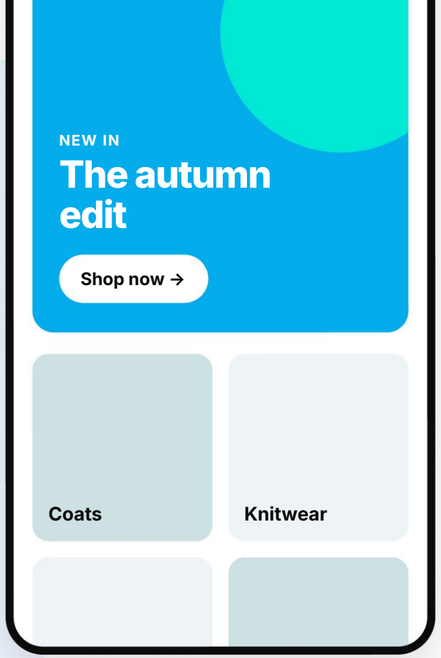
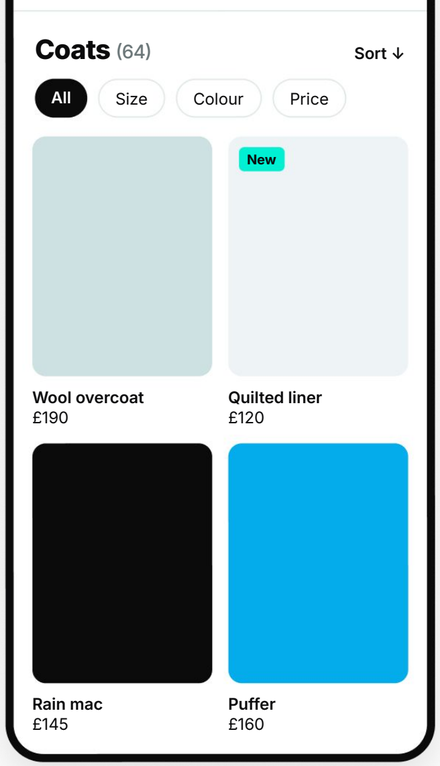
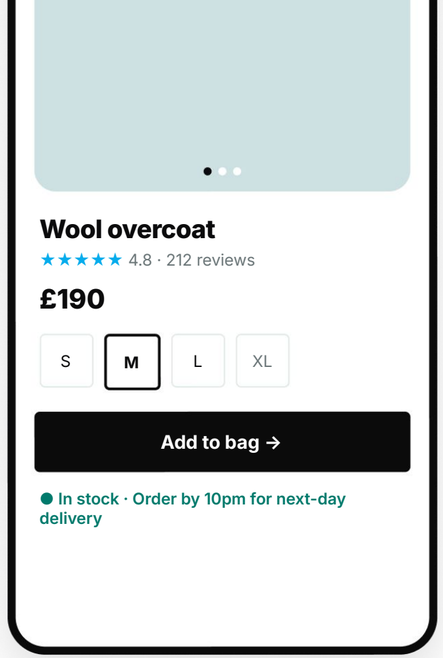
25 A/B tests every store should run

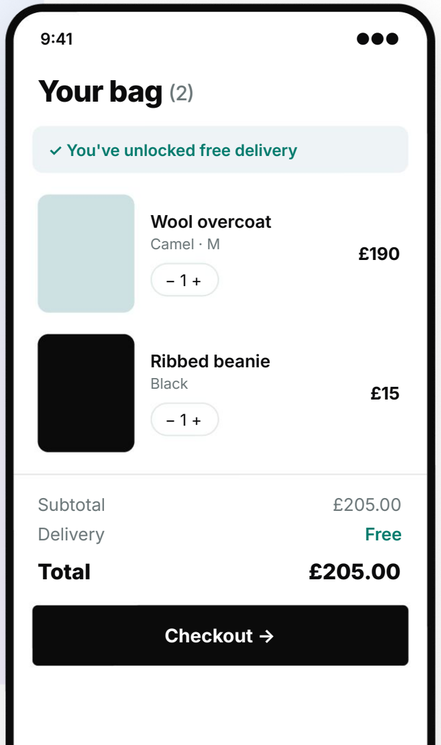


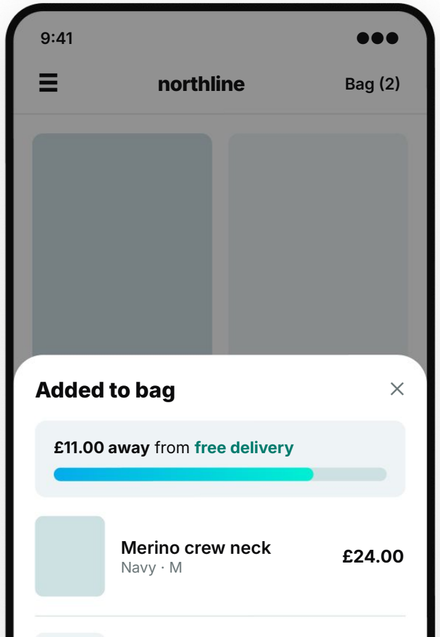
Presented by
Adam Forshaw

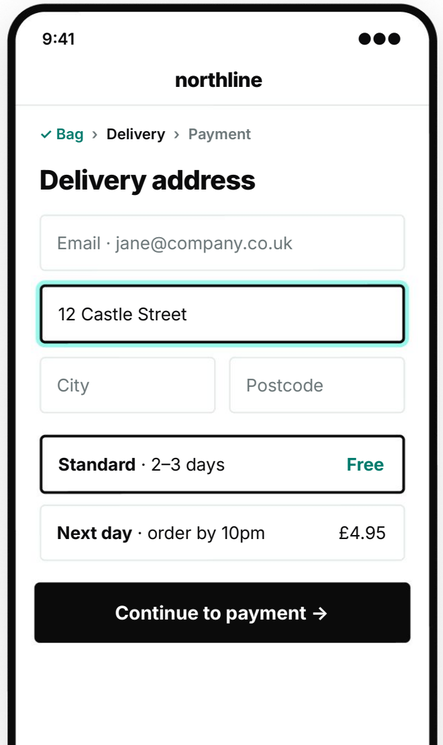












Quick intro

Early 2000s

Co-founder of Ecommerce firm

2007 - 2016

Web Designer to Creative Director

2015 - 2024

Co-founder of web agency in Chester

2024 - Present

Working with Ecommerce brands to optimise conversion



Hands up.

Who has made a change to their site because another site does it?



Their winner
isn’t your winner

- **Different Audience**
- **Different Products**
- **Different Brand**
- **Different USPs**

Their result
is your hypothesis

Steal the idea. Let your own traffic vote

Whats is the cheat code?

Whats is the cheat code?

Cognitive load










THERMOS






Wilsons
FEED THE DOG
VENISON & DUCK
GENTLY STEAMED FRESH FOOD FOR DOGS
PACKED FULL OF WHOLE FOODS
READY TO SERVE
LOVED BY FUSSY DOGS
GUT FRIENDLY PREBIOTICS


RIBBLE

The process
for every test

Find the friction

Analytics, recordings & feedback

→

Write the hypothesis

if X, then Y because Z

→

Get the change ready

You'll be running both versions

→

Pick the metric

i.e. Revenue per visitor, Page views

→

Let it run

Run time will depend on traffic & change

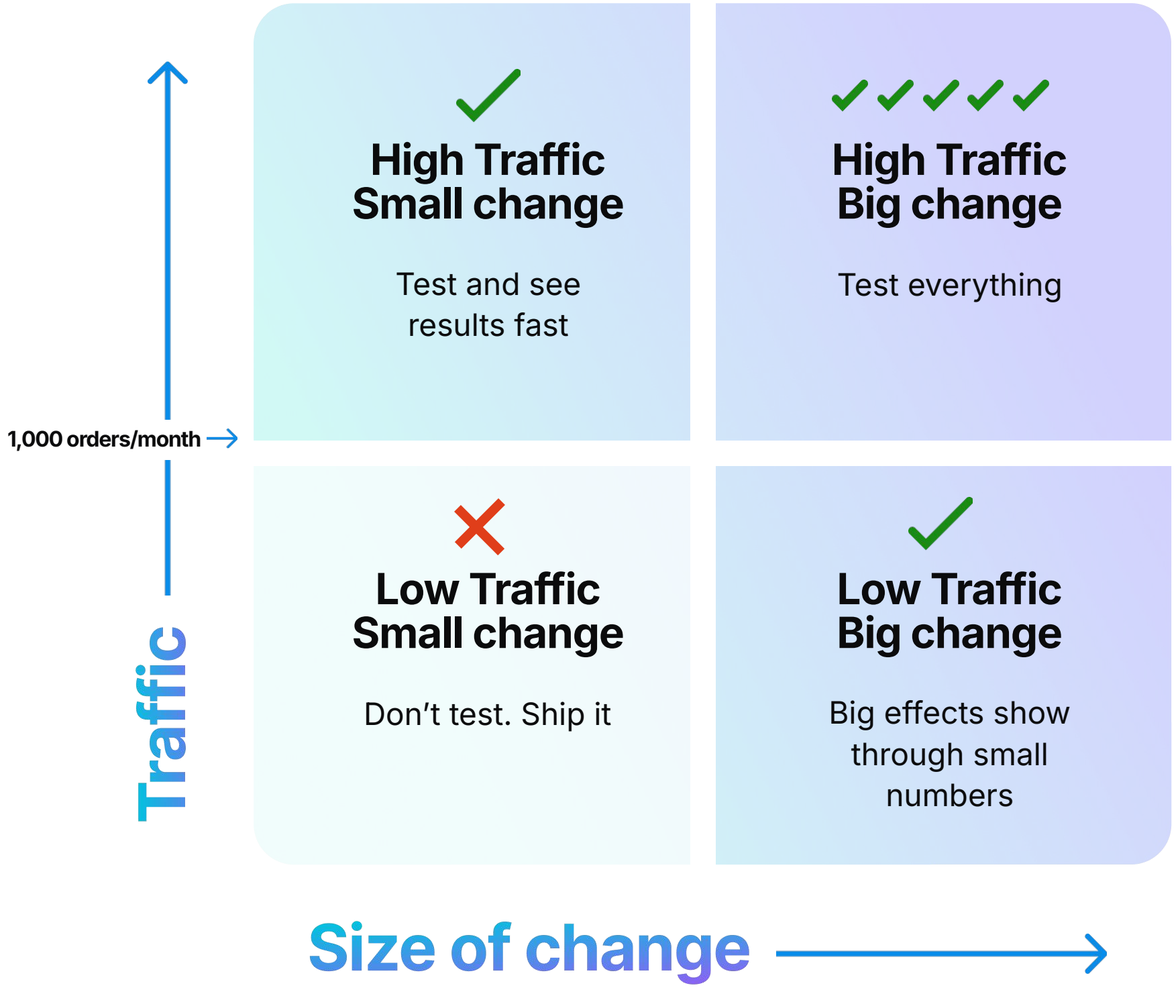
→

Learn

Win or lose, you've learnt

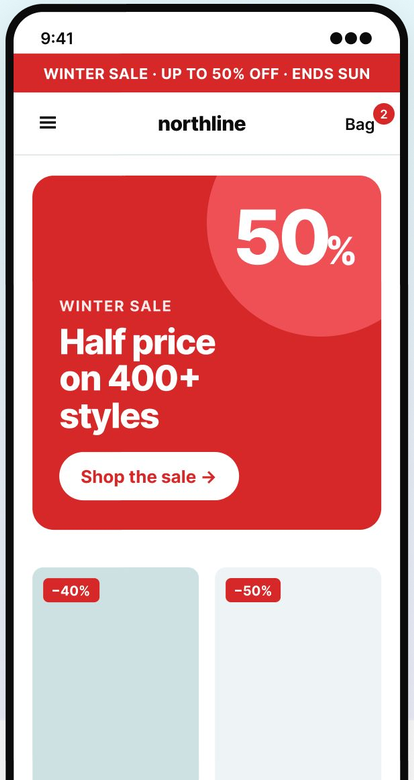
Can everyone
run A/B tests?

