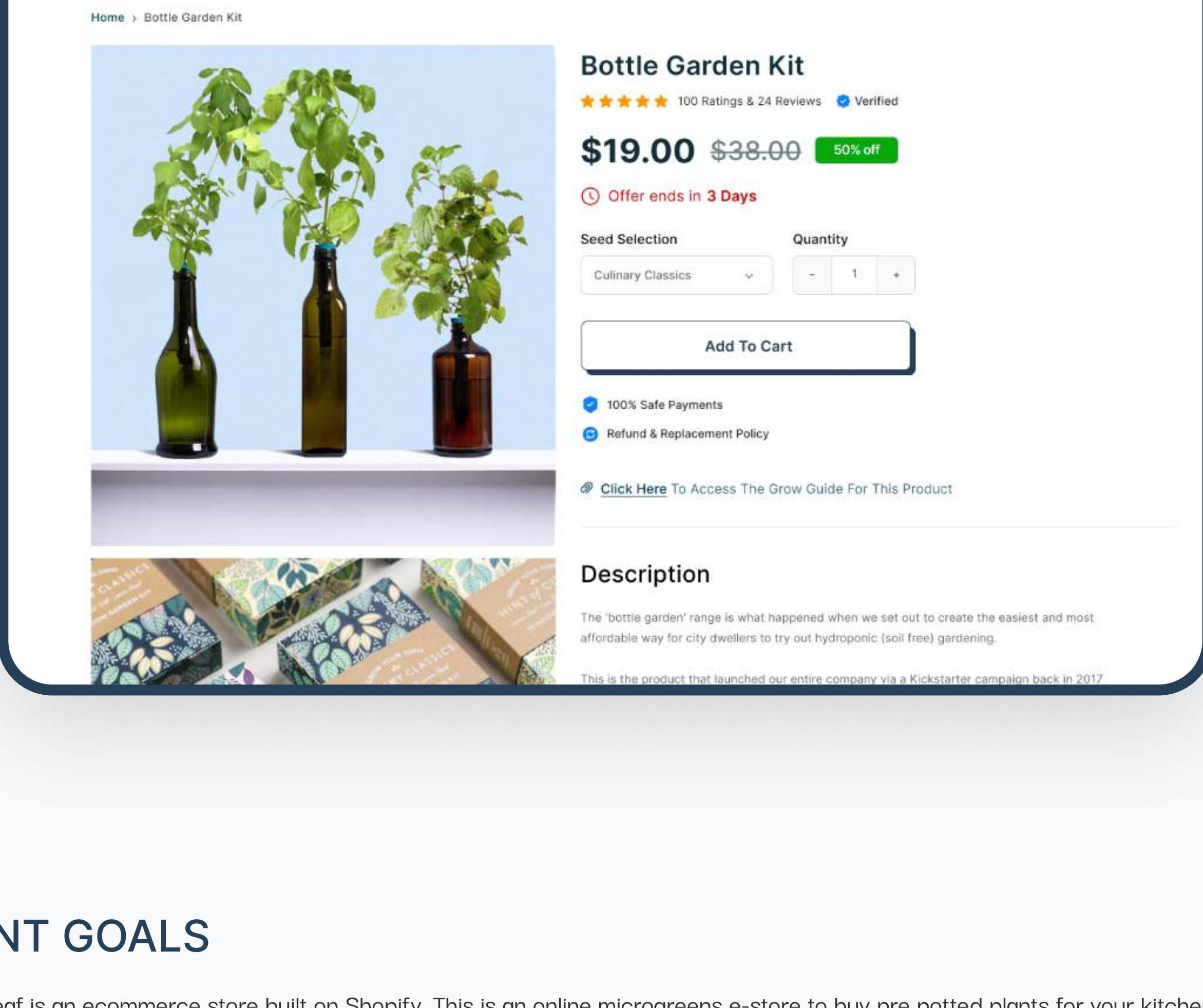




Urban Leaf Case Study

+8.2% additional confirmed subscriptions
(99% confidence level)



CLIENT GOALS

Urbanleaf is an ecommerce store built on Shopify. This is an online microgreens e-store to buy pre potted plants for your kitchen and garden. Our goal was to increase conversion to checkout.

