



**AB Test 8 - Rearranging tabs / Product
Anchor (Detail | Gallery | Review Tab) on PDP**

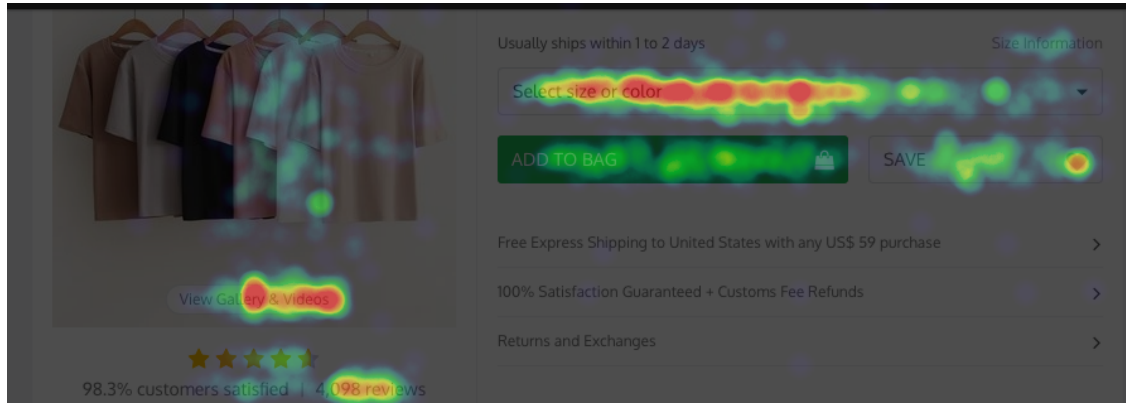
- Winner Analysis -

July 21, 2021

Agenda

1. Background
2. Ideation
3. Hypotheses and Mechanics
4. User Actions
5. Result Analysis
6. Discussion on Next Steps

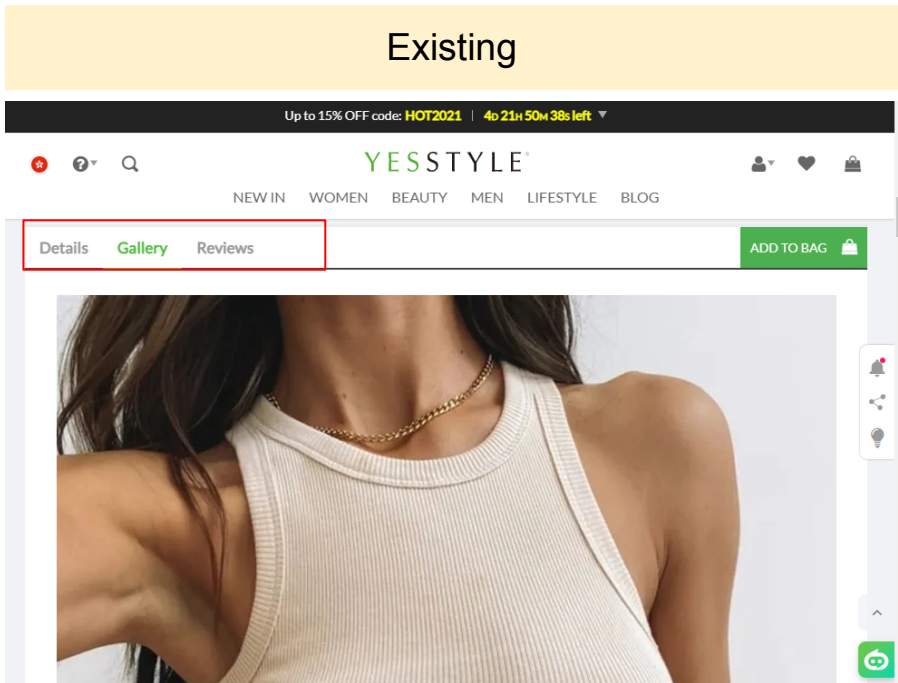
1. Background



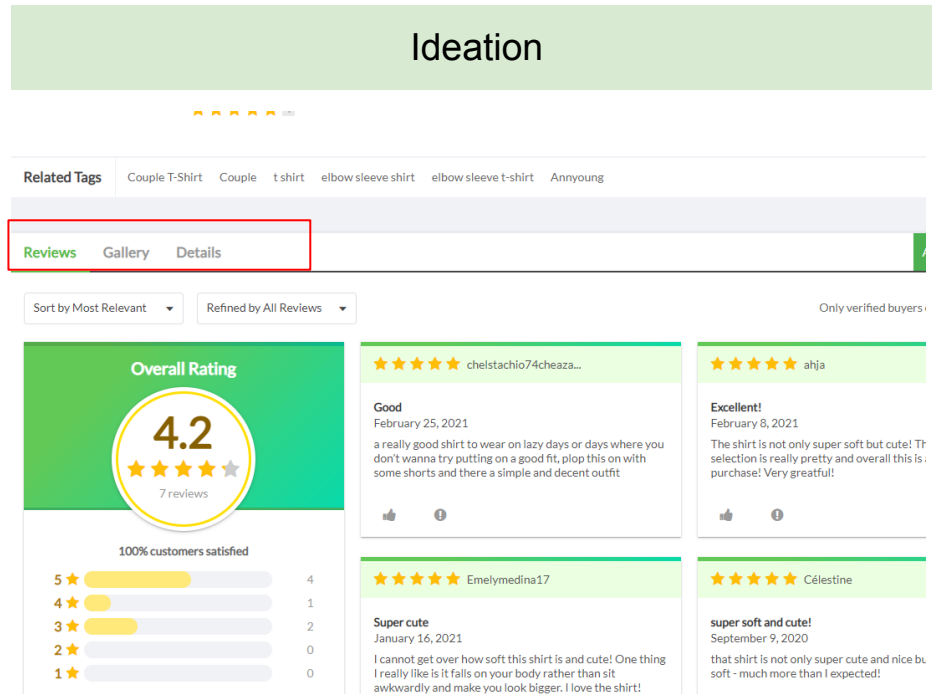
- Massive clicks "View Gallery", "size"
- Gallery and review more clicks than description