Less traffic
bigger swings



Do more conversions
mean higher revenue?

NO... More conversions doesn't equal more revenue

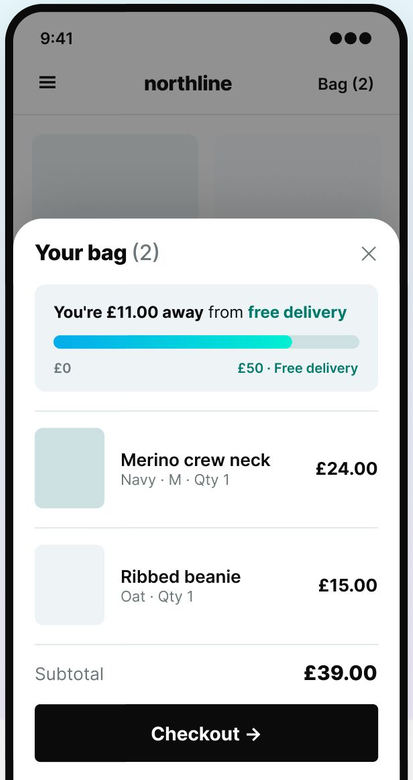


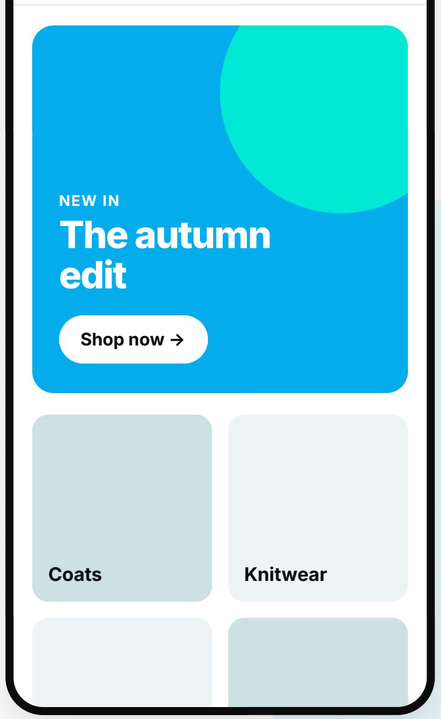
Site-wide sale

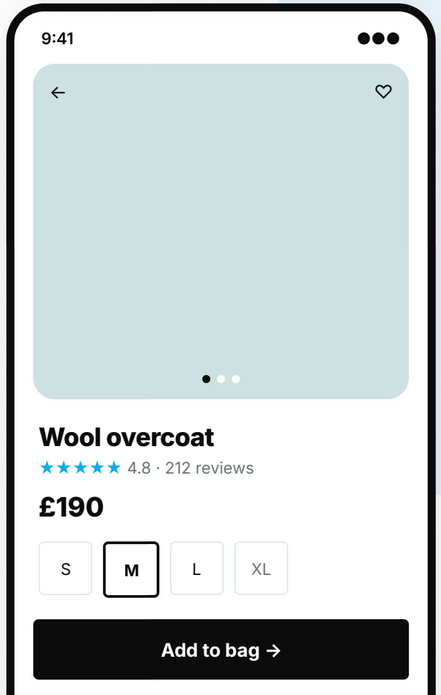
Conversion **+6%**
Revenue **-7%**

Free-delivery progress bar

Conversion **+0%**
Revenue **+5%**

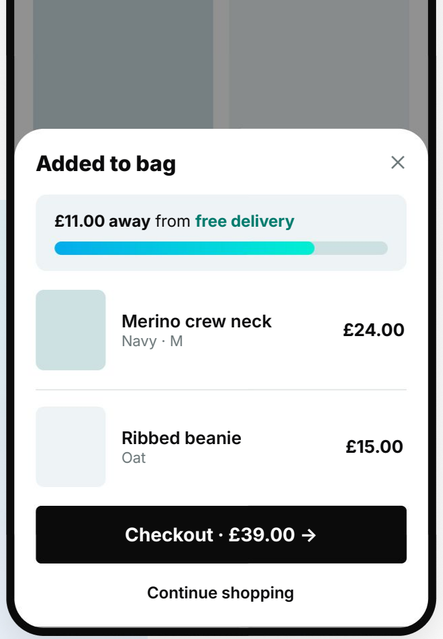


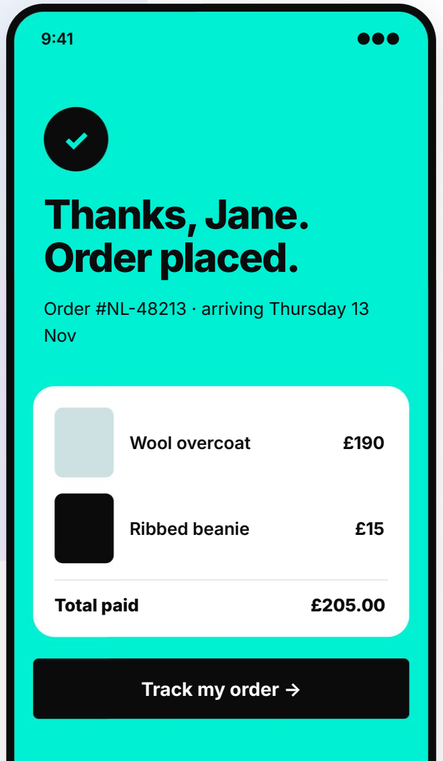




25 A/B tests every* store should run

*that can run tests





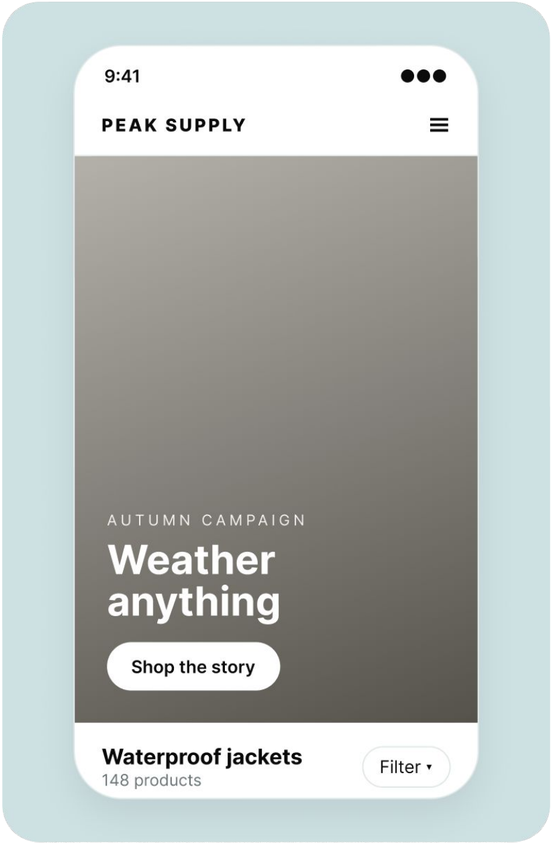
Remove what
you're proud of

LISTING PAGE

Delete the banner, promote the products

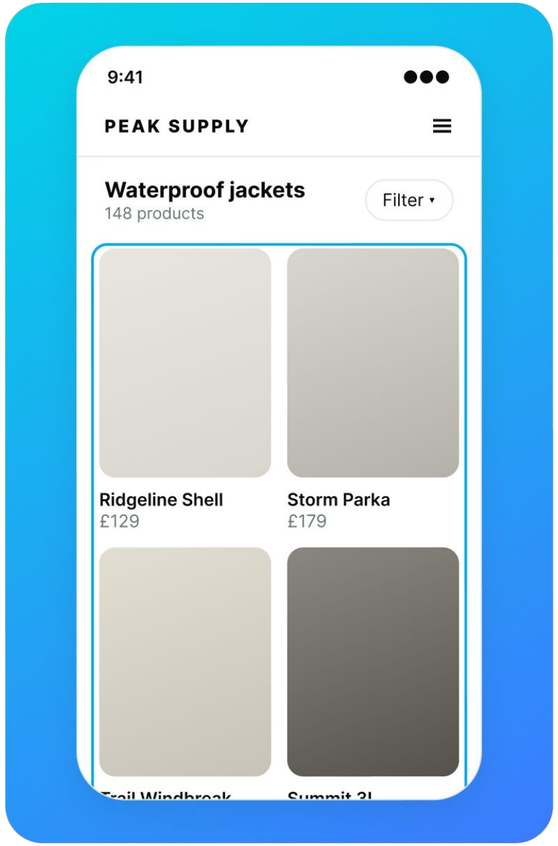
Control

Banner eats the first screen



Variant

Straight to the grid



HOMEPAGE

Shrink the hero, surface the shop

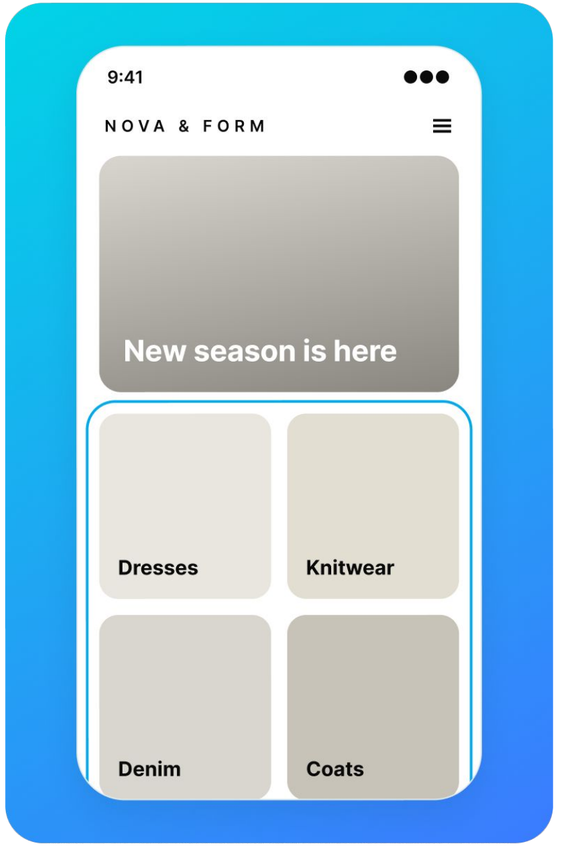
Control

Full-screen hero



Variant

Compact hero + categories

