

Underwater Audio Updated Information To Increase Revenue By 40.81%

40.81% ▲

REVENUE

Underwater Audio

INDUSTRY
Specialty Retail

COMPANY SIZE
11-50

LOCATION
US

CAPABILITIES USED
A/B Testing

VWO and Underwater Audio

Underwater Audio is a US-based supplier of products such as aqua goggles, swimbuds, headphones, and waterproof iPods. Customers from several countries around the globe order their exclusive products through its eCommerce website.

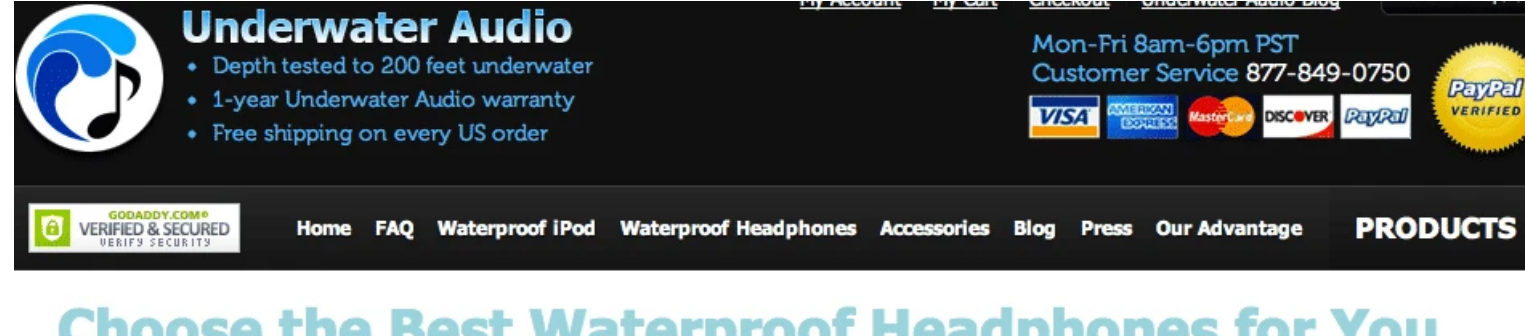
The company uses the **VWO** platform for its website optimization requirements.

Objective

The company's eCommerce site and its product comparison page received sufficient traffic. However, engagement on its website was relatively low. This led to low conversions to sales. So, the objective of this campaign was to improve engagement and sales.

Solution

This is what the original product comparison page looked like:



Choose the Best Waterproof Headphones for You



	Short Swimbuds Waterproof Headphones	AQ5-02 Waterproof Headphones
Activity	Swimming laps	Great for all activities! (not great for flip turns)
Creates a seal?	Best	No seal created
Multiple size earbuds included?	Yes (3)	Yes (3)
Ease of Use	-No cord management -Optional earhooks	-Simple to take on and off -Extension cord included
Warranty	90 days	90 days
Depth Rating*	15 feet (IPX7)	81 feet (IPX8)

Choose the pair of headphones that works best for you! **Swimbuds headphones** have a unique earbud that creates a seal and keeps water from affecting your music underwater. See our [waterproof headphones instructions](#) page for the most effective ways to keep Swimbuds headphones in your ears while you swim with your waterproof iPod!

Short-cord Swimbuds waterproof headphones are uniquely designed for swimming laps and flip turns. The short cord has minimal drag and provides the greatest comfort.

AQ5-02 waterproof headphones stay in your ears without any hassle. While AQ5-02 headphones enable water to get between your ears and the earbuds, they have great sound quality and stay in your ears without any special instructions. AQ5-02 headphones are short-cord headphones, but come with an extension cable so that you can choose the length that works best for you.

