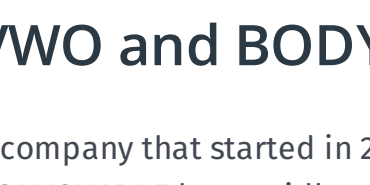


CASE STUDY

# BODYGUARDZ Worked With VWO Services And Lifted Conversions By 33.38%

**33.38%**  
CONVERSIONS



**INDUSTRY**  
eCommerce

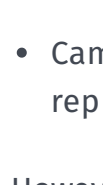
**LOCATION**  
Utah, USA

**CAPABILITIES USED**  
A/B Testing

## WVO and BODYGUARDZ

A company that started in 2002 with a small line of screen protectors for a few selected gadgets, BODYGUARDZ has rapidly expanded to offer a more complete range of BODYGUARDZ cases for a wide variety of mobile devices. The company's rapid growth earned it a spot on the Inc. 5000 list of fastest-growing companies in 2011.

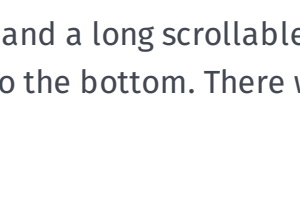
In addition to using VWO since 2015, BODYGUARDZ has also been using VWO Services since October 2017 for all its optimization needs and has been very impressed with our product and services.



Every day my inbox is full of salespeople who promise revenue gains. VWO actually delivers.



**Whitney Pye**  
Vice President, Strategic Initiatives



## Objective

For each of the campaigns discussed in this case study, each end goal was different:

- Campaign 1: Get more product registrations by users.
- Campaign 2: Optimize the accounts page to increase engagement and purchases.
- Campaign 3: Increase purchases by educating visitors on the condition of adding only one replacement product to cart in a single purchase.

However, the overall objective of pursuing these goals was to increase revenue.

## Solution

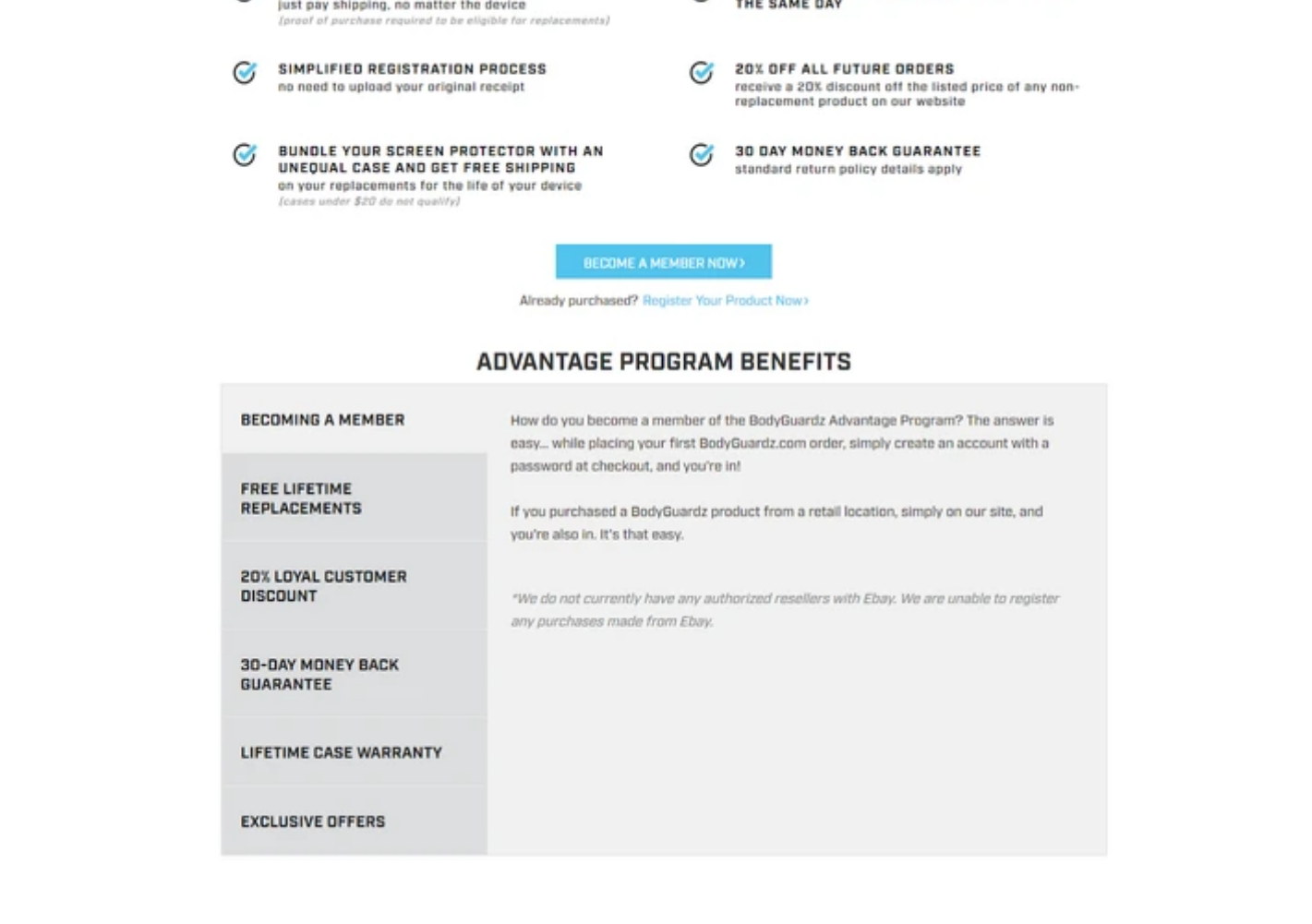
BODYGUARDZ, in collaboration with VWO Services, ran a series of campaigns to optimize their website and improve conversions. Discussed below are various campaigns that drove a significant increase in conversions for BODYGUARDZ:

### Campaign 1: Advantage Program Redesign

**Goal:** Get more product registration from users.

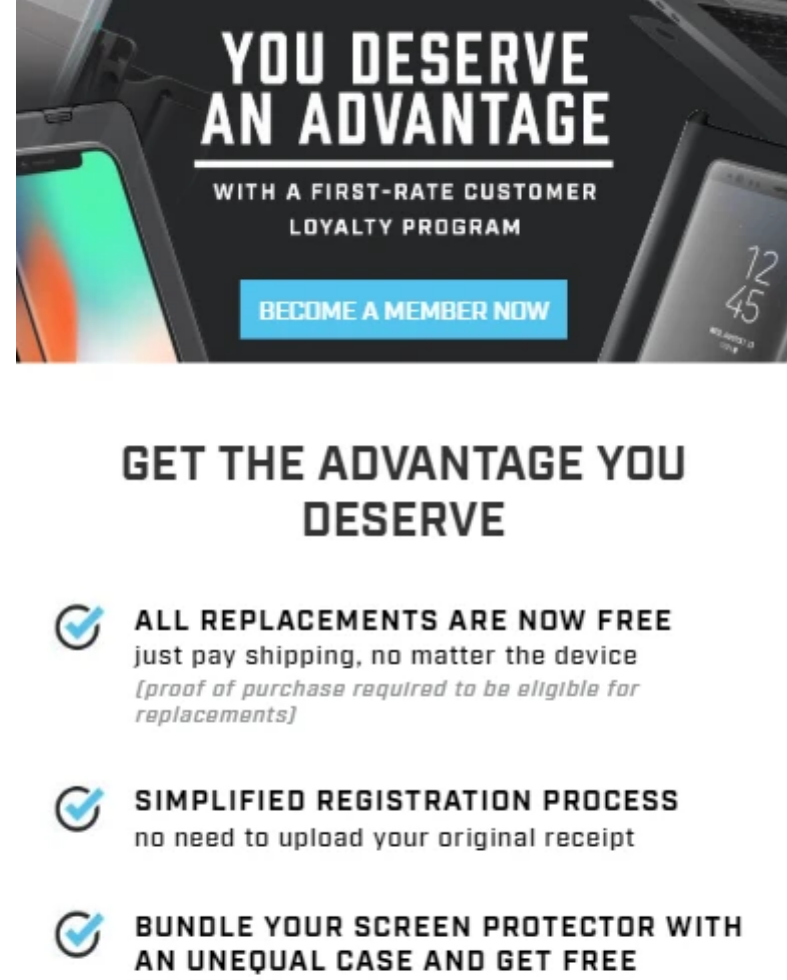
**Challenge:** The control had too much text and a long scrollable information section. Visitor analysis data showed that not a lot of people scrolled to the bottom. There were also multiple CTAs which took them to multiple pages which confused users.

