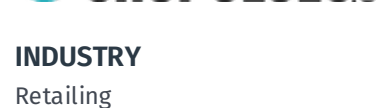


# How VWO Enabled ShopClues To Increase Visits-To-Order By 26% From Its Home Page

26% ▲

VISITS-TO-ORDER



**INDUSTRY**  
Retailing

**COMPANY SIZE**  
1,001-5,000 employees

**LOCATION**  
Gurugram, India

**CAPABILITIES USED**  
A/B Testing

## About ShopClues

ShopClues is an eCommerce major in India, serving 42 million visitors. Backed by the likes of Helion, Nexus, and Tiger Global, the 5-year-old ShopClues had a global Alexa rank of 431.

Divakar Ravichandran was a part of ShopClues’ onsite merchandising team and responsible for onsite optimization. A/B testing and optimization had only recently become a core function.

The team selected VWO, and set its goals for optimizing the high-traffic pages and those related to marketing. To scale quickly, they decided to deploy at least one effective A/B test every week.

Within 4 months, a set of few minor and two major design improvements were made live site-wide. Divakar believed that following a structured process to optimize conversions was a move in the right direction, and expected that conversion optimization would be adopted deeper and wider into the marketing function.

## Objective: Increasing Visits-To-Order from the Home Page

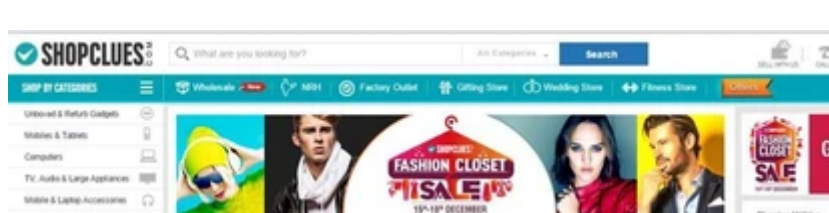
Divakar’s team was focused on optimizing the home page and category pages. They acted as owners for the home page and collaborated with the respective category managers for the category pages.

Each element of the home page was carefully tracked for conversion signals. This data was then used for hypotheses development and testing.

### Test 1 – Home Page

The main navigation bar links on the home page were getting a lot of clicks, especially “Wholesale,” which was the first link. The team identified the need to send better qualified traffic to the category pages as a primary challenge.

This is what the home page originally looked like:

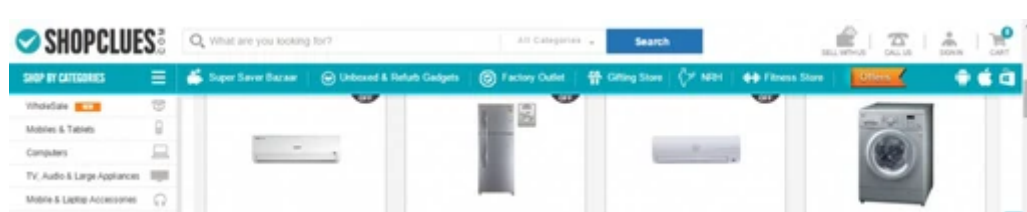


Original

## Solution: Minor Changes, Big Impact

The ShopClues team hypothesized that replacing “Wholesale” with other marketing categories (like “super saver” bazaar) and moving it to the left navbar might make the page more visually aligned and help attract better qualified visitors to each of the category pages.

They came up with the following variation:



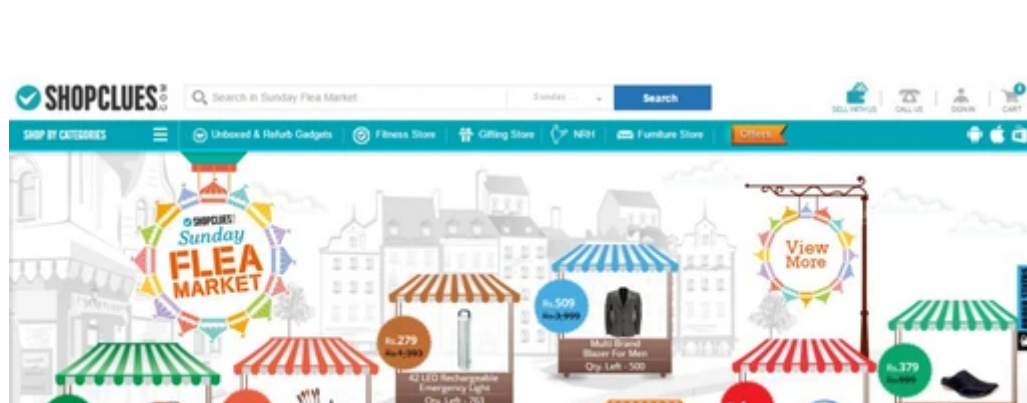
Variation

Repositioning “wholesale” also meant the change had to be highlighted to the visitors. For this purpose, the team displayed a banner that said “new” right next to “wholesale.” This change further improved the CTR on the “wholesale” category.

