

**CASE STUDY** Royal Discount Used VWO To Test Pricing, And Increased Revenue By 10.21% 10.21% **REVENUE** 

**Royal**Discount **INDUSTRY Internet Software Services COMPANY SIZE** 1-10 **LOCATION** US **CAPABILITIES USED** A/B Testing

## Royal Discount sells computer software and related products from companies such as Microsoft, Adobe,

**VWO and Royal Discount** 

Monster Cable, and Symantec at discounted prices. To improve the conversion rate of its website, the company hired Fruition.net, which used VWO for

testing.

## The objective was to increase clicks on **Add to Cart**, thereby increasing sales.

Objective

## Price is critical to influencing prospects to click the CTA, in this case, Add to Cart. Based on previous A/B

Solution

tests, especially as a seller of discounted products, Fruition had included the crossed-out the Manufacturer's Suggested Retail Price (MSRP) figure on Royal Discount's product pages, a move that had boosted conversion rates slightly. This is what control looked like:

Royal Discount website.

**Ouick Search:** 

Intuit

McAfee Microsoft

Top Brands

this goal wasn't met initially.

This is what the variation looked like:

Microsoft > Office 2013

Card (Promotional)



The team hypothesized that increasing the emphasis on the discounted price shown on the page would increase conversions. They created a variation for the Microsoft Office 2013 page and pitted it against the original. The font size of the discounted sale price was increased from 15 px to 20 px, and the font type was made bold. The crossed out MSRP figure continued to be shown as before.

As part of the ongoing optimization process, Team Fruition felt that due to the other text on the page,

the price information was not getting the required attention. Even though the **Add to Cart** call-to-action button stood out, they felt that visitors were probably missing out on why they should purchase from the

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Microsoft Office 2013 Home and Business Product Key

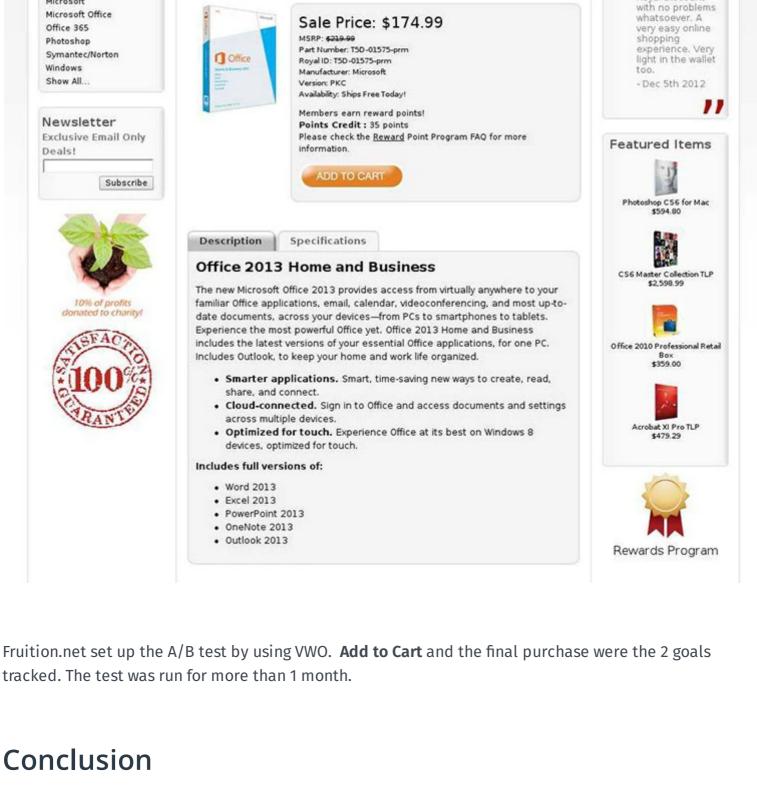
**Customer Reviews** 

No bad

comments, a

experience at Royal Discount

great first



The variation resulted in 36.54% more visitors clicking the Add to Cart CTA and hence moving further into the conversion funnel. In turn, this increased revenue by 10.21%, although the statistical significance for

So why did this simple change work? For conversion-centered design, it is important to know which page elements will have the greatest impact on prospects' decision-making- and thereafter, ensure that these elements easily get the attention of visitors. This often means increasing font size, changing font type,

using contrasting colors or changing their placement on the page.

pictures or detailed product descriptions. By making its discounted price stand out clearly, Royal Discount made it easy for visitors to spot the key "value lever" and made it easier for them to proceed with the purchase.

Authenticity and price are typically the most important factors that drive decision-making. When buying

popular and standard software such as Microsoft Office, most people are not too concerned about

Would you like to learn more about Conversion **Optimization?** 

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