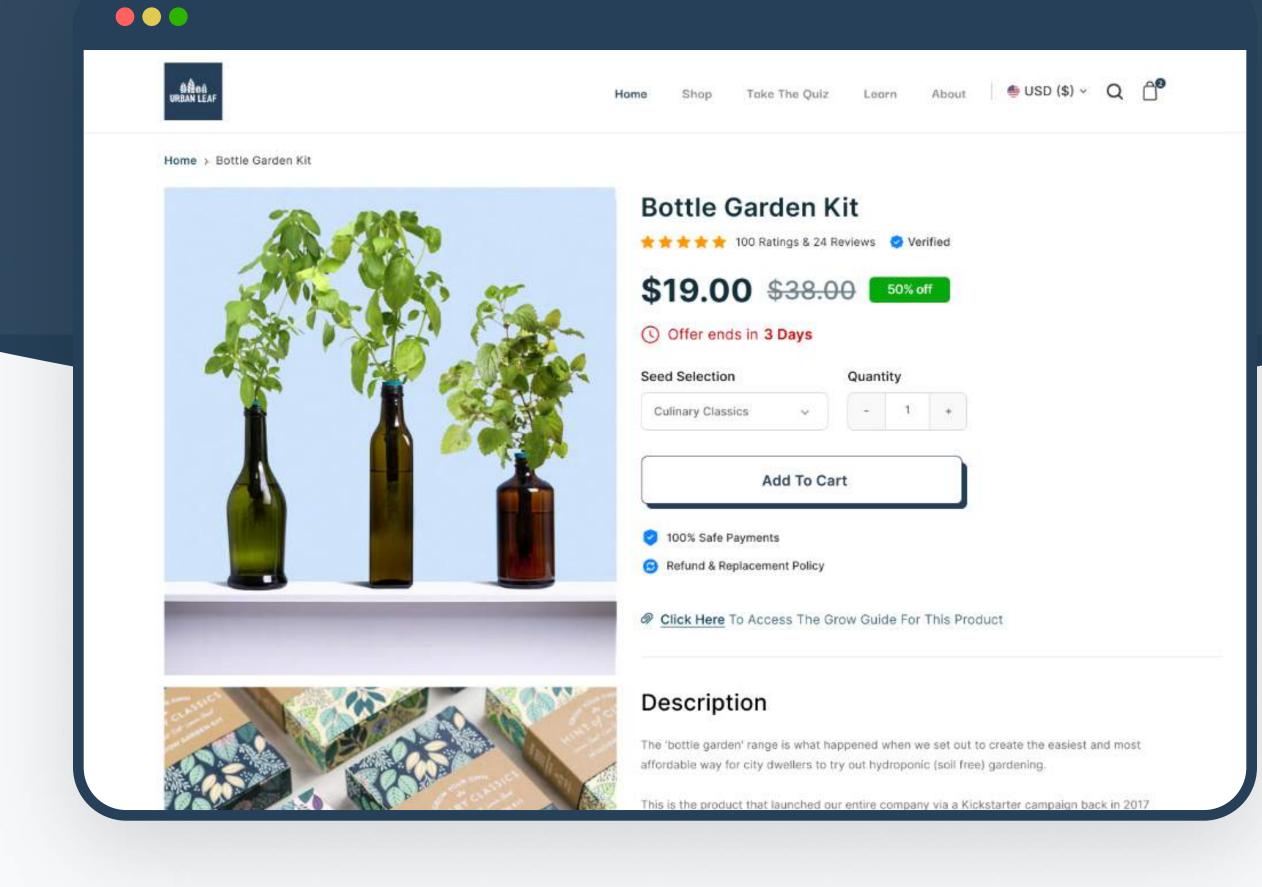


+8.2% additional confirmed subscriptions (99% confidence level)

URBAN LEAF

Urban Leaf Case Study



CLIENT GOALS

Key Performance Indicator (KPI): conversion to checkout Funnel component : Product Page

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.

Traffic sources : Social, Display, Paid Search

Our goal was to increase conversion to checkout.

