

NEXTBASE and OMNICONVERT

26.16% increase in Conversion Rate and
23.7% increase in Revenue/user

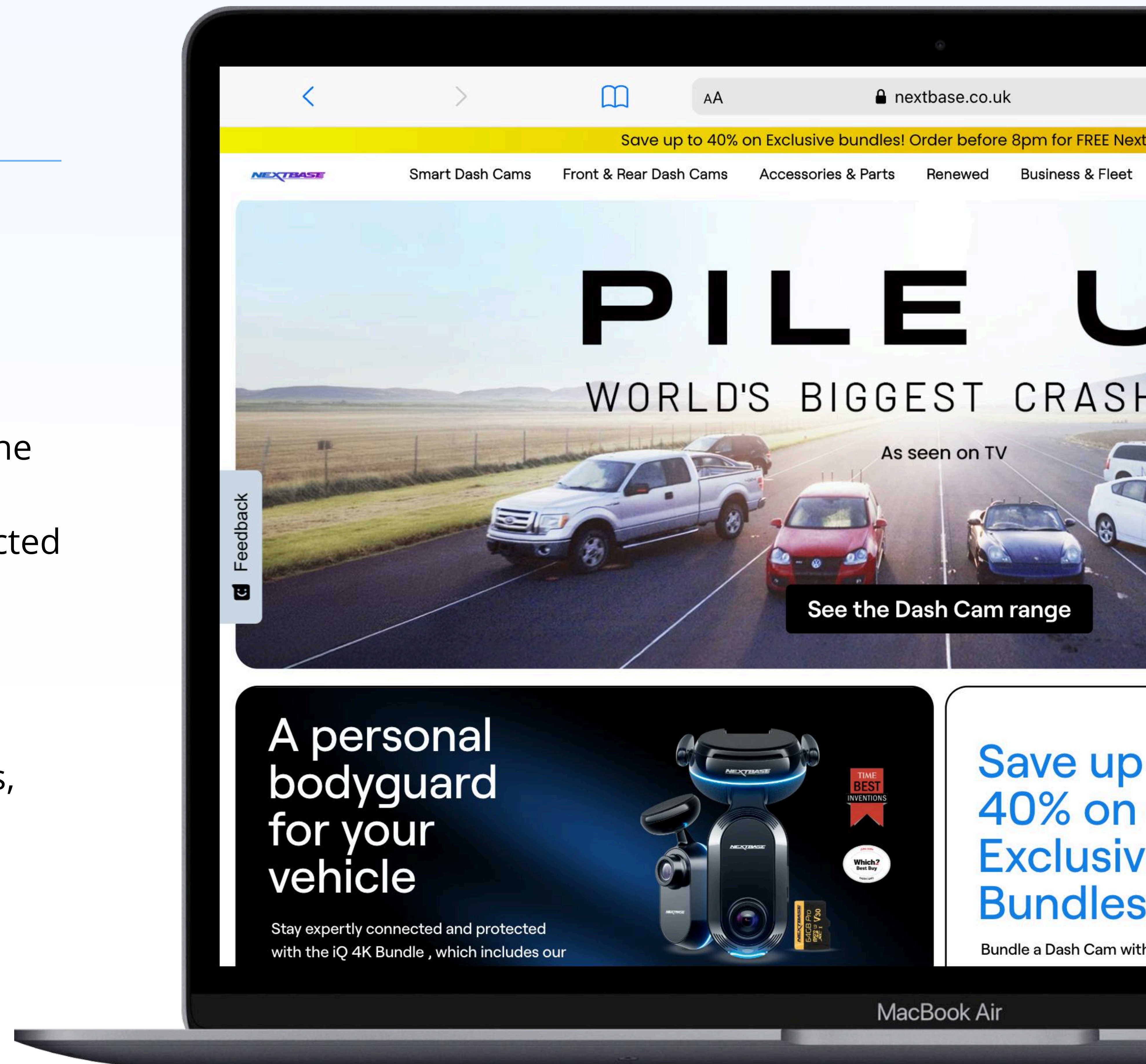
achieved by adding a category section on the homepage

INDUSTRY
CAR ELECTRONICS

ABOUT NEXTBASE

Nextbase is a global leader in dash cam technology, known for combining cutting-edge innovation with a strong focus on driver safety and user experience. Headquartered in the UK and trusted by millions of drivers worldwide, Nextbase has pioneered many of the features now standard in the industry - such as Emergency SOS, Alexa voice control, and cloud-connected video sharing.

