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How we used our database of 2500+ A/B-Tests to fast track Oceansapart's eCom growth. (+€ 323,923/month)

If you are serious about long term growth and want us as your growth partner: https://calendly.com/drip-agency/discovery-call

Company Snapshot & Results

Brand: OCEANSAPART (German)

Employees: 100+ (2025)

Industry: Clothing Brand

Testing Winrate: 51.43% (6 months in)

Additional Revenue We Generated: +€323,923.18/ month

Average Additional Revenue per Winner We Generated: €17,995.73/ month

OCEANSAPART

1. Intro:

Our work with Oceansapart is a strong example of how our conversion rate optimization protocol **can revive struggling brands by unlocking fast, sustainable profit.**

When they came to us, they had a **goal to be profitable in 15 months**.

Why?

Oceansapart, founded in 2017, had grown into a well-known activewear brand with high eight-figure revenue. But over time, things started to slip, operational challenges piled up, funding fell through, and the **company ended up insolvent.** ([Read about it here](#))

Altor Says Apparel Brand Snocks to Acquire Oceansapart

Nov. 22, 2024, 2:15 PM GMT

Alastair Reed
Bloomberg News   ✉

Altor says the e-commerce and apparel brand Snocks is acquiring Oceansapart, "effectively taking the company out of insolvency and resulting in a change of ownership and the exit of Altor."

After **acquiring the brand** in November 2024, Snocks brought us in to help turn things around at Oceansapart.

Snocks co-founder, **Johannes Kliesch**, a longtime client, partner, and friend, reached out directly and said:

"This brand has a lot of potential. Things look bad right now, but I know if you just do CRO like you did with Snocks, and my team handles the rest, we will turn this around."

We couldn't say no.

Here some of the problems they had before working with us:

- *"We've never done A/B testing before."*
- *"Our budgets are super tight, we need real quick reliable wins"*
- *"We only know how to increase sales by doing heavy discounts."*
- *"We want to start making data driven decisions but don't know where to start."*
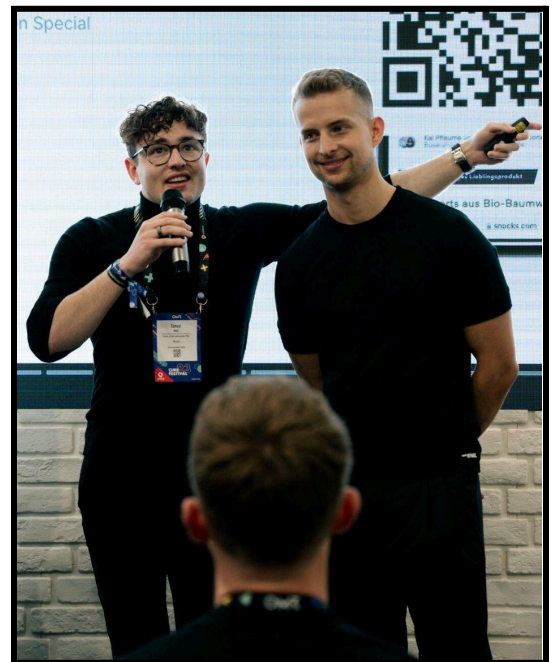
To make things even more challenging, they had no usable historical data.

Due to privacy laws and consent regulations, most of their past customer behavior data had been wiped or was on hold due to the acquisition.

But to their credit, they understood one thing clearly:

They **can't**:

- Change the economy.
- Control consumer behavior on a macro level.
- Turn back time to when things were better.

What they could do was turn their brand around by increasing profitability if they became data-driven and started to optimize.

Performance Overview

Completed tests	Test Winner
Total test period	Total test period
35	**18**

Completed tests	Test Winner
Last 12 months	Last 12 months
35	**18**

Completed tests	Test Winner
Last 6 months	Last 6 months
34	**17**

Additional sales per month
Since the beginning of the testing program
€323,923.18

Only 6 months into our partnership, but so far **we've added +€323,923.18/ month** to their bottom line across 18 winning tests.

(We smashed past our usual 10% uplift guarantee earlier than expected)

Here's how we did it.

Before we start

Before we start, here's a sneak peek at some of the other brands we've helped:
(*Case studies coming soon—bookmark this doc and check back as we add them.*)

SNOCKS (€75M+ annual revenue) *2019 → ongoing*

- *Initial State*: Low AOV and no A/B testing. A small brand generating €3M annually.
- *Results*: Over 5 years, we **helped them generate €8.2M in additional revenue.**
- *Proof:* ***[Full Case Study]***

Blackroll (€30M+ annual revenue) *2022 → ongoing*

- *Initial State*: Rising CPAs and high tech costs with no clear ROI.
- *Results*: **Delivered €3.2M in additional revenue** through a high-velocity testing program
- *Proof:* ***[Full Case Study]***

KoRo (€100M+ annual revenue) *2023 → ongoing*

- *Initial State*: No A/B testing, rising CAC's.
- *Results*: Launched an A/B testing program and **generated €2.5M in just 6 months.**
- *Proof:* ***[Full Case Study]***

Kickz (€30M+ annual revenue) *2020 → ongoing*

- *Initial State*: Extremely low conversion rate (0.59%), struggling to turn profit, do or die situation.
- *Results*: **Improved conversion rate to 2.7% (3.6x growth)** in 3 years
- *Proof:* ***[Full Case Study]***


Purelei (€50M+ annual revenue) *2020 → ongoing*

- *Initial State*: Lacked resources and specialized expertise for on-site experimentation.
- *Results*: **Added €3.7M in revenue.**
- *Proof: (will be linked soon)*

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2. The Problem:

From a CRO perspective, Oceansapart was basically starting from zero and under serious pressure to turn things around.

