% 67

% 33

V1

IMG 1

CTA 1
BUY NOW

V2

IMG 2

CTA 2
ADD TO BAG

$200

Basic sweater
yellow

Samara Wool sunflower yellow is
a casual pullover sweater with long
sleeves and a crewneck.

ADD TO BAG

EBOOK

The Big Book of Experimentation

Retail Edition

Optimizely

Contents

Intro

Experimentation isn't just a chance to keep carts from being abandoned. It's a chance to engage with and get to know your customers innately, the chance to make shopping personal again. You can tailor every experience to user behavior, create consistent omnichannel experiences from mobile to desktop to email, and even test your business proposition or messaging.

When looking for proven strategies, fresh inspiration, or solid test ideas for your retail business, there's no better guide than your peers. Read on to discover how industry-leading retail customers such as HP, Missguided, and HelloFresh, are using Optimizely to deliver amazing customer experiences and set themselves apart from the competition.

Driving innovation at HP through an experimentation center of excellence

HP self-identifies as being in the early stages of their journey towards creating a true culture of experimentation throughout their organization. At the same time, they know that increasing the pace of innovation for their campaigns will be essential to ensuring peak performance for various digital business units that have started doing experimentation, including their B2C online store, HP.com website, B2B e-commerce organization, Instant Ink organization, and Customer Support site.

HP's Instant Ink subscription service experimented with different enrollment offers. The experiment involved showing customers an option for a free trial and positioning the service as a printer feature. The experiment increased enrollment by 37%.
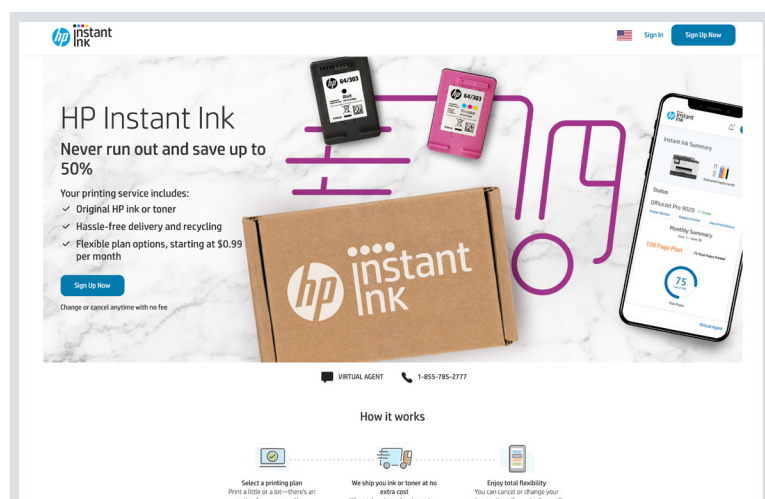
EXPERIMENT

Subscription enrollment offers

KEY RESULT

$21m

Incremental revenue impact

‹ HP's Instant Ink subscription page

HP has invested in creating a program around experimentation, building a more robust process for ideation, prioritization, development, execution, and post-campaign analysis. HP shares learnings with business stakeholders throughout the organization in their weekly program reporting meeting, and are also planning to roll out a weekly newsletter to help share updates and findings across their teams.

HP's ultimate goal is to give every employee the chance to experiment and gather data around their ideas. As a result of their focus on experimentation, they've been able to run almost 500 campaigns and have driven an incremental $21 million in revenue with Optimizely.

"

With these instant, early results, we're planning to scale the use of Optimizely company-wide."

Neville Davey
Digital Experimentation Worldwide Program Lead
HP

MISSGUIDED

How experimentation and personalization are driving the fast-growing UK fashion brand forward

Forward-thinking fashion retailer Missguided designs wearable ready-to-go outfits for today's millennial woman. Founded in 2009, the Manchesterbased brand is experiencing growth of 75% year-over-year.

The firm has over 10,000 products available online at any one time and offers up to 1,000 new styles each week. It is known for its ingenious and fresh approach to both fashion and business. Everything Missguided creates is informed by its customer along with global influences like social media, street style, and popular culture.

