

VWO

SMALL TESTS  
SMALL TESTS

**BIG WINS**

**BIG WINS**

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**2.0**

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# Introduction

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82% of visitors abandon their online purchases due to a negative user experience. Visitor preferences change frequently, and their expectations increase as they interact with a website. Ignoring this can lead to a subpar user experience and decreased conversion rates, which may necessitate costly and urgent initiatives like a redesign, often taking 3 to 6 months.

This is why consistent A/B testing is essential for ongoing improvement and adaptation to these demands. A simple and small A/B test may take about 3 to 4 weeks to develop, launch, run, and analyze the results. These tests can be initiated at no cost, and research by VWO indicates that 50–60% of more than 1 million A/B tests successfully improve revenue. Moreover, A/B testing can prevent the need for urgent, time-consuming redesigns aimed at addressing conversion issues.

In this eBook, we will explore real-world case studies of how 15 noteworthy brands across Retail, BFSI, Software, Telecom, and Media conducted small tests that yielded significant returns and improved user experience. Each case study will cover:

- The opportunities for improvement identified by the brand.
- The A/B test conducted, including the implemented minor changes.
- The impact of the A/B test on conversions and key performance indicators (KPIs).

Let's dive in and discover how incremental changes can drive significant gains for a business.

## 82%

have abandoned an online purchase due to a negative user experience. [\(Source\)](#)

## 3-6 months

to ideate, redesign, and deploy a new website for redesigning bad experience. [\(Source\)](#)

## 3-4 weeks

to ideate, launch, run, and receive results for an A/B test. [\(Source\)](#)

## 0\$/month

to start an A/B test. [\(Source\)](#)

## ~50-60%

of over 1 million A/B tests are successful in improving revenue. [\(Source\)](#)

# Featured brands at a glance

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TELE2

Ben<sup>®</sup>

 omnisend

 tomtom



REASSURED

NOVA

cocohanee.

schuh

 MICRO  
FOCUS

HDFC  
ERGO

 ICICI Lombard  
— GENERAL INSURANCE —

LIVESPORT



## I Chapter 1

# Retail

The retail industry is grappling with a staggering [71.24% cart abandonment rate](#).

The culprits? Lack of clarity on return policies and shipping costs, user experience flaws on product detail pages, and cumbersome checkout processes.

In this section, we'll explore simple yet impactful A/B tests run by leading retail brands. Discover how these experiments improved conversions and tackled the top issues driving cart abandonment.



# schuh tested call-to-action (CTA) position to improve clicks on CTA

## About

Founded in 1981, schuh is a leading fashion footwear retailer with over 40 years of experience. With more than 120 stores across the UK and Ireland, schuh has established a strong presence in the market. The company operates a multi-channel retail model and offers an online store that allows customers around the globe to shop from the comfort of their homes.

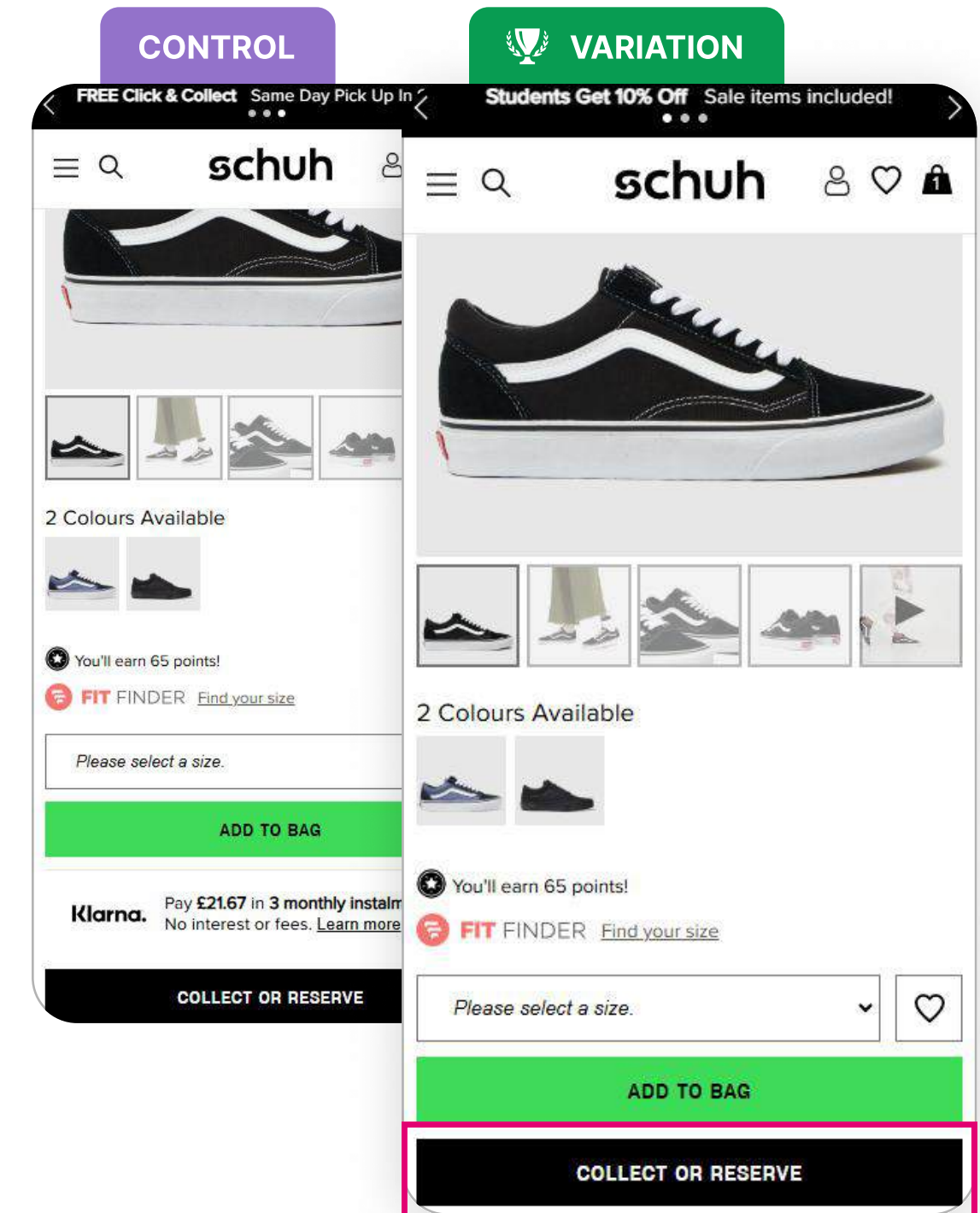
## Opportunity identified

The conversion rate optimization (CRO) team at schuh observed that the "Collect or Reserve" CTA, which allows visitors to save a product, was placed too far down the product details page. They believed that repositioning it could boost the click-through rate.

## Test run

An A/B test was conducted with a variation where the "Collect or Reserve" CTA moved to the top fold of the page. In the control version, the CTA wasn't visible without scrolling.

Read the full case study [here](#).



## Result

The variation improved the CTA conversion rate by **19.7%**

# Cocohanee tested the return policy display to boost revenue

## About

Started in 2019, Cocohanee is a kid's clothing brand from Indonesia. Whether it's a sleepover, a party, or the first day at school, Cocohanee caters to indulge all that a child needs for their next look. The company operates a direct-to-consumer (D2C) online store.

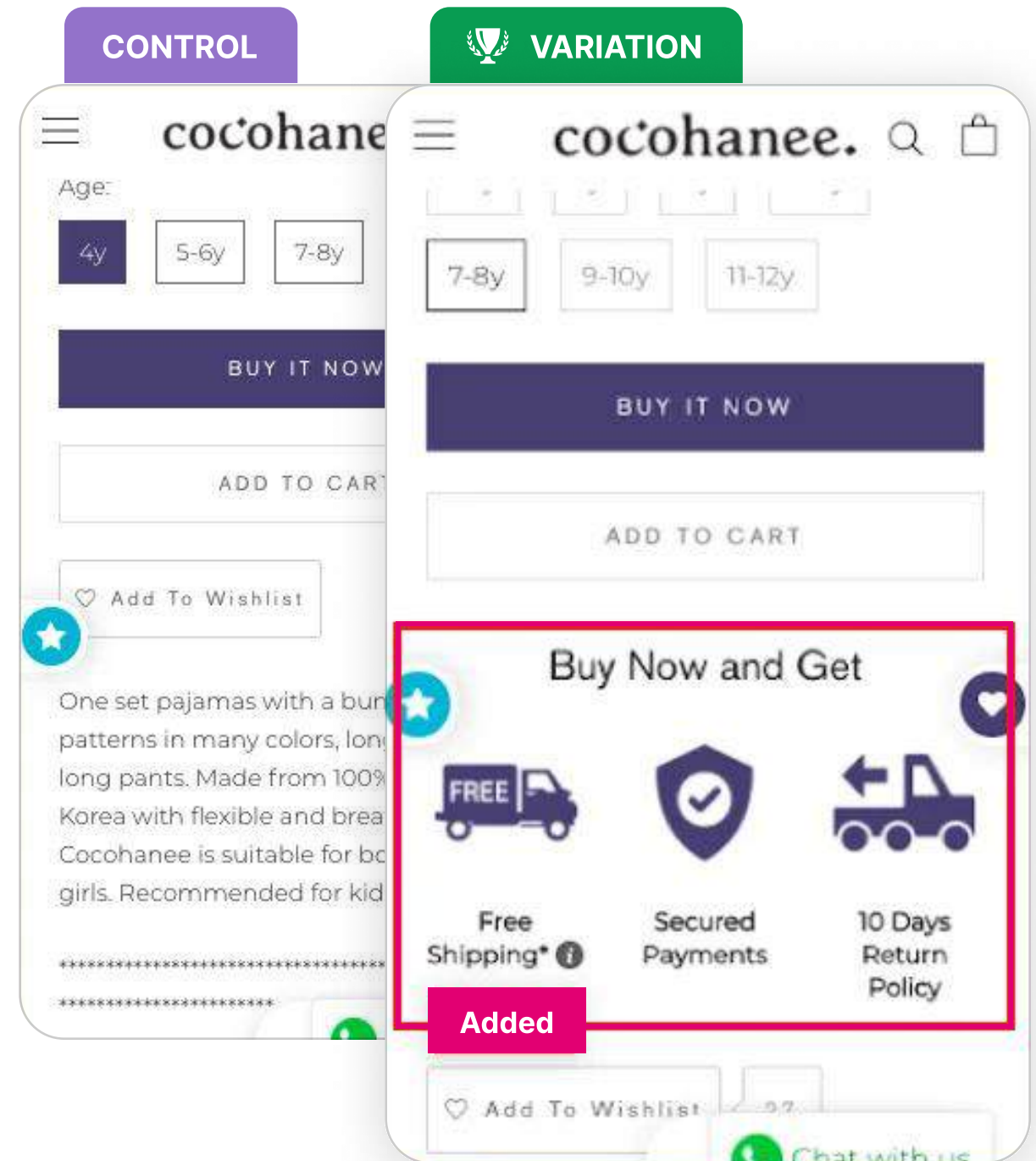
## Opportunity identified

Cocohanee observed that the return policy and shipping costs were not displayed anywhere on the website. Providing this information can prevent potential buyers from abandoning their purchases.

