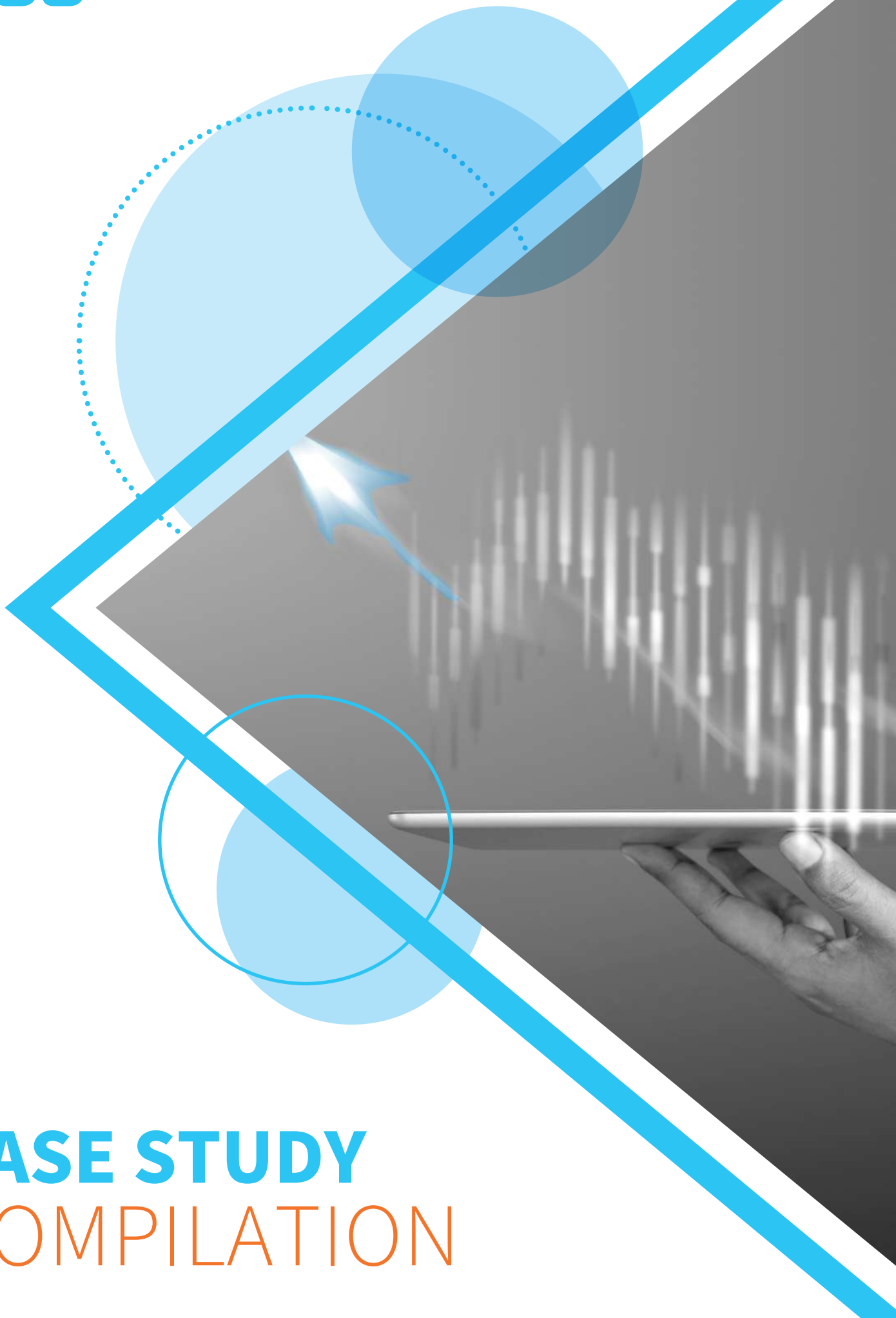# trbo

CASE STUDY
COMPILATION

Customers have high expectations regarding their browsing and shopping experience online.
Ideally, it should be tailored exclusively to them and their needs. Only those who continuously work towards the goal of a personalized shopping experience and offer their customers memorable experiences will stay ahead of the competition.

Personalization and optimization are a definite must for online shops and websites. But what are the actions to take and how can they be implemented? Together with our customers we work on that every day. By testing, we can provide statistically valid evidence of different implementations and their success.

In this eBook, we present a wide variety of examples of how our customers use trbo to increase important KPIs such as conversion rates and user value. Let us inspire you!

ENSURE SUCCESS WITH TRBO ――――

✓ **Unlimited appplications for onsite personalization, optimization and testing**

✓ **Easy integration of the trbo-technology**

✓ **More than 100 templates**

✓ **Individual adaptation to the look & feel of the webshop**

✓ **trbo collects > 50 visitor characteristics - in real-time and fully automated**

✓ **Data enrichment through open, bi-directional interfaces**

✓ **Statistically valid A/B-testing & multivariate testing within the SaaS interface**

Thomas Sabo

PERFECT ACCESSORIES: HOW THOMAS SABO INCREASED THE CONVERSION RATE BY 22% WITH MATCHING PRODUCT RECOMMENDATIONS

"Personalization and optimization are important levers to offer users an extraordinary experience in the webshop. We saw the need for that very early and started improving the customer experience even further by making it more individual. With trbo, we're able to flexibly implement personalization setups like AI-based recommendations, individually targeted campaigns or UX improvements such as back to top buttons to support our users' onsite journey at any given time."

Stefanie Matzke, Director E-Commerce and Online Sales, THOMAS SABO

22%
CONVERSION RATE

1
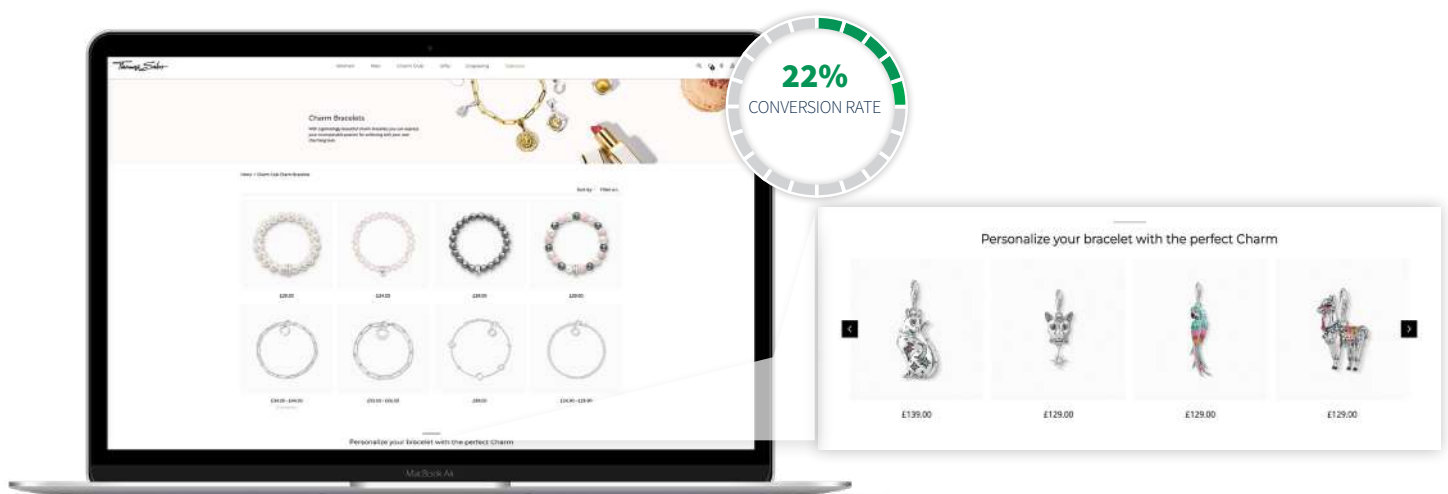
GOAL

Founded in 1984, **THOMAS SABO** is a leading international jewelry company. In addition to its core segment of **elaborately handcrafted jewelry** in 925 Sterling silver, THOMAS SABO designs and distributes watches and sunglasses.

Around 1.2 million customers per month visit the website www.thomassabo.com. Here, the THOMAS SABO team continuously works to improve the user experience and campaigns. Their choice of trbo as their onsite personalization platform enables the team to tailor campaigns and recommendations exactly to their users' interests. trbo also provides many options to test and evaluate the success of different personalization and optimization efforts.

A big part of a seamless experience is inspiration. Users do not want to spend lots of time looking for the perfect product or even more matching products to the one they are currently looking at. By including recommendations of additional products on category pages, THOMAS SABO aimed to offer an easy shopping experience and to improve the conversion rate.

2 SETUP

Users expect a seamless and simple shopping experience and wish to be approached at the right time with individual offers suiting their needs and interests.

With trbo, THOMAS SABO implements and tests personalization and optimization setups to evaluate whether those match the user's tastes.

Inspiring users to buy even more is a desire many shop owners have. THOMAS SABO aimed to realize exactly that with trbo:

Together they designed and implemented a **recommendation** showing additional matching charms to THOMAS SABO's famous charm club bracelets.

The recommendation was implemented on the category page of the Charm Club bracelets. Once a user scrolled the page, the recommendation with matching charms to the different bracelets appeared.

In order to be able to evaluate the impact thoroughly, the recommendation was implemented as an A/B test.

A random group of 50% of the users saw the recommendation while the other 50% of users served as a control group without a recommendation.

3 RESULT

The simple implementation of a recommendation with additional matching products had a significant impact.

The conversion rate increased by 22% with the additional recommendation.
The **conversion value** was influenced positively as well with an **uplift of 3%**.

THOMAS SABO therefore directly benefits from optimizing the user experience **by showing additional recommendations**, as users are more likely to buy and spend more, when targeted with offers fitting their interests at that exact time.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements campaigns such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. **Recommendations** are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via Google Shopping ads can be enriched with alternative product suggestions. This reduces bounce rates and inspires users to buy, even if they don't like the product they were originally looking for. The use of A/B-testing makes it easy to test new page elements before they are integrated for a longer period of time. With **trbo**, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

**Would you also like to increase the conversion rate on your website with trbo or
get to know other onsite implementations to increase turnover and user value?**

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Make an appointment for a free demo at contact@trbo.com now!

SugarShape

19.1% INCREASE IN CONVERSION RATE WITH DATA-DRIVEN RECOMMENDATIONS ON CATEGORY PAGES

„*Thanks to the numerous onsite personalization campaign options offered by trbo, plus the extensive analysis capabilities of customer and product data provided in minubo, we are able to offer our female customers custom-fit products at exactly the right time – which boosts customer satisfaction.*"

Sebastian Boguth, Chief Financial Officer, SugarShape

+19.1% CONVERSION RATE

Integration of personalized recommendations „Our recommendations for you"
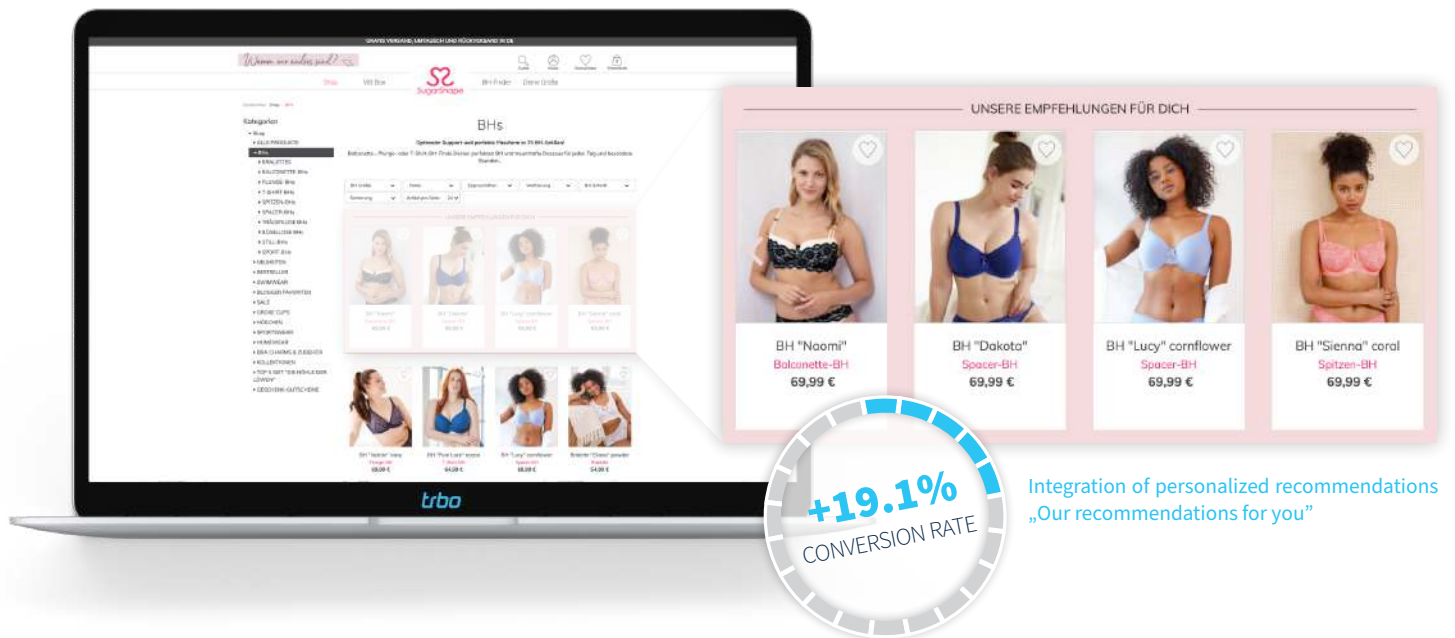
1

GOAL

SugarShape was founded by the two sisters Sabrina Schönborn and Laura Gollers in 2012. Their goal was to create the perfect-fitting bra and bikini for every size and shape. The assortment of products is therefore extensive – the range includes bras and bralettes in 70 different sizes as well as bikinis, sportswear, and loungewear. Yet this diversity also poses a major challenge: customers need advice that is tailored to their needs, as well as product recommendations that fit them individually. This requires data-driven personalization. By using the onsite personalization platform trbo together with the business intelligence provider minubo, SugarShape achieves a data-driven, personalized shopping experience.

A test was conducted to prove the benefits of combining these two technologies: How does the integration of personalized, data-driven recommendations on category pages affect the behavior of female customers? Do suitable product recommendations increase the conversion rate, and can the return rate be reduced?

2 IMPLEMENTATION

SugarShape's goal is to provide One-to-one personalization based on the customer's current behavior on the website, taking into account the real-time browsing and shopping behavior. This information is enriched in minubo, for example, with transactional data from the ERP system, such as the product's return rate or the calculated stock range. The data is then transferred from minubo to trbo, where the algorithm calculates and displays the appropriate recommendation – for each individual customer.

To test the data-optimized recommendations, trbo integrated an additional recommendation element SugarShape's category pages. Above the category product list, users would see a separate block with personalized recommendations. An important decision factor in determining suitable recommendations was the inclusion of return rates and stock range, ensuring that only suitable products with a low return rate and sufficient stock range were displayed.

3 RESULT

The test clearly demonstrated the positive benefits of recommendations enriched with additional data. The **click-through rate** on the category pages increased by 12.6% and the **average order value (AOV)** was also **up by 8.8%**. The **increase in the conversion rate** was even more significant at **19.1%**. In addition, the **return rate was reduced by 1%**. A positive side effect: users that clicked on one of the recommended products spent an average of an extra 6 minutes on the website.

In this context, it is important to consider the individual end devices and journeys, as well as seasonal events and other changes to the website. A positive result on mobile devices can produce a completely different result on desktop devices. Follow-up experiments to fine-tune the regulations and exclude a single phenomenon are therefore absolutely necessary.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements, implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas, recommendations, and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new elements before they are integrated for a longer period of time. With trbo, webshops and websites have numerous possibilities to bind customers, increase performance and lead the company to long-term success.

Would you also like to increase the conversion rate of your website visitors or get to know other onsite implementations to increase turnover and conversions?

We are happy to demonstrate how your webshop can also benefit from increased user engagement! Make an appointment for a free demo at contact@trbo.com now!

UP TO 1050% INCREASE IN CTR: HOW ECCO LEVERAGES INFLUENCER CAMPAIGNS TO DRIVE IMPORTANT KPIS

„At ECCO, our vision is to create and maintain strong and positive relationships with our customers. We challenge convention and strive for uniqueness. Creating outstanding experiences in our online-shop is why we chose trbo's Onsite Personalization Platform. Recommendations, newsletter sign-up campaigns, cross-selling actions, promotions and many more can be implemented and tested across our different country-shops easily and flexibly. Our influencer campaign was also set-up and evaluated by trbo, making it easy to prove working with ambassadors is worthwhile for us."

Marta Roszczyńska, Content & Merchandising Manager, ECCO Europe
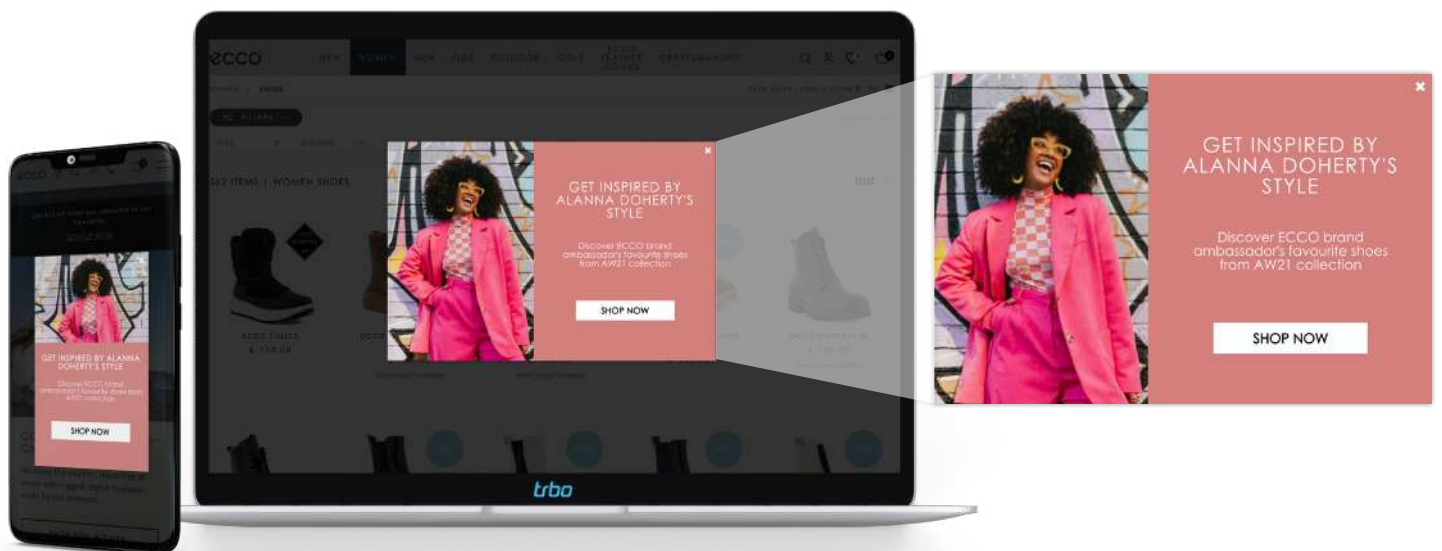
1

GOAL

In 1963 Birte and Karl Toosbuy founded ECCO in Denmark. With ECCO the trained shoemaker's dream of owning his own shoe factory became reality for Karl Toosbuy. Since then the Danish manufacturer has grown into becoming one of the world's leading shoe brands with products sold in over 89 countries and employing 21.400 people worldwide. To this day ECCO is still owned by the Toosbuy family. Constant innovation is one of the pillars of the Danish company's strategy - which applies to both products and marketing. To increase brand awareness and introduce more trendy styles to new and future female customers, ECCO works with social media influencers. To promote the fall/winter collection, ECCO collaborated with fashion and lifestyle influencers in many countries.

