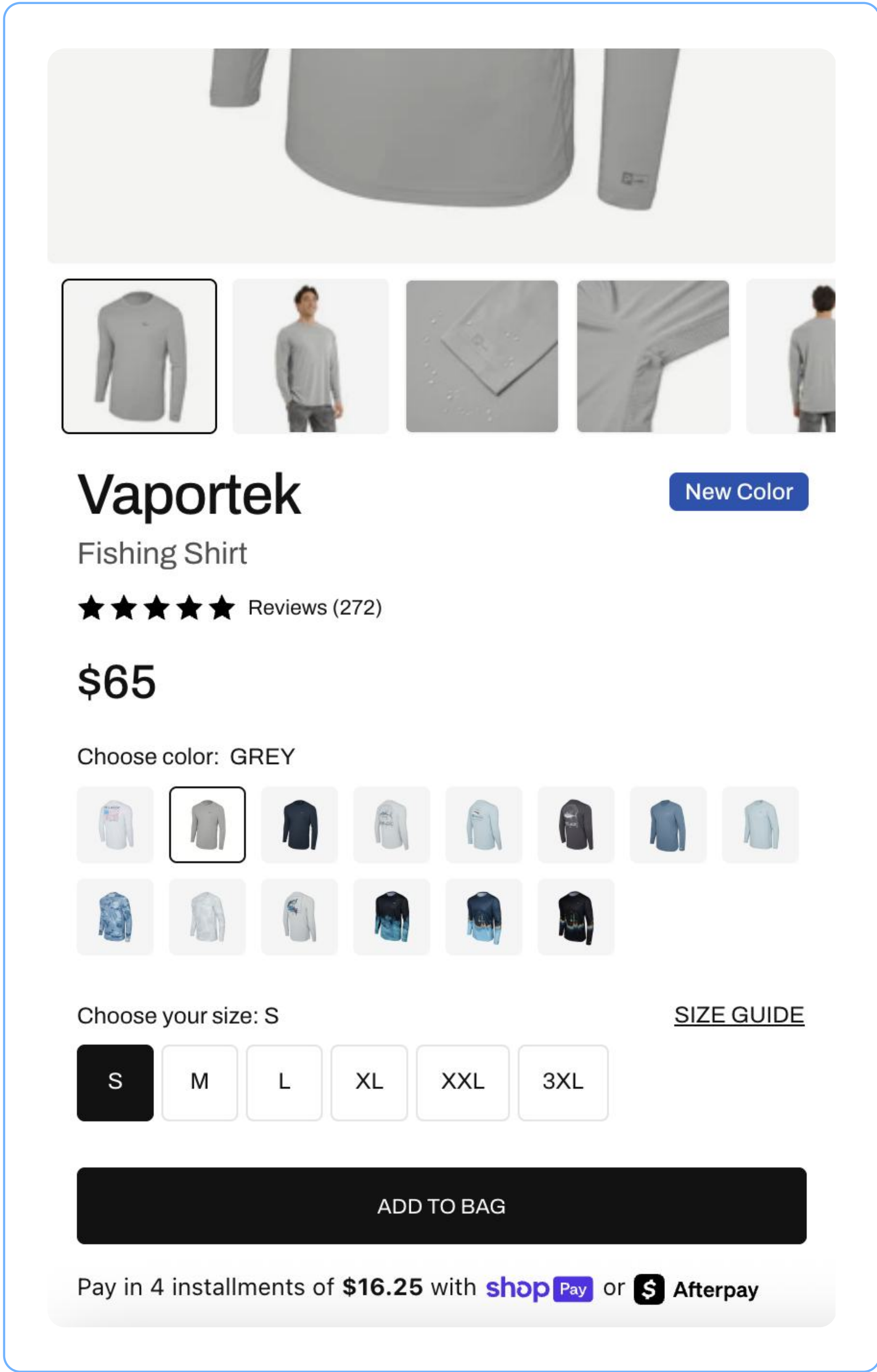
Lastly, the size guide was made more visible and moved to the right side of the screen. This change was aimed at decreasing the return rate by encouraging more users to consult the sizing information before making a purchase, ultimately improving satisfaction and reducing operational costs.

THE SOLUTION

CONTROL MOBILE



VARIATION MOBILE



For mobile, we implemented most of the same improvements as on desktop - optimizing layout, repositioning key elements, and clarifying variant selectors. Additionally, we increased the size of the color swatches to enhance tapability and reduce user frustration.

On smaller screens, precision can be a challenge, and insufficiently sized interactive elements often lead to misclicks or drop-offs. By enlarging the color cassettes, we made it easier for users to confidently select their preferred variant, improving the overall shopping experience and reducing friction at a critical stage in the purchase journey.

THE SOLUTION

VARIATION MOBILE

Register now to earn 65 rewards points when you buy this product. [Learn More](#)

Description

The Vaportek is our lightest fishing shirt ideal for sun protection and comfort. Featuring 50+ UV protection, ultra light quick dry recycled 4-way stretch fabric with PFAS free water & stain repellency and strategic ventilation for airflow.