## Test run

An A/B test was conducted with the variation showcasing Cocohanee's return policy and shipping charges below the main CTAs.

Read the full case study [here](#).



## Results

The variation increased Add-to-Cart clicks by **16%** and revenue by **17%**.

# e5 experimented with a pop-up to increase checkouts

## About

e5 is a renowned Belgian fashion brand with over 40 years of experience dressing both men and women. They offer a diverse range of clothing and accessories for all occasions. The brand operates a multi-channel retail model, with a strong presence across Belgium, boasting numerous physical stores and an online store.

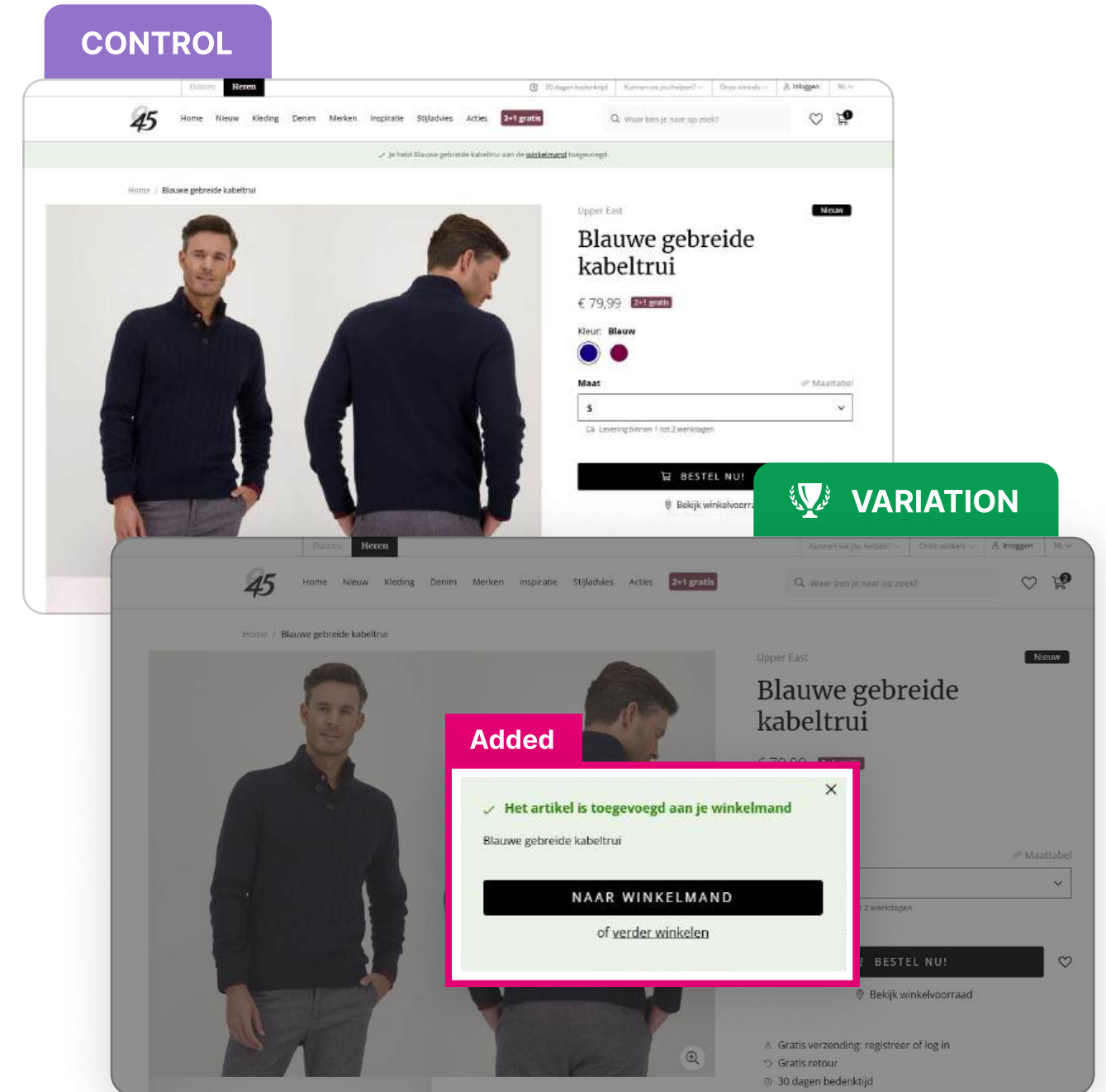
## Opportunity identified

Us, the Belgium-based agency handling CRO initiatives for e5, identified that customers frequently added items to their carts but often left without completing their purchases. Thus, implementing a more prominent pop-up confirmation for the "add-to-cart" action would improve visibility and encourage customers to proceed to checkout.

## Test run

An A/B test was conducted. The control product page displayed a small confirmation box after users added items to their carts, while the variation featured a pop-up confirmation when items were added.

Read the full case study [here](#).



## Result

Variation increased cart checkouts by **19.39%**.

## I Chapter 2

# BFSI

For BFSI brands, generating leads from websites for various services is a top priority. However, a study reveals that **68% of visitors take 30 minutes or more** to fill out a form. Additionally, 30% of respondents cite long application forms as the primary reason for this delay.

Longer completion times often lead to higher visitor drop-offs, directly impacting conversions and critical metrics like cost per acquisition. In this section, we'll explore how some brands ran simple A/B tests to improve the lead generation process and increased conversions.



# ICICI Lombard tested upfront communication to improve form completion

## About

ICICI Lombard is one of India's top general insurance companies, serving over 40 million customers. It offers a broad range of insurance products, including vehicle, health, travel, SME (small and medium enterprises), and corporate insurance.

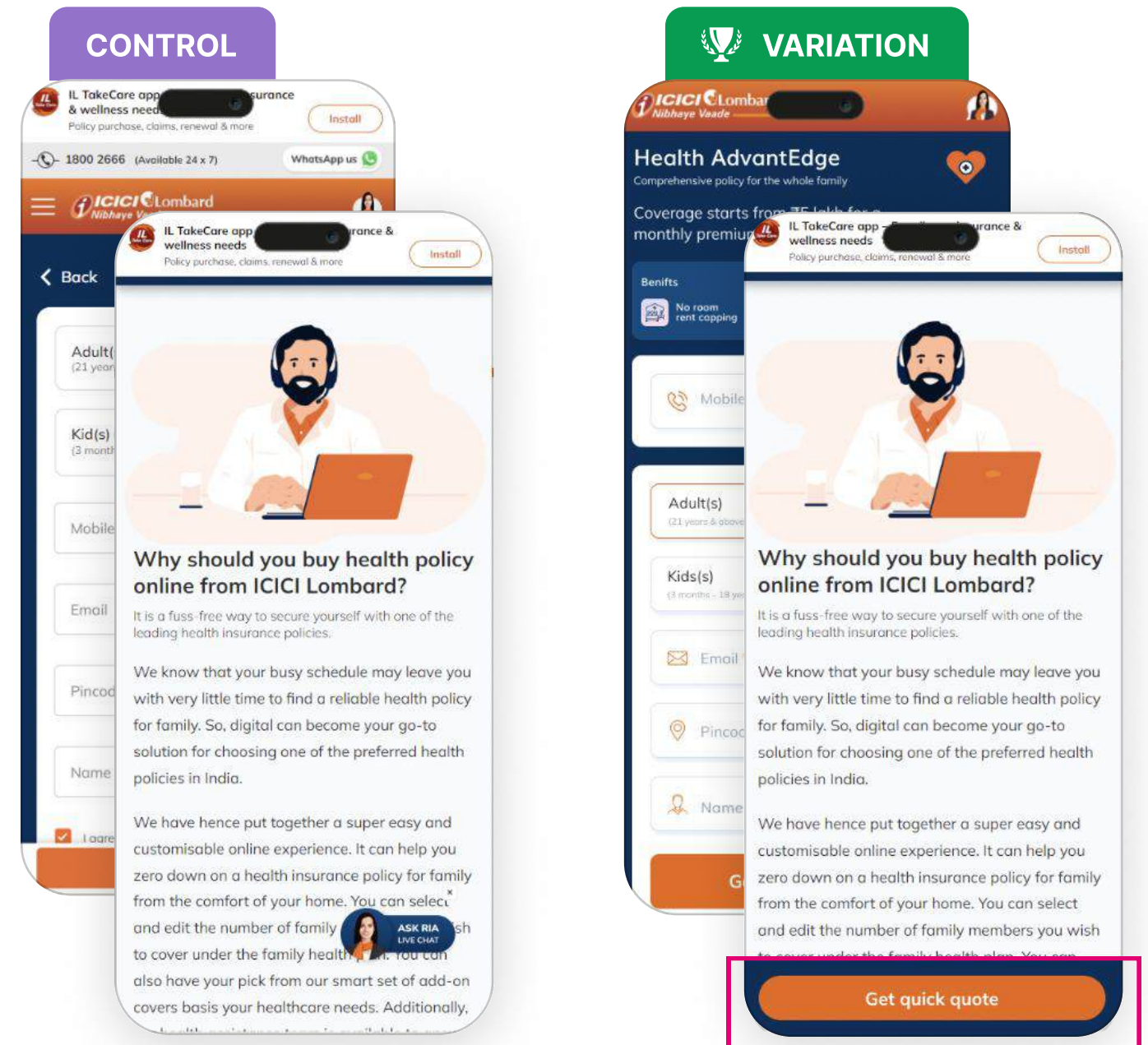
## Opportunity identified

Tatvic, the digital agency working with ICICI Lombard, discovered that many users abandoned the health insurance form page because they found the information about the insurance plan and its benefits unclear. The form submission rate could be improved by providing clear information upfront.