A few key challenges stood out:

- **No usable data**
  Recent shop migrations and privacy rules had wiped out historical analytics. GA4, Meta, and Ads tracking had only just been installed, so there was no clear view of user behavior or performance.

- **Low conversion rate**
  The site was converting at just **1.48%**, far below what's needed to support healthy growth.

- **Low Resources**
  The brand was operating on a thin margin and had very little room to make mistakes. Every test had to count.

- **Heavy discount culture**
  Customers were trained to only buy with discount codes, which distorted behavior and made reliable testing is nearly impossible.

- **New Management**
  The leadership team had recently been replaced. There was pressure to show quick wins while navigating internal change and rebuilding trust.
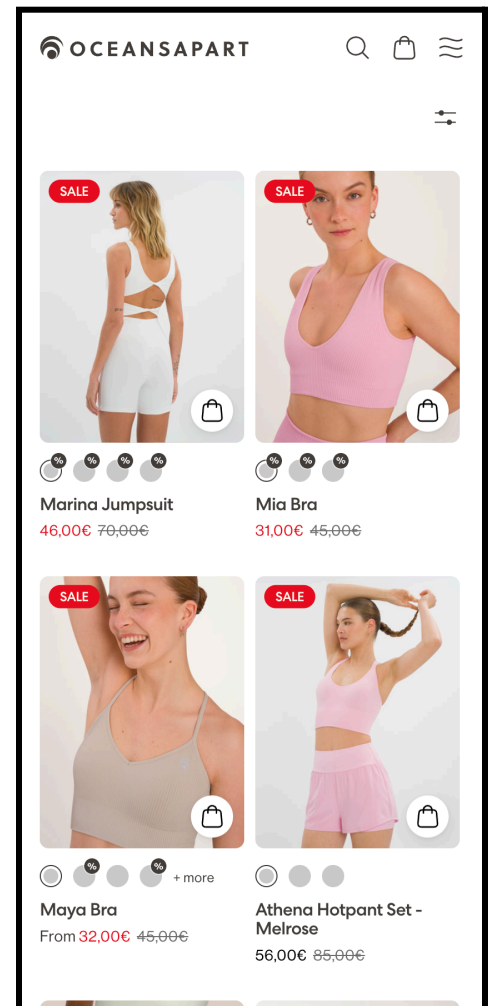
However, we've worked with a wide range of fashion brands in Europe like Snocks, Schiesser, Strauss, and Luca Faloni etc, so this **wasn't new territory for us**.

We've **seen all kinds of CRO challenges**, especially with **brands in the 7- 8 figure range**.

Before we even started, we already had a solid idea of what needs to be done.
We just need to start with some research.

3. The Research:

Research Hub:

We began by analyzing their customer & product reviews through our **research hub**.

This powerful engine is built with insights from **2,500+ A/B tests across 200+ brands** in **every niche imaginable** spanning **7 to 9-figure DTC businesses.**

This engine has directly contributed to generating over **$250 million in additional revenue**.

It delivers actionable psychological breakdowns and insights that help us **maximize impact** while **minimizing risk** with every decision.

Which is **absolutely necessary** when you are in Oceansapart's position because a 1-2% change improvement can be **at least $15,000 profit difference** per month.

(We're not selling this tool. It's exclusively for our customers so they get an unfair advantage)

For both of our hypothesized personas, we study their:

- Psychological Drivers
- Decision Making Styles
- Emotional Customer Journey
- Many more
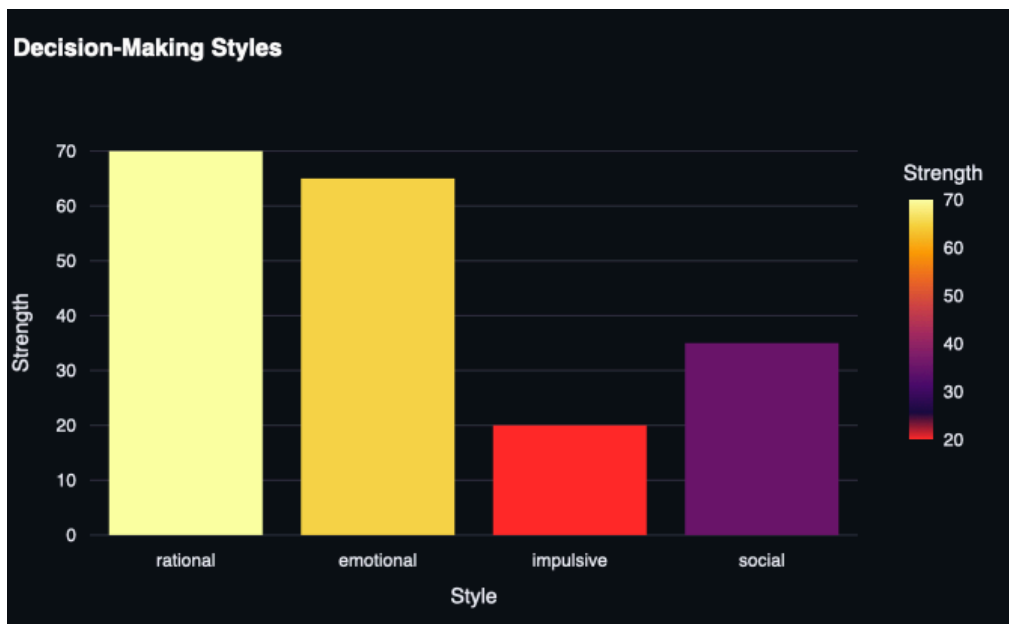
How does this work?

