



# TEST YOUR WAY TO SUCCESS

Using Conversion Testing to Grow Revenue

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blueacorn™



# OUTLINE

Conversion Optimization

CRO Testing Process

Magento GWO Native Functionality

Advanced Testing Scenarios

# CONVERSION OPTIMIZATION

CRO Testing Process

Magento GWO Native Functionality

Advanced Testing Scenarios

# WHAT IS A CONVERSION?

## DEFINITION

The act of performing a desired action

## MEASUREMENT

For eCommerce, a “conversion” is typically associated to a sale, but can also be another desired action

# WHAT IS CONVERSION OPTIMIZATION?

## DEFINITION

Conversion Optimization is the practice of increasing the **ratio** of people that **convert** on your website

## MEASUREMENT

Conversions / Unique Visitors

## INDUSTRY STATISTIC

Average eCommerce Conversion Rate: ~2.5%

# HOW DO I INCREASE CONVERSIONS?

Consumers buy (or don't buy) from you for a variety of reasons. To increase conversions, you need to:

Create a compelling offer

Provide a means to transact

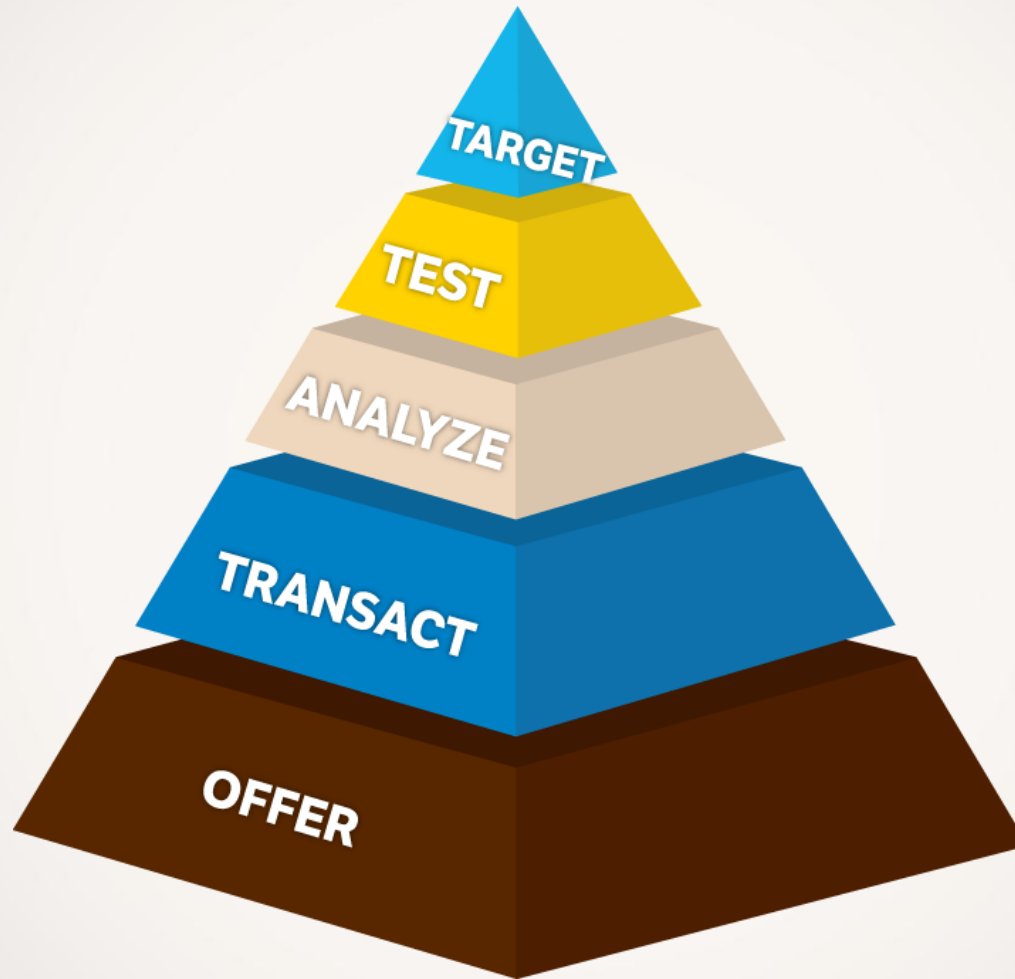
