

KOPREZ CRO Case Study

How I increase Conversion rate of Koprez by 45% and unlocked \$1.49M in additional revenue

CLIENT REVIEW:



5.00

| May 18, 2023 - May 2, 2024



"I highly, highly recommend Umair!

Here's a summary of what we achieved together!

Total Test (Convert): 39

Winning Tests: 8

%Age Win: 20.5%

Total Increase in revenue: \$1,498,487.09 USD.

With his help, we're able to scale to even greater heights! Thank you so much, and am looking forward towards our next project :)" [less](#)

Notice the duration, They tried me for a year!

VIDEO TESTIMONIAL:

<https://vimeo.com/1042711474>

1st Winning Test: Price per piece vs total price of bundle

Control (Loser)

Variant (Winner)

The image shows two versions of a product listing for knee sleeves. The Control (Loser) version on the left shows a bundle of 6 sleeves for \$149.94, with a free e-book and shipping. The Variant (Winner) version on the right shows the same bundle, but with the price per sleeve (\$24.99) highlighted, making it more appealing to buyers. Both versions include a free e-book and a shipping offer.

| Bundle | Price | Discount | Final Price |
|-----------|----------|----------|-------------|
| 1 Sleeve | \$39.99 | | \$39.99 |
| 2 Sleeves | \$79.98 | \$10 OFF | \$69.98 |
| 4 Sleeves | \$159.96 | \$40 OFF | \$119.96 |
| 6 Sleeves | \$239.94 | \$90 OFF | \$149.94 |

Control (Loser) Details:

- 1 Sleeve: \$39.99
- 2 Sleeves: \$69.98 (\$10 OFF)
- 4 Sleeves: \$119.96 (\$40 OFF)
- 6 Sleeves: \$149.94 (\$90 OFF)

Variant (Winner) Details:

- 1 Sleeve: \$39.99 Each
- 2 Sleeves: \$34.99 Each (\$10 OFF)
- 4 Sleeves: \$29.99 Each (\$40 OFF)
- 6 Sleeves: \$24.99 Each (\$90 OFF)

Research:

To be profitable with your paid ads, the most important thing is your margin (so you can spend more than your competitors to acquire new customers), so we introduced bundling for this business to increase cash flow and AOV but the revenue uplift was not up to the mark. Apparently, not enough buyers were opting for bundles instead of single sleeves.

Hypotheses:

If we mention the price per piece for each bundle instead of the price of the whole bundle then it'll ease the user anxiety (\$149 for 6 sleeves VS \$24 per sleeve), increase the perceived value and increase the user's desire to buy the bundle instead of a single piece. This will increase our revenue per session and Average Order value (AOV).

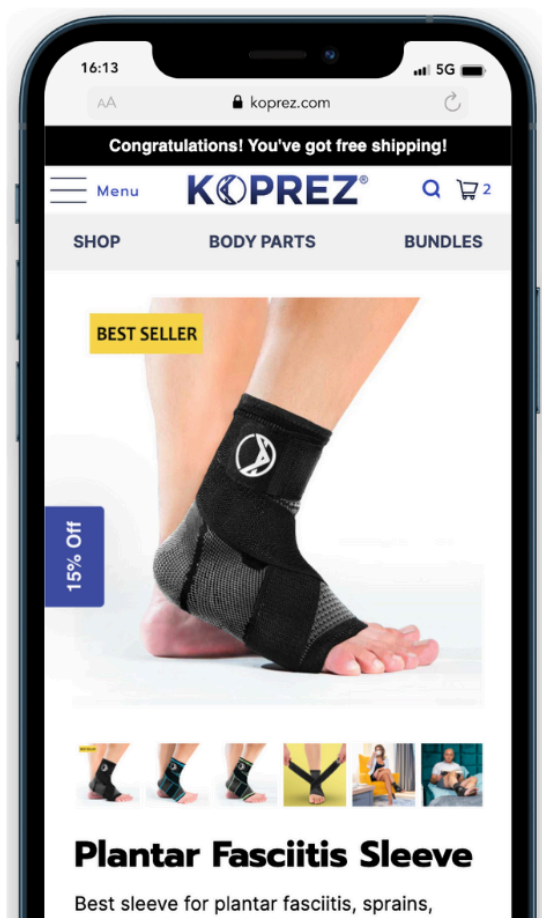
Results:

Conversion Rate Increase (CR Uplift): +11.4%, AOV Increase: +9.16%

Est. 12 month revenue increase: \$238,626

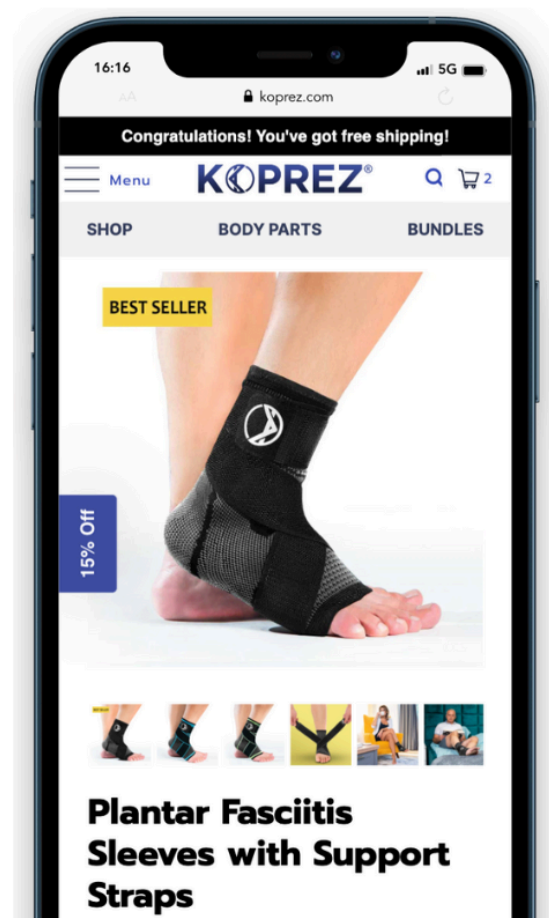
2nd Winner: Adding more details to the Best-selling Product Title

Original



VS

Variant



Research:

We wanted to test by adding one of the main USPs (Unique selling point) to the title in an attempt to increase user desire to make a purchase and clarify a doubt (Whether the sleeve will fit the user or not).

Hypotheses:

If we add “with support straps” at the end of the product title then the engagement & AOV will increase because users will find it more desirable with the ability to make it fit as they like.

Results:

AOV Increase: 8.04%

Est. 12 month revenue increase: \$192,288

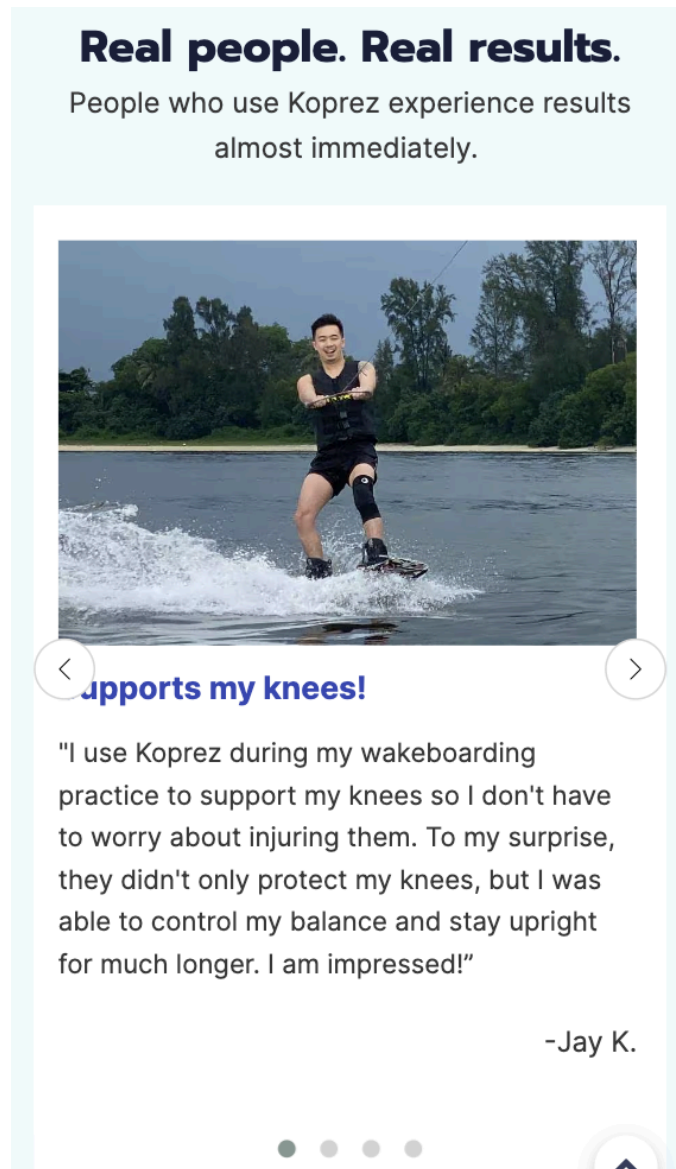
| <input checked="" type="checkbox"/> Variations | | Improvement | Visitors | Revenue | RPV | Confidence Level | Confidence Interval | Status | |
|---|----------|-------------|----------|-------------|--------------------|------------------|---------------------|---------|-----|
| <input checked="" type="checkbox"/> Original Page | Baseline | — | 9,569 | \$23,055.27 | \$2.409 ± 0.00% | — | | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | | ▲ +8.04% | 9,705 | \$25,263.8 | \$2.603 ± 0.31% | 83.42% ●●●●● | | Stopped | ... |

~8% increase in revenue (Though Stat. significance is not met for the primary metric due to less traffic)

| Increase Engagement | | | | | | | | | |
|---|----------|-------------|----------|-------------|-------------------|------------------|---------------------|---------|-----|
| Congratulations Variation 1 is a winner, we are sure with 99% statistical confidence | | | | | | | | | |
| Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV) | | | | | | | | | |
| <input checked="" type="checkbox"/> Variations | | Improvement | Visitors | Conversions | Conversion Rate | Confidence Level | Confidence Interval | Status | |
| <input checked="" type="checkbox"/> Original Page | Baseline | — | 9,569 | 2,008 | 20.98% | — | | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | | ▲ +6.80% | 9,705 | 2,175 | 22.41% ± 0.92% | 98.99% ●●●●● | | Stopped | ... |

Engagement is the secondary metrics for this test

3rd Winner: Removing the Testimonials section on the Best-selling Product Page



Research:

This section was sitting below the Add To Cart button but with research, it was found that this section gets very low engagement compared to sections below e.g. product benefits lists. The few users who were interacting with these sections showed lower purchase intent and higher bounce rates. On

further analysis, it was found that this section resembled testimonials on dropshipping and low-quality stores.

Hypotheses:

If we remove this section then the conversion rate and engagement will increase because users will be able to see more useful sections that are sitting below this and also users won't be put off by this section.