Let's take their personality traits as an example (not actual data).

With this information, we can craft a shopping experience on their Product Listing Pages (PLPs) that **fits the traits perfectly.**

For instance, since they **value clarity and structure** (conscientiousness), the PLP should be easy to navigate, with clear categories and straightforward information.

But because they're also **curious and open to exploration**, we include features that encourage browsing and discovery, like well-organized filters and highlighted new or complementary products.

At the same time, since they're **calm and not easily stressed** (low neuroticism), we avoid overwhelming them with urgent messages or pushy sales tactics, which could annoy them.

Using this knowledge and our team's experience, we cut through all the guesswork like a precision tool, delivering the exact solution they needed.

This research is super useful for us to confirm our ideas on Oceansapart's customers because **although we've worked with brands that sell the same thing, their audience could be different for many reasons.**
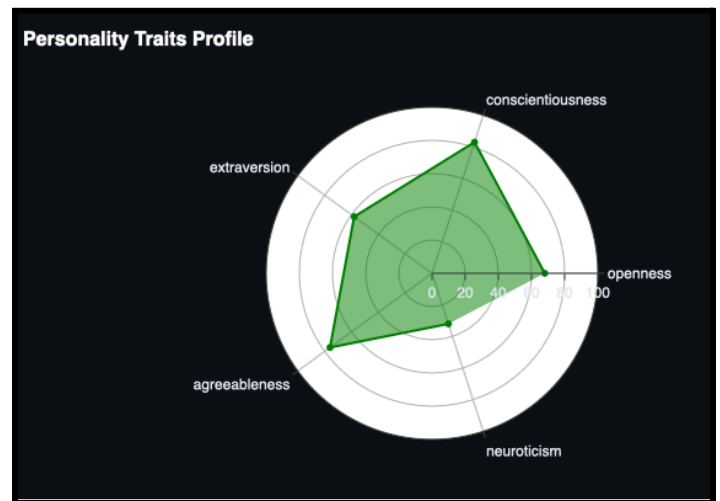
Academic Literature & relevant data:

One way we help our clients beat their competition is by leaning on insights from top industry experts and academic peer reviewed studies.
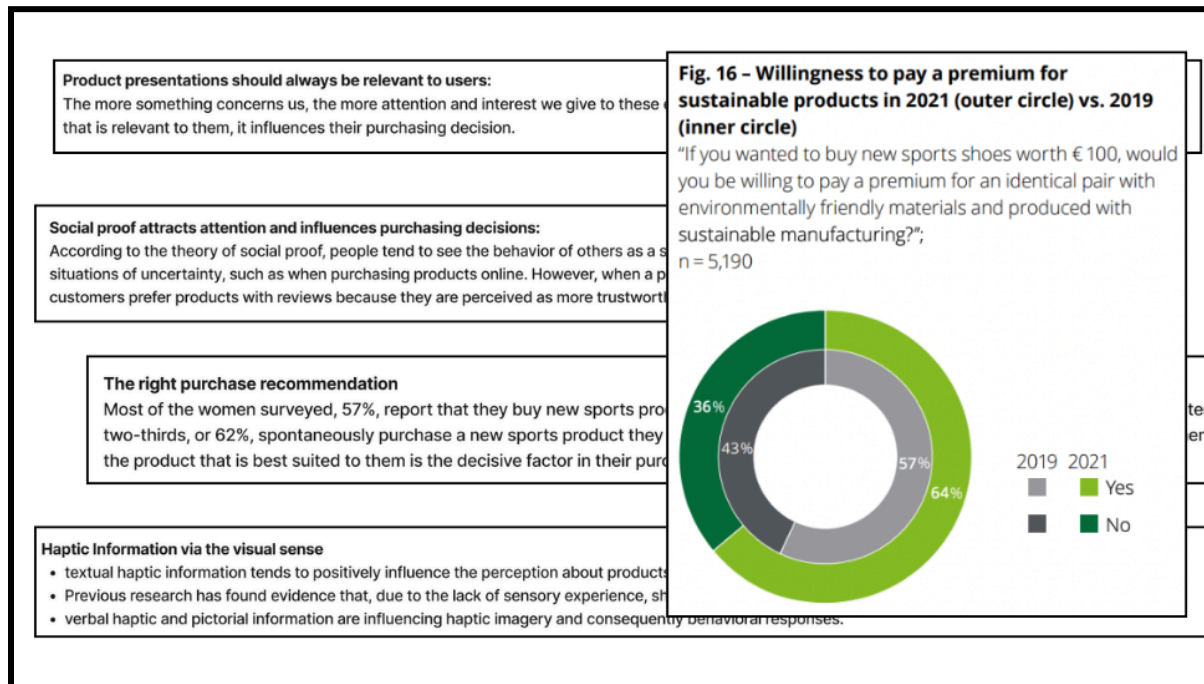
Our psychologists have built a go-to library packed with research across all kinds of products, markets, and niches.

