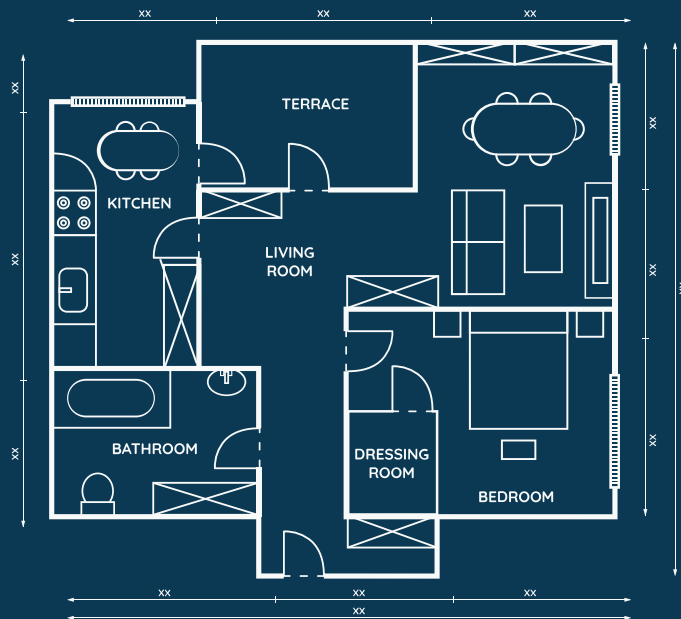


# Driving eCommerce Revenue through A/B Testing: The House plans Case Study



**Client:**  
Houseplans eCommerce leader



## Client Background

Our client is a premier online marketplace that focuses on providing a broad selection of house plans and custom home design services. With offerings that range from small cabin plans to luxury estates, they serve a wide array of customers including first-time home builders, real estate developers, and DIY enthusiasts. With an emphasis on customization and quality, their platform attracts prospective homeowners from across the United States and beyond, seeking unique and personalized home designs.



## The Challenge

The client wanted to add AB testing as a core practice, without creating an internal CRO team. They reached out to us to improve their revenue per user and conversion rate for their 50,000+ daily users.



## Objectives

The primary objectives of this engagement included the improvement of conversion rate, enhancement of user experience, and the increase in micro-conversions such as new account creations and favoriting actions.



## Our Solution

The engagement included a comprehensive Hitlist CRO Audit, which provided a detailed and actionable report of hitlist (do now) enhancements, high-value test recommendations, and a Google Analytics audit. This audit served as the foundation for identifying quick wins and long-term strategies.

Following the audit, the engagement moved into the Iterate A/B Testing Program, a monthly program designed for continuous site improvement. This program included 3 testing cycles at a time and offered full-service solutions covering recommendations, design, development, QA, and expert analysis. The program also provided the client with free access to the Conversion Team's proprietary testing platform and ongoing Google Analytics and Tag Manager assistance. This iterative approach allowed for agile implementation and data-driven decision-making, leading to consistent and impactful results.



## Iterate ABTesting Program Highlights

We conducted AB testing in following areas:

- Navigation
- Product detail pages
- Checkout pages
- Cart page
- Search box and pages
- Collections pages
- Social proof elements

# ITERATE TESTING HIGHLIGHTS

## Merge Secondary Images in to Main Thumbnail AreaTest



### Background

User behavior analytics indicated that floor plan elevations were critical but underemphasized elements on the product pages.



### Hypothesis

Merging floorplan elevations into the main product thumbnail area would increase user engagement and conversion rates.



