

CASE STUDY
How Taloon Used A/B Testing To Increase Conversions
By 11.92%

CONVERSIONS

11.92% 👗

INDUSTRY
Specialty Retail

COMPANY SIZE

Data Not Available

Finland

LOCATION

CAPABILITIES USED

A/B Testing

Taloon.com is a Finland-based eCommerce hardware store that sells plumbing, electrical, gardening supplies, and other construction material.

VWO and Taloon

The company uses the VWO platform for its website optimization requirements.

Taloon wanted to increase conversions on its product pages (that is, clicks on the call to action button

Objective

Add to Cart) by reducing distractions that prevent visitors from acting on the CTA.

Solution

photos.

This is what the original version looked like:



and Facebook share buttons from its product pages. But before implementing a change that was so radical (in the light of accepted best practices), Jani wanted to A/B test if the change would impact the effectiveness of the CTA button.

Going against the popular notion, Jani Uusi-Pantti of Taloon.com decided to remove the Google+, Pin it,

He set up a test by using the VWO platform. The test ran for 2 weeks.

This was the variation that was pitted against the original:

Hae

TALOON.COM PRIIMAA TUPPAA TULEMAAN. RAUTAKAUPPA NETISSÄ VUODESTA 2004.

Etsi tuotteita

Etusivu > Piha > Puutarhanhoito > Lumityökalut

Lumilinko AL-KO Snowline 620 II

HINTA: 713 € /KPL Määrä: 1 KPL 🖫 LISAA KORIIN Tuotemerkki: AL-KO Autotallit ja -katokset Tuotenumero: AK-112934 Kesämökille Toimitusaika: n. 1-2 viikkoa. Kiinteistövarusteet Toimitus: Tehtaalta Pihakivet, muurikivet Piharakennukset Puutarhakalusteet SnowLine 620 II -lumilinko on ihanteellinen työväline lumit Puutarhanhoito Kumipyörien karkeat kuviot takaavat pidon lumessa ja va Terassit, painekyllästetty puu voidaan sovittaa aina sopivaksi tarpeen mukaan. Vauhti : Valokatteet viiteen nopeuteen eteenpäin ja kahteen taaksepäin. Ling-Vapaa-aika moottori on varustettu OHV-tekniikalla ja heittomatka voi lumioloista riippuen. Kääntyvä heittotorvi säätyy 190 aste toimintojen ohjaaminen on erittäin helppoa. Siinä vaiheessa, kun ensilumen taika karisee lumimäärän muutakin kuin pelkän käsikäyttöisen lumentyöntimen. AL lumen helpolla tavalla pois jalkakäytäviltä, ajoväyliltä ja pi mallista riippuen, aina pienistä 42 cm levyisistä väylistä 7 Lumikinokset väistyvät helposti, nopeasti ja tehokkaasti li työskentelyn mukavuudesta tinkimättä. Snowline-mallisto parhaimmillaan ja koneiden käyttöä helpottavia ominaisu mm. sähkökäynnistys, täydellinen ohjauspaneeli, lämmiti Conclusion

The confidence level of 95% delighted Jani, who said '1 didn't really expect the results to be this good.

Conventional wisdom is all for social sharing:

even if it is in the same business.

1) Negative social proof

emphasizes this point here:

click-throughs.

Nice surprise!"

About 39% of digital marketers around the world believe social sharing is effective in boosting conversions.
84% of online shoppers use at least one social media site.

Based on the test results, Jani implemented the change on its website.

Compared with the original, the variation recorded an 11.9% increase in CTA

It is thus useful to figure out what worked against social sharing buttons in Taloon's case. We believe there are perhaps 2 reasons for this:

As QuickSprout founder Neil Patel writes in this popular post on conversion tips, "Social proof isn't

That is why Taloon's A/B test results are surprising. But that's why A/B tests are recommended, because the context of each business/website is unique. What works for one business may not work for another,

always the best proof – you would think that social proof helps boost conversion rates, but it doesn't always work that way."

According to Jani Uusi-Pantti, the number of shares on most of Taloon's product pages was zero. While a

2) Distraction from the main goal
It's considered a best practice to have a clear defined goal for each page and push people toward that goal by using a CTA. Angle Schottmuller, who is considered an authority on inbound marketing,

high number of shares and likes acted as a positive reinforcement, a low number of shares bred distrust

in the minds of customers about both the company and the quality of its products.

ONE purpose.
ONE targeted keyword phrase.
ONE best answer."

- Angie Schottmuller

@aschottmuller, SEO & Conversion Optimist, Three Deep Marketing

While Taloon.com used **add to cart** as the prominent CTA on its product pages, the social sharing buttons acted as a distraction.

"ONE page.

As Jani observed, "Maybe those share buttons were just extra clutter and distraction on a very good spot."

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Optimization?

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