



## Etam

Etam, leader in the online sale of ready-to-wear and lingerie, increases visitor flow by 9,8% by changing the name of a category.

### ABOUT ETAM

Making women even more beautiful—from the neckline to their fingertips—is what Etam has done for about a century. A brand that is gorgeous, feminine, without borders, and present in 720 shops in France, 3,200 in China and 200 in the rest of the world. At the cutting edge of technology, Etam doesn't forget E-shoppers. Through etam.com, you can fall for clothes at any moment and from anywhere, including from thousands of kilometres away. Several thousand transactions are recorded each day on the website.

### CHALLENGE

The user's correct understanding of the vocabulary used by a website is essential to their successful navigation of the website and to their access to products, as well as, logically, to the site's conversion rate. A poor formula of internal jargon often has the consequence of influencing the website and damaging its performance.

### HYPOTHESIS

Etam has been willing to study visitors' reactivity by analysing the wording of its homepage. This study has been undertaken to determine if the modification of the homepage's category headings have an impact on clients' behaviour. The enterprise is closely interested in the English wording of "Homewear" and is willing to test it against the French wording of "Lingerie de nuit" (Night Lingerie), putting forth the hypothesis that the second wording is more significant.

Version 1 "HOMEWEAR"



Version 2 "Lingerie de Nuit"



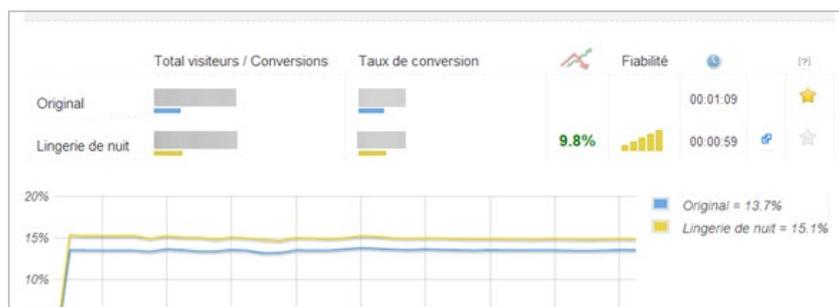
## AB TASTY'S ANSWER

The test was quickly implemented via AB Tasty's visual editor and its "Edit text" feature. Etam chose not to target specific pages or users. The test, therefore, applies to every page and every user.

## RESULTS

The results have quickly shown an increase in the number of visitors accessing the targeted category when described as the latter, "Lingerie de nuit". This improvement was confirmed throughout the test and reached a final increase of 9,8%.

This test has also had a positive effect on other key indicators, such as the website conversion rate. Indeed, the global conversion rate of Etam's website has improved by more than 9%.



## LESSON

Wording is, thus, a key element, giving visitors a better comprehension of the content and leading them to purchase more products. It, therefore, improves the conversion rate of the website.

## KEY FIGURES

 **improvement of the conversion rate by 9%**

 **180,000 were assigned to the test**

 **The test was performed during a 3-weeks period**

 **Reliability rate of 99%**



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## ABOUT 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...).