Use behavioral data to improve

Test for the best performing scenario

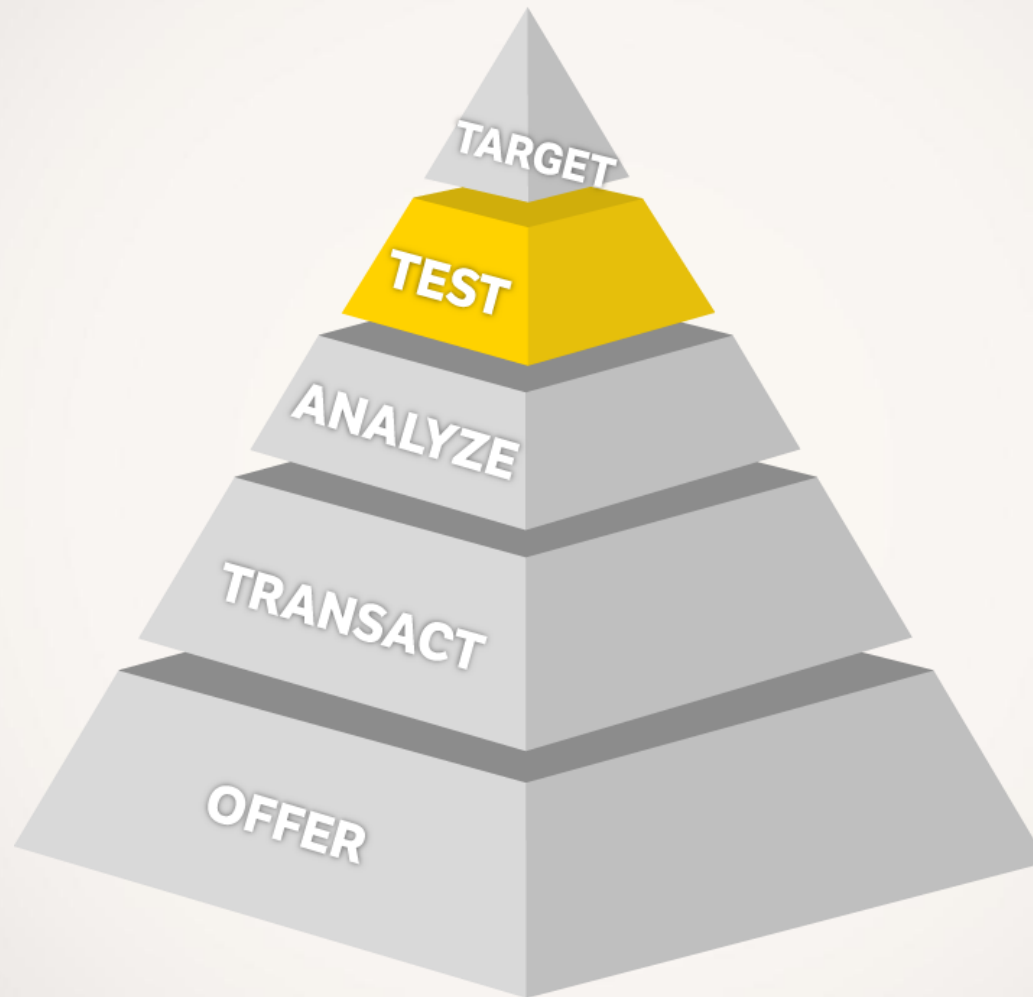
Provide targeted, relevant content



# THE FIVE TENETS OF CONVERSION



# THE FIVE TENETS OF CONVERSION



# ELEMENTS OF CONVERSION

## THE OFFER

Confidence

Persuasion

Relevancy

Merchandising

## THE EXPERIENCE

Clarity

Friction

Distraction

Consistency

# HOW DOES TESTING WORK?

A random sampling of website visitors are presented with different variations of the same page, to which we track the conversion rate of these variations until a statistically valid “winner” is determined.

# TESTING TYPES

## A/B/n TESTING

Testing a control page, against one or more variant pages.

## MVT TESTING

Testing multiple variables within a single control page.

# TESTING TECHNOLOGY

## CLIENT-SIDE TOOLS

Uses Javascript to serve test variables after the page loads

## SERVER-SIDE TOOLS

Uses server-side programming to manage tests

## PROXY TESTING

A third party service “intercepts” requests for your page and renders test scenarios