Trusting that experimentation is a viable method of evaluating business models, Missguided decided to test a new premium service that offers unlimited free next day delivery for a year. To manage the risk associated with the new service and to check its commercial value, this offering was first made available to a small group of customers. With Optimizely data showing a conversion uplift of 177%, 'unicorn delivery' was soon rolled out to the entire customer base.

"

Missguided has an entrepreneurial approach and isn't afraid to experiment with new ideas and offerings to drive the business forward. Working with Optimizely gives us enormous insights into our customers' needs, desires and behaviors and allows us to adapt and evolve our approach fast to reap the commercial rewards."

Mark Leach
Head of E-Commerce
Missguided

EXPERIMENT

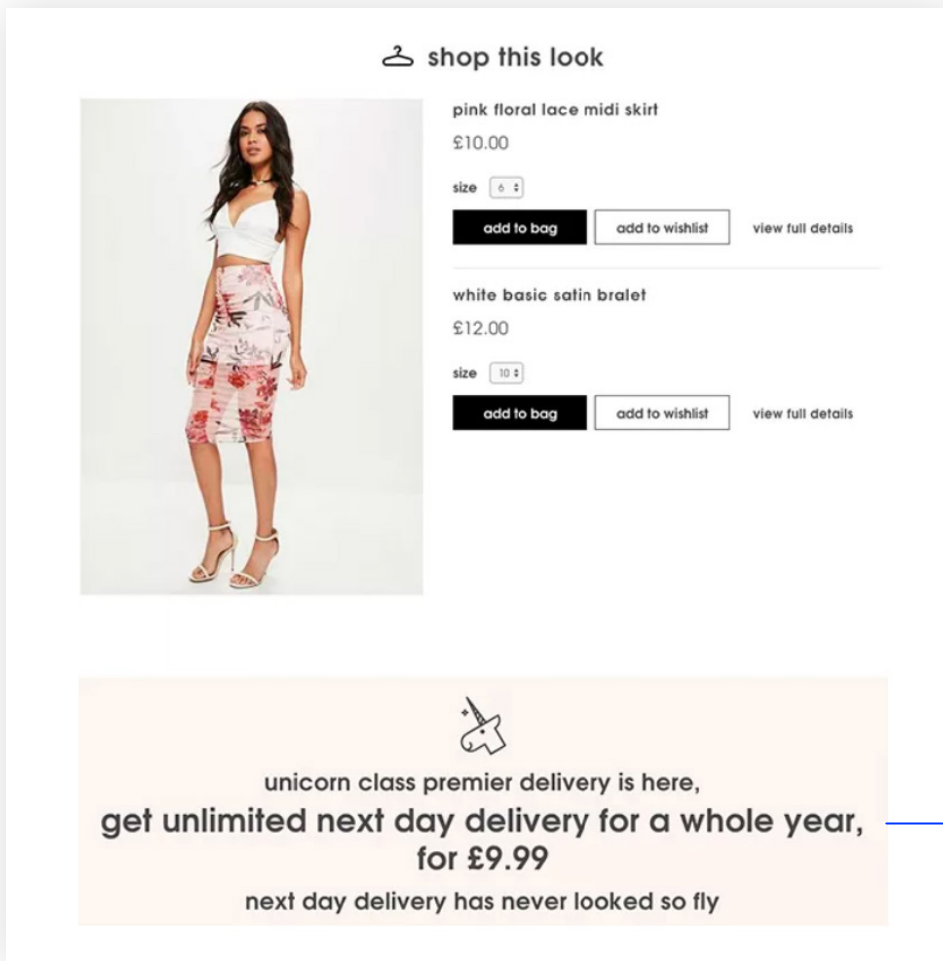Premium service offering,personalized offers for VIP customers

KEY RESULT

177%
Conversion uplift

33%
Relative increase in revenue through personalization

shop this look

pink floral lace midi skirt

£10.00

size [6 ÷]

add to bag   add to wishlist   view full details

white basic satin bralet

£12.00

size [10 ÷]

add to bag   add to wishlist   view full details

unicorn class premier delivery is here,
get unlimited next day delivery for a whole year,
for £9.99
next day delivery has never looked so fly

Testing a new premium service 'Unicorn Delivery' with a small group of customers

Make it personal

Delivering a personalized shopping experience to every visitor is contributing to Missguided's growing customer base. Deriving insights from customer data and behavior allows the brand to tailor each customer journey.

