



Nature's Best

Test Plan – Homepage: All Devices: Increased Prominence of Products

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Name	Version	Changes
Sarah Cridland	1	Document created
Hayley Roome	1	Results added

Test Background

Evidence

The homepage contributes a high percentage of sales. Heatmaps show that the content on the page gets very low engagement. At present the general About Us, Blog content is positioned more prominently than the products. Raising the prominence of the products could help more users find what they are looking for. Competitors display prominent product category links beneath the main hero image.

Hypothesis

Raising the prominence of the product category tiles over the generic information content will help more users reach products on the site. This will increase the rate of PDP views on the site.

Test Goal

Increase Category Page Views

Increase Add to Basket

Targeting

Name	Description	Example URLs
Homepage		https://www.naturesbest.co.uk/

Audiences

Devices

Desktop, Tablet, Mobile

Other

N/A

Scenarios & Considerations

QA Tier

Tier 1

Scenarios

N/A

Considerations

N/A

Variation 1

Control – Desktop

Customer Services Free Catalogue Quick Order Form Select Language Vitamins & Supplements Sports Medicines

NATURE'S BEST Better for being UK-made

Call 01892 55 20 30 My account Sign out | Favourites (0)

Search 0 Items, £0.00 Checkout

About Us Categories & Interests A-Z Multivitamins Vitamins Minerals Herbs & Spices Fish Oil & Omega 3s Glucosamine

FREE UK Delivery on orders over £15 Money Back Guarantee Why UK-made?

SPECIAL OFFERS ON THESE & MORE

EYEWISE Super Strength Lubricating Eye Drops

Nutrition Advice FREE and totally confidential

Our Blog

Call Centre Open

About Us

NEW Products

Immunity Bundles

NUTRITION ADVICE IMMUNITY FAVOURITES

Schizone Cold and Flu Relief
4.8/5 based on 87 customer reviews
Traditional Herbal Remedy, 60 Tablets, 1 Month's Supply, 2 a day
High strength pure root extract from Echinacea purpurea. Best price for UK-made tablets. Free from contaminants.
From £9.95

Beta Glucans, For The Normal Function Of The Immune System*
4.8/5 based on 10 customer reviews
60 Tablets, 2 Months Supply, 1 a day
Beta glucans, with extra support from vitamin C, zinc and selenium, for their contribution to the normal function of the immune system.
£14.95

BerryGuard™ Fruit Concentrate with Elderberry & Rosehips
4.8/5 based on 121 customer reviews
Naturally Sweetened, 300ml, 1 Month's Supply
A fabulous blend of wild berry essences and bioactive fruit concentrates. A powerful combination of antioxidant, flavonoid and naturally sweetened wild red grape juice.
£12.95

Vitamin D3 2000iu, Maximum Strength
4.8/5 based on 147 customer reviews
180 Capsules, 6 months supply, 3 a day
Maximum strength vitamin D3 2000iu (50µg). Convenient 1 a day capsule. Great choice for people with specific bone health concerns, or people who are significantly sunless, vegetarian/vegan.
£10.95

FEATURED RANGES

Omega 3s UK's strongest

Collagen UK's strongest and highest quality

Multivitamins Family range

Glucosamine Lowest price for UK-Made

ABOUT US

Nutrition Advice FREE and totally confidential

Our Blog

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MORE ARTICLES

Variation – Desktop

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FEATURED RANGES

Collagen UK's strongest and highest quality

Immunity Range

Immunity Bundles

NEW Products

ABOUT US

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Our Blog

Call Centre Open

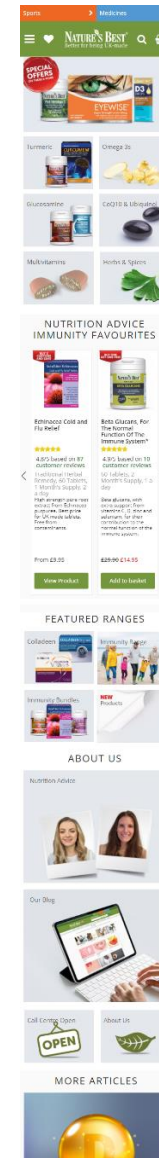
About Us

MORE ARTICLES

Control – Mobile



Variation – Mobile



Design changes

- Turmeric, Omega 3s, Glucosamine, CoQ10 & Ubiquinol, Multivitamins, Herbs & Spices tiles raised higher up the page next to the main offers image in the hero section.
- Immunity Bundles and New Products tiles now appear in the FEATURED RANGES section.
- Call Centre Open, About Us, Our Blog and Nutrition Advice tiles have moved further down the page to a new section with the title ABOUT US. This section appears just below the FEATURED RANGES section.

Considerations

The tile links should remain the same as on control. It is only their position on the page that has changed.

Metrics

No.	Name	Goal Type	Description
1	Product Page (PDPs)	Custom	Event Action equals Product View
2	Add To Basket	Custom	Event Action equals Add to Cart
3	Category Page (PLPs)	Custom	Event Action equals Product Listing View

Integrations

Name	Values description
N/A	N/A

Results

Start Date	09/08/21
End Date	14/09/21
Duration	36 days
Control visitors	29,131
Variation visitors	28,804
Test Result	Winner

Highlight

Increasing the prominence of categories within the homepage resulted in a great uplift of +31.1% in users reaching a category page that was featured within the homepage, reaching 99% significance. There was also an uplift across all category pages +5.97% (PLPs) also reaching 99% significance. Add to baskets increased by +1.85% resulting in an uplift of +2.09% in transactions, although both didn't reach significance this is a positive sign.

