10,000 A/B tests: 15 conversion hacks that work!

Jurjen Jongejan

Founder



'How to scale your e-commerce business?'



10,000 A/B tests



Knowing how the brain works...



15 conversion hacks based on consumer psychology...



• Founder @ Evidoo

Co-owner @ valantic Netherlands

• 22 years of experience in ecommerce & CRO

Bestselling author



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Decision making



System 1

- ✓ Fast
- ✓ Automatic
- ✓ No control
- ✓ Intuition
- ✓ Unconscious

Who we are



System 2

- ✓ Slow
- ✓ Mental effort
- ✓ Rational
- ✓ Deliberate
- ✓ Conscious

Who we think we are



Decision making



System 1

- ✓ Driving a car
- ✓ Read the text on a billboard



System 2

- ✓ Buying a house
- ✓ Bracing yourself for the gun of a race



(system 1)



345 + 587 = ?

(system 2)



90% of the decisions are made unconsciously (system 1)...

15 hacks to influence the unconscious brain of your visitors...

...so, you can increase your e-commerce conversion!



Directions for changing behavior

1. Motivate

If we increase motivation, it increases conversion

2. Reduce uncertainty

If we reduce uncertainty, it increases conversion

3. Make it easier

If we make it easier, it increases conversion

4. Attract attention

If we attract attention, it increases conversion





15 conversion hacks based on consumer psychology...





1. Goal gradient effect
We feel a stronger motivation to achieve our goal when we have made progress





Control A

Variant B

winner!





 \bigcirc



Free coffee with 10 stamps

Free coffee with 12 stamps, but 2 have already been stamped





Control A

Variant B

+ 1,7% transactions

■ MENU Voetbalshop Al 20 jaar dé voetbalspecialist
Klantgegevens (Stap 1 van 4)
Inloggen Heb je al een account? Log dan in.
Bestellen zonder account Het is niet verplicht om een account aan te maken. Vul hieronder je gegevens in om verder te gaan met bestellen.
Voornaam
Achternaam
Bedriifsnaam (Optioneel)

■ МЕ	NU Voetbalshop Al 20 jaar dé voetbalspecialist	ΪŻ
	Klantgegevens (Stap 2 van 5)	
0	(Stap 2 van 5)	_
Inlogo Heb je dan in.	gen al een account? Log	COMODO SECURE
Bestellen zonder account Het is niet verplicht om een account aan te maken.		
Vul hier met bes	onder je gegevens in om verder te stellen.	gaan
Voorna	aam	
Achter	naam	





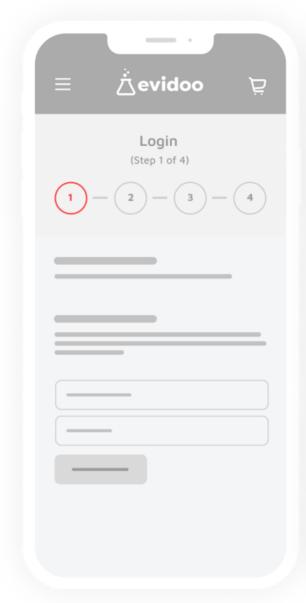
Control A

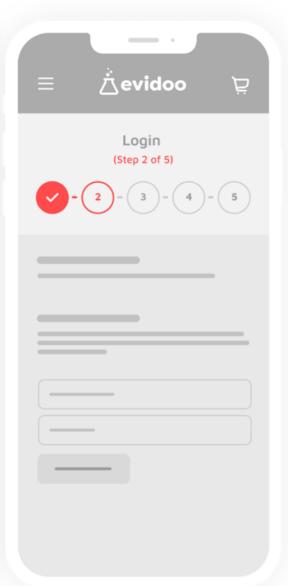
Variant B + 1,3% transactions

€ROP 🚉 🔀	©ROP 🚉
CROP	GRUP
2 3	
Gegevens	Cogovens
E-mailadres	E-mailadres
Privé Zakelijk	Privé Zakelijk
Bezorgadres	Bezorgadres
Voornaam	Voornaam
	□
Achternaam	Achternaam
Straatnaam	Straatnaam
Huisnummer Toevoeging (ontioned)	Huisnummer Toevoeging (ontioneel)



Control Variant





A/B test results

Evidoo rating (i	60
Number of A/B tests	7
Win ratio	42.86%
Loss ratio	0%
Average impact KPI	2.52%

KPI: Transactions

Visitors: 88.816

Transactions: 54.761

Device: Mobile

Pagetype: Checkout

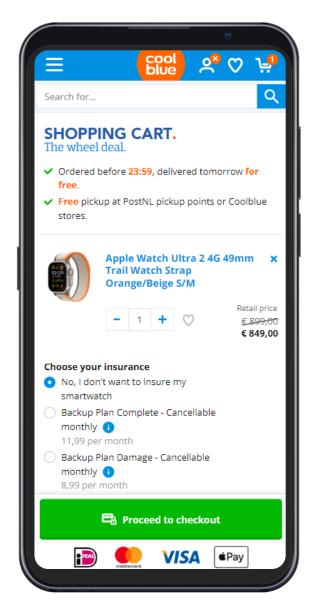
Effort to implement: Medium

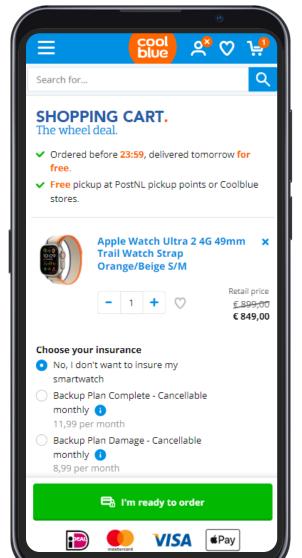
Industry: Sports & Outdoor,

B2C, Health &...











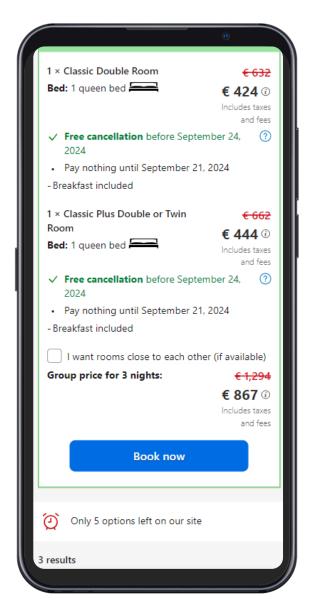


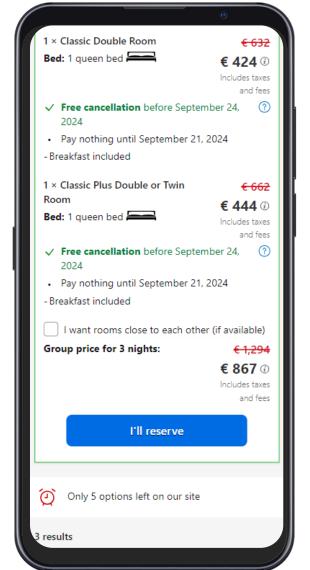


control



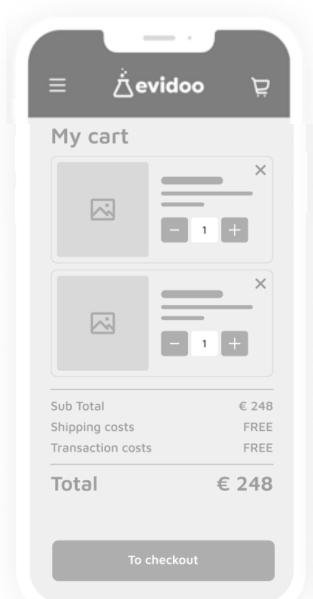
1. Motivate

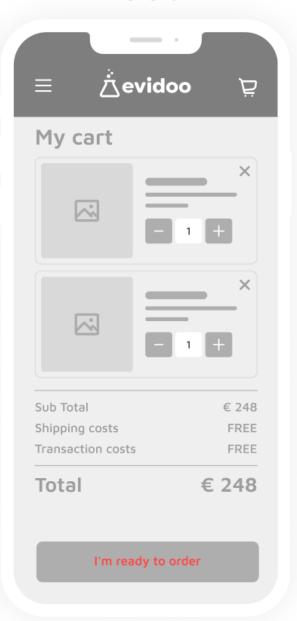












A/B test results

Evidoo rating (1)	67
Number of A/B tests	10
Win ratio	40%
Loss ratio	10%
Average impact KPI	2.77%

KPI: Transactions

Visitors: 418.660

Transactions: 136.530

Device: Mobile

Pagetype: Shopping Cart

Effort to implement: Low

Industry: General consumer

goods, Pets,...