## Test run

The test variation prominently displayed the plan name, unique selling points, and policy benefits above the fold. The "Get Quick Quote" CTA was repositioned to the bottom and made sticky for easier access, while the mobile number field was placed at the start of the form.

Read the full case study [here](#).



## Results

Variation caused a **30.09%** increase in form completions and a **44.25%** rise in mobile number submissions.

# HDFC ERGO tested form elements to reduce customer acquisition cost

## About

Founded in 2002, HDFC ERGO is a prominent general insurance company in India, established as a joint venture between HDFC and ERGO International AG, with a shareholding ratio of 51:49.

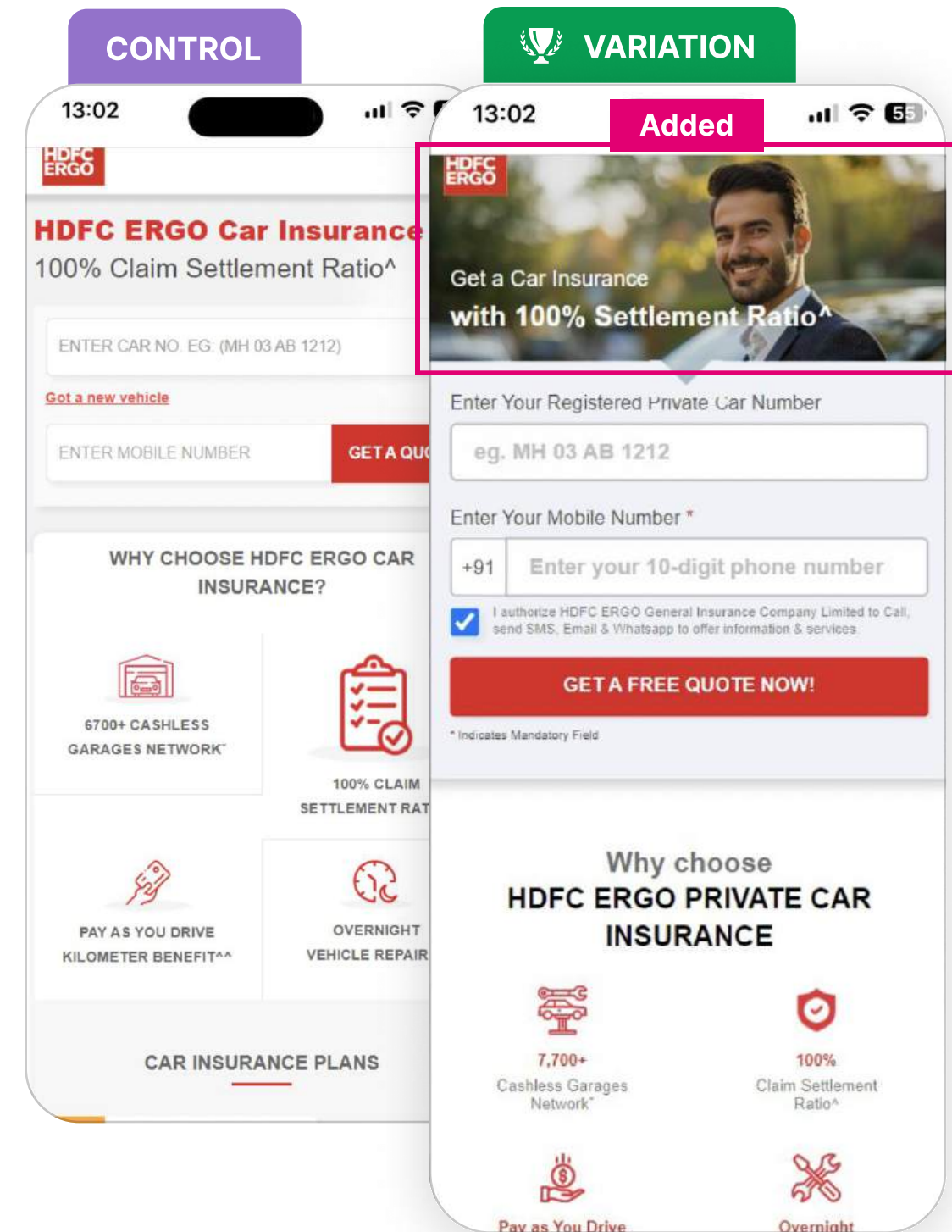
## Opportunity identified

Performics, the digital agency managing the CRO efforts for HDFC ERGO, recognized that user engagement of the lead generation form could be enhanced by including the hero banner and clarifying the value proposition.

## Test run

The A/B test variation for the car insurance paid campaign page featured a clear and concise value proposition: "Get car insurance with a 100% Claim Settlement Ratio." The "Registered Private Car Detail" field was made non-mandatory, and the CTA was updated to "Get a Free Quote Now." Additionally, icons were optimized for better visibility and consistency, and a hero banner was included.

Read the full case study [here](#).



## Result

Variation reduced cost per acquisition by **47%**.

# Reassured tested different form formats to improve completion rate

## About

Reassured is an award-winning life insurance broker based in the UK. The company specializes in arranging tailored life insurance and funeral cover for families nationwide. Regulated by the Financial Conduct Authority (FCA), Reassured has helped protect over 1,000,000 families.

## Opportunity identified

The team at Reassured observed that a multi-step form was more effective for visitors compared to a long, single-page form with multiple fields. They decided to test whether a multi-step form would enhance the user experience for their target audience.

## Test run

The A/B test included a control with a single, multi-field form, while the variation featured a form divided into stages, requesting one response at a time. A progress bar was added at the top of the form to show users how close they were to completing the process.

Read the full case study [here](#).

The image shows two versions of a life insurance quote form. The 'CONTROL' version is a single-page form with multiple fields: 'I'd like quotes for:' (radio buttons for 'Just me' and 'Me and my partner'), 'What would you like to cover?' (checkboxes for 'My Family', 'My Mortgage', 'Family Mortgage'), 'Have you smoked or used nicotine?' (radio buttons for 'Yes' and 'No'), 'How much cover would you like?' (dropdown menu set to '£150,000'), 'What is your date of birth and gender?' (dropdowns for 'Day', 'Month', 'Year'), 'Title' and 'First name' (text boxes), 'Street address' (text box for 'House number and road'), and 'Phone number' (text box for 'Landline / Mobile'). The 'VARIATION' version is a multi-step form titled 'Compare Life Insurance Quotes' with the subtext 'Get your free no obligation quote now'. It features a progress bar at the top showing 'Progress 0%' and a pink 'Added' button. Below the progress bar, it asks 'I'd like quotes for:' with radio buttons for 'Just me' and 'Me and my partner'. The variation also displays logos for AIG, The Exeter, Legal & General, ZURICH, and LVE. At the bottom, it includes the Reassured logo, navigation links for 'Careers', 'Press releases', 'Privacy policy', and 'Terms and conditions', social media icons for Facebook, Twitter, and LinkedIn, and a disclaimer: 'Life insurance without a medical is available for most people. This means that you'll be able to take out a policy without needing to complete a medical exam/report or health checks, though you will be asked medical questions related to your health which you must answer fully and truthfully. Whether or not you're eligible will depend on circumstances relating to your health, lifestyle and your...'

## Result

Variation caused a **31.23%** uplift in form completion.

## I Chapter 3

# Software

Lead generation is a top priority for any software company. A/B testing can play a critical role in achieving this goal.

According to research by VWO, nearly 50-60% of A/B tests run by software brands result in winning variations.

In this section, we will explore a few simple yet effective A/B tests conducted by software companies to significantly boost their conversions.



# Micro Focus experimented with page recommendations to increase traffic

## About

Micro Focus was a British multinational software and information technology business. For five decades, this FTSE 250 software group has helped thousands of organizations to succeed in an ever-evolving marketplace. Their key offering included consultancy and IT solutions to expedite organizational innovation cycles. In 2023, Micro Focus was acquired by OpenText.