In order to derive the biggest impact from the influencer collaboration, overlays with the influencers faces and products were implemented on the website. A test with trbo was set up in four country shops to evaluate which variant of overlay would perform better with users in different countries.

2

SETUP

The two variants of overlays addressing users with the influencer's face and products were set up to be shown only in the Women's categories, as all influencers largely appealed to women. Influencers chosen for the campaign were Alanna Doherty (UK), Franzi König (Germany), Jestem Kasia (Poland) and Emily Salomon (Denmark). The influencers created content for their social media channels and styled models for the ECCO website with their favorite styles from the AW21 collection to inspire users to make a purchase.

In order to be able to evaluate the results depending on the different markets and devices, ECCO set up individual overlay-campaigns in the country shops as well as individual overlays for desktop and mobile devices with the help of trbo.

The overlay was triggered to appear 10 seconds after an user entered the ECCO-website in the women's section. The two variants of overlays themselves contained different content: The first version showed the influencer's picture alongside a headline "Get inspired by … style", the subline "Discover ECCO brand ambassador's favourite shoes from AW21 collection" and a "Shop Now"-CTA leading the users directly to a dedicated landing page with the influencer's favorite products. The second variant consisted of the influencer's picture, the same headline, the subline "Discover ECCO brand ambassador's selection and choose your favourite ECCO shoes" and an image slider displaying the influencer's favorite shoes. By clicking on the image, users were then led directly to the respective shoe's product detail page. The users were randomly assigned to one of the groups, seeing either overlay variant one or variant two.

3

RESULT

The success of the influencer campaigns varied from region to region. One key success all the campaigns had in common: The **Click Through Rate (CTR) was significantly higher** than usual. Compared to ECCO's average CTR, variant 1 of the overlay saw a **CTR-increase ranging from 147,47% to 1.050%**. The conversion rate was also positively impacted: In **Germany for example it was 285,48% higher than ECCO's average conversion rate** throughout the shops.

When **comparing the two variants** with each other, **variant 1 is the clear winner regarding the CTR with an increase of up to 1.240% on mobile devices (UK) and 507,32% on desktop (UK)**. Variant 1 also won in most markets when looking at the **conversion rate: it brought increases of up to 24,29%** (Denmark, mobile devices). The **Average Order Value was also positively influenced up to 5,3%** (Germany, Desktop). Variant 2 performed better regarding the conversion rate in the UK and Poland.

The test clearly shows that influencers are a major factor of driving traffic to the website and inspiring users to buy products. Is it the country that determines whether an influencer campaign works, the products advertised, or even the recognition of the influencer himself? That's what should always be iteratively tested. A first test proves that influencer campaigns can have a big impact and that presentation certainly plays a role, but has not yet provided any definitive information about other factors.


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SOCIAL PROOF OR SOCIAL PRESSURE?
HOW OUI USES THE PERSUASIVE POWER OF THE COMMUNITY BY USING SOCIAL PROOF ELEMENTS

„It is well-known especially in the travel industry – the so-called social proof or group motivation. Thus we have asked ourselves whether the inclusion of an element that indicates views and sales of a particular product can also convince our customers to buy our products – and it does.“

Clarissa Hommel, E-Commerce Shopmanager, Oui Gruppe GmbH & Co. KG

Nicht verpassen! Der Artikel ist beliebt und schnell vergriffen.
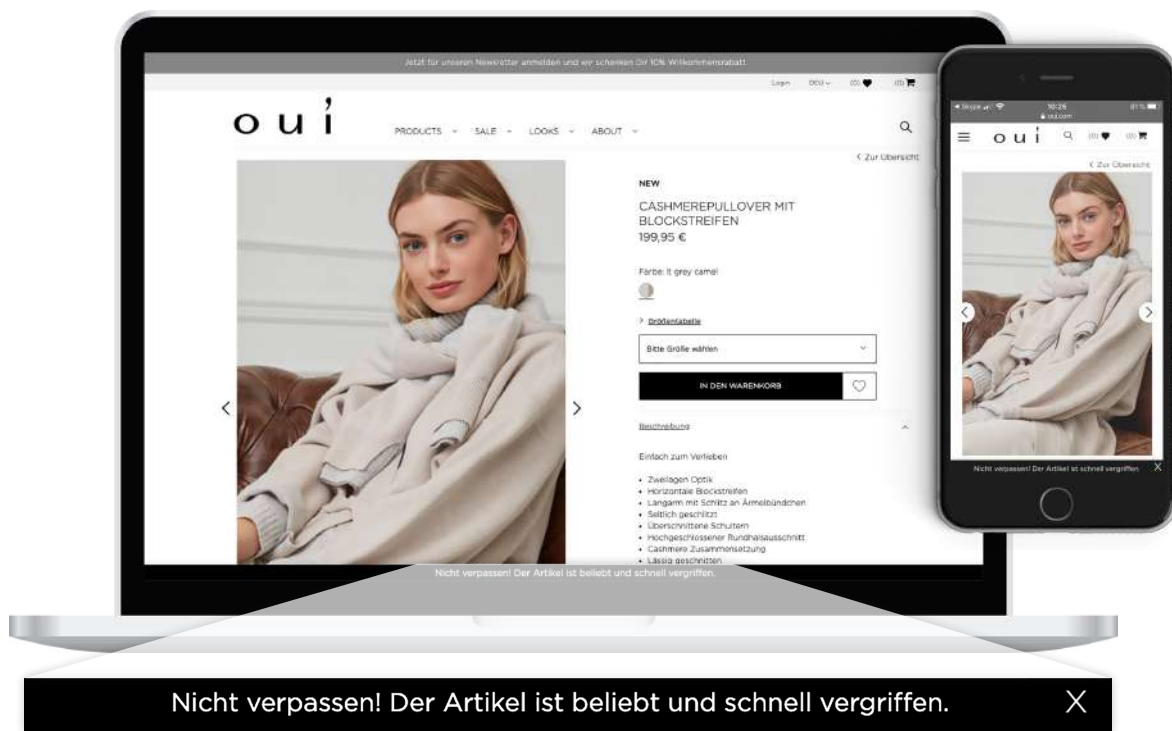
Display WITH trbo „Don't miss it! This product is popular and out of stock quickly" on www.oui.de

1

GOAL

Quality is one of the main characteristics when describing the products of Oui. The entire team is the key to success – every day the employees motivate each other once again to make the company, which has grown from a small sewing studio to a successful fashion brand, even better. And this has been the case for three generations. Motivation is the core. For some time now, Oui was wondering whether the group motivation elements known foremost in the travel industry also work in fashion. These elements provide the user with information on the number of views and purchases of individual products in the online shop. The goal is to motivate users to increase their shopping cart value and purchases with the help of similar group motivation elements as in the travel industry.

2 IMPLEMENTATION

Group motivation or social proof elements are integrated on product detail pages only. The content usually reflects the number of recently generated sales or the views of the individual product. In case of www.oui.com, it informs the user that the product is very popular and therefore might be sold out quickly. The communication can be chosen individually: The store itself can decide what „very popular" means. The time period behind these statements can range from a few minutes to a few days. This is defined individually depending on the communication element, but is the same for all products. It ensures that the products are comparable for the customers.

The online shop also can also specify the number of sales or views at which a corresponding communication is to be displayed. A shop with only a few products and a lot of traffic can set a much shorter time frame than a shop with many, but less traffic on the individual products. In this case a product is viewed less often. Thus the display of the element becomes less likely.

In an **A/B test, the group motivation element on the product detail pages of Oui was displayed to 50 percent of the users**. The content displayed: „Don't miss it! This product is popular and out of stock quickly". The other half of the users did not receive this information. A particular version was created for desktop and mobile devices in order to analyze the test separately for each device.

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3 RESULT

The result is surprising. Although the communication in terms of content was identical on both device types, the performance resulted in great differences. On desktop devices, displaying the group motivation element resulted in an uplift of **9 percent in the conversion rate and a 14 percent higher user value**. While there were increases in mobile, these uplifts were significantly lower at **3 percent in conversion rate** and **4 percent in user value**. After a period of four months, the test results for desktop devices were 100 percent significant. The mobile variant never reached the confidence level at any time, however, the differences in performance state that it is worth testing differing devices separately.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via organic search results can be enriched with alternative product suggestions even though the products are no longer available. Therefore, merchants do not have to take the site offline and can continue to use the free traffic source. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

25 % INCREASE IN CONVERSION RATES
BY TRADITIONAL FASHION BRAND OUI

„ *The vision of the best product possible is what drives us in our work every day. This should also be reflected in our online shop. We rely on trbo for optimization and personalization and have already achieved significant success. For example, by integrating the exit intent overlay for shopping cart abandoners: The high increase in conversion rates proves the benefit of our efforts!*"

Clarissa Hommel,
Head of E-Commerce, Oui Gruppe GmbH & Co. KG

+ 25%
CONVERSION RATE
through an
exit intent overlay

+ 20%
USER VALUE
for users showing cart
abandonment-intention
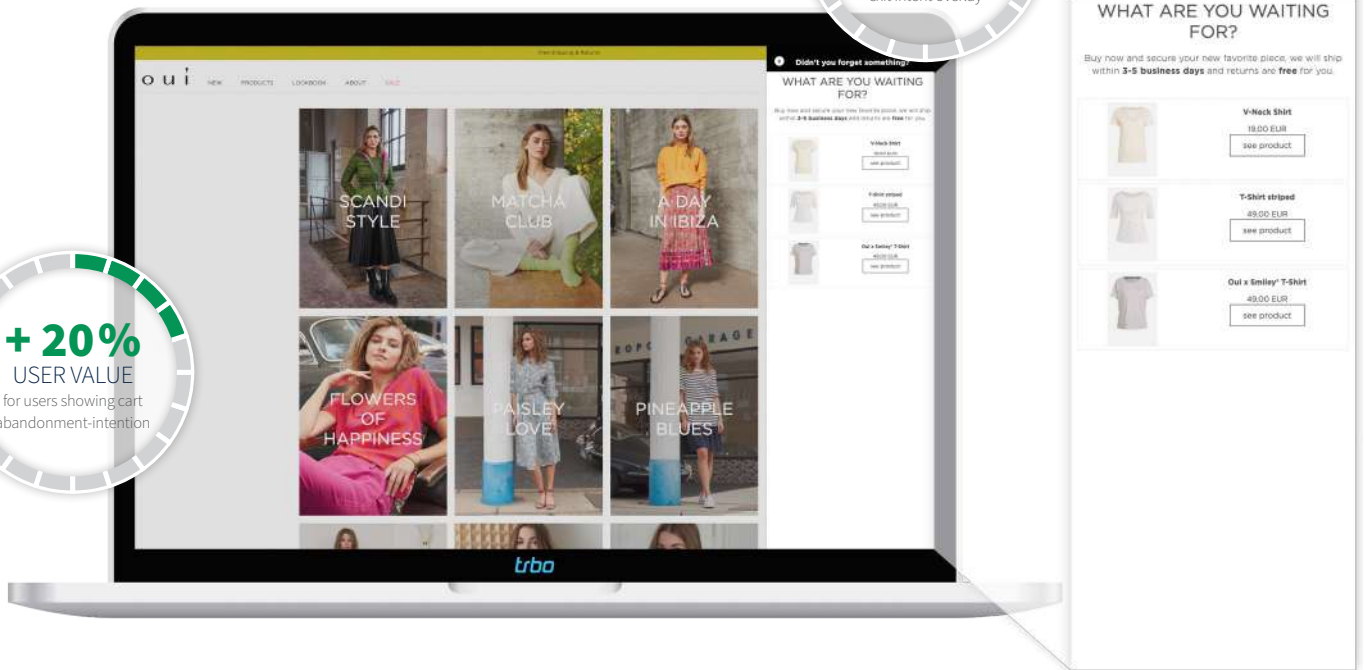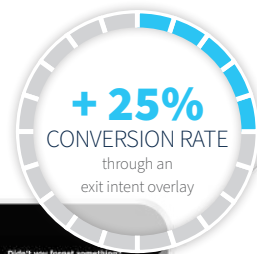
1

GOAL

From a small sewing studio to an internationally successful fashion brand: Founded in 1971, the third-generation family business Oui stands for high-quality and stylish women's clothing. Oui's collections are available at over 2.500 points of sale in Germany and abroad, as well as in the online shop www.oui.de. Together with trbo, Oui is continuously working on providing the best user experience online thus turning users into loyal customers. One challenge many online retailers face is shopping cart abandonment. Oui questioned whether an overlay would not only prevent shopping cart abandonment, but actually increase the conversion rate.

2

IMPLEMENTATION

An annoyance for many online shops: the user browses through the assortment, even adds products to the shopping cart, but suddenly leaves the website without making a purchase. The potential customer and thus valuable sales are lost for the shop. Oui counteracts shopping cart abandonment with the use of trbo. A so-called exit intent overlay was integrated to **prevent users from jumping off the page and thus canceling the purchase.**

The exit intent technology registers when the mouse pointer is moving in the direction of the closing button or the address bar and triggers an overlay. The design of the element can be flexibly set via trbo. Oui opted for a right-hand display of the most recently viewed products, as well as a reference to fast shipping and free returns.

In an A/B test, the **exit intent overlay was displayed to 50 percent of all users** that had already added products to their shopping cart but then started to leave the page. The other half of the users who left the page did not see an overlay.

3

RESULT

The implementation of the overlay prior to the shopping cart abandonment led to a significant increase in important KPIs: **The shopping cart reminder increased the conversion rate by 25% compared to the control group. The user value was increased by 20%.** It makes sense to address users once again before they abandon the shopping cart and to convince them to make a purchase.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. With (personalized) recommendations, users are inspired and encouraged to look at and buy more products. By integrating overlays or in-page elements, short-term promotions such as coupons, discounts or seasonal offers can be displayed quickly, easily and in a targeted manner. In addition, shops can use trbo to modify teaser areas and other content elements based on user interests.

The performance of other marketing channels can also be optimized: To reduce the bounce rates of Google Shopping Ads, alternative products can be displayed in the visible area by trbo. In addition, product detail pages that are accessed via organic search results but whose products are no longer available can be enhanced with alternative suggestions. Online shops therefore do not have to take the product page offline and can continue to use the free traffic source.

Many users add products to their shopping cart on their smartphones while on the move, only to order them later on their desktop device. The result: abandoned and forgotten shopping carts. With trbo, online shops can convert mobile prospects into desktop buyers – for example, with the help of incentives. In addition, the user's most recently viewed products can also be integrated into the shop in a CI-compliant manner. These demonstrably increase the willingness to buy – for example, if the user had only left the shop to compare prices externally.

The use of A/B and multivariant testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

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trbo

erlich · TEXTIL ·

INACTIVE OR ACTIVE?
HOW ERLICH TEXTIL TAKES ITS USERS
BACK INTO THE PURCHASING PROCESS

„ If a user leaves the shop with a full shopping cart, while keeping the last tab open, he or she has probably not yet lost interest in the purchase. At least that was our hypothesis, which we wanted to prove by implementing an animated browser tab (Inactive Tab). We succeeded - thanks to a simple animation from trbo.“

Miriam Trebels, Marketing Manager, Vorfreude GmbH (erlich textil)
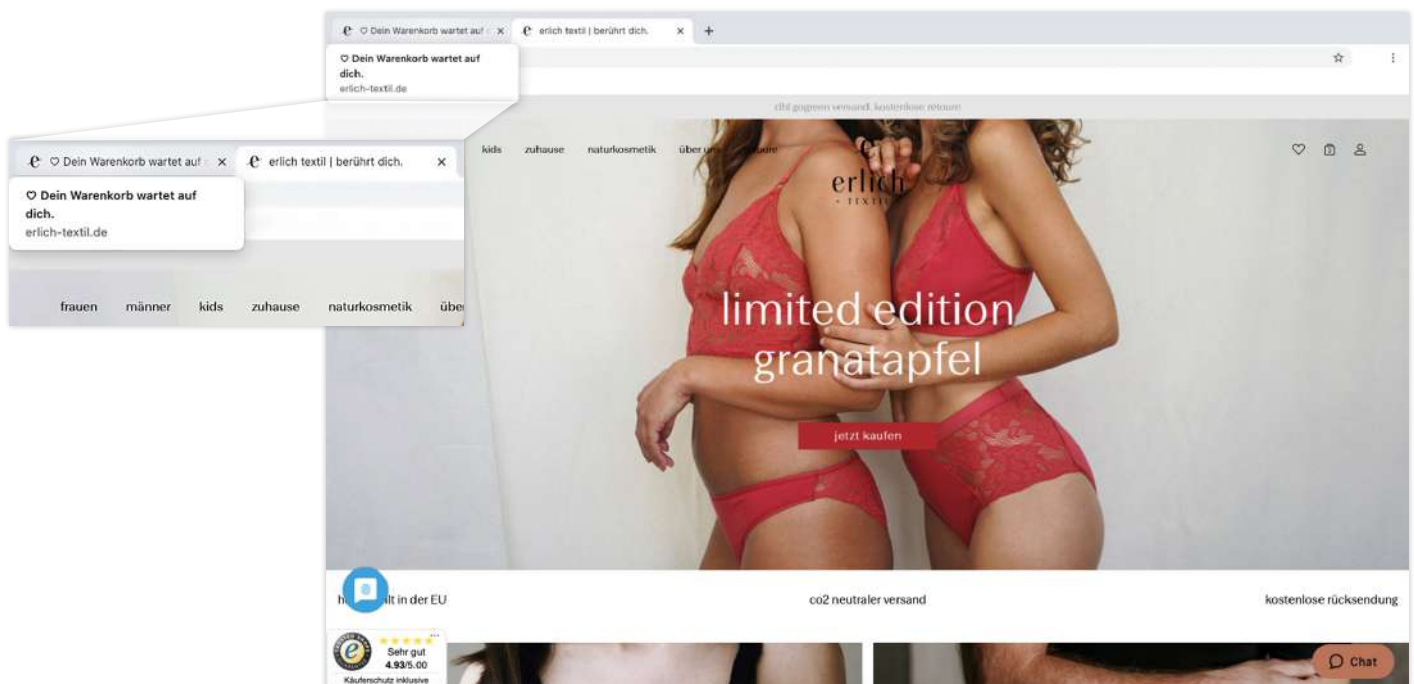
Inactive Tab implemented by trbo showing an animated text: „Your shopping cart is waiting for you“

1

GOAL

A large number of users add products to their shopping cart thus using it as a sort of wishlist – even if there is a corresponding function in the store. That was the case on www.erlich-textil.de. A small heart on the product detail page allows users to add products to the wishlist. But why do some users still add products to the shopping cart and then leave the shop, keeping the browser tab open? That was exactly what we wanted to find out in a test using an animated inactive tab: Does the visual emphasis of the tab cause users to resume their purchasing process and, in the best case, complete the purchase? Or will the animation fail to bring about any resumption of the purchasing process at all?