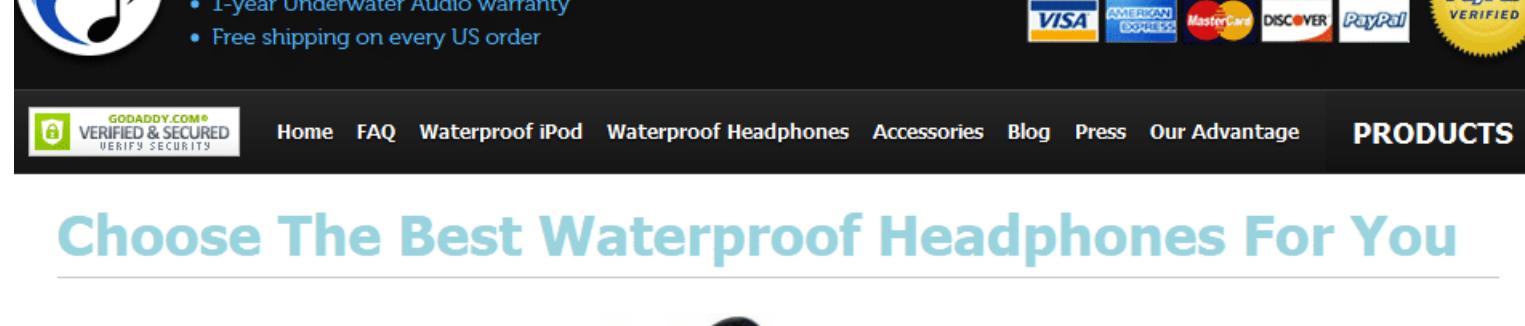
*For safety reasons, these and all headphones that create a tight seal should not be used below 10 feet.

As Emily from Underwater Audio said, *"The (rather) unattractive table had information in terse phrases organized in no particular fashion (activity, seal, size, features, warranty, depth). The paragraphs continued below the fold and essentially repeated the table, with only a few unique additions hidden in the text. In short, it was not the most engaging page!"*

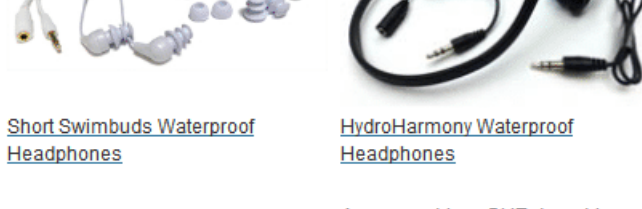
The test hypothesis was that providing product information concisely to make it easier for visitors to comprehend the key features and benefits of different products available would highlight the value clearly and enable prospects to make the purchase decision easily.

Underwater Audio created a Challenger and A/B tested it against the original page. The test was set up and run by using the **VWO** platform.

This is what variation looked like:



Choose The Best Waterproof Headphones For You



	Short Swimbuds Waterproof Headphones	HydroHarmony Waterproof Headphones
Best for	Lap swimming	Aqua-aerobics, SUP, kayaking, canoeing, and most other aquatic activities
Earbud Fit	Flanged: creates a watertight seal similar to ear plugs	Round: traditional shape does not create a watertight seal
Earbud Sizes	Flanged: 1 pair Small, Medium, and Large Round: 1 pair Small, Medium, and Large	
Outstanding Features	<ul style="list-style-type: none"> Removable earhooks provide extra security Stays in during flip turns Minimal drag in water 	<ul style="list-style-type: none"> Easy to get on and off Wraparound design doesn't interfere with head gear
Cord Length	<ul style="list-style-type: none"> 10" extra-short cord 39" extension (0.25m and 1m) 	<ul style="list-style-type: none"> 10" extra-short cord 39" extension (0.25m and 1m)
Warranty	90 days	90 days