Device targeting : Desktop & Mobile

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

RESULT

+8.2%

additional confirmed subscriptions (99% confidence level)

Experiment

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

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:

Calculated E-commerce

• OPTIMIZE ANALYSIS

Probability to be

Modelled E-commerce Conversion

✓ View in Analytics

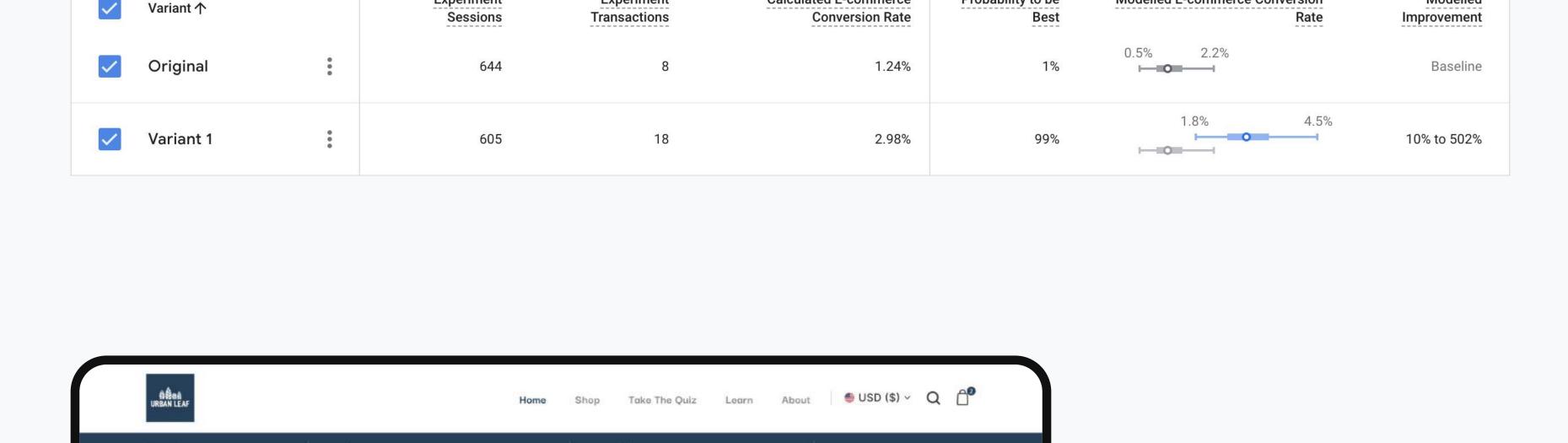
Modelled

tested

Get In Touch

Based on Google Analytics data as of Fri, 26 Aug 2022, 15:14 GMT+5:30. ① Transactions PRIMARY OBSERVED DATA

Experiment





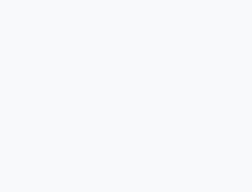
visitors weren't converting with hotjar.

indicator that product information was missing.

HYPOTHESIS

We started with visitor session recordings, online surveys, and finding data to indicate why

According to the hotjar, 18.72% of users were clicking on product images. That was a strong