- 50+ UPF Protection
- Ultra Light Fabric
- Quick Dry
- Recycled Fabric
- 4-Way Stretch
- PFAS Free (C0)
- Water & Stain Repellent
- Vented For Air Flow

Material: 100% Recycled Polyester

Model Measurements:

- Wearing: L
- Height: 6' / Waist: 32

Style Number: 1015251004

Often Bought With



ADD TO BAG

We added a sticky “Add to Bag” bar on both desktop and mobile, which appears after users scroll past the main CTA. This keeps the purchase action accessible at all times, reducing friction and encouraging quicker decisions - especially on mobile, where screen space is limited.



Register now to earn 65 rewards points when you buy this product. [Learn More](#)

Description

The Vaportek is our lightest fishing shirt ideal for sun protection and comfort. Featuring 50+ UV protection, ultra light quick dry recycled 4-way stretch fabric with PFAS free water & stain repellency and strategic ventilation for airflow.

- 50+ UPF Protection
- Ultra Light Fabric
- Quick Dry
- Recycled Fabric
- 4-Way Stretch
- PFAS Free (C0)
- Water & Stain Repellent
- Vented For Air Flow

Material: 100% Recycled Polyester

Model Measurements:

- Wearing: L
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Vaportek Fishing Shirt

\$65

ADD TO BAG

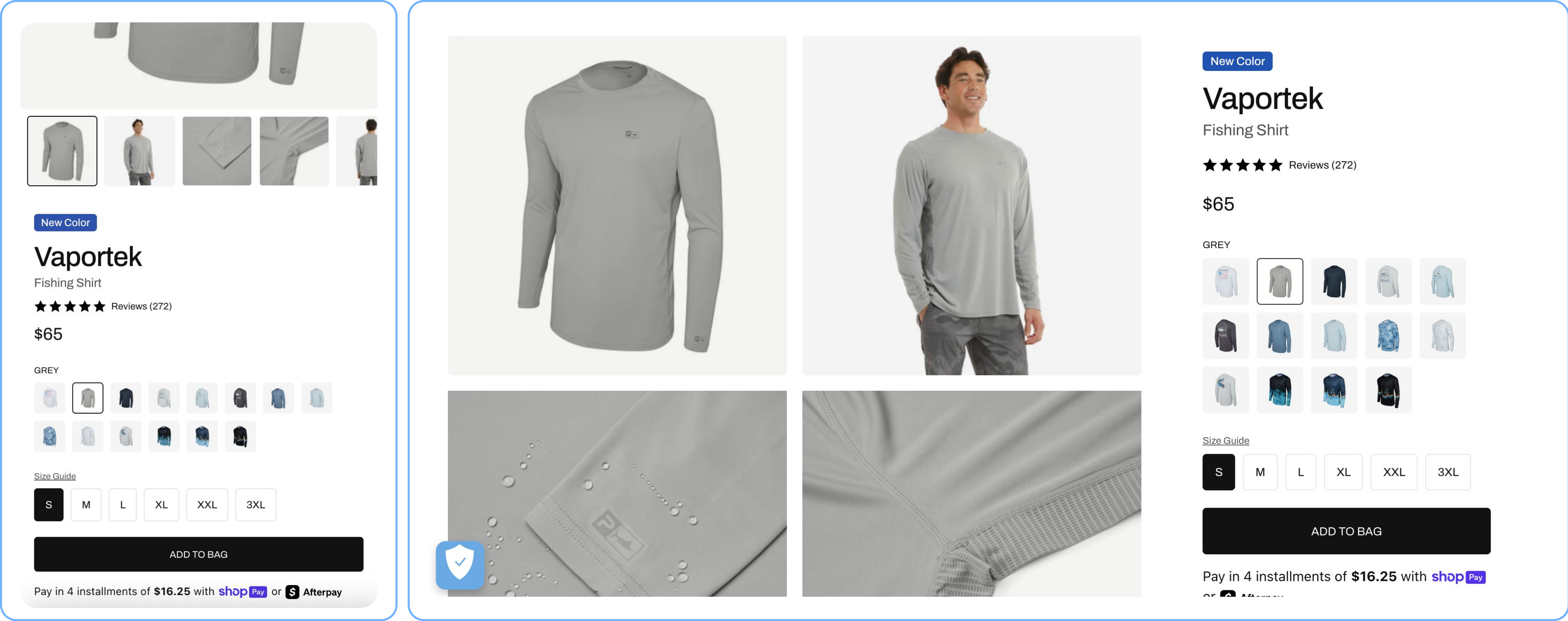
VARIATION DESKTOP

 **OMNICONVERT**
presented by **nosto**

10

THE RESULTS

CONTROL



VARIATION



+4.82% increase in Conversion Rate and
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CONCLUSIONS



This experiment demonstrated how thoughtful PDP restructuring can improve eCommerce performance - even without major content or copy changes. By improving information hierarchy, guidance, and CTA accessibility, we created a more seamless path to conversion.

“Omniconvert helped us spot low-effort, high-impact design variations. These types of design details are so minimal that they are easy to overlook or write off, but the results showed just how powerful even the smallest changes can be.”

Eugene Lai - Sr. Director of Ecom & Digital
PELAGIC



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](#)