With a product range that blends premium hardware with smart connectivity, Nextbase empowers users to protect themselves on the road, capture key moments, and stay connected wherever they drive. Their award-winning dash cams are stocked by major retailers and consistently rated among the best in the market for performance, reliability, and ease of use.



Know you're protected.

With a great Dash Cam in your car, you'll know you're safe to go anywhere the road takes you.

Proof positive

Have proof against liability and false claims in case of an accident. And with up to 4K HD, no detail is missed.

There for you in an emergency

With super-precise location sharing and Emergency SOS, help is on the way.

Witness Mode

Never face danger alone again. Easily share live footage with a trusted contact so they can step in and help.

Intelligent Parking Mode

Records whenever a bump or movement is sensed, helping to protect your car in busy car parks or at night.

You have the best dash cam in existence.

PCWorld



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THE CHALLENGE

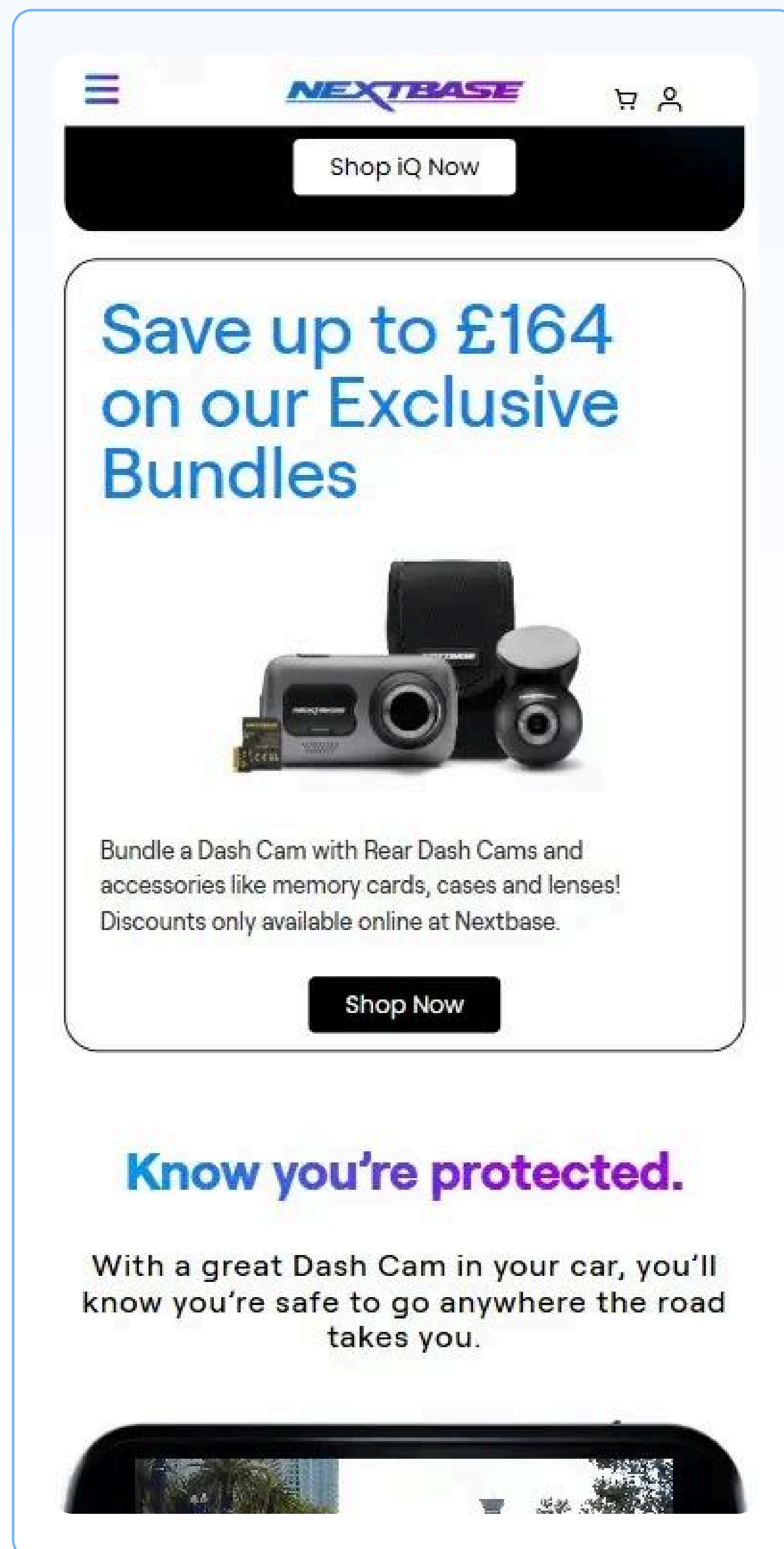
Determine the most effective way to present a category section on the homepage that highlights various camera use cases, guiding users toward relevant listing pages and ultimately driving them deeper into high-converting areas of the site.