With data about what a customer has recently viewed or purchased on the website, what products they added to their wish list and if they have a VIP status, Missguided can segment its audiences and develop personalized offers and promotions.

A particularly successful campaign was targeted at 'rising star' customers, those on the cusp of becoming Missguided VIPs based on the number and frequency of purchases as well as site visits. Targeting them with exclusive offers, such as buying three items to get 30% off, allowed Missguided to convert these customers to the company's most valuable VIPs.

Blue Apron

Validating products faster with experimentation

Blue Apron creates incredible experiences. Founded in 2012, Blue Apron is a consumer lifestyle brand that symbolizes a love of home cooking, excitement and discovery, and deep, meaningful human connections.

Blue Apron's core product is a meal experience that customers create with the original recipes and fresh, seasonal ingredients that are included in every box. All recipes are accompanied by printed and digital content, including how-to instructions and stories of suppliers and specialty ingredients.

At Blue Apron, a large part of the business is powered by scheduled back end jobs. Order charging, turning digital orders into physical packages, creating shipping labels, choosing recipes for users and sending emails all happen offline. A client-side solution provided limited flexibility when it came to testing these experiences.

Also, running experiments and measuring key KPIs required work from the analytics team, and turnaround time could take anywhere from two to four weeks. This greatly impeded Blue Apron's ability to act upon needed changes quickly. So while they continued to use Optimizely Web, they also required a solution specific to their server side use case.

EXPERIMENT

Redesigned
reactivation flow

KEY RESULT

10x

Increase in
experiments run per
month after adopting
Optimizely Feature
Experimentation

With Optimizely Feature Experimentation, Blue Apron gets statistically valid experimental results on their server and mobile applications which helps them make faster, more informed business decisions. With Optimizely's real-time results, Blue Apron was able to avoid launching a redesigned reactivation flow, which would have resulted in a significant revenue loss.

Blue Apron can now quickly and easily build and set up new tests that were simply not possible before, running over 10x the number of tests per month.

"
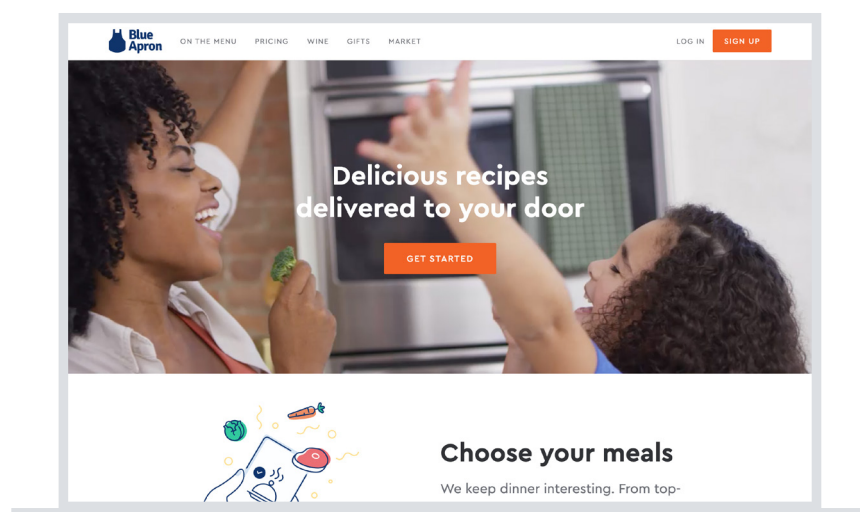
We can now get an early signal from the Optimizely Results Dashboard within a few days, whereas before it would have taken weeks or longer for someone on our analytics team to pull the data and understand what was going on."

