

RIPT Apparel Used VWO To A/B Test CTA, Leading To Higher Purchases

6.3% ▲
PURCHASES



INDUSTRY

Consumer Discretionary

COMPANY SIZE

1-10

LOCATION

Chicago, IL (US)

CAPABILITIES USED

A/B Testing

VWO and RIPT Apparel

RIPT Apparel is a Chicago-based online retailer of one-of-a-kind designer tees and wearable art. They sell one new design by a new artist every day, starting at midnight CST for \$10, and it is only available for a period of 24 hours. After that period, the design rests in peace forever in the T-shirt graveyard and a new one takes over its place.

They used **VWO** for the A/B test.

Objective

They had never done A/B testing before but were intrigued by the concept and wanted to give it a shot. The sense of urgency created by limited availability of the design can be used effectively to drive sales and that's what RIPT Apparel did in their first A/B test.

Solution

They tested their current buy button against a new buy button to determine which would have the better conversion rate, **the conversion rate here being sales of their T-shirts**.

The following is their control version (or default). Observe that the button isn't the first thing to catch your attention, as it blends well into the overall color scheme.

They saw an opportunity for improvement, so **they replaced their existing button with an attention-grabbing button with a different color scheme** (green).

See **version A** of the button below:



Control

Much to their surprise, **they immediately saw a rise in sales**. Ideally, they should have A/B tested the new version against the old, but this was their first time and as you will read further they did a great job overall.



Variation A

Encouraged by the results, **they went ahead and created another variation** of the button. This time they decided to emphasize on the tactic that they should have used all along—emphasizing **limited 24-hour availability**.



Variation B (6.3% Increase)

Conclusion

It has been **demonstrated repeatedly** that a sense of urgency drives up the conversion rate and this time too it proved to work best.

The **version (B) of the button shown above increased their site sales by 6.3%** (note that only the button was changed—no new offers, no new products, no new policies).

This is what RIPT Apparel had to say about this result:

We were astonished by this result. We had no idea that changing one button could result in an increase in sales and have that much of an impact. We wish we found this tool much earlier.

A great thing about tasting success with A/B testing is that it pumps you up to do even more A/B testing. So, RIPT Apparel are all set for their next phase of testing:

We learned to test and test often. We think now that this test is over, we are going to try and test a few different color options, maybe even try some wording choices for our buy button.

This is what RIPT Apparel had to say about VWO:

The sales we have seen since changing and experimenting with our buy button have proven Visual Website Optimizer invaluable. I had some issues setting it up due to our shopping cart system and the team at VWO walked me through step by step in order to set it up correctly.

Would you like to learn more about Conversion Optimization?

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