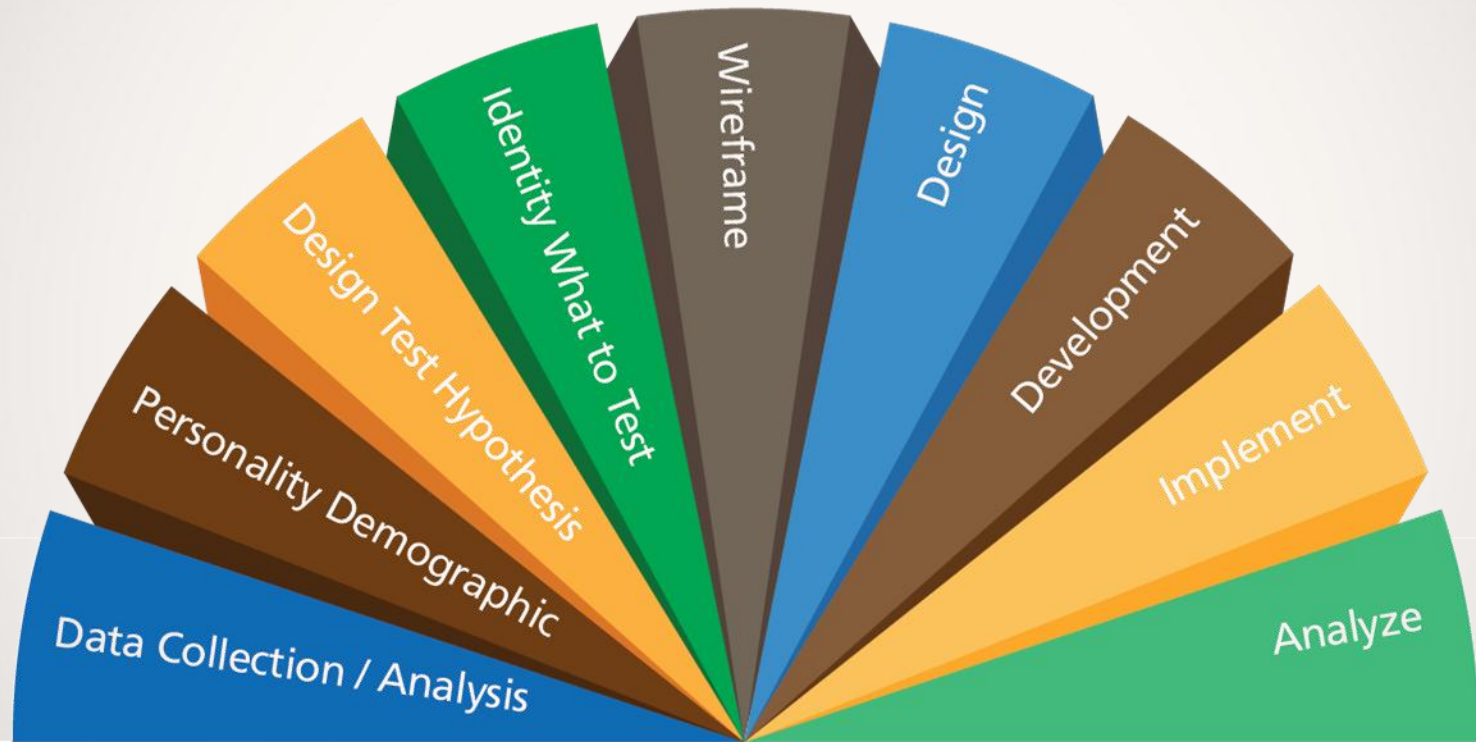
Conversion Optimization

# CRO TESTING PROCESS

Magento GWO Native Functionality

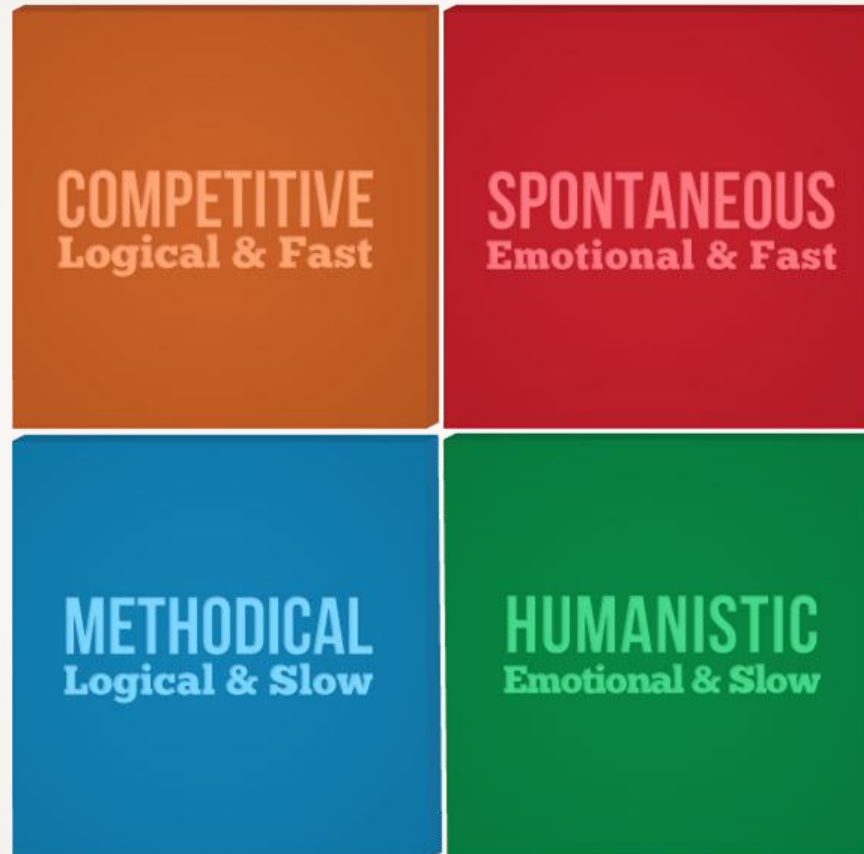
Advanced Testing Scenarios

# CRO TESTING PROCESS





# PERSONAS



Conversion Optimization  
CRO Testing Process

**MAGENTO GWO NATIVE FUNCTIONALITY**

Advanced Testing Scenarios  
CRO Testing Results

# MAGENTO & GOOGLE WEBSITE OPTIMIZER

Magento has a native integration with Google Website Optimizer (GWO) that allows you to setup CRO tests through the admin.

## NATIVE TEST CAPABILITIES

MVT test product page content

MVT test category page content

A/B test CMS pages

# TURN ON GWO TESTING IN MAGENTO

System -> Configuration -> Sales -> Google API

The screenshot shows the Magento Enterprise configuration interface. At the top, there is a navigation bar with tabs for Dashboard, Sales, Catalog, Mobile, Customers, Promotions, Newsletter, CMS, Reports, System (highlighted), and SAP Integration. Below the navigation bar, a yellow warning message states: "One or more of the Cache Types are invalidated: Page Cache, Blocks HTML output. Click here to go to [Cache Management](#) and refresh cache types." The main content area is titled "Google API" and contains a list of configuration options. The "Enable" option is currently set to "No" and is highlighted in blue. A dropdown menu is open, showing "Yes" as the selected option. The "Enable" option is followed by "[STORE VIEW]". Below the "Enable" option, there are several other configuration options: "Google Checkout Shipping - Merchant Calculated", "Google Checkout Shipping - Carrier Calculated", "Google Checkout Shipping - Flat Rate", and "Google Checkout Shipping - Digital Delivery". On the left side of the page, there is a sidebar with the "Configuration" section expanded to show "GENERAL". The "GENERAL" section includes links for "General", "Web", "Design", "Currency Setup", "Store Email Addresses", and "Contacts".

Magento Enterprise

Dashboard Sales Catalog Mobile Customers Promotions Newsletter CMS Reports **System** SAP Integration

! One or more of the Cache Types are invalidated: Page Cache, Blocks HTML output. Click here to go to [Cache Management](#) and refresh cache types.

Current Configuration Scope:  
Default Config

[Manage Stores](#)

**Configuration**

- GENERAL
- General
- Web
- Design
- Currency Setup
- Store Email Addresses
- Contacts