John Cline
Engineering Lead, Growth & Member Experience
Blue Apron

Auto Scout24

Taking the guesswork out of contact forms helps triple product revenue

AutoScout24 is Europe's largest online marketplace for new and used cars. Over the last three years, the company has built a testing program that allows them to address real user problems and make measurable improvements in conversion on their site.

For AutoScout24 all transactions start with an online contact form. It is a widely used part of the website that is crucial to their customers' success. In a user research study, car shoppers said they were not completing the contact form because they did not know how to communicate to the seller.

The team hypothesized that providing more pre-filled information in the form and decreasing the amount of original thinking (or effort) the shopper has to do would increase form submissions. They tested three variations of the form with different treatments. All 3 variations outperformed the original, but the variation with pre-filled text was the highest performer and increased contact form conversion by 22%.

Original

The original version of the contact form: blank fields and text boxes for a buyer to complete and send to the car seller.

Variation

They tested a form pre-filled with text, "Hello, I am interested in your vehicle. Please contact me. Kind regards."

Crate&Barrel

Crate & Barrel takes its first steps into personalization

Houseware and lifestyle giant Crate & Barrel launched a dedicated website for parents who were furnishing their kids' rooms. But could the same site reach those buying for a newborn or toddler as well as those buying for a tween or teen? And would it be worth the time and effort to create separate content for the baby buyer audience?

Distinguishing between 'kids' and 'babies' would normally represent a pretty challenging segmentation exercise. Plus, it would take time to set up rules-based targeting, not to mention all the effort of maintaining those rules.

Adaptive Audiences is Optimizely's new approach to personalization and it changes everything. Powered by natural language processing, it blends machine learning with human expertise, allowing personalization at scale without the heavy lift. Crate & Barrel simply needed to research keywords related to the relevant personas, then develop an 'Always On' campaign featuring baby-friendly images and copy reflecting top search terms.

Bounce rates fell significantly, conversion rates shot up by more than 20 percent, and revenue per visitor also saw double-digit growth. And now, the same approach has been deployed on the home page, different silos such as Kitchens, and even on mobile.

EXPERIMENT

Develop a targeted personalization program using Optimizely Adaptive Audiences

KEY RESULTS

20%
Increase in homepage conversion rates

30%
Reduction in bounce rates

"

Adaptive Audiences helps us to scale. Non-developers are trained on Optimizely and running campaigns on their own. It all leads to more tests and more experimentation heroes. And we are constantly sharing not just results, but the entirety of the process. That can fundamentally affect the short- and long-term success of any program."

Christine Garvey
Senior Manager of Personalization and Optimization / Crate & Barrel

Wonderbly

Targeting shoppers with reassuring messaging drives orders from Facebook visitors

Wonderbly (formerly Lost My Name) began its journey in 2012 as a dedicated online only retailer specializing in personalized children's books. Since July 2015 their goal has been to create the same exceptional and personalized experience achieved in its books for each online visitor.

One of the team's most significant wins was targeted messaging for shoppers with 3-letter childrens names—reassuring them that "short names don't mean short stories." This targeted messaging resulted in an 18.1% lift in orders from Facebook visitors, their largest acquisition channel.

EXPERIMENT

Targeted messaging

KEY RESULT

18.1%

Lift in orders

Capturing rich customer data to drive onsite and in-store sales

Blu Dot, a designer and maker of modern home furnishings, worked closely with Optimizely Solution Partner, Clearhead, to build and scale an optimization program that fuels their business.

The team hypothesized that if they replaced the email modal capture with a "Free Catalog" request form that conversions to the catalog request would go up. The results were a staggering 124% lift in catalog requests, which not only gave them rich customer data including location, but facilitated online and offline sales through a more supported sales process.

