Reducing Category Page Exit Rate By Over 50% For An Online Electronics Retailer

Introduction

A mid-size multi-channel electronics retailer was struggling with a very high exit rate of over 75% for its top-selling category page. Nabler identified the key factors to improve clarity, value, proposition, urgency, and positioning using MTV and A/B testing and brought down the exit rate to 37%.

The Client

A mid-size multi-channel electronics retailer.

The Need

The client was struggling with a significantly high exit rate of over 75% on their top selling web page product category, i.e., "Speakers", and wanted to bring this number down and improve the conversion rate for the "Speakers" product category in the online electronics retail website.

Our Approach

Nabler's web analytic consultants started auditing the entire website performance. We started analyzing and identifying the problem areas in designing techniques, usability, and call-to-action buttons to increase ecommerce website conversion rates.

We started with evaluating and auditing the layout and the individual elements of the page on the basis of the following key factors that add to the success of an e-commerce website:

- Clarity
- Value proposition
- Relevancy
- Urgency
- Positioning and messaging around CTA (Add to Cart)

After the initial evaluation was done, we created a few hypotheses based on which we defined our control and experiments:

- **Usability:** Transitioning from GRID VIEW to LIST VIEW would provide more transparency and clarity around merchandise attributes, and reduce the exit rate on website product category.
- **Call to action buttons:** Showing FREE SHIPPING offer along with 5% Rewards Back with ADD TO CART button would create Urgency and improve the Category to Cart Conversion Rate.
- **Clarity:** Giving an option to the visitor to check the SHIPPING and AVAILABILITY would provide clarity and transparency, and excite the visitor to view the product.
- **Relevancy:** By allowing the visitors to COMPARE the similar products from different brands would provide an unbiased and transparent view of the results.
- **Urgency:** Showcasing the CUSTOMER REVIEWS and RATINGS on the Category Page, would expedite the product selection because the customers would be advocating the brand, and their opinion and feedback would improvise the selection process.

After the hypothesis was created, we performed quantitative data analysis using the Google Analytics tool and identified the sample test audience for the upcoming tests. We then defined the control and alternative content variations and conducted multiple A/B Tests and Multivariate Tests to determine the winning web page layout.
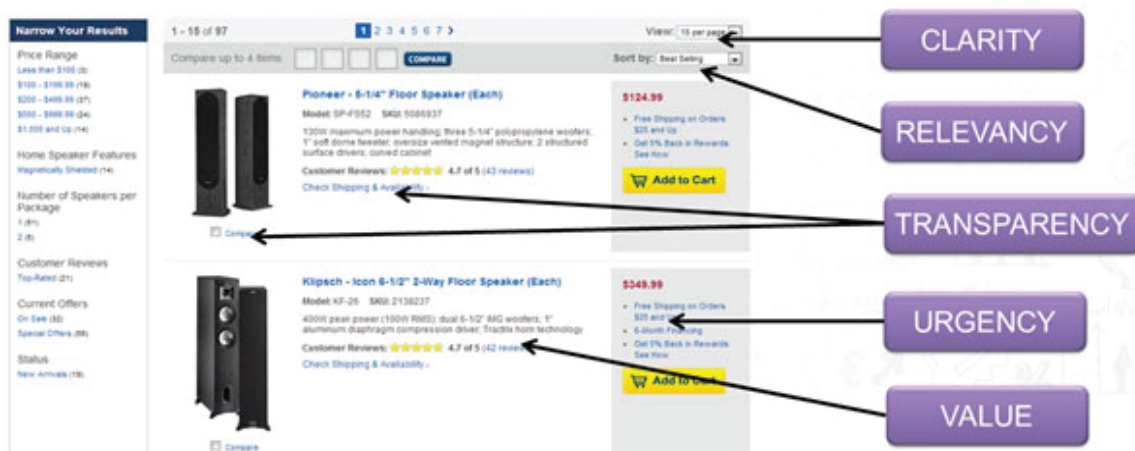
The Conclusion

Overall, we conducted seven tests including, five A/B Tests and two Multivariate Tests over a period of 10 weeks, and noticed incremental improvements with each test we performed.
At the end of 10 weeks cycle, we noticed the following improvements:

- Exit Rate on website product category page came down from 75% to 37%.
- Products Category to Product View conversion improved by 36%.
- Product View to Cart Addition conversion improved by 24%.
- "Speakers" product Category website page conversion rate improved by 34%.