Key Performance Indicator (KPI) : conversion to checkout

Funnel component : Product Page

Traffic sources : Social, Display, Paid Search

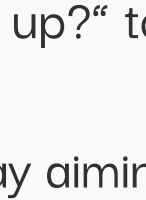
Device targeting : Desktop & Mobile

Traffic allocation : A / B (50% / 50%)

RESULT

+8.2%

additional confirmed subscriptions
(99% confidence level)



Then we asked users "What stops you from signing up?" to understand their rejections and concerns.

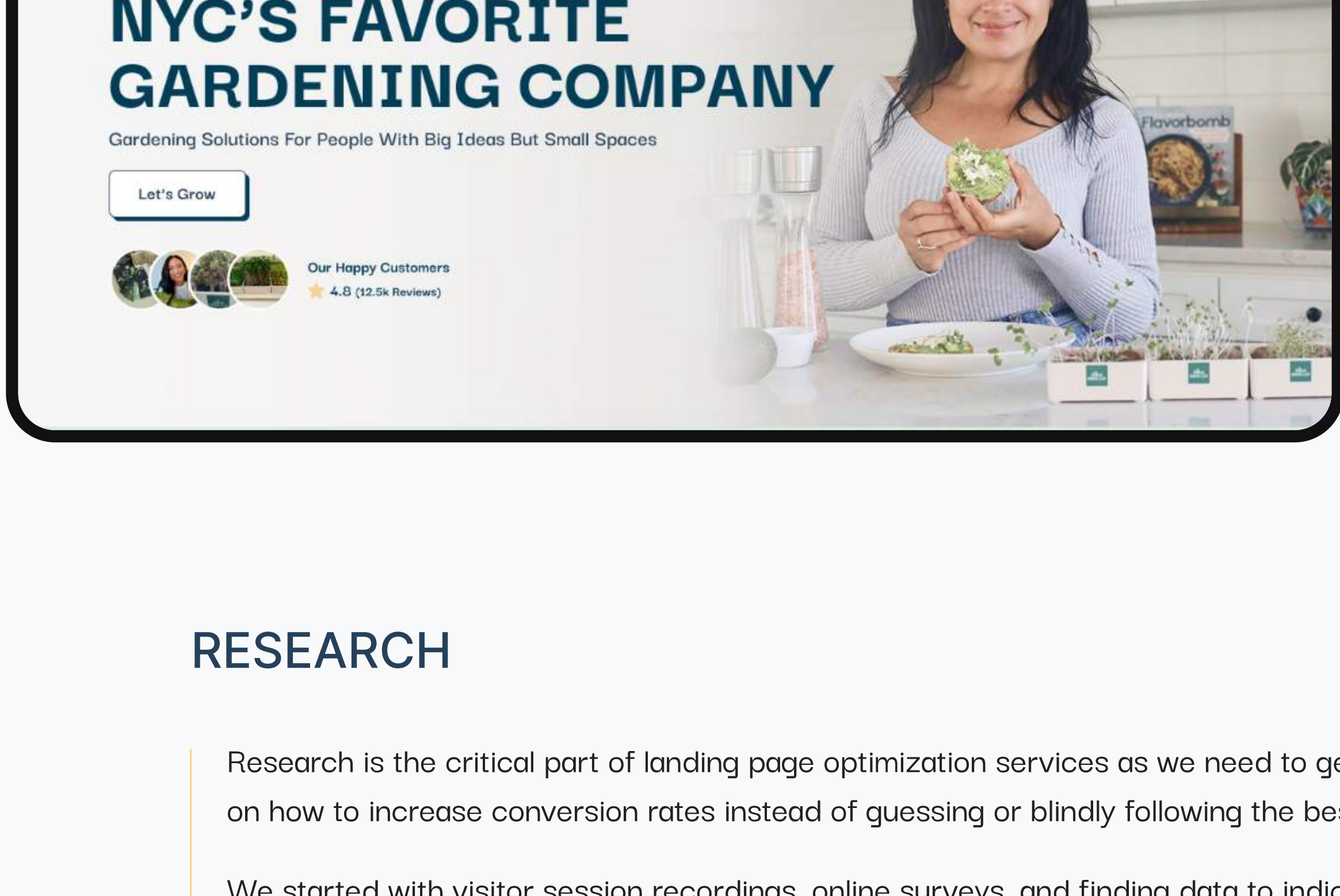
2 weeks

tested

This online survey had a 10-second time delay aiming to capture engaged users.