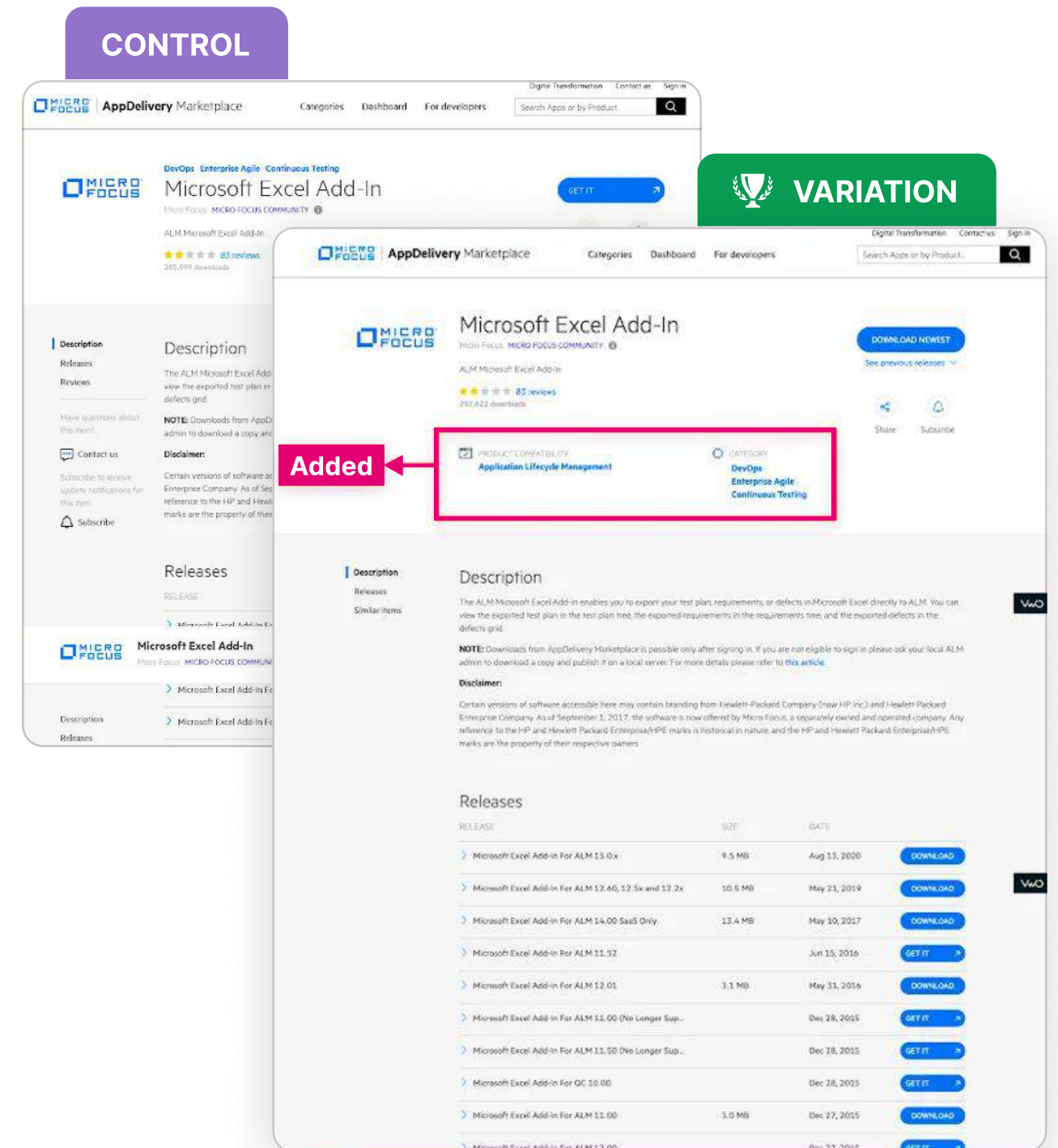
## Opportunity identified

The team at Micro Focus analyzed user interactions on different pages and elements of their website. Using [VWO Insights](#), they discovered that the marketplace domain was missing product links to specific applications. To address this issue, they decided to add these links to drive traffic to the Micro Focus product pages, which are essential sources of revenue.

## Test run

A split URL test was performed on the Micro Focus marketplace subdomain. The variation included links to related application detail pages, while the control version did not include these links.

Read the full case study [here](#).



## Result

Variation caused a **124.13%** increase in traffic to revenue pages.

# TomTom tested new copy and media to uplift sign-ups

## About

[TomTom](#) is a Dutch multinational specializing in location technology and consumer electronics. Founded in 1991 and headquartered in Amsterdam, the company launched its first generation of satellite navigation devices in 2004.

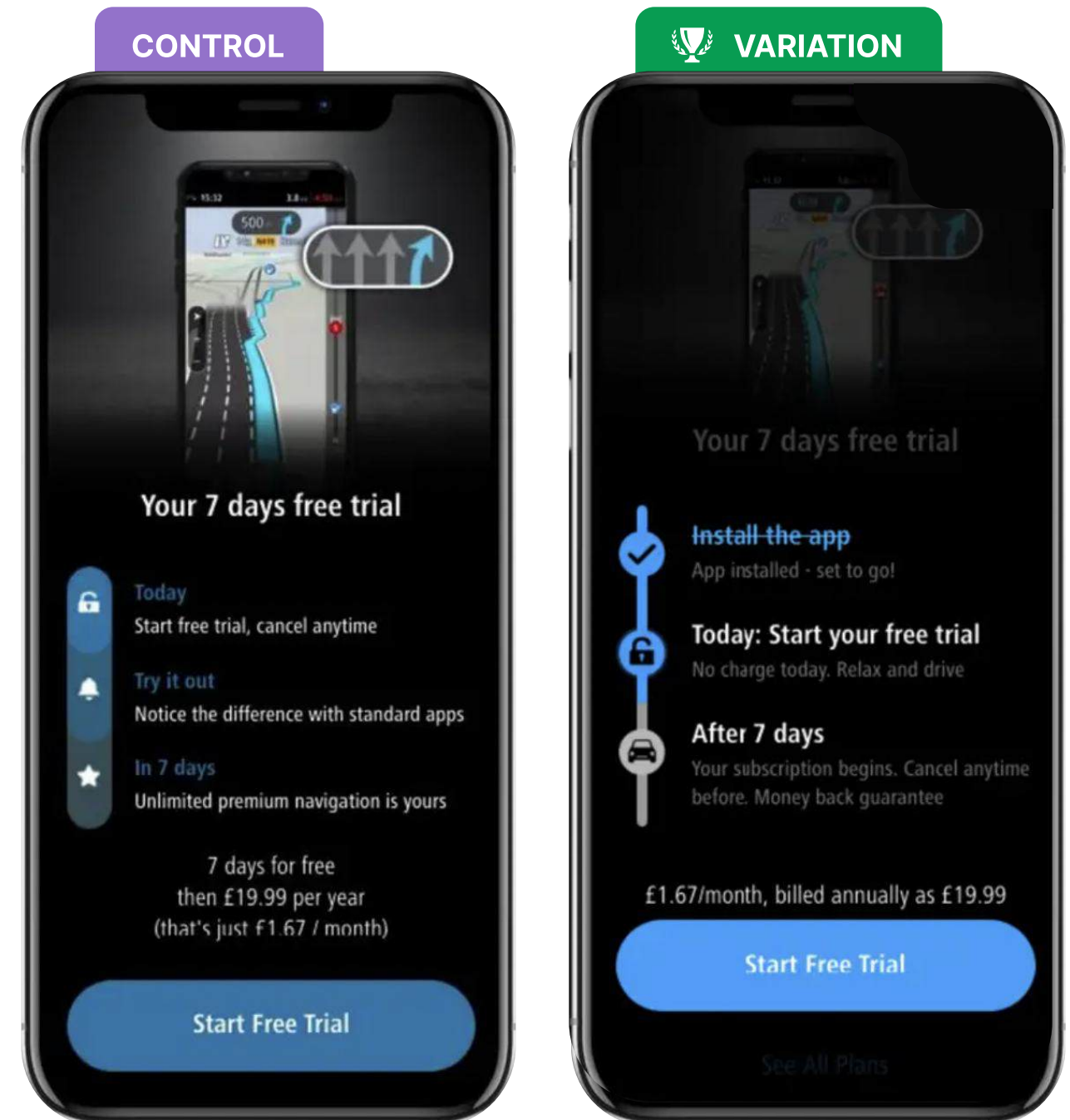
## Opportunity identified

TomTom offered a free trial for their services and identified an opportunity to improve the free trial sign-up experience by reducing frustration and surprise when paywall pop-ups occur.

## Test run

To address this, the TomTom team ran an A/B test. The control version featured the existing copy, while the variation introduced a copy that emphasized minimal commitment, an outline design, and a video prominently displayed in the first fold.

Read the full case study [here](#).



## Result

The variation emerged as the winner, boosting free trial sign-ups by **5.7%**.

# Omnisend tested translated webpages to boost sign-ups

## About

Omnisend is a marketing automation platform designed specifically for eCommerce businesses, focusing on email and SMS marketing. Originally founded in 2014 as Soundest, the company rebranded to Omnisend and is now headquartered in London, United Kingdom. Omnisend primarily uses its website to generate leads for its products.

