

CASE STUDY

How Blivakker.No Enhanced Form-Submission Experience For Customers

11% ▲

ONLINE REGISTRATIONS



INDUSTRY

Specialty Retail

COMPANY SIZE

1-10

LOCATION

Kristiansand, Norway

CAPABILITIES USED

A/B Testing

VWO and Blivakker.no

Blivakker.no is Norway's leading online beauty shop with approximately 20,000 visits per day. The company offers perfumes, cosmetics, and other toiletries and operates globally.

They were aware that their site had an overly complicated registration process, but wanted to collect actual data to support the suspicion.

They used VWO for A/B testing the changes.

Objective

The goal of the Blivakker team was to prove that a small change in a web form would lead to an increase in the form registration conversion rate.

The hypothesis ([supported by experts](#)) was that by reducing the number of form fields, the conversion rate would increase. If they could show a significant increase in the conversion rate by making small changes to a form, they would revise the entire purchasing process.

Solution

The original form had 17 form fields. The team reviewed the form fields and chose to remove 3 fields immediately; account number, phone number, and phone number evening. The goal was to remove even more fields, but this was difficult due to technical limitations.

They set up 3 different versions of the registration form step in the process:

- Control – the original form
- Skjema-light – the original form minus 3 form fields (account number, phone number, evening phone number)
- Skjema-uberlight – a completely stripped down form with fewer fields and less navigational elements

Here are the results from the A/B-test:

Variations ?	Conversion Rate Range ?	Percentage Improvement
Control	46.54% ±2%	-
Skjema-light	51.58% ±2%	+10.84%
Skjema-uberlight	47.83% ±2%	+2.78%
Average Case	48.60% ±1%	-

The red marker in the image below shows which fields were removed:

Hva leter du etter?

Ny kunde

Logg inn

Kundesenter

Din handlekurv
1 produkter
Totalt: kr 381,-
Vis kurven | Til

1. Registrering

2. Bekreft din e-post

3. Velkommen!

1

Hei, hvem er du?

Felter markert med * er obligatorisk.

*Navn:

*Etternavn:

*Mobil:

Kontonummer:

Elektronisk hentemelding:

☐ Jeg ønsker å motta varsel på SMS og e-post når pakken ankommer postkontor. Varselet sendes til mobilnummeret og e-postadressen du har registrert.

Telefon:

Telefon (kveld):

Nyhetsbrev:

☐ Vil du motta nyhetsbrevet vårt? Vi sender deg uimotsåelige tilbud med sterkt reduserte priser, spennende nyheter, tips, konkurranser og mye annet nyttig!

*Fødselsdato:

*Kjønn:

2

Kontoinformasjon:

*Passord:

*Gjenta passord:

*E-post:

*Gjenta e-post:

3

Hvor bor du?

*Adresselinje 1:

Adresselinje 2:

*Postnummer:

Fordeler med Blivakker.no:

-50%

Du sparer garantert M når du kjøper instrument og tilbehør hos oss! Vi har alltid gode tilbud!

Norge

Vi er 100% norsk! Det at du som kunde hos oss ikke trenger å tenke på momsgrensen på 200,-

Laster

Vi har lager i Norge, nærmere bestemt i Kristiansand, hvor vi holder til. Det gir deg lav leveringstid.

Support

Hvis du skulle få problem har vi flere dyktige ansatte som står klare til å hjelpe deg via "Support" "Min side".

Produkter

Hver uke får vi inn nye, spennende produkter. Dette gir deg som kunde bredt spekter å velge mellom!

Din sikkerhet er viktig for oss!

Sikkerhet

Vi vil betrygge deg at den informasjonen du legger igjen hos Blivakker.no ikke vil bli utvekslet til noen tredje-part. Vi har stor fokus på sikkerhet og din informasjon vil ikke bli misbrukt.

Conclusion

The tests showed that when you reduce the number of unnecessary fields in a form, you increase the number of registration. The test also shows that it's not optimal to remove too much information from a form.

The most important consequence of this minor test is that the company now understands the importance of a fast registration process. Within a few months, more key processes will be analyzed and simplified to increase online sales.

Editor's note: This case study was originally posted at [Tribes.no](#). It's been reproduced here with slight modifications.

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