

# Qorpak

## Optimizely A/B Testing Case Study



## Qorpak & LunaMetrics:

# Improving Conversion Rates & Building Internal Capacity

Testing is only as valuable as the lessons learned and implemented. It is easy to talk about website user experience (UX) or conversion rate optimization (CRO) during marketing meetings, but these are only buzzwords until actions are taken that lead to results.

Qorpak approaches its website testing with the same mentality - a test needs to be successful and its results easy to implement and scale. The specialty ecommerce company has a lean marketing team and complex website, so testing aspects of the online buying experience that cannot be easily managed or updated is a waste of precious resources.

Perhaps most importantly, Qorpak hopes to build a corporate culture of testing, but needed to know if significant improvements are possible within their technical constraints.

### Goals

- Inspire a culture of testing and optimization throughout the company
- Increase add-to-cart actions on product pages on Qorpak's website
- Design easy-to-implement experiments that avoid significant development

### Approach

- Use templative changes that maximize volume
- Take advantage of HTML testing that requires less development work
- Full Optimizely implementation with guided reporting and in-person training

LunaMetrics worked with Qorpak to answer the question: *"How can we improve conversion page elements that would have a large return with minimal support from IT vendors?"* In other words, one small code change could affect thousands of pages that are crucial to the conversion process.

LunaMetrics acted as a bridge between the internal marketing team and IT vendors, implementing the Optimizely A/B testing tool on [Qorpak.com](http://Qorpak.com) and designing a series of experiments. LunaMetrics launched the experiments, acting as an extension of the Qorpak team to build confidence and familiarity with Optimizely.

### Results

- Marketing team adopted and now confidently manages Optimizely A/B testing
- 31.5% increase in add-to-cart clicks



A/B testing subtle changes to product pages revealed a 31.5% increase in add-to-cart clicks, the experiment's primary goal. LunaMetrics' test variants also encouraged users to explore shipping discounts by clicking on a coupon, a secondary experiment goal, all while avoiding burden on constrained IT resources.

Even more importantly, the project's educational phases inspired internal ownership of CRO and provided the experience necessary to launch ongoing, intelligently-designed experiments.