2. Ideation - Desktop Web

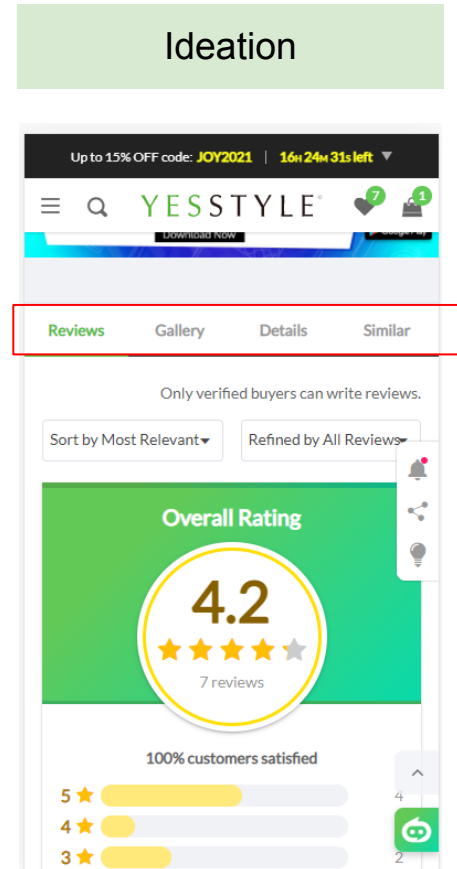
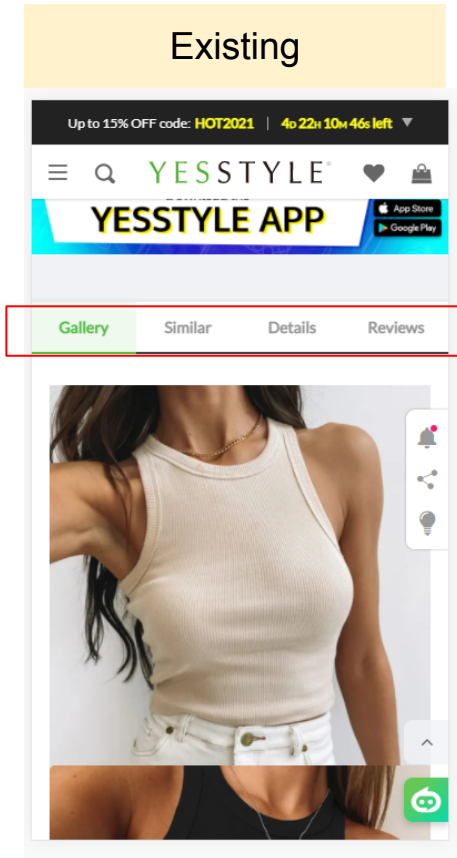
Existing



Ideation



Ideation - Mobile Web



3. Hypothesis and Mechanics

LIVE

PWA

Tested on:
26 Jun - 2 Jul
PWA only

- Hypothesis:
Reordering the product anchor tabs will **increase engagement on items and thus CVR.**
- Mechanics:
 - Control 80%. Variant 20%

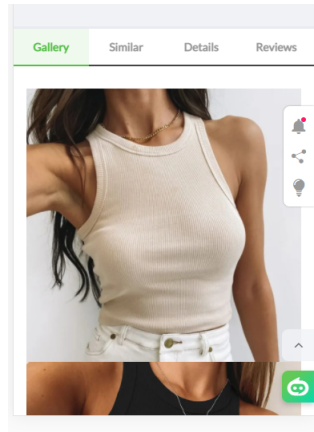
Variation	Description
Control	Detail Gallery Review Tab
Variant	Review Gallery Detail Tab

2. User Actions



Reach PDP

Engage with PDP



Order Confirmation



2. User Actions



Reach PDP



AB Testing



Order Confirmation

Control vs. Variant



3. Result Analysis

Overall	Engagement -to- Impression Rate	CR -Tab Viewed - Order Confirmation
Control : Detail Gallery Review Tab	37.30%	1.93%
V1: Review Gallery Detail Tab	38.24%	1.95%
Improvement	2.51%	1.03%

Desktop	Engagement -to- Impression Rate	CR- Tab Viewed - Order Confirmation
Control : Detail Gallery Review Tab	25.29%	2.13%
V1: Review Gallery Detail Tab	25.73%	2.14%
Improvement	1.77%	0.41%



Mobile	Engagement- To- Impression Rate	CR - Tab Viewed - Order Confirmation
Control : Detail Gallery Review Tab	40.55%	1.30%
V1: Review Gallery Detail Tab	41.37%	1.32%
Improvement	2.01%	1.38%



Highlights

- Primary goal
 - Conversation Rate increased by **1.03%** overall ; 0.41% and 1.38% on desktop and mobile web respectively.
- Other goals
 - PDP engagement rate increased by 2.51% overall; 2.01% and 1.77% on desktop and mobile web respectively.

Takeaways: Variant is the WINNER

Variation	Description
Control	Detail Gallery Review Tab
Variant	Review Gallery Detail Tab 

Next Step...

What are next steps

- Rolling this experiment out to 20-80
- 20% for control, 80% for variant
- Last 2 weeks