### Google API

Google Analytics

Google Base

Google Checkout

Google Website Optimizer

Enable: No [STORE VIEW]  
Yes  
No

Google Checkout Shipping - Merchant Calculated

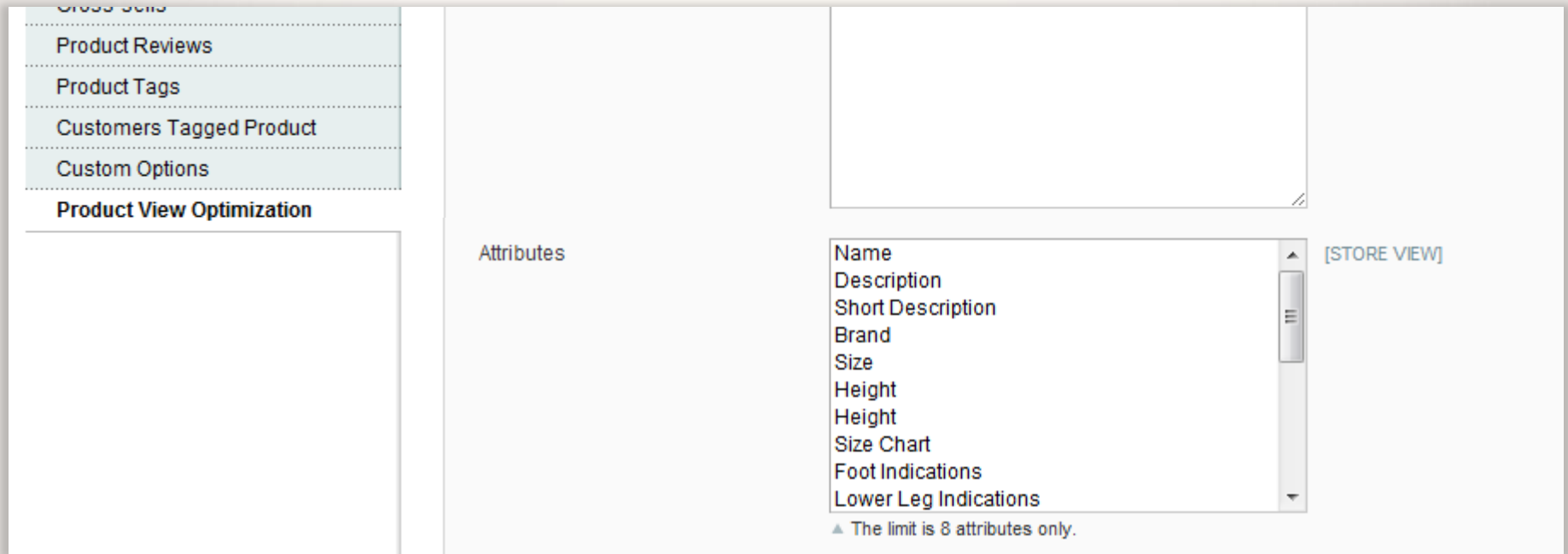
Google Checkout Shipping - Carrier Calculated

Google Checkout Shipping - Flat Rate

Google Checkout Shipping - Digital Delivery

# TEST PRODUCT DATA

The native GWO testing capabilities allow you to MVT test the values of up to 8 product attributes



The screenshot displays a product configuration interface. On the left, a vertical sidebar contains a list of sections: "Cross Sell", "Product Reviews", "Product Tags", "Customers Tagged Product", "Custom Options", and "Product View Optimization". The "Product View Optimization" section is currently selected. The main content area is divided into two sections. The top section is empty. The bottom section, titled "Attributes", contains a list of product attributes: Name, Description, Short Description, Brand, Size, Height, Height, Size Chart, Foot Indications, and Lower Leg Indications. A vertical scrollbar is visible on the right side of this list. To the right of the list, the text "[STORE VIEW]" is displayed. Below the list, a small note reads: "▲ The limit is 8 attributes only."


# TEST PRODUCT DATA

Default welcome msg! [Log In](#) or [register](#). Language: English (Change ▼)

**Magento®** MY ACCOUNT | MY WISHLIST | MY CART (0) | CHECKOUT

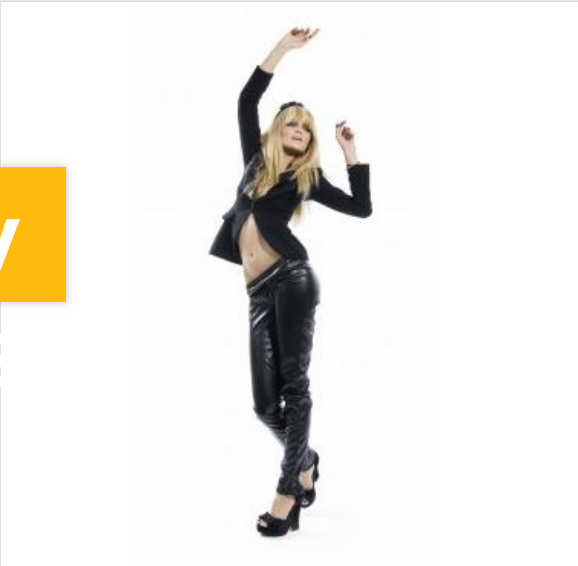
Search:

**Navigation:** Furniture | Electronics | **Apparel** | Gift Cards | Specials | Member Specials



Click on image to zoom

Product Tags



Product Tags

### Get This Look: L.A. Cool

[Be the first to review this product](#)

**Availability: In stock**

**\$299.99**

Qty:   [Add to Wishlist](#)  
[Add to Compare](#)