Product images to be laid

clearly and entice user to

scroll down the page



Indoor Gardening 101 — Learn By Plants v

Introduction

Microgreens

Fruit Trees

Lettuce & Leafy Greens

Herbs

Emphasis on

reviews and rating



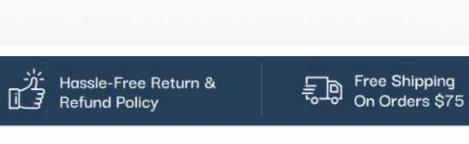
Learn More ~

In The Kitchen ~

Move cross sell product

to the bottom most

section of the page

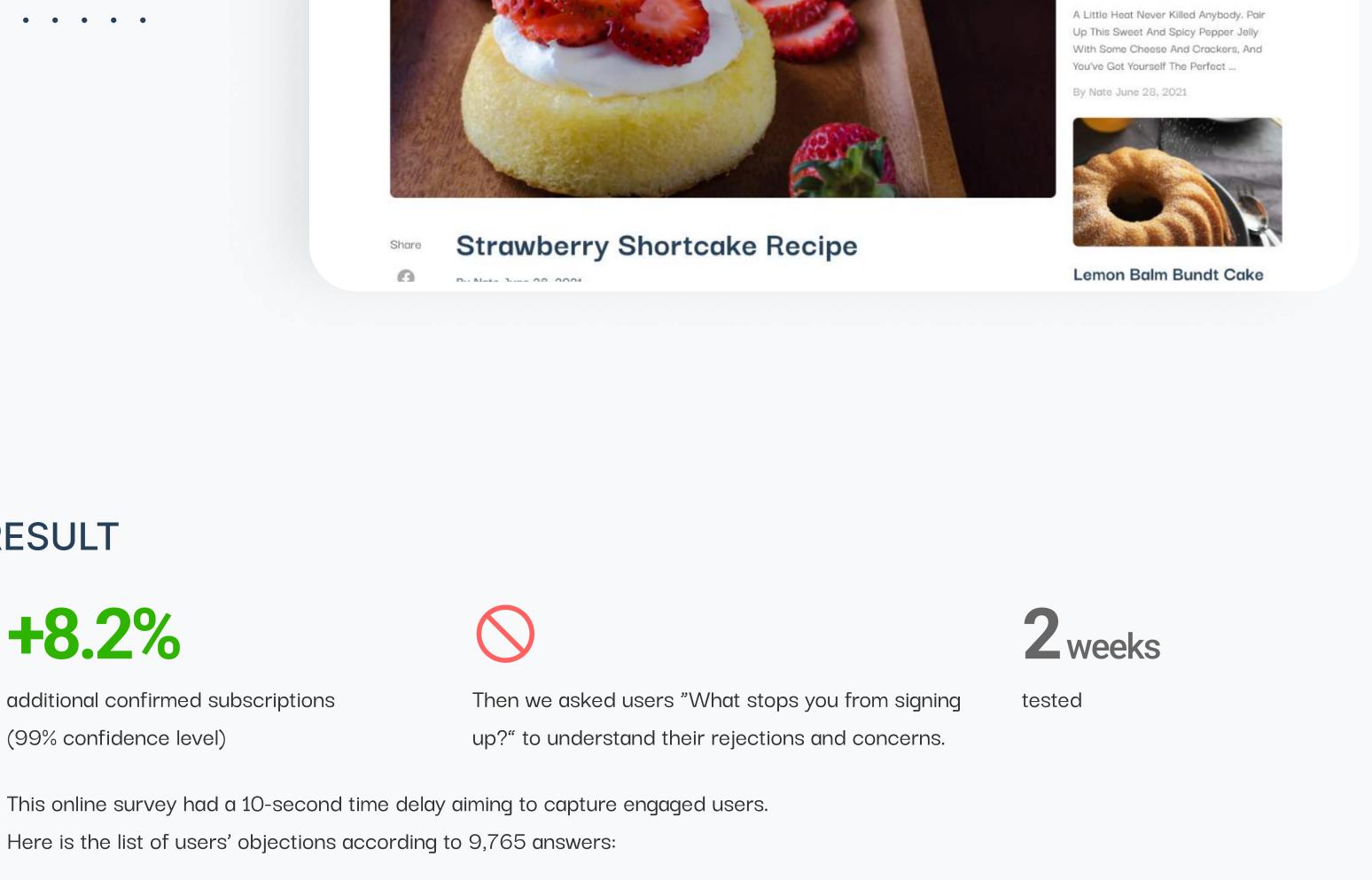


Most Popular Blogs

Pepper Jelly Recipe

Add short and

long description



OLD

Carbon Negative Indoor & Urban Gardening Specialists Best Refund & Replacement Policy

Kit

grey hairs these days ;)

Options Include:

Seed Selection Culinary Classics

SHOP TAKE THE QUIZ LEARN ABOUT Q 🥽

Bottle Garden ****** \$19.00

The 'bottle garden' range is what happened when we set out to create the easiest

This is the product that launched our entire company via a $\underline{\text{Kickstarter campaign}}$ back in 2017 (can't believe it's 5 years ago already, and yes - we have a lot more

These kits make a unique gift for wine, gardening, food and plant lovers. They're

Write a review

Videos First ▼

f ® 💆

1 year ago

l love the idea of a bottle garden. It didn't take a lot to... Read more

Hey, what else are we meant to do

empty wine bottles and garden...?

Product

Read More Reviews

*****17 \$29.00

Trio Kit

also the perfect way for aspiring urban gardeners to have a go at hydroponics. Upcycle your old bottles into a practical and decorative self-watering planter.

Great just to look at, even better when sprinkled on dinner!

 Edible Flowers - with Marigold, Cosmos and Zinnia · Exotic Basil - with Thai Basil, Purple Basil and Lime Basil, and Hint of Citrus - with Lemon Basil, Lime Basil and Lemon Balm

· Culinary Classics - with Basil, Parsley and Dill

NOTE: This kit does not include bottles!