Here is the list of users' objections according to 9,765 answers:

Transactions		PRIMARY				Based on Google Analytics data as of Fri, 26 Aug 2022, 15:14 GMT+5:30.		View in Analytics		Download	
Variant	Observed Data	Experiment Sessions	Experiment Transactions	Calculated E-commerce Conversion Rate	Probability to be Best	Modelled E-commerce Conversion Rate	Modelled Improvement				
Original		644	8	1.24%	1%	0.5% - 2.2%	Baseline				
Variant 1		605	18	2.98%	99%	1.8% - 4.5%	10% to 502%				



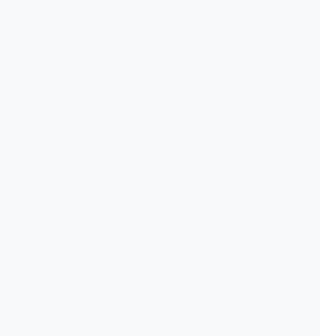
RESEARCH

Research is the critical part of landing page optimization services as we need to get actual data on how to increase conversion rates instead of guessing or blindly following the best practices.

We started with visitor session recordings, online surveys, and finding data to indicate why visitors weren't converting with hotjar.

According to the hotjar, **18.72%** of users were clicking on product images. That was a strong indicator that product information was missing.

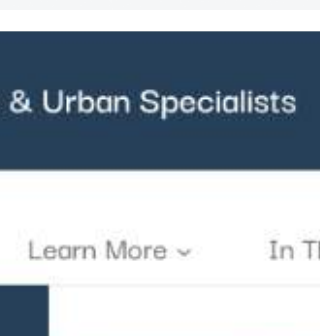
HYPOTHESIS



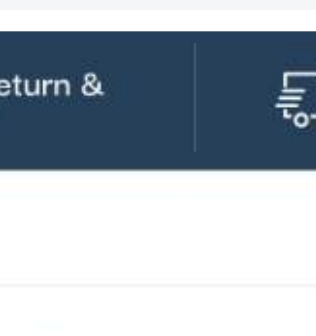
Product images to be laid clearly and entice user to scroll down the page



