


Buyakilt.com Improved Customer Experience To Improve Multiple Metrics

76.1% ▲

REVENUE



INDUSTRY
eCommerce

LOCATION
Edinburgh, UK

CAPABILITIES USED
A/B Testing

VWO and Buyakilt.com

Sometimes you know the changes that will work, and you implement these without testing, because they just seem too obvious. However, it's always a good practice to A/B test those changes nevertheless, as testing gives you important data to back the claims and also helps you avoid bad ideas that may have seemed good earlier (before you A/B tested them).

Something similar was done by buyakilt.com, which is an online Kilt and Scottish Highland Dress retailer since 2004. They used [VWO](#) to test the changes before implementing these.

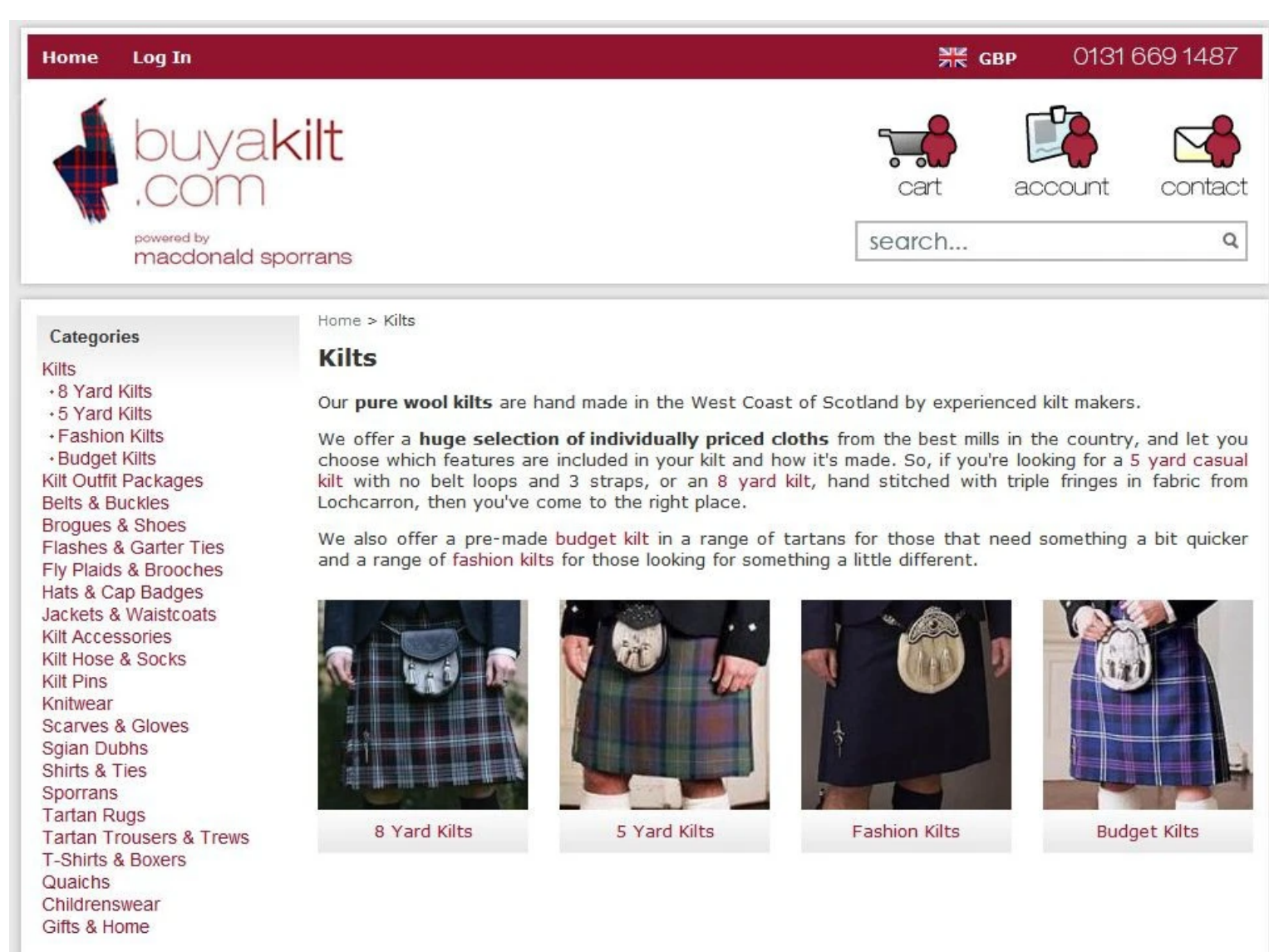
Objective

The Buyakilt.com website had lot of category pages, which further had around 4 subcategory pages; and they wanted to test if providing a product filter would help them increase conversions.