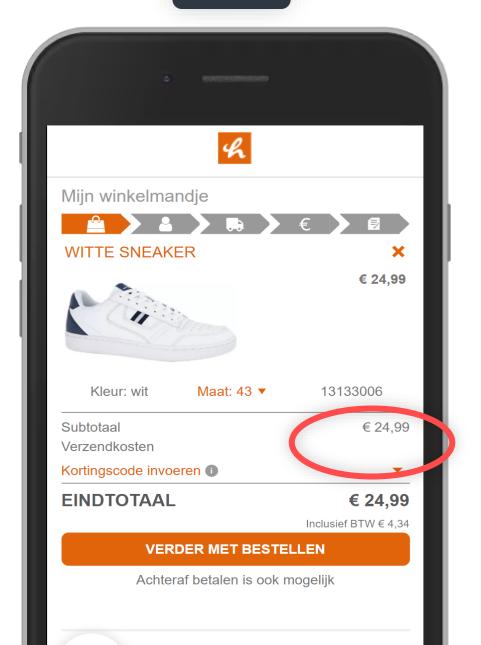


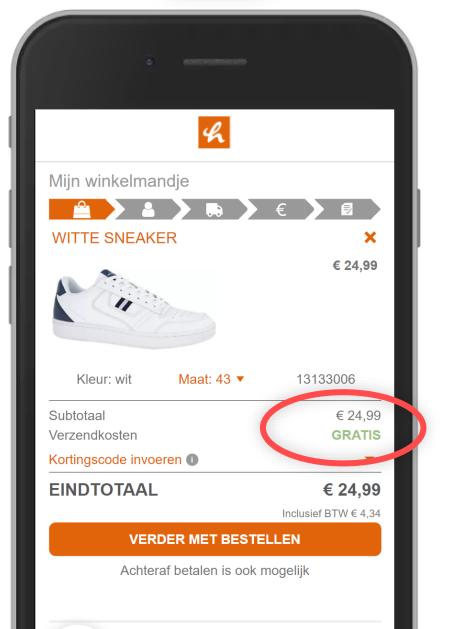


Variant B

+2% transactions

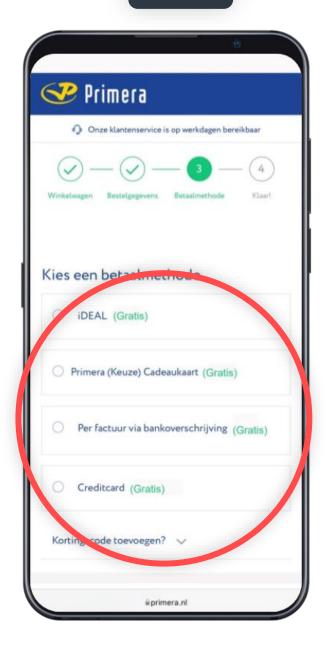
1. Motivate



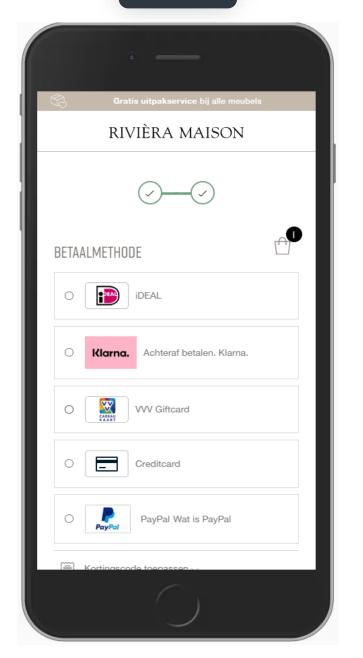


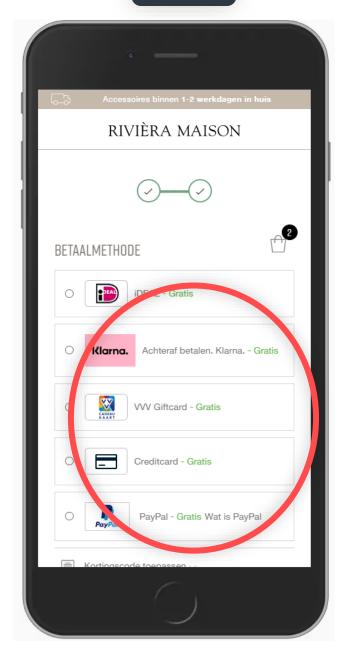






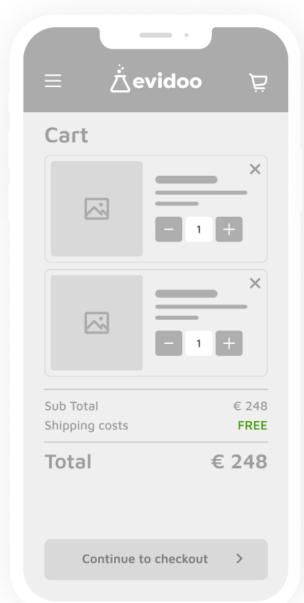




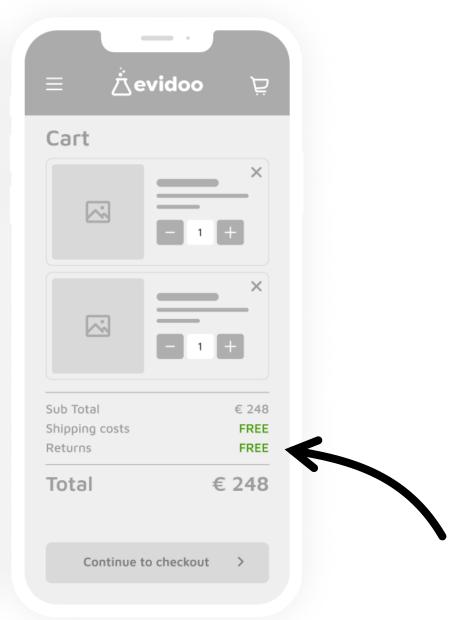




Control



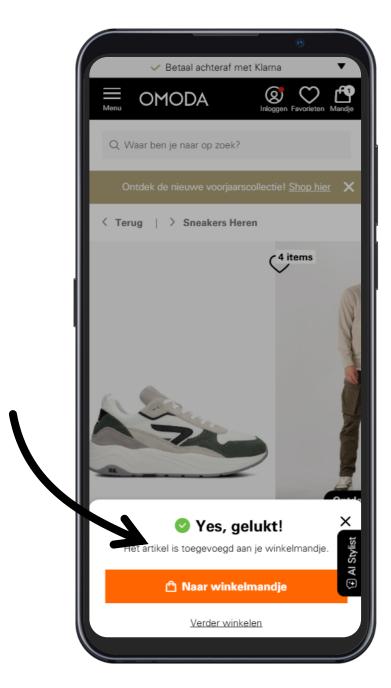
Variant





4. Self-efficacy
We are more motivated when we have the confidence to complete a task



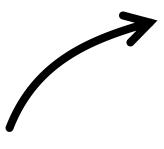


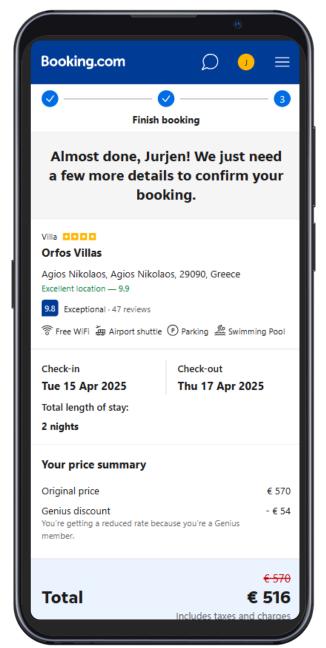






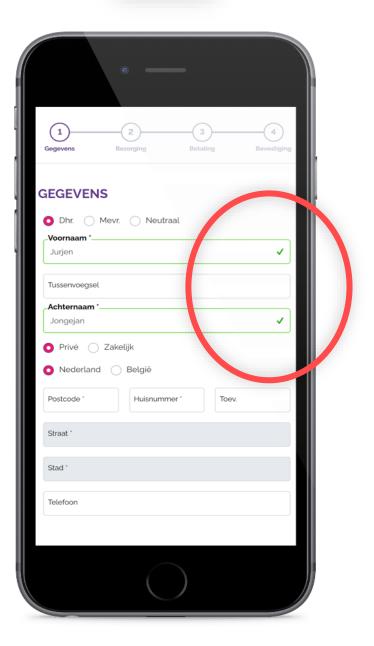
















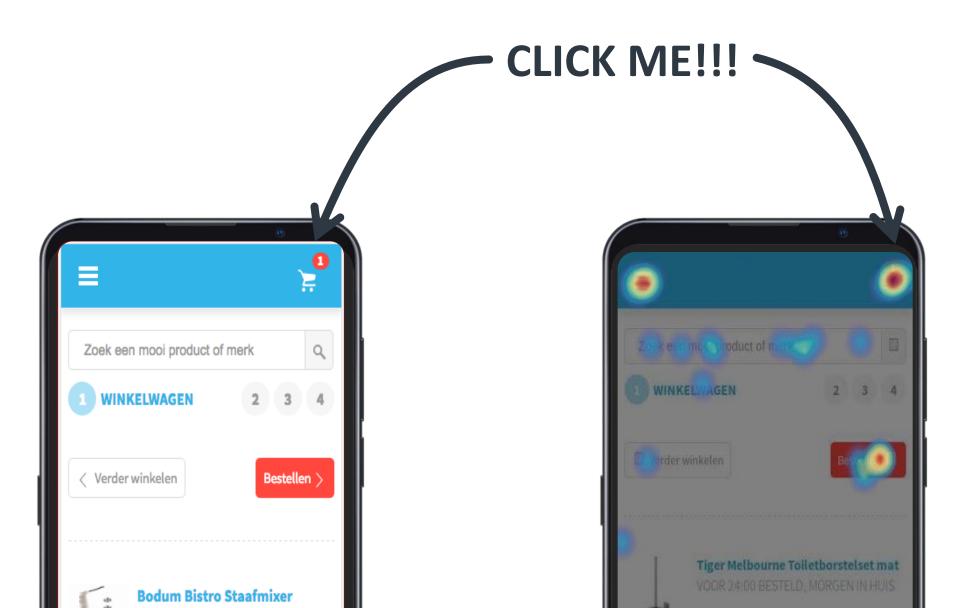
CLICK ME!!!



CLICK ME!!!

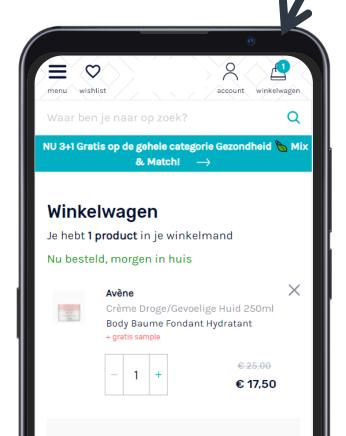
CLICK ME!!!





