

CASE STUDY

from the hardware store industry

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

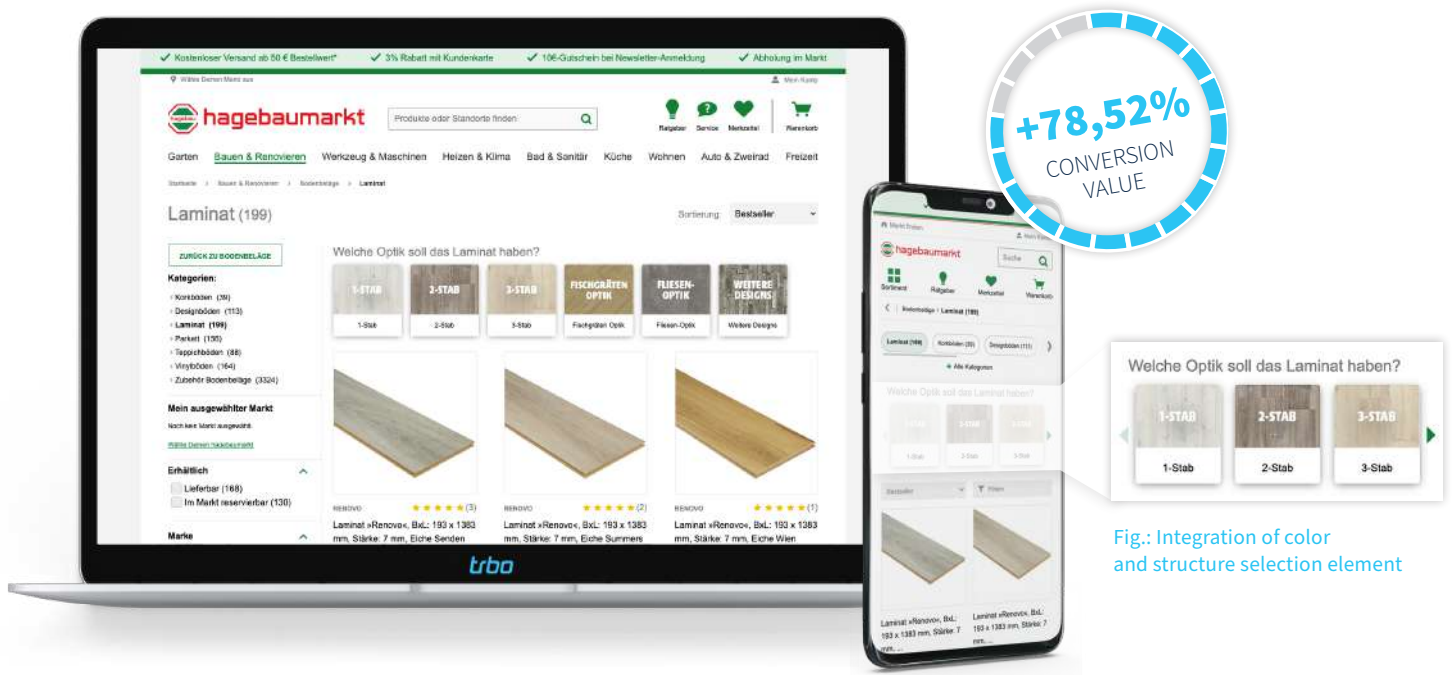


Fig.: Integration of color and structure selection element

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.

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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.

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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?

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!