

# Fab Uses A/B Test to Improve Customer Shopping Experience

TEST LED TO 49% MORE CUSTOMERS ADDING PRODUCTS TO THEIR CARTS

*Fab is an online hub for design enthusiasts to both sell and buy apparel, home goods, accessories, collectibles, and more. The e-commerce site has a seriously fun mission: to deliver smiles worldwide. To ensure that customers are completely happy with their experience — from the moment they arrive to Fab to the moment their purchase is delivered — Fab puts great focus on top-notch design.*

## CHALLENGE: Increase Shopping Cart Conversion

Shane Lapsys, a senior product manager at Fab, knows making customers smile extends beyond great products and a slick website: “As an online retailer, optimizing our customers’ experience on our site is absolutely key to executing our business objectives. Our goal is to operate a data driven product and UX strategy where customer usage and conversion statistics form a cornerstone of our development process.” Shane and his team strive to offer site visitors a hassle-free shopping experience at every step along the customer funnel. Using Optimizely, Shane decided to perform a test to gain insight on improving the usability and efficiency of Fab’s online catalog. The big question: Do customers better understand a simple and straightforward “Add to Cart” call-to-action or a stylized cart icon?

**HYPOTHESIS:** Many customers add products to their cart straight from the catalog pages, which feature a grid of products by category. To match its slick, no-clutter catalog page design, customers saw a small, stylized +cart icon when they rolled over a product on the catalog. They could click it to add something to their cart.

Shane hypothesized that a larger button with a more direct “Add to Cart” call-to-action would be more straightforward and lead to more conversions.

**THE TEST:** Using Optimizely’s targeting feature, Shane built a test targeting specific urls that corresponded with Fab’s product list pages. The test appeared only to site visitors on pages with two url structures: [HTTP://FAB.COM/BROWSE/](http://FAB.COM/BROWSE/) and [HTTP://FAB.COM/DESIGNER](http://FAB.COM/DESIGNER).

“We knew that something like 15-20 percent of our “Add to Cart” events were coming from these pages, so we wanted to look at optimizing the button performance there,” explains Shane.

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**SHANE LAPSYS**  
SENIOR PRODUCT MANAGER, FAB

Visitors to these pages were bucketed into one of three variations. One-third saw the original call-to-action button, one-third saw a variation with a larger button and clear call-to-action text, and one-third saw a third variation that combined aspects of both. “Running an A/B test to divert a portion of our traffic through each of these variations at the same time allowed us to find the best solution in an unbiased way,” explains Shane.

## Overview:

CUSTOMER:

# Fab.

INDUSTRY: Online Retail

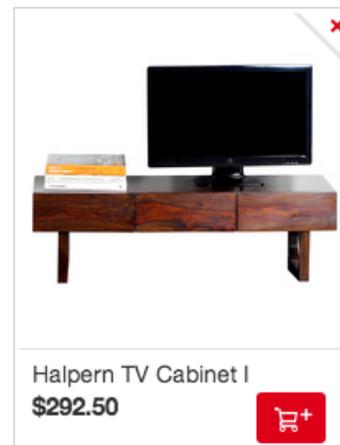
**ABOUT:** Fab curates design collections of apparel, home accessories, collectibles, and more. Their products range from inexpensive gadgets to high-end furniture, so Fab appeals to wide range of design enthusiasts.

**GOAL:** Make it clear to customers that they can easily add a product to their cart from catalog pages.

**TEST:** A/B test of “Add to Cart” call-to-action button, including one that was icon-focused and two that were text-focused.

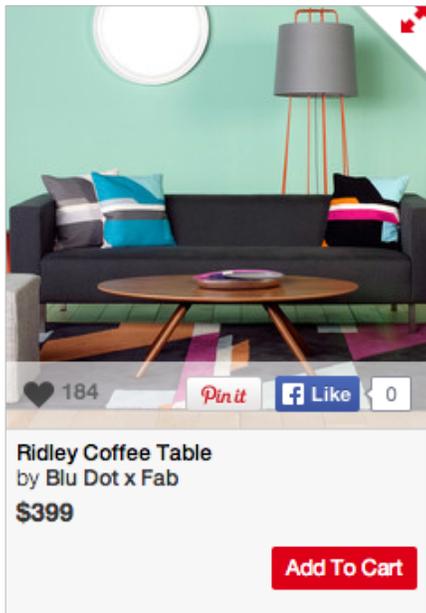
**RESULTS:** 49% increase in performance

## ORIGINAL BUTTON



The original displayed a call-to-action button with sleek cart icon and no text.

VARIATION 1



For variation 1, Shane increased the size of the button and made the call-to-action messaging more clear.

VARIATION 2



For variation 2, Shane experimented with a button that combined aspects of the original and variation 1.

As well as tracking customer engagement, Shane set up a custom goal using Optimizely that would track clicks on the "Add to Cart" button itself, which was the key metric for this test.

**RESULTS:** The test had a major impact on "Add to Cart" clicks on Fab. Variation 2 increased conversions by 15% compared to the original and Variation 1, the larger button with the clear call-to-action text, increased "Add to Cart" clicks by a staggering 49%. To reap the benefits from this insight immediately, Shane used Optimizely's traffic allocation feature to push 100% of site traffic to the winning variation while Fab's development team built the change directly into the site's code. Shane is now closely monitoring changes in "Add to Cart" actions and conversions to develop follow-up tests that will continue to improve the customer experience.

About Optimizely:

Optimizely is a world-class website optimization platform that enables users with and without technical expertise to make dynamic changes to their websites, test the variations to live traffic, gather immediate results and start achieving goals.

Optimizely helps more than 6,000 clients drive more leads, sales and conversions through simple website testing and optimization.

Optimizely By the Numbers  
(As of Oct. 2013)

**2.2 Billion**  
visitors tested across all customer websites

**300,000+**  
experiments run since launch

**6,000+**  
customers

TESTING TAKEAWAYS:

- **STRIKE A BALANCE BETWEEN DESIGN AND USABILITY.** The +cart icon was clean and fit nicely into the design of the page. But it did not match the "Add to Cart" buttons elsewhere on the site, plus it was so small, it could have easily been missed. "It's likely many customers were not even aware they could add an item to their cart from the catalog," says Shane. Testing proved that a button overlaid with "Add to Cart" text was more direct and enticed more customers to click.
- **DATA DRIVEN DEVELOPMENT CAN LEAD TO IMPRESSIVE PERFORMANCE LIFTS.** Shane had hypothesized that the larger button with a more direct call-to-action would provide a lift in performance, but had no data to back up his theory. A/B testing his hypothesis allowed Shane to gather real data about customer behavior. He were then able to quickly deploy a change that improved performance across the site.

See Optimizely in action. Schedule a demo today.  
[www.optimizely.com/demo](http://www.optimizely.com/demo)