Customer Reviews

Audrey Petersen Peterson

f ® ¥ # 0 # 0

**** ★★★★☆ ... ***☆☆☆ |

★★☆☆☆ ★台合合合Ⅰ

You may also like

and most affordable way for city dwellers to try out hydroponic (soil free)

← → C 🗘 G Search Google or type a URL

RESULT

+8.2%

(99% confidence level)



NEW

Bottle Garden Kit

Offer ends in 3 Days

2 100% Safe Payments Refund & Replacement Policy

Description

🌟 🚖 🌟 🌟 100 Ratings & 24 Reviews 😔 Verified

\$19.00 \$38.00 **50% off**

Add To Cart

@ Click Here To Access The Grow Guide For This Product

Culinary Classics - with Basil, Parsley and Dill

NOTE: This Kit Does Not Include Bottles!

Ratings

14 Reviews

5.5" × 3.5" × 1.2" in

Included in the kit

Quick Start

Guide

Curated Seeds

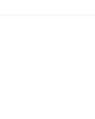
SET-UP

U.S. PATENT NO. 16/952,663

Stickers

Additional Information

The 'bottle garden' range is what happened when we set out to create the easiest and most



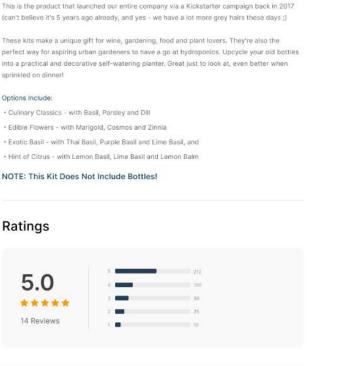
Home Shop Take The Quiz Learn About ⊕ USD (\$) ∨ Q

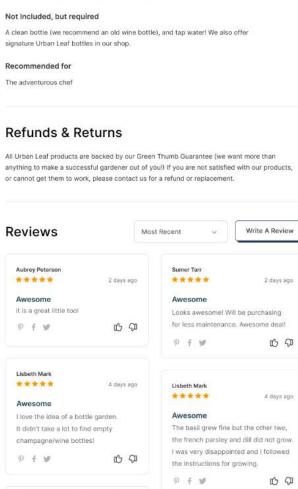
 \leftarrow \rightarrow $^{\circ}$ $^{\circ}$ $^{\circ}$ $^{\circ}$ Search Google or type a URL

