



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

in the form registration conversion rate.

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

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.

Control – the original form

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

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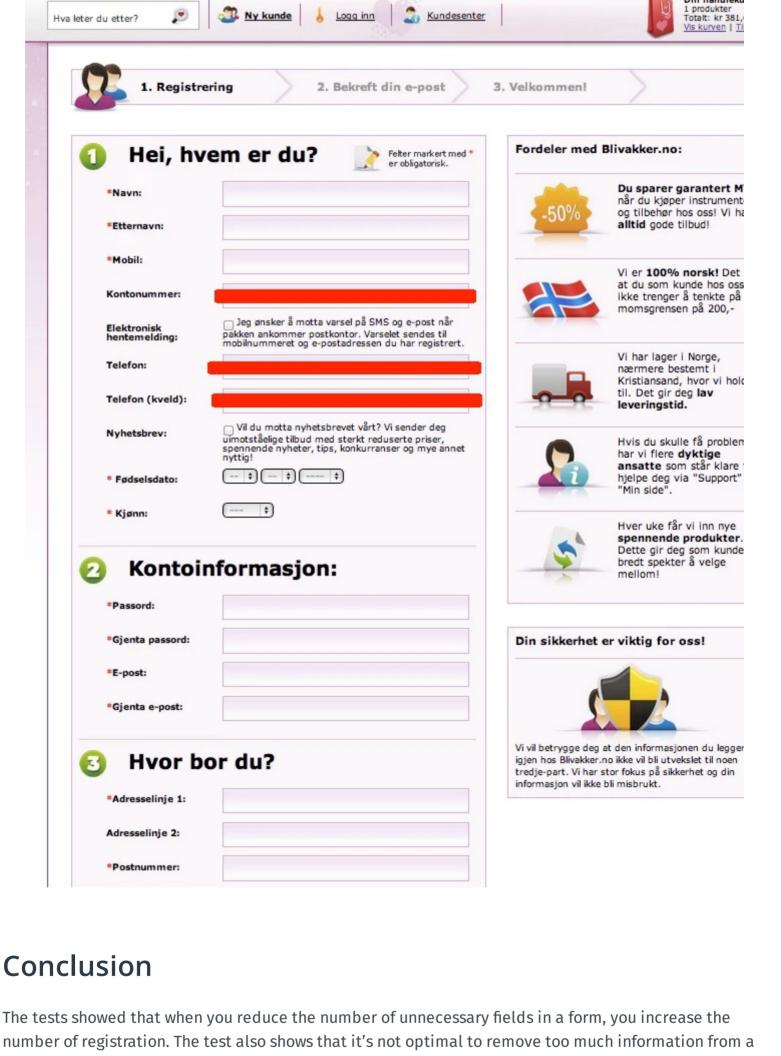
Here are the results from the A/B-test:



Din handleku

Hva leter du etter? Ny kunde Logg inn Kundesenter

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



The most important consequence of this minor test is that the company now understands the

modifications.

form.

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

Would you like to learn more about Conversion
Optimization?

