CASE STUDY

PayU Reduces Checkout Page Drop-off By Implementing Data-driven A/B testing

5.8% ▲

INCREASE IN CHECKOUTS

INDUSTRY
Fintech

COMPANY SIZE
1000+ employees

LOCATION
Gurgaon, India

CAPABILITIES USED
A/B Testing, Heatmaps, Form Analysis

About PayU

PayU India is the flagship company of Naspers group, a $93 billion Internet and media conglomerate. Through its proprietary technology, PayU provides state-of-the-art payment gateway solutions to online businesses. We spoke with Ravindra Govindani, Director, Product Management and Abhinav Chitre, Senior Product Manager at PayU, about how their team used VWO for reducing checkout page drop-off.

Objective: Reducing Checkout Page Drop-off For Their Merchants

PayU enables businesses across India to accept and manage payments online. As a payment facilitator, it is important that their checkout process be simple, intuitive, convenient, and not one that caused drop-offs for any reason.

Challenge: Lack Of Qualitative Data On Visitors' Behavior

Before getting onboard with VWO, Ravindra and Abhinav would conduct experiments based on their interactions with customers and merchants in order to continually improve their checkout experience. Based on the feedback of actual users, hypotheses would get finalized to improve the checkout experience. However, they faced two critical challenges:

- With the help of PayU's dev team, Ravindra and Abhinav's team used to implement A/B tests on PayU's website at a server level. This cross-team dependency took a lot of their bandwidth, and didn't provide them with an easy way to segment visitors based on their unique attributes such as location, platform, device type and more.
- There was no way for Ravindra and Abhinav to gauge how visitors were behaving on their checkout page, because all they had was hard numbers like time duration and bounce rate. PayU didn't have a qualitative understanding of what exactly was happening on the checkout page.

The checkout page had been resulting in a number of drop-off cases, which was a cause for concern, as it represented lost sales and revenues.

What was required was a scientific way to test ideas and hypotheses related to the checkout page before deploying it.

Solution

VWO helped Ravindra and Abhinav in the following ways:

- As a first step, VWO provided them with the ability to easily segment the PayU website's checkout page visitors based on a number of parameters such as location, device type and more, as they no longer had to implement the test at a server level.
- Second, VWO's drag-and-drop A/B Testing Builder enabled them to drastically reduce dependence on its developers. By using VWO, the team could handle implementation of complex changes while increasing the speed of experimentation. Now, the PayU team could test more number of hypotheses per week compared to earlier.
- Third, VWO's Visual Behavior Analytics tools such as Visitor Recordings and Heatmaps allowed the team to glean qualitative insights about their visitors' behavior to be able to come up with strong hypotheses and better learnings from their test results.

> For our checkout flow, we generally used to launch features and enhancements as per merchant's requirements, but these were not really tested against actual consumer behavior. This is where VWO really helped us. We could test our initial hypothesis on a few visitors and then ramp it up for entire website traffic. The editor and recording feature are really amazing where you can analyze consumer behavior in stealth mode without compromising any of their personal details.

Abhinav Chitre
Senior Product Manager

The Test

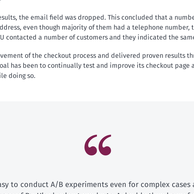
PayU's old checkout page required customers to enter their email and phone number before completing their purchase.

One of these two fields was essential, as local laws mandated that a final receipt had to be shared with the individual making the purchase.

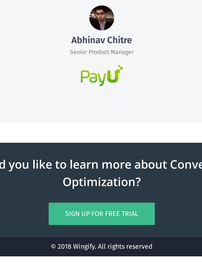
Using VWO Form Analysis, Ravindra's team discovered that entering both telephone and email address was becoming a source of friction, resulting in substantial drop-offs at this stage.

Based on this insight, they decided to A/B test if dropping the email address field would increase conversions. Here is how the two variations looked like:

Control



Variation



The results demonstrated that dropping the email field showed a statistically significant improvement of 5.8% compared to the control.

Conclusion

Basis the A/B Test results, the email field was dropped. This concluded that a number of customers did not have an email address, even though majority of them had a telephone number, this was further confirmed when PayU contacted a number of customers and they indicated the same.

VWO enabled improvement of the checkout process and delivered proven results through A/B testing. Since then, PayU's goal has been to continually test and improve its checkout page and keep the user experience fluid while doing so.

> It was really easy to conduct A/B experiments even for complex cases as we generally encounter in case of PayU's checkout products. A double thumbs up from my side for VWO.

Abhinav Chitre
Senior Product Manager

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