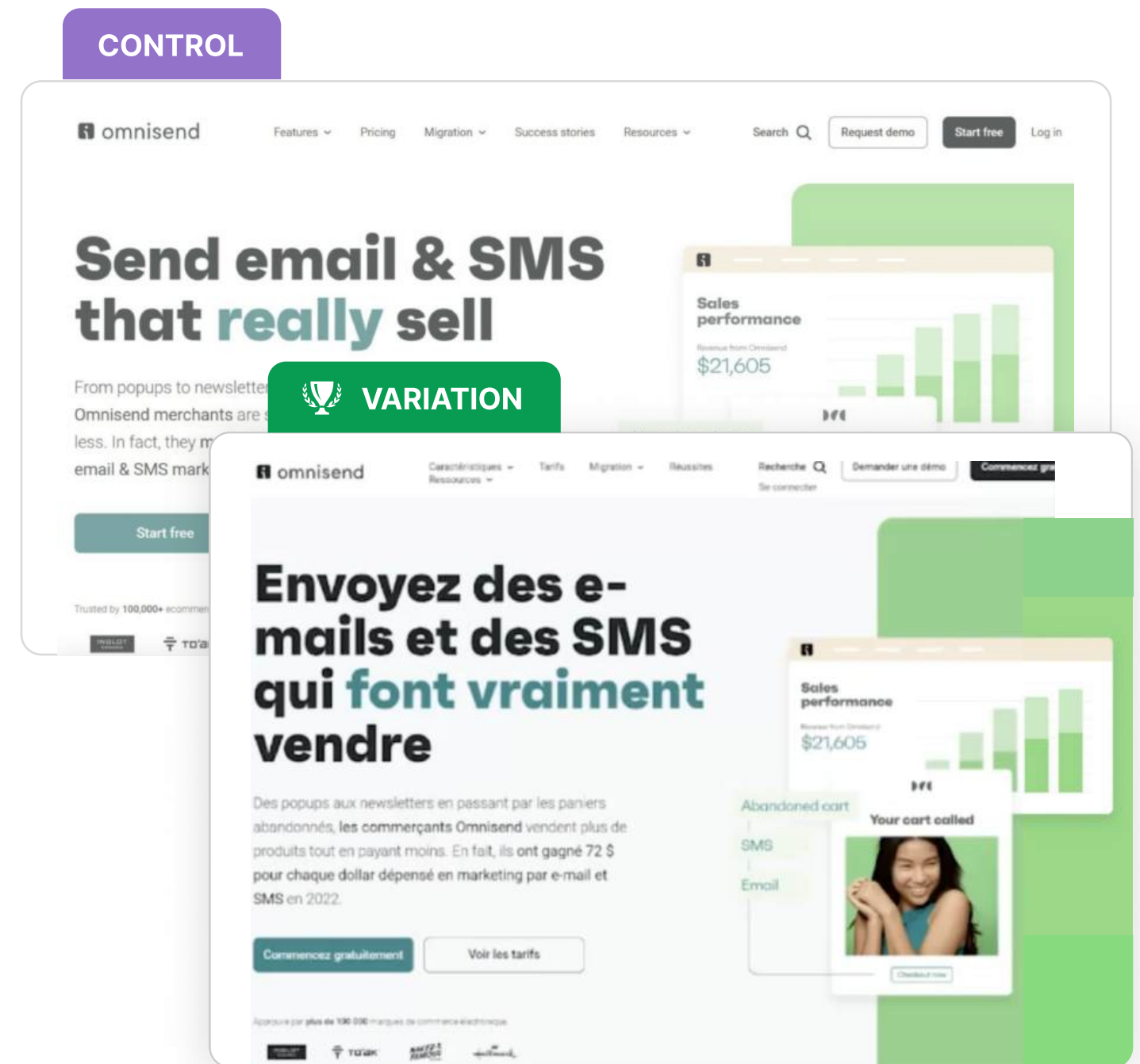
## Opportunity identified

The Omnisend team identified that offering a translated experience would enable visitors in different regional markets to better grasp the brand's value, product capabilities, and offerings. This strategy aims to build stronger connections and enhance customer engagement across diverse regions.

## Test run

A test was run where the original version had English as the language while the variation had 15 MVP pages, sign-up flow, tracking event, and URL parameters in the French language.

Read the full case study [here](#).



## Result

The test concluded with the variation achieving a **35%** increase in the sign-up rate.

## I Chapter 4

# Telecom

A [large-scale study on telecom websites](#) revealed that these platforms often fall short when it comes to “On-Site Search”, “Product Lists and Filtering”, and “Device/Product Page & Plan Matrix”. These shortcomings lead to a frustrating user experience and lost opportunities for conversions.

In this section, we will discuss how some telecom companies tackled these UX pitfalls using A/B testing to enhance conversions.



# Tele2 experimented with product filters to improve subscriptions

## About

Tele2 (Now Odido) is one of the leading Dutch-based mobile subscription service providers headquartered in the Netherlands. It sells fixed subscriptions for telephone, mobile, broadband internet, and digital TV products.

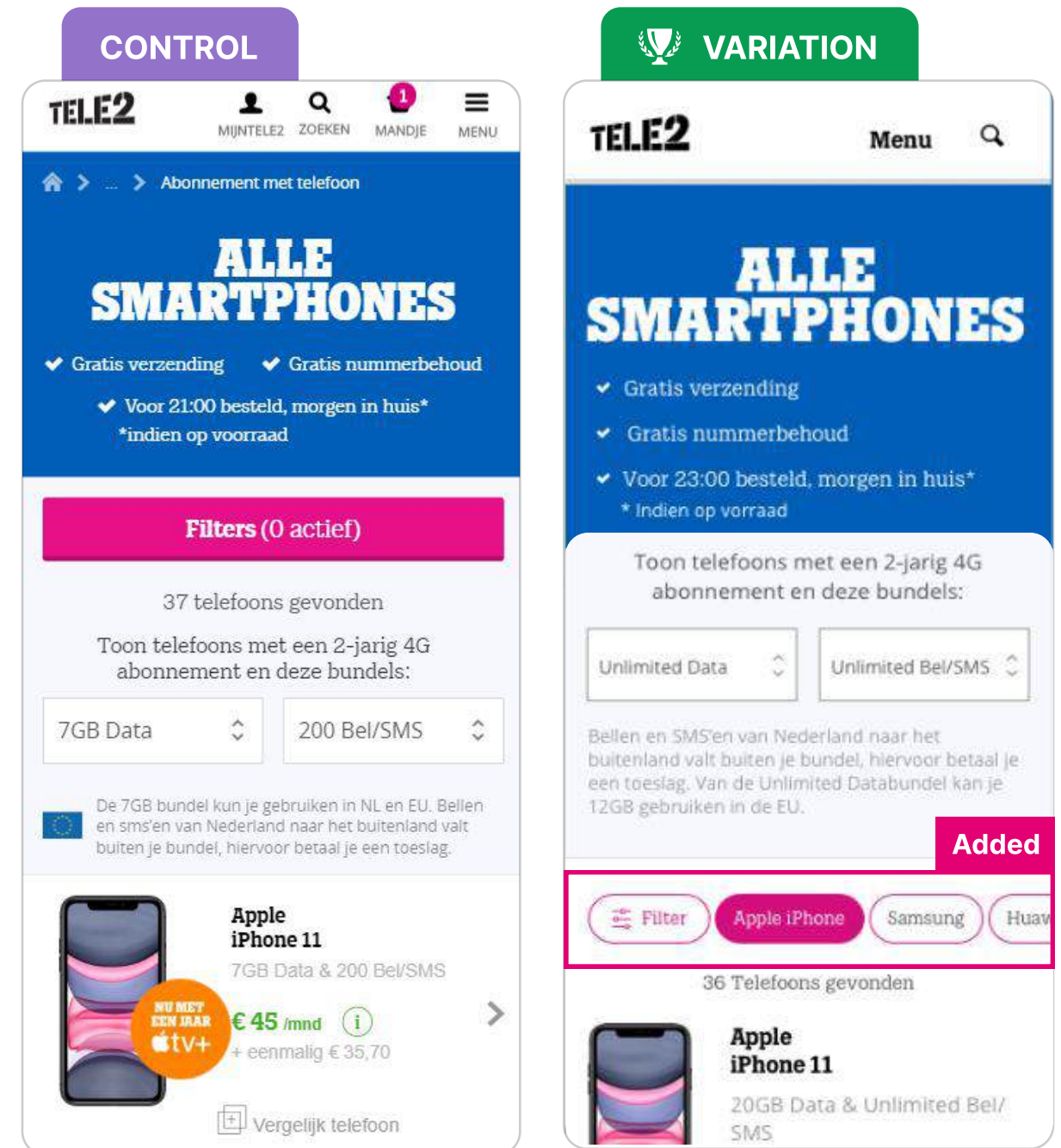
## Opportunity identified

ISM eCompany, the agency handling digital initiatives for Tele2 found that most people scrolled through the entire product listing page to look for their preferred smartphone brand rather than using the filter option present right above the mobile device listing. The agency saw the opportunity to increase the number of visitors who continue to move ahead in the order flow and the configuration page for renewal by testing the filters section.

## Test run

An A/B test was run where the variation had a brand filter next to the general filter button on the smartphone overview page.

Read the full case study [here](#).



## Result

Variation increased the subscription renewals by **27%**.

# Nova Telecommunications & Media tested with carousels to improve form conversions

## About

Nova Telecommunications & Media S.M.S.A. is a Greek telecommunications company that offers broadband, television, mobile, and fixed services. Nova Telecom operates under a subscription-based model, and its website showcases its services and facilitates online purchases.