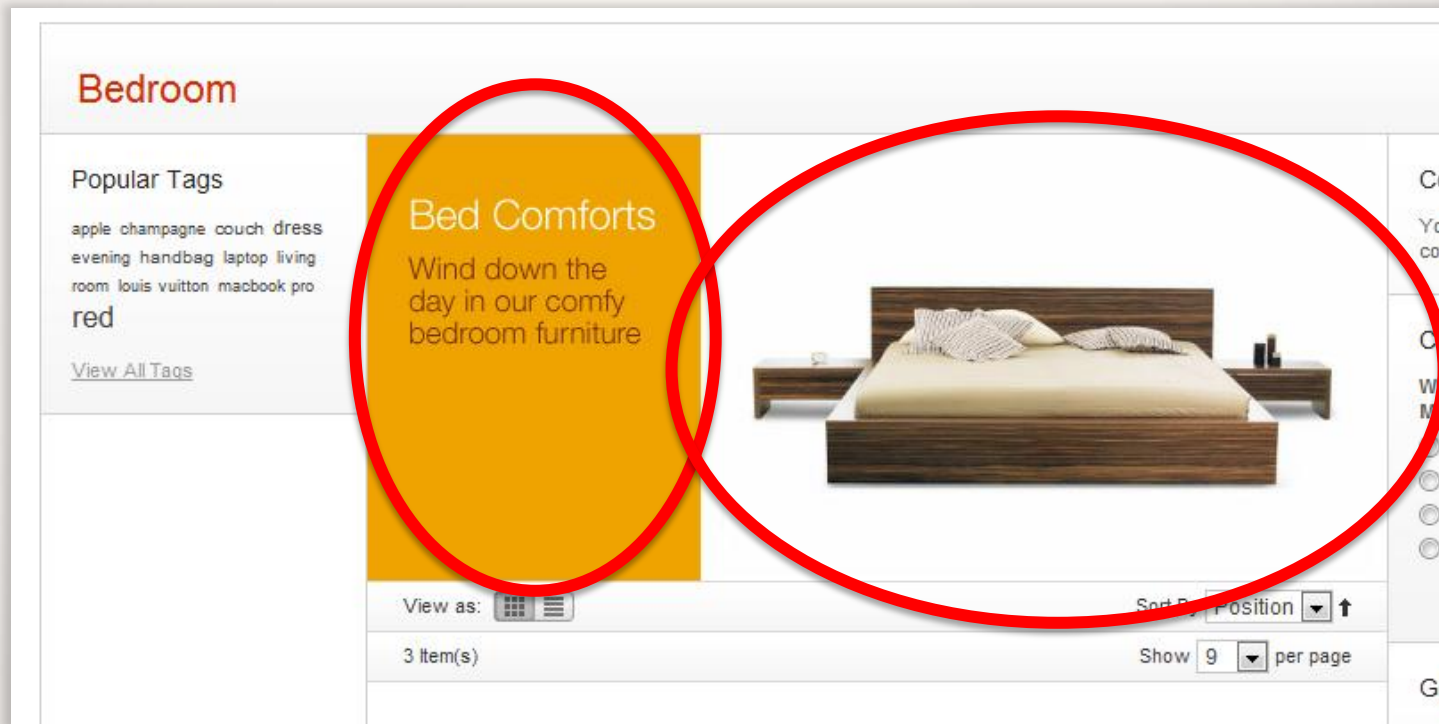
**Details**

One button blazer style cotton jacket

► [Email to a Friend](#)

# TEST CATEGORY DATA

The native GWO integration allows for MVT testing the category header image and description



# EXAMPLE: CATEGORY DATA MVT TEST

**BETTERBRACES.COM**  
The Sports Bracing & Therapy Experts

Get The Right Brace  
Consult with an expert:  
800.553.6019 - Email

Search Products, Item, Brand

Home Ankle Knee Back Head & Neck Wrist Shoulder Foot Elbow Leg Thumb

Free Standard Shipping on All Orders

Shop By

- Braces and Supports
- Shop by Injury
- Therapy Products
- Shop by Sport
- Parts & Accessories
- Clearance Outlet

Home > DonJoy

**DONJOY**

Show 9 1 to 9 of 167 1 2 3 4 5 Sort by Position

narrow results by

CATEGORY


- [Knee Braces \(83\)](#)
- [Ankle Braces \(17\)](#)
- [Back Braces \(13\)](#)
- [Hand/Wrist & Thumb Braces \(7\)](#)
- [Elbow Braces \(8\)](#)
- [Shoulder Braces \(8\)](#)

The screenshot shows a product listing for DonJoy braces. A red box highlights the DonJoy logo. Below the logo, there are three images of different brace models: a white and blue brace, a black brace, and a black brace with a circular cutout. The page includes a navigation menu, a search bar, a shipping banner, and a list of products. A red box highlights the DonJoy logo.




# EXAMPLE: CATEGORY DATA MVT TEST

Home > DonJoy




Home > DonJoy



## DonJoy Braces & Supports

Shop By: [Knee Braces](#)  
[Ankle Braces](#)  
[Back Braces](#)  
[Shoulder Braces](#)  
[Replacement Parts](#)  
[Accessories](#)


Show 9 1 to 9 of 167 1 2 3 4 5 ▶



DonJoy Spiral Elastic Knee Sleeve







Patients allergic to neoprene can still

Home > DonJoy






## DonJoy Braces & Supports

Shop By:

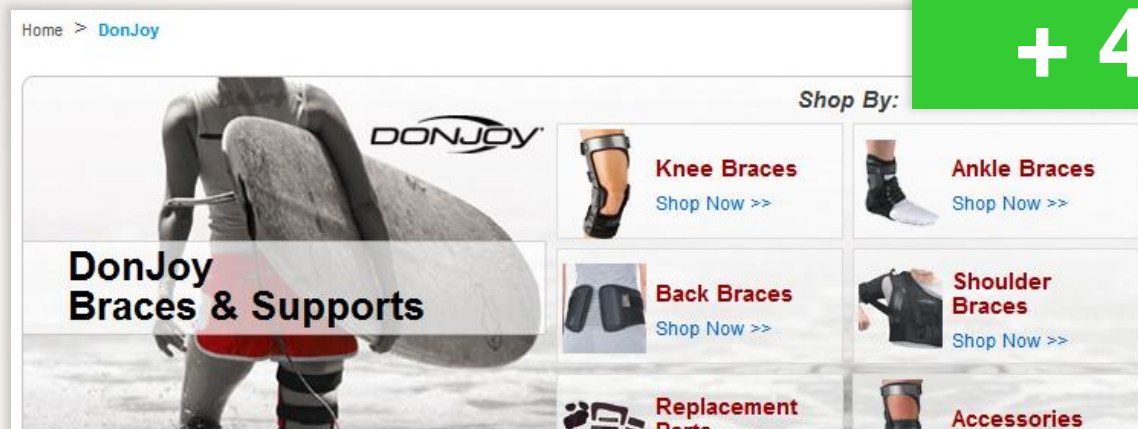
 <b>Knee Braces</b> <a href="#">Shop Now &gt;&gt;</a>	 <b>Ankle Braces</b> <a href="#">Shop Now &gt;&gt;</a>
 <b>Back Braces</b> <a href="#">Shop Now &gt;&gt;</a>	 <b>Shoulder Braces</b> <a href="#">Shop Now &gt;&gt;</a>
 <b>Replacement Parts</b> <a href="#">Shop Now &gt;&gt;</a>	 <b>Accessories</b> <a href="#">Shop Now &gt;&gt;</a>

