Product Image Swap on Homepage Test

Armadillo Hat Company

Objective:

To see if by changing the images on the homepage will create a higher click through rate and conversion rate. Both of which should have a positive effect on revenue.

Hypothesis:

Images with people using the product, or the product in action will get clicked on more.

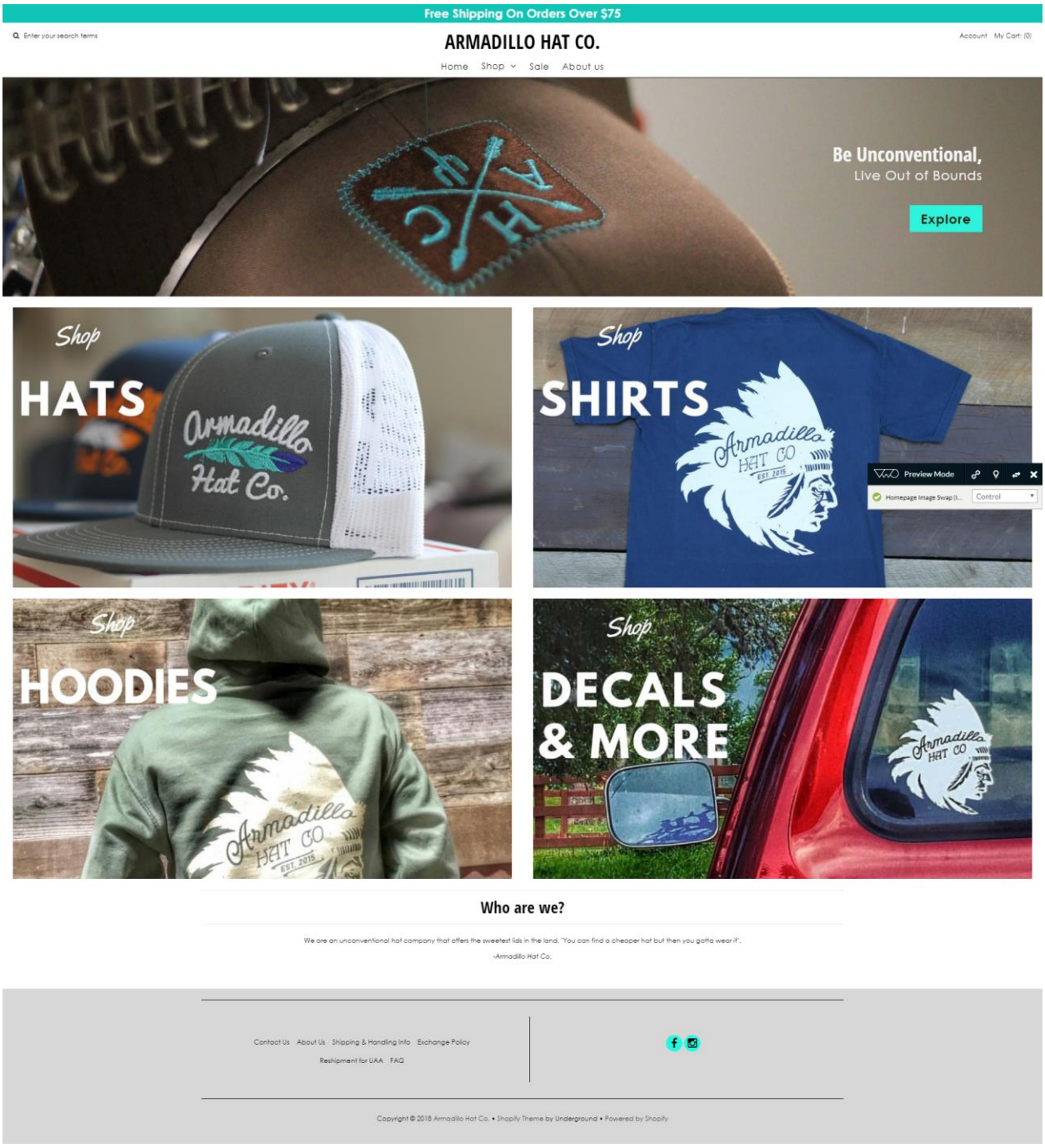
Result Summary: Neutral

Overall the new images we tested created slightly lower revenue. On a category level, however, we have seen that the Kids section had a **12% lift** and the Koozies section had a **36% lift** in the number of people looking at the respected pages. There was decrease in the shirt and hat visits which items have the biggest impact on the clients overall revenue. The conclusion of this test is that we will take the best elements of each version. This shows us that the most important images are your hat and shirt images in regards to increasing revenue. We plan on running a follow-up test with the best combination, against a few variations where we only test the hat and