

CASE STUDY

B2B electrical accessories

HOW WENTRONIC USED PRODUCT RECOMMENDATIONS TO INCREASE CONVERSION VALUE BY 58% AND CTR BY 222%

“For us, the focus is on the contact with our customers. Our goal is to always do a little bit more than the customer expects, to give them a special shopping experience. That’s why we keep our online store up to date with real-time information, help people find the right item in our large assortment with product recommendations, and regularly test the user experience.”

Niklas Reiher, Head of E-Commerce, Wentronic

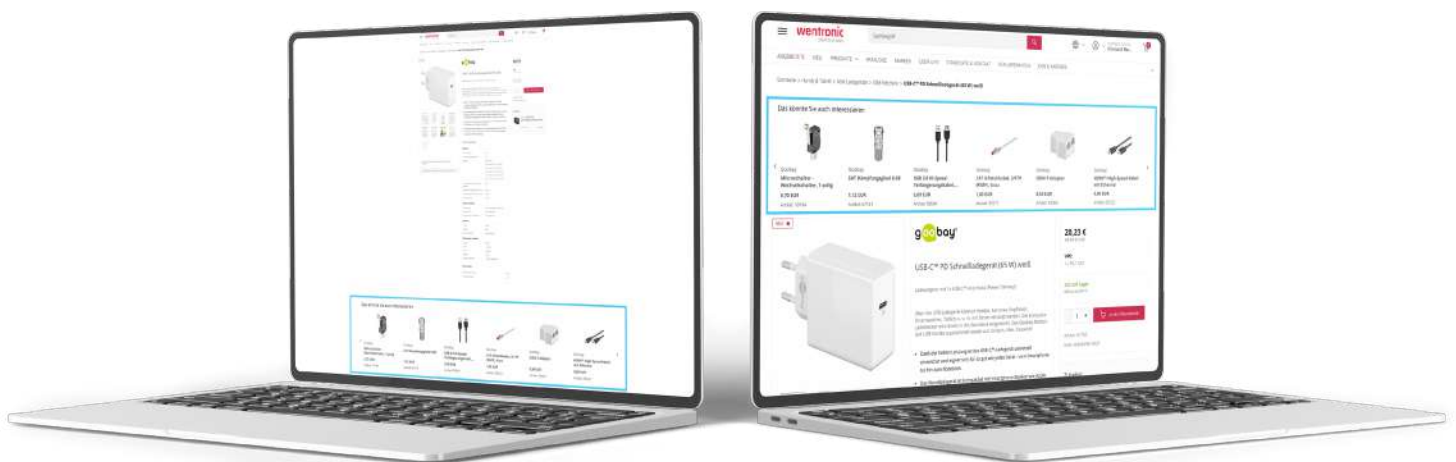


Fig.: Overlay of recommendations on the product detail page in the lower and upper area of the website (from left to right).

1

GOAL

Wentronic is a leading manufacturer and distributor of accessories for consumer electronics. Headquartered in Braunschweig, Germany, the company has four other locations worldwide and serves approximately 2,600 international customers with more than 8,000 products. Wentronic offers accessories for electronic devices in its online store and operates primarily in the B2B sector. The Wentronic team constantly works on improving the user experience and is keen to present users with a well-organized and relevant product range. Using trbo’s testing tool, the company wanted to see if it could increase the click-through rate by displaying product recommendations in a relevant location. The hypothesis was that the position of a product recommendation on the product detail page would have a critical effect on the user’s buying behavior.

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IMPLEMENTAION

A multivariate test was first performed on desktop to test the hypothesis. A product recommendation was displayed in two different positions on the product detail pages according to the „often bought together“ logic. Half of the users saw the recommendation above the product image, while the other half saw it below the product details. After a short test period of one month, it became clear that users preferred the product recommendation at the top of the page. Based on this finding, the test was expanded to a multi-armed bandit test in which 85% of the users were shown the variant in the directly visible area and 15% were still shown the variant below the product details. The reason for this distribution was that the shop already had a product recommendation function that existing customers were used to seeing in the lower area of the page.

In this type of test, the algorithm plays out the different versions according to the user’s behavior. If a user does not interact with one version, the other version is played the next time the user visits the site. The test continuously learns and optimizes itself accordingly. This prevents a large proportion of users from seeing only the poorer-performing version.

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RESULTS

The results of the multi-armed bandit test were significant after a test period of three months and showed that the variant shown above performed better in all KPIs. CTR, conversion rate and conversion value all increased significantly.

The hypothesis that the position of the product recommendation has an impact on user purchasing behavior was clearly confirmed, resulting in a **222% increase in click-through rate. 265% more clicks** were generated and **Wentronic** achieved an **18% higher conversion rate** with the same number of variants. With the variant in the directly visible area, the **conversion value was even increased by 58%** compared to the lower variant.

Conclusion:

Displaying the recommendation at the top of the page created a pleasant shopping experience for the user and increased CTR and conversions. Thrilled with the results, the company decided to continue using trbo’s multi-armed bandit test. This means that they’ll be able to dynamically test different versions of the recommendation against each other so that their shop visitors are always presented with the optimal version.

FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

With trbo, you can place product recommendations not only on the product detail page, but along the whole customer journey in your web store. The recommendations can follow different logics such as ‘often bought together’, ‘top sellers’ and, ‘recommendations based on user behavior’. With trbo’s extensive testing capabilities, you can test and optimize both the placement and the fill logic of your recommendations before implementing them for your entire store. With trbo’s technology, online retailers have numerous options to retain customers, increase store performance and drive long-term business success.



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](#).