



Etam

Thanks to an A/B test on product images, Etam improves the access to its product pages by 10%.

ABOUT ETAM

Making women even more beautiful—from the neckline to their fingertips—is what Etam has done for about a century. A brand that is gorgeous, feminine, without borders, and present in 720 shops in France, 3,200 in China and 200 in the rest of the world. At the cutting edge of technology, Etam doesn't forget E-shoppers. Through etam.com, you can fall for clothes at any moment and from anywhere, including from thousands of kilometres away. Several thousand transactions are recorded each day on the website.

CHALLENGE

As part of E-commerce activity, the final conversion is the result of a succession of micro-conversions, such as the add-to-cart rate or the access-to-product-page rate. All these micro-conversions can be optimised. Merchandising often encourages web users to visit more product pages.

HYPOTHESIS

Etam has been willing to improve its access-to-product-pages rate by testing two different kinds of category pages. They decide to explore the hypothesis of whether or not the type of product image influences the user to visit the product's page. Etam already had two kinds of pictures: one that focused on the product, and the other that associated the product with another product in the same ensemble. Etam wanted to know which display had the best impact on the visit of product pages.

Original Version "Zoom"

LES MEILLEURES VENTES

<p>N°4 le Double push</p> <p>FANTASME Double push up tout dentelle 24,00-€ / 17,45 € -50%</p>	<p>N°1 le Magic Up®</p> <p>CATS EYE Magic up® dentelle 26,00-€ / 21,54 € -40% Plusieurs coloris disponibles</p>	<p>FANTASME Triangle sans armatures tout dentelle 24,00-€ / 17,43 € -30%</p>
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Modified version: "Look"

LES MEILLEURES VENTES

<p>N°4 le Double push</p> <p>FANTASME Double push up tout dentelle 34,00-€ / 17,45 € -50%</p>	<p>N°1 le Magic Up®</p> <p>CATS EYE Magic up® dentelle 36,00-€ / 21,54 € -40% Plusieurs coloris disponibles</p>	<p>FANTASME Triangle sans armatures tout dentelle 24,00-€ / 17,43 € -30%</p>
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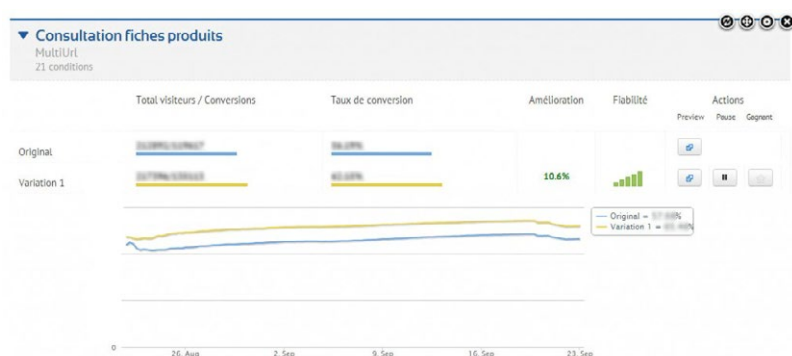
AB TASTY'S ANSWER

The test was set up quickly, thanks to AB Tasty's "URL targeting" feature with regular expressions. It enabled targeting of all category pages where images had to be changed. Visuals were also quickly changed thanks to the rapid overwriting of attributes, such as image names. Within half an hour, the test was correctly configured and Etam's team itself was able to verify the test before the live public release.

RESULTS

The test was run for one month and 400,000 users were assigned. The modified version seemed to quickly perform better but the test duration was extended to get highly reliable results. Over the rest of the period, the performance was maintained.

About a month after the test release, Etam was absolutely sure that the picture of the product in its ensemble incited users to access product pages. It improved by 10,6%, combined with a maximum reliability rate of 100%.



This test had a double positive effect. In addition to the higher number of product pages viewed, we recorded an increase in sales. Thanks to the integration of our transactional data with AB Tasty, we were able to precisely analyse the Return on Investment. Our sales were improved by 15% during the test, which represents an amount of several tens of thousands of euros.

Fanny Berly
Responsible for loyalty, Etam

LESSON

Being able to see the product in its ensemble incited visitors to discover similar products. It confirms the suggestive role that images play and the relevancy of product recommendations. Testing merchandising and proposing cross-selling is a good approach to optimisation.

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ABOUT AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