2 IMPLEMENTATION

trbo's inactive tab can be used as a standard template in any store system with any browser for desktop devices. For erlich textil, trbo changed the standard text module (name of the product and main category) of the tab. The module was replaced by a heart and the message „Your shopping cart is waiting for you". The element was set as a moving text. This way, the user who had „left" the tab would be reminded of the open tab by the moving text animation.

However, not every user was addressed with this animated tab. A user would only qualify for the test if he or she indicated interest in purchasing by adding a product to the shopping cart. In an A/B-test, the animated tab was displayed to 50 percent of the users that met the requirement of products in the shopping cart. The other half of the users were shown the non-animated version of the tab containing the name of the product and the category.

It was important to ensure the comparability of both variants in the setup. Accordingly, data was only analyzed once the user actually left the tab. This inactivity trigger is included in the template as a standard.

The A/B-test was designed for desktop devices only. Analyzing the inactivity of tabs on mobile devices has to be done differently. Furthermore, the differentiated display of Apple vs. Android tabs makes it necessary to use a separate setup in order to allow analysis.

3 RESULT

The users that exited the page but left the tab open and were then shown the animated version clicked back on the tab 1.5% more often than the control group. However, the effect on the **conversion rate** is surprising given the rather low activation rate of the users: there was a clear uplift with a **plus of 6.8%** compared to the control group with the standard display. But not only sales increased. The animation had an equally positive effect on the **conversion value, which rose by 4.65%**. The very high statistical significance of the test proved its success. Therefore, erlich textil decided to display the inactive tab to all users who left the tab while having a product in their shopping cart.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via search results can be enriched with alternative product suggestions even if the products are no longer available. Therefore, merchants do not have to take the site offline and can continue to use the free traffic source. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

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HOW TRIGEMA INCREASED THEIR USER VALUE BY 6% AND IMPROVED THE CONVERSION RATE BY 4% CHANGING THE SEARCH SLOT LAYOUT

"trbo technology is very useful for TRIGEMA in many sectors. For example, we accompany our TV - commercials with personalized TV teasers on the home page, and are able to generate new leads through smart newsletter overlays. We were surprised by how big the influence of changing the layout of the search slot on our website has been. It is very exciting to see such a significant uplift in user value through such an uncomplicated implementation."

Jürgen Gassner, Head of E-Commerce, TRIGEMA Inh. W. Grupp e.K.

1
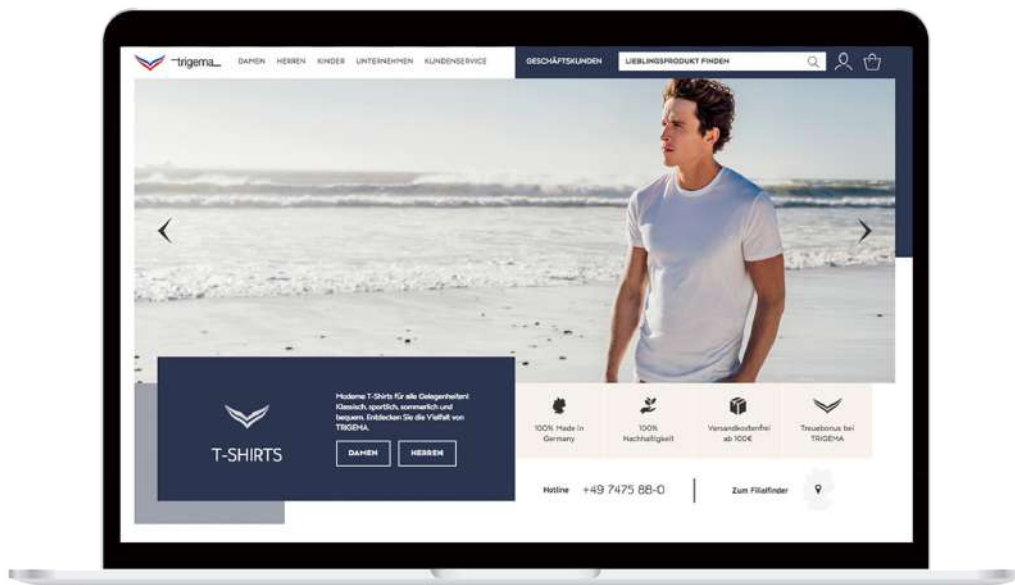
GOAL

The long-established company TRIGEMA has been present with an online shop since 2004 – in 2017 the web shop was completely revised. Even after the relaunch, TRIGEMA continues to work on constantly improving the user experience on the website. This includes an appealing and easy-to-use search function. TRIGEMA decided to A/B-test an adaption in the search slot layout with the help of trbo's technology. The goal of the implementation by trbo was to push the previously seldom used search function on www.trigema.de in order to create a better shopping experience for the users. This should also increase the **conversion rate**.

2 IMPLEMENTATION

For this test, the layout of the search function in the TRIGEMA shop was completely changed during the test period of one and a half months. Prior to this adaption, the search could only be found by clicking on a small magnifying glass in the top right corner of the website and was therefore not immediately visible to the user. In order to optimally address users on the page and make their search easier, trbo replaced the magnifying glass with a search slot. An overlay – invisible to the user – now displayed a clearly visible search bar. This search slot was adjusted to the look and feel of the shop. The font and color could not be distinguished from the shop's own elements.

In an **A/B-test**, the **search bar was shown to 50 percent of the users**. The other half only saw the little magnifying glass. The search for products was supposedly much more intuitive and faster for the users who saw the enlarged search bar. After six weeks, the test was already significant and could be completed successfully.

3 RESULT

After the testing period, the analysis showed that a small change in the look and feel of an existing function can have a big impact.

The insertion of the search slot led to a six percent higher user value, and a four percent increase in the conversion rate.

Based on the positive result of this A/B-test, the changed search slot is now displayed to all users who visit the TRIGEMA online shop. This simple adjustment illustrates how important it is to address users during their search. In that way they are also willing to spend more money.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via search results can be enriched with alternative product suggestions even though the products are no longer available. Therefore, merchants do not have to take the page offline and can continue to use the free traffic source. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you also like to increase the conversion value on your website with trbo or get to know other onsite optimization options to increase turnover and conversion ratse?

We are happy to demonstrate how your webshop can benefit from increased user engagement. Make an appointment for a free demo at info@trbo.com now!

LASHOE USES THE TRBO RECOMMENDATION ENGINE AND INCREASES THE CONVERSION RATE BY 29.8%

„As a pure online player, recommendations quickly became part of our agenda. trbo convinced us in this respect. Together, we initially focused on best practices and quick wins in order to quickly see verifiable results. That's exactly what we achieved with our recommendations: with trbo, we were able to significantly improve our product recommendations and even save valuable time!"

Alexander Winterhoff, E-Commerce Manager, Mailstore Retail Concepts GmbH (LaShoe)

Fig.:
Display of a manually created product recommendation **WITHOUT** trbo

+29,8%
CONVERSION RATE

Diese Modelle könnten Ihnen auch gefallen
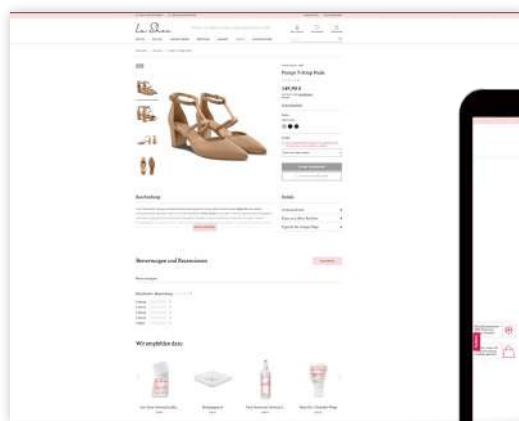
Fig.:
Integration of a trbo-supported recommendation („You might also like these models")

1

GOAL

LaShoe (part of the Walbusch Group) makes life easier and more comfortable for women with hallux valgus and demanding feet since March 2017. Today, the young brand sells comfortable but stylish shoes in a wide variety of designs through its online shop lashoe.de. The motto: Comfort should no longer mean sacrificing style. Since LaShoe has entered the market, the young company has been growing significantly. This growth ought to be supported by implementing a personalization solution. The decision was made for trbo and the team got to work testing a revision of the previous strategy and implementation of product recommendations.

2

IMPLEMENTATION

Before using trbo, LaShoe already displayed recommendations on their product detail pages. However, these were previously defined manually with great effort and primarily displayed accessories – such as shoe care products. The goal was to find out whether a product recommendation, generated with trbo's AI-supported recommendation engine, would not only save time, but also deliver better results. For the test, trbo used the look and feel of the existing product recommendation on the product detail pages on the desktop version of lashoe.de. The underlying content logic, however, completely changed.

Instead of manually assigned products the AI-supported trbo logic was now implemented. This involves a self-learning algorithm, calculating the appropriate product recommendations based on individual user behavior. If there was not enough data on the user to provide personalized recommendations, the shop's top sellers were displayed.

Set up as an A/B test, 50% of the users saw the new recommendation along with the message „You might also like these models" on the product detail pages. In addition, the recommendation element was placed at a higher position in order to generate more attention for further purchases. The previous recommendation remained far down on the page.

The remaining 50% of users only saw the old, manually defined recommendation showing accessory products, which was displayed below the product ratings.

3

RESULT

After a period of almost two months, the test reached significance and was analyzed. The results were clear: the **integration of the trbo recommendation not only saved valuable time** for the LaShoe team, but also had a **significant impact on the number of purchases**. The **conversion rate increased by 28.9%** compared to the control group. However, personalized recommendations also influenced sales value: The integration of the recommendations also **increased the conversion value by 19.3%.**

LaShoe is already working with trbo on improvements of the campaign, aiming to further optimize the shop's returns and stock levels as well.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATIONG

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new elements before they are integrated for a longer period of time. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you also like to increase the user value of your website visitors or get to know other onsite optimization options to increase turnover and conversions?
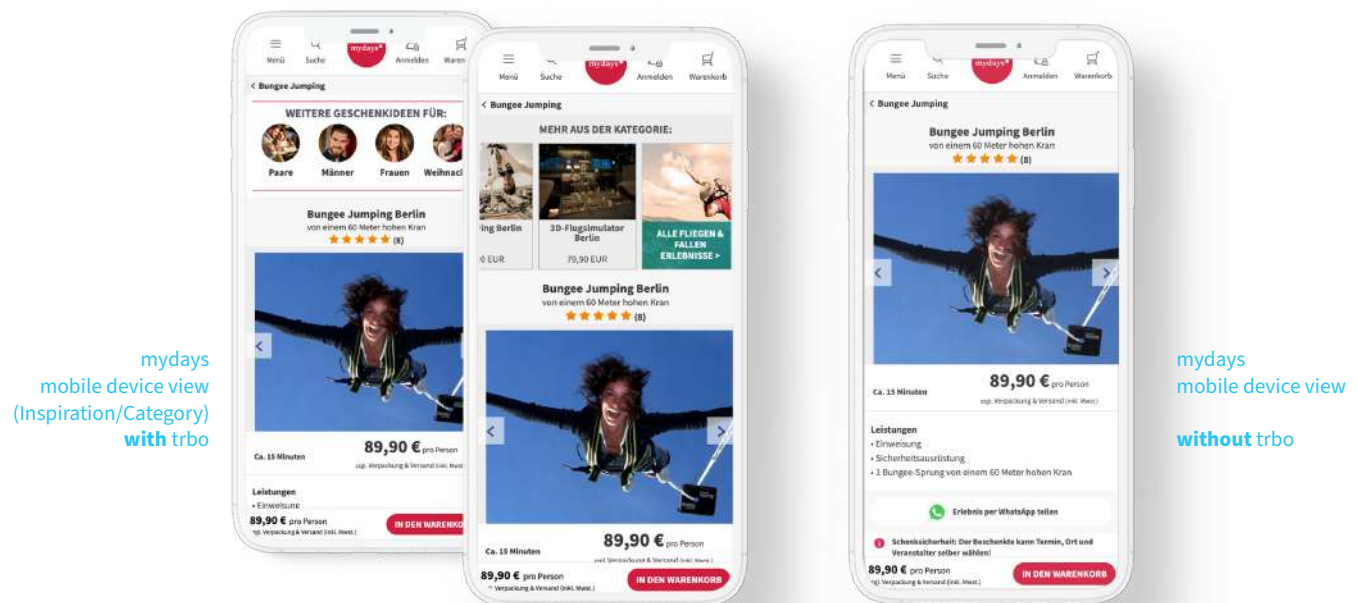
We are happy to demonstrate how your webshop can also benefit from increased user engagement! Make an appointment for a free demo at info@trbo.com now!

trbo

CASE STUDY___

from the experience gifts sector

mydays

MOBILE FIRST: HOW MYDAYS INCREASED THE CONVERSION RATE BY 21% USING TARGETED OPTIMIZATION FOR GOOGLE SHOPPING ENTRIES

"Special experiences are our core business. Of course, we also want to offer our users the perfect onsite experience on our website. We have been using trbo to optimize and personalize our web presence for several years now and have already achieved a lot in many areas. Now we wanted to specifically optimize mobile product detail pages for entries via Google Shopping. Our experience is that the bounce rate is particularly high in this area, which is why we were pleasantly surprised by the strong conversion rate increase of up to 21%."

Jelena Maticevic, Product Owner, mydays GmbH

mydays
mobile device view
(Inspiration/Category)
with trbo

mydays
mobile device view

without trbo

1

GOAL

mydays is the leading provider of experience gifts. Over 500 employees and 8,000 partners have made it their mission to offer the right experience to every customer. This applies not only to the gift recipients, but also to the gift-giving and buying users at www.mydays.de. Therefore, mydays relies on trbo to optimize and personalize the onsite experience. From the very first contact with the website, the experience should be positive and characterized by great service. Many users make this first contact by entering the site via Google Shopping ads. In these cases, it is important to recommend additional items to users, such as alternative products, in order to keep the bounce rate as low as possible. Together with trbo, mydays conducted a test to determine whether displaying specially tailored alternative suggestions on mobile devices also results in an increased conversion rate.

2 IMPLEMENTATION

The test was set up as a multivariate test on mobile devices. For this test, three groups were set up.

The **first group** of users was shown various gift categories when they entered the shop via Google Shopping ads. These users were able to select between gifts for men, women, couples and Christmas gifts. The categories were each presented by an image and a small caption. Clicking on the respective image then led the users to the appropriate landing page with, for example, inspirations for Christmas gifts.

The **second group** was also shown different suggestions above the originally chosen experience via Google Shopping. In this case, however, it was not categories that were displayed, but other suitable offers from the same area. At the end of the slider, a category teaser was included. If the user was interested in i.e. bungee jumping, he would see other popular offers as well as the category teaser for "Flying and Falling" experiences. Since the mydays offers vary greatly from region to region, the user's location was also included in the integration of further suggestions in order to ensure greater relevance.

The **third group** was the control group: These users were shown the unchanged product detail page without further recommendations and inspirations when entering via Google Shopping ads.

3 RESULT

Within a short period of time, the test was significant and could be evaluated. **The conversion rate for the first group showing inspirations for gift ideas increased by 18% compared to the control group.** The result was even more significant for the second group: **displaying recommendations from the same category increased the conversion rate by 21%** compared to the control group. Due to the positive test result, the control group was switched off and the two variants were tested against each other. Again, additional detail offer recommendations from the appropriate category won.

These results show that optimization is especially worthwhile for users who enter the shop via mobile devices and Google Shopping. This makes users more likely to spend extra time in the shop and make a purchase instead of bouncing.

FURTHER APPLICATIONS FOR MOBILE DEVICES

Many users add products to their shopping cart on their smartphones while on the move, only to order them later on their desktop device. The result: numerous abandoned and forgotten shopping carts – especially for products that require further information or that are expensive. Here, the abandonment rate is up to 58%. With trbo, shop operators can convert mobile prospects into desktop buyers – for example, with the help of incentives. In addition, the user's most recently viewed products can also be integrated into the shop in a CI-compliant manner. These demonstrably increase the willingness to buy – for example, if the user had only left the shop to compare prices externally.

Would you also like to increase sales and the conversion rate and test the success of the onsite implementations with trbo across all devices?

We are happy to present how your webshop can also benefit from personalization & testing with trbo. Make an appointment for a free demo at info@trbo.com now!

HOW MYDAYS INCREASED THE CONVERSION RATE
BY 6.9 %

"The trbo technology is used on mydays' website in many ways. In addition to promotions, we also display social share buttons via trbo and use the tool for the display of product layers. trbo clearly won the test of its own recommendation-logic against an established provider in that field, including an implemented control group with no displays. We were able to measure increases in the conversion rate of 10.49 percent compared to the other provider's product."

Sandro Konderla, Teamlead eCRM & Customer Data, mydays GmbH
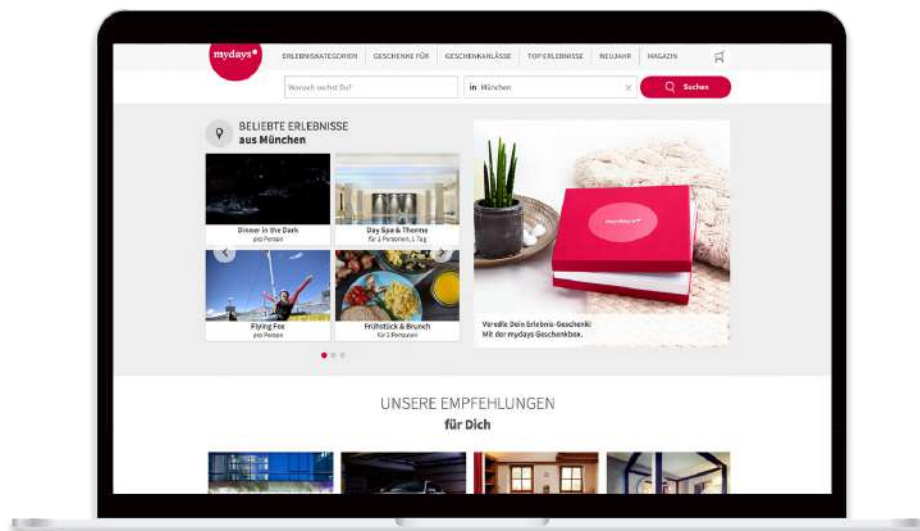
1

GOAL

mydays offers a multitude of products, which vary regionally greatly. Additionally, selling those is highly dependent on the different preferences of the users. The aim of testing a recommendation engine on the mydays-homepage was to be able to specifically address both new and recurring users and thus significantly increase the conversion rate. As a strong brand, mydays has a lot of traffic on its homepage, which has to be optimised constantly, so the bounce rate remains as low as possible and visitors become buyers. The decision to test two providers based on the fact that the trbo technology was already in use, but a top dog in the area of recommendations ought also prove its ability.