Results:

Conversion Rate Uplift: 45.09%

Est. 12 month revenue increase: \$172,842

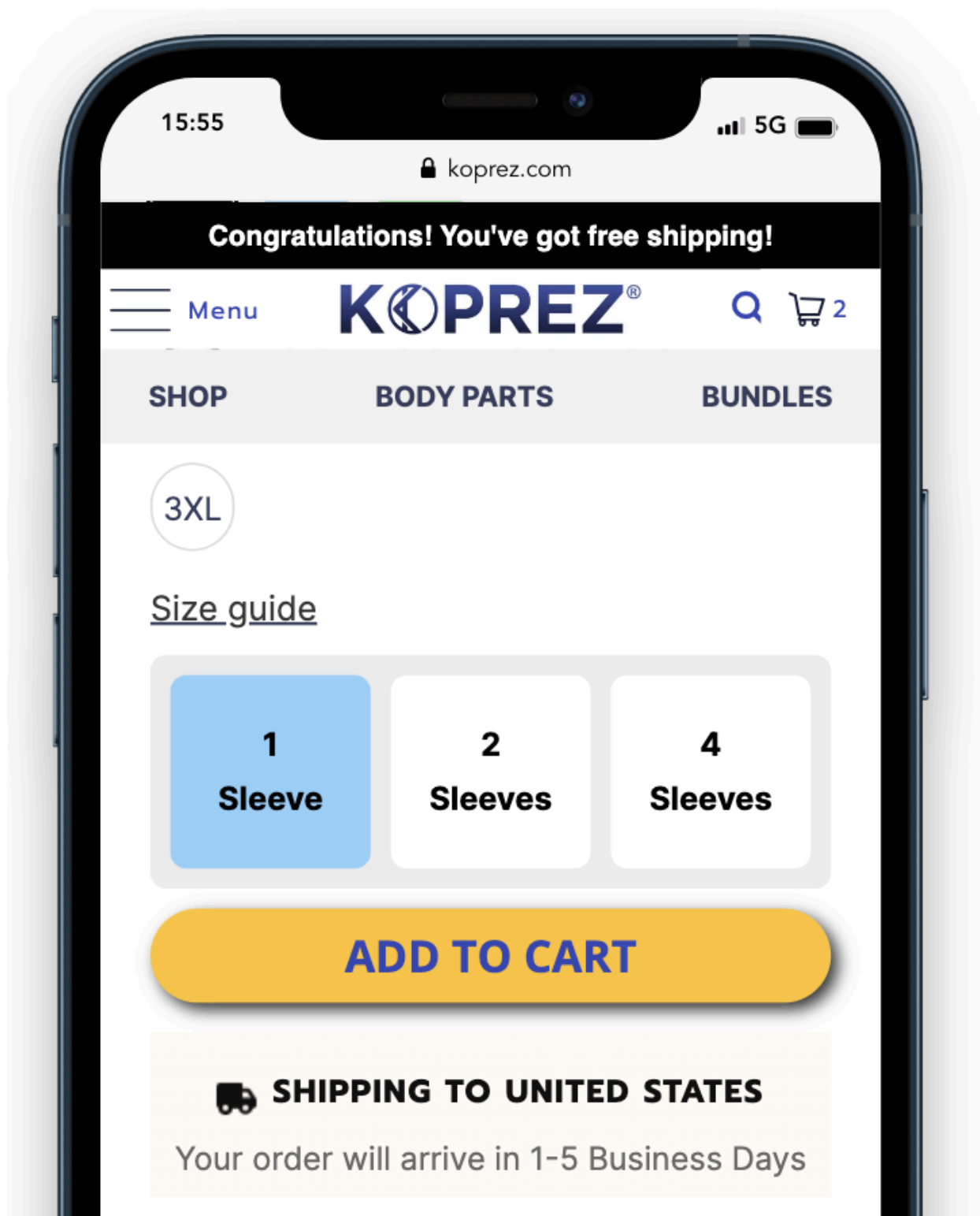
| | | | | | | | | |
|---|------------------------|----------|-------------|------------------|------------------|---------------------|----------------------|-----|
| Revenue (App) Default Goal Primary Goal | | | | | | | | |
| Congratulations Variation 1 is a winner, we are sure with 100% statistical confidence | | | | | | | | |
| Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV) | | | | | | | | |
| <input checked="" type="checkbox"/> Variations | Improvement | Visitors | Conversions | Conversion Rate | Confidence Level | Confidence Interval | Status | |
| <input checked="" type="checkbox"/> Original Page Baseline | — | 1,892 | 84 | 4.44% | — | | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | ▲ +45.09% | 1,894 | 122 | 6.44% ± 1.80% | 99.67% ●●●●● | | Stopped | ... |

