

VWO Services Help PearlsOnly Increase Revenue by 10%

10% REVENUE

INDUSTRY
eCommerce

COMPANY SIZE
50

LOCATION
Texas (US)

CAPABILITIES USED
A/B Testing, Visitor Recordings

About PearlsOnly

Founded in 2003 by Paul Lepa and headquartered in Houston, Texas, PearlsOnly is an online jewellery store specializing in the sales of pearls. A company that was born out of sheer chance of luck is today a business worth more than \$3 million with ever growing customers in the United States, Canada, UK and Australia.

One important component of Paul Lepa’s growth strategy since the company started is conversion optimization. He has been using VWO and its professional services to optimize different domains of his website – primarily US, UK, Canada, and Australia.

Objective

Paul Lepa wanted to optimize his company’s website across all it’s domains and improve their checkout page and home page in order to increase revenue.

Challenge

Even though PearlsOnly had been testing and making required on-site changes since the company was started, owing to lack of dedicated resources and industry expertise, it was failing to make the best use of conversion optimization.



“As we tested, we realized that it was hard for our in-house developers to fully concentrate on site changes and A/B testing. Moreover, our knowledge set was also falling behind and we wanted to take a shortcut to get the site optimized. When we found that VWO had a consulting group, we reached out”.



Paul Lepa
Founder and CEO

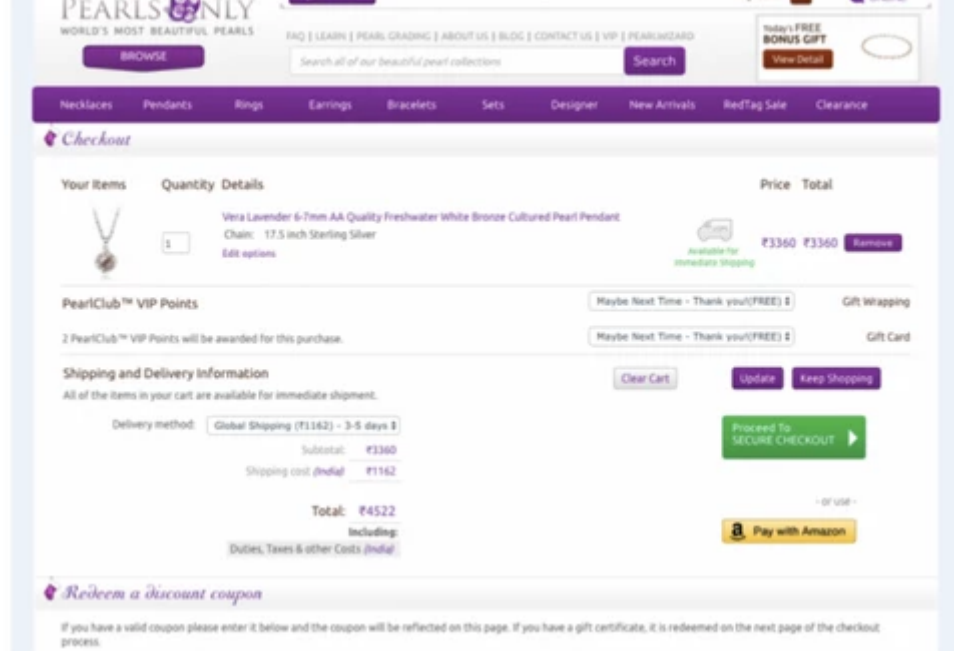


Solution

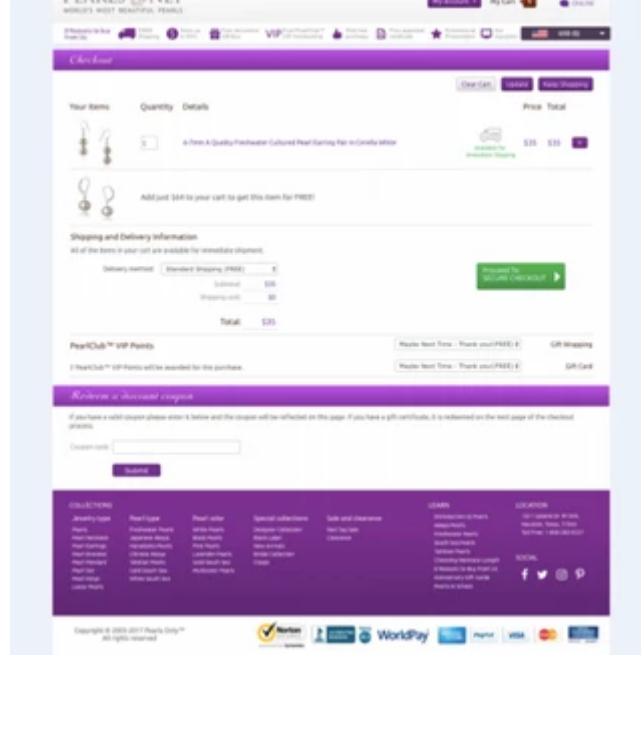
The team of VWO consultants approached the problem with a structured and step by step process. They started with research, followed by ideation, design and then the test:

- Research: VWO Services analyzed PearlsOnly’s existing Google Analytics data and found some areas for optimization. They saw that a lot of people were dropping off at checkout and that the homepage had a high bounce rate.

During the heuristic analysis done using VWO, the team found that the checkout page was cluttered and was distracting the users from the main CTA. To confirm these observations, they analyzed recordings of visitor sessions on the checkout page and found that visitors weren’t paying attention to the USPs and instead clicking on elements that were taking them away from the page. This is what the checkout page originally looked like:



- Ideation: Armed with these observations, VWO Services first began optimizing the checkout page.
- Design: The VWO team created an improved version of the checkout page by keeping the CTAs in focus. They removed irrelevant details from the page and highlighted the main CTAs like shipping cost, specific offers and so on. This is what the variation looked like:



- The test: The aim of the test was to increase visits to their checkout page and increase revenue. With US visitors as the audience, the campaign was run for close to a month before the variation outperformed the original. The same test was run on other domains like UK, AU, CA and DE and similar results were achieved.

Result: The test increased PearlsOnly’s revenue by 10%. After optimizing the checkout page, the team next tested the homepage which again resulted in increase in revenue for PearlsOnly.

Conclusion

Not only did VWO provide the tools that helped PearlsOnly optimize it’s pages leading to an increase in revenue, but the VWO Services team helped solve Paul’s optimization problem rooting from lack of resources and expertise. Their friendly business terms, insightful ideas and will to deliver results in short time periods made Paul see value in VWO.



“Working with VWO services has been great. They came with great ideas right at the proposal stage, making it easy to see the value they would bring to the table.”



Paul Lepa
Founder and CEO



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