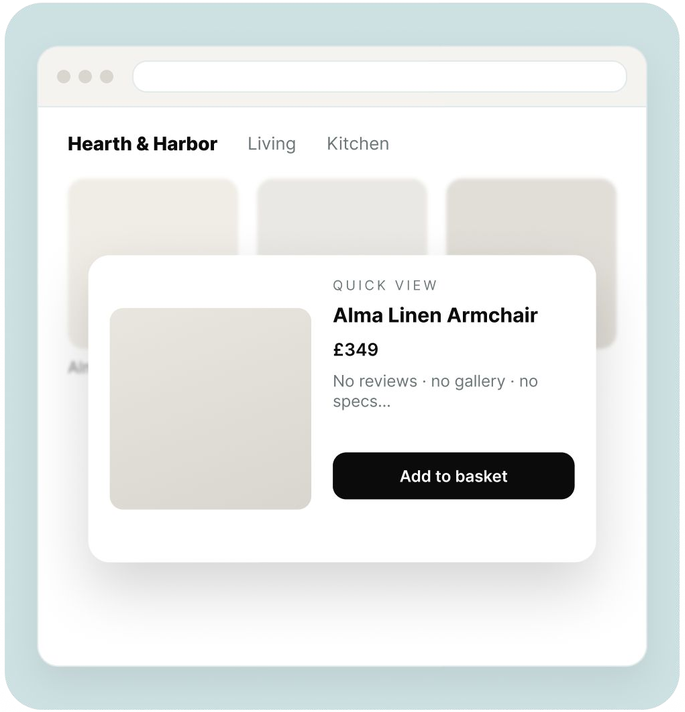


LISTING PAGE

Kill quick view, send them to the real page

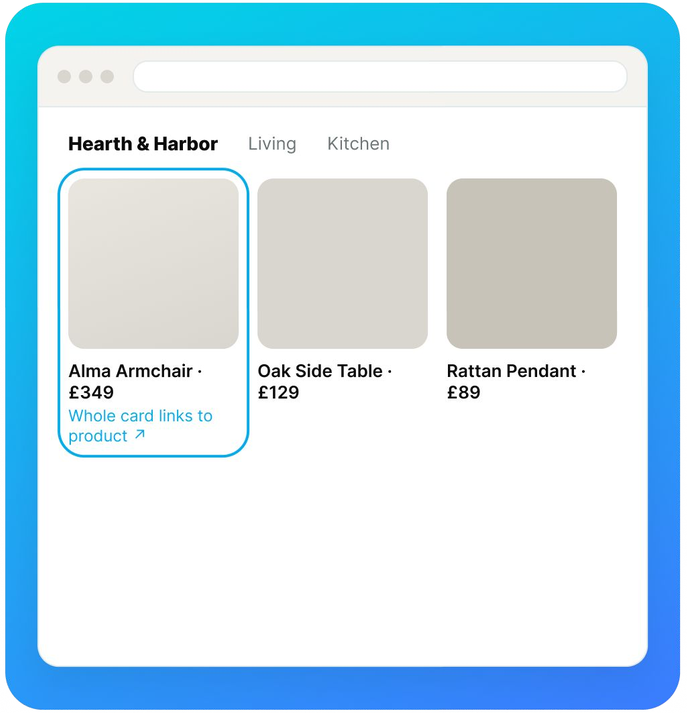
Control

Quick view intercepts the click



Variant

Click goes to the product page

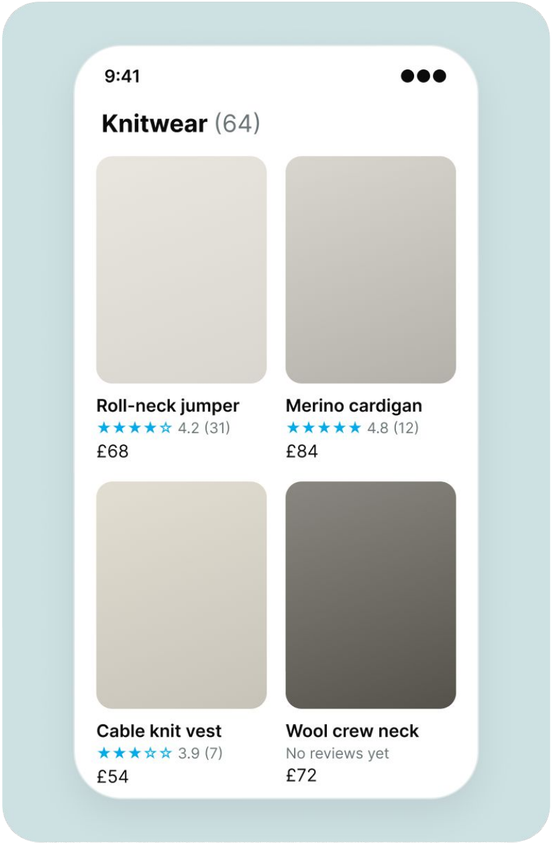


LISTING PAGE

Take the stars, off the card

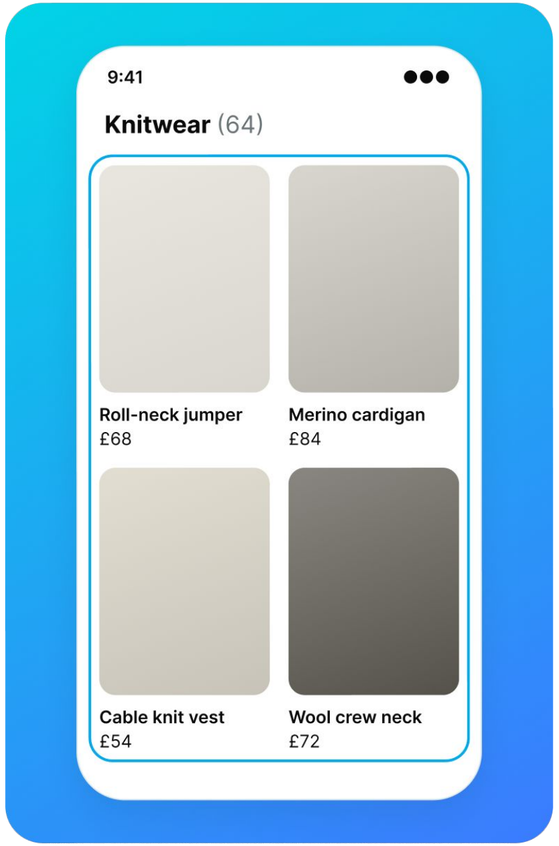
Control

Stars on every card



Variant

Clean cards, stars on the PDP



PRODUCT PAGE

One way back, beats a breadcrumb trail

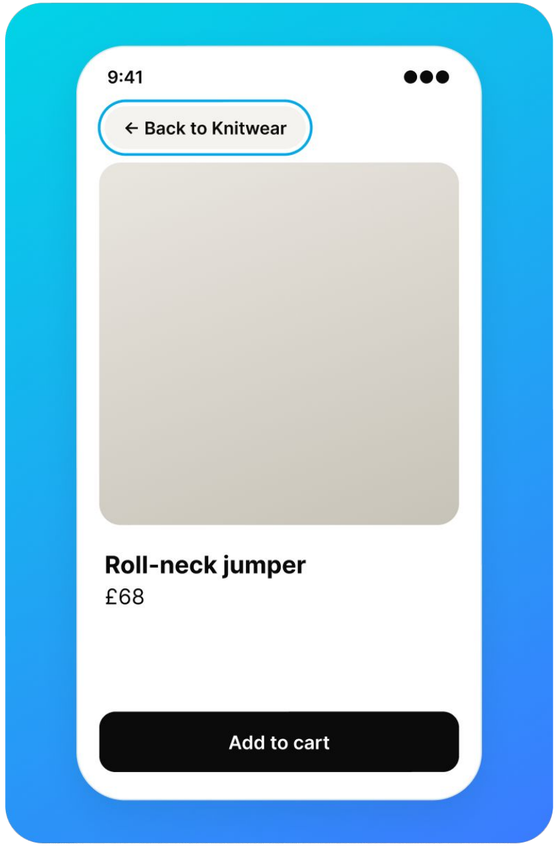
Control

The full trail, tiny targets



Variant

One prominent way back

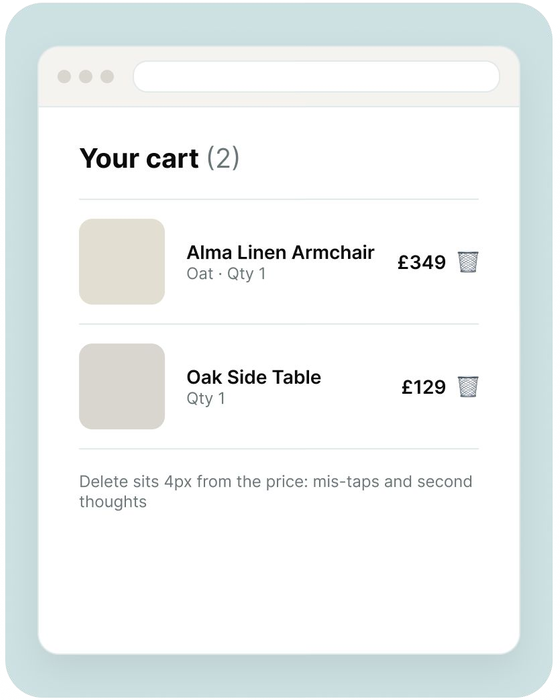


BASKET

Move the bin, away from the price

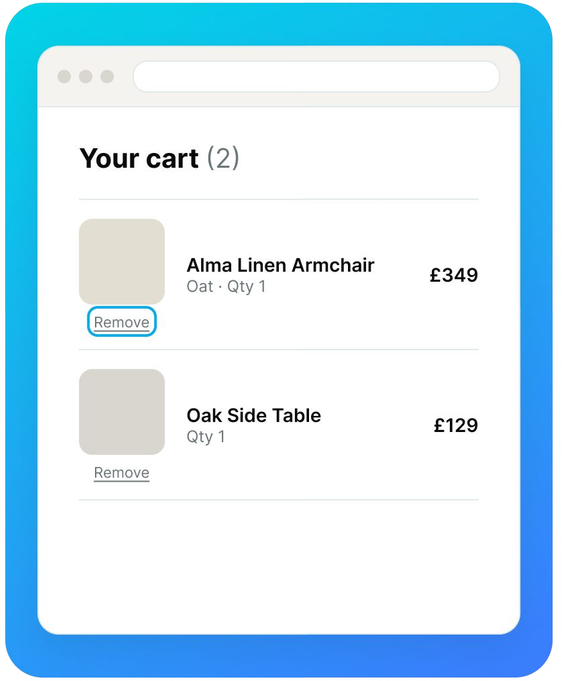
Control

Bin beside the price



Variant

A quiet "Remove" by the image



Be specific

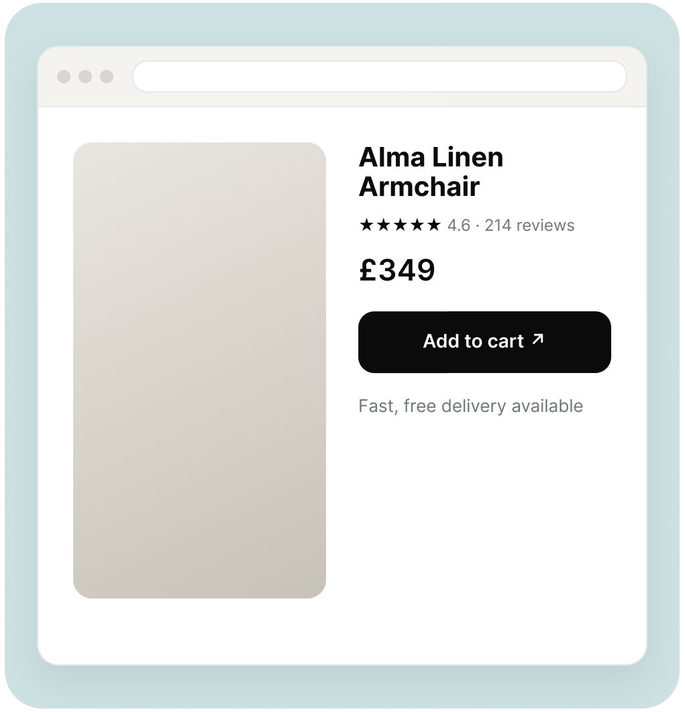
vague words cost orders

PRODUCT PAGE

Promise a date, not "fast delivery"

