

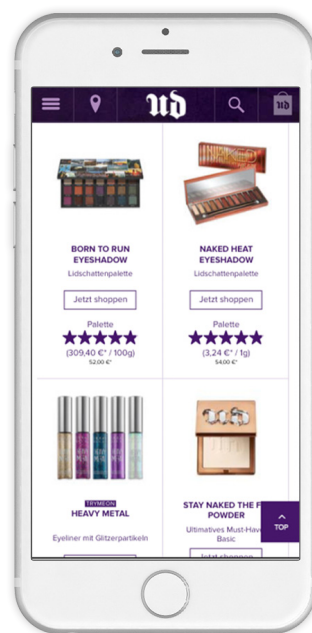
CASE STUDY

from the Cosmetics Industry

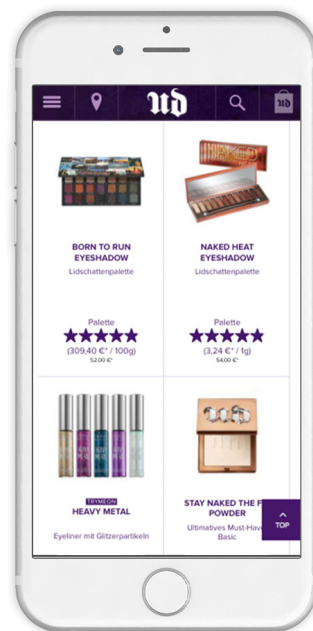
MOBILE FIRST: HOW L'ORÉAL INCREASED THE CONVERSION RATE BY 30 %

“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

GOALS

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 contact@trbo.com now!