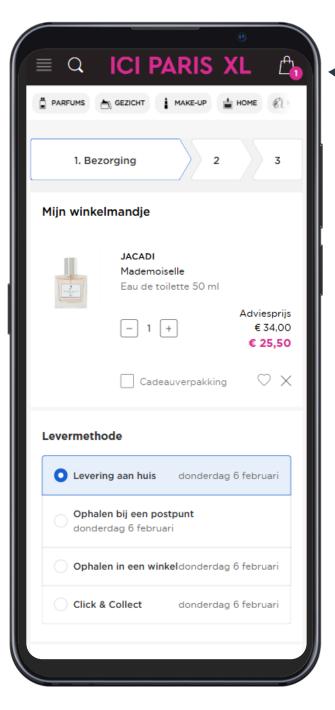






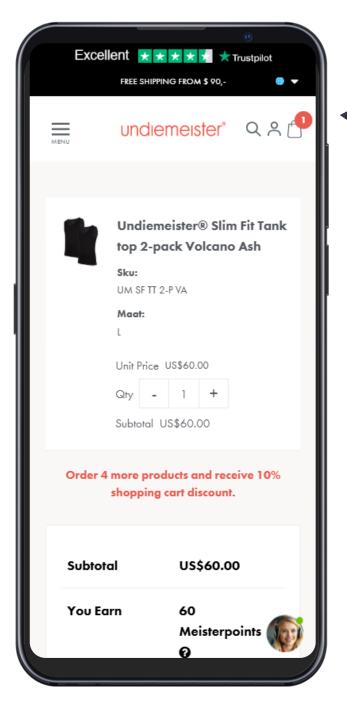






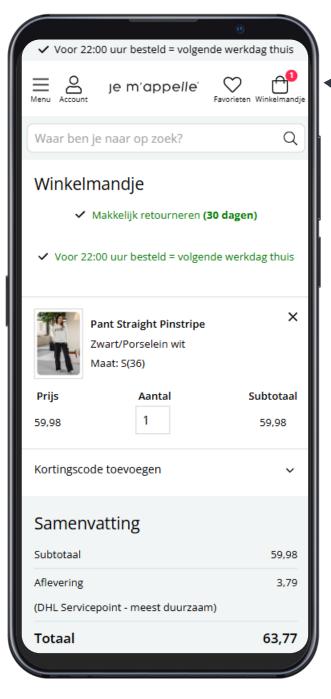
CLICK ME!!!





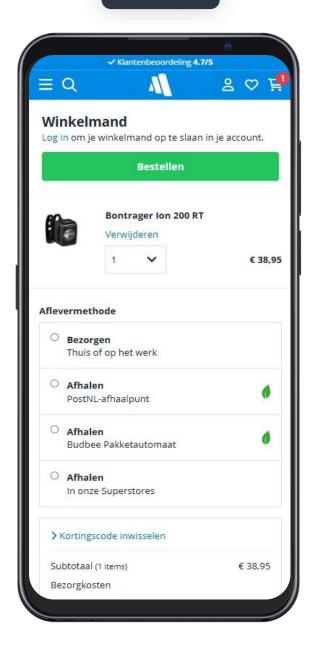


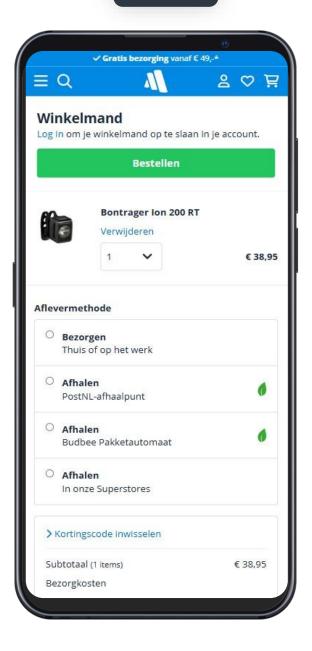


















Gratis ruilen

< Games

Star Wars Outlaws Xbox Series X

₩ 9,2/10 (2 reviews)

















>



79,00

- Nog maar 1 o voorraad, bestel snel Nog snell op te halen in 1 Coolblue-winkel
- ✓ Voor 23.59 uur besteld, morgen gratis bezorgd
- ✓ Je krijgt 2 jaar garantie op je game
- Gratis ruilen binnen 30 dagen



Gratis ruilen

< Games

Star Wars Outlaws Xbox Series X

₩ 9,2/10 (2 reviews)



















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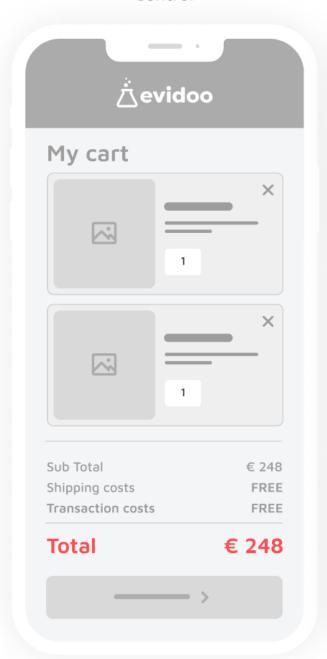
79,-