**Solution:** VWO Services redesigned the Advantage Program page for desktop and tablet users by removing the clutter, reducing redundant text and links which were confusing users to register more products. This is what variation looked like:



**Result:** The test ran for 25 days, and the variation won with a relative uplift in Successful Product Registrations by 2.34% and a confidence level of 97%.

The same campaign ran for mobile users where the variation won with a 42.27% conversion rate against the control's 40.15% conversion rate. This is what the winning version looked like:



The new Advantage Page is live on the BODYGUARDZ website.

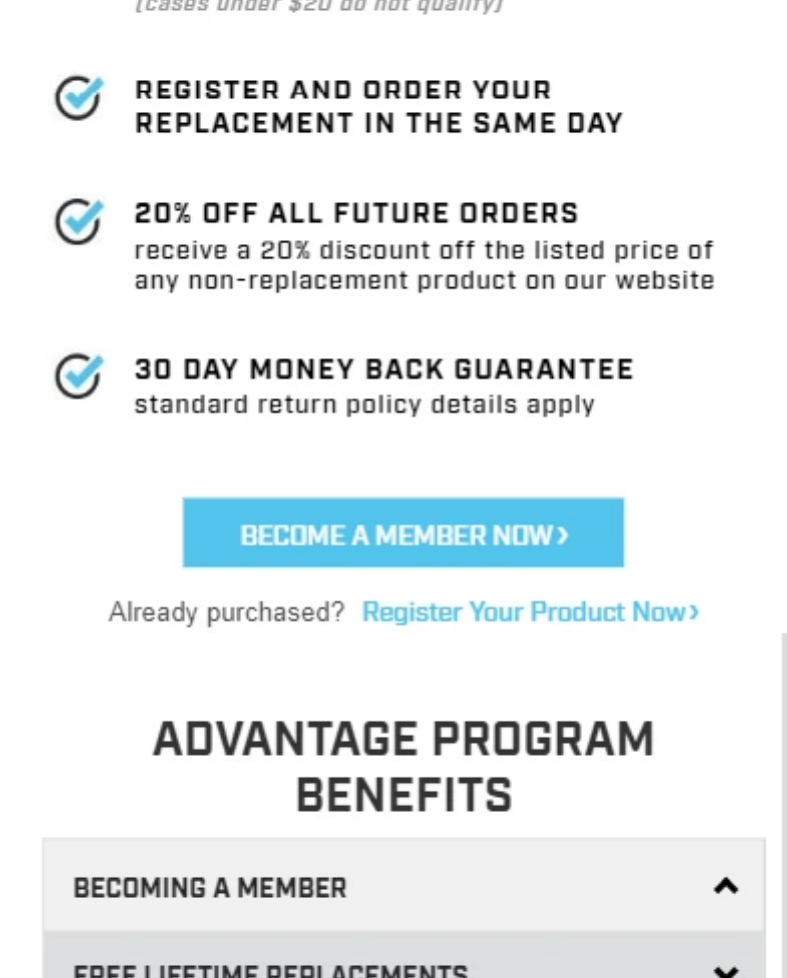
### Campaign 2: Redesign Account Page

**Goal:** Optimize the account page to increase engagement and purchases.

**Challenge:** In control, the menu options were not easily accessible. Additionally, for mobile users, the 'Account's menu' disappeared on reaching any account's page making navigation difficult. Their copy was misleading, and users had to click on several links to reach to the phone case.