IMPLEMENTATION

For the test, a section on the homepage was chosen that was located below the main teaser – a position that was not directly visible. So far, only static recommendations had been displayed to users, but there were no inspirations linked to an intelligent algorithm. In order to address both new customers and returning users optimally, **two segments were formed**, which were assigned different display logics. For **new customers**, the logic of the **recommendation was based on the user's region**, whilst for **recurring users**, **recommendations were based on past searches**. The look and feel of the recommendation was adapted to the appearance of the shop. Fonts, call-to-action, pagers and image formats were indistinguishable from shop elements. Both the trbo recommendation and that of the other provider, as well as the control group, were equally displayed over a period of two weeks. Due to **clear performance uplifts resulting from the inclusion of inspirations**, the control group was switched off and the two recommendations were tested against each other for another two weeks. Due to the high number of users and the many interactions, the statistical significance was given after a short period of four weeks and the test could be concluded successfully.

RESULT

The **conversion rate of the trbo recommendation** was **6.9 percent higher** than that of the control group for new users over the entire test period. In direct comparison to the other provider, the conversion rate of the trbo measure has led to an uplift of 10.49 percent. In relation to the control group, the result for returning visitors was the same with both providers. The recommendation of the second provider achieved significantly poorer results than the control group, though. Based on the results of this A/B test, a product layer with recently viewed products was designed for returning visitors to address them with the products they were interested in during their previous visit. The A/B test showed one thing in particular: **it is recommended to approach new customers and returning visitors differently.** In addition, this example demonstrates that testing different providers against each other is worthwhile, as both the offer as a whole, and performance in particular, varies greatly.

FURTHER FIELDS OF APPLICATION IN THE FIELD OF SEARCH MARKETING

In addition, many   other actions can be implemented with trbo that can demonstrably increase the success of a website. The performance of different marketing channels can also be optimized with the targeted integration of layers: To reduce the bounce rates of Google shopping ads, trbo offers, for example, a layer that places the selected product in the front and loads the corresponding category page with alternative products in the background. In addition, product detail pages that are accessed by the user via SEO but whose products are no longer available can be enhanced with alternative suggestions. Retailers do not have to take the site offline and can continue to use the free of charge traffic source.

Would you also like to increase your conversion rate via A/B testing with trbo or learn more about onsite optimization options to increase sales and user value?

We are happy to demonstrate how your webshop can also benefit from increased user engagement!
Make an appointment for a free demo at info@trbo.com now!

HOW SONNENKLAR.TV INCREASED THE REVENUE PER VISITOR BY 15.7 PERCENT WITH EXIT INTENT VOUCHERS

"trbo offers a number of flexible options to further improve the booking experience of our users. These include, for example, social share buttons, newsletter subscriptions and recommendations as well as playful, animated elements. The fact that we can easily clone and then integrate them on other portals is particularly convenient. By inserting vouchers with the users exit intent, we were able to significantly increase the margin per visitor as well as the conversion rate on sonnenklar.TV – and also use this element for our other portals."

René Sauer, Website Conversion Manager, FTI Touristik Group

sonnenklar.TV Display WITHOUT trbo

sonnenklar.TV Display WITH trbo
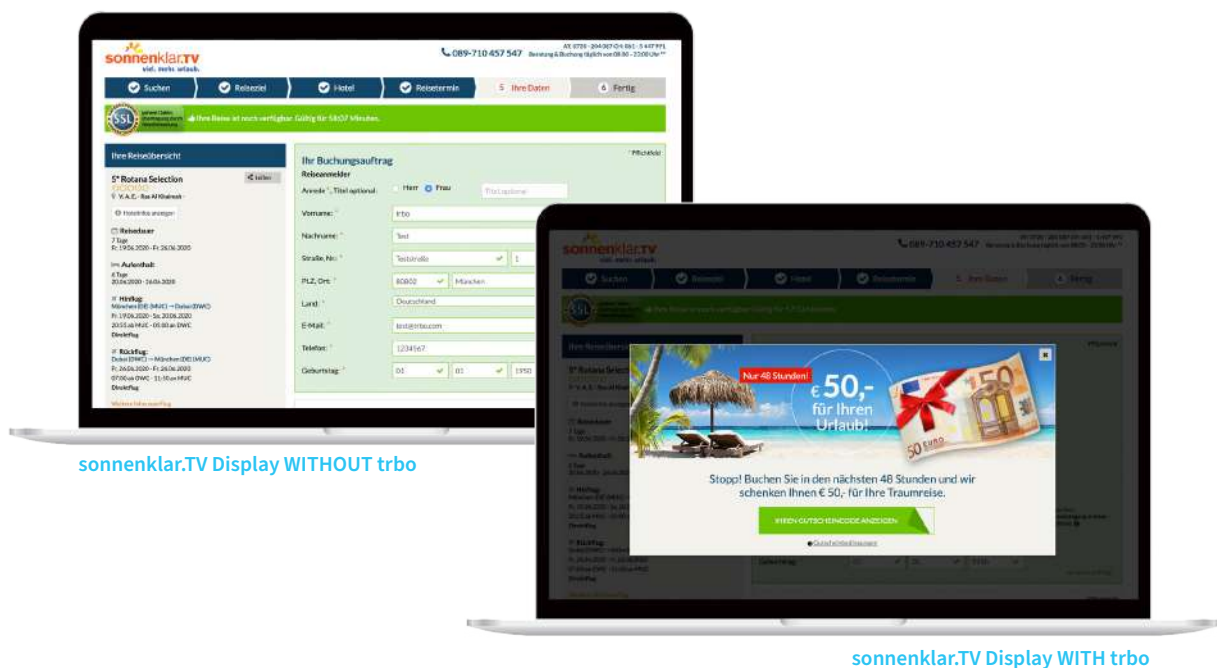
1

GOAL

As part of a multi-channel strategy, the TV station sonnenklar.TV founded in 2003 offers trips that can be booked in travel agencies, via call centers and online. The competition in this business is fierce, which is why the FTI Group, which sonnenklar.TV has been a part of since 2007, is continuously working on further improving the booking experience on the website. With the support of trbo, so-called **exit intent overlays with vouchers were to be integrated to prevent users from leaving the page and thus cancelling the booking**. The goal was to improve the conversion rate, sales and margin.

2

IMPLEMENTATION

The optimization purpose was set up as an A/B test. The aim of the test was to determine whether a **voucher as an incentive would lead the user to continue with the booking and to not cancel it**. The element was implemented by trbo. The detailed analysis was executed by using an external tool that could be easily linked to trbo.

For the test, a voucher was displayed in an exit intent overlay for users who were about to cancel their booking. **The value of the voucher was linked to the booking value**. Undertaking an order of 999 Euro of value, users in the test group received a 50 Euro voucher and whilst with an order of 1,999 Euro of value users received a 100 Euro voucher. The control group did not receive a voucher before leaving. The voucher codes were generated **individually for each user in real time** via a specific voucher engine (Gurado) and inserted into the overlay. The users were randomly distributed evenly (50 percent each) to the test and control group. After a short period of time, the A/B test proved significant and could be analyzed.

3

RESULT

Results of the analysis indicated: Using vouchers as incentives for booking cancellations can have a major impact. Thus the implementation of the **vouchers improved all relevant key figures**. The **50 Euro voucher increased the conversion rate by 7.8 percent**, the **100 Euro voucher increased the conversion rate by even 11.4 percent**. The **sales per visitor** also showed a significant positive development with an **increase of 9 percent (50 Euro voucher) and 15.7 percent (100 Euro voucher)**. Taking the costs of the vouchers into account, the margin per visitor also increased: **The 50 Euro voucher resulted in a plus of 9.7 percent. The 100 Euro voucher increased it by an impressive 18.7 percent**. The greater the voucher value, the better the performance.

This clearly points out one thing: It is worth **addressing booking cancellations with an exit intent voucher as an incentive**. **This way, users are willing to spend more money**. Due to the success of the test, the voucher logic will now also be integrated on other portals of the FTI Group. Follow-up tests are already being designed, for example to test the value of the voucher, the wording and the time constraints.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

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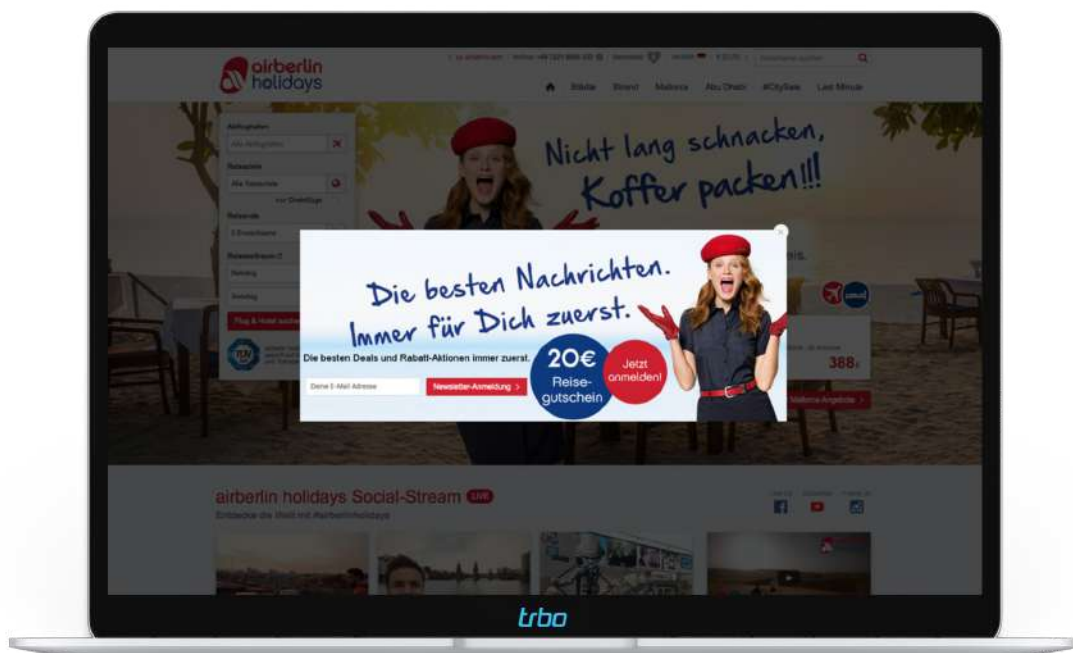
HOW AIRBERLIN HOLIDAYS INCREASED THE NUMBER OF NEWSLETTER SUBSCRIPTIONS BY 152 % THROUGH INTELLIGENTLY USED LAYERS

„With trbo we have accomplished an enormous increase in newsletter registrations! It was particularly important to us that this was not achieved at the expense of the user experience. The very targeted display of the various trbo layers is the opposite, which is why we are now continuing the successful campaign to attract valuable newsletter recipients on a permanent basis."

André Kollmeyer, Managing Director, airberlin holidays GmbH

Exit Intent Layer coupled with a newsletter subscription

1

GOAL

The primary campaign goal of airberlin holidays was to increase the number of newsletter subscribers. More interested readers were to be won, in order to persuade them with the help of attractive travel offers, discount campaigns and raffles in the newsletter. This ought to lead them to visit the website again and finally to book a vacation.

2

IMPLEMENTATION

Campaign implementation began immediately after the trbo technology was integrated into the existing shop system – **it had to be done once and was finished easily**. The behaviour of visitors on www.airberlinholidays.com was then measured and analysed by the **self-optimising trbo algorithm.**

The campaign itself consists of three different layers. For interested visitors starting to leave the page, an Exit Intent Layer is provided, which aims at the direct recovery as well as the later contact via newsletter. In addition, two device-specific layers have been created for the placement on category pages. While the layer intended for desktop does not cover any content on the page and can easily take up a larger area with a provided graphic as a background, the mobile version should be designed more space- saving. Accordingly, a fold-out layer is displayed at the bottom of the display on smartphones.

In all three formats, both entering and sending the e-mail address and the confirmation of registration take place within the layer. Meanwhile, the user remains on the visited page and the e-mail address is pushed directly into the airberlin holidays system **in accordance with data protection regulations.**

In the last step before the campaign is launched live, specifications regarding the display of the layers were stored. These include the very reasonable condition, that the viewers have previously shown interest in the content of the website according to their user behaviour. In addition, they should not already be newsletter-subscribers. In addition, some **shop-specific rules** were also defined, such as the prevention of the layer display for persons who are already in the flight selection or even in the booking process. The campaign settings were then completed with the setting of one frequency capping per hour and a maximum total display frequency per user.

3

RESULT

Nearly six percent of all shop visitors were identified as more interested users and have seen at least one trbo layer.

The newsletter registrations were evaluated daily and clearly showed the success of the campaign. The number here is now more than twice as high than in the period before the layers were shown.

With a constant number of new subscribers via the registration field of an existing registration page, to which a teaser on the start page lead, an **additional 152 percent of newsletter recipients** were gained during the two-week evaluation period. These are active subscribers who have confirmed their registration and haven't unsubscribed by the time of the evaluation.

As it should be handled with all long-term marketing campaigns, the campaign is also regularly analysed and optimized. Thus, a performance increase has been achieved after the trbo layers no longer directed users to the existing registration page, but subscription has become possible directly via the layers. A further improvement can be expected, as an additional incentive in the form of a 20 Euro travel voucher can already be seen directly in the layer graphic.

FURTHER POSSIBILITIES IN THE FIELD OF NEWSLETTER MARKETING

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Once the newsletter has been successfully registered, subscribers can, for example, be shown forwarding to the appropriate mail provider within the overlays, so that the legally required double opt-in process can be completed as quickly as possible. Product retargeting and shopping cart recovery via e-mail are also possible optimization examples that can be realised together with the shop's newsletter tool and trbo technology.

Would you also like to win more subscribers to your newsletter with trbo or get to know other onsite implementations to increase turnover and conversion rates?

We are happy to present how your webshop can also benefit from increased user engagement!
Make an appointment for a free demo at info@trbo.com now!

HOW GETNOW INCREASED THE CONVERSION RATE BY 31 PERCENT BY INCLUDING RECOMMENDATIONS IN THE SHOPPING CART

„We use different optimization possibilities to improve the user experience in our webshop with trbo. These include, for example, different types of product recommendations, newsletter subscriptions, elements to increase the basket value and special promotions. All these are quickly implemented with trbo. By displaying recommendations in the shopping cart, we were able to significantly increase the user value and the conversion rate on all devices."

Sonja Hinzen, Head of Category and Shop Management, Getnow New GmbH

getnow's shopping cart WITHOUT trbo

getnow's shopping cart WITH trbo
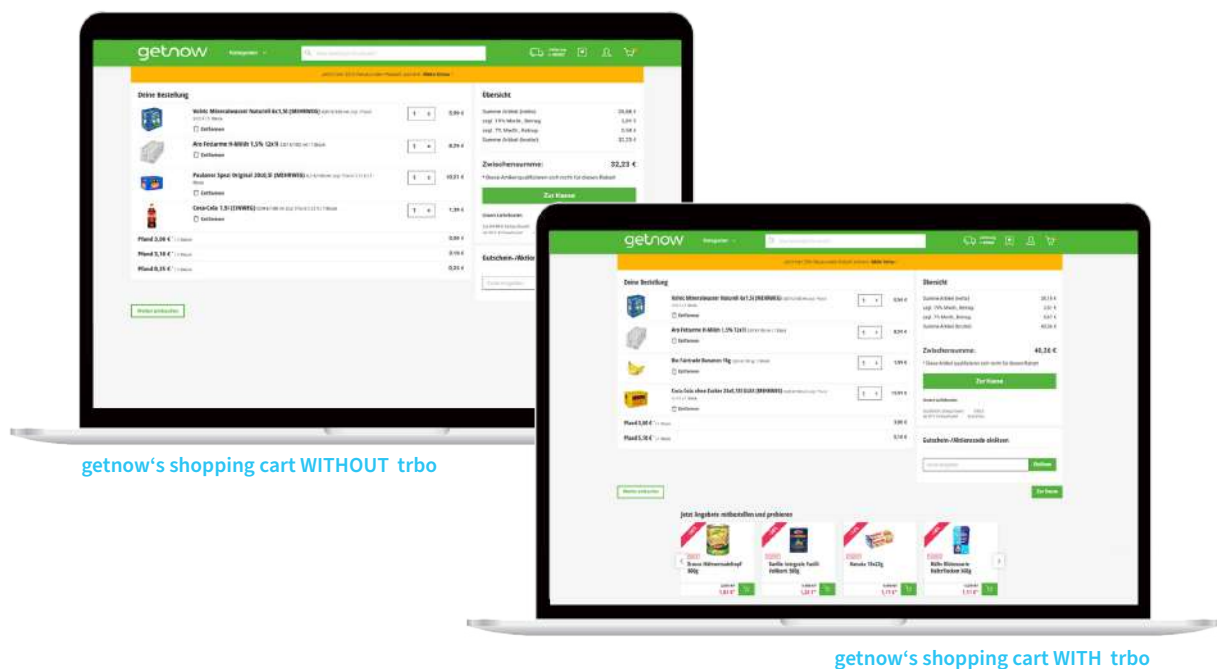
1

GOAL

Founded in 2015, the aim of the online supermarket getnow was to provide customers with a new and better shopping experience. The products bought online are delivered straight from a stationary commerce by their partner METRO to the customers – corporate and private customers alike. At the end of 2018 the online shop was relaunched. Since then, getnow has been constantly working on improving the shopping experience of the users on the website. With the support of trbo's technology, product recommendations were to be displayed in the shopping cart to increase the conversion rate and thus the turnover.

IMPLEMENTATION

For the test, an element with additional products was implemented **at the bottom of the shopping cart page**. The product recommendations are based on the shops' current offers. Using arrows located on the left and right, users can browse through the recommendations. If a user likes one of the recommended products, he can add it directly to the shopping cart with a single click – thus not interrupting the purchasing process.

In an **A/B test, the recommendations in the shopping cart were displayed to 50 percent** of the users. The other half of the users did not see any additionally recommended products, only the overview of the shopping cart. The recommendations were displayed both on desktop and mobile devices. After a short period of time, the A/B test proved significant and could be analyzed.

RESULT

The analysis after a period of one month showed that adding further recommendations in the shopping cart can have a big impact. The **integration of the recommendations led to an 18 percent increase in user value on desktop devices. On mobile devices, the user value even increased by 30 percent**.