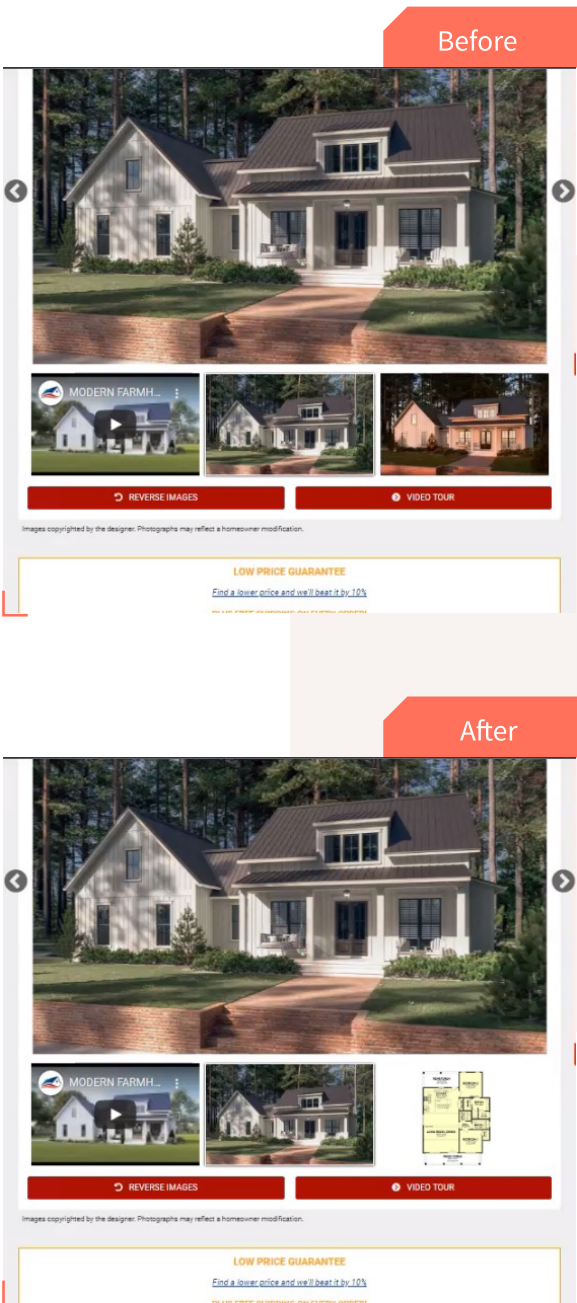
### Methodology

The test involved integrating floorplan elevations into the main product thumbnail area.



### Results

The test proved successful, yielding an 18% increase in revenue per user and a 25% increase in transaction conversion rate at a 99% confidence level. The test was particularly successful for returning users, up 28% for that segment.



3rd thumbnail changed to elevation



**25%**

Increase in  
Conversion Rate



**18%**

Increase in  
Revenue per User



**28%**

CR Increase for  
Returning Users

# ITERATE TESTING HIGHLIGHTS

## Product Listing Pages (PLP) Filter Facet Optimization Test



### Background

Google analytics data n Product Listing Pages showed that facet usage vs placement was suboptimal, suggesting room for improvement.



### Hypothesis

Optimizing the facet order on PLP pages would lead to increased user engagement and higher conversion rates.



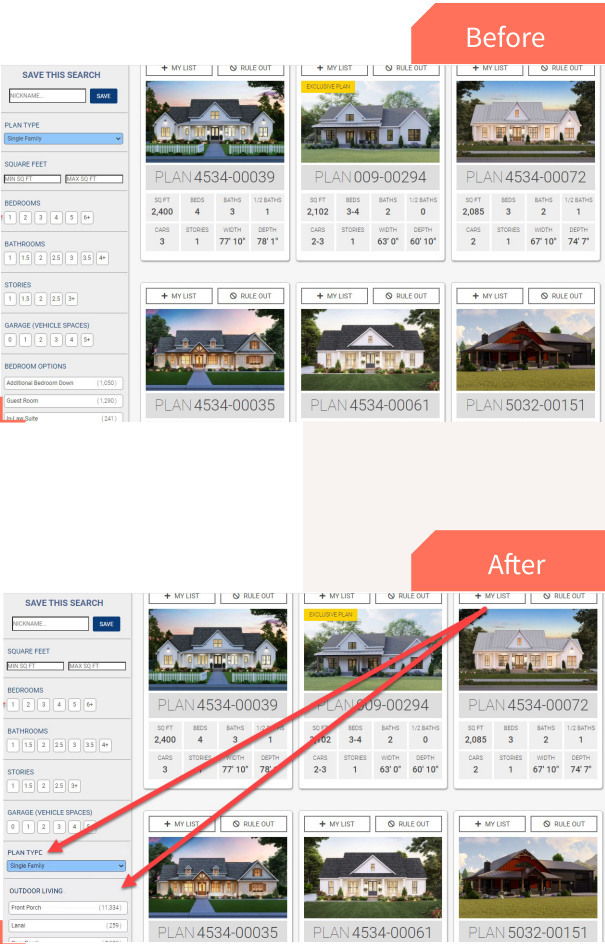
### Methodology

Three test variations were created to identify the most effective facet arrangement on PLP pages.