This increase in conversion rate is for the best-selling product page (Not sitewide)

| | | | | | | | | |
|---|------------------------|----------|-------------|--------------------|------------------|---------------------|----------------------|-----|
| Revenue (App) Default Goal Primary Goal | | | | | | | | |
| Congratulations Variation 1 is a winner, we are sure with 100% statistical confidence | | | | | | | | |
| Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV) | | | | | | | | |
| <input checked="" type="checkbox"/> Variations | Improvement | Visitors | Revenue | RPV | Confidence Level | Confidence Interval | Status | |
| <input checked="" type="checkbox"/> Original Page Baseline | — | 1,892 | \$7,888.09 | \$4.169 ± 0.00% | — | | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | ▲ +33.45% | 1,894 | \$10,537.86 | \$5.564 ± 1.26% | 98.41% ●●●●● | | Stopped | ... |

7.8k USD (Original) vs 10.5k USD (Variant) generated in 11 days

4th Winner: Personalized Shipping Time For Each Country below the ATC button on the product page



Research:

The product page needed to communicate the shipping time. Shipping time is a crucial matrix in a user-buying journey. A high shipping time can cause the user to abandon the site without making a purchase. Similarly not displaying the shipping time clearly will also result in a high bounce rate.



Hypotheses:

If we display personalized shipping time right below the add to cart button then the conversion will increase because users will have a better idea of order arrival time and will be more likely to make a purchase.


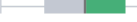
Results:

Conversion Rate Uplift: 20.88%

Est. 12 month revenue increase: \$390,288

| <input checked="" type="checkbox"/> Variations | | Improvement | Visitors | Revenue | RPV | Confidence Level | Confidence Interval | Status | |
|---|----------|-------------|----------|-------------|--------------------|------------------|---|----------------------|-----|
| <input checked="" type="checkbox"/> Original Page | Baseline | — | 1,793 | \$7,954.62 | \$4.437 ± 0.00% | — |  | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | | ▲ +32.77% | 1,788 | \$10,531.66 | \$5.89 ± 1.27% | 98.70% ●●●●● |  | Stopped | ... |

The extra revenue generated by the variant for Australian users

| <input checked="" type="checkbox"/> Variations | | Improvement | Visitors | Revenue | RPV | Confidence Level | Confidence Interval | Status | |
|---|----------|-------------|----------|-------------|--------------------|------------------|---|----------------------|-----|
| <input checked="" type="checkbox"/> Original Page | Baseline | — | 2,744 | \$12,146.01 | \$4.426 ± 0.00% | — |  | Stopped | ... |
| <input checked="" type="checkbox"/> Variation 1 | | ▲ +19.65% | 2,701 | \$14,304.58 | \$5.296 ± 1.01% | 95.05% ●●●●● |  | Stopped | ... |

The extra revenue generated by the variant for United States users

5th Winner: “As seen on” section



Research:

Koprez recently started working on their press coverage. Koprez was featured at LA Times, Men's health extra. We wanted to let visitors know about it to build trust and loyalty.

Hypotheses:

If we display our press coverage logos sitewide then the conversion rate will increase because the user's trust and desire to buy from us will increase.

Results:

Conversion Rate Increase (CR Uplift): +2.5% (Sitewide)

Est. 12 month revenue increase: \$32,374

The Results That Matter

- ✓ Revenue Attributed to CRO & A/B Tests: \$1.6M/year
- ✓ Timeline: \$423K extra revenue generated in 90 days. \$1.6M generated in 1 year

Want results like this for your brand?

Let's talk.

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