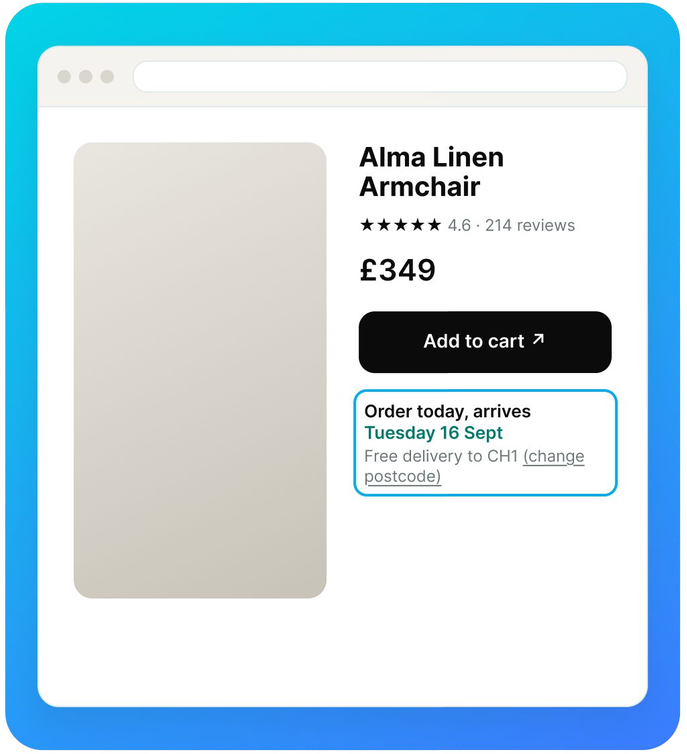
Control

A vague reassurance



Variant

A named arrival day

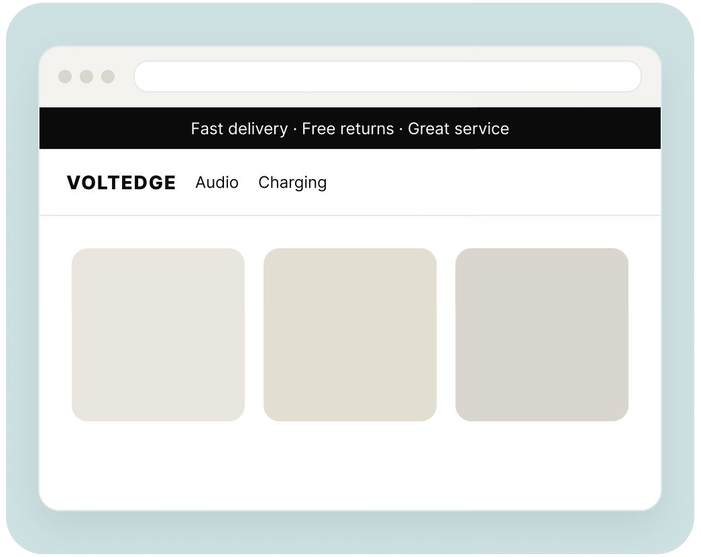


SITE-WIDE

Put the cut-off clock in the header

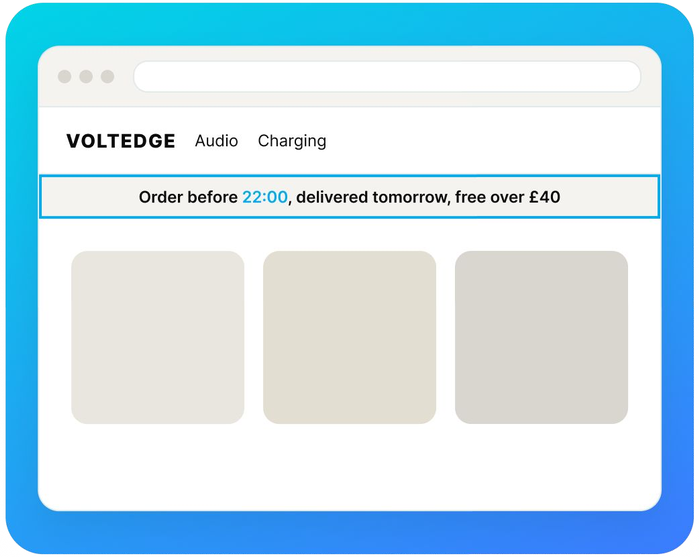
Control

"Fast delivery", meaning what?



Variant

A live, specific promise



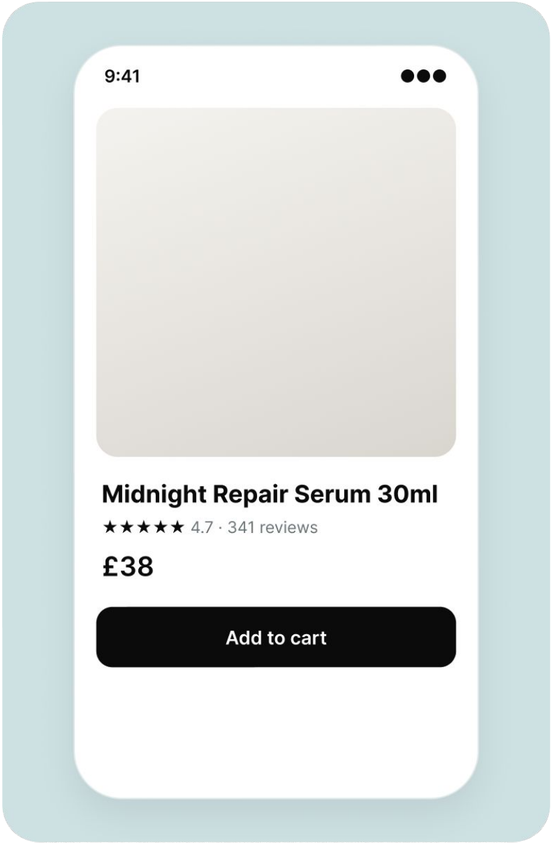
09 / 25

PRODUCT PAGE

Say it's in stock, out loud

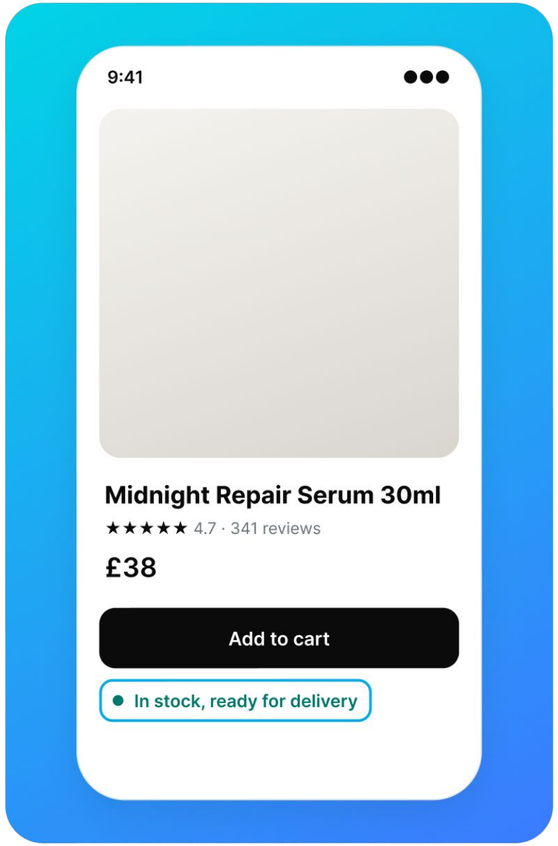
Control

Silent about stock



Variant

Availability stated in green



PRODUCT LISTING

Say where the click goes

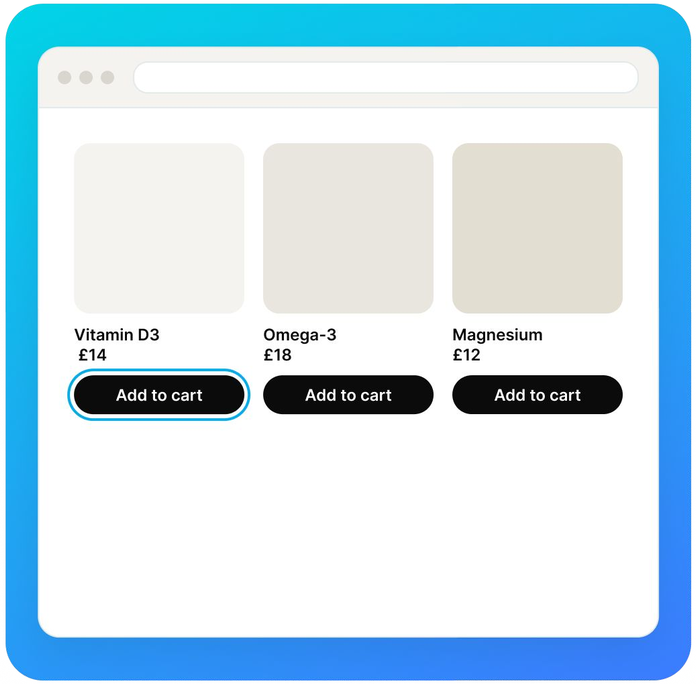
Control

"Add", add to what?