DRBAN LEAF

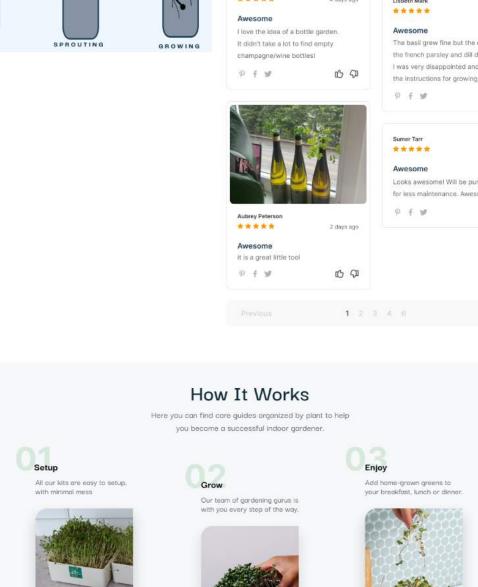


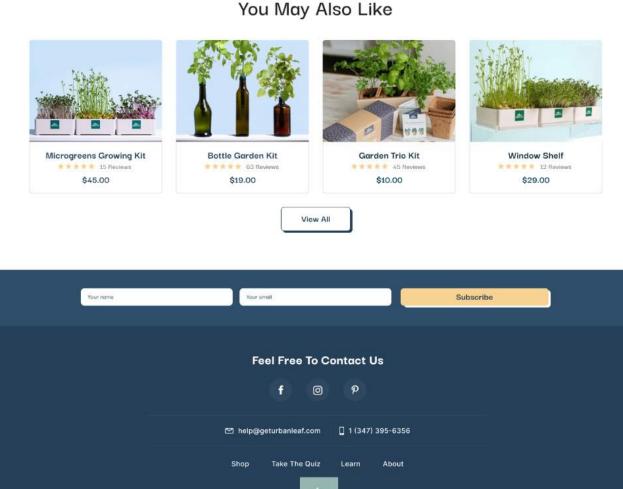


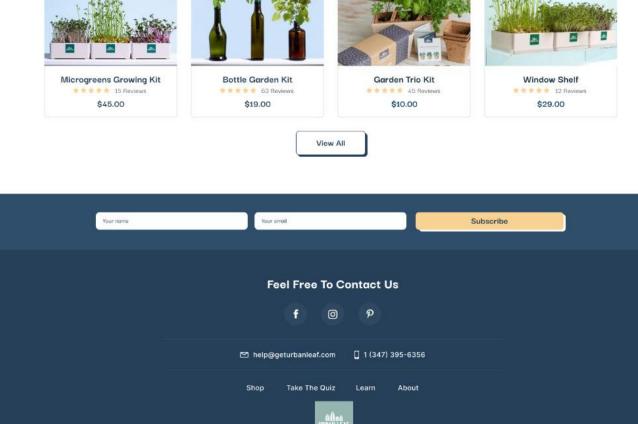




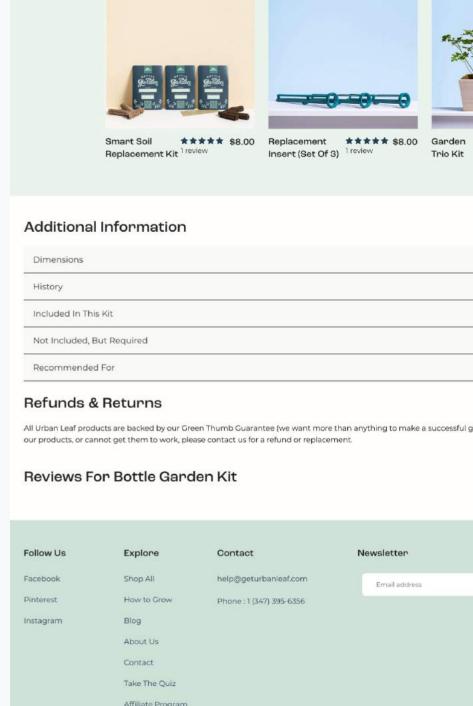
Billed as "The World's Smallest Garden" we launched our company with this product on Kickstarter in 2017. We designed it to be a low-cost, easy-to-use introduction to growing

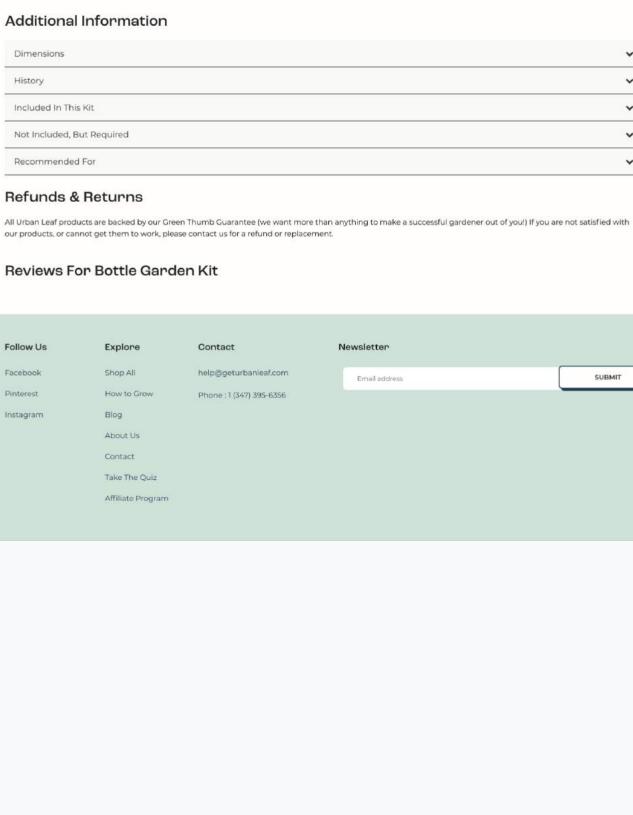






The kit includes 3 bottle garden inserts, 3 packets of seeds (Dill, Sweet Basil, and French Parsley), labels, and clear stickers for coverage





HYPOTHESIS To overcome price rejections by emphasizing lowest price in sale ("starting from \$10"), discounts,

and scarcity through using a countdown timer.

Our Work

Services

Core Team

Blog

Development

E-Commerce

Marketing

Headspur Technologies

Company