

NAVIGATION A/B TESTING RESULTED IN 200% INCREASE IN ORDER SAMPLES

Business Challenges

- Low click-through rate to product pages
- Low overall conversions

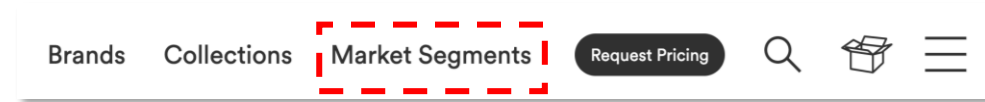
(un)Common Approach to CRO

1. Identified navigation friction points through mix of client heatmaps, analytics, and competitor research
2. A/B tested naming conventions in navigation to help users move through conversion funnel more effectively

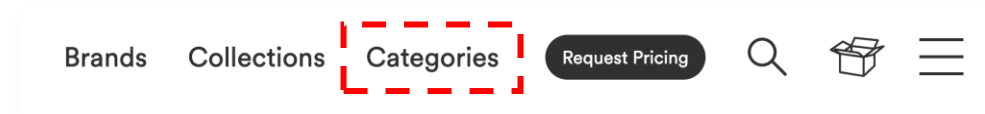
(un)Common Results



Original



Winning Variant



(un)Common Results