Variant

"Add to cart", no ambiguity

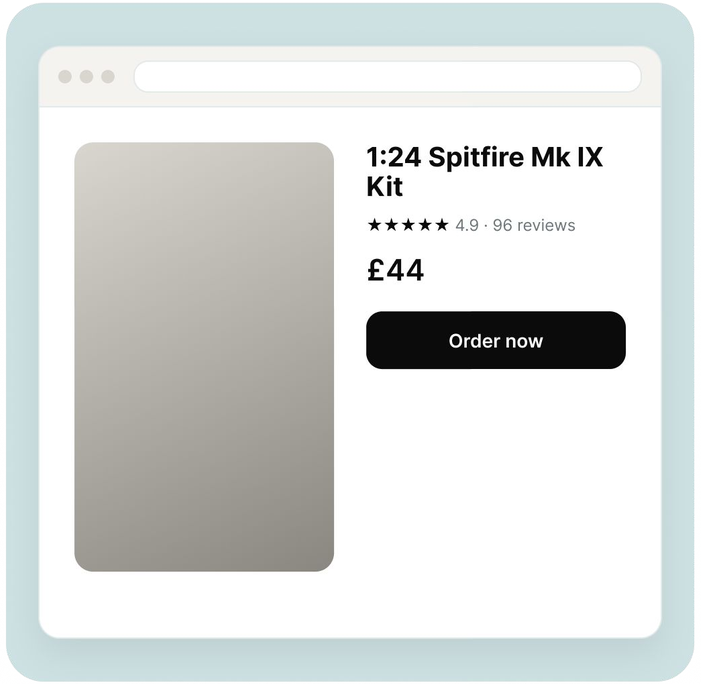


PRODUCT PAGE

Promise the cart, not the order

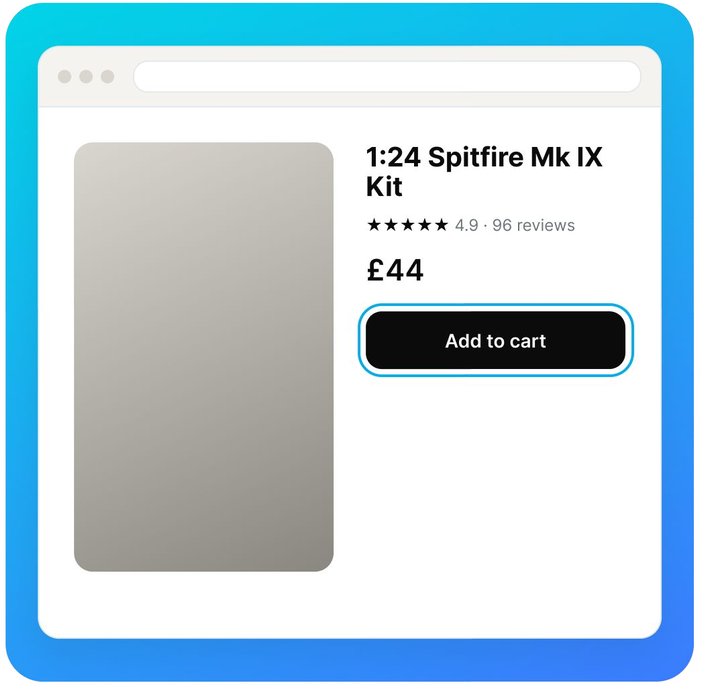
Control

"Order now", sounds final



Variant

"Add to cart", reversible

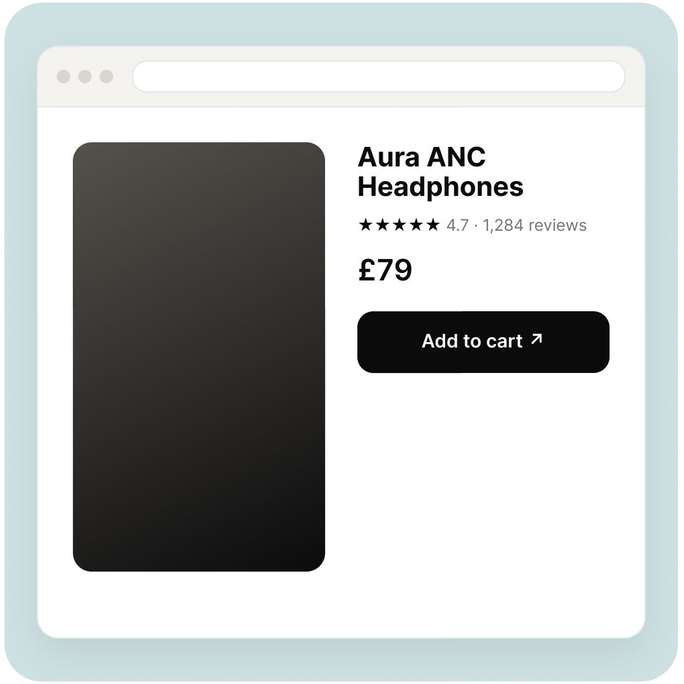


PRODUCT PAGE

Give the price something to beat

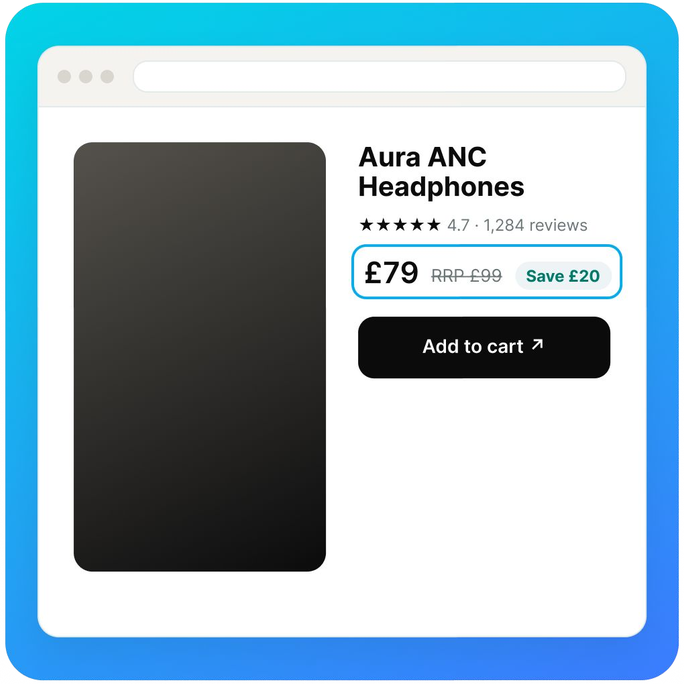
Control

Price with no context



Variant

Advised price alongside

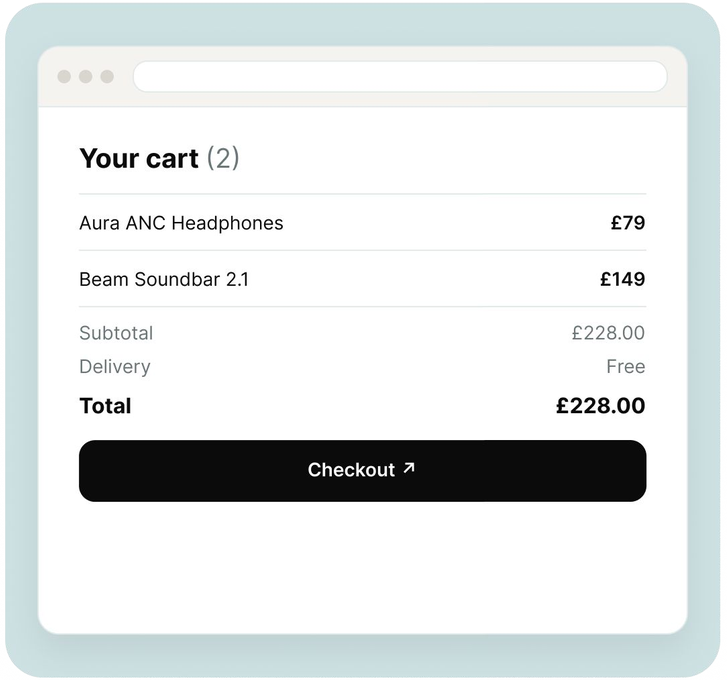


BASKET

Total up the saving where doubt strikes

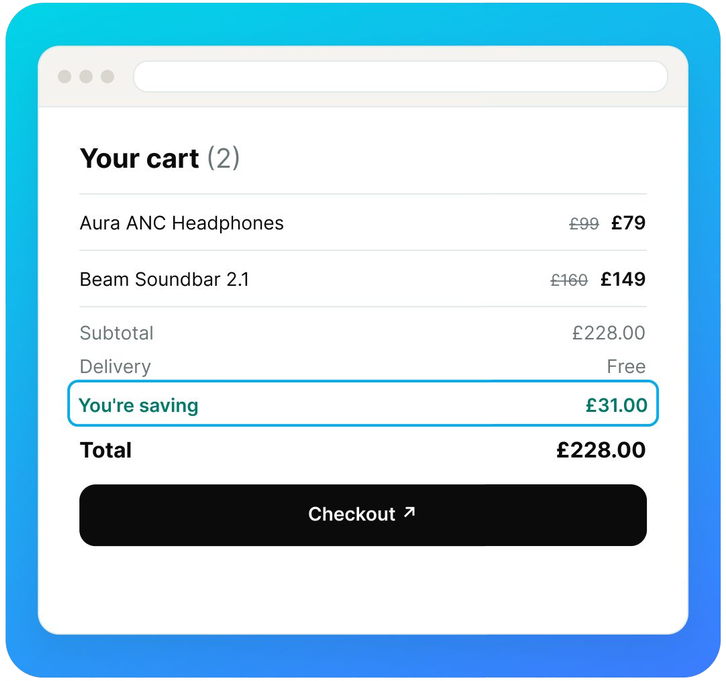
Control

The saving is invisible



Variant

One green line of proof



Bring it forward

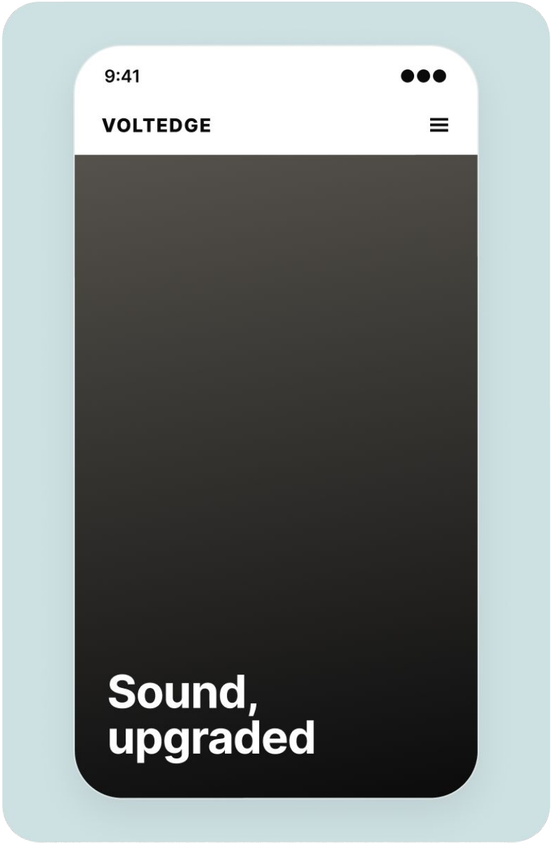
Put the answer where the question is

PRODUCT PAGE

Put your promises above everything

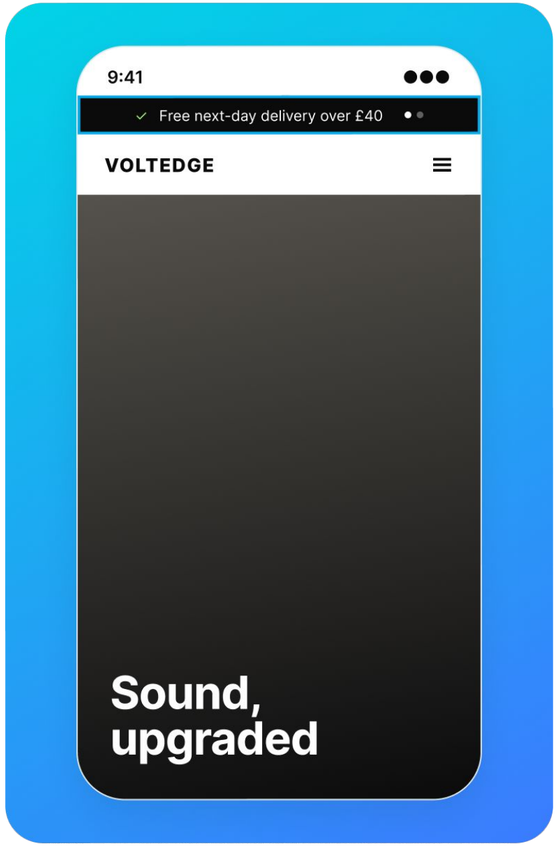
Control

Straight into the hero



Variant

Animated USP strip on top

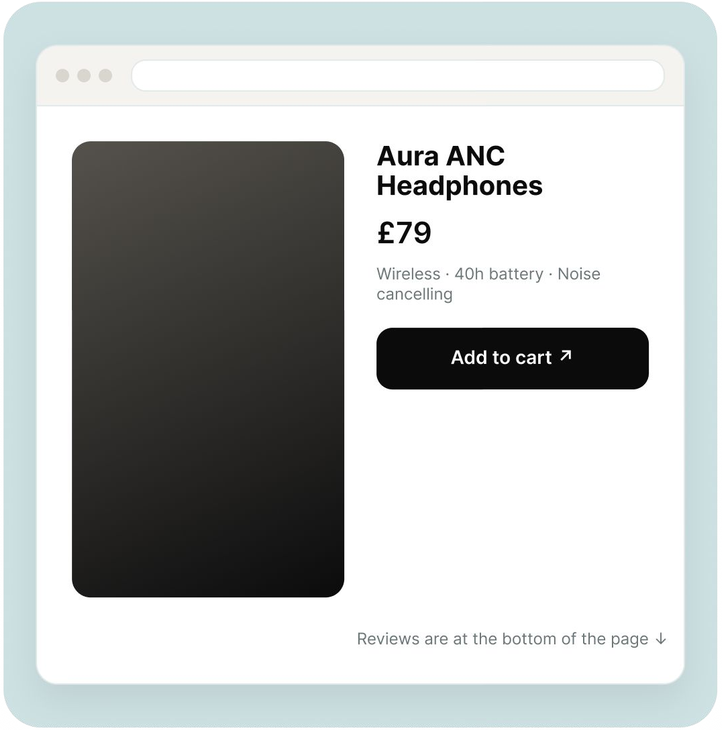