Not only did the new modal increase conversions tremendously. It also provided Blu Dot with something equally as valuable—more specific information about their customers' physical location.
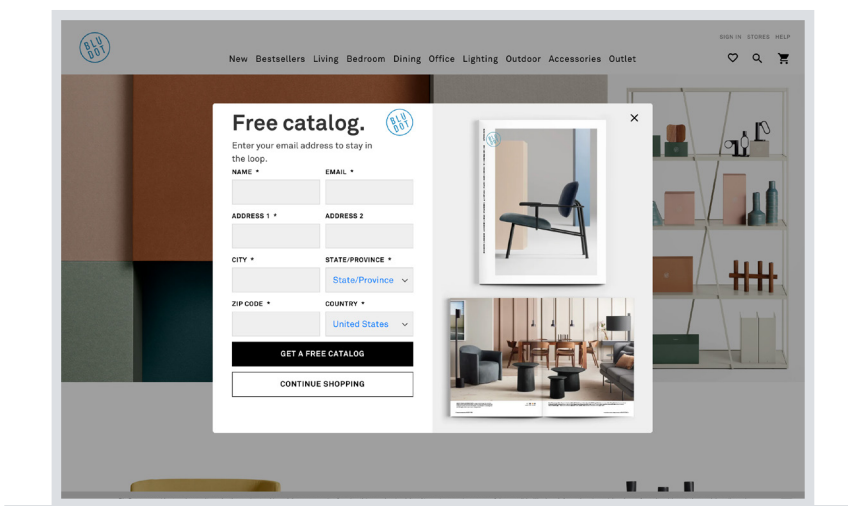
EXPERIMENT

Optimizing information capture

KEY RESULT

124%

Lift in catalog requests

BROOKS

Reducing cost of returns by experimenting with helpful size-shopper experience

Brooks Running leveraged Optimizely to test out a helpful experience targeted at shoppers likely to return a pair of shoes. The free return shipping policy is a big draw for customers, but is a significant cost to the company.

By targeting these shoppers and helping them find appropriate sizing prior to checkout, Brooks Running decreased their return rate by 80%.
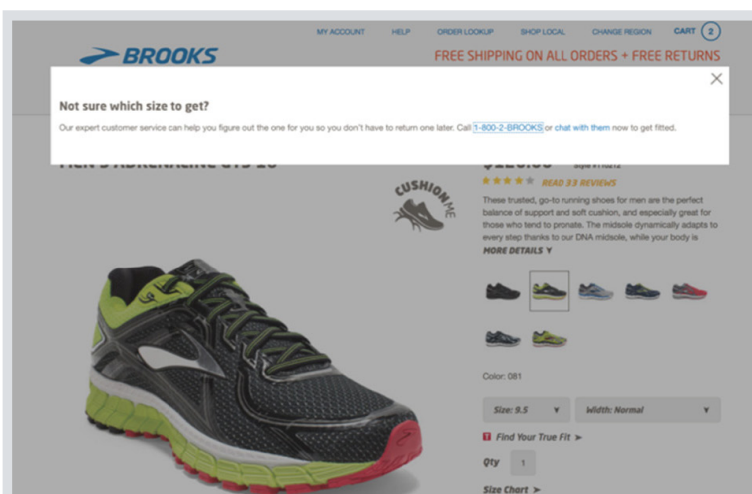
EXPERIMENT

Return deflection experiment

KEY RESULT

80%

Decrease in return rate

‹ Brooks showed this pop-up message to shoppers who had 2 or more pairs of shoes in a cart that were half size apart.

rocksbox

Improving member interactions with experiments and an insatiable appetite for feedback

In a constantly changing retail landscape, subscription offerings stand out as a bright spot in e-commerce innovation. Rocksbox has pioneered changing how women shop for jewelry, leveraging a combination of personal stylists and AI-driven recommendations. However, building relationships with prospective customers and educating them about the how-tos of a fundamentally new shopping model presents a number of challenges.

Erin O'Leary, VP of Marketing at Rocksbox, tackles ambitious growth goals by focusing on a strategy that will move the needle in the company's acquisition costs and retention metrics. Through her iterative process of reshaping Rocksbox's acquisition funnel and transforming their member feedback experience, she has been able to deliver show stopping improvements to key business metrics and rally the broader company around an adventurous, innovative culture and formal experimentation goals.