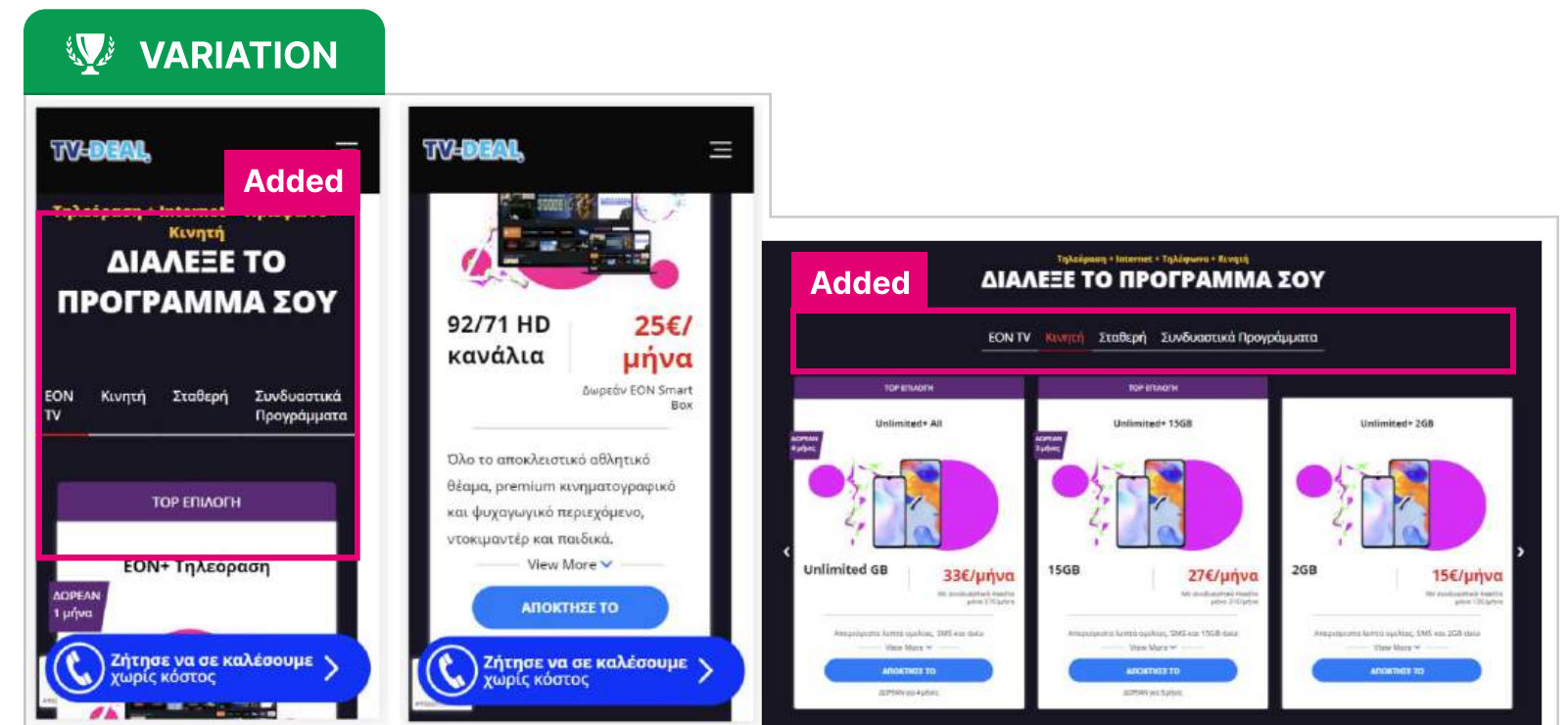
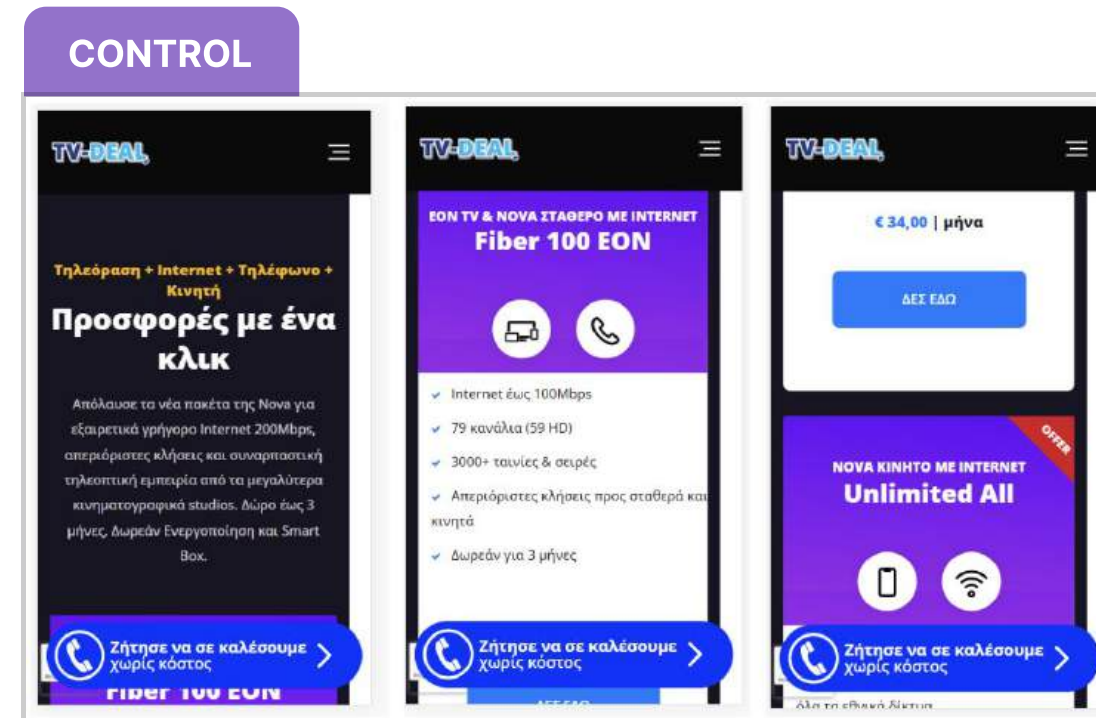
## Opportunity identified

Forestview, the digital agency handling CRO initiatives for Nova, collected qualitative visitor data to understand how visitors interacted with different product categories and promo banners. The agency hypothesized that reducing the up-and-down scroll would help users find their preferred product.

## Test run

An A/B test was conducted with the variation having multi-level filtering and a carousel view of products, while the control lacked filtering and had a long list of products.

Read the full case study [here](#).



## Result

Variation increased the form conversions by **20.45%**.

# Ben tested a new position of the phone color palette to improve CTA conversion

## About

Ben, a Dutch virtual mobile network launched in 1999, is operated by Odido. Known for offering voice, text, and data services at highly discounted rates, Ben keeps costs low by limiting its customer service. Subscriptions can only be purchased online, and most customer-related tasks are handled through self-service on their website.

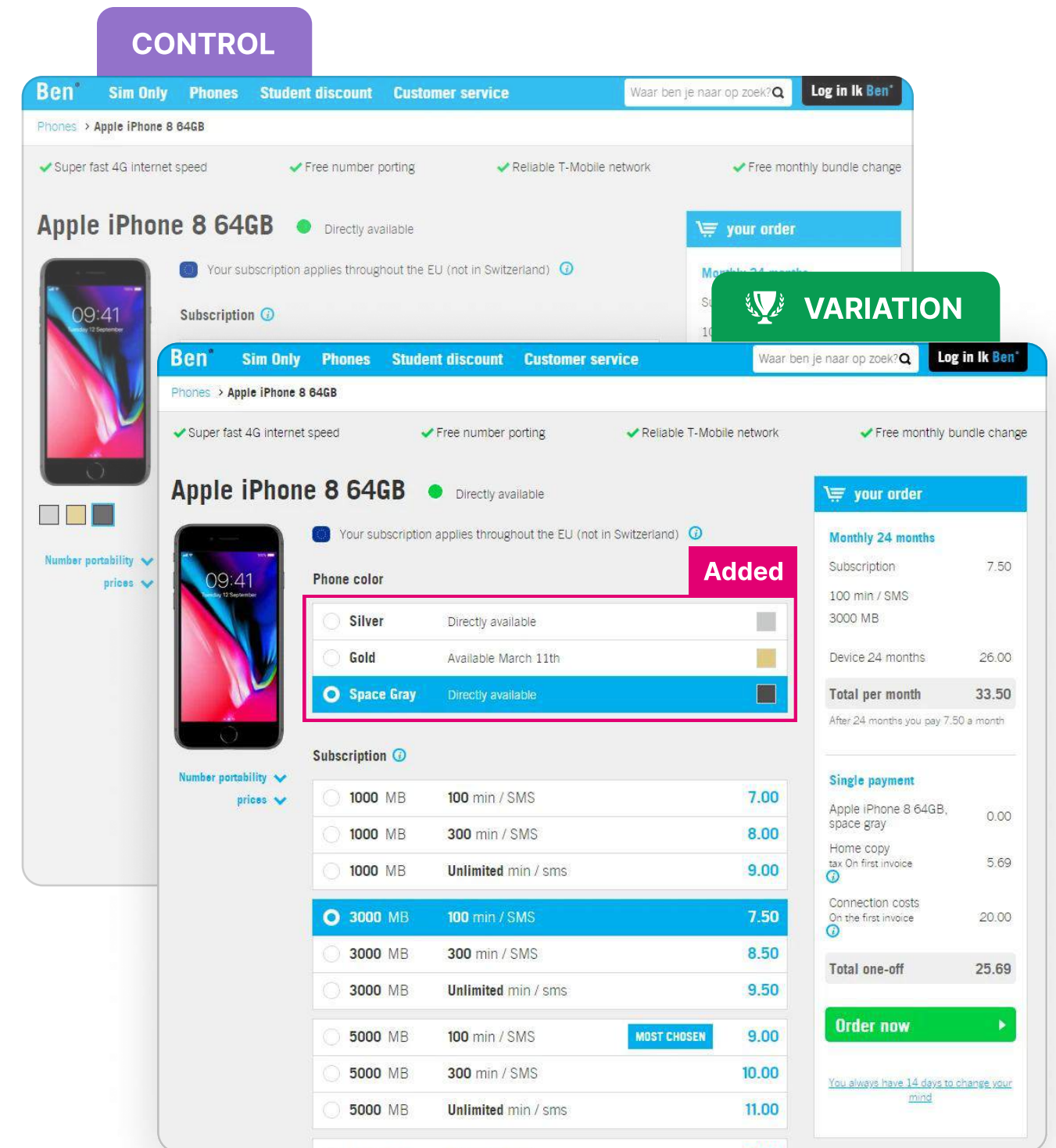
## Opportunity identified

Visitors to Ben's product pages engaged with the color palette under the product images but were unclear on its purpose—selecting a phone color. This presented an opportunity to reposition the palette for clearer functionality and potentially improve conversions.

## Test run

An A/B test was conducted. In the control version, the color palette remained at the bottom of the product page. In the variation, the palette was repositioned next to the phone image to make its purpose clearer. Additionally, the service selection form was lengthened, allowing customers to easily choose a voice and data plan along with their devices.

Read the full case study [here](#).



## Result

The variation outperformed the control, leading to a **17.63%** increase in conversions from the product page.

## I Chapter 5

# Media

Increasing engagement, ad clicks, and subscriptions to paid plans are essential goals for a media website. However, [a churn rate of 6.9%](#) can significantly hinder the website's growth while pursuing these objectives.

In this section, we will explore how experimentation can counter churn by minimizing subscription leaks, creating a more engaging user experience, and increasing ad exposure.



# Livesport tested the ad consent form format to improve the clickthrough rate

## About

Livesport is a media and technology company based in Prague, established in 2006. It specializes in delivering live scores, sports news, statistics, and updates for over 35 major sports. The Livesport website is used to sign up users for the platform and also generate revenue via ads.