PRODUCT PAGE

Put the reviews where the doubt is

Control

Reviews live 3 screens down



Variant

Summary next to the button

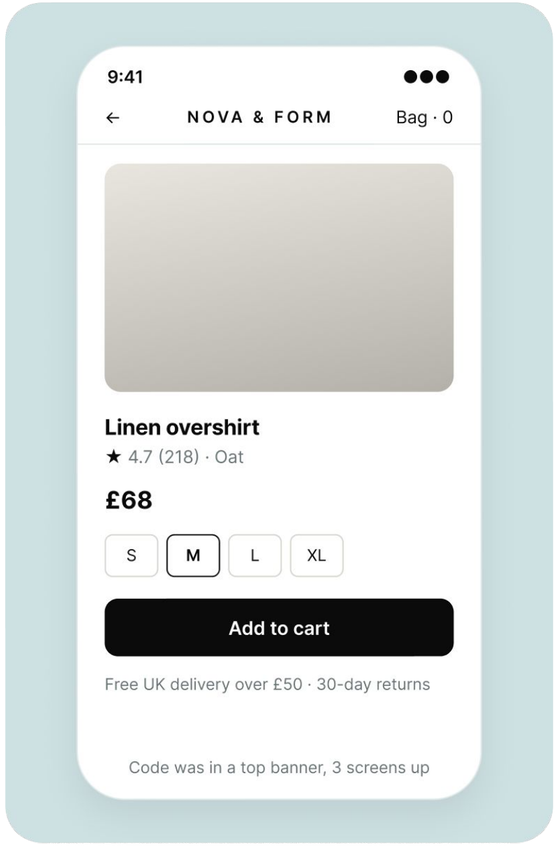


PRODUCT PAGE

Hand over the code before they go looking

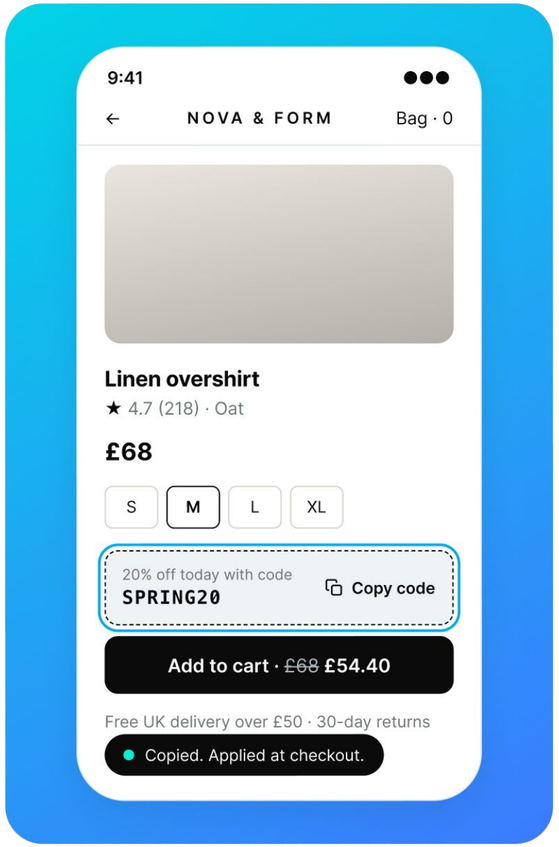
Control

Promo lives in the banner, code is on them to remember



Variant

Active code sits beside add to cart, one tap to copy

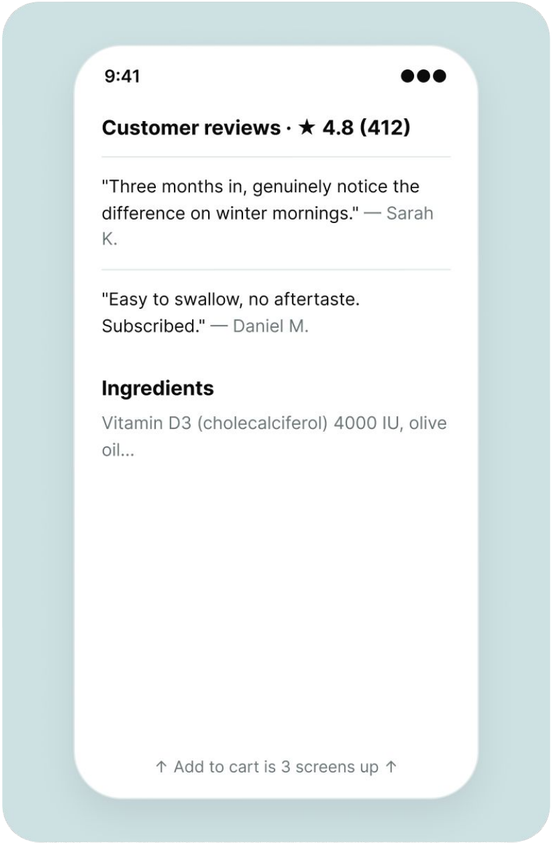


PRODUCT PAGE

Make add to cart follow the thumb

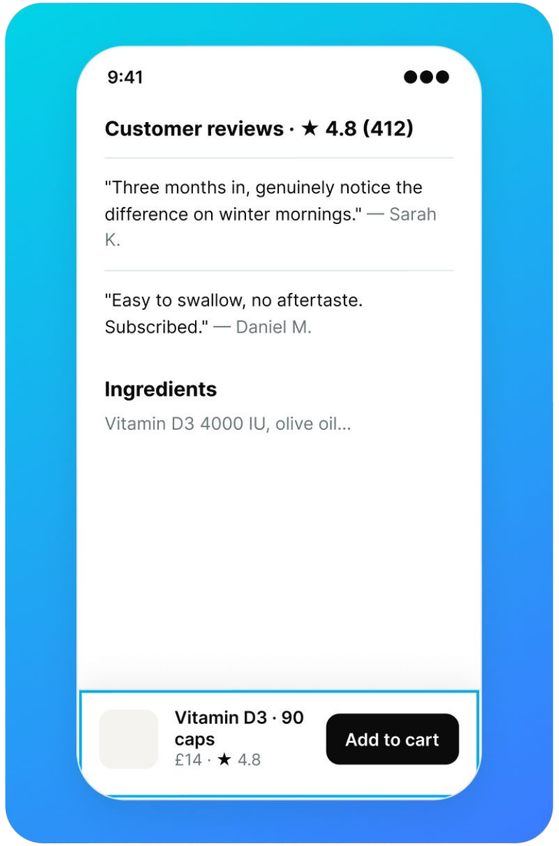
Control

CTA scrolls away



Variant

Sticky bar appears on scroll



PRODUCT PAGE

Stop hiding the product video

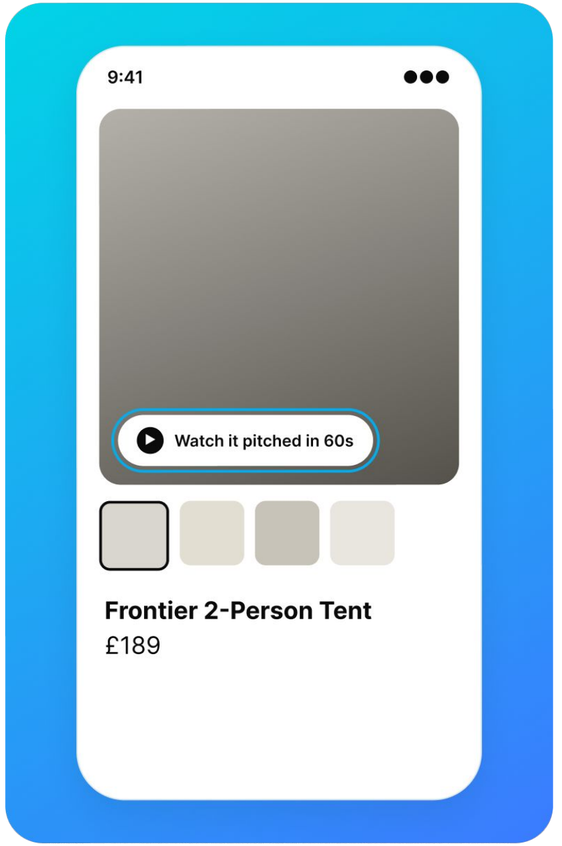
Control

A tiny play icon, 5th thumbnail



Variant

A labelled video button

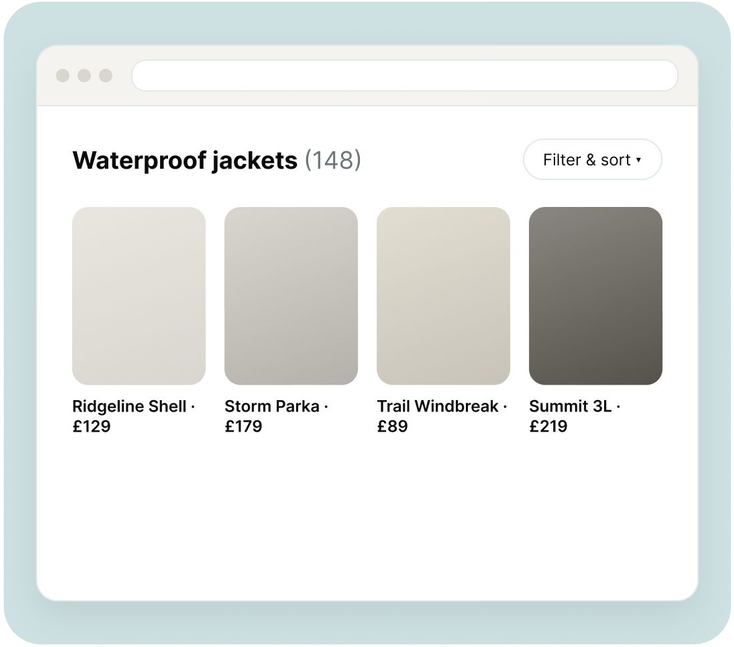


PRODUCT PAGE

Take filters out from behind the button

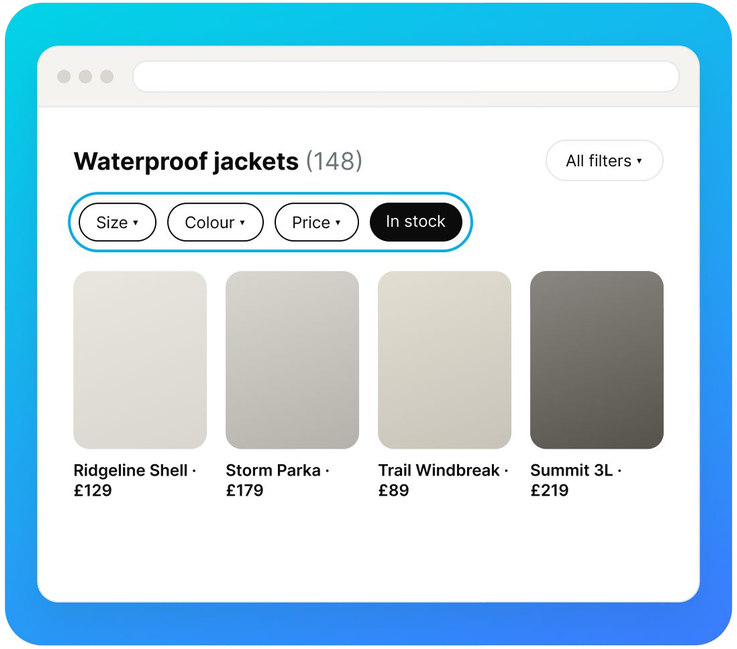
Control

Everything behind "Filter"



