

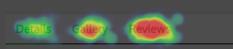
#### AB Test 8 - Rearranging tabs / Product Anchor (Detail | Gallery | Review Tab) on PDP - Winner Analysis -July 21, 2021

# Agenda

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

## 1. Background

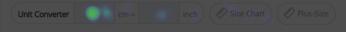




#### Size Information:

#### Product Measurements (See details):

S: Shoulder Width: 46cm, Bust: 98cm, Sleeve Length: 22cm, Total Length: 60cm M: Shoulder Width: 47cm, Bust: 102cm, Sleeve Length: 23cm, Total Length: 61cm L: Shoulder Width: 48cm, Bust: 106cm, Sleeve Length: 24cm, Total Length: 62cm XL: Shoulder Width: 49cm, Bust: 110cm, Sleeve Length: 25cm, Total Length: 63cm



- Massive clicks "View Gallery", "size"

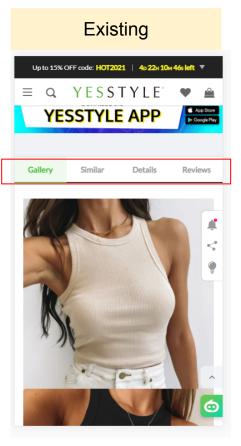
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Gallery and review more clicks than description

### 2. Ideation - Desktop Web

Existing			Ideation		
	Up to 15% OFF code: HOT2021   40 21H 50M 38s left 🔻	^			
S ⊘ ▼ Q New It	Y E S S T Y L E <sup>®</sup> w women beauty men lifestyle blog	≛* ♥ 🚔	Related Tags Couple T-Shirt Couple t shirt elbo	w sleeve shirt elbow sleeve t-shirt Annyoung	
Details Gallery Reviews		ADD TO BAG	Reviews Gallery Details		
		<b>∦</b> < ♥	Sort by Most Relevant   Refined by All Reviews  Overall Rating  4.2  Treviews  100% customers satisfied	Chelstachio74cheaza      Good      February 25, 2021      a really good shirt to wear on lazy days or days where you     don't wanna try putting on a good fit, plop this on with     some shorts and there a simple and decent outfit	Only verified buyers:
		^ ©	$5 \star$ 4 $4 \star$ 1 $3 \star$ 2 $2 \star$ 0 $1 \star$ 0	Image: Super cute       January 16, 2021       I cannot get over how soft this shirt is and cute! One thing       I really like is it fails on your body rather than sit       awdwardly and make you look bigger. Howe the shirt!	Image: September 9, 2020       that shirt is not only super cute and nice busoft - much more than I expected!

### **Ideation - Mobile Web**



#### Ideation Up to 15% OFF code: JOY2021 | 16H 24M 31s left V ₽ 4 Q YESSTYLE $\equiv$ Reviews Gallery Details Similar Only verified buyers can write reviews. Sort by Most Relevant Refined by All Reviews-Ú, < **Overall Rating** \*\*\*\* 7 reviews 100% customers satisfied $\sim$ 5 ★ | 6 4 ★ 🌗 3 ★

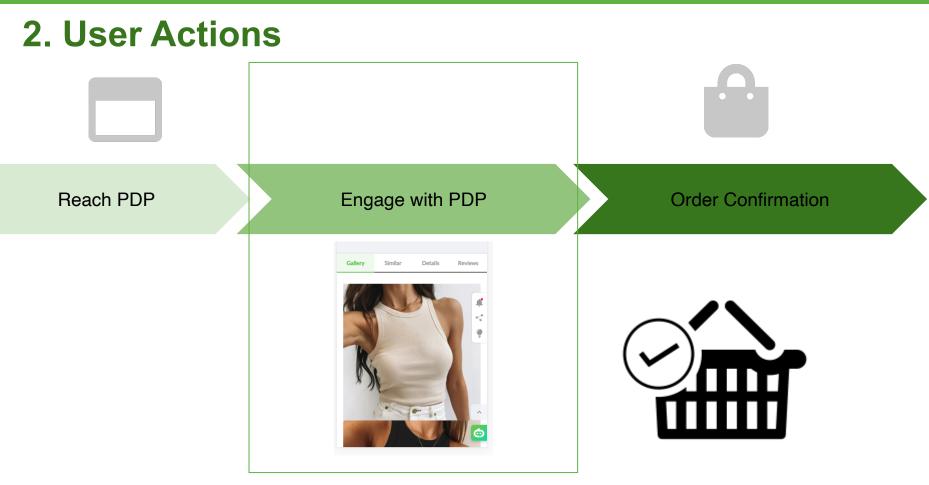
## **3. Hypothesis and Mechanics**

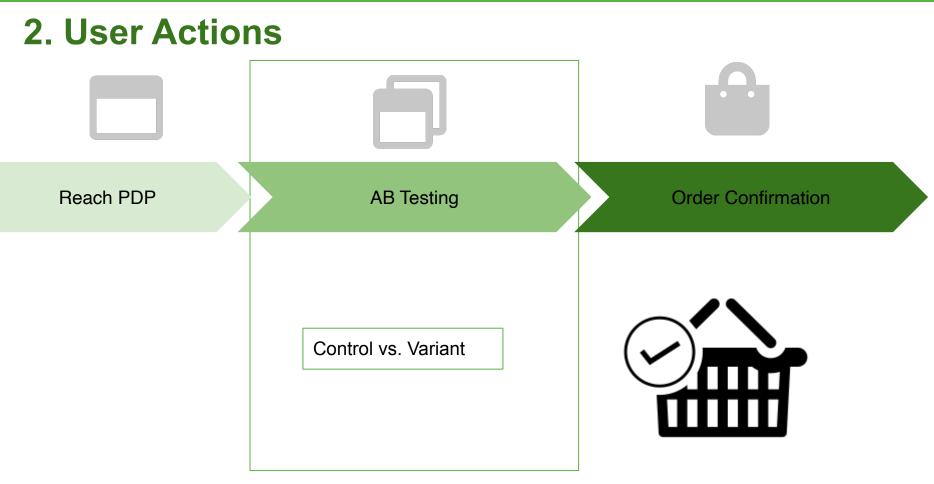
- Hypothesis:

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

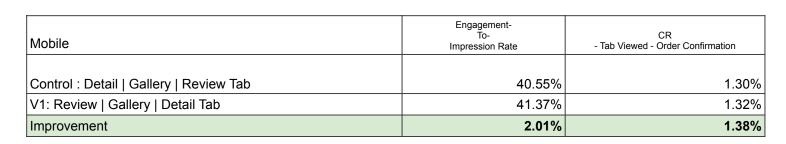




## 3. Result Analysis

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%







## **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



What are next steps

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