The cost of customer acquisition is a near-universal marketer's challenge. Since advertising costs are constantly susceptible to fluctuation, Erin focuses on controlling costs by increasing conversion rates once potential members reach Rocksbox's site. "We have a cycle of analyzing site data and customer surveys, planning groups of experiments to solve problem areas of the funnel and then we prioritize and execute two-week experiments to tackle each part of the funnel," Erin describes.

EXPERIMENT

Offering positioning and member experience

KEY RESULT

99%

Conversion lift from new positioning

"

To make an impact quickly, focus on testing new ideas to validate them with data, or share a surprising result that wasn't expected. Frame losing experiments as risks that were minimized while still optimizing for learning."

Erin O'Leary
VP of Marketing
Rocksbox

23andMe

23andMe has made testing part of their DNA

Based in Silicon Valley, 23andMe specializes in DNA analysis and research. Customers order DNA testing kits and receive their results in a growing list of reports in areas like traits, wellness, carrier status and genetic ancestry.

As part of a complete redesign of their consumer-facing website, 23andMe ran an extensive experimentation program, often testing multiple variants for every web page, before launching the new site.

One test involved redesigning the product page of their Health + Ancestry service. Looking at the metrics on the existing page, the team knew that customers clicked a lot on the 'See sample report' button. The obvious move was to focus on showing the product in the new page design.

Against all expectations the control version outperformed the new variant, the latter adversely affecting revenue per visitor. The team went back to the drawing board and introduced a new test variant with relatively minor changes: a hero image showcasing reports instead of a testing kit, and a sticky 'Add to cart' bar.
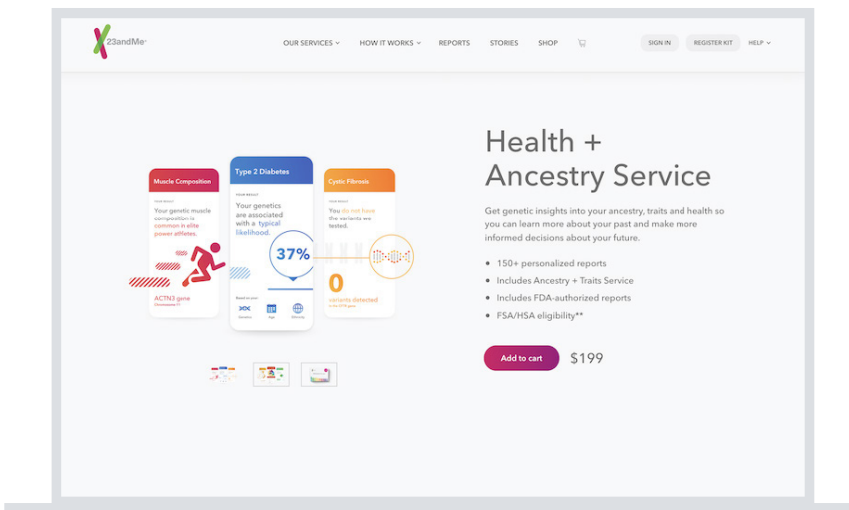
EXPERIMENT

Multiple tests as part of a website redesign Implementation of Performance Edge

KEY RESULT

10%+

Conversion rate achieved

Winning Variant

It worked. They increased conversion rate to over 10%, improved the page's customer satisfaction score, and shifted their sales mix to the highermargin Health + Ancestry service.

"

The key takeaway here is that even with minor changes, iterative testing can really help evolve a site over time and, in the end, improve the user's experience."

Courtney Ball
Sr. Manager, Web Marketing
23andMe

Cox
AUTOMOTIVE

Cox Automotive driven by a culture of experimentation

Cox Automotive is the world's largest automotive service organization with over 25 different brands connecting every link in the automotive industry. And it is well on the road to transforming the way we buy, sell, own and leverage vehicles.