Variant

Popular filters inline

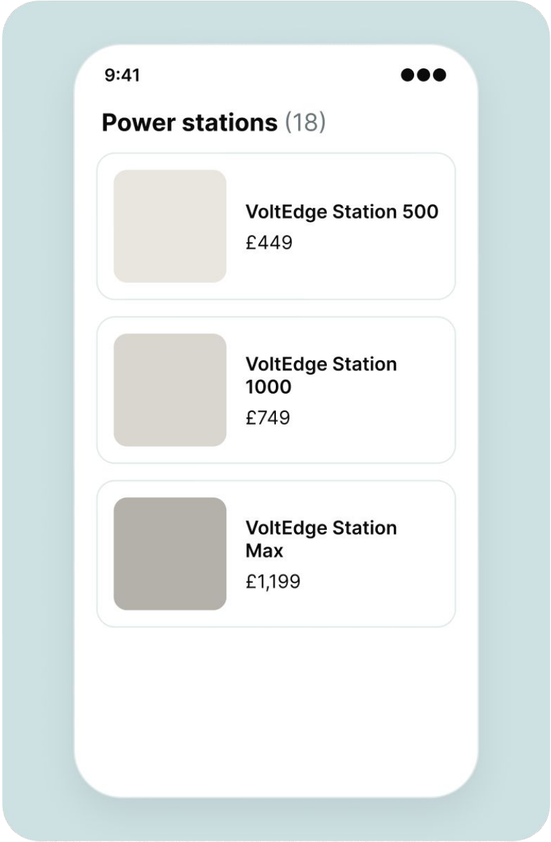


LISTING PAGE

Put the deciding specs on the tile

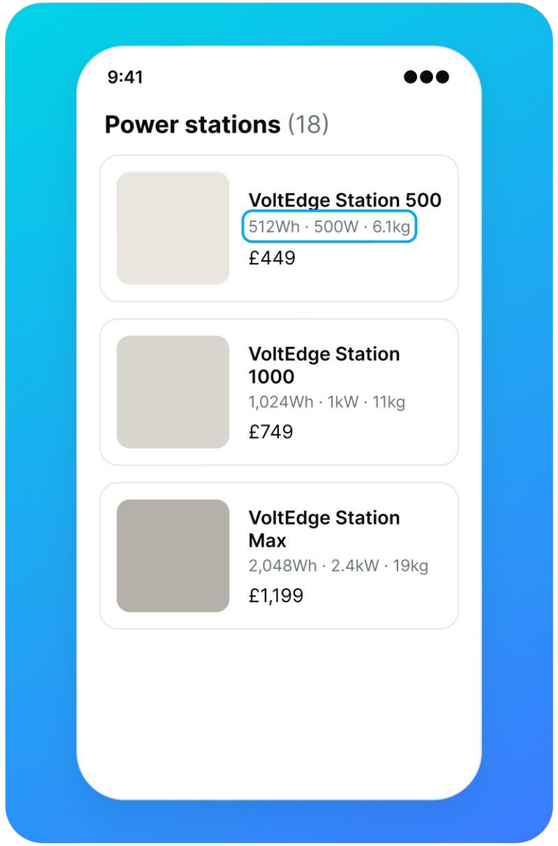
Control

Name and price only



Variant

Three deciding specs added

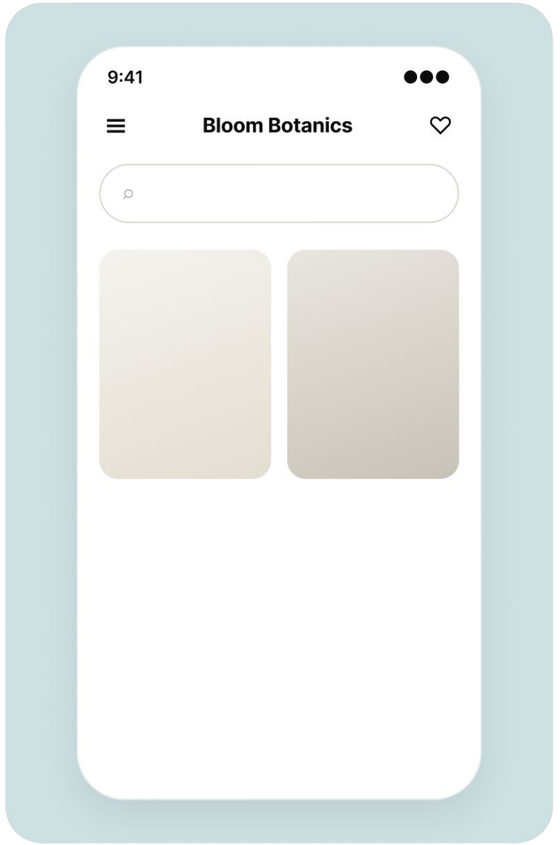


SEARCH

Make the search bar guide the customer

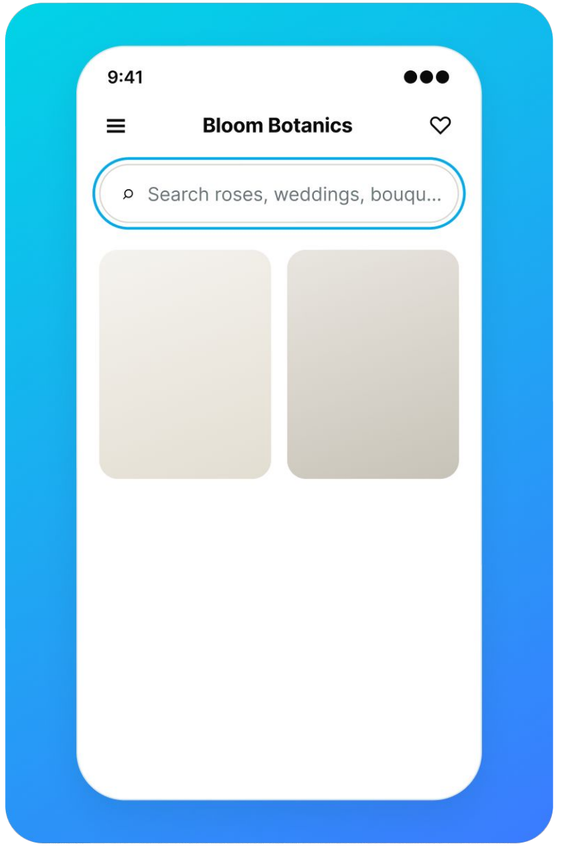
Control

An empty box



Variant

Suggested searches

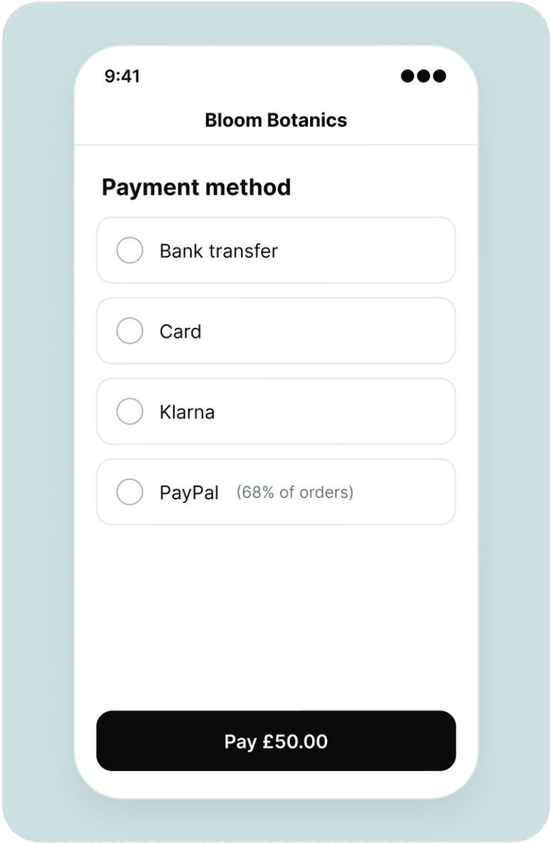


CHECKOUT

Open the payment most people choose

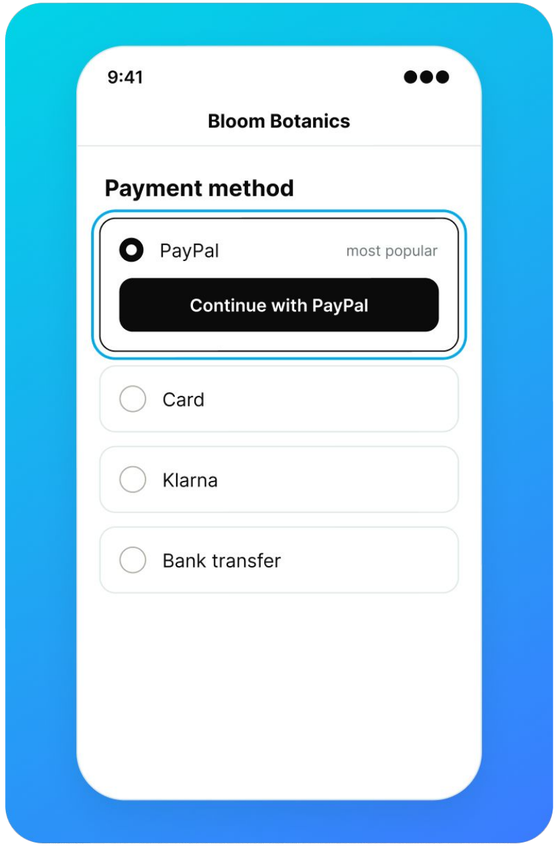
Control

Integration order, all closed



Variant

Usage order, top one open



Pick your moment

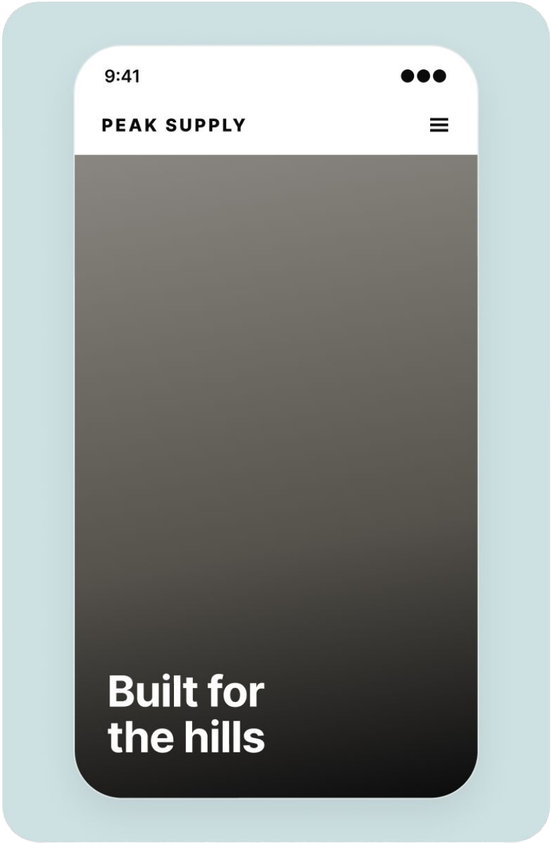
Right message, wrong time, lost sale

SEARCH

Lead with the offer not the wallpaper

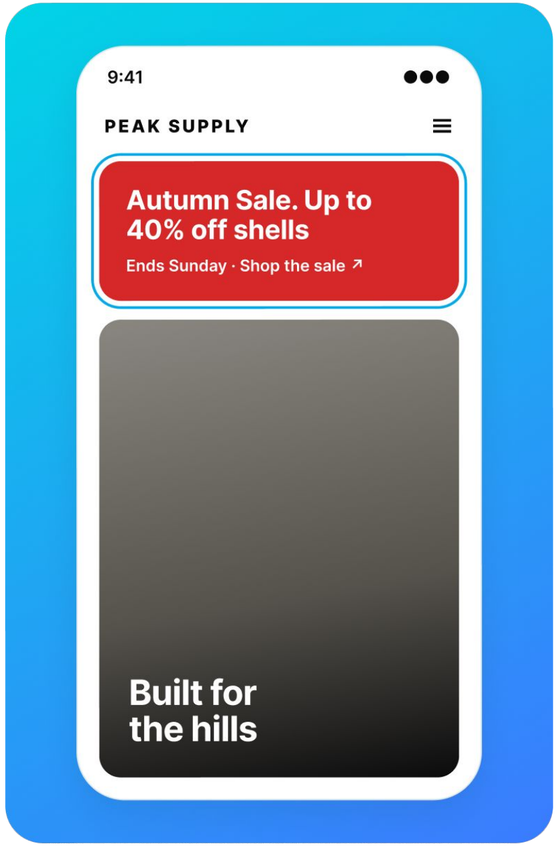
Control

No live offer visible



Variant

Campaign banner up top



SEARCH

Remind returners their cart is waiting

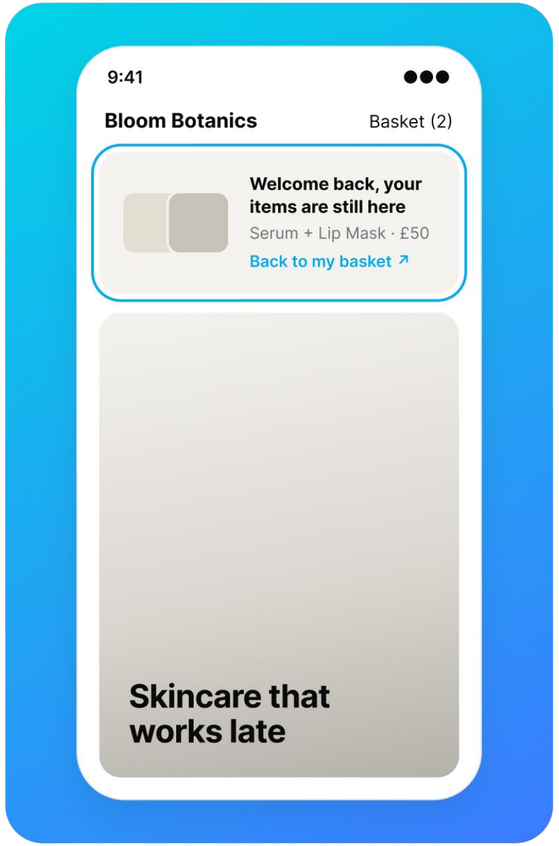
Control

Cart hides behind an icon



Variant

A well-timed reminder

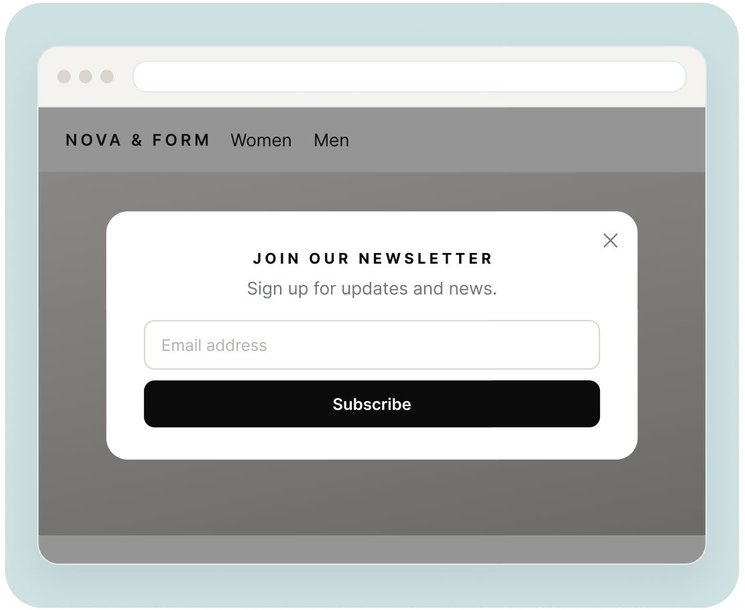


SEARCH

Ask for the email after you've earned it