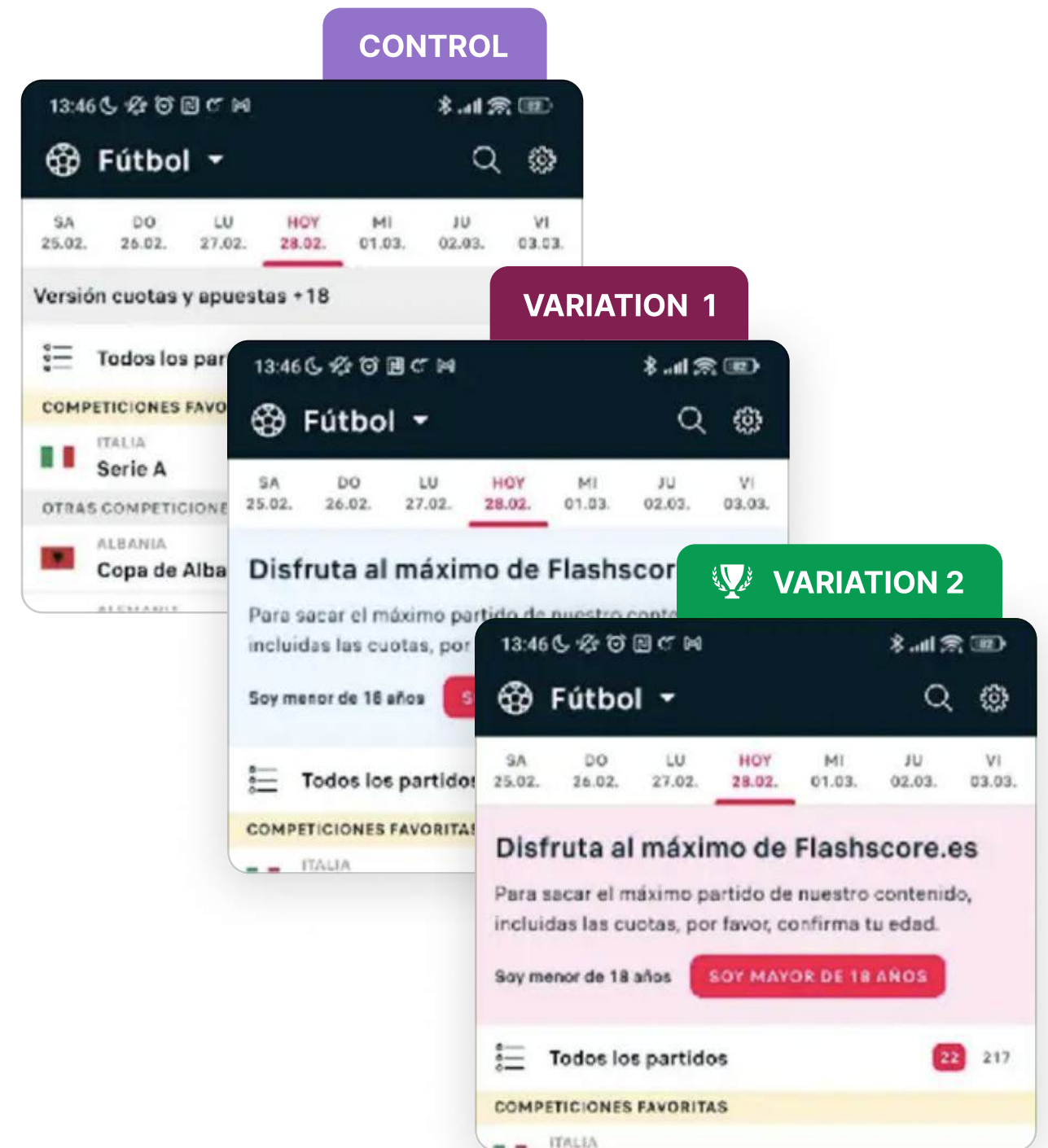
## Opportunity identified

The Spanish audience was unable to see the consent form for ads. Since ads in Spain cannot be shown without user consent, the Livesport team hypothesized that redesigning the consent form to make it more prominent in the first fold will improve CTR on the consent form.

## Test run

An A/B test was conducted with a control version and two variations. In control, the consent form had a subtle appearance. In Variation 1, the consent form was made prominent in the first fold with a light blue background. For Variation 2, the same consent form from Variation 1 was tested with a pink background.

Know more about the complete case study [here](#).



## Result

Variation 2 emerged as the winner in the A/B test and showed a **578%** improvement in CTR.

# Warner Music Group tested CTA text to increase CTA conversion

## About

Warner Music Group (WVG) is an American multinational entertainment and record label conglomerate headquartered in New York City. As one of the "big three" recording companies, it stands as the third-largest player in the global music industry. With a multibillion-dollar annual turnover, WVG operates in over 50 countries and employs more than 4,500 people worldwide. WVG generates revenue through the production, sale, and licensing of recorded music and music publishing.

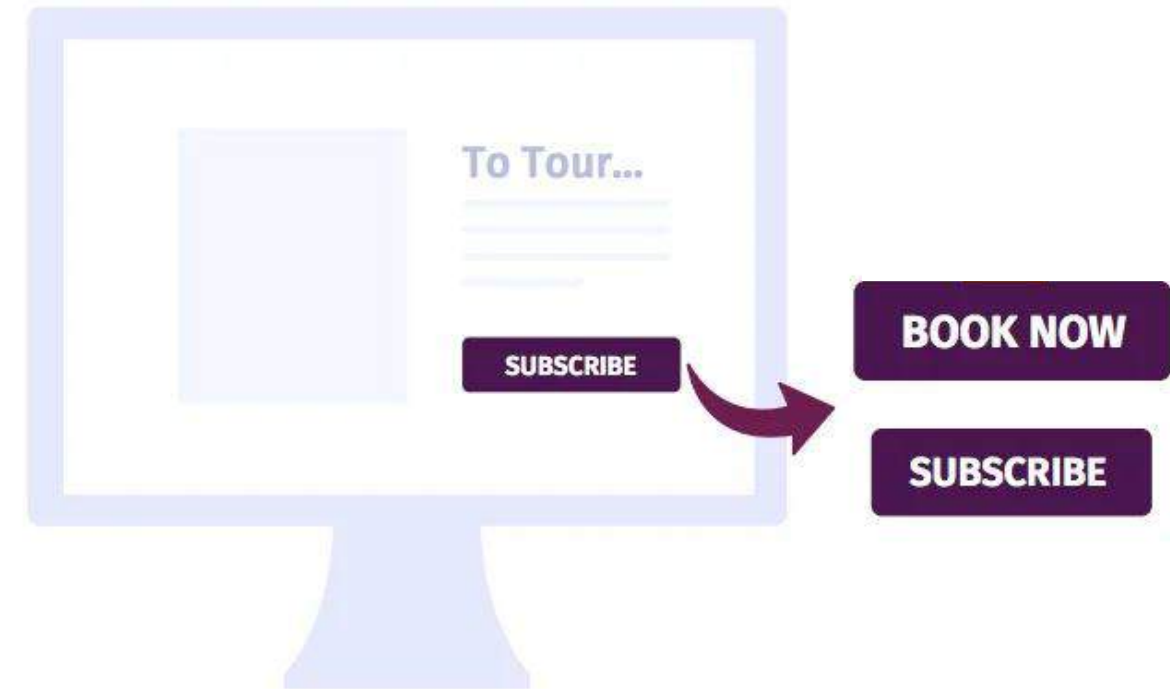
## Opportunity identified

The WVG team recognized the importance of adding contextual information to the CTA text. They hypothesized that making the CTA text more relevant to the surrounding content would drive higher conversions.

## Test run

An A/B test was conducted with a variation that used "Book now" as the contextual CTA text, instead of the generic "Subscribe" in the control group.

Read the full case study [here](#).



## Results

The test concluded that the variation outperformed the control, increasing the CTA conversion rate from 14.0% to **18.6%**.

# Travel Nevada tested the newsletter sign-up widget to increase the sign-up rate

## About

The Nevada Commission on Tourism (NCOT) oversees the Travel Nevada website, promoting tourism across the state. Its mission is to attract visitors to explore Nevada's diverse destinations and activities. The site generates leads by encouraging newsletter sign-ups.

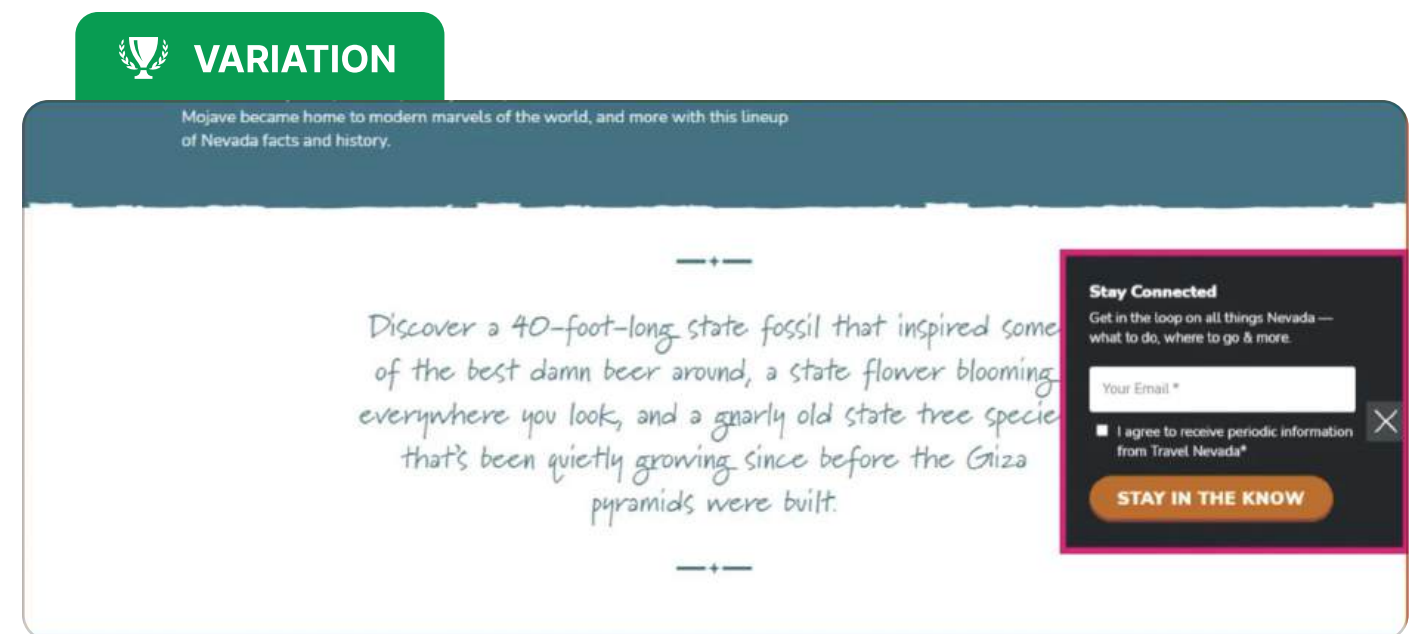
## Opportunity identified

Noble Studios, a digital performance marketing agency, identified an opportunity to reduce friction for visitors completing the signup process and to increase the visibility of the newsletter signup section on the Travel Nevada website.