To support this objective, we focused on identifying the optimal placement for the new section to ensure maximum visibility and engagement. It was essential that the design and imagery resonate with the target audience while maintaining visual appeal and intuitive navigation.

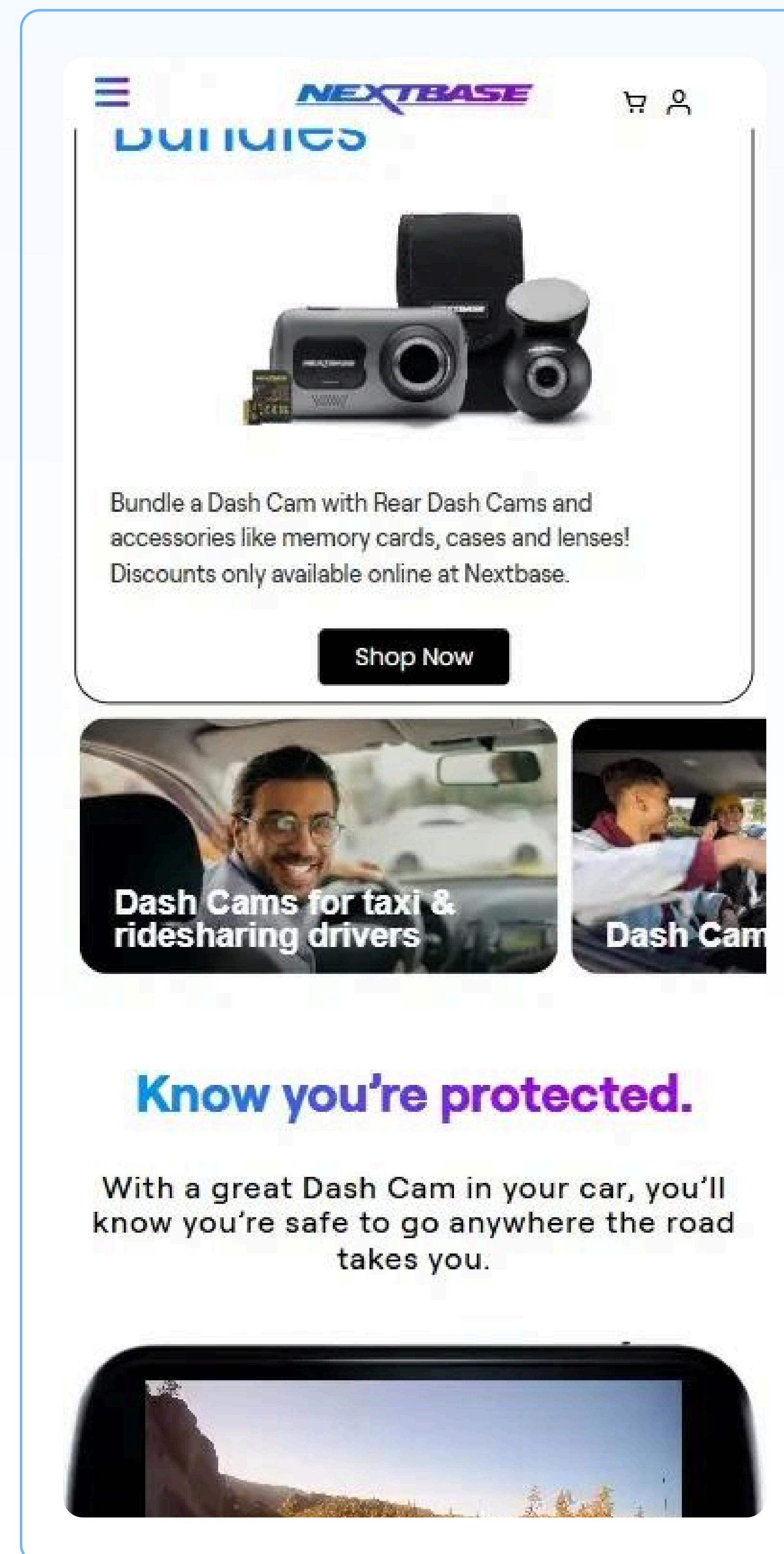
The primary challenge was to integrate this quick-access category module seamlessly into the existing homepage layout. We needed to strike the right balance between drawing attention to the new section and preserving the overall user experience, avoiding interference with other key homepage elements.

