

“I knew that my product pages were not performing well but I couldn't pin down what was causing people not to purchase.

ConversionHippo helped define the design tests and ran it for me so I could concentrate on other areas of the business”

Simon Murdoch
CEO

ConversionHippo conversion optimisation increases conversion rate of people who viewed a product page by 104% for ExplosiveNutrition.co.uk

ExplosiveNutrition.co.uk are one of the UK's leading retailers of Sports Nutrition and BodyBuilding Supplements.



Explosive Nutrition contacted us regarding the overall performance of their website. They had concerns that the conversion rate was not as high as it should be given other factors such as their competitive pricing, quality customer service and fast delivery times.

What to test first?



Using data taken from Google Analytics we were able to determine that the checkout funnel page was pretty optimised, so we went back a step and took a look at the product pages themselves. We saw from the analytics data that conversion rate from the product pages was about 50% down on the average conversion rate across the site. We spent some time looking at the pages and trying to work out what we could to improve this metric.



Conversion Results:

We found that the winning design produced a whopping 104% increase in conversion rate.

Conversion Rate	Revenue	Products Ordered		
Variation	Conversion Rate Range	Change % Observed	Chance to beat control	Conv. / Visitors
Original	1.81% ± 1.2%	-	-	8 / 442
Add to cart and options at top	3.7% ± 1.5%	+104.42%	-	23 / 622

This in turn led to an increase in revenue of 169%

Conversion Rate	Revenue	Products Ordered			
Variation	Revenue Per Visitor	Total Revenue	Change % Observed	Chance to beat control	Conv. / Visitors
Original	\$0.71 ± \$0.6	\$315.63	-	-	8 / 442
Add to cart and options at top	\$1.91 ± \$0.9	\$1185.74	+169.01%	-	23 / 622

In Conclusion

“We were surprised to find that the conversion could be lifted so dramatically with the changes suggested by ConversionHippo.com. We are now getting them to look at other areas of the website that we can optimise to further increase our conversion rate and revenues”

- Simon Murdoch, CEO, ExplosiveNurtition.co.uk

“This test confirmed our suspicions, customers were finding it hard to know what to do on the product pages. Some simple re-arrangement of elements helped users know what to do and in turn improved sales dramatically”

- Shaun Longhurst, Head of Conversion Consultancy, ConversionHippo.com