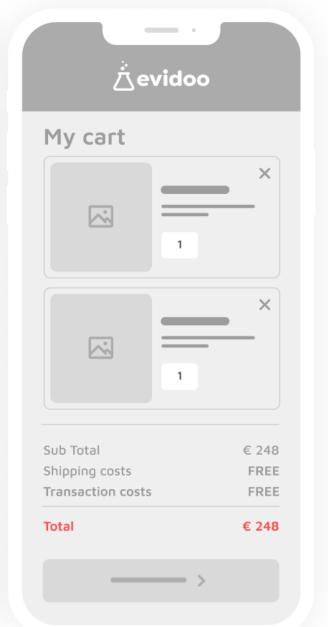
- Nog maar 1 voorraad, bestel snel Nog sneller op te halen in 1 Coolblue-winkel
- ✓ Voor 23.59 uur besteld, morgen gratis bezorgd
- ✓ Je krijgt 2 jaar garantie op je game
- ✓ Gratis ruilen binnen 30 dagen



Variant









Directions for changing behavior

1. Motivate

If we increase motivation, it increases conversion

2. Reduce uncertainty

If we reduce uncertainty, it increases conversion

3. Make it easier

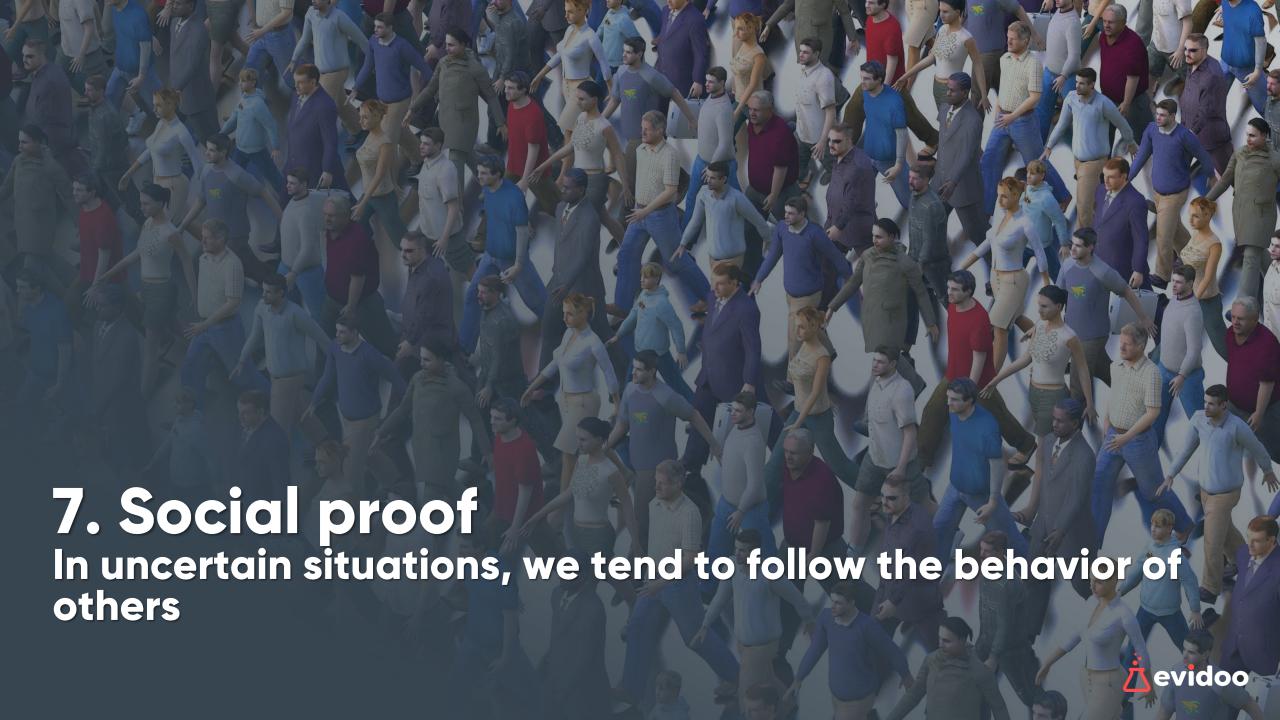
If we make it easier, it increases conversion