One of the biggest obstacles on the way is relevancy. With 4 million cars for sale, how do consumers quickly find what they're looking for? The challenge for Cox was not forcing its million or so daily visitors down a certain path, but rather optimizing the entire consumer experience.

Having already reached the limit of their testing capabilities, Cox needed to find a new route for moving forward. Optimizely provided the roadmap the company needed to support faster testing and accelerate decision-making, which is essential in a business that changes pretty much every day. This speed was noticeable from the word go, with the team's first official experiment clocking just 12 hours—a first for the experimentation team.

Since then, a strong culture of experimentation has spread throughout the organization, allowing the company to test theories that were previously untestable. In doing so, it is producing value for its clients that it didn't even know existed. Experimentation continues to play an essential role in driving the business to new heights.

> If you want to keep up or surpass or outperform your competition, you have to innovate, optimize, and iterate at a rate that's better than theirs—and experimentation sits right in the middle of that."

Jessica Stafford
SVP & General Manager
Autotrader / Cox Automotive

HUDSON'S BAY

Hudson's Bay bags additional revenue

Hudson's Bay (HBC) was founded in 1670, making it the oldest company in North America. Today, the business comprises an impressive portfolio of retail brands including Hudson's Bay, Saks Fifth Avenue, and Saks Fifth Avenue Off 5th.

One of HBS's earliest experimentation programs focused on optimizing the checkout experience of the Saks Fifth Avenue website. According to Senior Product Manager Joanna Narbuntowicz: "User feedback told us that our checkout process had usability issues. Industry benchmarks confirmed this, showing our conversion rates were lower than average.

"Our challenge was that the process relied on some very complex legacy systems, so we decided to focus on the front-end, essentially giving the site a big facelift. In addition, the checkout process on mobile was very different from the desktop version. And while our mobile traffic

KEY RESULT

6%
Increase in conversions on mobile

2.2%
Increase in conversions on desktop

Control: Legacy Experience


Variant: New Experience

was growing, its conversion rate consistently lagged behind the desktop conversion rate. So we decided to start our experiments on mobile."

HBC cleaned up the mobile interface for its "Bag" (the shopping cart), removed unnecessary copy and fields, and made it easier to enter credit card details. An uplift in the mobile conversion rate of 6% gave them the confidence to roll out similar changes to the desktop checkout funnel, resulting in a 2.2% increase.
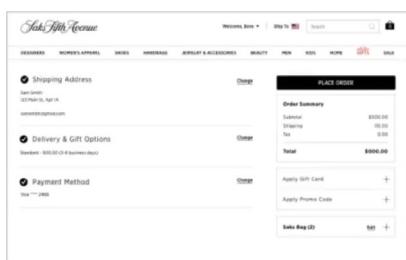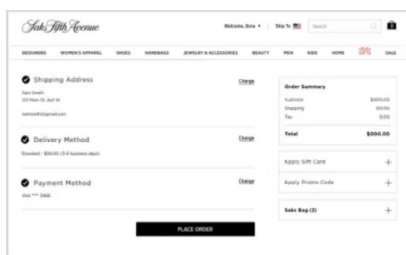
Control

Place Order CTA in line with Order summary

Variation B

Place Order CTA in line with steps

Variation C

Dual Place Order CTA

However, these successes did not prevent Hudson's Bay from continuing their experiments. After the checkout update, they noticed a spike in bag views. They found out many people would go back to the product detail pages to make changes to the product they wanted to order. After enabling in-bag edits, bag page views decreased again.

Likewise, they experimented on the position of the 'Place Order' button on the checkout page. Against all expectations, the winning variant was not the dual CTA button (one on top of the order summary and one in line with the order steps). A single CTA button below the order steps proved more effective, resulting in an additional 1.75% lift in conversions.

