

A/B Testing Case Study

The client

The client is a corporation providing computer-assisted legal research as well as business research and risk management services.

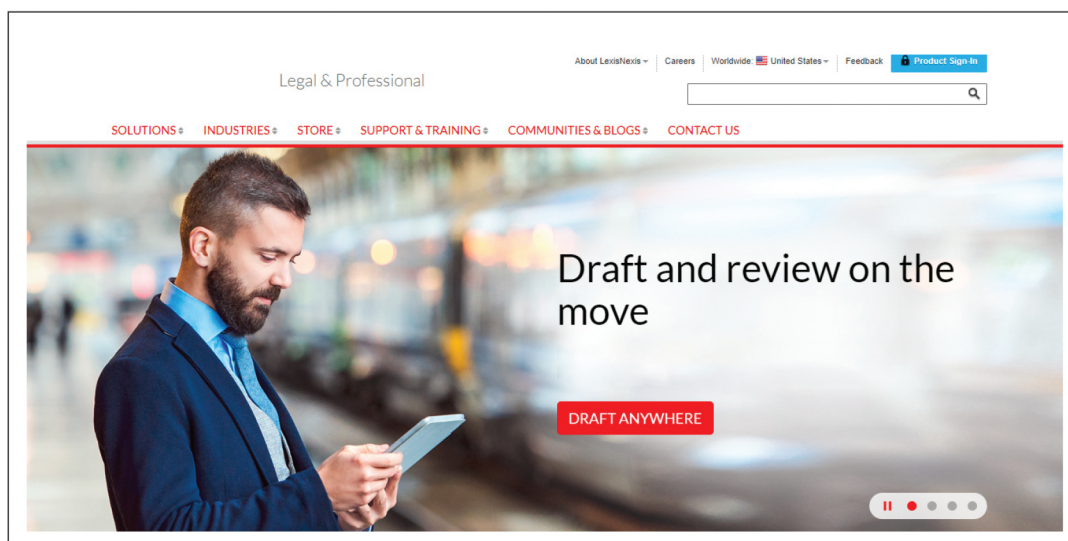
The problem statement

The client's website had a significant number of users landing on the home page but only 8% of them proceeded to the product pages.

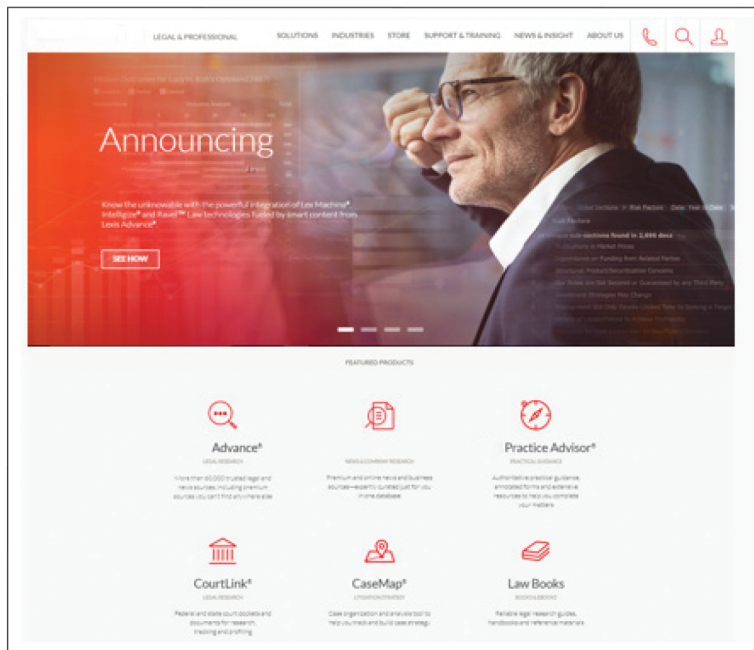
Our approach

- We used heatmap analysis to identify the weak components on the product page.
- We built a strong hypothesis based on our deep dive analysis.
- We created customized website variants to A/B Test as per the client's requirement.

Old design



Our new design



- We let the tests run for 3 weeks and gave the client a winning variant.

Our observation

We observed the existing product page had the product section only in the 4th fold of the page and hence it received visibility from only 40% of the users,

Our recommendation

We recommended that the product links be moved to the 1st fold of the page to increase their visibility and enable users to consume product content and convert.

The result

Increase in users with product pageviews by 57%

Increase in conversions by 149%

Nabler is a Digital Analytics company.

We help enterprises and media agencies analyse digital data to better understand customer behaviour and enable revenue driving decisions. Founded in 2004 with offices in Bangalore, Charlotte and Denver, we have advised some of the top global brands, media agencies and Fortune 500 companies.

CSAT Score