THE SOLUTION

CONTROL MOBILE



VARIATION MOBILE

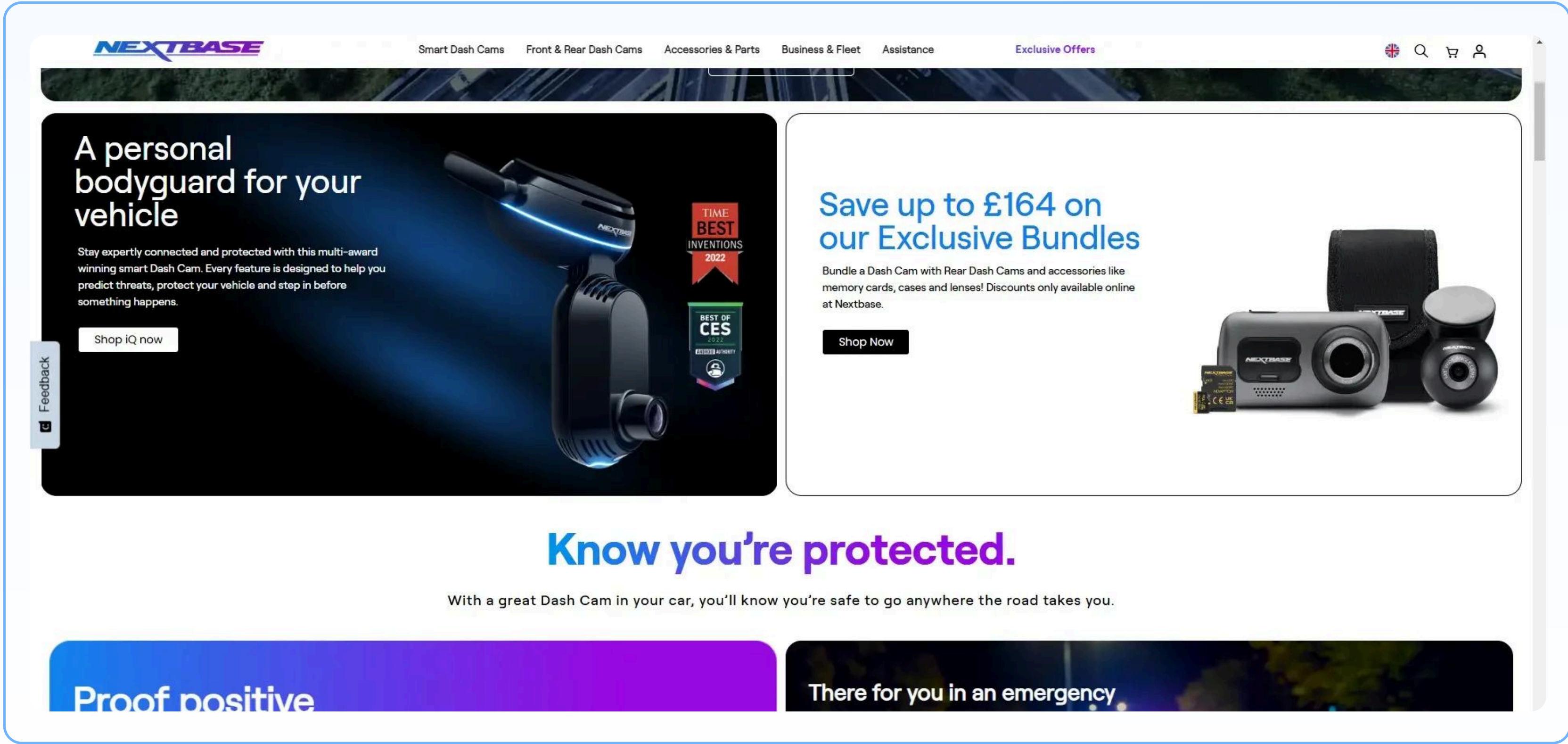


The proposed solution involved adding a quick-access section just below the homepage hero banner, featuring three key product categories: Dash Cams for taxi & ridesharing drivers, Dash Cams for parents, and 4K Dash Cams. **On desktop, all three category cards are visible at once, while on mobile, they appear in a swipeable slider. Each card links directly to its respective listing page, giving users a faster way to reach the products most relevant to them.**