The **conversion rate increased by 12 percent on desktop devices and 31 percent on mobile devices**. These results clearly point out that it is important to not only display recommendations on for example product detail pages during the inspirational phase, but also in the shopping cart during the actual purchasing phase. As users do not have to leave the shopping cart to choose additional products, they are willing to spend more money.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via organic search results can be enriched with alternative product suggestions even though the products are no longer available. Therefore, merchants do not have to take the page offline and can continue to use the free traffic source. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

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Make an appointment for a free demo at info@trbo.com now!

morlán farmacia

HOW FARMACIA MORLÁN INCREASED THE CONVERSION RATE BY 14.67% WITH RECOMMENDATIONS ON THE MOBILE HOMEPAGE

„Our goal is to offer our users a unique experience and the best advice in our online shop. As consumers increasingly use mobile devices to make online purchases, it is also beneficial to carry out shop optimizations and A/B tests for mobile users. Together with trbo and Emred, we were able to significantly improve the conversion rate on mobile devices by personalizing product recommendations right from the start: on our homepage.“

MARTA MORLÁN, Farmacéutica, Farmacia Morlán

+14.67%
CONVERSION RATE

+4.76%
USER VALUE

1

GOAL

Farmacia Morlán is a traditional pharmacy that started its online-shop www.farmacia-morlan.com in 2014, becoming a pioneer in the e-pharmacy sector in Spain. The team of Farmacia Morlán is constantly working on finding new brands and negotiating with laboratories to offer the best prices on pharmaceutical and parapharmaceutical products. All this without sacrificing dedication, professionalism, customer service and support. Together with trbo and the eCommerce consultancy Emred, Farmacia Morlán conducted a test to determine the best possible recommendations on the homepage on mobile devices. Would a recommendation featuring personalized recommendations via trbo increase the mobile performance and important KPIs such as the Conversion Rate and the User Value compared to the previously integrated recommendation?

2 IMPLEMENTATION

Before using trbo, farmacia-morlan.com already displayed recommendations on their homepage for mobile users. However, these product recommendations contained a lot of additional information about the individual product, including both former and new prices and the resulting discount in case products were on sale. Moreover, the recommendation was in no way tailored to the individual user. The goal was to find out whether a product recommendation generated with trbo's AI-driven recommendation engine would deliver better results. For the test, trbo used the look and feel of the existing product recommendation on the mobile version of farmacia-morlan.com, but reduced the additional information to a minimum. The recommendation now only displayed the product's picture, name, current price, and the Call to Action (CTA) button.

The underlying content logic was also changed. Instead of the last seen products displayed by farmacia-morlan.com, the AI-based trbo logic was implemented. A self-learning algorithm calculates the appropriate product recommendations based on individual user behavior.

The test was set up as an A/B test on mobile devices. On the homepage, 50% of the users were shown the new recommendation provided by trbo along with the headline "Más vendidos'' (Bestsellers). The remaining 50% of users saw the existing recommendation of Farmacia Morlán.

3 RESULT

After a test period of four weeks, the test proved significant and was analyzed. The results showed clearly that the integration of the trbo recommendations had a significant impact on the recommendation's performance. Compared to the control group, who were shown the existing recommendations, the **conversion rate increased by 14.67%**. But not only the conversion rate was positively influenced. The trbo-optimized recommendations lead to an **increase in user value of 4.76%**.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements, implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas, recommendations and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new elements before they are integrated for a longer period of time. With trbo, webshops and websites have numerous possibilities to bind customers, increase performance and lead the company to long-term success.

Would you also like to increase the conversion rate of your website visitors or get to know other onsite implementations to increase turnover and conversions?

We are happy to demonstrate how your webshop can also benefit from using trbo!
Make an appointment for a free demo at contact@trbo.com now!

HOW SANICARE APOTHEKE INCREASED THE CONVERSION RATE BY 11.39 % USING SPECIFIED PRODUCT RECOMMENDATIONS

„As one of Germany's leading mail-order pharmacies, we believe it is most important that especially our online customers feel they are in good hands. Since selling medicines is a matter of trust, our guiding principle ‚We take care of you' is our top priority. A key element for us is the personalized approach in the form of product recommendations. Thanks to trbo, we have been able to implement this for interesting niche target groups, giving our customers a unique shopping experience while increasing our sales."

Virginia Simmon, Content & User Experience Manager, Sanicare Apotheke

Fig.: Product recommendation "You're looking for diabetes supplies?" showing two more diabetes products along with pricing, savings, and the CTA "add to cart"

1

GOAL

Sanicare was founded in 1998 in the Lower Saxony spa town of Bad Laer in the district of Osnabrück. In addition to the two on-site branch pharmacies, the company also owns the mail-order pharmacy Sanicare.de, which, in addition to shipping medicines and health products nationwide, also supplies care facilities and doctors' offices on a daily basis. The product range includes medicines with and without prescription, health products such as nutritional supplements, quality certified organic products, cosmetics, medical aids, special formulations and goods requiring refrigeration, such as vaccines. Sanicare Apotheke is one of the leading mail-order pharmacies in Germany. Sanicare offers its online customers competent and fast processing of their orders. In order to provide users with an even better and, above all, more targeted shopping experience, Sanicare ran a multivariant test of specified product recommendations. The hypothesis was that personalized recommendations for selected target groups increase the conversion rate and increase shopping cart value.

2 IMPLEMENTATION

Until now, Sanicare displayed the same product recommendations for all users and did not differentiate between them. The starting point for multivariant testing was the assumption that a user suffers from diabetes and would like to order various products. Since diabetes is a disease that requires permanent medication, the Sanicare Apotheke wanted to find out whether it could provide the user an improved shopping experience through the targeted display of product recommendations on the topic of diabetes.

Only customers who were specifically looking for diabetes products, who had already been on a diabetes product detail page, or who were on a page with the word diabetes in its URL were targeted. During a three-week testing period, half of the users were shown a centrally positioned overlay with products in the diabetes category. Below the green banner saying "You're looking for diabetes supplies?" two more products were suggested along with pricing, savings, and the CTA "add to cart". The other 50% of users were not shown any product recommendations tailored to diabetes on the same pages.

3 RESULT

After this brief period, the results were already significant, and the test could be considered a success. Given the intention of the users to select and purchase a suitable product on the topic of diabetes, the display of the product recommendation specified for diabetes was crucial. The results showed that the integration of diabetes-specific recommendations had a significant impact on performance. Compared to the control group, which did not see any product recommendations, **the conversion rate increased by 11.39% and the conversion value even increased by 13.25%**.

Conclusion
This confirms the theory that users who are interested in diabetes products feel better advised when diabetic product recommendations are displayed to them. Displaying products that match the symptoms of the disease gives the user a positive shopping experience and increases both the conversion value and the conversion rate. Based on this significant test result, Sanicare decided to introduce this type of recommendation in the future for customers with rheumatism complaints as well.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

With trbo, a variety of actions can be implemented, which can demonstrably increase the success of a website. For example, recommendations based on user interests can be displayed on category or product detail pages and in the shopping cart. A variety of product logics are available for this purpose, on the basis of which the recommendations are displayed. However, the starting point for the successful implementation of a campaign is testing. A/B and multivariant testing allows new page elements to be tested in advance before they are integrated long-term. Using trbo technology, online retailers thus have numerous options at their disposal for retaining customers, boosting shop performance, and leading the company to long-term success.

Would you also like to increase the conversion rate of your website visitors or get to know other onsite implementations to increase turnover and conversions?

We are happy to demonstrate how your webshop can also benefit from using trbo!
Make an appointment for a free demo at contact@trbo.com now!

PERSONALIZED SHOP ENTRY:
HOW GALERIA KAUFHOF INCREASED THE USER VALUE BY 23 %

"Search Engine Advertising (SEA) is an important traffic and sales channel for us to purposefully bring interested users into the online shop. Especially SEA shopping implementations linking to the product detail page performed very well. However, the challenge here is to keep customers who do not like the selected product in the shop. With the help of trbo's technology, we were able to integrate additional recommendations in the visible range for SEA entrants. Overall, this action increased the average user value by 23 percent."

Marcus Ball, Digital Management Operations Search, Galeria Kaufhof

1
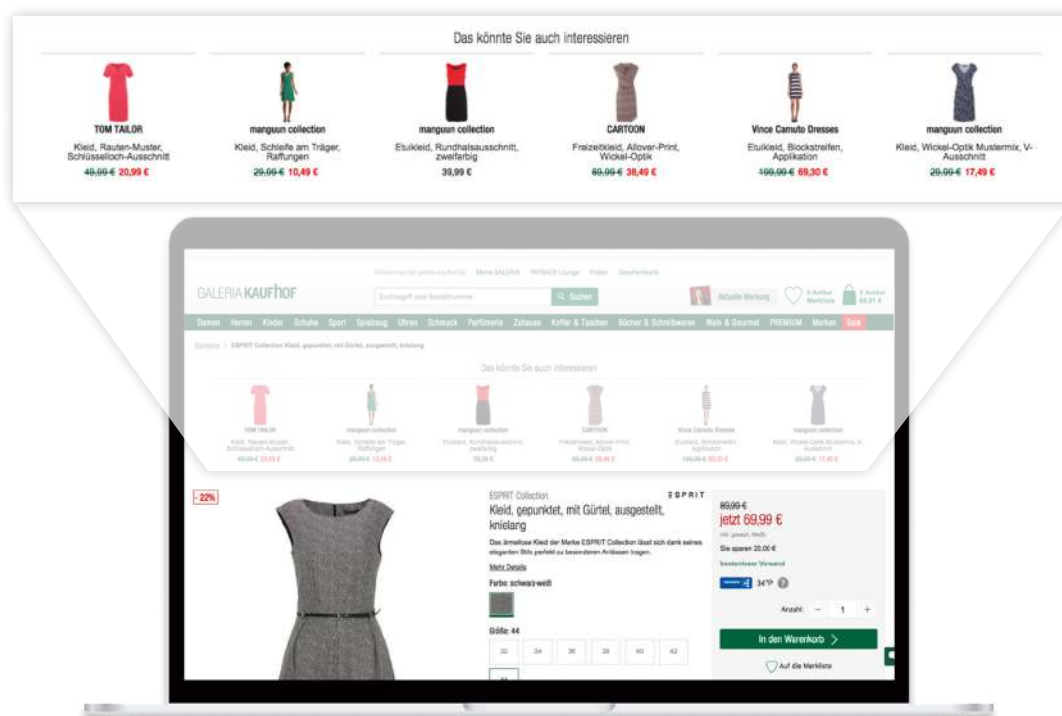
GOAL

Like many other shops, Galeria Kaufhof is also faced with the challenge of turning users acquired via search engine advertising into valuable customers. The issue with that: Google policy requires SEA users to be led to a product detail page where the product must be in the user's focus on www.kaufhof.de. Further recommendations there were only visible, if the users scrolled down to the first invisible area on desktop devices. If the selected product does not suit the taste of the user, he usually clicks back to the search and thus is lost to the shop.

2

IMPLEMENTATION

In order to **transform interested users into valuable customers** and to increase the user value of the customers acquired via SEA, Galeria Kaufhof decided to use trbo's technology on their product entry sites. Over an initial test period of three weeks, the product detail page was optimized for individual products: One action taken by the onsite experts was to implement an inpage element above the selected product, which displayed a **selection of similar products with all relevant information** – i.e. price, product name, etc. – relating to the article in question. Since brandsplay a major role for the users of Galeria Kaufhof in their purchasing decision, the brand was also highlighted in the implemented element. Alternative products were selected using trbo's smart recommendation engine. **Only recommendations from the same category of the previously selected product were displayed.**

To keep the user's focus on the selected product, Galeria Kaufhof deliberately left out a Call to Action or an eye-catching design of the inpage elements.

After a positive test run with individual products, Galeria Kaufhof decided to extend the implementation to entire categories. The goal: to **efficiently address the majority of SEA users** and turn them into buyers thanks to additional recommendations. During the extended four-week test, a control group with 20 percent of potential users was retained in order to be able to evaluate the insertion of the alternative products in comparison to the variant without alternative recommendations.

3

RESULT

The analysis after a period of four weeks showed that **SEA users who were offered alternative products on their entry page spent 23 percent more money than users of the peer group** without a personalized selection. In addition, onsite personalization helped the online merchant to significantly **reduce** the page visitor **bounce rate** – by an **average of 9 percent**. Due to the positive result, the implementation was extended to additional click-in channels.

MORE POSSIBLE APPLICATIONS OF TRBO'S TECHNOLOGY IN THE FIELD OF SEARCH MARKETING

In addition, many other actions can be implemented with trbo that can demonstrably increase the success of a website. The performance of other marketing channels can also be optimized with the targeted integration of different elements: To reduce the bounce rates of Google Shopping Ads, trbo offers an overlay that places the selected product in the foreground and loads the corresponding category page with alternative products in the background. In addition, product detail pages that are accessed by the user via organic search results but whose products are no longer available can be enhanced with alternative suggestions. Online Shops therefore do not have to take the site offline and can continue to use the free traffic source.

Would you also like to increase the user value of your SEA visitors with trbo or learn more about onsite optimization options to increase sales and conversion rates?

We would be happy to demonstrate how your webshop can also benefit from the increase in user involvement. Make an appointment for a free demo at info@trbo.com now!

HOW A MODIFIED FILTER OPTION INCREASED
THE CONVERSION VALUE BY 78.52%

„Our online store should be an informative, easy-to-use platform for our customers. Due to our very extensive product range, ease of use for the user is extremely important. Since consumers are more and more shopping online via mobile devices, shop optimization and testing are of great importance. Together with trbo, we have created a unique shopping experience with the best customer guidance by inserting a filter.“

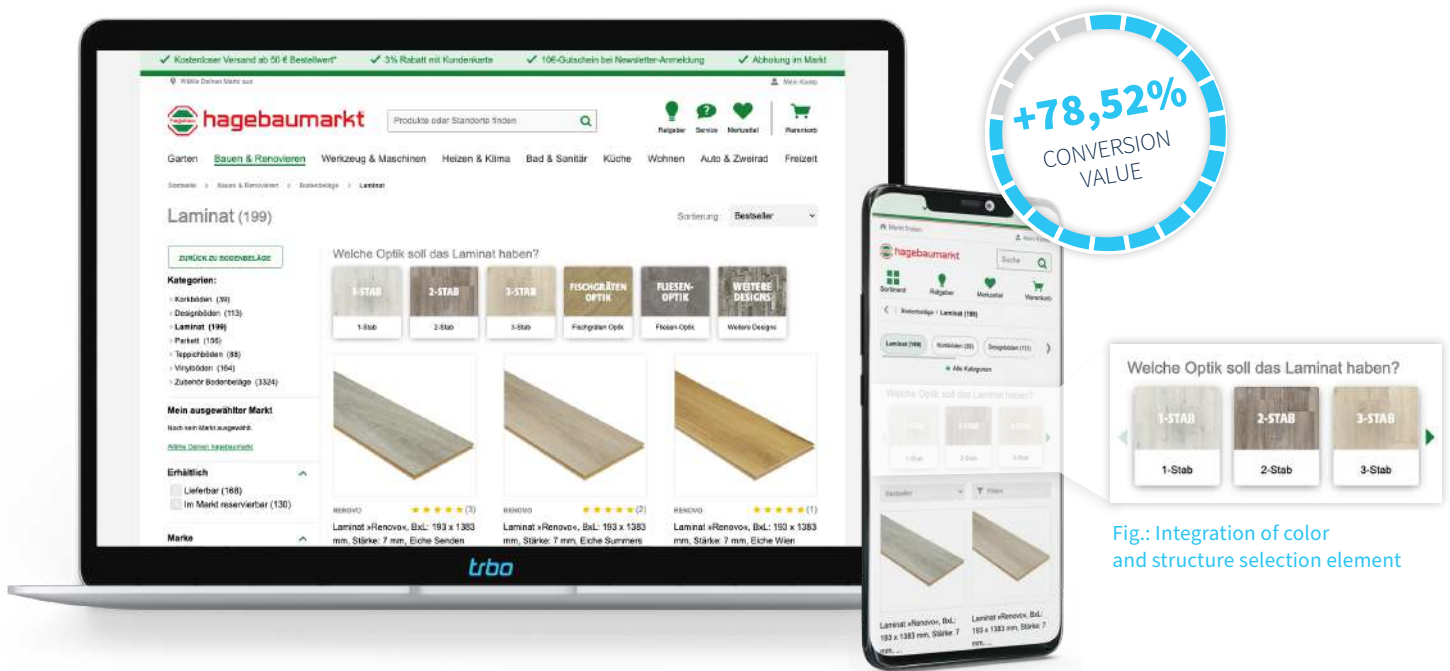**Alexander Jung**, Onsite Marketing Manager, hagebau.de

+78,52% CONVERSION VALUE

Fig.: Integration of color and structure selection element

1

GOAL

Founded in 1964, the trading company for construction materials is an association of around 350 medium-sized wholesalers and retailers and covers the areas of construction materials, wood, tiles and garden. In addition to its more than 1500 locations in seven countries, Hagebau also operates the online shop hagebau.de. Since Germany is the leading DIY country in a global comparison and in no other country do people go to the DIY store as often as here, it is only logical that e-commerce is also booming. The new trend in the DIY scene is toward ordering the items you need online. In order to provide users with a perfect shopping experience, it is necessary to tailor the online shop to the exact needs of the customer. Hagebau wanted to use a multivariate test to find out whether purchasing behavior could be positively influenced by implementing a color and structure element.

IMPLEMENTATION

The basis for the variant test was the assumption that a user wants to renovate his apartment and put in a new floor. As he is still unsure about the characteristics of the flooring, he searches for floor coverings on the website. There are various subcategories there, such as cork, parquet and laminate. When clicking on laminate, all the laminate panels that have been set appear, in the case of the Hagebau webshop 199 variants, including prices. Such a huge selection overwhelms any user. The hypothesis was that a purchase would be made more quickly if the user was supported in the pre-selection process without having to set various filters himself. To test the hypothesis, half of the users were shown a selection element directly under the menu bar with the text: „What appearance should the laminate have? Below this were sample images of the laminate in different color variations and designs. This was set for both desktop and mobile users. The second half of users were shown only the original full palette, without the visual filter element. The test phase was set for six months, from February to August.

RESULT

The results of this variant test were significant after the test period. With the same user intention to select and buy a suitable laminate flooring, the display of the color and structure element was decisive. For desktop users, the conversion value increased by 54.34% and the conversion rate by 27.98%. **In the mobile version, the conversion value even increased by 78.52% and the conversion rate by 25%.**

Conclusion:
The display of a visual selection aid provides the user with a pleasant shopping experience and sustainably increases the conversion value. For Hagebau, the result meant that this optimization will now also be used in many other areas such as wallpaper, wall paints, etc.. The use of this filter was particularly well received by customers who ordered via the mobile device and led to the purchase being completed.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements, implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas, recommendations, and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new elements before they are integrated for a longer period of time. With trbo, webshops and websites have numerous possibilities to bind customers, increase performance and lead the company to long-term success.

Would you also like to increase the conversion rate of your website visitors or get to know other onsite implementations to increase turnover and conversions?

