

## E-commerce Site Tests Product Video vs. 360° Product View

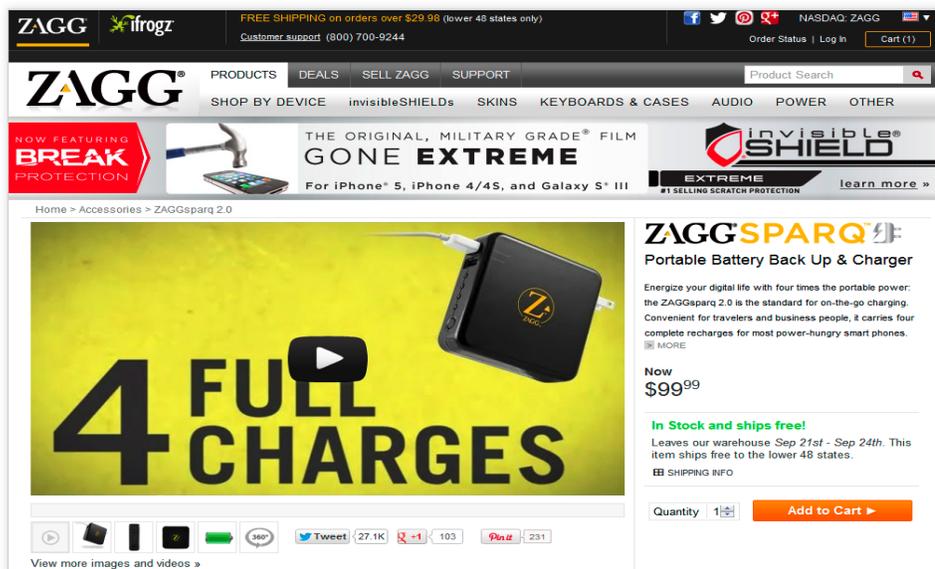
360° Product Image Increases Revenue Per Visitor by 10.4%

**Challenge:** The product pages on ZAGG.com presently utilize three types of imagery for product display: static images, video, and 360° product images. The original design of ZAGG's product pages placed the static product image as the default for visitors. ZAGG's conversion and usability analyst, Kollin Killian, ran an A/B test to determine whether presenting the video or static image as the default on their product page led to more clicks on the "Add to Cart" button. He found that showing the video as the default yielded a 27% increase in revenue per visitor. Not satisfied with this testing victory, ZAGG looked for further optimization opportunities.

**Hypothesis:** Killian constantly looks to other e-commerce sites for ideas on product page design. He found 360° imagery to be a popular format and decided to test out how ZAGG's product pages would perform with that view as the default. The team's instinct favored product video since it has been a core part of their successful product strategy. But Killian and the team hypothesized that 360° imagery could perform even better on the product pages.

**The Test:** ZAGG ran an experiment on the product display to determine whether a short video of the product or a 360° viewing interface would drive more clicks to the "Add to Cart" button.

### ORIGINAL PAGE



ZAGG's original page featured a product video.

### At a Glance:

Customer:

# ZAGG

Website: <http://zagg.com>

Industry: E-commerce

**About:** ZAGG is a leading online marketplace for mobile device accessories of all types. Since launching their flagship product, the invisibleSHIELD in 2006, they have greatly expanded their ZAGG product line.

**Goals:** Optimize visual product experience to increase "Add to Cart" clicks

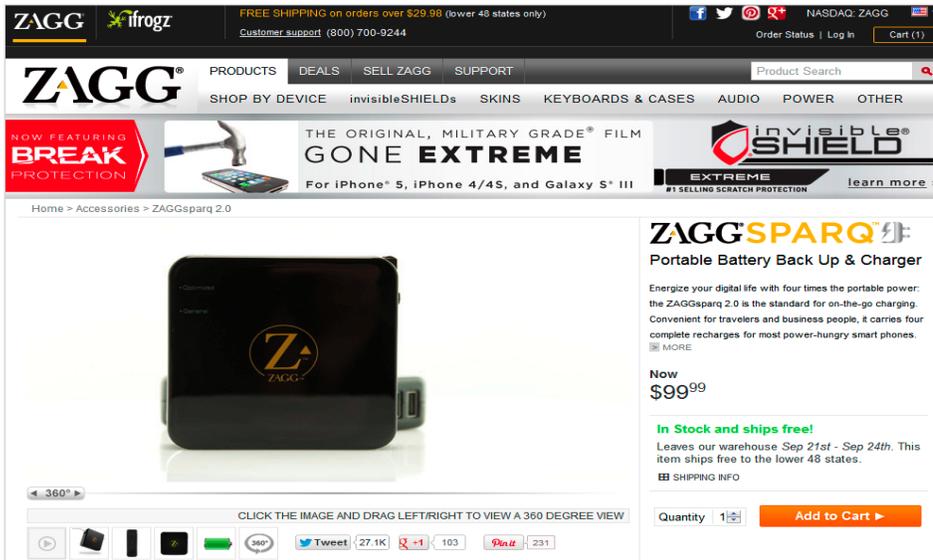
**Test:** Product video vs. 360° view

**Results:** Showing a 360° product view increased revenue per visitor by 10%

“The video default was selling, but you always want to be testing.”

Kollin Killian

Conversion & Usability Analyst,  
ZAGG



ZAGG's variation used a 360° image view.

**Solution:** On the first experiment with the product page, ZAGG was quickly able to learn that the video outperformed the static image. Having already built the simple test in Optimizely, all it took was a few minutes to duplicate the experiment and add a variation that set the 360° product image as the default.

**Results:**

Experiment	Average Revenue per Visitor	Improvement
Variation - 360 view	\$5.48	+10.4%
Original - Video	\$4.96	

**Takeaway:** *A/B tests don't always require new resources.* Killian was delighted to uncover an additional revenue gain that required virtually no additional resources to test and implement. The simple change to the 360° image as the default resulted in a near 40% increase in revenue. Gains can emerge from tests that utilize repurposed content. While your development team is exploring new product ideas to build and test, you may uncover big conversion wins by applying the resources you have available in fresh ways. ZAGG demonstrates that until new features can be developed, there's still a valuable opportunity to refine and improve conversions on your site using the resources you have today.

**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 7,000 clients drive more leads, sales and conversions through simple website testing and optimization.

**Optimizely By the Numbers**

(As of May 2014)

**7 Billion**  
web experiences delivered

**500,000+**  
experiments run since launch

**7,000+**  
customers

**Happy Customers:**