It might sound like overkill, but we'd rather be over-prepared than miss something that could give our users an edge.
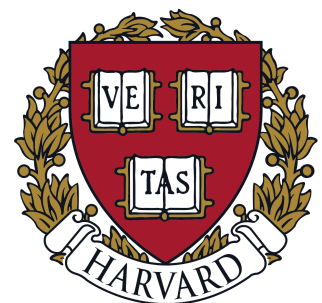
This has helped our clients:

- Stay on top of trends without doing all the heavy lifting
- Bring fresh ideas and techniques to their teams
- Rethink old habits that could be slowing down growth

Product presentations should always be relevant to users:
The more something concerns us, the more attention and interest we give to these that is relevant to them, it influences their purchasing decision.

Social proof attracts attention and influences purchasing decisions:
According to the theory of social proof, people tend to see the behavior of others as a s situations of uncertainty, such as when purchasing products online. However, when a p customers prefer products with reviews because they are perceived as more trustwort

The right purchase recommendation
Most of the women surveyed, 57%, report that they buy new sports pro two-thirds, or 62%, spontaneously purchase a new sports product they the product that is best suited to them is the decisive factor in their pur

Haptic Information via the visual sense
- textual haptic information tends to positively influence the perception about product
- Previous research has found evidence that, due to the lack of sensory experience, sh
- verbal haptic and pictorial information are influencing haptic imagery and consequently behavioral responses.

Fig. 16 – Willingness to pay a premium for sustainable products in 2021 (outer circle) vs. 2019 (inner circle)
"If you wanted to buy new sports shoes worth € 100, would you be willing to pay a premium for an identical pair with environmentally friendly materials and produced with sustainable manufacturing?";
n = 5,190

2019 2021
Yes
No

Finding revenue leaks:

Once we understood the audience and knew who we were selling to, the next step was to piece together **the entire customer journey to find revenue leaks**.

This required even more digging and research and it's one of the most **critical steps** in the process. It's also one of the **most time-consuming** parts of optimizing a website.

Most people skip this step because they either don't have the time, lack the knowledge, or **mistakenly believe it's irrelevant.**

What am I talking about?

- **Super in-depth funnel analyses**
- **Analyzing every heatmap on every page**
- **Watching 40+ hours of session recordings**

The more data you collect on your audience and their behaviors, the better your insights - and the higher the likelihood you'll uncover something **costing you money** that can be optimized.

We use these analysis to ask questions like:

- *Which pages have the highest drop-off rates?*
- *On the homepage, which slider image generates the most revenue?*
- *Which page group has the highest conversion rate as a landing page?*
- *What are the most frequently used filters?*
- *Which filters have the highest/lowest conversion rates?*
- *How do users interact with the wishlist, and how well do they convert from it?*
- *Which payment methods are used most often, and what are their respective conversion rates?*
- *Which products are frequently bought together?*
- *How many users use coupon codes when placing orders?*

Let's dive into some of the analyzing techniques we use.

Heatmap Analysis

What does it do:
Heatmaps show where users click, scroll, and focus their attention on a webpage.

They help us understand which elements are getting noticed and interacted with, and which are being ignored or causing confusion.

This makes it easier to spot areas for improvement and optimize the page for more conversions.
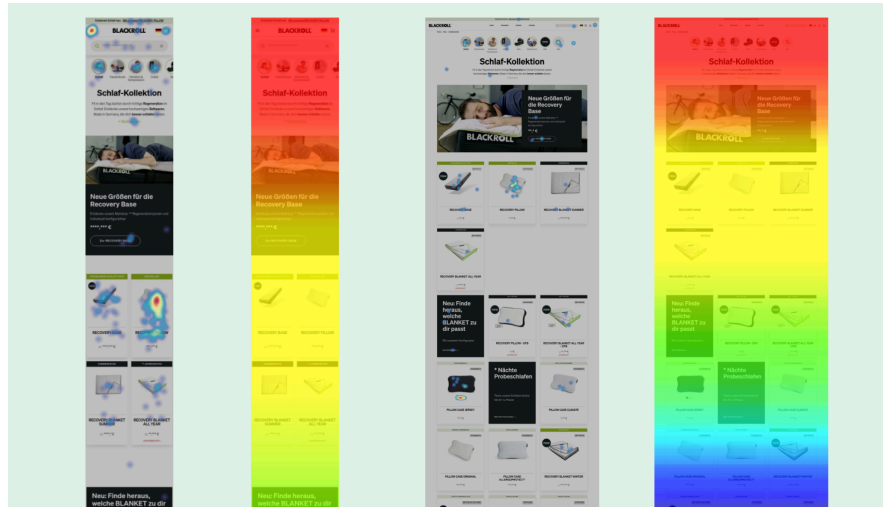
Friction Point Mapping

What does it do:
The process of identifying moments in the user journey where confusion, hesitation, or uncertainty prevent people from taking action.