Insights

+31.3% uplift in categories featured higher within the HP

Users were more likely to engage with category content that was featured within the homepage seeing an uplift of +31.3% reaching 99% significance. When splitting this down by device you see this across both Mobile +41.4%. Desktop +13.15%. The biggest uplift is seen across Mobile showing users are more likely to click into prominent content when featured higher up on the homepage. When on Mobile users are looking for a quick route to content, highlighting most viewed category pages here leads to uplifts across all categories. Users reaching any category also witnessed an uplift of +5.97% reaching a 99% significance. Showing that when highlighting a selected number of categories, overall visits to all categories also increased.

-5.01% drop in users interacting with site search

Interestingly through driving clickthrough to content featured within the homepage, engagement with site search dropped for Variation by -5.01% reaching 99% significance. However, when reviewing transactions for the cohort of users that did use search within Variation the conversion was still higher than Control, so even though less users were interacting with search, of the ones that did the conversion was +5.2% higher when within Variation 1.

-25.49% drop in users reaching About us pages

Through reducing the prominence of About us content resulted in a drop of -25.4% in users clicking through to this group of pages reaching 99% significance. This drop isn't as big as the increase we have seen in users reaching category pages, showing that users will still find this content when looking for it.

-3.18% fall in product page views

Interestingly we see a fall in users reaching product pages -3.18% reaching 99% significance, the drop is stronger across Desktop at -3.26% vs -1.78% on Mobile. The big increase in users viewing a category page and increase in transactions

shows that users are viewing less product pages but are finding relevant products through category pages and transacting quicker. This is seen when reviewing session duration, -3.15% lower when within in Variation 1 across Desktop.

+2.09% uplift in transactions

Users were more likely to convert when shown relevant category content +2.09% uplift in transactions when within Variation 1, this is seen across both Desktop +3.95% and Mobile +2.01%. There was a slight drop in % of visits using search within Variation, but this group of users still convert higher than Control showing that including relevant content within the Homepage enhances all users' journeys when clicking through from the Homepage or using search.

Conclusions

- Users are more likely to click into category content from the homepage and transact
- Increasing the presence of popular/most viewed categories will increase conversion across Mobile and Desktop
- Users are less likely to interact with search when relevant category content is shown but still convert higher within Variation

Next Steps

- Increase prominence of search and key categories across mobile and desktop within the homepage
- Include top searched products as quick links, reducing clicks for the user
- Include quick links to key categories, again reducing clicks for the user

Test Data

Control Visitors	29,131
V1 Visitors	28,804

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Product Page (PDPs)	Control	11659	40.02%	n/a	n/a
	Variation 1	11162	38.75%	-3.18%	99.00%
Add To Basket	Control	6890	23.65%	n/a	n/a
	Variation 1	6939	24.09%	1.85%	<90%
Category Page (PLPs)	Control	6802	23.35%	n/a	n/a
	Variation 1	7127	24.74%	5.97%	99.00%
Transactions	Control	5638	19.35%	n/a	n/a
	Variation 1	5691	19.76%	2.09%	<90%
About us pages	Control	904	3.10%	n/a	n/a
	Variation 1	666	2.31%	-25.49%	99.00%
Category Page (ALL within HP)	Control	3311	11.37%	n/a	n/a
	Variation 1	4293	14.90%	31.13%	99.00%
All Visits with Site search	Control	9841	33.78%	n/a	n/a
	Variation 1	9243	32.09%	-5.01%	99.00%
Visits with Site search (Mobile)	Control	4966	17.05%	n/a	n/a
	Variation 1	4707	16.34%	-4.32%	95.00%
Visits with Site search (Desktop)	Control	4023	13.81%	n/a	n/a
	Variation 1	3724	12.93%	-6.82%	99.00%
Visits with Site search (Tablet)	Control	852	2.92%	n/a	n/a
	Variation 1	812	2.82%	-3.75%	<90%

Visits with Site Search

Control Visitors	9,841
V1 Visitors	9,243

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Transactions	Control	3605	36.63%	n/a	n/a
	Variation 1	3565	38.57%	5.29%	<90%
PDP	Control	8076	82.06%	n/a	n/a
	Variation 1	7524	81.40%	-0.81%	<90%
Add to Basket	Control	5701	57.93%	n/a	n/a
	Variation 1	5571	60.27%	4.04%	<90%

Mobile

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Product Page (PDPs)	Control	6366	34.99%	n/a	n/a
	Variation 1	6289	34.36%	-1.78%	<90%
Add To Basket	Control	3722	20.46%	n/a	n/a
	Variation 1	3861	21.10%	3.13%	<90%
Transactions	Control	2453	13.48%	n/a	n/a
	Variation 1	2517	13.75%	2.01%	<90%
About us pages	Control	599	3.29%	n/a	n/a
	Variation 1	386	2.11%	-35.93%	99.00%
Category Page (ALL within HP)	Control	2044	11.23%	n/a	n/a
	Variation 1	2907	15.88%	41.40%	99.00%

Desktop

Metric name	Variation	Conversions	Conversion Rate	Improvement	Significance
Product Page (PDPs)	Control	5486	58.69%	n/a	n/a
	Variation 1	5041	56.78%	-3.26%	<90%
Add To Basket	Control	3606	38.58%	n/a	n/a
	Variation 1	3475	39.14%	1.46%	<90%
Transactions	Control	2690	28.78%	n/a	n/a
	Variation 1	2656	29.92%	3.95%	<90%
About us pages	Control	253	2.71%	n/a	n/a
	Variation 1	235	2.65%	-2.21%	<90%
Category Page (ALL within HP)	Control	1111	11.89%	n/a	n/a
	Variation 1	1194	13.45%	13.15%	99.00%