4. Attract attention

If we attract attention, it increases conversion

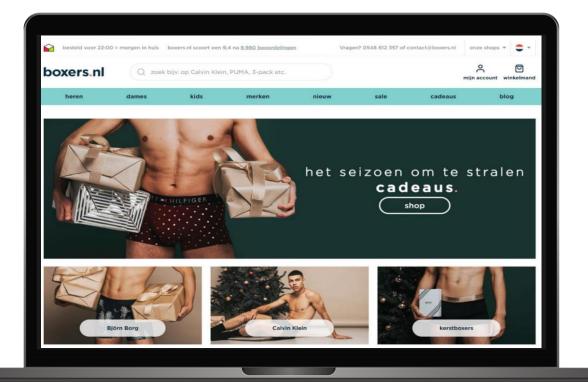




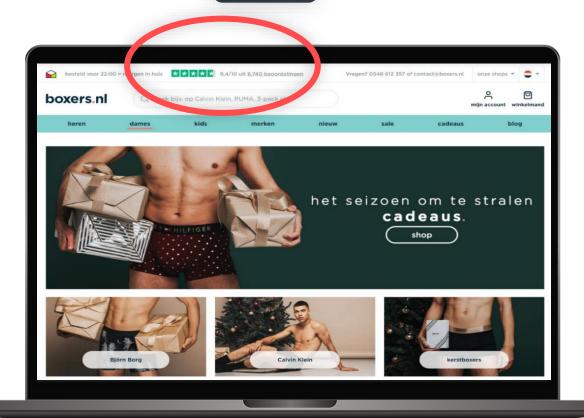








Variant B +6% transactions

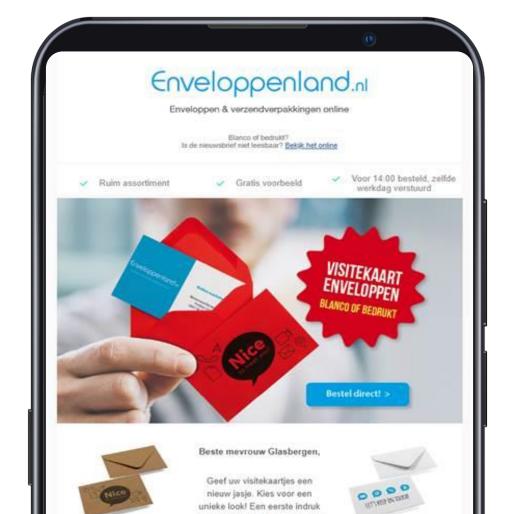


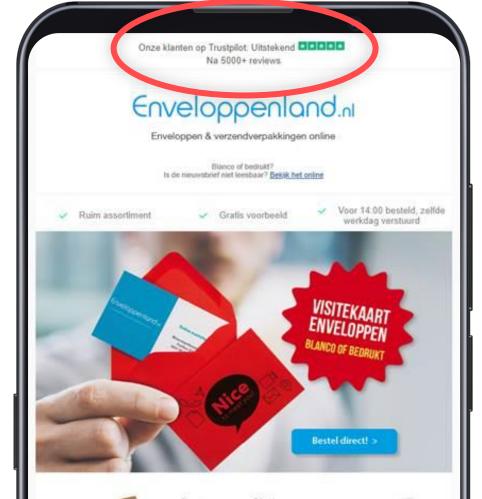




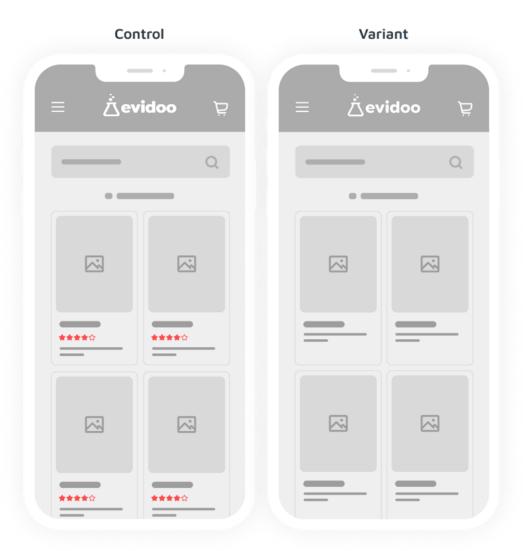
Variant B

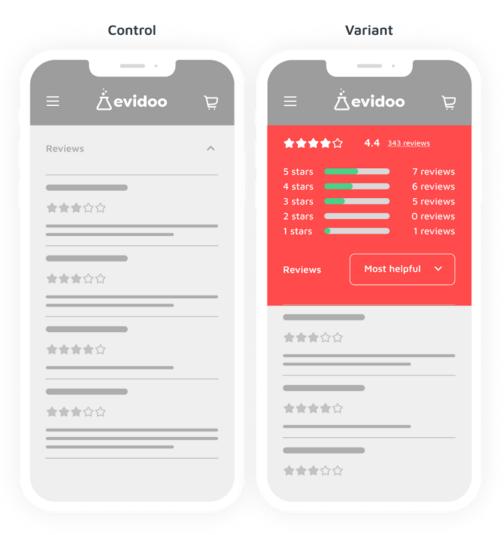
+17% clicks















Beschikbaarheid za 16 jul – za 23 jul 2 volwassenen · 2 kinderen · 1 kamer 💠 Wijzig zoekopdracht Alle beschikbare kamers Kamertype Geschikt voor Prijs voor 1 week Je opties Kies kamers (?) **:**: € 630 ☐ Goed ontbijt € 7 Tweepersoonskamer met 1 of 0 ~ 2 Bedden - Geschikt voor Ik ga boeken € 606 ⓒ ✓ Gratis annuleren tot 23:59 op 8 juli Gasten met een Lichamelijke 2022 Inclusief belastingen en Onmiddellijke bevestiging **Beperking** toeslagen Betaal niets tot 6 juli 2022 • Geen registratie nodig Voor 2 volwassenen , 2 kinderen selecteer • Geen reserveringskosten of ? --☐ Inclusief goed ontbijt € 680 je 2 van deze creditcardtoeslagen! € 628 ⓒ · Niet-terugbetaalbaar Nog maar 2 kamers over op onze site Inclusief belastingen en Vooruitbetalen toeslagen 1 groot tweepersoonsbed --☐ Goed ontbijt € 7 0 ~ € 630 Ensuite badkamer 🖵 Flatscreen-tv ✓ Gratis annuleren tot 23:59 op 8 juli Inclusief belastingen en toeslagen ✓ GEEN VOORUITBETALING NODIG -Betaal bij de accommodatie ✓ Gratis toiletartikelen ✓ Wc ✓ Bad of douche ✓ Handdoeken --☐ Inclusief goed ontbijt √ Stopcontact bij het bed € 714 0 ~ ✓ Betegelde/marmeren vloer ✓ Bureau ✓ Tv € 687 ⓒ ✓ Gratis annuleren tot 23:59 op 8 juli √ Telefoon ✓ Verwarming ✓ Föhn Inclusief belastingen en √ Vloerbedekking √ Wekdienst toeslagen · Betaal niets tot 6 juli 2022 √ (Kleding)kast

Inclusief goed ontbiit

? 0 ~

✓ Gehele unit op de begane grond

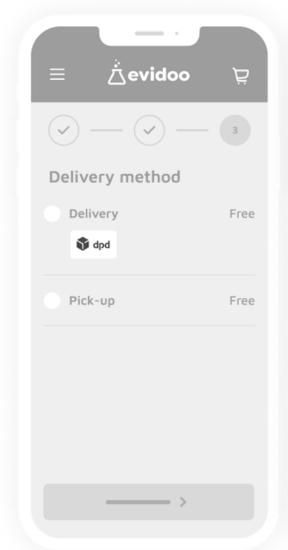
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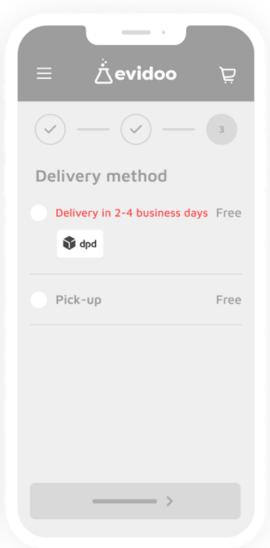
. 744





Control Variant





A/B test results

Evidoo rating (i)	77
Number of A/B tests (i)	5
Win ratio (i)	60 %
Loss ratio (i)	0%
Inconclusive ratio (i)	40%
Average impact KPI (i)	+ 3.09%



Directions for changing behavior

1. Motivate

If we increase motivation, it increases conversion

2. Reduce uncertainty

If we reduce uncertainty, it increases conversion

3. Make it easier

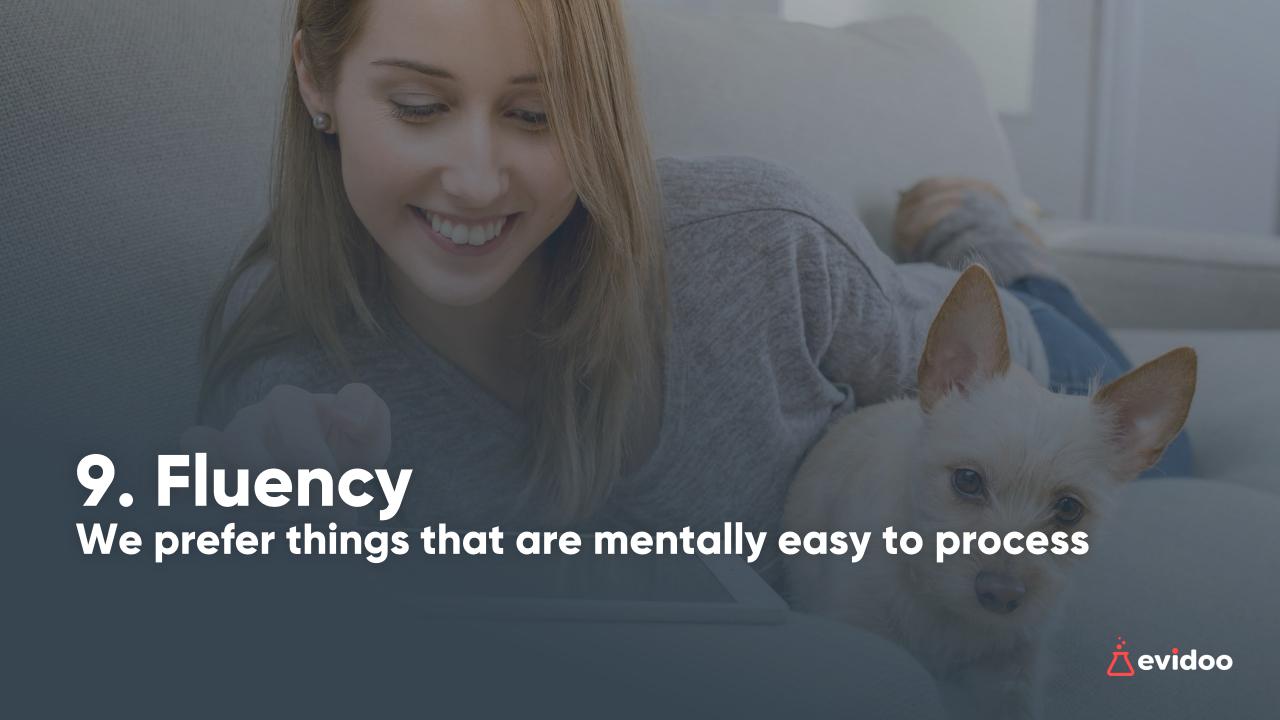
If we make it easier, it increases conversion