It helps us pinpoint exactly where and why users get stuck, so we can fix those issues and make the path to conversion as smooth and intuitive as possible.
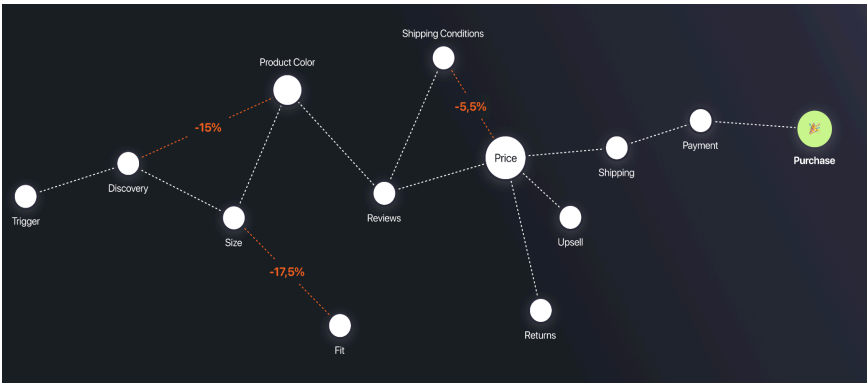
Session Recordings

What does it do:
Session recordings let us watch real users navigate a website.

They give us a behind-the-scenes look at how people actually experience a page, revealing pain points that aren't always obvious in the data.

It's one of the most direct ways to see what's getting in the way of a smooth, successful conversion.
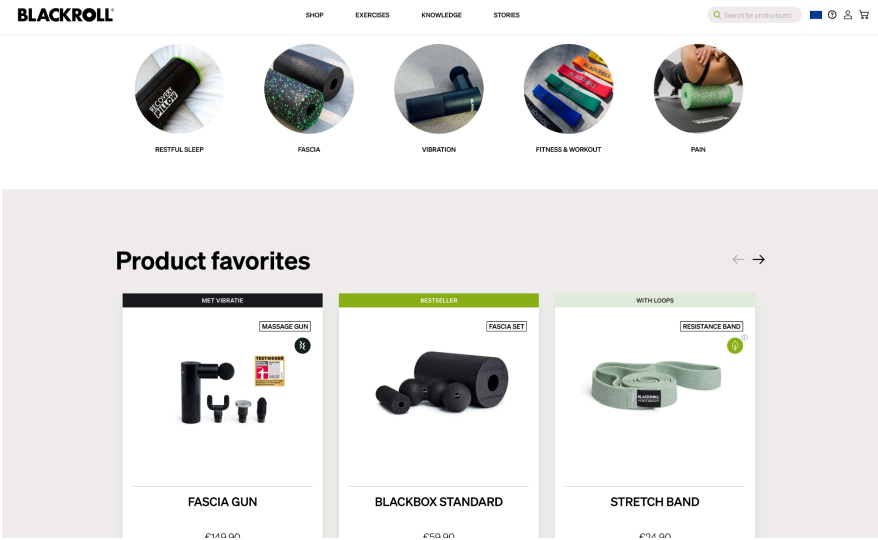
Web Analytics

What does it do:
Web analytics give us the hard numbers behind how people use a website like how many visitors we get, where they come from, which pages they view, and where they drop off.

This data helps us understand user behavior at scale.

Full Funnel Analysis	
Full Funnel Analysis **What does it do:** Full funnel analysis in e-commerce tracks how users move through every stage of the shopping journey. Full funnel analysis shows us exactly where shoppers are getting stuck.	PDP — 1062971 Cart — 88284 Login/Guest Checkout — 26608 Shipping (action field 2 GA) — 21607 Billing (action field 3 GA) — 20435 Summary (step 4 GA) — 25706 Transactions — 23812 0 250000 500000 750000 1000000

For Oceansapart, we only had about 1-2 months of web and funnel data to work with, and honestly, that was totally fine.

We've developed multiple research models that can do most of the heavy lifting.

So even without tons of historical data, we were still able to make tests that we are sure will work.