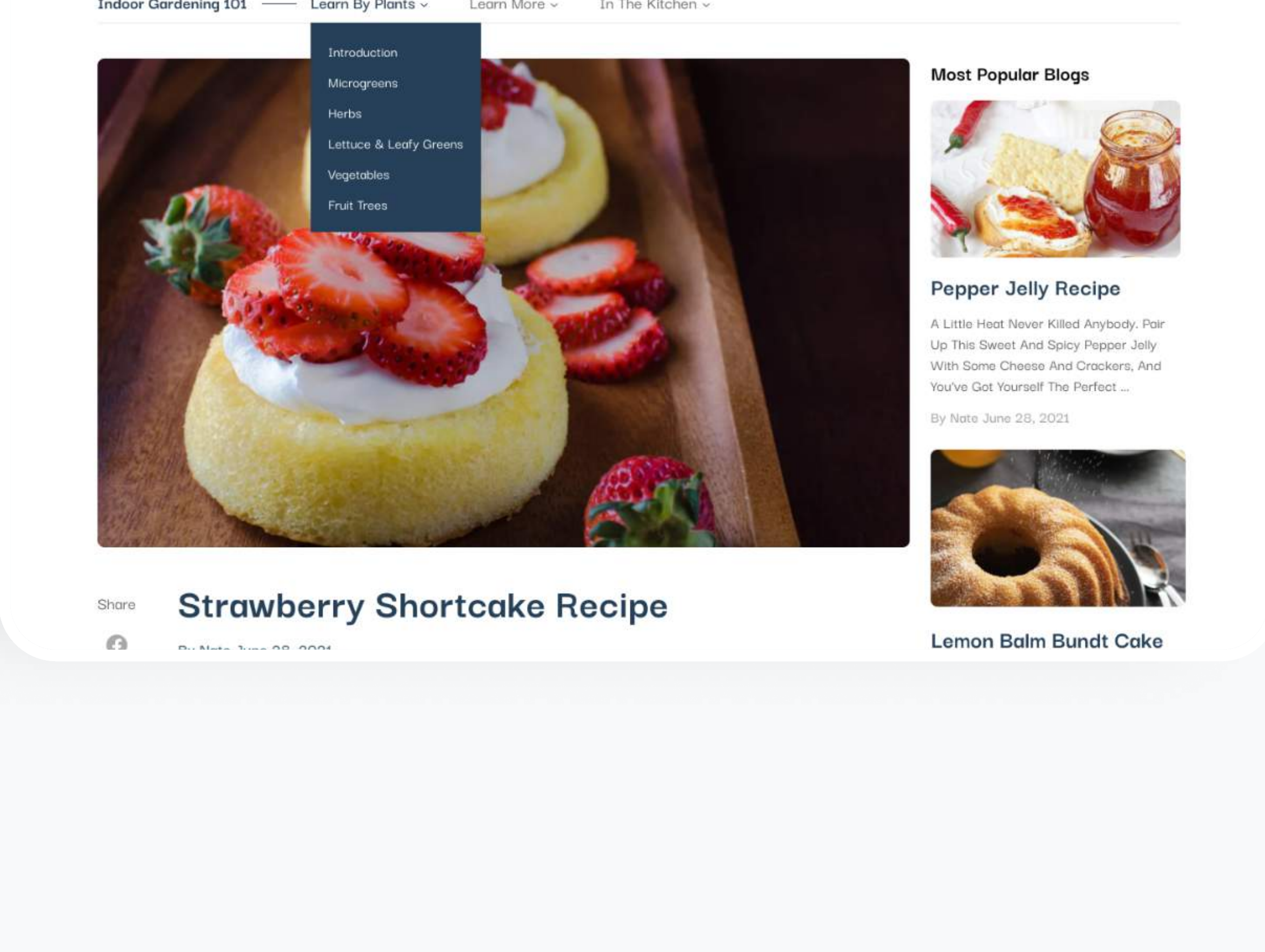
Emphasis on reviews and rating



Move cross sell product to the bottom most section of the page



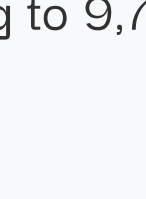
Add short and long description



RESULT

+8.2%

additional confirmed subscriptions
(99% confidence level)



Then we asked users "What stops you from signing up?" to understand their rejections and concerns.

