

# Homepage Banner Size Test

Armadillo Hat Company

## Objective:

The banner for this client was really big and covered more than above the fold we wanted to test what banner size was the most effective in taking more people to the cart page.

## Hypothesis:

It was predicted that the 300px banner would have the best results.

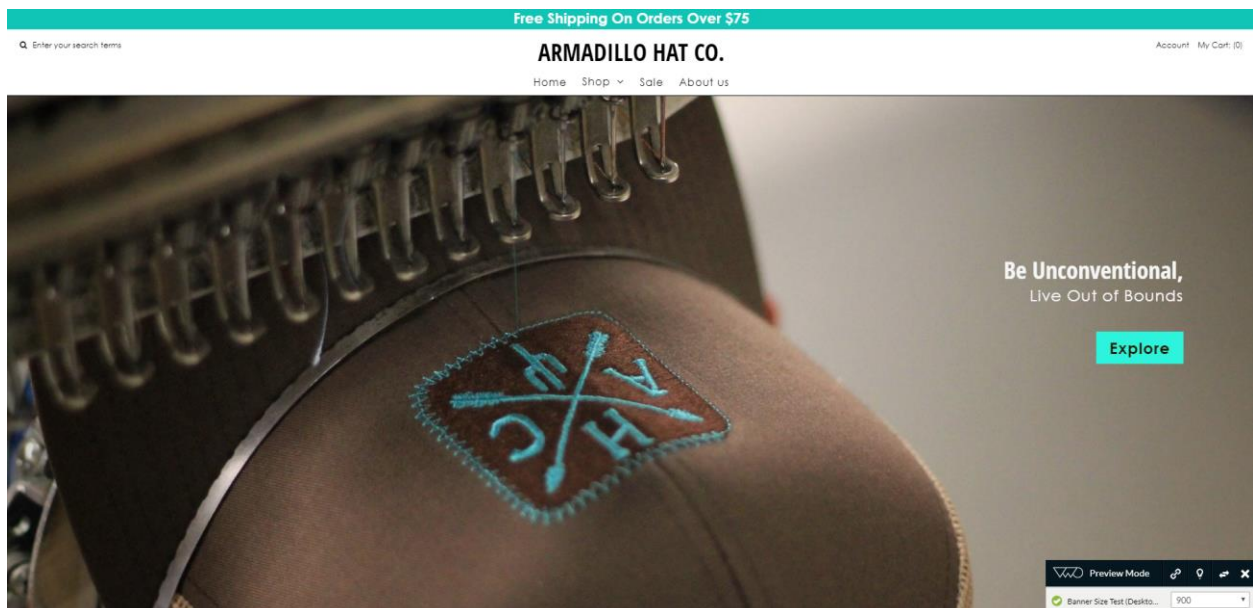
## Result Summary: Neutral

Almost all of the variations converted better than the original including completely removing the banner, but the 300px banner is the winner. **The 300px banner is converting 20% more visitors than the control.** This change in conversion is **increasing total revenue by 10%** compared to the control You can see the report

## Experiment Design:

Create an A/B in VWO with different size banners. One including no banner at all.

## Control:



## No Banner Variation:

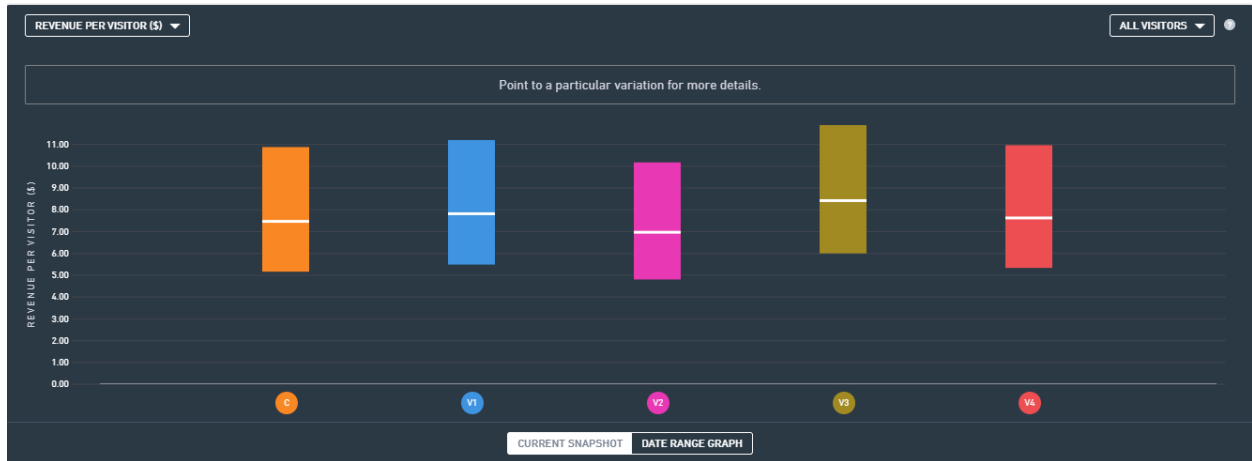


300px Variation:



Results:

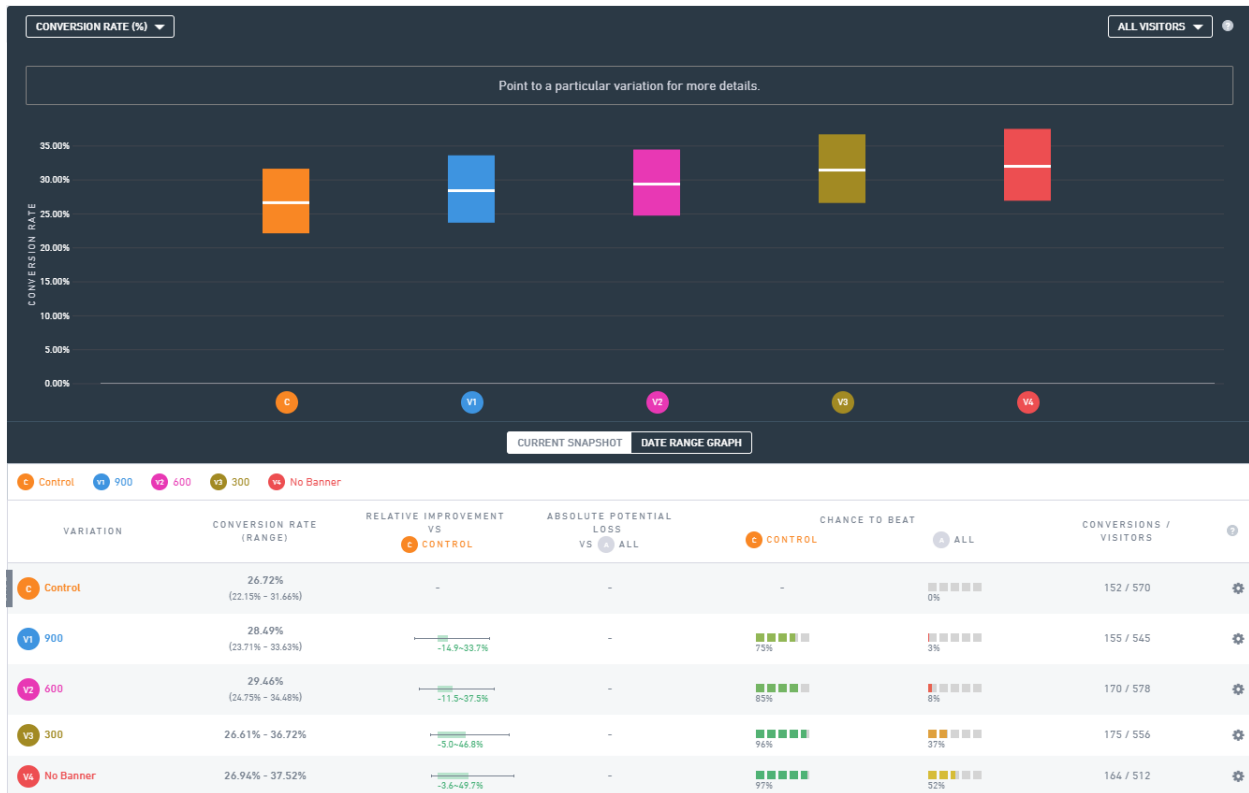
# Revenue Chart



C Control
V1 900
V2 600
V3 300
V4 No Banner

VARIATION	REVENUE PER VISITOR	IMPROVEMENT VS CONTROL	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT CONTROL	CHANCE TO BEAT ALL	REVENUE PER CONVERSION	TOTAL REVENUE (CONVERSIONS / VISITORS)
<b>C Control</b>	\$7.49 (\$5.16 - \$10.88)	-	\$1.52	-	14%	\$37.18 - \$64.32	\$4,242.4 (88 / 570)
<b>V1 900</b>	\$7.84 (\$5.49 - \$11.20)	\$-3.3-\$4.0	\$1.20	59%	21%	\$34.81 - \$59.00	\$4,246.37 (95 / 545)
<b>V2 600</b>	\$6.99 (\$4.81 - \$10.18)	\$-4.1-\$3.0	\$1.98	37%	6%	\$35.54 - \$61.68	\$4,013.74 (87 / 578)
<b>V3 300</b>	\$8.45 (\$6.00 - \$11.89)	\$-2.8-\$4.7	\$0.65	73%	42%	\$35.63 - \$59.14	\$4,668.24 (103 / 556)
<b>V4 No Banner</b>	\$7.65 (\$5.34 - \$10.97)	\$-3.5-\$3.8	\$1.38	54%	16%	\$32.50 - \$55.40	\$3,888.54 (93 / 512)

# Cart Visits



## What We Learned:

- The banner has a big impact on overall revenue
- Removing the banner still had a higher conversion rate than having a massive banner. N

## Future Actions / Recommendations:

- Test Images in Call to action
- Test a Split Banner instead of a slider
- Test Call to action
- Test headlines with images