## Test run

An A/B test compared two approaches for a newsletter sign-up widget. The control featured a fixed sidebar widget with a tab to expand the form manually. In contrast, the variation automatically expanded the fixed sidebar widget to display the sign-up form when users reached 75% scroll depth.

Read the full case study [here](#).



## Result

The newsletter signup with the variation saw an increase of **385%** compared to the control group.

# Final thoughts

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A/B testing can deliver substantial returns with small tests, as demonstrated by the diverse brands across industries highlighted here. These companies have successfully leveraged A/B testing to craft engaging user experiences and achieve significant improvements in conversions. However, A/B testing is not a one-time endeavor, it's an ongoing practice crucial for businesses aiming to thrive in today's fiercely competitive market.

Also, the success of A/B testing initiatives hinges not only on the strategies but also on the tool you choose. A robust platform simplifies test implementation, enhances targeting precision, and provides clear, actionable insights. Features like rapid setup, advanced segmentation, and comprehensive reporting ensure your testing efforts are both efficient and impactful.

When it comes to A/B testing, VWO stands out as a market leader, offering a comprehensive suite of features designed to allow businesses to optimize their digital experiences and drive growth.



# Getting started with VWO

VWO is a powerful experience optimization platform designed to help businesses run everything from simple tests to complex experiments aimed at boosting conversions. Here's what makes VWO stand out:

## **Seamless CRO expansion:**

Effortlessly scale your CRO initiatives to include behavior analysis, personalization, and data management—all from a single dashboard.

## **Generative AI capabilities:**

Generate personalized testing ideas tailored to specific web pages and goals. Quickly create test variations and analyze A/B test reports with ease.

## **Feature-packed platform:**

Access advanced tools like audience and behavior targeting, mutually exclusive campaigns, a robust code editor, test triggers, an in-app comment feature for seamless cross-team collaboration, and multi-armed bandit testing for smarter experiment allocation.

## **Enhanced SmartStats reporting:**

Leverage enhanced SmartStats, a Bayesian-powered sequential testing engine, for accurate and actionable insights.

## **Privacy-compliant:**

Fully adheres to major compliance standards, including GDPR, CCPA, PCI DSS, HIPAA, ISO 27001:2013, ISO 27001:2019, and SOC 2 Type II.

## **Outstanding customer support:**

With a 98% CSAT (Customer Satisfaction) score and an impressive first response time of 1.7 hours, VWO ensures top-notch support whenever you need it.

Explore VWO with confidence. Start your journey with a [30-day free trial](#) that gives you full access to all its features. Discover how you can optimize user experiences and improve conversions!

# About VWO

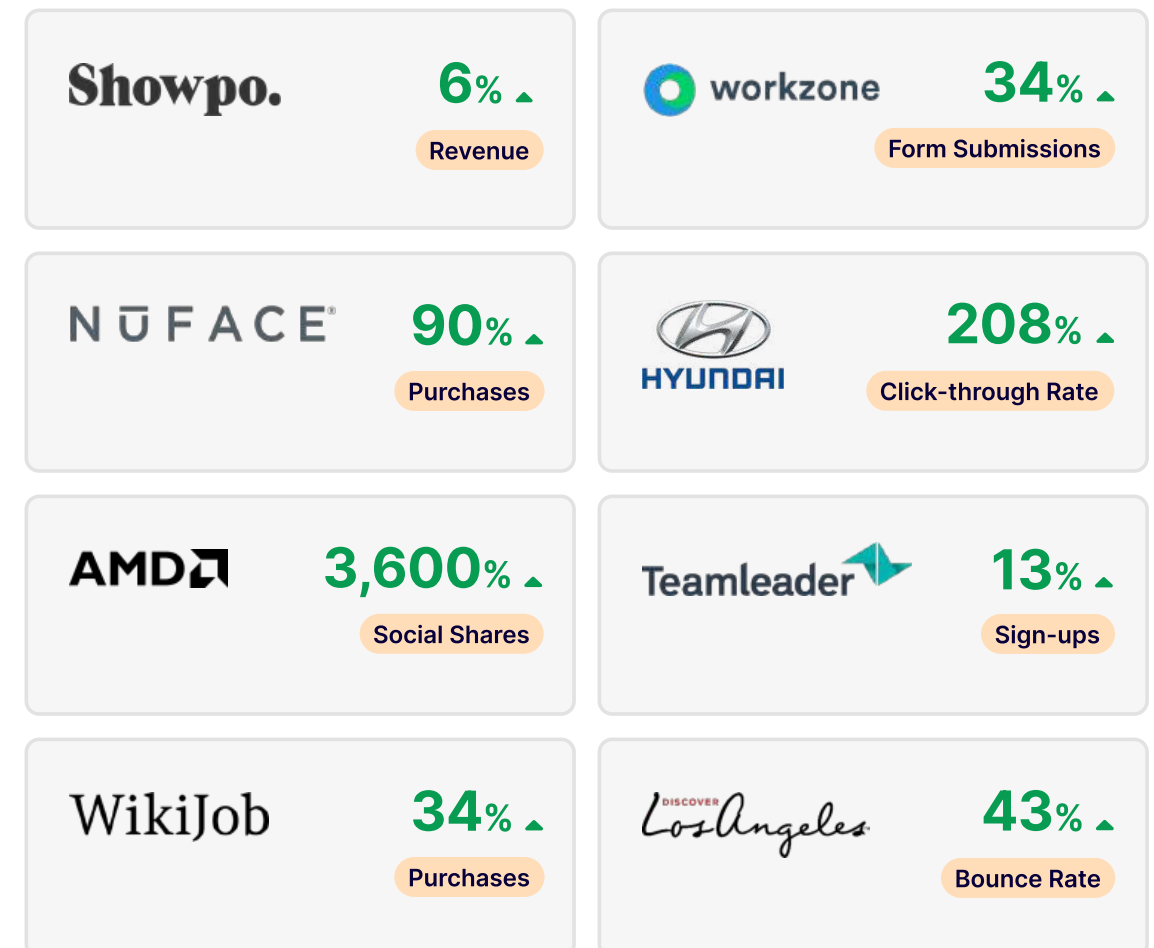
VWO is an experience optimization platform that enables brands to improve their key business metrics by empowering teams to easily run their conversion optimization programs backed by customer behavior data. We provide a suite of tightly integrated capabilities to unify customer data, discover customer behavioral insights, build hypotheses, run A/B tests on server, web, and mobile, roll out features, personalize experiences, and improve customer experience across the entire buying journey.

Contact us for a complimentary walkthrough of the platform tailored for your business.

[Request Consultation](#)

[Explore the platform with a 30-day free trial.](#)

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# Upgrade. Inspire.

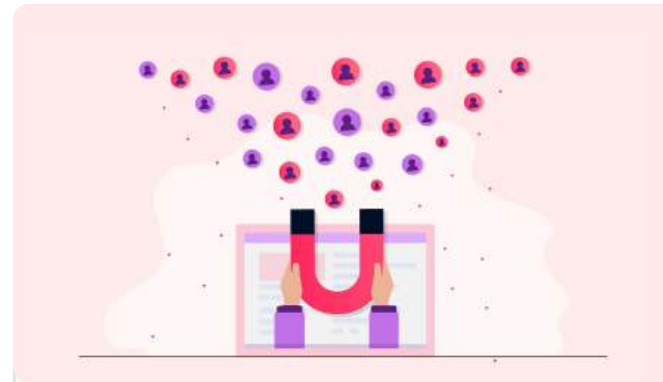
Learn how hyper-growth companies across the world deliver on customer expectations.



## Masters of Conversion

Get inspired by the masters from the world's top and most admired brands.

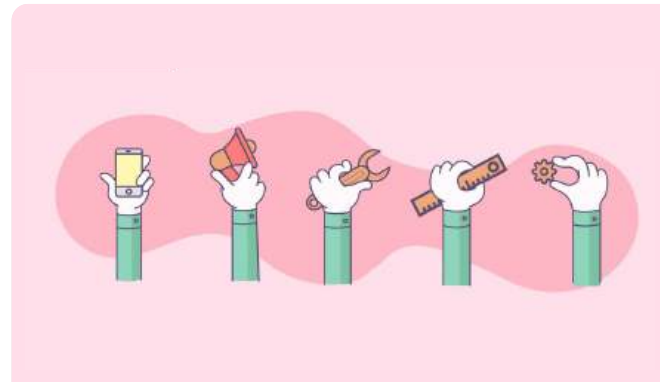
[Watch →](#)



## Success Stories

Success stories of how brands across industries have been using VWO to increase sales and conversions.

[Read →](#)



## Free Tools

A quick set of tools to kick-start your optimization journey.

[Explore →](#)



## In-Depth Guides

Learn in-depth about the key concepts of A/B Testing, Conversion Rate Optimization, and Website Experience Optimization.

[Read →](#)

Stay updated on the latest happenings in CRO: [in](#) [X](#) [▶](#)

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