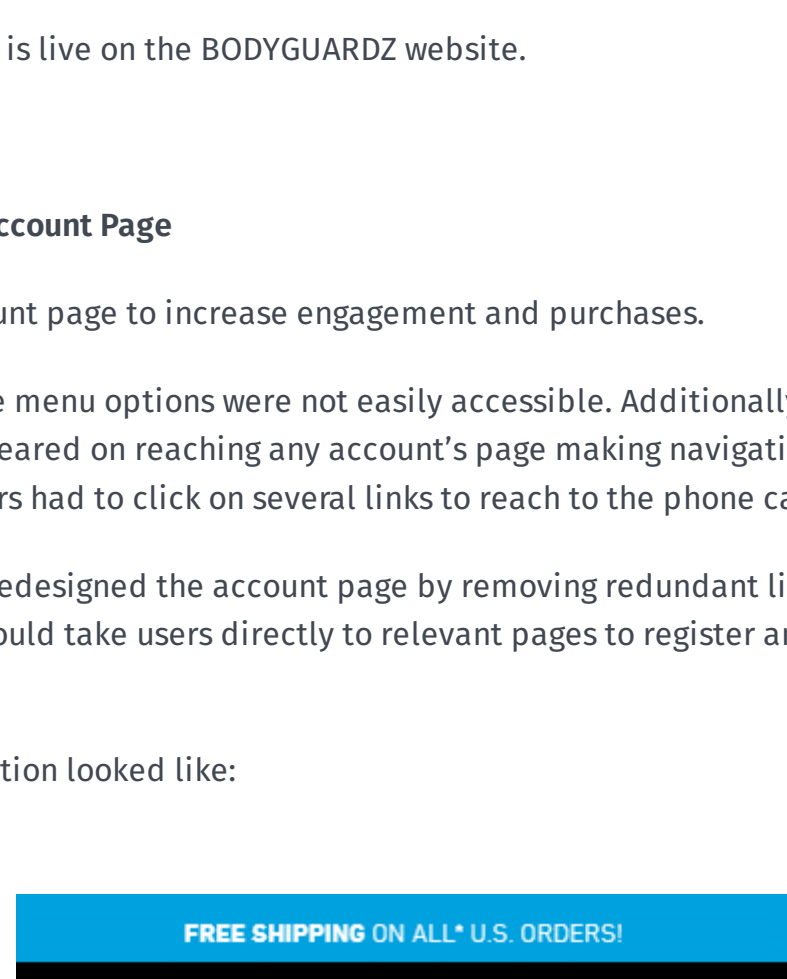
**Solution:** VWO Services redesigned the account page by removing redundant links, as well as adding prominent CTAs which would take users directly to relevant pages to register and view their registered products.

**Result:** This is what variation looked like:



The campaign ran for 13 days, and the variation won with a relative uplift in Successful Screen Protector Registrations by 12.09%.

The same campaign ran for desktop users where the variation won with a 37.67% uplift. This is what the winning version looked like:



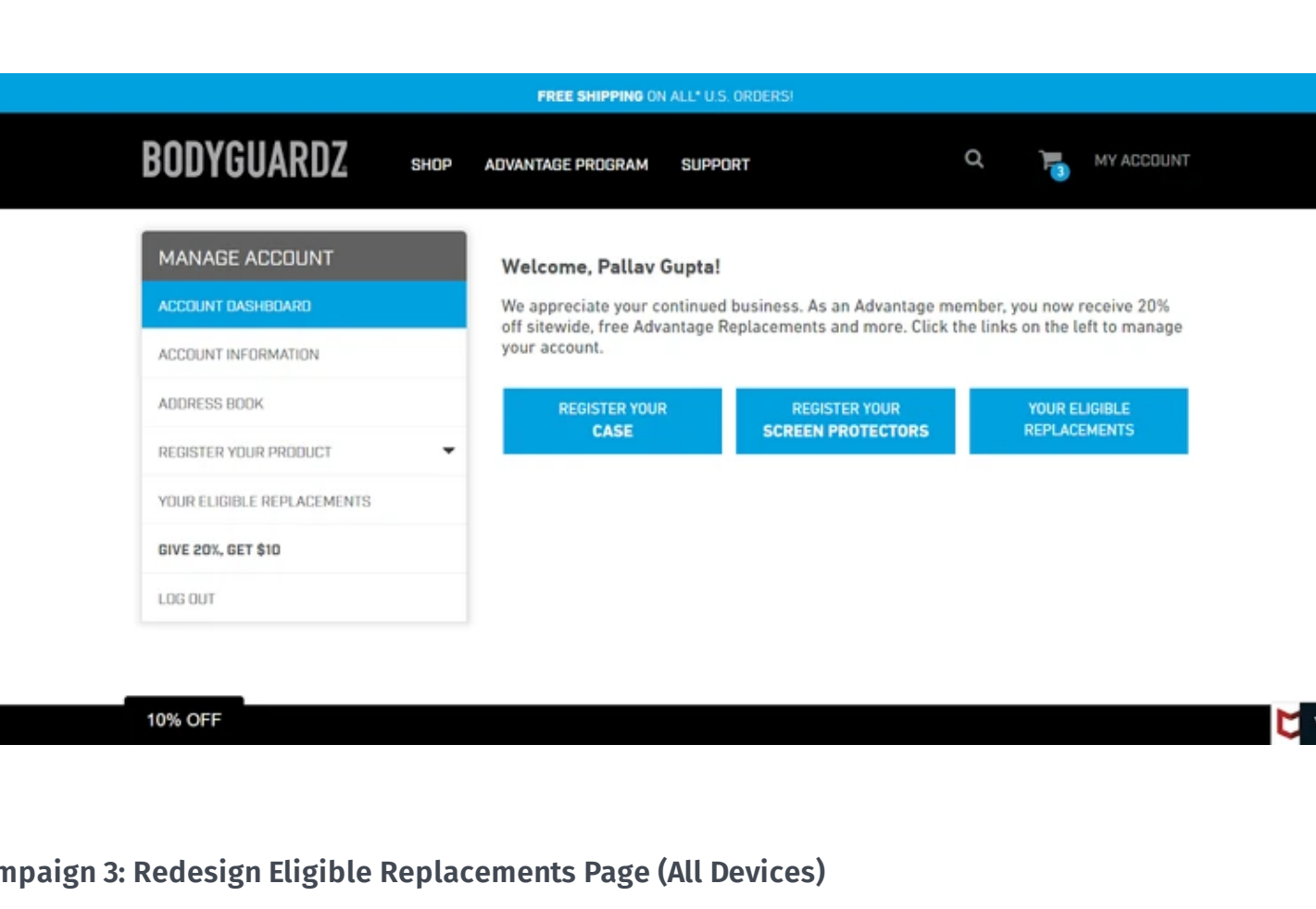
The campaign ran for 20 days, and the variation won with a relative uplift in Successful Purchases. The new Eligible Replacement page is live on BODYGUARDZ website.

### Campaign 3: Redesign Eligible Replacements Page (All Devices)

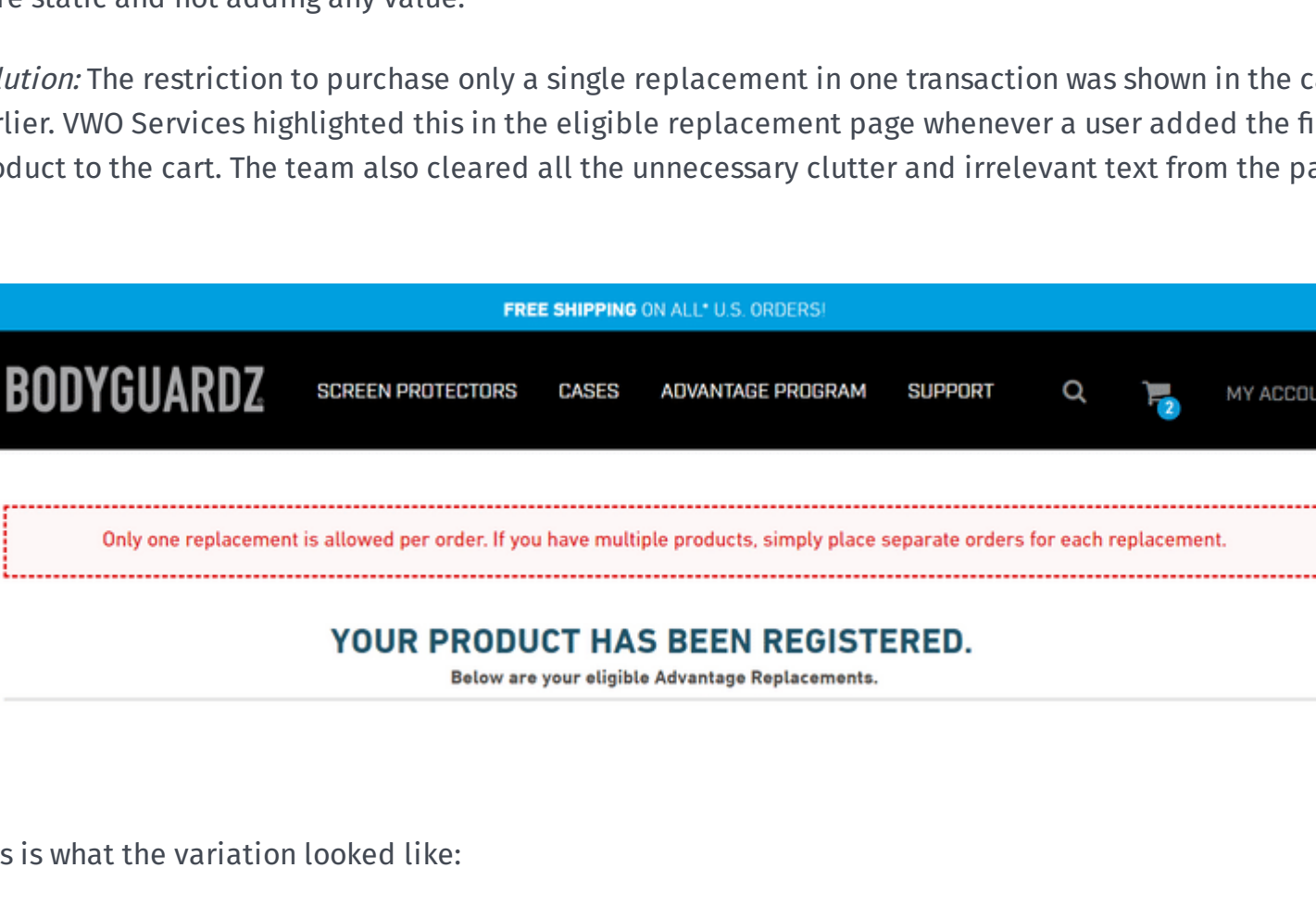
**Goal:** Increase purchases by educating visitors on the condition of adding only one replacement product to cart in a single purchase.