### Results

Version 2 of the test was highly successful, resulting in a 19% increase in revenue per user and a 24% increase in transaction conversion rate at a 96% confidence level. The test was very strong for mobile as well, up 35%. he client subsequently implemented Version 2, which also led to another successful iteration in a follow-up test.



Plan Type moved down, Outdoor Living moved up



**24%**

Increase in  
Conversion Rate



**19%**

Increase in  
Revenue per User



**35%**

CR Increase for  
Mobile Users



# ITERATE TESTING HIGHLIGHTS

## Cart Fine Print Test



### Background

The cart page included redundant fine print that was also present in the purchase agreement, potentially causing friction for users during the checkout process.



### Hypothesis

Removing redundant fine print from the cart page would reduce user friction, leading to increased conversions without a corresponding increase in customer complaints.



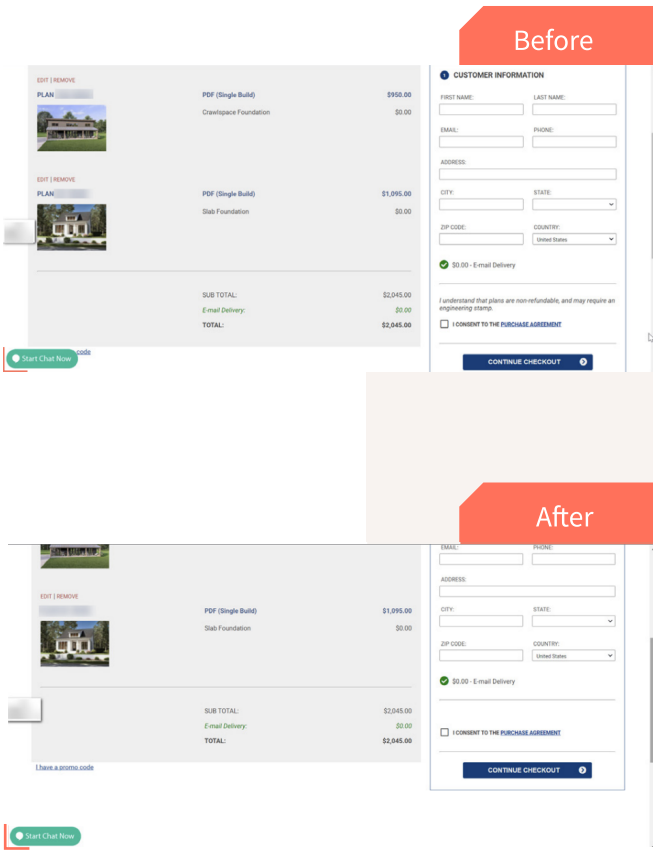
### Methodology

The test involved the removal of the 'I understand...' fine print line from the cart page.



### Results

This test won, up 7.4% for conversion at 99% confidence. It was strong for paid traffic, up 11% for revenue per user, and Returning users, up 12.5% for conversion rate. There were no increases



Fine print near CTA removed



**7.4%**

Increase in  
Conversion Rate



**11%**

Increase in Revenue  
per User for  
Paid Traffic



**12.5%**

CR Increase for  
Returning Users



## CRO Results

We ran 10 tests and completed analytics tagging projects and analytics reporting. Our testing was successful and resulted in 9 winning tests. Based on our progress report program tracking document, we achieved a 67% test conversion rate lift, a conservative 20% lift, and an estimated 25.3% real world lift which equates to over \$5 MM in incremental site revenue.

We've had an excellent relationship with this client over the last 3 years, have recently helped them to completely redesign their site, and continue to power their AB testing program.

This client is a great example of how even high consideration products (\$1k+) respond to AB testing in a very similar way to high transaction, low AOV ecommerce sites.



**67%**  
Measured  
Test Lift



**25.3%**  
Estimated Real  
World Lift



**\$5MM+**  
Incremental  
Revenue



Conversion Team has been an outstanding partner. We're seeing over 100x ROI and the team is responsive and easy to work with. e're looking forward to taking our site and revenue to the next level with their assistance.

**Tim Hampton**

Architectural Floor Plans eCommerce Director