Sometimes you know the changes that will work, and you implement these without testing. However, 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 still test these changes eventually, as testing might uncover interactions that the changes you implemented didn't consider. In other words, don't just implement these changes without testing 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 them.

Objective

The Buyakilt.com website had a lot of category pages, which further had around 20 subcategory pages, and they wanted to test if providing a product filter would help them increase conversions.

Solution

The product filters are so common these days on ecommerce websites that you might not even test this change before implementing it. You can assume it will help, but you can't be certain. The team behind Buyakilt.com wanted to test before coming to any conclusion and did 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 a 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.