The numbers help back things up, but it's really the depth of insight that drives the strategy. At the end of the day, **it's not about having endless data, it's about knowing how to use what you've got.**

4. The Fix

Ideation:
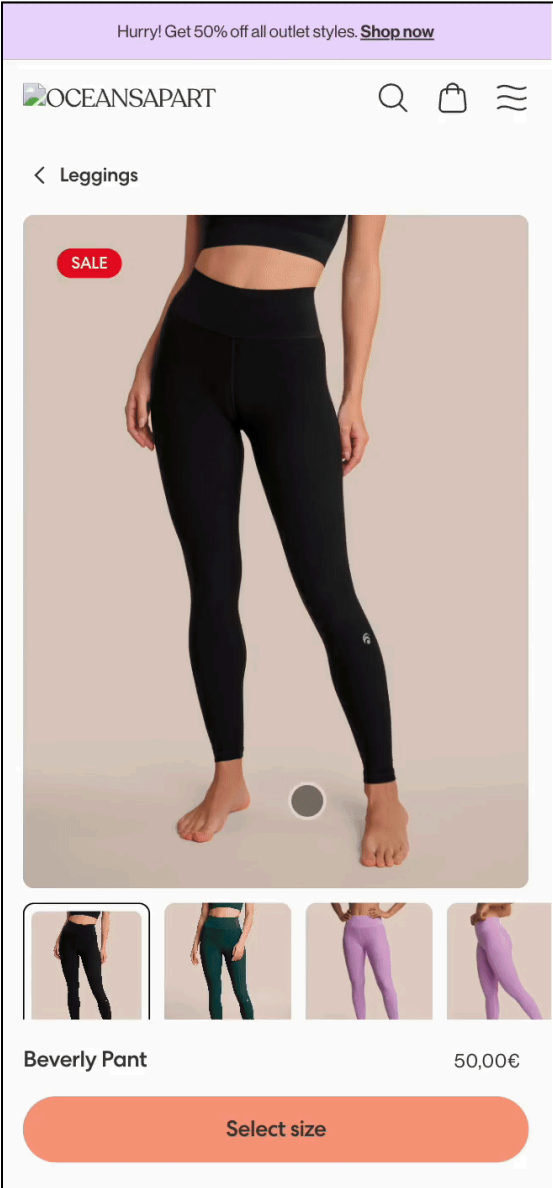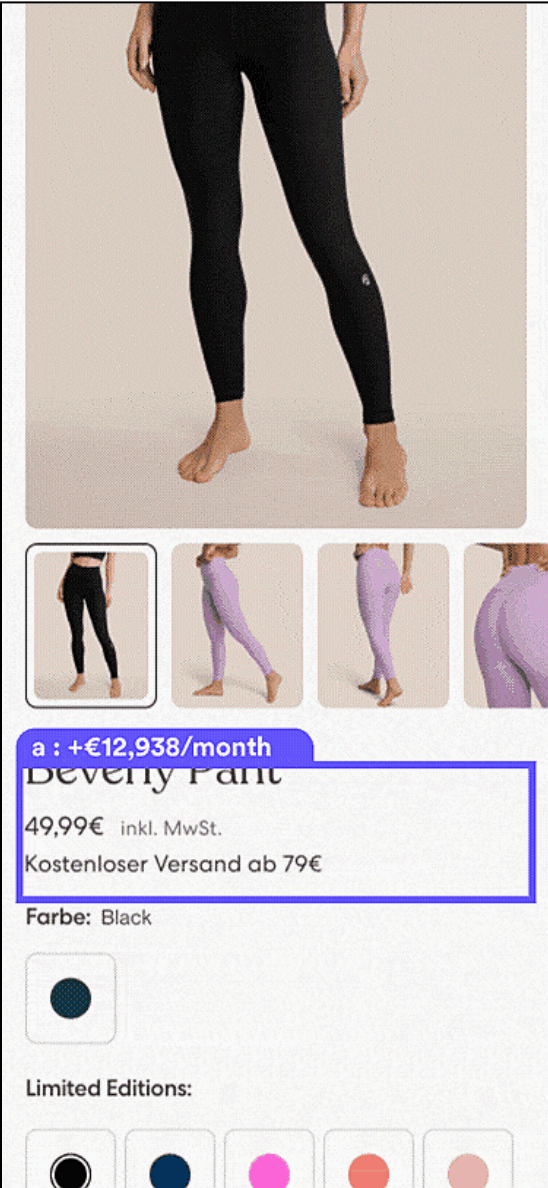
Once we had a clear picture of Oceansapart's audience and where money was leaking in the funnel, it was time to get to work on test ideas.

We don't believe in random ideas. Every idea we launch is the result of **deep research combined with our battle-tested database** of what's worked across 2500+ tests and 200+ brands.

We also don't make big change ideas right away. Instead, we focus on small, smart wins that add up fast. That's the most reliable way to come up with high-performing redesigns.

Take the Oceansapart Product Detail Page (PDP) for example, it was underperforming, but instead of a full redesign, we slowly built the page with small win ideas.

Product Display Page Optimizations (6 months) +158,345/month


Before	After

Optimizations

a) **Free Shipping Threshold next to price** +€12,938/month
b) **Add A+ content on PDP** +€13,747/month
c) **Add subline on PDP summarizing the top 2 product benefits** +€28,934/month
d) **Add bestseller badge to PLP + PDP** +€27,850/month
e) **Change layout of ATC button on PDP** +€12,000/month
f) **Change display of discounted prices on PLP + PDP + Cart Drawer** +€43,876/month
g) **Remove sticky ATC on PDP** +€19,000/month

Prioritization:

After coming up with testing ideas, the real challenge is to **test the most impactful ones first**.

