Galeries Lafayette, the famous French fashion brand name, increases its conversion rate on the purchase funnel by 16% by redesigning the Cart page.

ABOUT GALERIES LAFAYETTE

The Galeries Lafayette group is at the forefront of trends that it has often started. Proud of its 15,000 workers, the enterprise is a giant of the luxury and fashion industry with its emblematic brands: Galeries Lafayette; BHV Marais; Louis Pion Royal Quartz; Didier Guérin… In 2012, Galeries Lafayette's turnover reached €3.8 billion, including revenue from its 250 outlets and its online shop.

CHALLENGE

The Cart page is often at the centre of conversion rate optimisation strategies set up by online sellers. At the heart of the conversion funnel, its improvement is often highly profitable because of its direct impact on sales. Merchandising here is fundamental in focusing users' attention towards making purchases.

HYPOTHESIS

It was clear that the Shopping Cart page had a high abandonment rate and should be fixed to avoid too many visitors abandoning the transaction funnel to visit other pages. Galeries Lafayette wants to test three different elements: the delivery options area; the coupon; and the order total.
Lafayette's team believes that the delivery choice appears too early on the Cart page; that the coupon is highlighted too much and tends to frustrate users who don't have a discount; and that the "total" line weakens the visibility of the call to action, "Confirm my order".

Original Version

Modified version: Light Basket
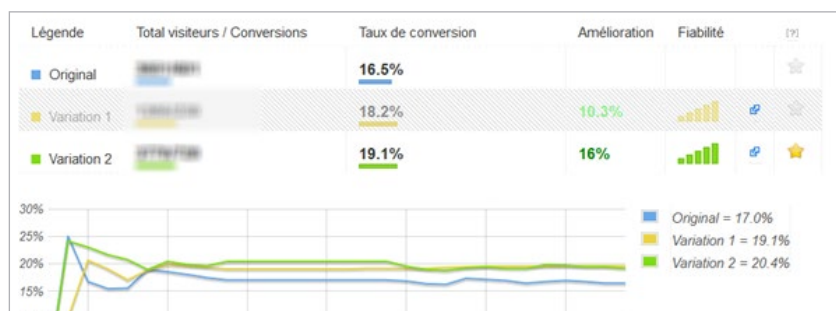
AB TASTY'S ANSWER

The delivery area is deleted using AB Tasty's visual editor. The "Order subtotal" line was logically hidden to keep the "Order Total" line. Grey, a softer colour, was preferred in the highlighting of the "Confirm my order" button. The area occupied by the coupon code was reduced to make users understand that it is optional. It must not break access to the next step.

RESULTS

The second variation generated an increase in the number of sales by 16% compared to the original version. It represents several thousand euros of additional daily revenue. Furthermore, it improved the overall conversion rate by three percentage points, from 16,5% to 19,1%.
After these results, Galeries Lafayette decided to keep this variation and to display it to all of its visitors.
Thanks to AB Tasty, all traffic sees the winning variation, allowing Galeries Lafayette to take its time in implementing the changes on its server.

KEY FIGURES

📊 **Improvement of the conversion rate by 16%**

👥 **240,000 users assigned to the test**

🕐 **Test duration: 3 weeks**

✓ **Reliability rate of 99%**

LESSON

After a deep analysis, AB Tasty and Galeries Lafayette were able to highlight the stoppage points in the conversion funnel. Tests proved that even small changes in the funnel allowed for significant improvements in the conversion rate and in turnover.

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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...).

AB TASTY