4. Attract attention

If we attract attention, it increases conversion

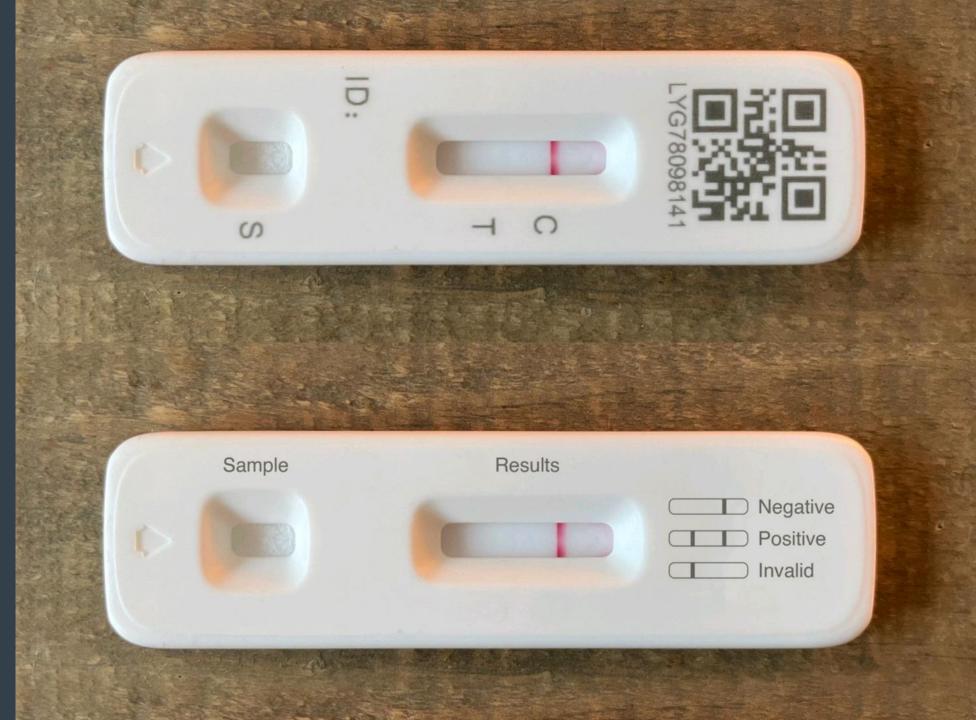






How it is...

How it should be...





Variant B

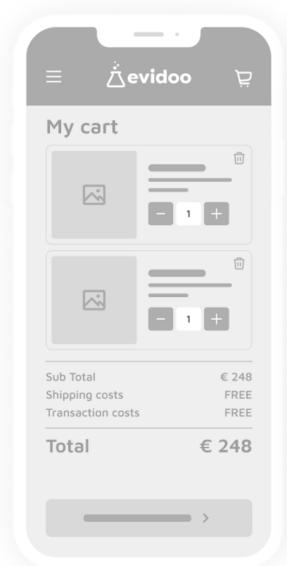
- +27% taps on shopping cart
- **+8%** transactions

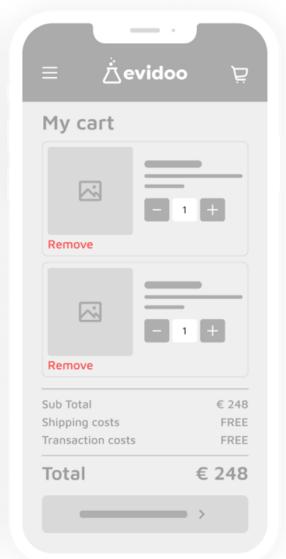




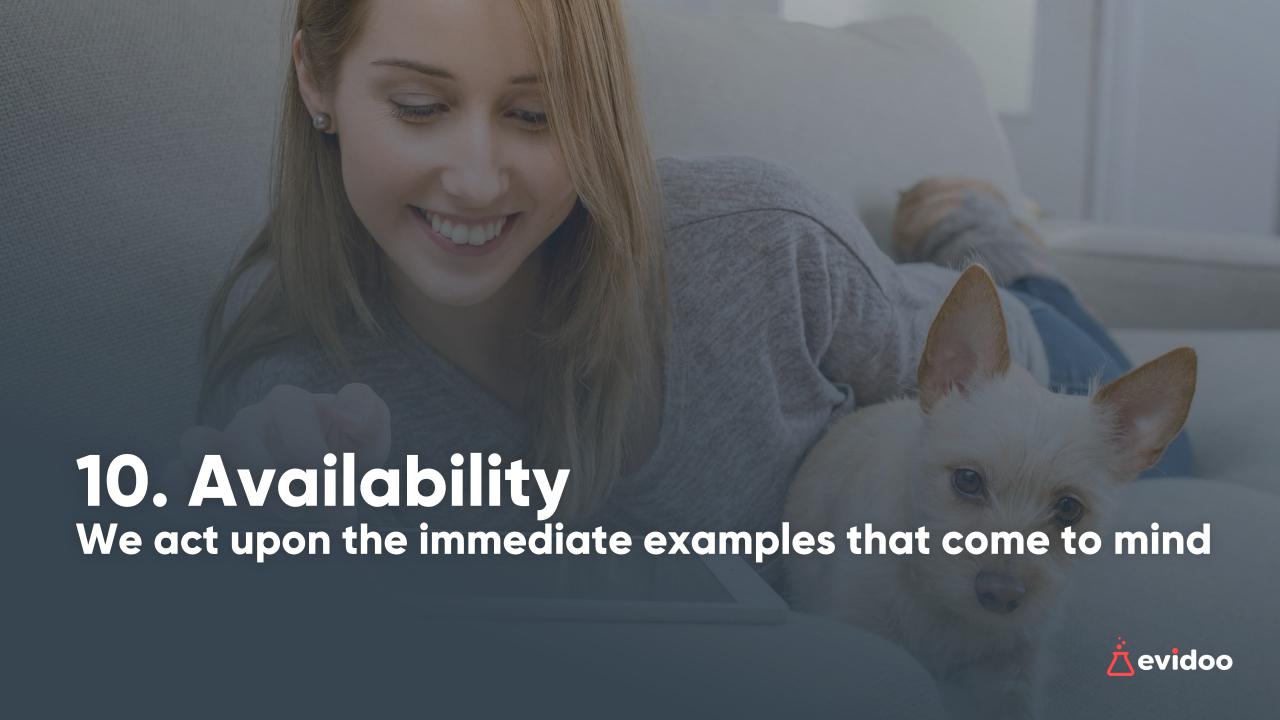


Control Variant

















Directions for changing behavior

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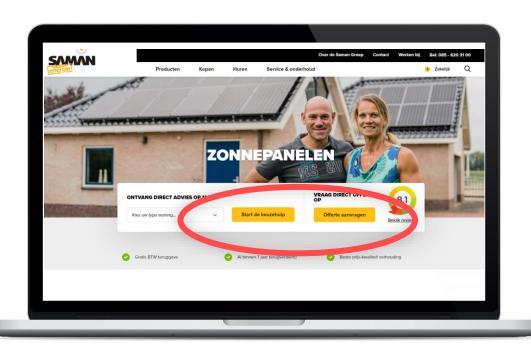
















