

TEST CONTEXT

BUSINESS GOALS

WHERE ARE WE TESTING?

PDP pages for Mobile & Desktop view.

New users only

WHY ARE WE TESTING?

From research we see that new visitors are bouncing with a 71% rate. In addition, we see that 66% of all visitors on the PDP are new visitors.

We think that new visitors lack the right amount of guidance and product information to make a choice.

WHAT ARE WE MEASURING?

Primary: Add to cart Clicks

Secondary: Bounce Rate, total # of orders for new visitors, Clicks on element (variant specific, static)

The screenshot shows the product page for 'Whey Perfection' by BODY & FIT. The page features a dark blue header with the brand name and navigation links. The main content area displays a large image of the product container, a list of smaller images, and a detailed product description. The description includes a list of benefits, a flavor selection dropdown, and a quantity selector. A prominent 'TOEVOEGEN AAN WINKELWAGEN' button is visible at the bottom right.

Gratis levering voor bestelling boven de € 35

BODY&FIT Zoek naar producten of merken Inloggen/Aanmelden

Eiwit Sportvoeding Eten & Snacks Afslanken Gezonde Levensstijl Beauty Kleding & Accessoires Acties

Home > Producten > Eiwit > Melkeiwit > Whey Eiwit > Whey Perfection

WHEY PERFECTION
BODY & FIT
★★★★★ (6.251)
KEEP GOING - TOT 50% KORTING!

- ✓ 22g hoogwaardige whey proteïne per shake
- ✓ Vrij van toegevoegde suikers, slechts 1.4g suikers per shake
- ✓ Whey concentraat, whey isolaat en whey hydrolysaat, peptides
- ✓ 5g BCAA's, 11.2 gram EAA's en 3.6 gram L-Glutamine

SMAAK
Kies je smaak

INHOUD
Kies je maat

€ 6,70
VANAF

Hoeveelheid: - 1 +

TOEVOEGEN AAN WINKELWAGEN

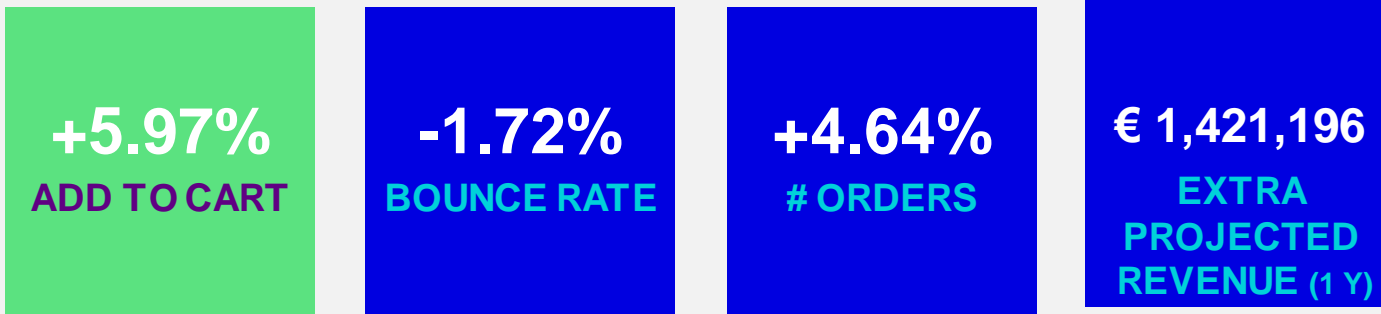
PRODUCT OVERZICHT

LOW SUGAR Laag in LOW FAT Laag

TEST 17 - RESULTS

VARIANT 5 – DROP DOWN COLOURFUL GOALS

RESULTS



CONCLUSION

Overall the metric showed a decent impact on the primary metric of Add to Bag. This was maintained over the entire test period meaning that the primary metric could reach statistical significance at 5.97% more add to carts.



= SIGNIFICANT



= NOT SIGNIFICANT

WINNER!



1 WELKE SMAAK KIES JIJ?

Kies je smaak