**Challenge:** The control didn't do a good job in educating users about the condition of adding only one replacement product to cart in a single purchase. It also had redundant text, and the product images were static and not adding any value.

**Solution:** The restriction to purchase only a single replacement in one transaction was shown in the cart earlier. VWO Services highlighted this in the eligible replacement page whenever a user added the first product to the cart. The team also cleared all the unnecessary clutter and irrelevant text from the page.



This is what the variation looked like:



**Result:** The campaign ran for 20 days, and the variation won with a relative uplift of 2.44% in Successful Purchases. The new Eligible Replacement page is live on BODYGUARDZ website.

## Conclusion

BODYGUARDZ has been using VWO to A/B test all their optimization ideas with the help of VWO Services. Owing to this, from 2017-2018, they witnessed an uplift in several metrics that have a direct bearing on their business:

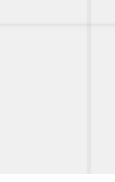
Uplift in key metrics from 2017-2018	
Total number of users	+2.51% ▲
E-commerce conversion rate	+33.38% ▲
Number transactions	+50.74% ▲
Revenue	+53.90% ▲

Although users increased by a mere 2.51%, the revenue uplift was remarkable. Through all their testing endeavors, BODYGUARDZ has collated a lot of quantitative data on their prospective customers. Their next focus is on capturing as much qualitative data as possible with surveys designed to understand how users interact with their website. Apart from the successful campaigns discussed above, BODYGUARDZ has several campaigns running, along with others, lined up to be deployed.

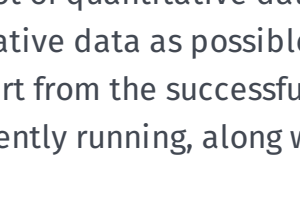
The close to 54% increment in revenue that BODYGUARDZ achieved in just 1 year stands testimony to the fact that following a structured Conversion Rate Optimization (CRO) program to be paired with other marketing efforts, can go a long way in helping you make the most of your existing website traffic. VWO is delighted to have been a part of BODYGUARDZ CRO wins.



I drive hard on ROI, and VWO delivers every single time. They bring a fresh, experienced team of eyes that consistently uncover ways to improve our online experience, and ultimately increase revenue. Our partnership with VWO has been invaluable to our growth in BODYGUARDZ.com.



**Whitney Pye**  
Vice President, Strategic Initiatives



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

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