

Test: Add to Cart CTA Test

Launch Date: 1/1/2014

Traffic: 40% (3 variations @10% + control @ 10%)

Summary:

We will be running 3 test variations against a control for a CTA test of the online store website homepage. The goal is to see if visitors click-thru to add to cart at a higher rate (and continue through checkout) with a different CTA.

Hypothesis:

A different CTA may outperform the current add to cart CTA of 'Add to Cart'

Success Metrics:

Primary Metric = CTR on 'Add to Cart' button

Secondary Metric = Conversion rate to checkout

Tertiary Metrics = CTR & Form submit on Contact Sales (if increased calls/forms could indicate confusion)

CTAs:

Control: Add to Cart

Variation 1: Add to Basket

Variation 2: Buy Now

Variation 3: (just a shopping cart image)

Screenshots:

Control: Add to Cart



Variation 1: Add to Basket



Variation 2: Buy Now



Variation 3: just shopping cart

