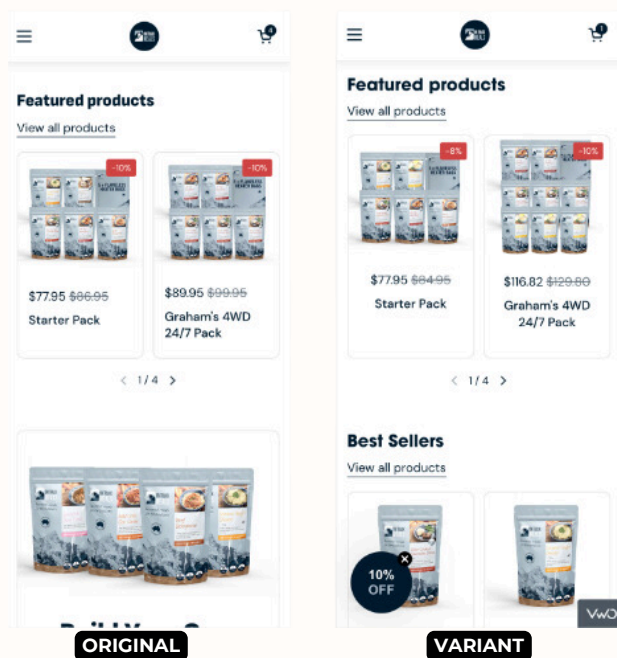




HOMEPAGE TESTING YIELDS A 19% INCREASE IN CONVERSIONS

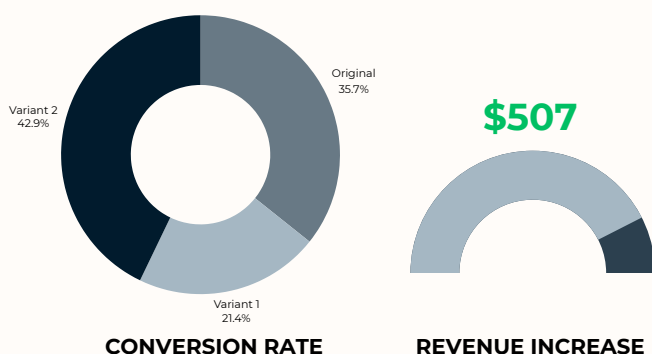
BACKGROUND

On Track Meals aimed to improve the effectiveness of their homepage to better engage users and increase revenue. To achieve this, they collaborated with specialists who designed and conducted a strategic test to compare two alternative homepage layouts against the original.



RESULTS

- **Improved Conversions:**
 - Variant 2 recorded a conversion rate of **4.87%**, a significant improvement over the original design (4.10%) and Variant 1 (3.72%).
- **Increased Revenue:**
 - Variant 2 generated **\$507 more revenue** than the original design during the testing period.



HYPOTHESES

- **Variant 1:** Displaying product categories prominently to encourage users to explore the range of available products.
- **Variant 2:** Highlighting featured products and bestsellers to guide users directly to key offerings.

APPROACH

A structured testing methodology was implemented:

- Traffic was evenly split between the three homepage designs (Original, Variant 1, Variant 2).
- Metrics such as conversion rates (CVR), product page views, and revenue were tracked to measure success.
- The process was designed and analysed by experts with extensive experience in behavioural data.

INSIGHTS

- By focusing on featured products and bestsellers, Variant 2 created a more direct pathway for users to engage with high-priority items.
- Frequent customers responded particularly well to this design, showing higher interest in directly visible products compared to the broader category navigation offered by Variant 1.

OUTCOME

With support from their CRO Partners - DIGITXL, On Track Meals confidently implemented Variant 2 as their new homepage design. This resulted in:

- A measurable increase in conversions of 19%.
- A rise in revenue during the testing period, reflecting the effectiveness of the updated layout.