

## CASE STUDY

Industry: Automotive &amp; Equipment

## 23.48% HIGHER CONVERSION VALUE THROUGH LOCATION-BASED WEATHER DISPLAY AND USER-OPTIMIZED TARGETING

„In our online store, we want to offer customers a special shopping experience with our diverse and wide range of products and services. Customer satisfaction is always our focus. trbo helps us test the effect of easy-to-implement measures on our customers' buying behavior to improve performance. The connection between weather and buying behavior plays a major role in the winter season. Through the campaign implemented by trbo, we can trigger potential buyers at the right moment and persuade them to make a purchase.“

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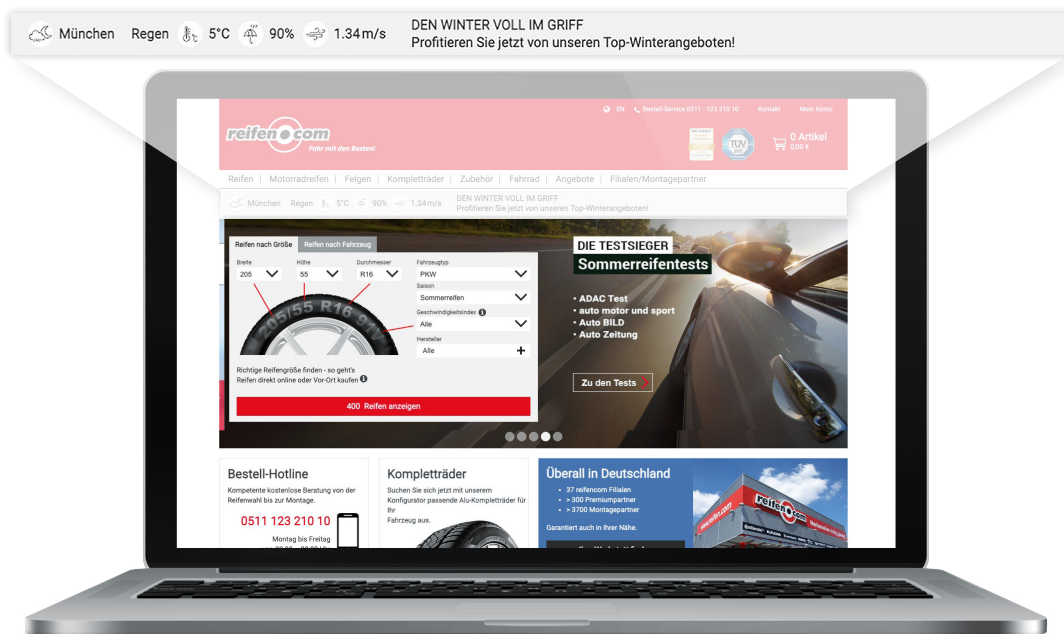


Fig.: A banner displaying the user's local weather report with a call-to-action message: GET WINTER READY NOW. Take advantage of our top winter offers!

## 1

### GOAL

Reifen.com is headquartered in Hanover and is one of the most successful online retailers for tires and rims. The assortment includes a wide range of tires and rims from different manufacturers, brands and models at competitive prices. The combination of an extensive product assortment, low prices, excellent customer service and a simple, user-friendly website is what makes reifen.com so successful in e-commerce. Although tire sales are seasonal, reifen.com hypothesized that providing users with an exceptional shopping experience would increase sales even towards the end of the current season.

## 2

### IMPLEMENTATION

Working with trbo, [reifen.com](https://reifen.com) set up a multivariate test for desktop users in which three text variants and a zero group were tested against each other. Over a period of four weeks, from just before Christmas to mid-January, users were shown the current weather at their location. Three different text variants were displayed to the right of the weather display. The aim was to find out which wording in combination with the weather report would be most appealing to the customer. Variant one contained the wording: ‚Time to change: Get your vehicle ready for the wet and cold season!‘, variant two ‚Change now! Get through the winter safely and benefit from our top winter offers!‘ and variant three ‚Fully in control of the winter! Take advantage of our top winter offers now!‘.

The campaign was only displayed below the navigation bar when the outside temperature was below six degrees Celsius. It was shown on the home page as well as on the store search and store details pages. These three different page types were chosen because they provided the user with information about tire pickup and the 37 store locations throughout Germany. The distribution of the variants and groups was done in equal parts.

## 3

### RESULTS

After a short time, the results were significant and the test could be evaluated. Variant three performed best. By displaying the current weather in combination with the text ‚Fully in control of winter! Take advantage of our top winter offers!‘, the **conversion rate increased by 16.47%** compared to the zero group. The **conversion value was increased by 23.48%** with this variant. The other two variants, on the other hand, recorded a decrease in conversion value and conversion rate.

#### Conclusion

Although the season for selling winter tires was already over in January, the test showed that a targeted customer approach can successfully increase sales anyway. [Reifen.com](https://reifen.com) was able to prove that their hypothesis – that users feel personally addressed by the display of the current weather in conjunction with a special offer and are encouraged to make a purchase – was correct. Based on these findings, they decided to place greater emphasis on an explicit customer approach.

### OTHER POSSIBLE USES FOR ONSITE PERSONALIZATION AND OPTIMIZATION

There are several different measures you can implement with trbo that can demonstrably increase the success of your website. Using A/B, multivariate or multi-armed bandit tests makes it possible to test new page elements simply and easily before they are integrated in the longer term. With trbo technology, online retailers have numerous options at their disposal to retain customers, increase store performance and lead their companies to long-term success. Integrating overlays or in-page elements makes it possible for you to play out short-term promotions such as discounts or seasonal offers quickly, easily and in a targeted manner. It all adds up to creating a unique user experience for your customers.



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

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