### Test 2 – Marketing Category Page

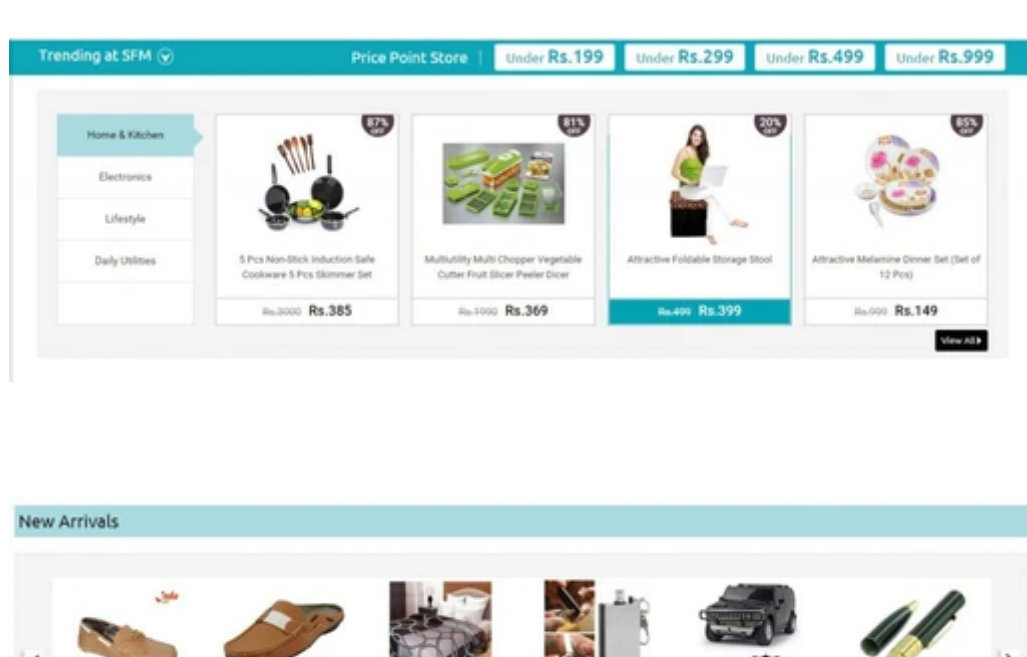
With the category pages, the team obtained data from the analytics team, deployed VWO heatmaps where required, and sent reports to the respective managers, who then pointed out areas that might have required attention. Based on this feedback, Divakar’s team created hypotheses, prioritized testing, and implemented the changes.

By using VWO’s [Visitor Behavior Analysis](#), the team noticed that for one of their promotional categories (Sunday Flea Market), filters like “new arrivals,” “best selling,” and “price sorting” were getting the bulk of user attention. Here’s how the original page looked:



On-Page Surveys were then used to collect feedback from visitors themselves about these filters. Based on the insights gathered, a variation was created where visitors were spared that step in their search. The variation presented visitors with the products that matched the filters upfront in a horizontal display.

This is how the variation looked:



This test resulted in a stupendous 48% higher visit-to-order.

## Conclusion: 26% More Visits-To-Order from the Home Page; 48% from the Category Page

The new top navbar with the marketing categories delivered 50% more CTR. Not only did the improvement in visits-to-order (26% from the home page and 48% from the category page) translated to higher revenue, but these also improved the quality of visits.

Acknowledging the support his team received from VWO’s Customer Success team, Divakar had this to say:



VWO consists of a complete set of tools and features using which I was able to infer how visitors use the site (heat maps, visitor-recordings etc) and even how they feel (surveys). Gleaning insights from these data, I could strategize and easily launch A/B tests, multivariate tests, personalization triggers and more to optimize our funnel. The complete process of “data driven” optimization through this tool is self-explanatory and easy to set-up



Divakar Ravichandran

on-site merchandising team



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