

CASE STUDY

Optimics Tested Product Images For Mall.cz And Increased Revenue By 9.46%

9.46% **REVENUE**

MALL.CZ **INDUSTRY**

Retailing

COMPANY SIZE

250-1000

LOCATION Czech Republic

CAPABILITIES USED

A/B Testing

This study should be useful for eCommerce companies. It shows why using larger product images on your category or product pages might be better than providing product information.

VWO and Mall.cz

Conversion rate optimization agency Optimics used VWO to run an A/B test on the site of their client

Among many other tests, Optimics wanted to see if larger product images had any impact on sales and

Solution

Objective

Mall.Cz.

Optimics created 2 variations—the first had slightly larger product images and the second had larger images with description showing up on mouseover.

Control – Original size of product images along with text description

revenue. The primary goal was to increase sales.



BRAUN MR 320 Baby POME

Bosch MSM 6270 **Bosch MSM 67PE**

Variation 1 - Large product images with text



1299 Kč 2390 Kč 1490 Kč 999 Kč

1 299 Kč

včetně PHE a DPH

Skladem MALL

Do košíku

good look at the object of their interest before buying.

999 Kč

včetně PHE a DPH

Skladem MALL

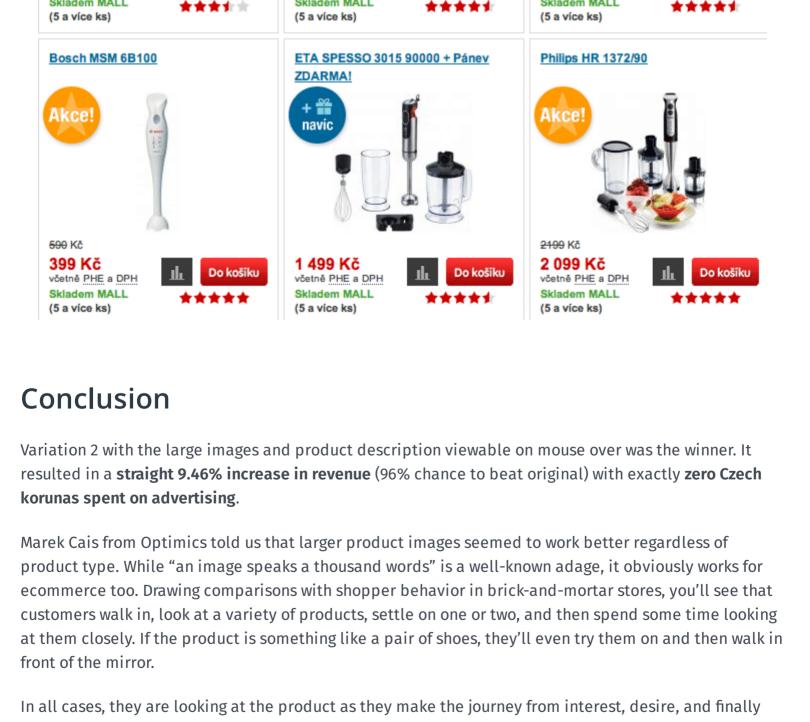
zdarma

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Do košíku



SIGN UP FOR FREE TRIAL

action. Nicely shot product images essentially mimic this pattern, allowing website viewers to have a

Would you like to learn more about Conversion

Optimization?