Show 9 1 to 9 of 167 1 2 3 4 5 ▶ Sort by Position ▼ ↑



# EXAMPLE: CATEGORY DATA MVT TEST

+ 45.5%



Combinations (3) Page Sections (1) Download: PDF XML CSV TSV Print

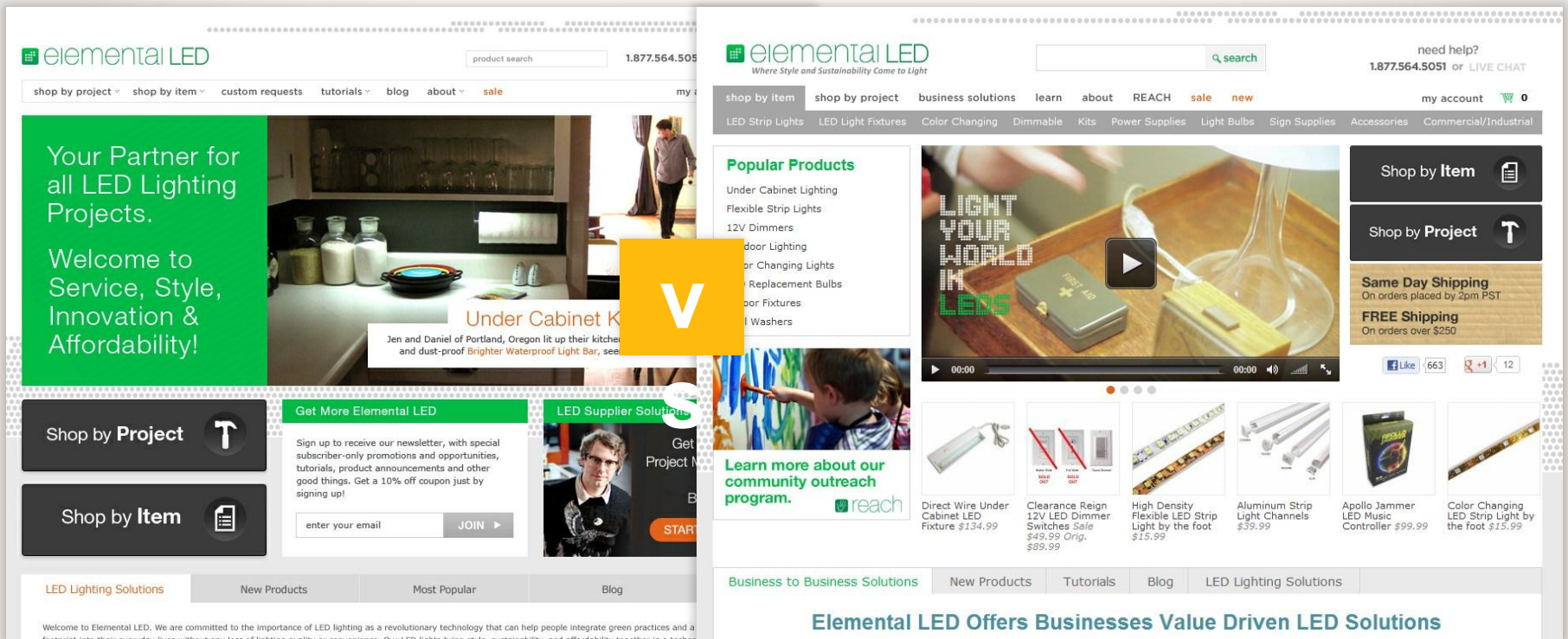
Disable All Combinations (3) Key: Winner Inconclusive Loser

Combination	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
<a href="#">Original</a>	Enabled	6.55% ± 1.0%	—	—	101 / 1543
★ Top high-confidence winners. <a href="#">Run a follow-up experiment »</a>					
<input type="checkbox"/> <a href="#">Combination 2 - Sub-Category Images</a>	Enabled	9.53% ± 1.2%	99.6%	45.5%	145 / 1522
<input type="checkbox"/> <a href="#">Combination 1 - Sub-Category HTML Links</a>	Enabled	9.25% ± 1.2%	99.2%	41.3%	138 / 1492

Show rows: 15 1 to 2 of 2

# TEST CMS PAGES

Native GWO integration allows for A/B split testing  
CMS pages



# EXAMPLE: CATEGORY & CMS PAGE A/B/n TEST

## Sports Knee Braces & Supports for Knee Injuries

[Knee Sleeves](#)

[View All](#)



[Soft Hinged Knee Braces](#)

[View All](#)



[Rigid Hinged Braces](#)

[View All](#)



[Arthritis Knee Braces](#)

[View All](#)



[Patella Bands & Straps](#)

[View All](#)



[Patella Stabilizers](#)

[View All](#)



[Knee Pads](#)

[View All](#)



[Knee Therapy](#)

[View All](#)



[Knee Immobilizers](#)

[View All](#)



# EXAMPLE: CATEGORY & CMS PAGE A/B/n TEST

## Sports Knee Braces & Supports for Knee Injuries

### Knee Sleeves

[View All](#)



### Soft Hinged Knee Braces

[View All](#)



### Rigid Hinged Braces

[View All](#)



## Sports Knee Braces & Supports for

Show 9 1 to 9 of 92 1 2 3 4 5

### Arthritis Knee Braces

[View All](#)



### Patella Bands & Straps

[View All](#)



[DonJoy OA Everyday Osteoarthritis Knee Brace](#)

For mild to moderate osteoarthritis and ligament instabilities

\$499.99 each

[VIEW DETAILS](#)

[Add to Compare](#)



[DonJoy Playmaker Knee Brace](#)

Suitable for mild to moderate ACL, MCL and LCL instabilities

\$179.99 each

[VIEW DETAILS](#)

[Add to Compare](#)

### Knee Pads

[View All](#)



### Knee Therapy

[View All](#)



[DonJoy Armor Knee Brace with ForcePoint Hinge](#)

Includes the ligament protection of the Armor knee brace and even more ACL protection from the ForcePoint hinge.

\$549.99 each



[DonJoy Reaction Knee Brace](#)

Reduces pain caused by patellofemoral instabilities by dispersing energy across the knee.

\$99.99 each



## Sports Knee Braces & Supports for Knee Injuries

We've categorized our knee braces based on the support they provide. Click on the level of support you need to view the braces our brace experts recommend. Learn what [knee brace is right for you](#).