shirt images. Our goal is to see if we can get the same increase in lift as the kids and koozies sections for the hat and shirts sections which would have a huge impact on the clients revenue

Experiment Design:

Create an A/B in VWO with new images that include people and the product in action. Below are screenshots of the variations that were tested.

Control:


Free Shipping On Orders Over $75
Enter your search terms
ARMADILLO HAT CO.
Account
My Cart: (0)
Home
Shop
Sale
About us
Be Unconventional,
Live Out of Bounds
Explore
Shop
HATS
Armadillo Hat Co.
Shop
SHIRTS
Armadillo HAT CO EST. 2015
Preview Mode
Homepage Image Swap (I...
Control
Shop
HOODIES
Armadillo HAT CO EST. 2015
Shop
DECALS & MORE
Armadillo HAT CO
Who are we?
We are an unconventional hat company that offers the sweetest lids in the land. "You can find a cheaper hat but then you gotta wear it".
-Armadillo Hat Co.
Contact Us
About Us
Shipping & Handling Info
Exchange Policy
Reshipment for UAA
FAQ
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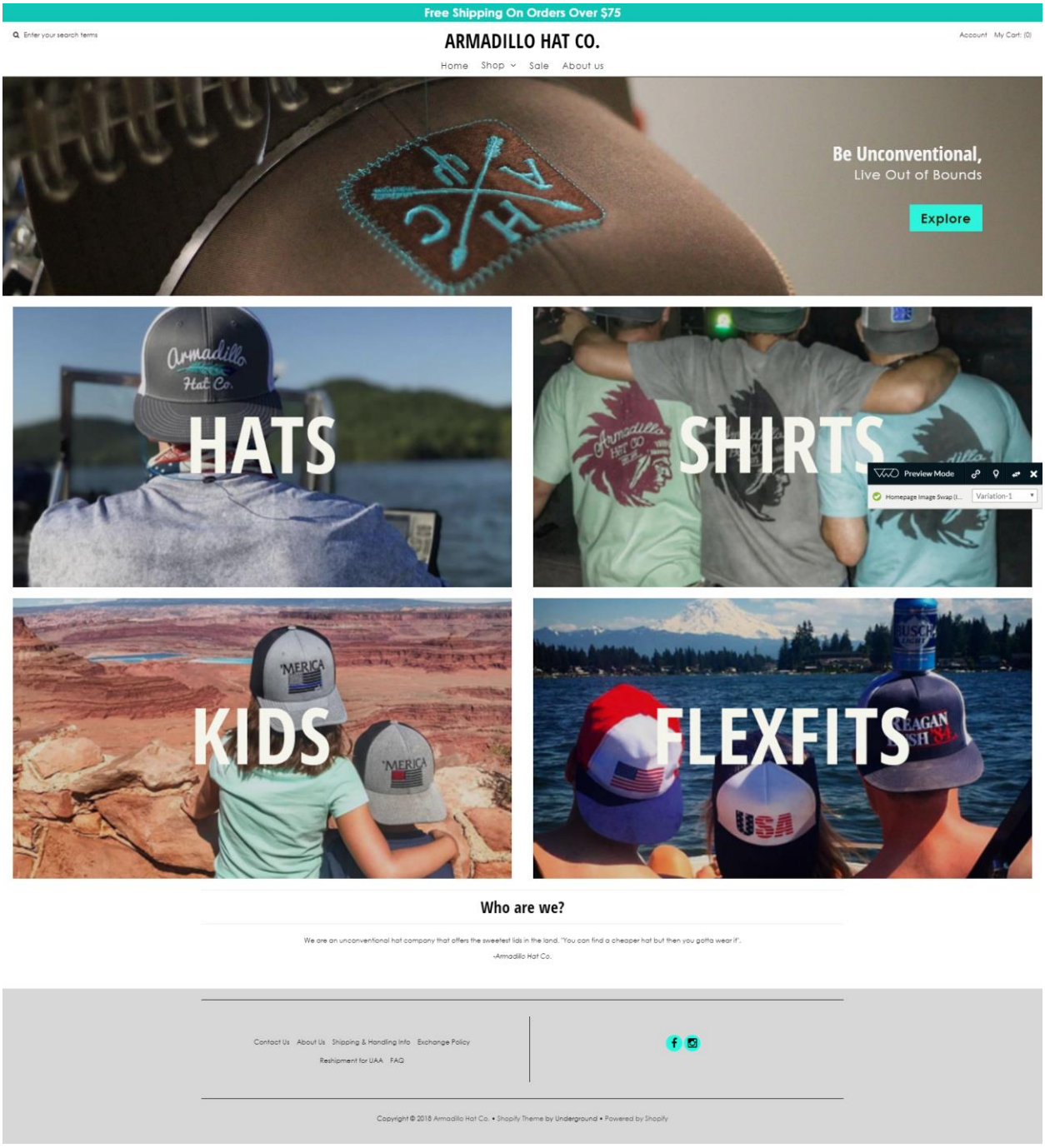
Variation:


Free Shipping On Orders Over $75
Enter your search terms
ARMADILLO HAT CO.
Account
My Cart: (0)
Home
Shop
Sale
About us
Be Unconventional,
Live Out of Bounds
Explore
HATS
SHIRTS
Preview Mode
Homepage Image Swap (I...
Variation-1
KIDS
FLEXFITS
Who are we?
We are an unconventional hat company that offers the sweetest lids in the land. "You can find a cheaper hat but then you gotta wear it".
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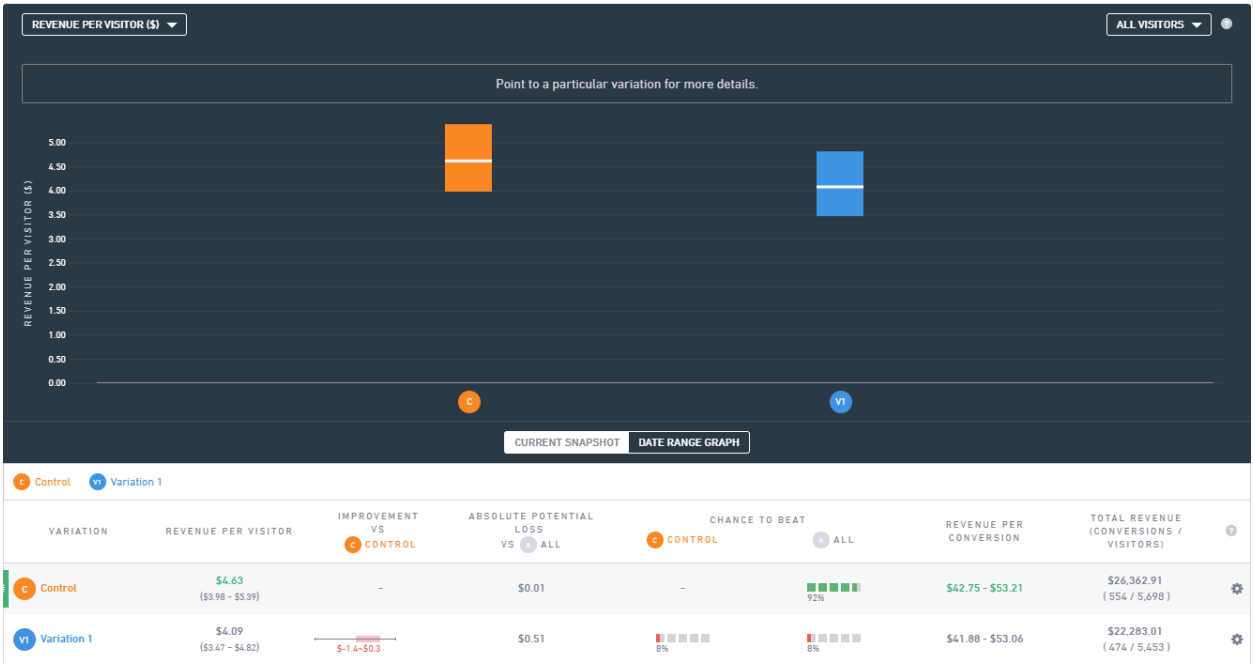
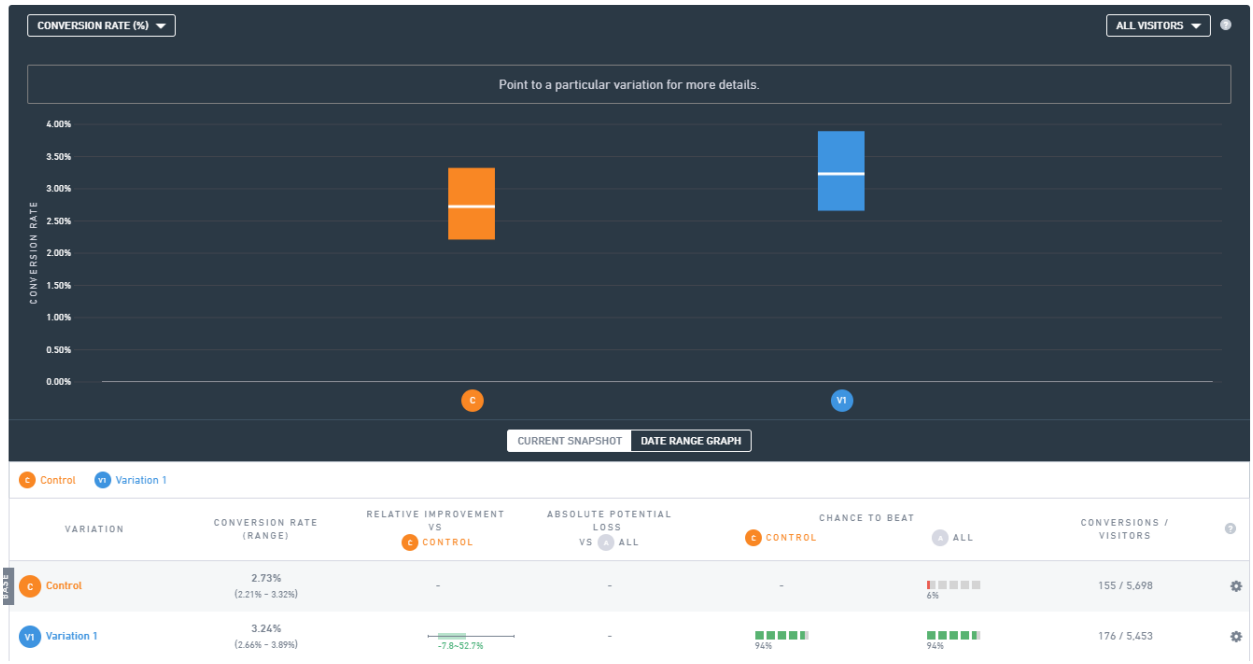
Results:

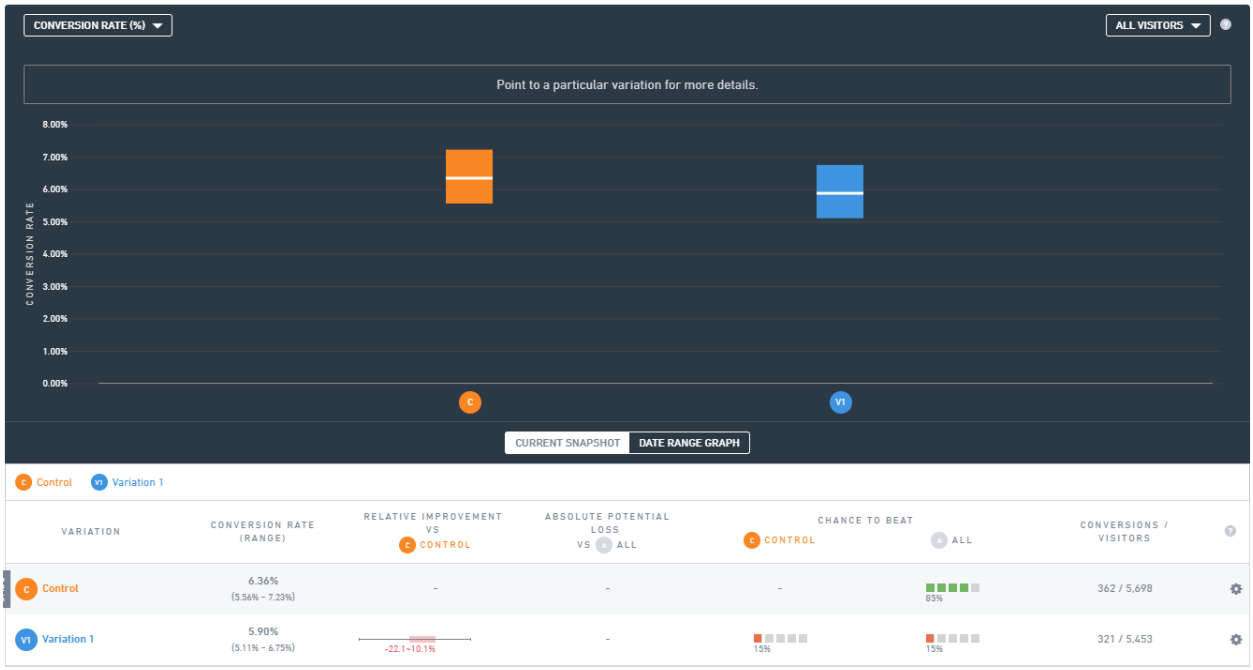
Revenue Chart



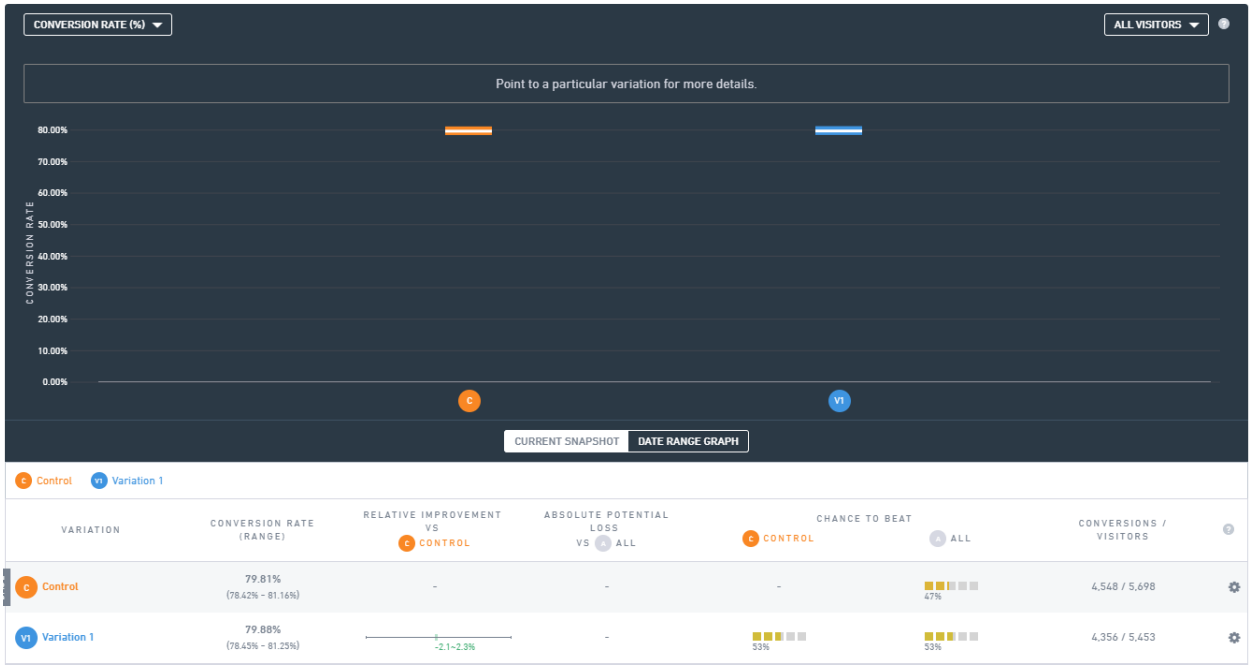
Kid Visits



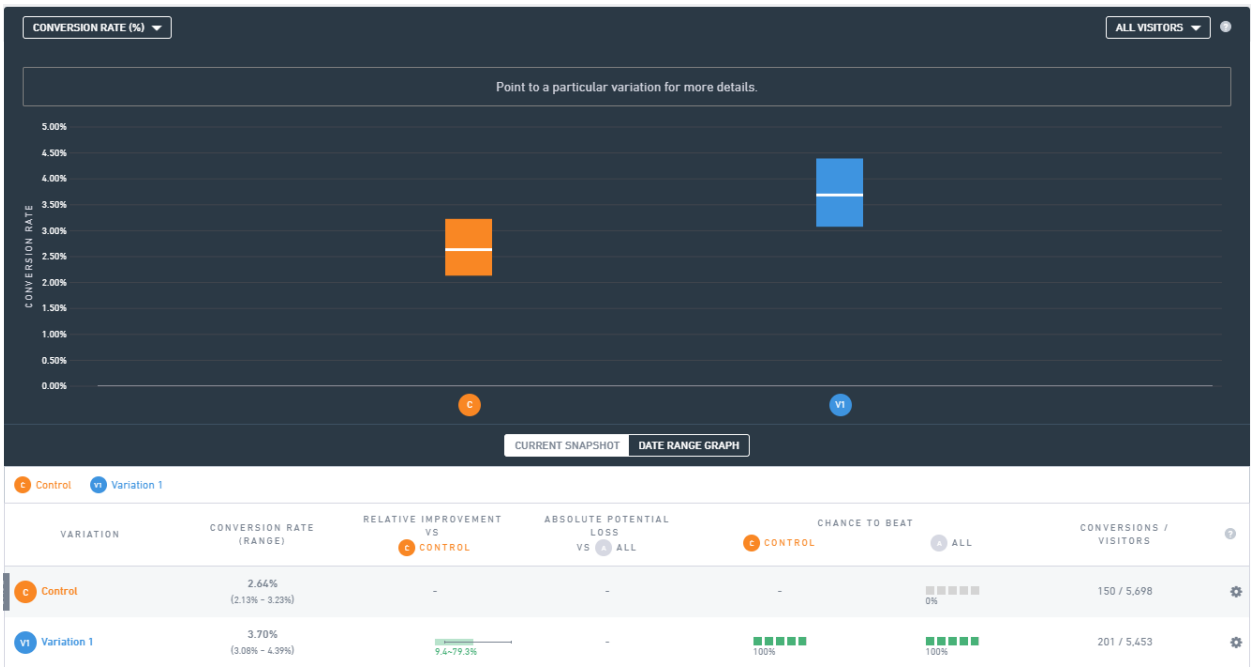
Decal Visits



Hat Visits



Koozie Visits



What We Learned:

- Pictures have a huge influence on Click Through Rate.
- A combination of both the control and variation will create better results

Future Actions / Recommendations:

- Test combination of both the control compared to other image changes
- See if the text of the header, image size can, title of the image, as well as order of the images can be changed to improve conversion rates.