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THE CONCEPT OF IMPULSE GOODS: HOW LIBRO WAS ABLE TO INCREASE THE CONVERSION VALUE BY 13.9% BY USING PRODUCT RECOMMENDATIONS IN THE SHOPPING CART

"As one of the best-known and most popular brands in Austria, it is particularly important for us to be there for our customers at all times and in all places. Online, we also want to offer the familiar shopping experience from brick-and-mortar retail and design the online store in a way to satisfy our visitors. In the past, we often had to deal with abandoned purchases, especially from mobile users. An important element that we were able to optimize thanks to trbo's product recommendations, both on the product detail page and in the shopping cart. By working with trbo, the mobile user experience was adjusted and the conversion rate improved."

Christoph Vierbauch, Head of E-Commerce
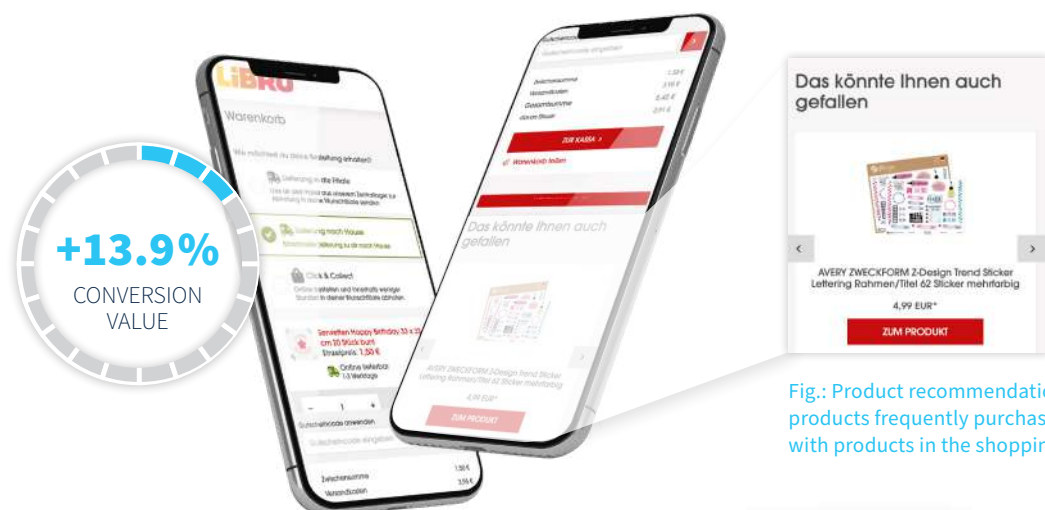

+13.9%
CONVERSION VALUE

Fig.: Product recommendation with products frequently purchased in combination with products in the shopping cart

1

GOAL

LIBRO is one of the best-known brands in Austria and is particularly appreciated for its diverse range of products in the areas of school, gifts and multimedia. Thanks to its wide network of stores, there is a LIBRO within easy reach for almost every customer. Since the company does not want to limit itself exclusively to brick-and-mortar retail, the online store was relaunched and has been continuously improved ever since. However, most users hardly find the time to browse through LIBRO's wide range of products in their hectic everyday lives. They mainly surf on their mobile devices while on the go and spend much less time in the shop than customers who visit one of the local stores. They put fewer items in their shopping cart and often abort the purchase unexpectedly despite having a full cart. Together with trbo, LIBRO wanted to test if additional product recommendations in the shopping cart are able to increase the shopping cart value among mobile users and if more items are purchased.

2 IMPLEMENTATION

Product recommendations in the shopping cart can not only prevent abandoned purchases, they can also help to increase the shopping cart value. As a rule, a recommendation shows products that complement the items in the shopping cart, or a higher-quality model that has a correspondingly higher price. In the case of www.libro.at, these were items that were frequently purchased by other users in combination with products in the shopping cart. The recommendations were placed in the form of a product carousel below the „Checkout" button. Users were able to look freely through the various alternatives. Below the product image, customers could click on a button that took them directly to the product detail page. The test was set up exclusively on mobile devices as an A/B test and played out to 50% of the users. The other 50% only saw the shopping cart without product recommendations. The aim was to test whether the test group placed more items in the shopping cart and achieved a higher shopping cart value than the null group.

3 RESULT

Significant results were observed after only about one month: The additional product recommendations in the shopping cart **increased the Conversion Value by 13.9%** and the **Conversion Rate also improved by 7.9%**. In addition, the **Average Order Value was also increased by 5.5%**. The test shows that LIBRO was right with the thesis that „additional recommendations in the shopping cart would improve conversions and the shopping cart value". Mobile users therefore no longer necessarily have to click through the large assortment to find a suitable addition to their already selected product. They save time and also have the feeling that the webshop understands and caters to their needs.

As a result of the positive test results, LIBRO decided to integrate the new element permanently into the webshop and to roll it out to all mobile users at www.libro.at.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

With trbo, the use of product recommendations is not limited to the shopping cart. For example, recommendations based on user interests can also be displayed on category or product detail pages. A variety of product logics are available for this purpose, on the basis of which the recommendations are displayed. In addition, many other measures can be implemented with trbo, which can demonstrably increase the success of a website. With the help of A/B or multi-variant tests, measures can be tested and optimized in an uncomplicated way, so that the user experience improves and thus the store performance continuously increases.

Would you also like to increase the conversion rate of your website visitors or get to know other onsite implementations to increase turnover and conversions?

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Make an appointment for a free demo at contact@trbo.com now!

MOBILE FIRST:
HOW L'ORÉAL INCREASED THE CONVERSION RATE BY 30 %

"By now, L'Oréal Luxe generates a large part of our entire online shop turnover via mobile devices. It makes sense to carry out shop optimizations and A/B tests not only on the desktop version of our shop but also to focus increasingly on mobile. With the help of actions and elements that are easily implemented with trbo, we were able to significantly improve the performance of our mobile shop without having to invest in technical resources. Overall, we increased the conversion rate by over 30 percent."

Nicole Bard, Digital Director, L'Oréal Luxe
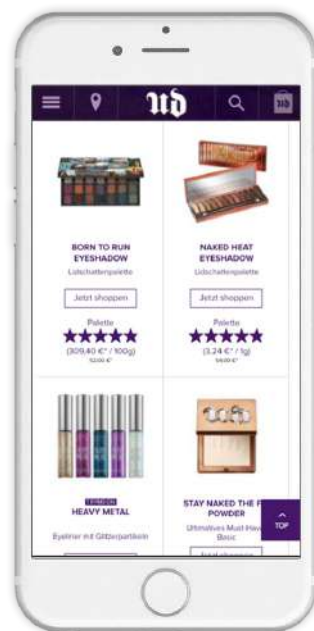
L'Oréal mobile screen WITH trbo
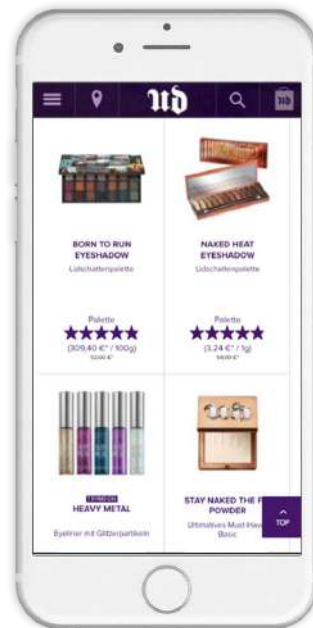
L'Oréal mobile screen WITHOUT trbo

1

GOAL

Due to the growing use of mobile devices by consumers, Urban Decay, a cosmetics brand of L'ORÉAL Deutschland GmbH, has set itself the goal of boosting sales via mobile devices. In order to provide customers with an improved mobile shopping experience, the brand's shop was to be optimized in the best possible way with minor adjustments that could be implemented quickly. Furthermore, an increase in the average shopping basket value was set as an additional goal for the shop.

2 IMPLEMENTATION

After an analysis of Urban Decay's mobile pages by trbo, three actions were chosen for an A/B test. These compared customer behavior on customized mobile pages with the behavior on non-optimized pages in three different scenarios: on the home page, the category pages and during checkout.

To increase the conversion rate, trbo integrated a **Call to Action (CTA)** with the message „Shop Now" on both the home page and the category pages. The original version contained only a clickable product image with a title and price display. The CTA – as well as a click on the product picture – lead the user directly to the product detail page.

In order to be able to better differentiate between the home page and category page evaluation afterwards, trbo used two different CTA elements, each provided with a different set of rules.

A control group was then set up for both elements so that 50 percent of all users saw the new Call to Action element during the test phase and all others were displayed the variant that did not contain a CTA.

In order to increase the average shopping basket value, it was also decided to use a trbo-action during checkout: The technology experts integrated a box below the order display of Urban Decay, which communicated the advantages of a purchase to potential customers – for example, free shipping or additional, free products starting from a certain order value. The box was to be clearly visible to the user, but not to be perceived as distracting during the ongoing checkout-process.

In order to ensure a significance of the results and to make the successes measurable, an A/B test was also carried out here for a test period of one month.

3 RESULT

The evaluation of the A/B tests revealed consistently positive results of the actions implemented: while the CTA-button led to an **increased conversion rate of 15 percent** on the home page, its inclusion on the category pages even led to an **increase of more than 30 percent.**

This also resulted in **higher order values**.

The optimized checkout with regard to the displayed order advantages led to a **conversion rate increase of over 1 percentage point and an increased order value** for the users compared to the control group.

Following the pleasing test phase, Urban Decay decided to fully implement the actions for all users.

OTHER POSSIBLE APPLICATIONS FOR MOBILE DEVICES

Many users place products in the shopping cart via their mobile device when on the move and order those products via desktop later. The consequence for webshop operators: numerous shopping basket cancellations and forgotten shopping baskets – especially for products that require an explanation or are more expensive. In some cases, the rate of forgotten or abandoned baskets is as high as 58 percent. With trbo, however, shop operators are able to convert mobile prospects into desktop buyers – for example with the help of incentives shown on the shop's pages. Users can send those via e-mail and are then not only reminded of the purchase but are also motivated to a faster transaction. In addition to incentives, "last seen products" from the user's search history can also be integrated into the shop in a CI-compliant manner. These also demonstrably increase the willingness to buy – for example, if the user has previously left the shop to compare prices online.

Would you also like to test different options on mobile, tablet & desktop and optimize your website or get to know further onsite actions to increase turnover and conversion rates?
We are happy to demonstrate how your webshop can also benefit from increased user engagement! Make an appointment for a free demo at info@trbo.com now!

HOW FACKELMANN INCREASED THE CONVERSION RATE BY 17% WITH SIMPLE REFERENCES TO PRODUCT SETS

„A perfect shopping experience in our online shop is very important to us. Onsite personalization and optimization are indispensable components for that. One reason why we chose trbo: the platform allows us to easily set up implementations in the shop. For example, the reference to a product set on our product detail pages. Our customers are directly informed about possible savings – and their shopping cart value increases. A win-win situation for both sides.“

Lutz Danhof, Head of E-Commerce, Fackelmann GmbH & Co. KG
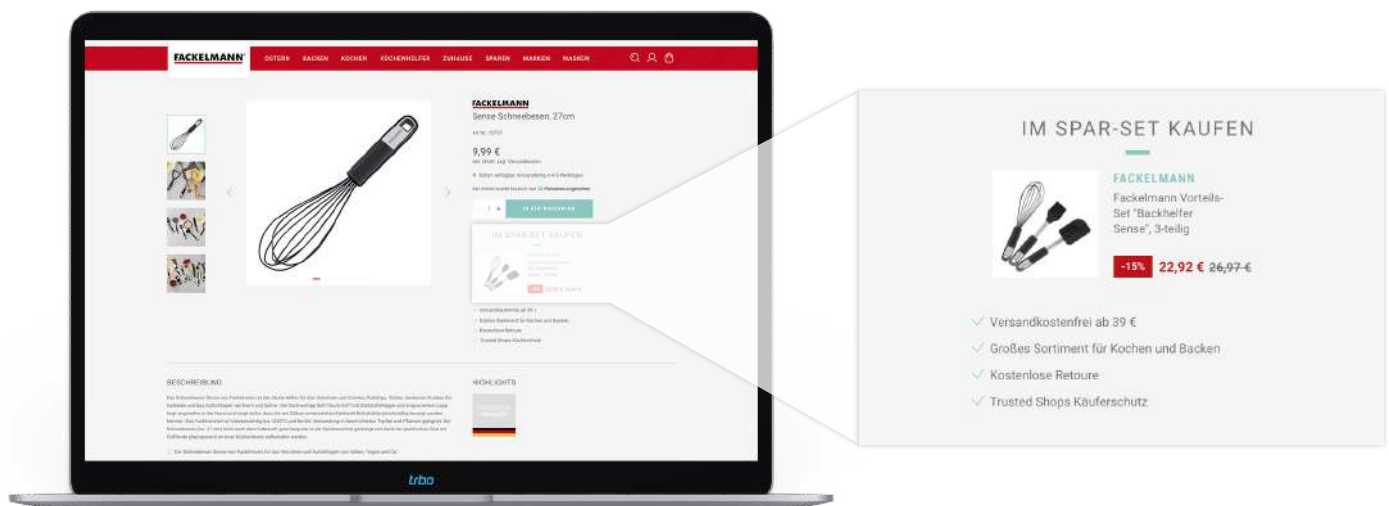
Display of a reference to the corresponding product set

1

GOAL

The long-established German company Fackelmann was founded in 1919 by the Fackelmann brothers and is still 100% family-owned. The wide range of over 10,000 products from the areas of kitchen tools, household items and even bathroom furniture is manufactured at a total of eight production sites in Germany and around the world. The online shop was launched to mark the company's 100th birthday. Fackelmann's wide range of products will meet every need – and that is exactly what the web presence is all about. With personalization and optimization by trbo, the company is constantly working on making the customer experience in the online shop www.fackelmann.de. This also includes drawing the users' attention to suitable offers. But does the suggestion of product sets succeed in encouraging customers to make a purchase? This is exactly what Fackelmann wanted to find out with the help of trbo.

2 IMPLEMENTATION

For the test, trbo displayed a special reference on product detail pages: If the product currently viewed was also available in a set, this information was implemented clearly visible directly below the „Add to shopping cart" button and above the additional product information. Alongside the headline „Also available as a value set", users were shown an image of the matching set and the price. By clicking on the image, the users were then redirected directly to the corresponding product detail page for the special discount offer, where they were able to continue purchasing the set.

An A/B test was set up to assess the success of the implementation. 50% of the users were shown the suggestion of a set, while the other half saw the product detail page without any additional information. In order to be able to evaluate possible differences for desktop and mobile devices, different campaigns were created for different devices.

3 RESULT

After the short period of three weeks, the test proved significant and it was analyzed. The result: The reference to discounts through value set purchases on desktop led more users to buy and thus spend more money. Displaying the information on availability of a set-offer where users could make a bargain led to a **17% increase in conversion value** on desktop devices. **The conversion rate was also increased by 17%**.

On mobile devices, however, changes were hardly noticeable. The test confirms that a differentiated evaluation of device types is useful. However, one thing is made clear: It does pay off to proactively point out possible savings to users. They are then willing to spend even more money.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements campaigns such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via Google Shopping ads can be enriched with alternative product suggestions. This reduces bounce rates and inspires users to buy, even if they don't like the product they were originally looking for. The use of A/B-testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you like to increase the conversion rate on your website with trbo or get to know other onsite implementations to increase turnover and user value?

We are happy to present how your webshop can also benefit from increased user engagement!
Make an appointment for a free demo at info@trbo.com now!

HOW MEDION INCREASED THE USER VALUE BY 20 PERCENT BY DISPLAYING EXIT INTENT LAYERS

"We rely on trbo technology in many areas. This includes, for example, the integration of product videos, invitations to online surveys and the display of vouchers and special offers for various occasions. The display of Exit Intent layers through trbo brought us great advantages regarding a prevention of: users leaving the website and also significantly increasing the user value".

Ralph Hinderberger, Online Shop Manager, MEDION AG
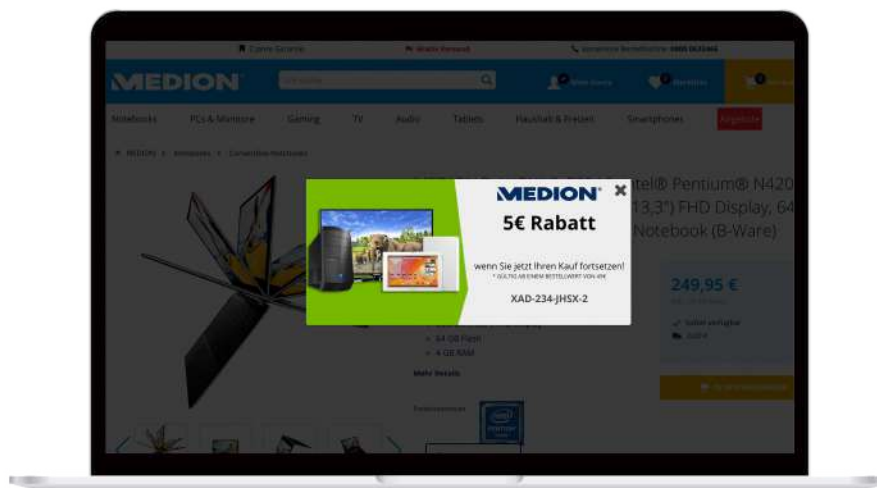
Display of an Exit Intent Layer with a five Euro voucher on a product detail page

1

GOAL

MEDION is Germany's leading manufacturer for consumer electronics. The company has been manufacturing and selling electronic products, household appliances and telecommunications services since 1983. Besides direct sales, MEDION also works through the Webshop www.medion.de. Here it is very important for the company to offer customers a perfect shopping experience. Like many retailers, MEDION was faced with the challenge that (potential) customers took a look around the web shop, selected some products and put them in the basket but left the shop without buying. MEDION therefore decided to test the display of an exit intent overlay as part of an A/B test. Enabled by trbo, the users should be prevented from leaving the site and tempted to buy by displaying a voucher. Furthermore this action should also increase the user value.

2

IMPLEMENTATION

Over a period of three and a half months, an Exit Intent Layer with a five Euro voucher (valid for immediate purchase) was displayed on product detail pages as part of the test.The layer was displayed once a user moved the mouse in the direction of the browserbar.

In an **A/B test, the voucher was displayed to 50 percent of the users**. The other half of the users did not see a voucher during this time. For those users who saw the voucher, a final convincing offer for the purchase was displayed.

Within three months, the test was successfully completed.

3

RESULT

The analysis revealed that a discount to convince hesitant buyers can have a big impact.

The display of the Exit Intent layer led to a 20 percent higher user value.

Based on the positive result of this A/B test, MEDION decided to display the Exit Intent Layer for various campaigns.

A quiete easy setup demonstrates: it is important to attract users with an appealing offer before they leave the site. In that case they are willing to spend more money.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements campaigns such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B-testing makes it easy to test new page elements before they are integrated for a longer period of time. In order to inspire customers to buy more than just the product they are looking for, recommendations are as popular as they are effective. Additionally, product detail pages that can be accessed by the user via SEO but are no longer available can be enriched with alternative product suggestions of the same category. As a result, merchants do not have to take the site offline and can continue to use the free traffic source. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you also like to increase the user value of your SEA visitors with trbo or get to know other onsite implementations to increase turnover and conversion rate?