Please choose one of the following categories:



### Knee Sleeves

For those suffering from mild knee pain or want extra protection for day-to-day activities.

[view all](#)



### Soft Hinged Knee Braces

For the person who experiences moderate pain from ligament injuries, meniscus tears, and sprains.

[view all](#)



### Rigid Hinged Braces

For athletes or the very active who are suffering from ligament injuries or recovering from surgery.

[view all](#)



### Arthritis Knee Braces

Help alleviate symptoms of arthritis and provide support for day-to-day activities.

[view all](#)



### Patella Bands & Straps

Relieve symptoms of patellofemoral pain (runner's knee) and Osgood-Schlatter disease.

[view all](#)



### Patella Stabilizers

Provides extra patella support for those suffering from patella related conditions and injuries.

[view all](#)



### Knee Pads

[view all](#)



### Knee Therapy

[view all](#)



### Knee Immobilizers

[view all](#)



### Post-Op Knee Braces

[view all](#)



[DonJoy Armor Knee Brace with Standard Hinge](#)

Provides active people with protection from ACL, MCL, or PCL injuries. This is the most supportive knee brace you can get without a prescription.

\$499.99 each

# EXAMPLE: CATEGORY & CMS PAGE A/B/n TEST

conversion rate

+ 101%

The original in this test is actually a variation, the “true original” was “Knee Braces – Types”

**Sports Knee Braces & Supports for Knee Injuries**

Show 9 1 to 9 of 92 1 2 3 4 5 Sort by Position



[DonJoy OA Everyday Osteoarthritis Knee Brace](#)  
For mild to moderate osteoarthritis and ligament instabilities  
**\$499.99 each**



[DonJoy Playmaker Knee Brace](#)  
Suitable for mild to moderate ACL, MCL and LCL instabilities  
**\$179.99 each**



[DonJoy Fource Point Knee Brace](#)  
Fource Point Technology was developed to further protect the ACL and enhance the Four Points of Leverage brace design.  
**\$474.99 each**

Variations (3) Download: PDF XML CSV TSV | Print

Disable All Combinations (3) Key: Winner Inconclusive Loser

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
★ Your original combination has outperformed all other combinations. <a href="#">Run a follow-up experiment »</a>					
<a href="#">Original</a>	Enabled	13.0% ± 3.5%	—	—	30 / 231
<input type="checkbox"/> <a href="#">Knee Braces - Types</a>	Enabled	6.47% ± 1.8%	1.15%	-50.2%	31 / 479
<input type="checkbox"/> <a href="#">Knee Braces - Please Choo</a>	Enabled	6.16% ± 1.8%	0.84%	-52.6%	30 / 487

Show rows: 15 1 to 2 of 2

Conversion Optimization  
CRO Testing Process  
Magento & GWO

**ADVANCED TESTING SCENARIOS**

CRO Testing Results

# ADVANCED GWO IMPLEMENTATIONS

Outside of the native Magento integration, GWO can be implemented to test other scenarios.

In most cases, all that is needed is some JS on your test pages, and the conversion success page.



# USE OTHER TESTING TOOLS

Google Website Optimizer is only one example of many testing tools available. Try other more “user friendly” options.

ADOBE® TEST&TARGET™  
Powered by Omniture®

unbounce

Optimizely



Visual Website  
Optimizer

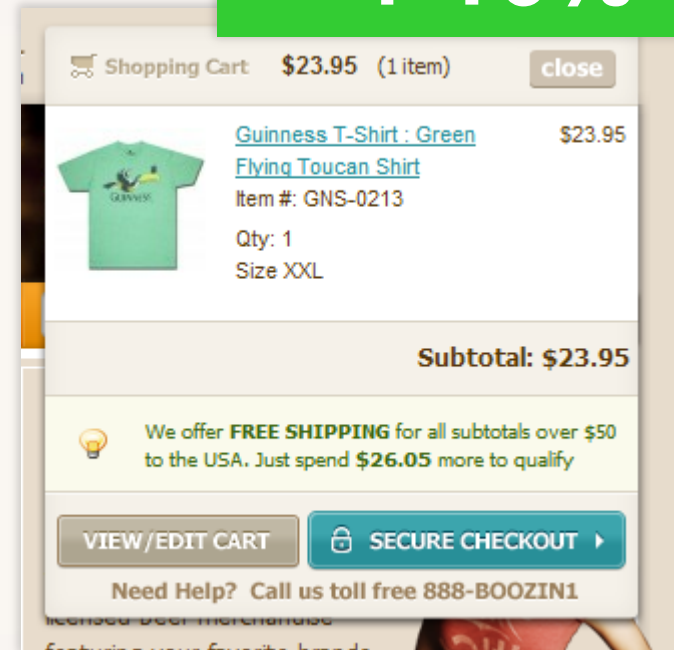
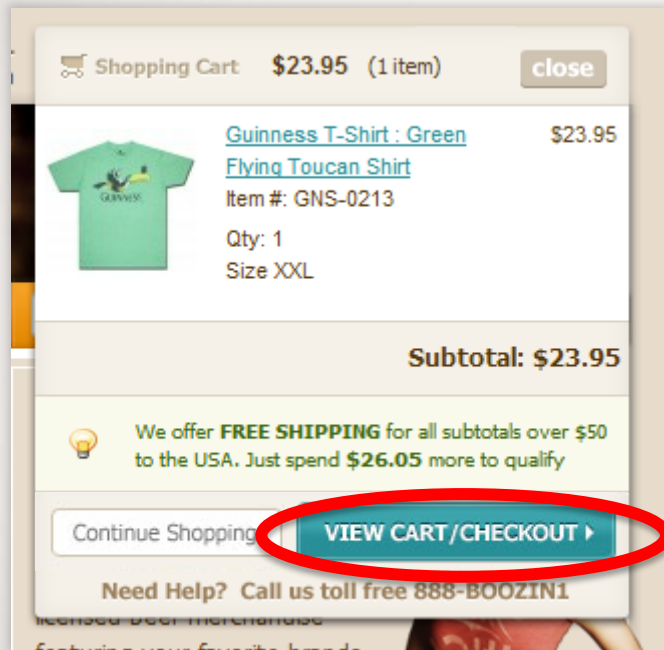
convert™  
.com

  
blueacorn™

# EXAMPLE: CART WIDGET MVT TEST

conversion rate

+ 16%



# EXAMPLE: CART PAGE A/B SPLIT TEST

**AMERICAN MEADOWS** WHERE CONFIDENCE GROWS

Log In | Register | My Account | Checkout [View Your Cart](#)

