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CASE STUDY

Bakker Hillegom Added A Promotional Banner To Boost CTR By 104.99%

104.99% **CLICK-THROUGH RATE**



INDUSTRY Specialty Retail

COMPANY SIZE 10001+ employees

LOCATION The Netherlands

CAPABILITIES USED A/B Testing

VWO and Bakker Hillegom

Bakker-Hillegom is an international mail order company that sells plants, flower bulbs and garden accessories through its website.

A client of VWO, the company's online marketing team uses the VWO platform for testing optimization opportunities for its website.

Objective

The objective of the test was to increase the number of visitors clicking on the "Top Deals" section of Bakker Hillegom's website's information pages.

Challenge

The problem was clear: in spite of having a large number of visitors to its information pages, Bakker was not able to encash those visits.

Solution

Apart from operating as an online web store, the website contained a huge repository of information on

how people could take care of their gardens. According to Ben Vooren, the online marketer at Bakker, the website's information pages attracted many new visitors every day because the content was unique and relevant. But although traffic to the website was high and visitors spent a considerable amount of time going through the content, the vast majority left without buying. As Ben said, "While we were hoping that the visitors would engage with the website and buy from us, they generally left after consuming the relevant information".

This is what one of the information pages looked like:



Ben hypothesized that placing commercially-focused banners on top of all the information pages of the website would increase user engagement. But before actually implementing the change on the site, he wanted to check if this hypothesis would bring any positive results.

For this, he used VWO to quickly set up and run a pattern test on all the information pages of the website. The primary goal was to increase the number of people clicking on the "Top Deals" section of the website (which consequently increased site engagement). The test was run for 12 days on 8,000 visitors.

The challenger had just one major change in that two prominent banners were placed on the top. The first banner read "Top Deals" and it sent the visitors to Bakker's top deals page where they could buy products at discounted rates. The second banner was for newsletter subscription. This is how the variation with the banners looked:



Bomen en heesters Planten Accessoires Rozen Home Bloembollen Groente en fruit Zaad Klantenservice Op voorraad ZOEK -

Home / Tuinadvies / Tuinkalender / Januari /Tuinieren in januari

Tuinkalender

Januari Februari Maart April Mei Juni Juli Augustus September Oktober November December





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In januari kan het nog erg koud zijn, maar dat wil niet zeggen dat er niets in de tuin te doen is! Hoe het weer deze maand ook is, er valt genoeg in de tuin te genieten en te doen.

Over het algemeen kunt u in januari vele verschillende activiteiten ondernemen, zoals:

- Als het niet vriest kunt u houten trellisschermen en klimrekken nu in een nieuwe kleur schilderen. De klimplanten hebben nu nog geen bladeren, waardoor u er goed bij kunt.
- Uw tuinmeubilair is wellicht ook aan een onderhoudsbeurt toe, dit kan prima in deze maand gebeuren.
- Als het niet vriest geeft u jonge wintergroene hagen regelmatig water.
- Na hevige sneeuwval is het verstandig de meeste sneeuw van de struiken en vooral coniferen af te schudden zodat de takken niet breken.
- Verwijder voorzichtig het laagje herfstbladeren rond de vroegbloeiende planten.
- Taxus, buxus en hulst kunt u nu al bemesten.
- Hortensia's waarderen een extra laagje turf.
- Met pindaslingers, vetbollen en appels kunt u de vogels de winter door helpen.
- Bedenk nu alvast hoe u uw tuin het komende zomerseizoen wilt beplanten.
- U kunt nu al zomerbollen en zaden uitzoeken en bestellen.

Result: The challenger won hands down, recording a 104.99% increase in visits to the 'Top Deals' with a statistical significance of 99.99%.

Conclusion

The results inspired Ben to perform further tests to identify additional opportunities- for example, where the banners are placed on the information pages.

As always, it is useful to go behind the scenes to understand what may have caused the desired change in behaviour. Three possible reasons can be identified:

1) Directing visitors towards a bargain

One reason why the 'Top Deals' page got so much attention is because it suggested incentives. Visitors were assured by the CTA text that they would be taken to a place where the "best deals" would be listed. This tempted them to click and explore. This is how incentives work.

2) Prominent positioning of the banners

The banners were placed at the top of page and the 'Top Deals' message was on the right side. F-shaped reading pattern indicates that this position was effective in ensuring that visitors do not miss content placed there. This was a significant difference vis-a-vis the placement of the 'Top Deals' link on the original page, where it was buried as a category under a drop down menu. This meant that only visitors



Snoeien, planten en

onderhoud Snoeien Planten Onderhoud

Soort

Gazon

Rozen

Vijver

Tuintype

Binnenshuis

Bloembollen

Klimplanten

Bomen en heesters

Hagen en coniferen

Groente en fruit

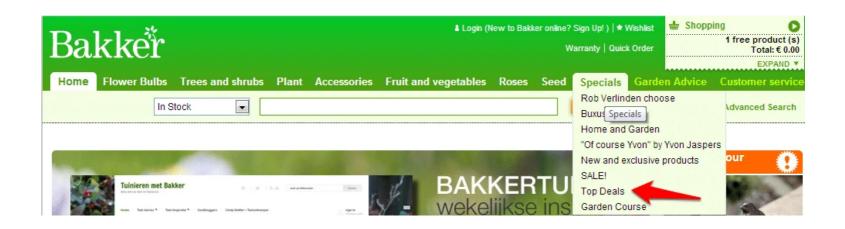
Terras en balkon

Tuinaccessoires

Vaste planten

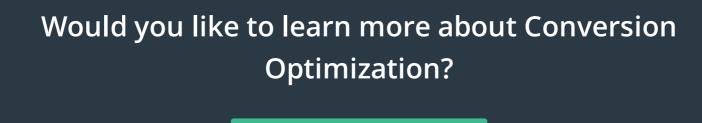


with resolute intent to buy would click on it.



3) Clearly defined path of engagement

The phenomenon of visitors consuming relevant information and leaving without buying could be explained by the fact that the original page did not have any prominent call to action or navigation path. Adding the banners gave visitors an opportunity to engage further.



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