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25.74% HIGHER CLICK-THROUGH RATES ON THE NEWSLETTER REGISTRATION FORM THROUGH SIMPLE COLOR DESIGN

„Babies grow out of their diapers quickly. That makes it even more important for us to stay in contact with their parents and regularly keep them up to date on all information about LILLYDOO - newsletter mailings are an important channel for this purpose. That's why one of our primary optimization goals was to increase the number of newsletter subscribers."

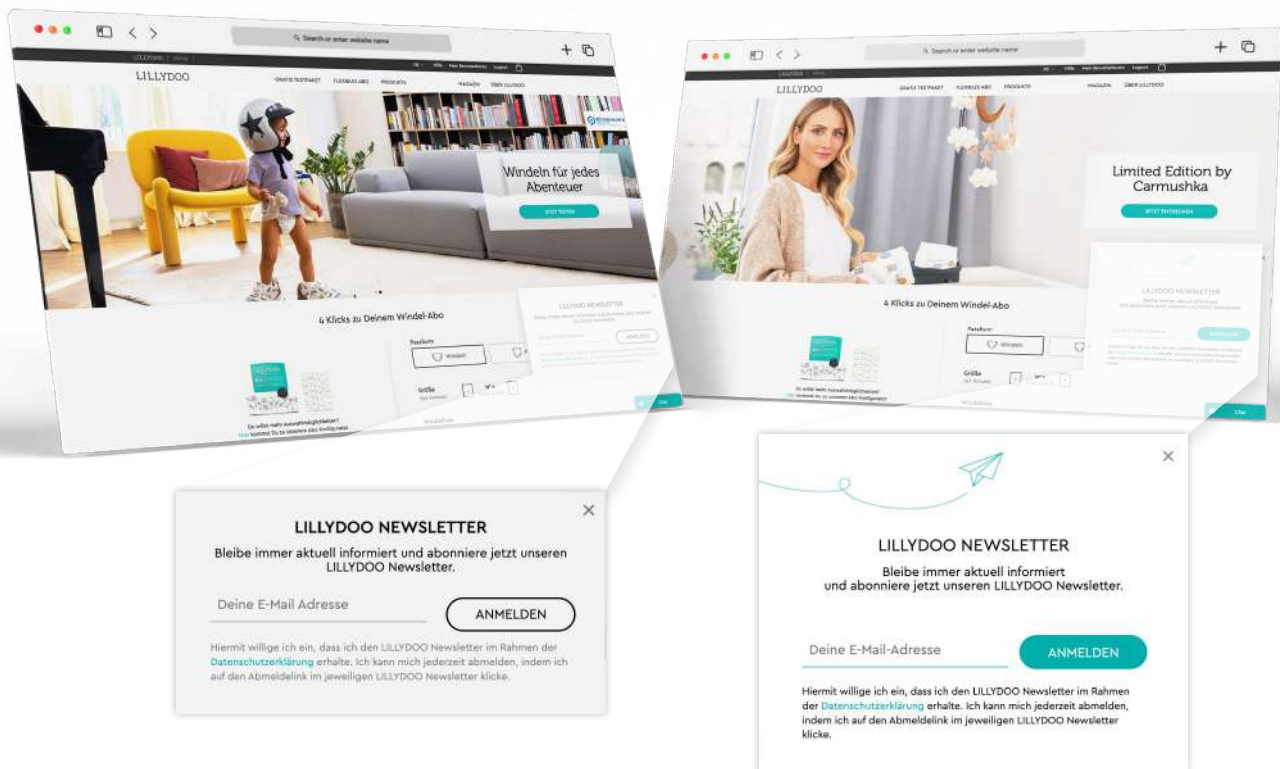**Julia Herzog**, CRM Manager, LILLYDOO GmbH

Fig.: Illustration left: Registration form with gray background in plain design. Illustration right: color-matched registration form with small graphic.

1

GOAL

The story of LILLYDOO began in 2014 with the idea of developing a skin and also environmentally friendly diaper. The products of the climate-neutral company are now offered in several European countries and can be easily delivered to the doorstep by mail or purchased in the drugstore nearby. Since then, more than 500 million diapers have been shipped to families throughout Europe. Through newsletter mailings, LILLYDOO not only regularly informs its customers about new products, such as the LILLYDOO green diapers, but also provides helpful tips and tricks for taking care of the little ones. One of LILLYDOO's goals was therefore to encourage users who visited the German website lillydoo.com/de, but were not yet newsletter recipients, to sign up for a newsletter.

2

IMPLEMENTATION

As a first step in testing, a newsletter sign-up form was created in two different visual designs. The original form was kept very plain in color with a gray background, black font and a dark bordered CTA button. This variant was tested against a slightly colored variant with a small graphic and a CTA in green that matched the CI. The text as well as the input mask for the e-mail address remained unchanged. 50% of the users saw the form in the original variant after 1445 pixels scroll depth, the other 50% saw the color-accentuated variant under exactly the same conditions. After the test, an additional flag was displayed on the right side of the website after a certain scroll depth, which also indicated a newsletter registration. Here, the winning variant from the previous testing was used. However, this flag was only displayed if the user was not a known newsletter recipient, i.e. was not included in trbo's newsletter recipient segment.

3

RESULT

Given the same user intention i.e. to subscribe to the newsletter, after several months of testing, **25.74% more users actually subscribed to the newsletter** using the colored variant than using the original variant. The success of a presumably small adjustment of one element - namely the color design of a graphic and the CTA - therefore have a great impact on the results.

Due to the successful and very significant results, LILLYDOO decided to roll out the colored variant to 100% of users outside of the existing newsletter segment and also to implement it on six additional country websites, in order to get one step closer to the goal of being able to remain in constant exchange with their customers.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional measures that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements, short-term promotions such as coupons, discounts or seasonal offers can be set up quickly, easily and specifically. Also, teaser areas and other content elements can be modified based on user interests. Targeted product recommendations are another popular and effective tool used by trbo customers. The use of A/B tests makes it easy to test new page elements before they are integrated for a long period of time. With trbo technology, online retailers thus have numerous options at their disposal to bind customers, increase shop performance and lead the company to long-term success.

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beck-shop.de
DIE FACHBUCHHANDLUNG

BACK TO THE START –
HOW BECK-SHOP.DE IMPROVED ITS PERFORMANCE WITH RECENTLY VIEWED PRODUCTS ON THE HOMEPAGE

"Simple implementations – with big impact. These are the ones we like best. The proportion of returning visitors to www.beck-shop.de is relatively high and we have also noticed that these users make more intensive use of our online store than new customers. Returning customers had already informed themselves about the products in our store, but then left the site. The reason for leaving is unknown. However, we have been successful in reintegrating these visitors into the interrupted information process in the best possible way – with their last viewed products. The results of the A/B test are convincing."

Franz Keim, Teamlead Online Marketing, Verlag C.H. Beck oHG
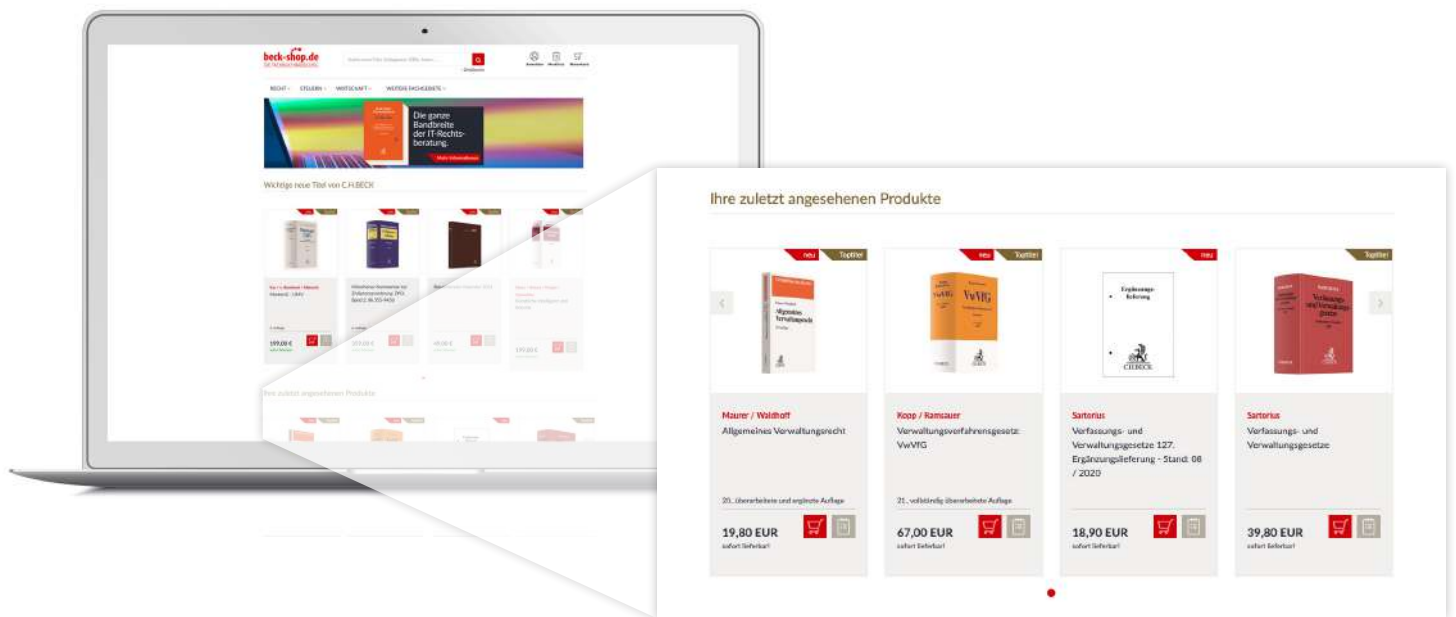
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GOAL

Founded in 1763, the publishing house C.H. Beck is one of the largest and well-known companies in the German publishing industry. Nearly 20 years ago, the online store beck-shop.de was launched. Meanwhile, it attracts a large number of regularly returning customers with interests in literature – non-fiction – science as well as law – taxes – economics. Returning to the store and re-entering the shopping process should be made as simple as possible for those users who have already visited and viewed publications on the website. The goal of this campaign was to increase the probability of purchase.

2 IMPLEMENTATION

For the test, users returning to the homepage should be supported in picking up their past search. Users returning to a product detail page or a category page have usually saved their search via Google or bookmarks in advance. Users returning to the homepage, on the other hand, do remember the store, but not the specific title or author that will lead them to their desired destination.

Therefore these users should be addressed separately. When re-entering the homepage, an element showing the last viewed products of the user was displayed.

In an A/B test, the **element on the homepage was displayed to 50 percent of the returning users.** The other half of the users did not see their recently viewed products. Instead, they were shown standard product recommendations – for example, important new publications from the publishing company. The recently viewed products were implemented on all devices as a responsive element. After a short time the A/B test of the campaign proved significant and could be analyzed.

3 RESULT

The analysis of the campaign after a period of six weeks showed that displaying the last seen products on the homepage can have a big impact – no matter how simple it sounds.

The campaign achieved a **19 percent higher conversion rate across all devices**. But not only the number of purchases increased. The **user value also increased by 2 percent** as a result of implementing recently viewed products.

This action reveals that it is definitely worth addressing returning users with the products they have already seen in the store in order to improve the purchase process. Further optimization can be achieved by extending the scope of the test to include various devices or extending the time frame between the last visit and the return to the store.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you also like to increase the conversion rate on your website with trbo or get to know other onsite optimization options to increase turnover and user value?

We are happy to demonstrate how your webshop can also benefit from increased user engagement! Make an appointment for a free demo at info@trbo.com now!

HOW ROSE BIKES DECREASED THE BOUNCE
RATE BY 9.5%

"In the past, the bounce rate of our Google Shopping ads was quite high. If the price, colour or features of the selected product were not to his liking, the user, that was purchased expensively, returned to Google search and was lost to our shop. With trbo, we have created an improved site entry. It shows users, that enter the online store via Google Shopping, a selection of other suitable products – for example, products from the corresponding category page – in the background of the previously selected product. With success: The targeted user approach with alternative products reduced our bounce rate by 9.5 percent – while of course taking Google's policy into account."

Roland Baran, Online Marketing Manager, ROSE Bikes GmbH

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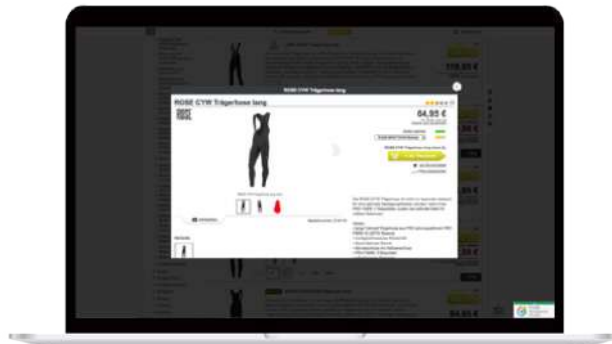
GOAL

Like many other online shops, ROSE Bikes GmbH (www.rosebikes.de) was faced with the challenge of reducing the high bounce rate among users who visited the online-shop via Google Shopping Ads resp. Product Listing Ads (PLAs). Therefore, the aim of the implementation with trbo was to reduce the bounce rate of these expensive users with the help of a smart website entry and to encourage those users not only to remain onsite but also to make a purchase.

2

IMPLEMENTATION

The implementation of the element was designed to run for two months. It started after the trbo technology was integrated into the existing shop system – it had to be done once and was finished easily. Since then, the self-optimizing trbo algorithm measures and analyses the behaviour of shop visitors.

As part of the implementation, three product categories in which the PLA-bounce rates were particularly high, were selected for the use of the smart entry-level layer: Clothing, bicycle parts, and accessories. All users entering the shop via Google Shopping Ads were tracked and qualified for the test.

An A/B test checked the performance of the element in the background by addressing only 80 percent of users who entered the online store via Google shopping Ads with a layer. The remaining 20 percent of PLA users (the control group) saw the usual product detail page without an entry layer.

The specific HTML-layer placed the product that led to the page entry in the foreground, a corresponding category page was loaded in the background.

The user was then able to look intensively at the product details of the selected article and – as with a click-in to the regular product detail page – place the product in the shopping basket. All image animations, such as the 360° view, could still be seen by the user – as could the watch list or the "monitor price" function. The selection of a certain product variant was also possible directly in the layer. If the selected product did not meet the user's expectations, he could explore further product suggestions from the slightly darkened category page in the background, close the product detail page if required, and select further products on the category page. But this was not the case with the control group: after leaving the product detail page, users returned to Google and were lost to the shop.

3

RESULT

Overall, the trbo solution was able to **reduce the bounce rate of PLAs by 9.5 percent** during the two-month test period. When extrapolating to a 50/50 distribution of users to test and control groups, the **conversion value** (actual value of the order) also **increased by 7 percent**.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements implementations such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. The use of A/B testing makes it easy to test new page elements before they are integrated for a longer period of time. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via search results can be enriched with alternative product suggestions even though the products are no longer available. Therefore, merchants do not have to take the page offline and can continue to use the free traffic source. With trbo, online retailers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

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17% HIGHER CONVERSION RATE:
MORE SALES WITH THE RIGHT RECOMMENDATIONS

„As a supplier of sustainable pet food, we not only have extraordinary recipes, but also extraordinary goals. We combine innovation with sustainability and do our best every day to convince as many people as possible of our mission. An appealing online shop is an important part of this strategy. trbo has convinced us as a platform for onsite personalization and optimization. Together we implement campaigns and tests on promotions, product recommendations, coupons, and much more. Thus, we simplify and embellish the shopping experience for users."

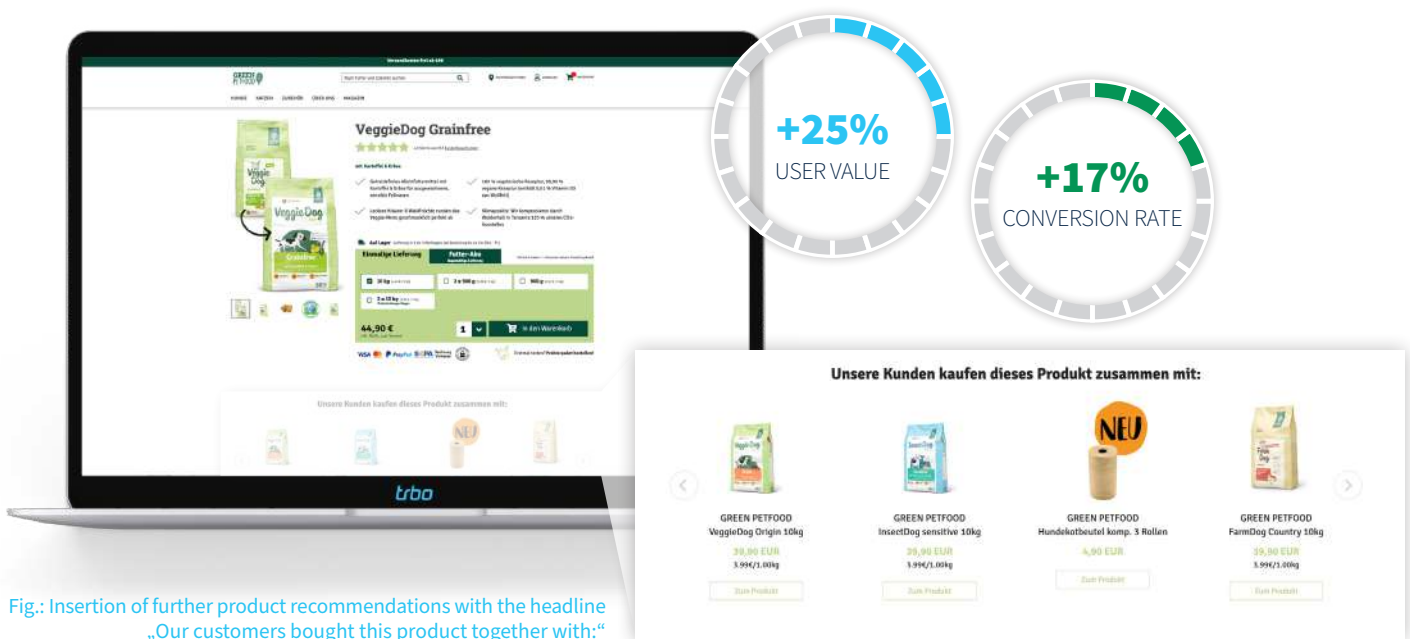**Tobias Popp**, Conversion Optimization, FOODFORPLANET GmbH & Co. KG

+25%
USER VALUE

+17%
CONVERSION RATE

Fig.: Insertion of further product recommendations with the headline „Our customers bought this product together with:"

1

GOAL

The brand Green Petfood is part of the medium-sized family business ERBACHER the food family, one of the leading manufacturers of super premium pet food in Europe. Since 2013, Green Petfood has been supporting pet owners who want to treat their pet and protect the environment at the same time. Green Petfood exclusively sells climate-positive produced, sustainable pet food made from chicken meat from species-appropriate husbandry, based on insect protein or even vegetarian food. These products are all ideally suited for animals with allergies or intolerances. In the online shop green-petfood.de, users will find dog and cat food as well as selected accessories. The premium manufacturer has implemented trbo in the webshop to make shopping as easy and pleasant as possible. A test should confirm the hypothesis that additional recommendations on product detail pages improve the conversion rate and ultimately sales.

