

Lave-vaisselle AYA
LV1248DB

199€

Dont 6€ d'éco-participation

BUT

BUT improves its conversion rate by 22%
and optimises its category pages by
modifying product default sort mode.

ABOUT BUT

BUT is one of the leading enterprises of furniture and electrical household appliances, with more than 280 stores in France and 6000 employees. From the kitchen to the living room or to the bedroom, from decoration to household appliances, BUT has always attached great importance to answering customers' needs, requests and budgets through a wide range of products and services. As a leading player on the French web, it continuously improves its customers' experiences.




CHALLENGE

Each step of the conversion funnel can be optimised. Effort to improve the conversion rate on the first step, logically, adds benefit to the coming steps. The category page, at the beginning of the funnel and where merchandising plays a major role, represents a significant challenge.

HYPOTHESIS

BUT, therefore, decides to test the impact of product default sort mode on the category page. It hypothesizes that customers are very sensitive to price and that sorting in ascending price order will produce better results. Until now, products were sorted by default based on their popularity. The profitability of the new default sort is also questioned: Does showing affordable products by default have a negative impact on the average cart or revenue per visitor?

Variation "Ascending price"

			
Canapé 2 places BUTY	Canapé 2 places BUTY	Canapé convert.2 places FIDJI	Accoudoir bar WALTER
99,99 € <small>dont 4,00 € d'Eco-mobilier</small>	99,99 € <small>dont 4,00 € d'Eco-mobilier</small>	159,99 € <small>dont 5,00 € d'Eco-mobilier</small>	179,00 € <small>dont 0,05 € d'Eco-mobilier</small>

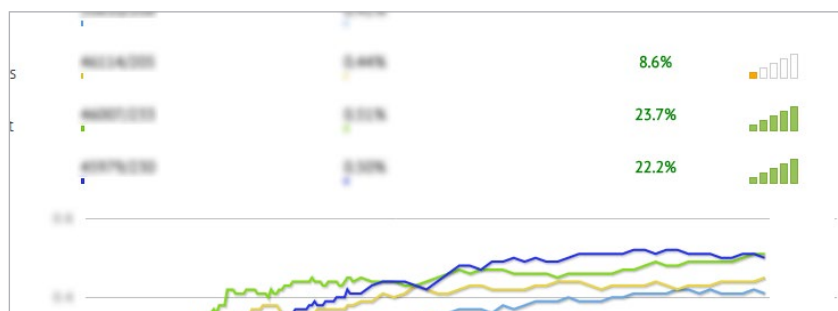
AB TASTY'S ANSWER

One of the best-stocked and visible pages of the website, the sofa page, is targeted for the test. Three variations are created. The first displays the best-rated products instead of the most popular. For the second variation, articles are sorted by price in descending order, while for the third they are sorted by price in ascending order. Different goals are set up: the access to the cart page, the subscription rate, the bounce rate, the average cart, and the evident overall conversion rate.

RESULTS

The test quickly revealed the efficiency of the third variation (sort by ascending price). It records a lower bounce rate, reduced by 18%, and a better access-to-cart rate, of 12,9%.

These improvements significantly influenced the overall conversion: +22,2% of conversion rate; +10,1% of average cart; and +34,7% of average value per visitor. Finally, even the revisit rate increased by 3,4%.



LESSON

Sorting sofas in the ascending price order by default allowed more users to see the most attractive product of the catalogue. On the contrary, highlighting the cheaper product did not have adverse effects on the average cart value or on the average value per visitor.

KEY FIGURES



Conversion rate improved by 22%



190,000 users were assigned to the test



Test performed for 2 weeks



Reliability rate of 99%



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A PROPOS D'AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