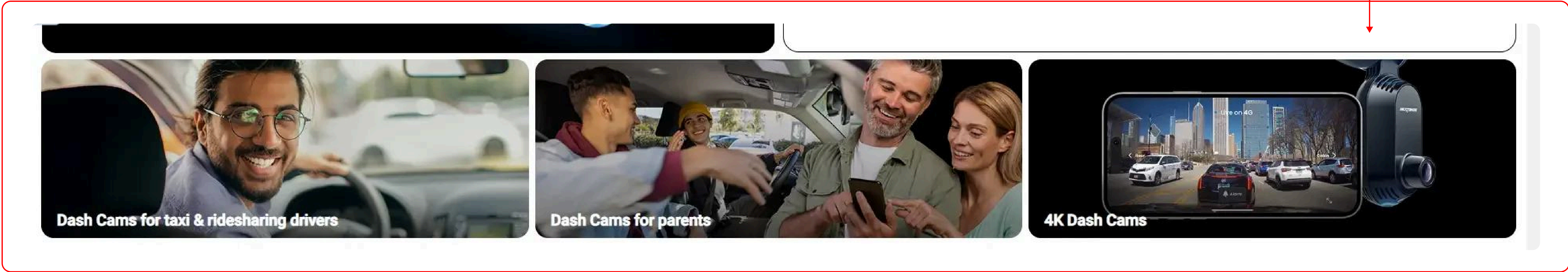
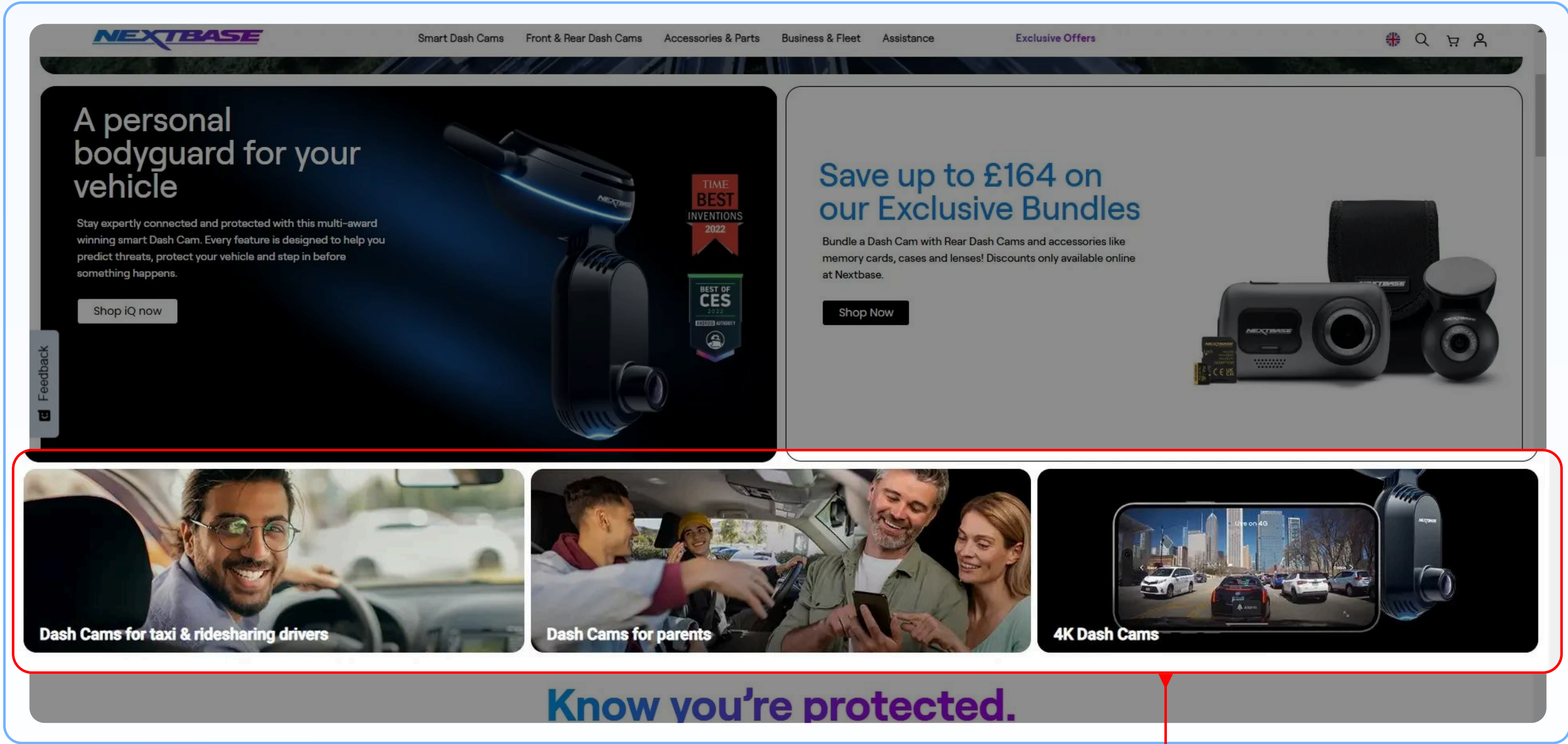
This addition aimed to improve engagement and streamline navigation by offering prominent entry points to high-converting category pages - especially important for mobile users who previously had to rely on the hamburger menu. By surfacing popular categories earlier in the experience, the new section helped reduce friction and guide users more efficiently toward purchase paths.