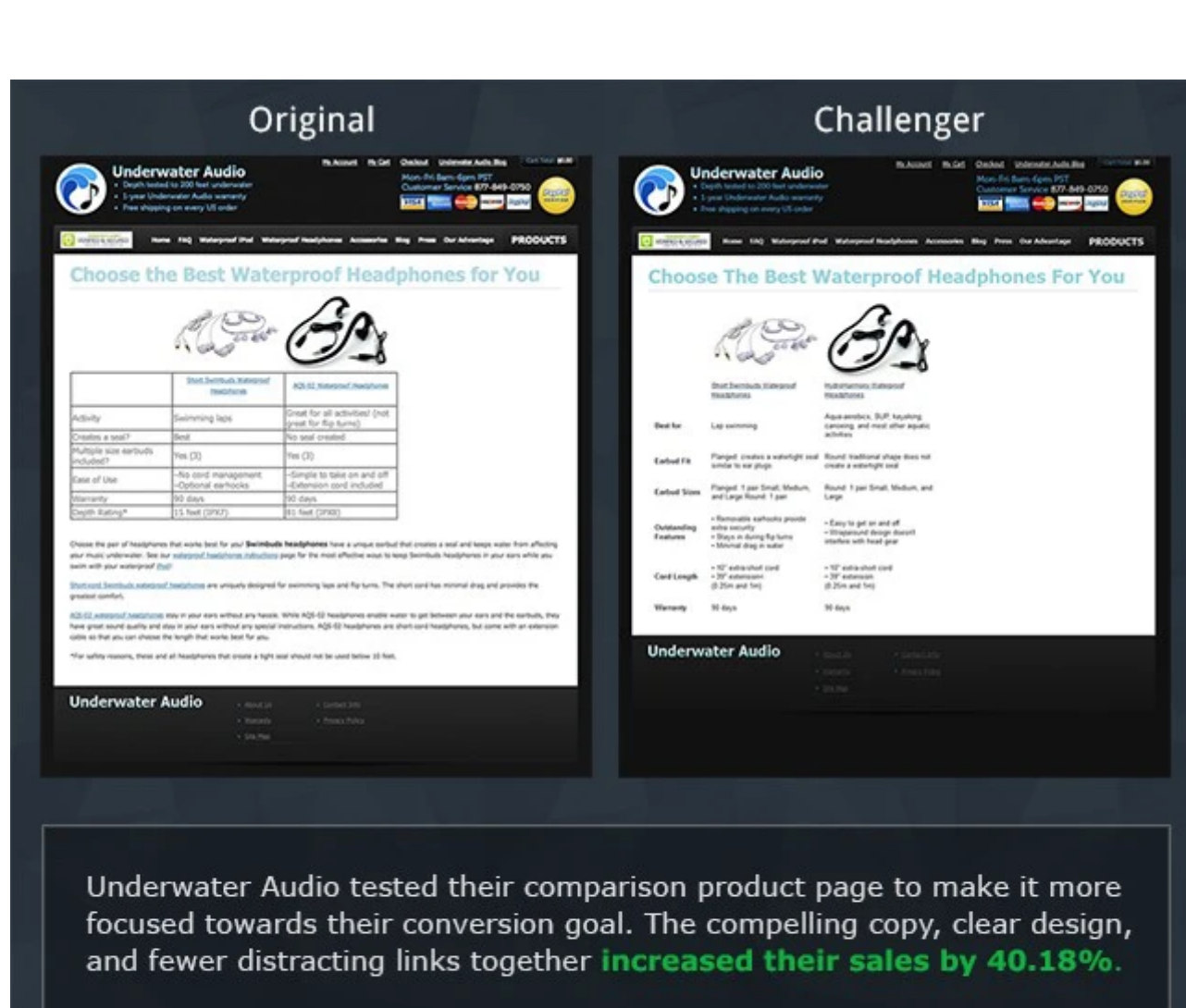
The redesigned page (the variation) featured the following changes:

- Product specifications were organized under easy-to-read headings that represented typical information elements that prospects needed to make their decision. Product features and specifications were detailed for better clarity.
- Additional information about 2 headphones that was earlier detailed in the paragraphs below-the-fold was included in the table itself.
- Instead of showing several call-to-action links on the page, only one link to each product page was retained. This made the action on the page clearer for the visitors.
- The table layout was improved; the whitespace on the page was better utilized to make the division between the columns clear without the thick cell borders that ruined the aesthetic appeal of the page.
- The font of the page was changed to make it consistent with the rest of the site.

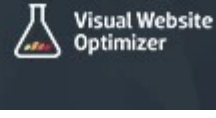
Conclusion

The test hypothesis was proved right, with the challenger beating the original to deliver 40.81% higher sales.

Here's the comparison image for easy reference:



Underwater Audio revised their comparison product page to make it more focused towards their conversion goal. The compelling copy, clear design, and fewer distracting links together **increased their sales by 40.18%**.



So, why did the redesigned page prove to be more effective?

Customers expect specific information to help them make up their minds. Specificity is **one of the most important basics** of effective copywriting because it answers the visitor's question around "what's in it for me" (W.I.I.F.M.). Would *you* buy something online if you are not sure of its benefits?

Websites that provide such information are better positioned to persuade visitors to buy.

The redesigned page scored on these counts:

- It provided prospects with the information they needed to make their decision. More important, the information was easy to spot and hence easy to read comprehend.
- It eliminated distractions by reducing the number of call-to-actions on the page.

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