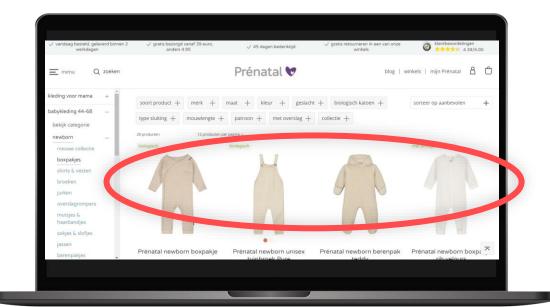






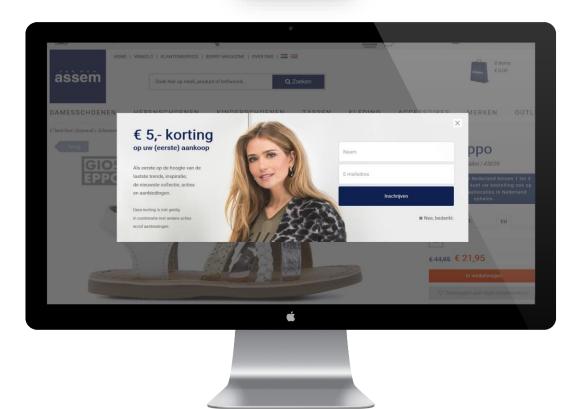


Variant B









Variant B

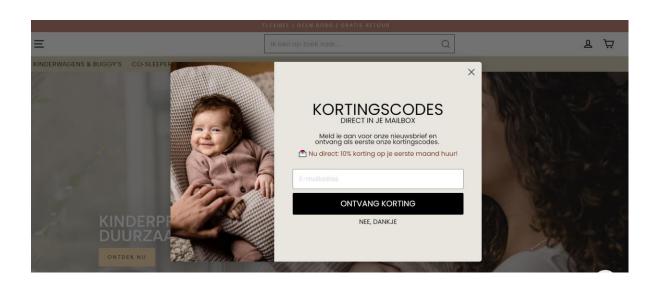






Control

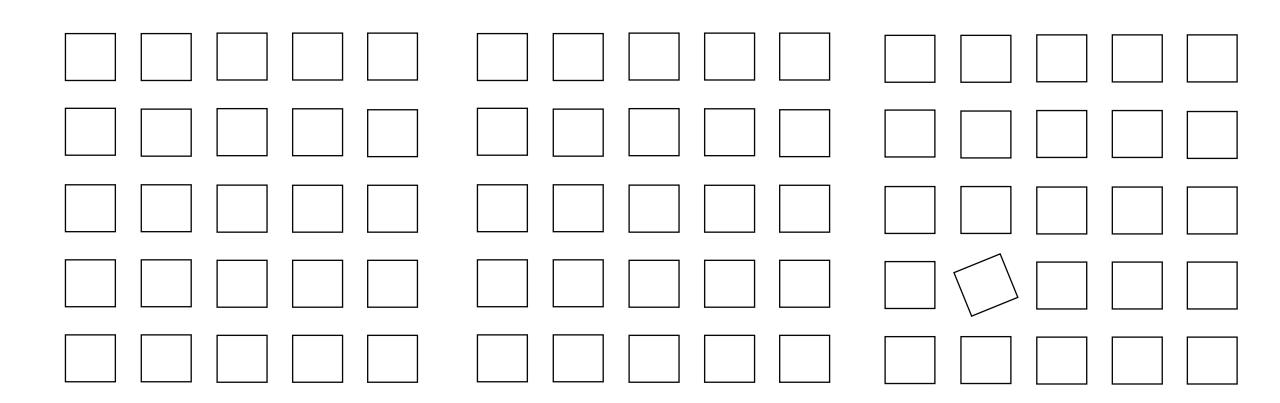
Variant













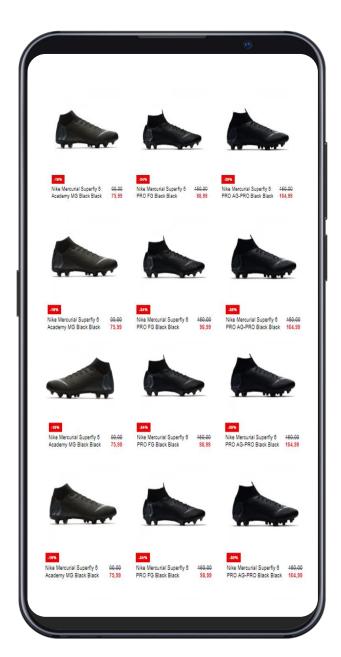






This shoe caught your eye immediately ©

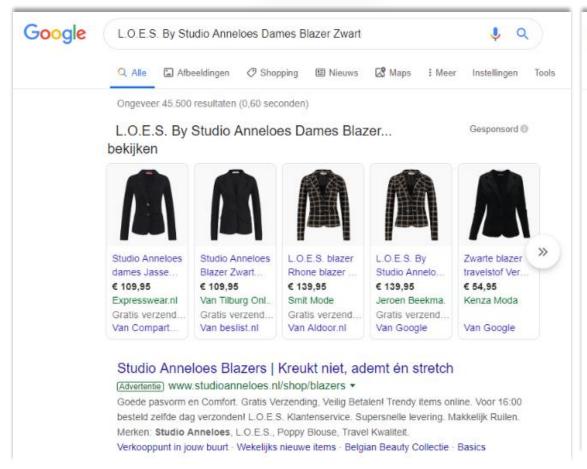


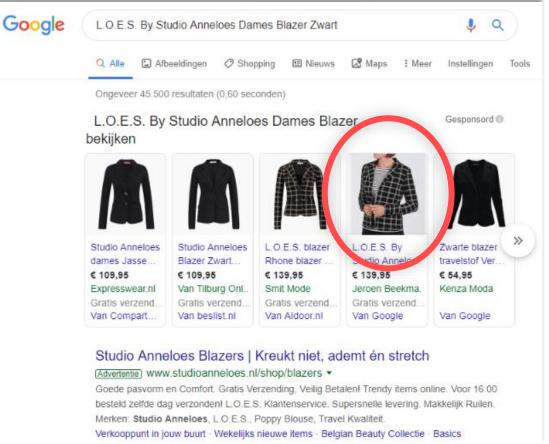






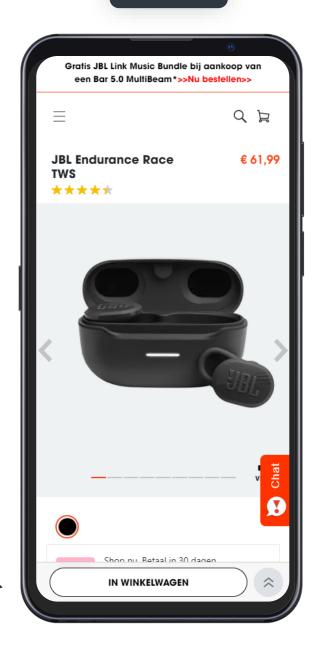
Variant B +18% clicks

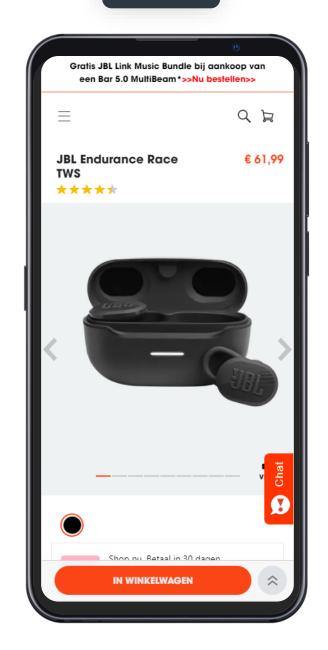






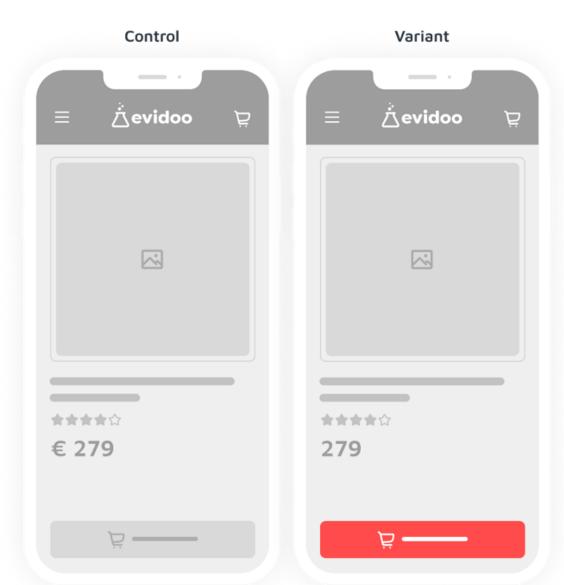












A/B test results

Evidoo rating ()	74
Number of A/B tests	8
Win ratio	62.5%
Loss ratio	12.5%
Average impact KPI	2.5%

