

CASE STUDY

Healthcare products

HOW SANPURA INCREASED CTR BY 57.14% AND CONVERSION RATE BY 10.83% THROUGH A SMALL ADJUSTMENT IN MENU WORDING

“Health and vitality are the basis for a fulfilled life. We offer a diverse product selection that helps to make everyday life easier, to strengthen health and well-being, and to promote an independent being well into high age. In doing so, we strive to provide the best service to the customer. With trbo, we can continually test and optimize the user-friendliness of our online store with ease.”

Ingo Saleck, Co-owner, SANPURA



Fig.: Displaying the menu option 'back pain' with a question mark

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GOAL

SANPURA is one of Germany's leading online health stores specializing in the sale of health and wellness products. Originally based on a print health catalog, the company offers a wide range of products for all ages online, including nutritional supplements, natural cosmetics and fitness equipment. With a user-friendly website and a diverse range of products, SANPURA strives to provide its customers with an excellent shopping experience. When it comes to sensitive topics like health issues, it's particularly important to address users at eye level. That's why the company puts a lot of focus on their trustworthy customer approach: even the smallest of details can make all the difference.

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IMPLEMENTATION

With trbo's help, **SANPURA** wanted to find out whether adjusting the wording of a category, specifically the use of a question mark on the category tab in the navigation bar, would have a negative impact on users' purchasing behavior and thus influence the conversion rate. The test was particularly intriguing because the 'back pain' category they wanted to test was the only one that contained a punctuation mark. The hypothesis was that the question mark after the category 'Back Pain?' would convey uncertainty to the user and therefore prevent them from clicking on it, thus influencing their purchase behavior. To test the hypothesis, a multivariate test was set up. In this test, 50% of the users saw the original version of the back pain tab with a question mark. The other users were shown the version adapted to match the other categories without the question mark. Over a period of two months, the variants for desktop and tablet users were tested, as these are the devices most frequently used by **SANPURA** customers. The test was carried out on all pages of the website, since the text was located within the navigation bar.

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RESULTS

Removing the question mark turned out to have a significant impact on the KPIs. Compared to the original wording with the question mark, the **click-through rate increased by 57.14%** and the **conversion rate increased by 10.75%**. **SANPURA** achieved significant performance improvements by simply removing one question mark. The test hypothesis, that the presence of punctuation creates uncertainty and negatively influences the user's buying behavior, was confirmed.

Conclusion:

This implementation impressively illustrates that even minimal adjustments in wording can lead to significant changes in user behavior and the resulting KPIs. Based on these results, **SANPURA** was able to further optimize its wording and marketing strategy and increase user interest through a consistent approach across the website. **SANPURA** regularly uses trbo's technology to pre-test website adjustments, whether in wording, color design or positioning of product recommendations.

MORE APPLICATIONS FOR ONSITE PERSONALIZATION AND OPTIMIZATION

With trbo, online retailers have many more options for retaining customers, improving store performance, and driving long-term business success. For example, throughout the customer journey, product recommendations can help customers find not only the product they are looking for, but also other products they might like. Before a new element is integrated for a longer period of time, it can be easily tested with trbo technology. trbo offers A/B as well as multi-variant or multi-armed bandit testing. The performance of the measures can be analyzed in real time through a user-friendly dashboard.



Want to use trbo to increase your website visitors' conversion value or learn about other onsite measures to increase your sales and conversion rates?

We'd be happy to show you how your webshop can benefit from testing and personalization. Arrange a free demo [here](#).