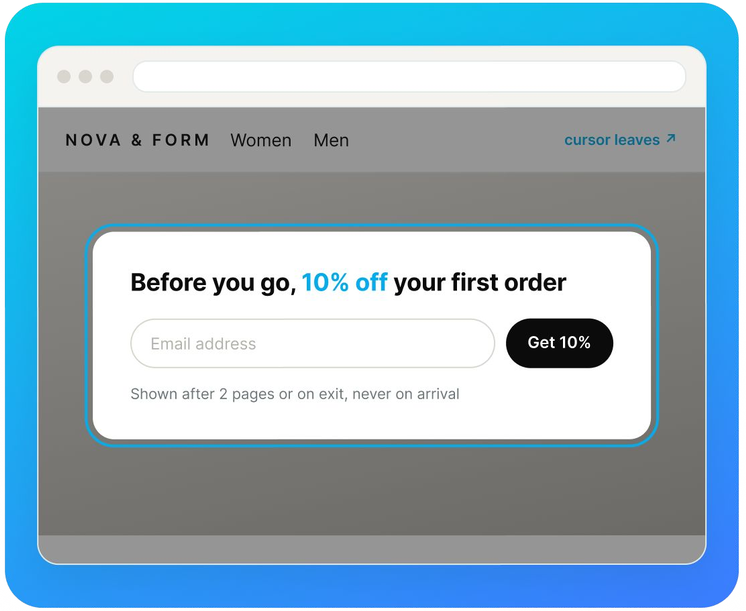
Control

Pop-up at 0 seconds



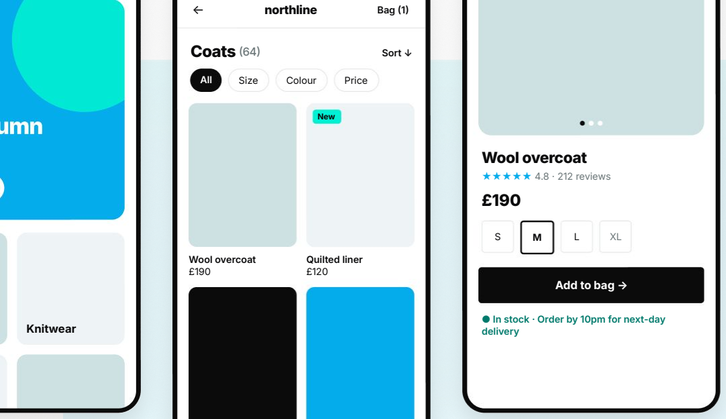
Variant

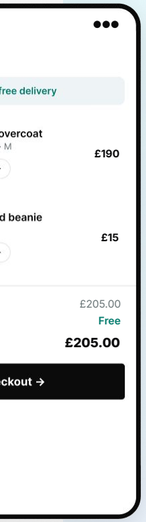
Exit intent + a real incentive or Delayed

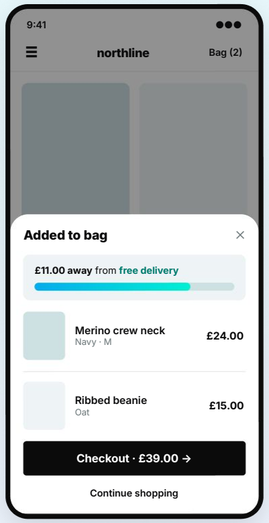


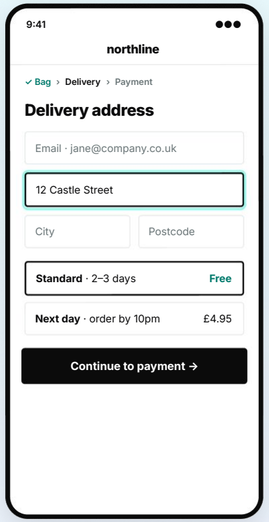
Not every test wins.

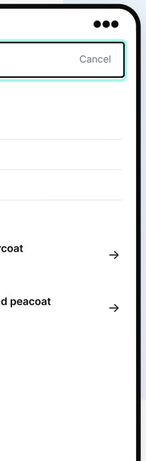
Every test teaches

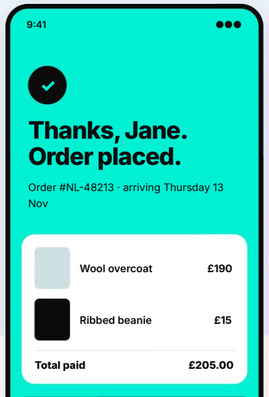


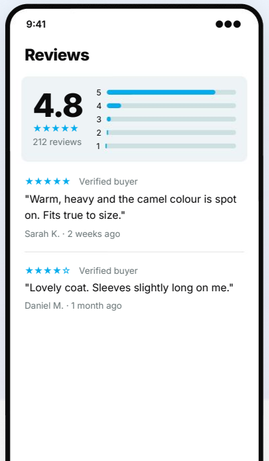












Get the tests

25 test ideas for you to take



Thank you



Presented by
Adam Forshaw

LinkedIn

Question

Do I need a developer to run these tests?

Yes and No. Most of the 25 are visual-editor changes; sticky CTA, filters and search placeholders need dev.

Question

How long do tests take to render a result?

It depends on the traffic level and the exposure of the test. A good guide is 2-4 weeks for a decent traffic test

Question

What would you say is the biggest factor to improve conversion?

Easy... Reduced cognitive thinking

Question

Which A/B testing tool do you use now Google Optimize is gone?

Here are some platforms...

Monthly cost £600+