KPI: Transactions

Visitors: 1.866.736

Transactions: 58.744

Device: Mobile

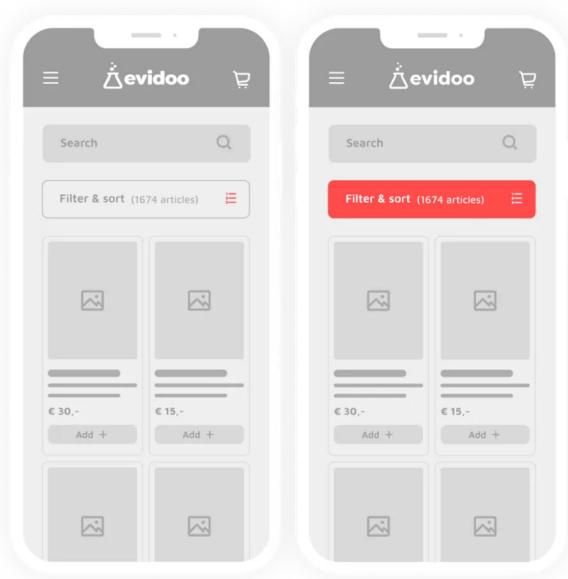
Pagetype: Product detailpage

Effort to implement: Low

Industry: Fashion & Shoes,

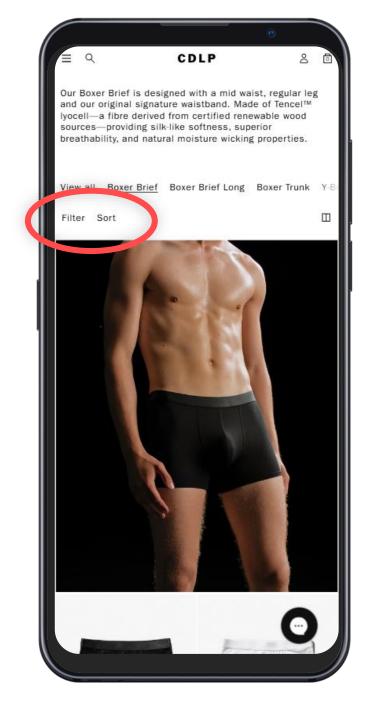
Electronics, B2C

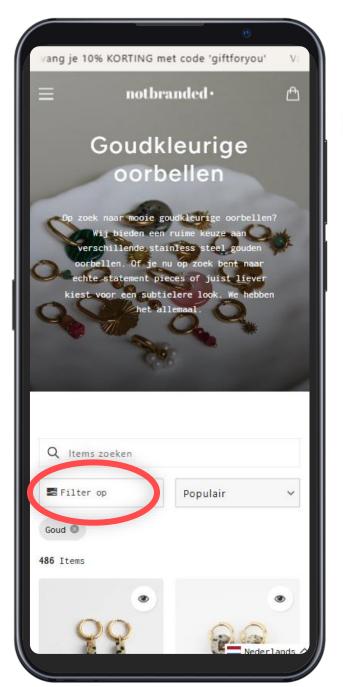


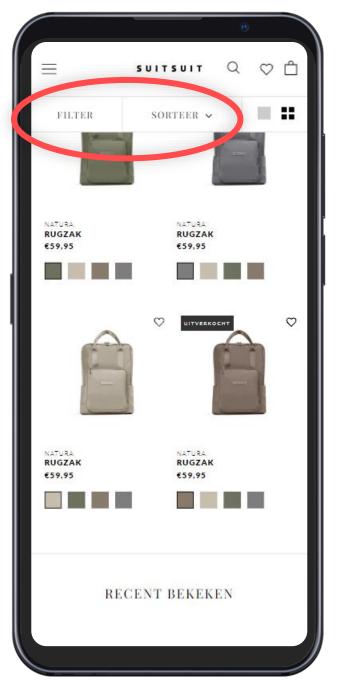












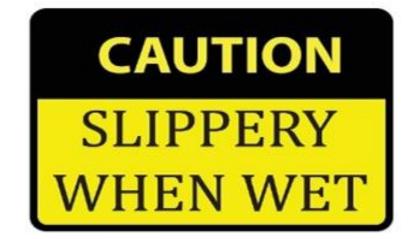






Control A

Variant B















Control . evidoo Ä <u>~</u> < •••• 食食食食食 € 279 <u>F</u> —



A/B test results

Evidoo rating ()	79
Number of A/B tests	8
Win ratio	50%
Loss ratio	0%
Average impact KPI	6.7%

KPI: Transactions

Visitors: 1.633.051

Transactions: 51.058

Device: Mobile

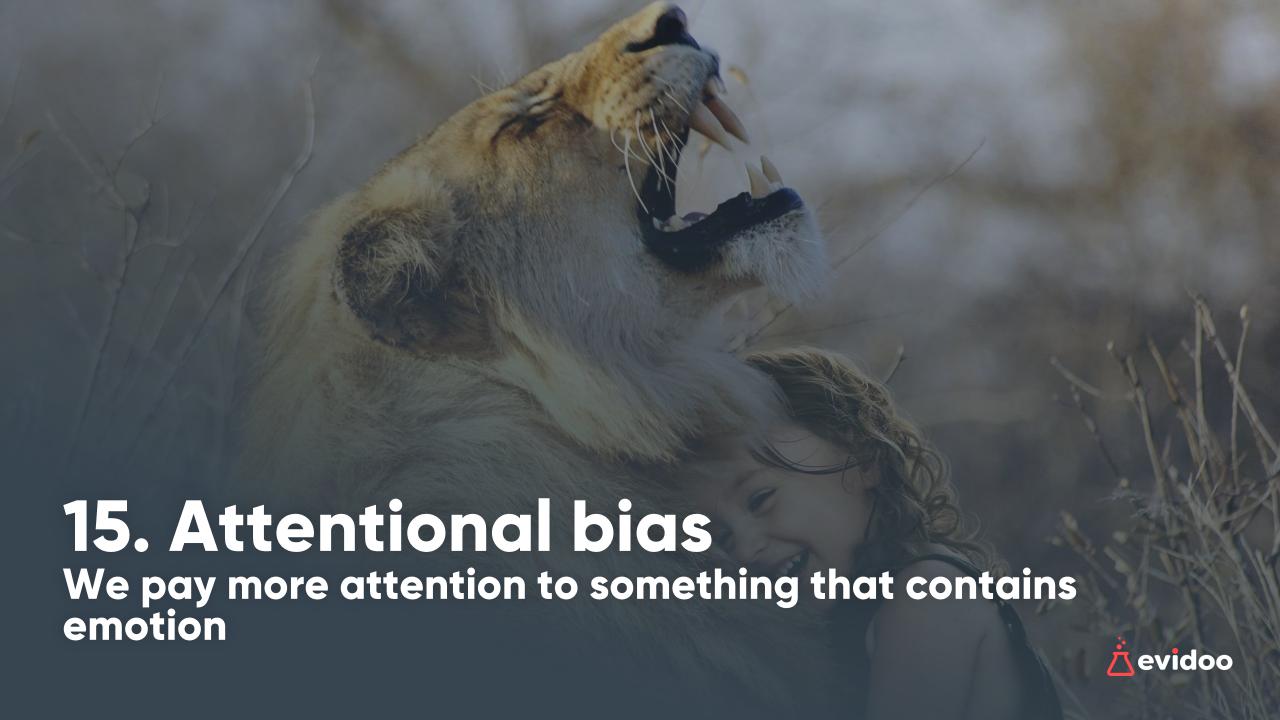
Pagetype: Product detailpage

Effort to implement: Medium

Industry: Fashion & Shoes,

Electronics, Pets,...

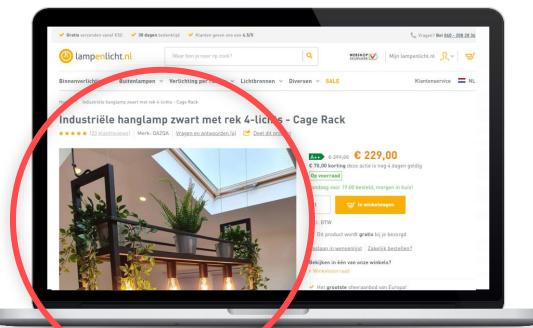






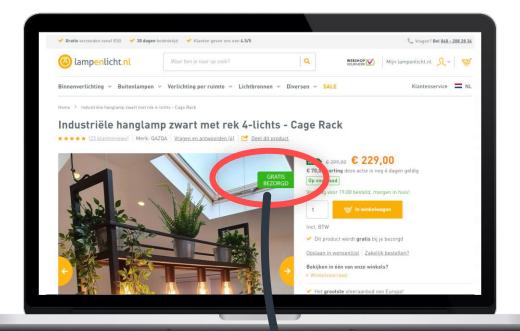


Control A



Variant B

+6% transactions







control



variant





Directions for changing behavior

1. Motivate



- 1. Goal gradient effect
- 2. Autonomy
- 3. Zero cost effect
- Self-efficacy
- 5. Zeigarnik effect
- 6. Reduce the pain of paying

2. Reduce uncertainty



- 7. Social proof
- 8. Need for certainty

3. Make it easier



9. Fluency 10. Availability

4. Attract attention



- 11. Gaze cueing
- 12. Von Restorff effect
- 13. Contrast effect
- 14. Pictorial superiority effect
- 15. Attentional bias



'How to scale your e-commerce business?'



Knowing how the brain works!



Thanks for your attention!

Handout presentation? Free download!

Scan the QR code





