

ABOUT PHOTOBX

Present in 19 countries, Photobox is the pioneer and leader in ordering digital photo prints online in the European market. The group offers a complete service, including printing, sharing and storing photos online, and a lot of innovative products (photo books, calendars, posters...). The enterprise owns the brands Photobox and Photoways.

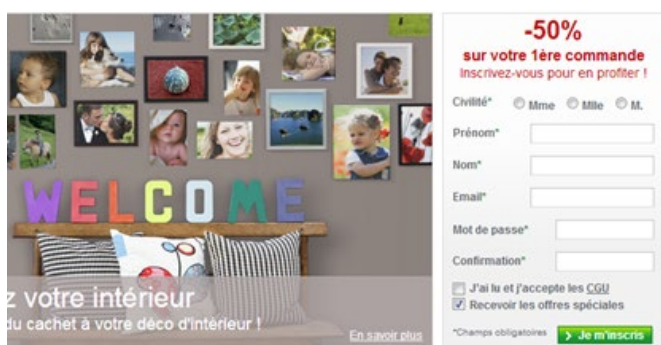
CHALLENGE

The brand's challenge is to analyse its visitors' behaviour and optimise its conversion rate. This means attracting new visitors' attention as soon as they arrive at the site. The initial aim is to encourage them to sign up, then to convert. The following test, therefore, was set up to improve this first stage.

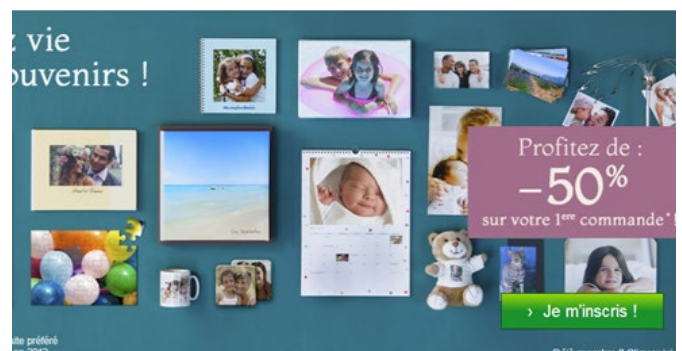
HYPOTHESIS

The original homepage contained a lot of information in the left menu (the central carousel) and a lot of ways to navigate the website. Photobox thinks that these elements distract the user from subscribing. The presence of the registration form on the homepage (screenshot below) is questioned. Fields are numerous and discouraging. It would probably be better if the form had a dedicated page.

Version 1



Version 2



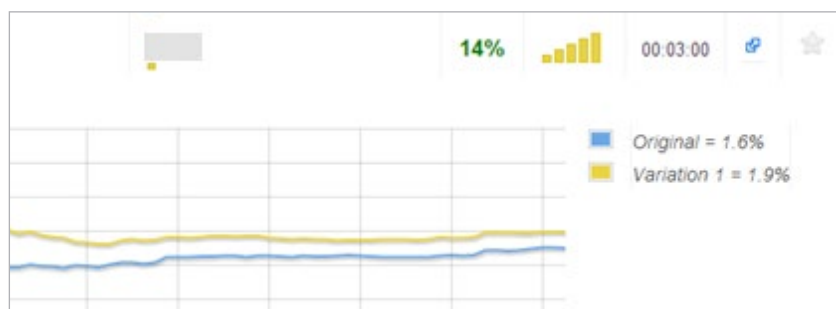
AB TASTY'S ANSWER

The layout of blocks, the catch line image and the call to action were all changed to obtain a page with more enticing elements and to reduce the amount of information displayed. The aim was to draw visitors' eyes to the catch line, as well as to the call to action leading them to the registration form. The test was configured and targeted only for new visitors to the French Photobox homepage.

RESULTS

This test, conducted via AB Tasty, enabled Photobox to significantly increase its registration rate. Version 1 produced a 14% increase in the registration rate among new visitors.

This test not only enabled Photobox to improve its registration rate, but a 3,2% increase was also recorded in the site's overall conversion rate.



LESSON

This test, therefore, demonstrated that increasing the number of elements on a page tends to distract visitors' attention from the main objective. Reducing the quantity of information attracted web users' attention to a precise and targeted element.

KEY FIGURES

 **improvement of the subscription rate by 14%**

 **80,000 assigned to the test**

 **Reliable results after only one week**

 **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...).