> "
> When approaching different challenges and opportunities, start with a minimum viable product and iterate from there. Because you never know where the different variations are going to take you."
>
> **Joanna Narbuntowicz**
> Sr. Product Manager
> Hudson's Bay

FARFETCH

Farfetch finds experimentation a perfect fit

Farfetch is building the go-to global platform for luxury, connecting consumers to designer labels and helping brick-and-mortar boutiques sell online. The brand has been deploying the power of experimentation from day one. Yet experimentation is only effective when the people using it learn from the results. That's why Farfetch is so innovative in its approach, actively embedding a unified experimentation culture across the organization.

A Test and Learn center of excellence identifies new areas for experimentation, holds regular sharing and training sessions, and has even developed an experimentation kit for new joiners. The goal? To encourage teams to experiment not just because they need to, but because they really want to become a learning organization on a global scale, and ultimately outpace the competition in enhancing the customer experience.

With a focus on server-side testing, the Farfetch platform integrates Optimizely to extend its capacity for experimentation, particularly when it comes to rapid iteration capabilities. The team can test ideas, examine the resulting data, and then scale up 'winners' — all based on real-time customer feedback.

This approach has not only enabled the organization to fully utilize its entire talent, but also improved business results.

"

In short, we fail fast and learn faster. Experimentation is not all about winning, it helps you quickly identify what does not work, and this is an incredibly powerful loss prevention tool. By accelerating insights, you make better decisions, including where you should focus your product development efforts."

Luis Trindale
Principal Product Manager / FARFETCH

EXPERIMENT

Optimize digital ad viewability

KEY RESULT

Experimentation community has more than doubled from 80 people to close to

170

20–50
Experiments run each month

⊞ fitbit

Experimentation becomes part of the Fitbit routine

Fitbit has had the mission of helping everyone in the world live healthier lives for a long time. As the COVID-19 pandemic impacted the globe and gyms shut their doors, people started looking to their iconic wrist devices for new wellbeing routines. The need to quickly adapt and expand into services that went far beyond a device would be a gamechanger.

Yet as a consumer electronics company, this new focus on software and iterative learning represented a whole new challenge. Optimizely helped Fitbit to harness the power of experimentation to understand how customers were using their product, then test hypotheses to encourage users to do more workouts, walk more steps, sleep more consistently, and generally enjoy a wider range of benefits previously out of scope.

Over that time, the company has progressed from counting steps, to monitoring sleep and stress, to providing content that helps users improve their overall health. And that journey has been powered by data-driven insights rather than hunches and guesswork, with experimentation helping to define what customers really want. Designing new tests, reviewing the real-world results on a weekly basis, and making decisions based on those results are now all part of the everyday routine.

❝❝

Being able to find out how millions of people use your product every day to feed those ideas back into your product has been really powerful. You're really taking the guesswork out of decision-making and being able to do that at scale."

Dawn Baker
Head of Platform Engineering / Fitbit
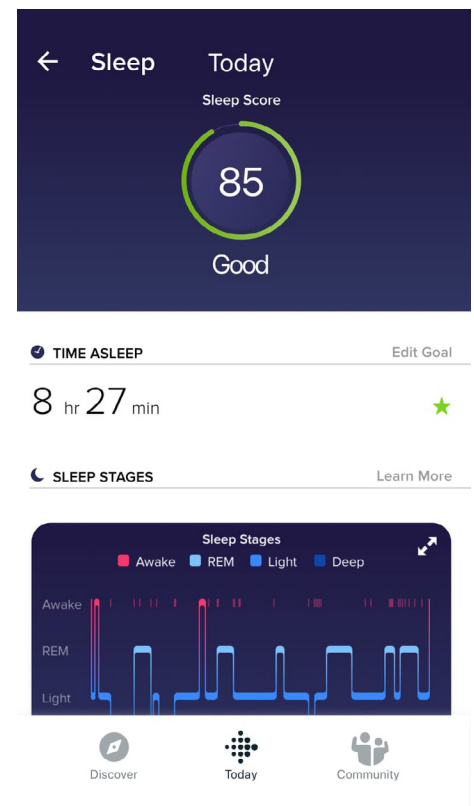
At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 10,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands. **Learn more at optimizely.com.**