**CHECKOUT NOW**

Gardening Questions or Comments?  
Call 877-309-7333 or [E-mail](#)

Wildflower Seeds | Flower Seed Packets | Perennials | Flower Bulbs | Vegetables & Herbs | Grass Seeds | Gardening Community

## Your Shopping Cart

**PRODUCT**

- Wildflowers from our Wedding Seed Packet Packet  
Item #: FWF
- West Wildflower Seed Mix - 1/4 LB  
1/4 LB  
Item #: WEQP

[Continue Shopping](#)

**Pay with Gift Card**  
Enter the gift card code below:  
(If your gift card was purchased before 12/1/10 & starts with "GC", please enter it in the Coupon Code field)

[Apply Code](#)

[Check Gift Card status and balance](#)

**Coupon Codes**  
Enter your coupon code if you have one.

[Apply Code](#)

Product Name	Unit Price	Qty	Product Total
California Poppy Seeds - 1/4 LB 1/4 LB Item #: ESCQP	\$6.95	1	\$6.95

[Continue Shopping](#) [Update QTY](#)

**Coupon Code**

[Apply Code](#)

**Pay with Gift Card**

[Apply Code](#)

If your gift card was purchased before

Product Total \$6.95  
Subtotal \$6.95

[CHECKOUT](#)

**100% GUARANTEED**  
If anything we sell fails to meet your expectations, we will replace or refund your order.

Product Total \$6.95  
Subtotal \$6.95

[CHECKOUT](#)

SECURED BY RapidSSL 128 bit SSL Security  
McAfee SECURE TESTED 24-JUNE

**Common Questions**

- Shipping Charges
- Are your products guaranteed?
- When will my items ship?

# EXAMPLE: CART PAGE A/B SPLIT TEST

conversion rate

**+ 10.1%**

**AMERICAN MEADOWS** WHERE CONFIDENCE GROWS


Log In | Register | My Account

FIND: Search for Products & Information **SEARCH**

Gardening Questions or Comments?  
Call 877-309-7333 or [E-mail](#)

Wildflower Seeds | Flower Seed Packets | Perennials | Flower Bulbs | Vegetables & Herbs | Grass Seeds | Gardening Community

### Your Shopping Cart

Product Name	Unit Price	Qty	Product Total
 California Poppy Seeds - 1/4 LB 1/4 LB Item #: ESCQP	\$6.95	1	\$6.95

**100% GUARANTEED**  
If anything we sell fails to meet your expectations, we will replace or refund your order.

Product Total \$6.95  
**Subtotal \$6.95**

**CHECKOUT**

**Variations (2)** Download: [PDF](#) [XML](#) [CSV](#) [TSV](#) | [Print](#)

Disable |
 All Combinations (2) ▾ |
 Key: ■ Winner ■ Inconclusive ■ Loser ?

<input type="checkbox"/> Variation	Status <span>?</span>	Est. conv. rate <span>?</span>	Chance to Beat Orig. <span>?</span>	Observed Improvement <span>?</span>	Conv./Visitors <span>?</span>
<a href="#">Original</a>	Enabled	44.2% ± 2.4% <span>— ———— +</span>	—	—	366 / 828
<input type="checkbox"/> <a href="#">Variation 1</a>	Enabled	48.7% ± 2.4% <span>— ———— + <span style="background-color: orange; display: inline-block; width: 20px; height: 10px;"></span></span>	96.6%	10.1%	401 / 824

Show rows: 15 ▾ ⏪ ⏩ 1 to 1 of 1 ⏪ ⏩

# EXAMPLE: PROMO BANNER MVT TEST

conversion rate

+ 9%



VS

GET LUCKY THIS WEEKEND: SAVE 17% ON ST. PATTY'S BEER GEAR



VS

14% OFF WOMEN'S CLOTHING FOR Valentines Day

# EXAMPLE: CHECKOUT A/B TEST

conversion rate

**+/- 1%**

**1 Checkout Method**

Checkout as a Guest or Register  
Register with us for future convenience:

Checkout as Guest  
 Register

**Register and save time!**  
Register with us for future convenience:  
Fast and easy check out  
Easy access to your order history and status

[Forgot your password?](#)

**2 Billing Information**

**3. Payment Method**

Credit Card  
 PayPal   
 Mail a Check / Money order

**4. Review Information**

Product Name	Qty	Subtotal
Greenworks 18" 2.4V Cordless Electric Self-Propelled Lawn Mower	1	\$369.95
Subtotal:		\$369.95
Order Total:		\$369.95

Your Comment for this Order

Sign Up for Newsletter

# RECAP

Conversion Optimization  
CRO Testing Process  
Magento GWO Native Functionality  
Advanced Testing Scenarios

# TESTING TIPS

Measure more than just the conversion, keep an eye on other metrics including AOV

For GWO, you need to “trick” the validator in many cases, especially for checkout success

Focus on incremental gains, over time, these can add up to bring dramatic lifts in revenue



# RECENT NEWS

Google Announced the sunseting of GWO and the introduction of Analytics Content Experiments.

Content Experiments will have less functionality, and not support MVT testing out of the gates.

Magento Inc. will roadmap changes to Magento Enterprise to support Content Experiments as Google finalizes the final product functionality.

# Q&A

# THANK YOU!

For more information, follow [@blueacorn](https://twitter.com/blueacorn) on twitter, visit [blueacorn.com](https://blueacorn.com), call **843-641-0045**, or email me directly – [kevin@blueacorn.com](mailto:kevin@blueacorn.com)