Here's what we did first: we dug into our prioritization engine. We filtered the results by industry (health & wellness) and by win rate.
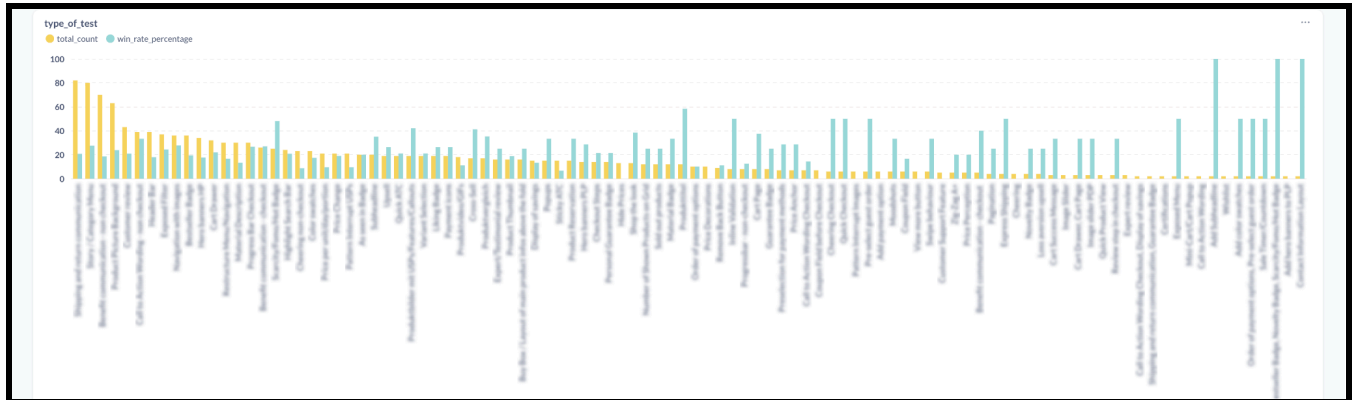
The engine takes into account factors like:

- **Where the test will run** *(revenue exposure)*
- **How many people will see the test** *(scroll depth = revenue exposure)*
- **What research indicators we have** *(success rate)*
- **Ease of implementation** *(cost)*
- **Our database of 2.5K experiments** *(success rate)*

It will give us the test ideas that:

- Have the **highest potential revenue uplift**,
- Are **most likely to succeed**, and
- Are the **least difficult and costly to build**.

After prioritizing we put our ideas in a roadmap like this:
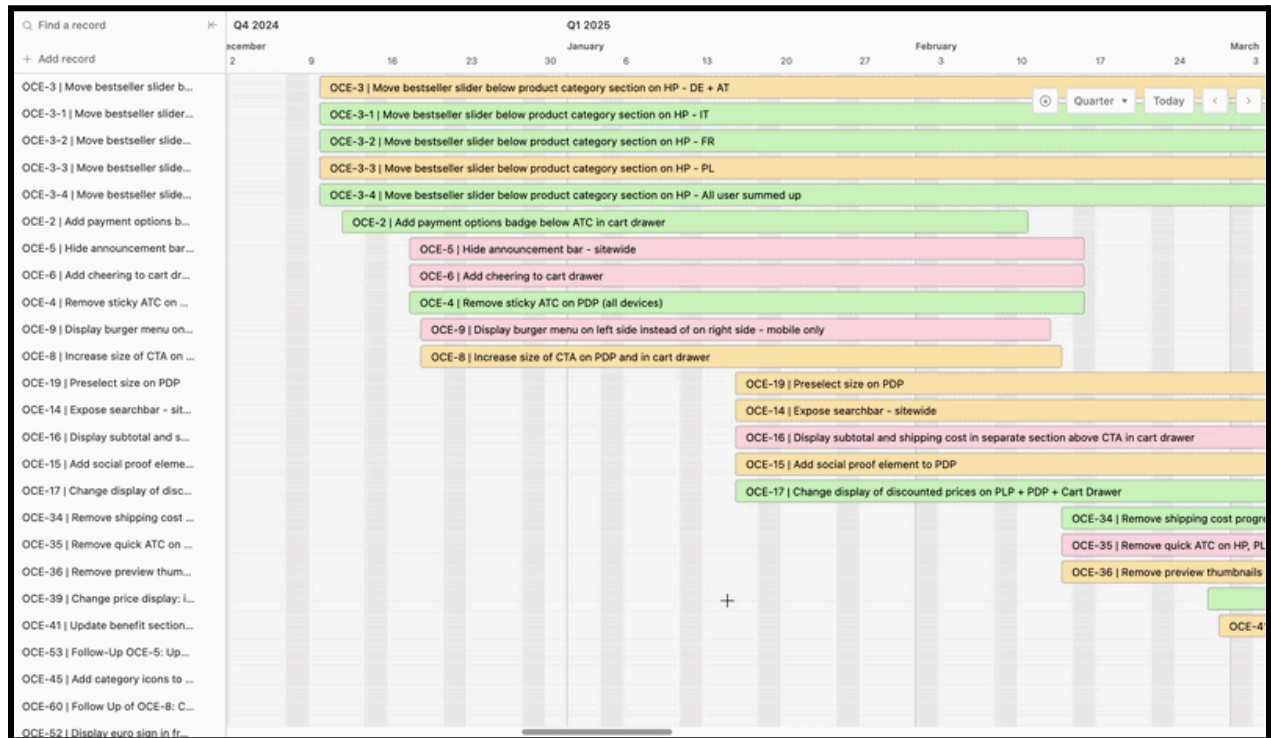
That way we can:

- **Create visibility and accountability**, so progress & ROI is clear and tied to larger business goals.
- **Help product & marketing teams,** plan around our findings that help their work.
- **Keeps everyone aligned** around what's being tested, why it matters, and what the expected impact is.