2 weeks

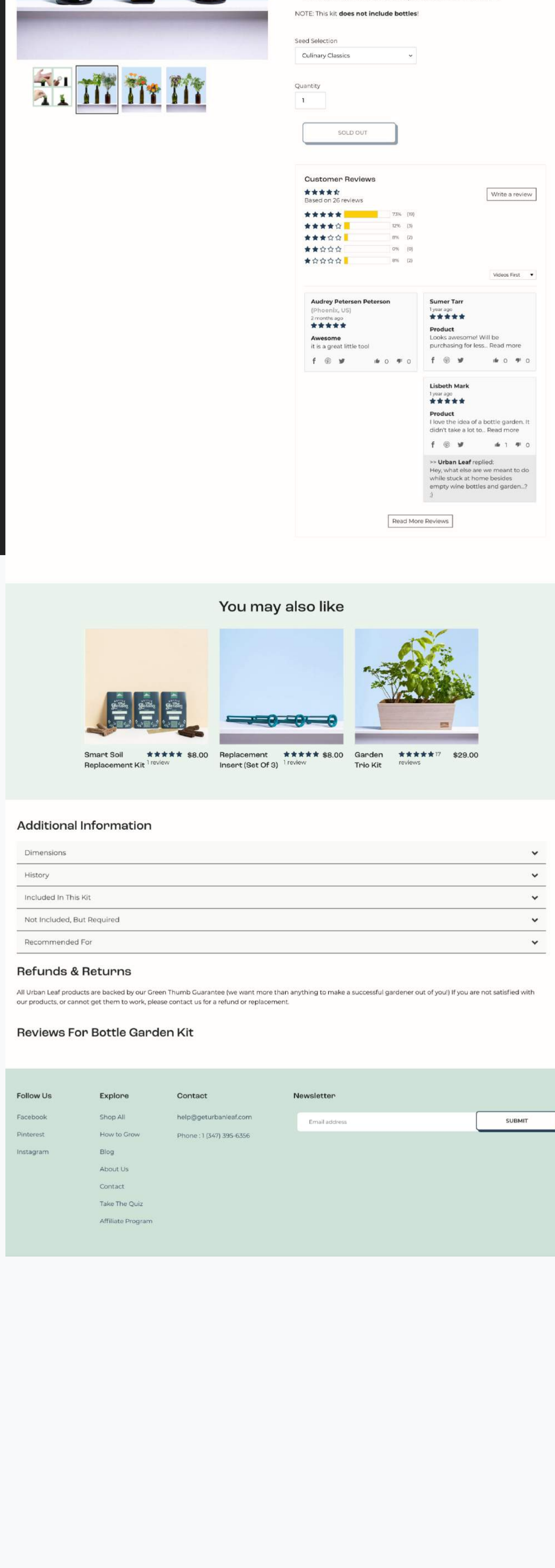
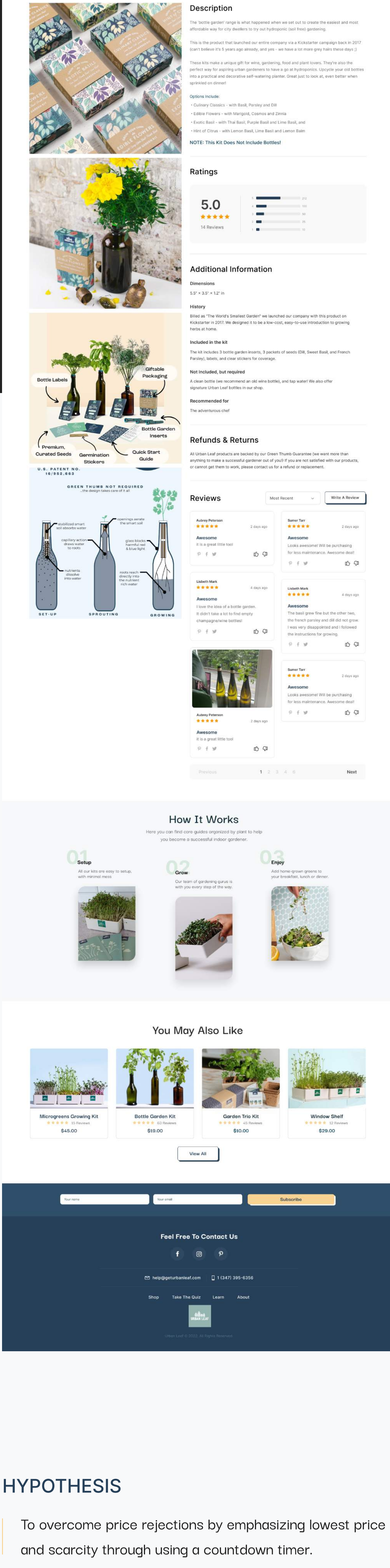
tested

This online survey had a 10-second time delay aiming to capture engaged users.

Here is the list of users' objections according to 9,765 answers:

NEW

OLD



HYPOTHESIS

To overcome price rejections by emphasizing lowest price in sale ("starting from \$10"), discounts, and scarcity through using a countdown timer.