Solution

The product filters are just so common these days on eCommerce websites that you might not even test this change before implementing. It has become a standard UI element on ecommerce websites, but the team behind BuyAKilt.com wanted to test before coming to any conclusion and rightly so.

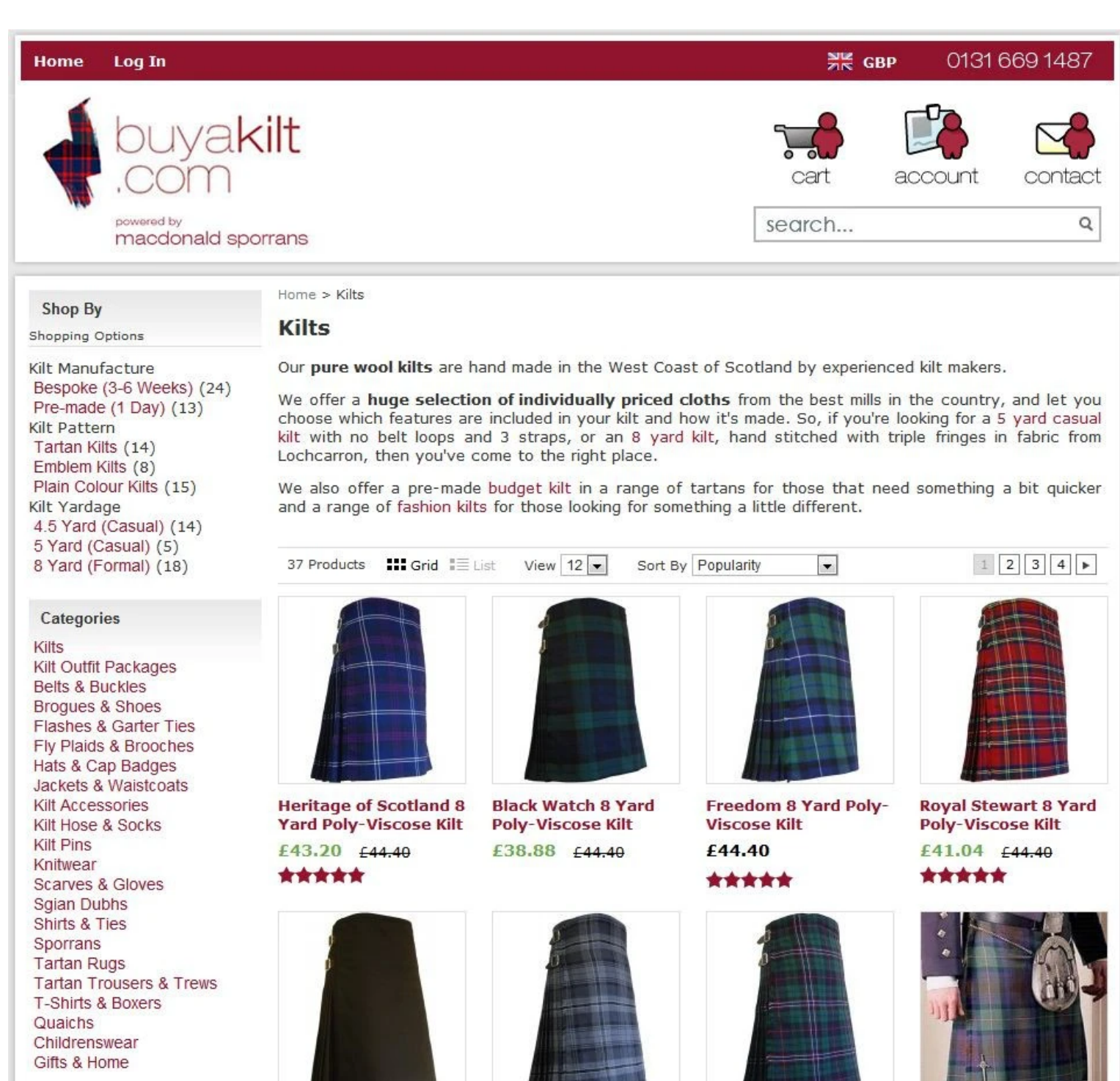
Here's how their product category page looked earlier:



Control

They implemented a product filter, which gave visitors an option to shop by kilt type and kilt pattern and so on.

Here's how the variation looked:



Variation (with a product filter on the left sidebar and in the middle)

Conclusion

They were quite surprised to find the dramatic rise in revenues and other conversions. Overall, there was **76.1% increase in the revenue**, **26% increase in conversions**, and **19.76% increase in shopping cart visits**.

Adding a product filter is an obvious feature that many eCommerce stores may or may not have, but this A/B test demonstrated that it worked well for BuyAKilt.com.

Fergus Macdonald from buyakilt.com mentioned that VWO was very valuable in running the A/B test and collecting results easily and quickly. He intends to continue more such tests on a variety of other pages.

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