THE SOLUTION

CONTROL DESKTOP

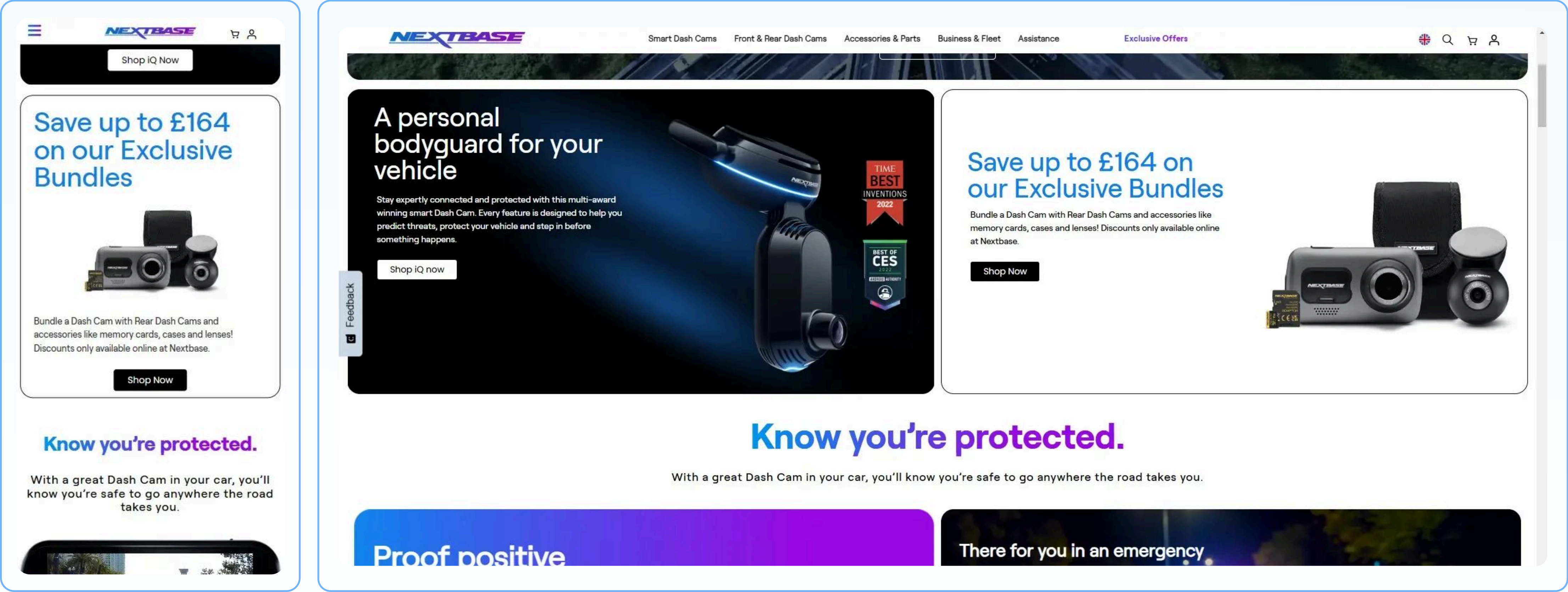


VARIATION DESKTOP

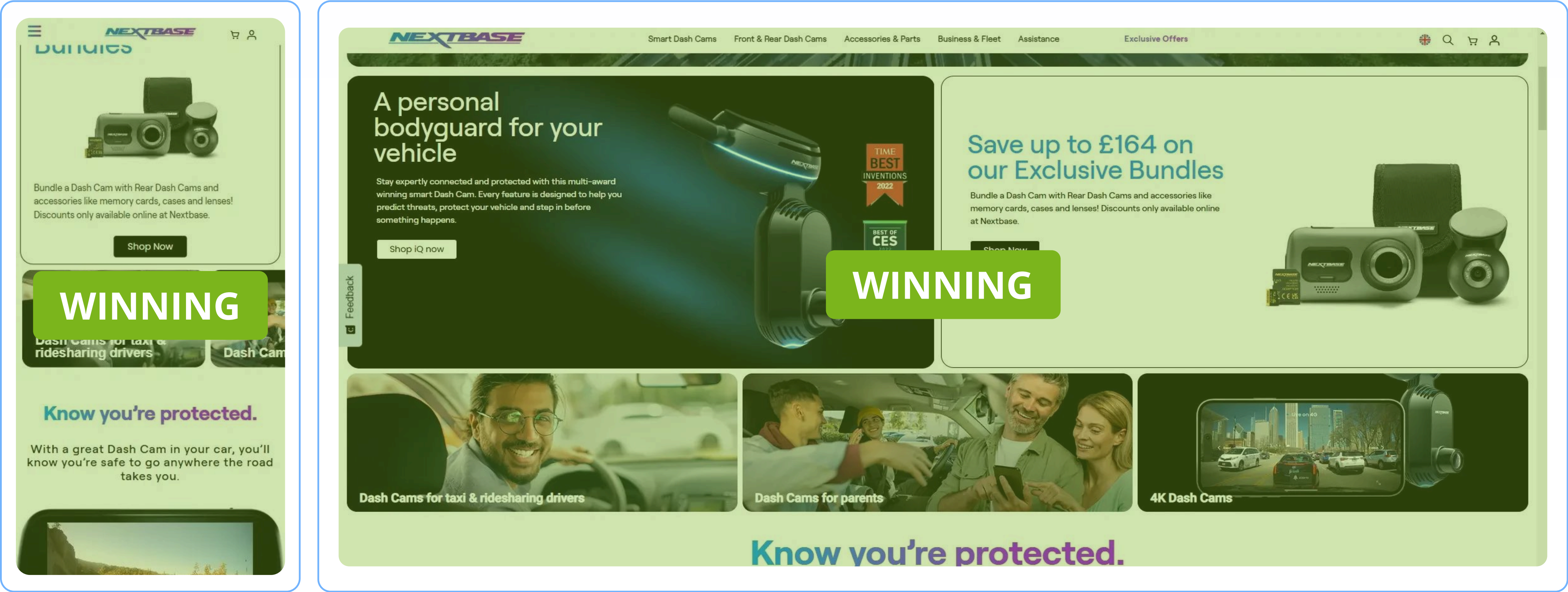


THE RESULTS

CONTROL



VARIATION



+26.16% CR
+23.7% Rev/user
98.53% chance to win

CONCLUSIONS



This experiment proved the fact that helping users sort the available products by easily understandable use cases, early in the customer journey, can drastically improve the conversion rate.

Such a section not only shows how different personas are using the products, but also serves as an easily accessible and highly visible navigation option, thus facilitating product exploration and leading visitors further into the sales funnel.

“Working with Omniconvert has been like gaining an extension of our own team. Their dedication, strategic mindset, and relentless focus on results consistently push us to raise the bar. The winning test exposed here is just one additional proof of that, helping us build a better site, one insight at a time.”

Douglas de Santi - Global Head of D2C
NEXTBASE



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](#)