

SEE HOW WE INCREASED SALES BY 27% FOR ONE OF THE LARGEST ONLINE JEWELERS

Let's be honest, A/B testing "Add To Cart" buttons is boring and almost never worth testing on a retail site. Just be sure you are not making this major mistake with your buttons.

Allurez is an online retailer of fine jewelry and engagement rings. A large part of their business is selling custom engagement rings. Customers can choose from thousands of settings and stones to build their own engagement ring.

We have been working with Allurez for over 2 years - providing AdWords Optimization and Conversion Rate Optimization. We want to share the results from our most recent A/B Split Test result using Optimizely.

SERVICES PROVIDED

We have been working with Allurez for over 2 years. We have been providing AdWords Optimization and Conversion Rate Optimization services. This case study shoes an A/B test that we ran as part of our Conversion Rate Optimization services.

FRESH INSIGHT FROM USER FEEDBACK

After working with Allurez for a while, we wanted to get some fresh insight. We wanted to literally stand behind people as they browsed the site. You don't need to pay a lot of money to get this kind of user feedback. We simply went to a local mall and asked people to browse the site.

We noticed they were getting confused on the pages where they had to build an engagement ring. One girl become very confused and asked "Where do I choose the diamond?"

WHERE CUSTOMERS BECAME CONFUSED

The first step is to choose a setting

1. Choose Your Setting \$0

2. Choose Your Diamond \$0

3. Place Your Order Sub Total: \$880

Twisted Infinity Diamond Engagement Ring Setting 14K White Gold (0.21ct)

This unique infinity diamond engagement ring setting has an unusual twisted band that contains 0.21 carats of micro pave set diamonds.

Create your own engagement ring with this open twist engagement band by choosing your own conflict-free round solitaire diamond.

A total of approximately 42 diamonds are set in 14k white gold, individually set in a unique twist design.

For a complete look present your new bride with a matching contour diamond wedding band with 26 additional micro pave set diamonds. Like all the fine jewelry available through Allurez, this diamond engagement ring setting is made in the USA. [View Product Details](#)

Customer Rating: ★★★★★
5 out of 5 based on 2 Reviews.

Retail Price: \$1,600
Our Price: \$880
You Save: \$720 (45%)

Want to customize this item? [CLICK HERE](#)

Ring Size: Don't know your ring size? [Click Here](#)

Sidestones:

Metal:

Warranty:

Engraving: FREE

ADD TO BAG

★ Add to Wishlist | ✉ Email to Friend | 🖨 Print | ➦ Add to Compare

📞 Call 1-800-554-3509 or [Click Here](#) for assistance

Complimentary with your purchase:

- ▶ Certificate of Authenticity
- ▶ Free 1 Year Warranty

Top 5 Reasons to Choose Us:

- ✓ Unbeatable Prices
- ✓ Free Insured Shipping
- ✓ Easy Returns
- ✓ BBB Accredited Business
- ✓ Award Winning Customer Service

[View More Reasons](#)

Similar Items:

Pave Diamond Infinity Eternity Engagement Ring 14k White Gold (0.40ct)
\$1,350 (50% OFF!)
Design Your Own
 Add to Compare

Petite Marquise Diamond Engagement Ring 14k White Gold (0.10ct)
\$490 (44% OFF!)
Design Your Own
 Add to Compare

but the action button is "Add to Bag" which created confusion with visitors.

You can see the confusion. Visitors actually needed to click the “Add to Bag” button to choose the setting. Visitors think “Add to Bag” means they are ready to add it to the cart. The problem is they were **not** done choosing that product. They still needed to choose a diamond.

One girl spent a few minutes trying to figure out how to add a diamond before we had to show her how. Clicking on the “Add to Bag” button would drop down a hidden menu which had the option “Choose a Diamond for this Setting”.

The action that needed to be taken by visitors was hidden!

THE TEST

Before we go down the boring path of “testing buttons”, I want make it clear that we almost never test “Add to Cart” buttons. If you have a retail site with a basic “Add to Cart” button, then changing the color or trying to get creative with the text is a waste of time... unless the button is difficult to see! Make a button that matches your branding, and go with that. There are better things to test.

The unique issue we had is this should **not be an Add to Cart button** since the product is not ready to add to the cart! We set up a simple button test to solve this issue. This was the new text that we decided on which was a/b tested by Optimizely...

The screenshot shows a product page for a "Twisted Infinity Diamond Engagement Ring Setting 14K White Gold (0.21ct)". The page is annotated with green boxes and arrows. At the top, a navigation bar has three steps: "1. Choose Your Setting", "2. Choose Your Diamond", and "3. Place Your Order". A green box highlights step 1, with an arrow pointing to a "Choose this Setting" button. Another green box highlights the button text, with an arrow pointing to it from the text "We changed the button to match the step to remove any confusion." The product details include a price of \$880 (retail \$1,600), a 5-star customer rating, and various customization options like ring size, sidestones, metal, and engraving. A red "Want to customize this item?" button is also visible. The right sidebar features "Top 5 Reasons to Choose Us:" and "Similar Items:" sections.

The first step is to choose a setting

1. Choose Your Setting
2. Choose Your Diamond
3. Place Your Order

Twisted Infinity Diamond Engagement Ring Setting 14K White Gold (0.21ct)

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★ Add to Wishlist | ✉ Email to Friend | 🖨 Print | ➦ Add to Compare

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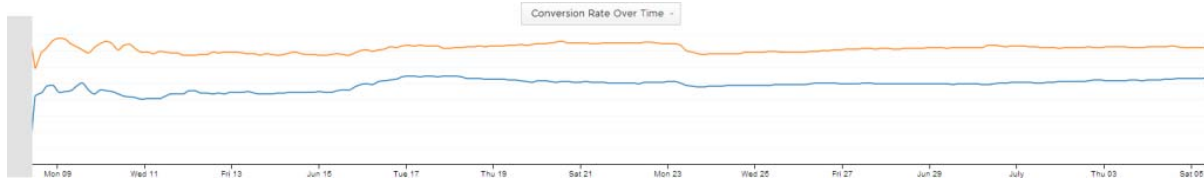
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THE RESULTS

After a month of data, **clicks to the new button was 19% higher** and **sales were 27% higher**.



INCREASE IN SALES

Our goal was not to increase initial sales since typically engagement ring sales are not quick sales. We never thought this change would have any impact on sales right away. We just wanted customers to understand where they can add a diamond for their engagement ring. Though, for every test, we always track sales to see how our changes impact sales.

In this test, sales were up 27.8%. Typically a change in button text would not generate these kind of results, but this was a unique case where the button was causing major confusion.



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At Prodigal Solutions, we take on fewer clients so we can focus on growing your business. You will work directly with highly skilled specialists. Some of the fastest growing ecommerce companies rely on us to handle their PPC, Conversion Rate Optimization and Website Development.

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prod·i·gal /'prädægəl/

a person (or business) who spends money or resources freely and recklessly.

Our Solutions Eliminate Wasteful Ad Spend by Increasing Customer Acquisition Rates