

# Discount Bar Test

Armadillo Hat Company

## Objective:

Evaluate how well the shipping discount bar is affecting total revenue.

## Hypothesis:

We believe that most customers are not seeing this bar because it is too small and does not stand out. We will test this by testing different sizes and colors.

## Result Summary: **Success**

After testing the bar in different colors we found that the bar is not affecting users to buy more. In fact, **removing the bar generated 5% more revenue than having the bar**. Before we suggest completely removing the bar it is suggested to test a different offer and see if that causes more action.

## Experiment Design:

We tested removing the bar to see if that has any change compared to the way the offer originally was. Our hypothesis was that the control and no bar will be about the same, whereas the bigger and different color bars will lead to more sales.

## Control: (No Picture Available)

### No Bar

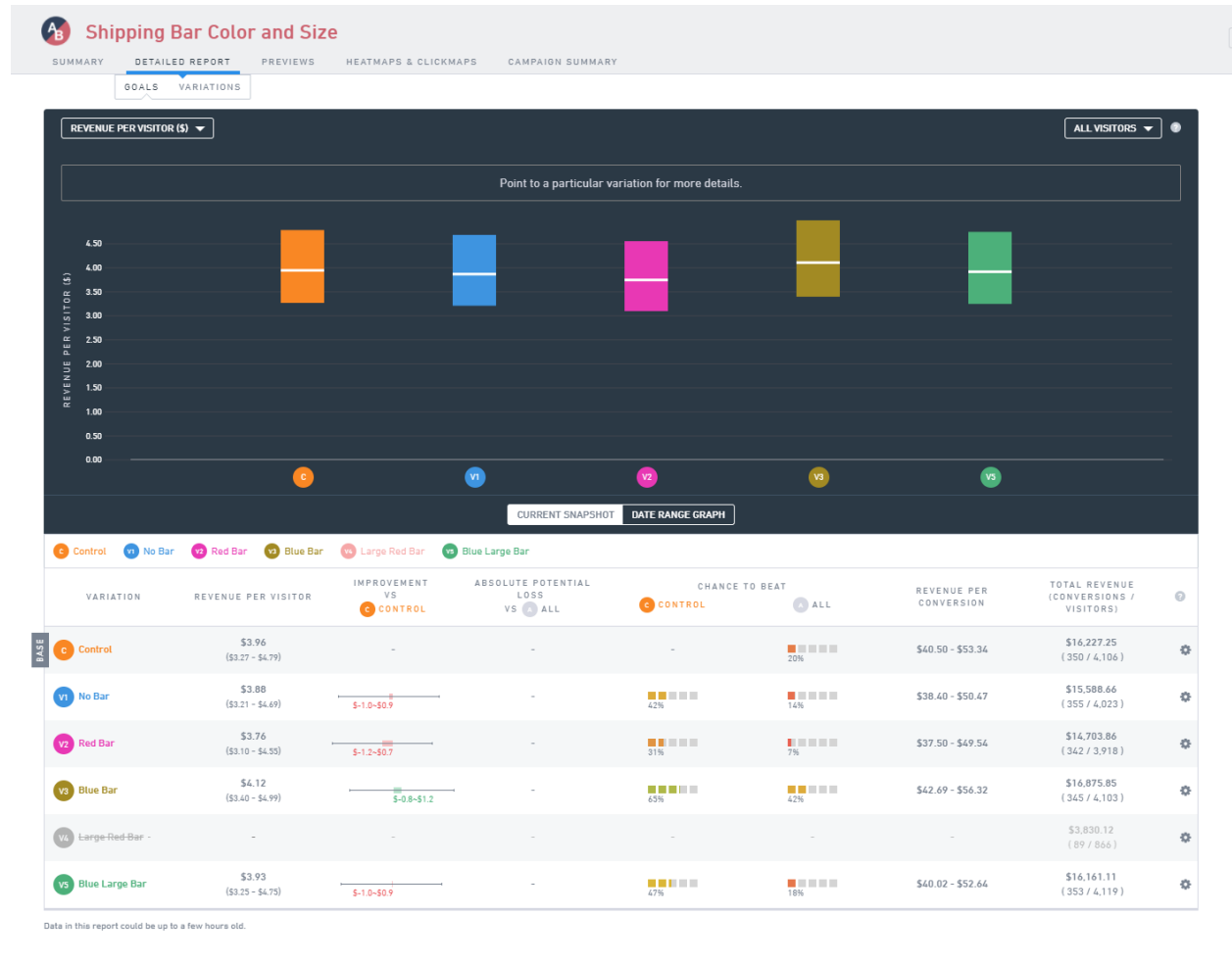


### Big Blue Bar:

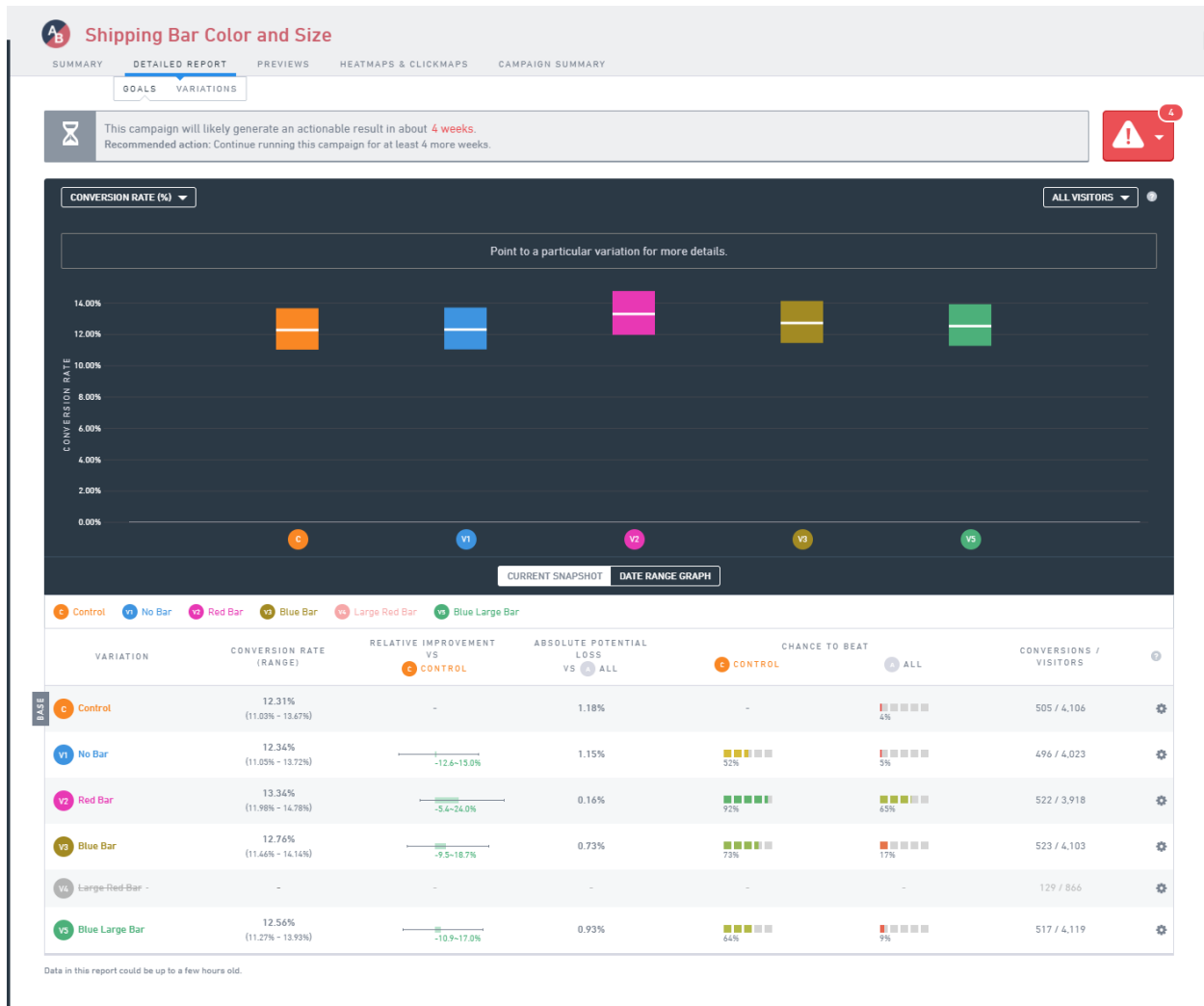


## Results:

# Revenue Chart



# Cart Visits



## What We Learned:

- The discount bar currently has no major impact on revenue
- Removing the bar increased conversion rate

## Future Actions / Recommendations:

- Test the offer in the call to action
- Test a clickable call to action in the bar
- Re Run size and color tests if offer makes a significant difference