IMPLEMENTATION

For the analysis, additional product recommendations were integrated on the product detail pages of Green Petfood by trbo. Directly below the product details, users were then shown a slider with further product recommendations. These recommendations displayed products that had been purchased by other users along with the product in question. The suggestions varied depending on the type of product being viewed, ranging from trial sizes to additional types of food to toys. By clicking on an arrow pointing to the left or right, users could view additional items. By clicking on the „view product" CTA, users were directed to the relevant detail page, from where the additional product could be added to the shopping cart.

An A/B test was set up to assess the success of the implementation. 50% of the users were shown the additional recommendations, while the other half did not see any recommendations. The product recommendations were integrated and tested on both desktop and mobile devices.

RESULT

The results are distinct and in favor of the integration of recommendations: **the additional recommendation of products increased the user value by 25%, the conversion rate increased by 17%. The average order value also increased by 6%** as a result of the additional recommendations. The test shows that the use of product recommendations on the product detail pages is not unreasonable. Thus, users do not have to search the assortment to find a suitable product and are able to add more products to the shopping cart with just a few clicks.

Given the significant positive uplift, the decision was clear: the additional recommendation element will now be displayed to all users on green-petfood.de.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements campaigns such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. Recommendations are a popular and effective way to inspire customers to buy more than just the product they were originally looking for. Furthermore, product detail pages that are accessed by the user via Google Shopping ads can be enriched with alternative product suggestions. This reduces bounce rates and inspires users to buy, even if they don't like the product they were originally looking for. The use of A/B-testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

**Would you like to also increase the conversion rate on your website with trbo or
get to know other onsite implementations to increase turnover and user value?**

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CLICK-HIT: VIBRATING HAMBURGER MENU BOOSTS SCHLAGER.DE'S CTR BY 75%

The demand for "Schlager" (German pop and folk music) is increasing, the development of our visits shows that we serve exactly that. To respond even better to the interests of users, we rely on trbo for personalization and optimization. After all, when we serve the interests of the users, the click rates increase. The extensive functions of the trbo platform enable us to implement optimizations quickly and test their success – significantly positive results and increased click rates prove us right.

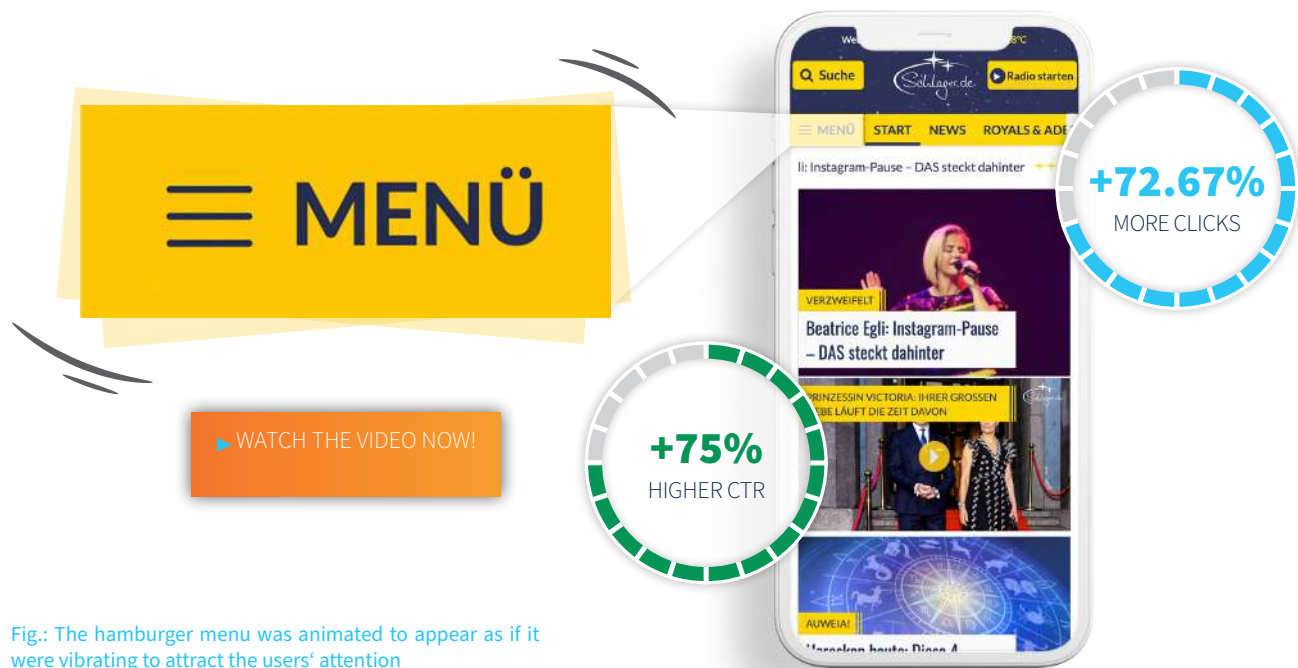**Gregor Nebel**, Managing Director, Deutsche Medienportale GmbH

≡ MENÜ

► WATCH THE VIDEO NOW!

+72.67% MORE CLICKS

+75% HIGHER CTR

Fig.: The hamburger menu was animated to appear as if it were vibrating to attract the users' attention

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1

GOAL

With up to 6.2 million visitors and 18 million page impressions per month, schlager.de is Germany's biggest music portal. In the overall ranking of the Information Society for Determining the Distribution of Advertising Media (IVW), the portal made it into the top 25 news portals in Germany in its first month of listing. Already since 2001 the portal informs its users about the most current news from the "Schlager" world on a daily basis. News on the royal and famous, puzzles and horoscopes add to the portfolio. schlager.de relies on trbo to optimize the user experience on the website and thus increases user engagement. In a test, more attention was to be drawn to the hamburger menu containing additional news categories in order to optimize click rates.

2

IMPLEMENTATION

In addition to the ribbon menu, schlager.de also has an additional menu containing further news categories, which is opened by clicking on a so-called hamburger menu. In the past, this menu received less attention than the actual ribbon. Therefore, schlager.de decided to draw greater attention to the hamburger menu with the help of trbo. To test different animation options, a multivariant test was set up via trbo.

For one third of users, the hamburger menu was animated to appear as if it were vibrating. Another third of users saw an animated hamburger menu that changed its color from blue to yellow (CI-compliant with schlager.de colors). As the control group, the last third of users saw no animation.

Since schlager.de has a high proportion of users visiting the portal on mobile devices, the test was initially implemented only on mobile devices.

3

RESULT

Given the high number of users on schlager.de, the multivariant test quickly proved significant and could be evaluated. The results were surprisingly conclusive: both animated variants improved clicks and the click-through rate.

The **color-changing menu** recorded **58.9% more clicks** and a **60% higher click-through rate (CTR)** than the control group. However, the **vibrating hamburger menu** was the obvious winner. Compared to the control group, the **number of clicks increased by 72.67%** and the **CTR increased by 75%**.

Following the positive results of the test, the vibrating menu was introduced to all users on mobile devices. Additionally, it is now also applied to desktop users to draw attention to important new menu items.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

There are many additional features to implement with trbo that can demonstrably increase the success of a website. Website owners can use trbo to modify teaser areas and other content elements based on user interests. With (personalized) recommendations, users are inspired and encouraged to read further articles and thus increase the time spent on the website. By integrating overlays or in-page elements, short-term promotions or important information can be displayed quickly, easily and in a targeted manner. With customized advertising content, publishers increase the relevance of ads on their website. Newsletters and subscriptions can be promoted specifically and based on interests. The use of A/B and multivariant testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, publishers have numerous possibilities to bind customers, effectively monetize content, increase website performance and lead the company to long-term success.

Would you also like to increase the click-through rate on your website with trbo or get to know other optimization options to increase conversions and clicks?

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Make an appointment for a free demo at contact@trbo.com now!

Telefónica

HOW TELEFÓNICA INCREASED THE CONVERSION RATE BY 28.8% WITH A DIRECT LINK TO THE SHOPPING CART

„We are continuously optimizing our product portfolio to offer the best services to our customers. We discovered early on that it's not just the offer itself that counts, but that online purchases in particular depend strongly on the user experience. Therefore, we have been focusing on constantly optimizing the user experience for visitors on the website for years. To validate our hypotheses, we set up a strategically set up test prior to any major adjustment to our online presence to let the numbers speak for themselves and to make changes based on valid results only. In most cases, analyzing just one parameter is not sufficient as there are many factors that can have an effect on the overall performance. This is why we always keep an eye on the entire funnel and analyze our different customer groups. Not every hypothesis is confirmed, but every result brings an insight: This is how we make our offers even better for our customers!"

Jose Carmona, Specialist Testing & CRO, Telefónica Germany Retail GmbH
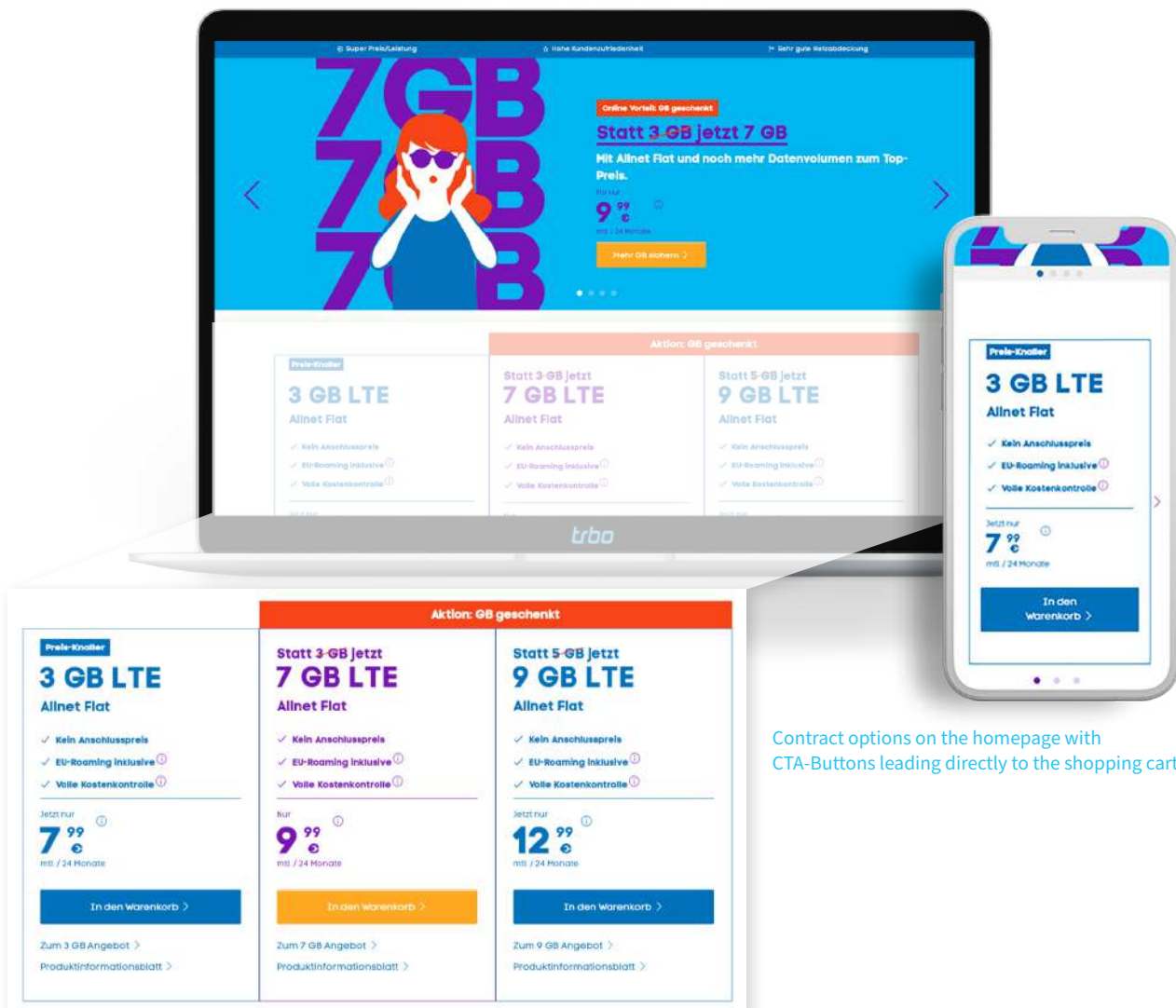
Contract options on the homepage with CTA-Buttons leading directly to the shopping cart

GOAL

Founded in 1995, Telefónica Deutschland GmbH and the O2 brand had set themselves one goal: To grow into one of the most important telecommunications providers by obtaining the fourth mobile communications license in Germany. "Weniger Bla, mehr Blau" is the message of sister brand Blau, which gets to the heart of mobile communications and presents a consistently simplified portfolio of plans and contracts. For years, retail and online have been growing together in what was originally a strong brick-and-mortar business, making it a key issue to present the available plans and contracts online in a simple and self-explanatory way. In mobile communications, a distinction is made between basic mobile contracts and the combination of contracts with devices (bundles). For a long time now, there has been an overview of the available mobile contracts on www.blau.de, which clearly communicates the advantages of the different plans. The options are integrated directly on the homepage to allow the customer a quick and easy purchase. The individual plans are linked to the product detail pages which contain further information on the contract and from which the selected option can be added to the shopping cart. The Telefónica/Blau team assumed that a direct entry into the shopping cart via the "Tariff-Steps" (showing the different contract options) would simplify the customer journey and thus lead to a higher conversion rate in the contract portfolio.

IMPLEMENTATION

For the test, the contract options on the homepage www.blau.de – where the three main plans were displayed – were to be tested in a **split test.** Therefore, **50 percent of the users were shown the existing variant while the other 50 percent were shown the new variant with a direct link to the shopping cart.** The test was to be carried out on all customer groups and across all devices, with the possibility of a differentiated analysis.

Visually, the variant was only slightly adapted in order to test the effect of the direct link as the primary change. The wording of the call to action (CTA) was changed from „Go to offer" or „Go to promotion" to „Add to cart". In addition, a linked text to the offer's product detail page was added underneath the CTA so that users could still access the product detail page if needed. The offer is also linked to the product information sheet in order to comply with legal requirements and to display further details of the plan. The CTA contained a link directly to the shopping cart instead of the product detail page, already preselecting the corresponding contract.

As the display on mobile devices differs greatly from the display on desktop devices, two device groups were formed, for each of which an individual variant was created.

For a granular analysis of the funnel steps up to purchase completion, a differentiation was made between the primary KPI payment data arrivals (users on the payment details page) and the secondary metric basket arrivals (users in the shopping cart). The impact on the Order KPI (purchase completion) was also considered in each test.

Due to the high traffic on the homepage www.blau.de and the high interaction with the prominently integrated options displaying the different plans, the test period was set to three weeks. During this period, there were no changes planned in the product portfolio to exclude external factors influencing the test as far as possible.
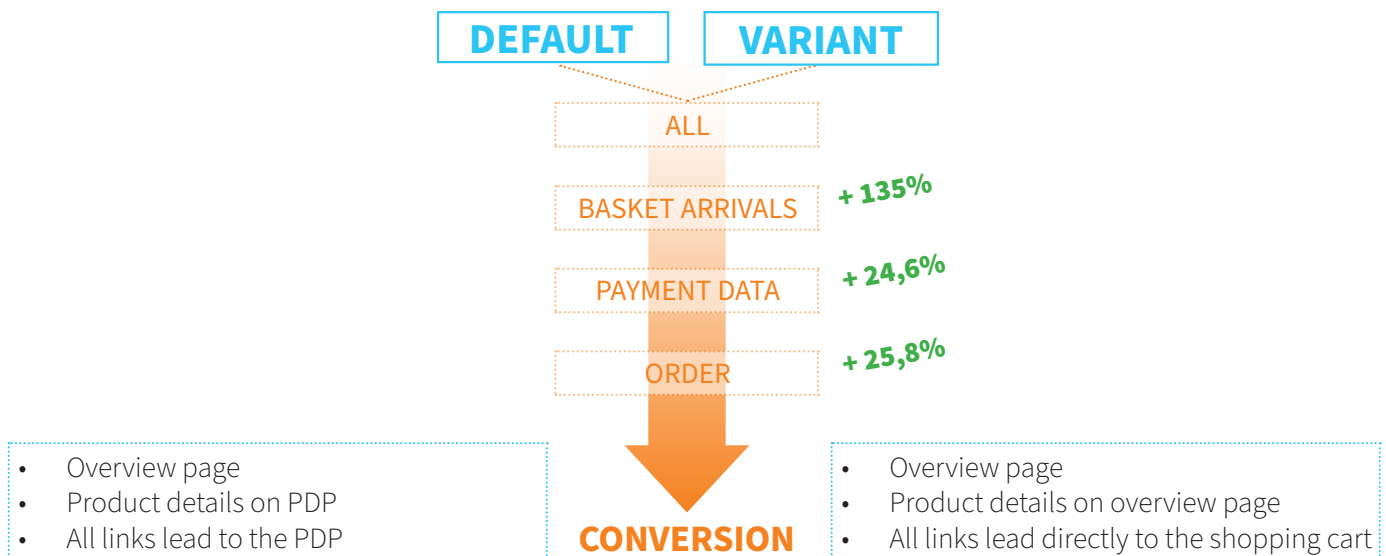
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RESULT

The 3-week test period achieved a confidence of more than 98.3 percent across all devices considering the metrics and KPIs. For the test, only users who interacted with the contract options on the homepage and converted from a plan were taken into account. With an uplift of **25.8 percent in the conversion rate,** a significantly positive result was achieved. In total, 24.16 percent more users called up the PaymentData page via the direct link than via the original route using the details page. The result of the basket arrival was also significantly positive with an uplift of 135 percent. The analysis of the funnel clearly shows that although the test group receives significantly more traffic in the shopping cart,this traffic is reduced by the high number of unqualified users in the PaymentData funnel step. The resulting uplift has a consistently positive effect of around 25 percent on the other funnel steps.

A differentiated analysis of mobile and desktop showed almost no difference in conversion rates. However, the path to the shopping cart (basket arrival) and the achievement of the primary metric of the PaymentData arrivals were slightly higher on desktop than on mobile.

The hypothesis that a direct entry from the plan options on the homepage lead to a higher conversion rate was thus confirmed. As a result, the campaign was adjusted immediately and displayed to all users.

DEFAULT	**VARIANT**

ALL

BASKET ARRIVALS **+ 135%**

PAYMENT DATA **+ 24,6%**

ORDER **+ 25,8%**

CONVERSION

- Overview page
- Product details on PDP
- All links lead to the PDP

- Overview page
- Product details on overview page
- All links lead directly to the shopping cart

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

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trbo

YOU ASK
WE ANSWER

Request your free demo