And of course, this roadmap evolves based on our findings and new business goals.

The Power Law of A/B Testing: One Winner Can Change Everything

While we're on the topic of test success rates, it's worth taking a moment to talk about how **losses in A/B testing should be viewed and handled**.

In testing, **you won't get 90% winrates**. And that's expected. Industry benchmarks show that only **10–40% of A/B tests result in a significant lift**. So yes, **most tests "fail"**.

Then why test at all?

Because A/B testing is built on **asymmetric outcomes**. You risk very little with each test, maybe some dev time and a few days of traffic.

Let's say your site generates **€500,000/month**. A single A/B test that increases revenue by just **5%** adds **€25,000/month**, or **€300,000/year** from one change.

A **10% lift**? That's **€600,000/year** in additional revenue.

Now imagine you run 20 tests in a year. Even if **18 of them "fail"**, but **2 deliver 5–10% lifts**, you're still generating **hundreds of thousands in compounding gains**, while avoiding potentially costly mistakes from the losing ideas.

What happens when you stop investing in CRO

The compound Effect of CRO across 5 Years - Revenue
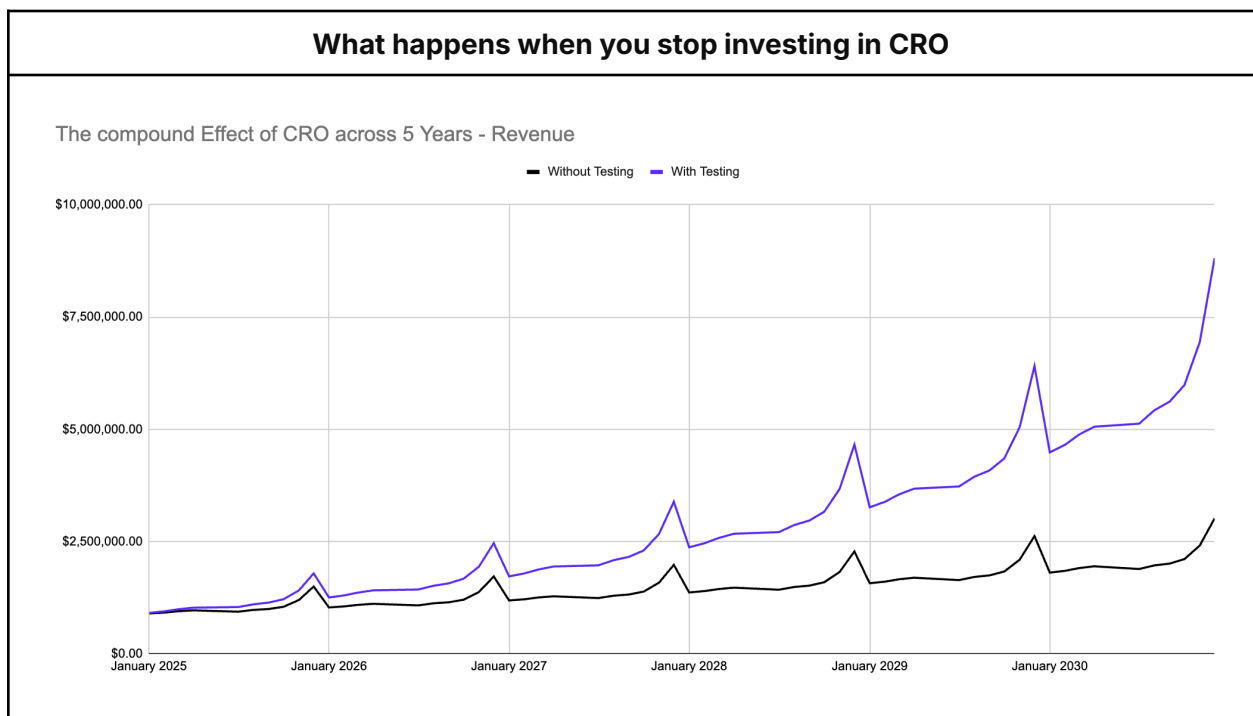
It's the same principle behind startup investing or product launches: **a few winners carry most of the returns**, while the rest serve as learning.

This is the power of asymmetric outcomes:

- **Downside per test = minimal**
- **Upside per winner = exponential**

After doing the math, they always say they wish they started testing sooner.

5. Testing Protocol & SOP

Building up the research base:

Over the past 5 years we have meticulously optimized our process and workflows in order to test and learn as much as possible for as cheap as possible,

How did we do it?

We built an airtable data base that is inter connected.

From Research, through ideation, automatic ticket writing, creating the hypothesis, automatically calculating all statistical numbers and finally automatically interpreting the test results.

Our internal testing protocol we use for our clients
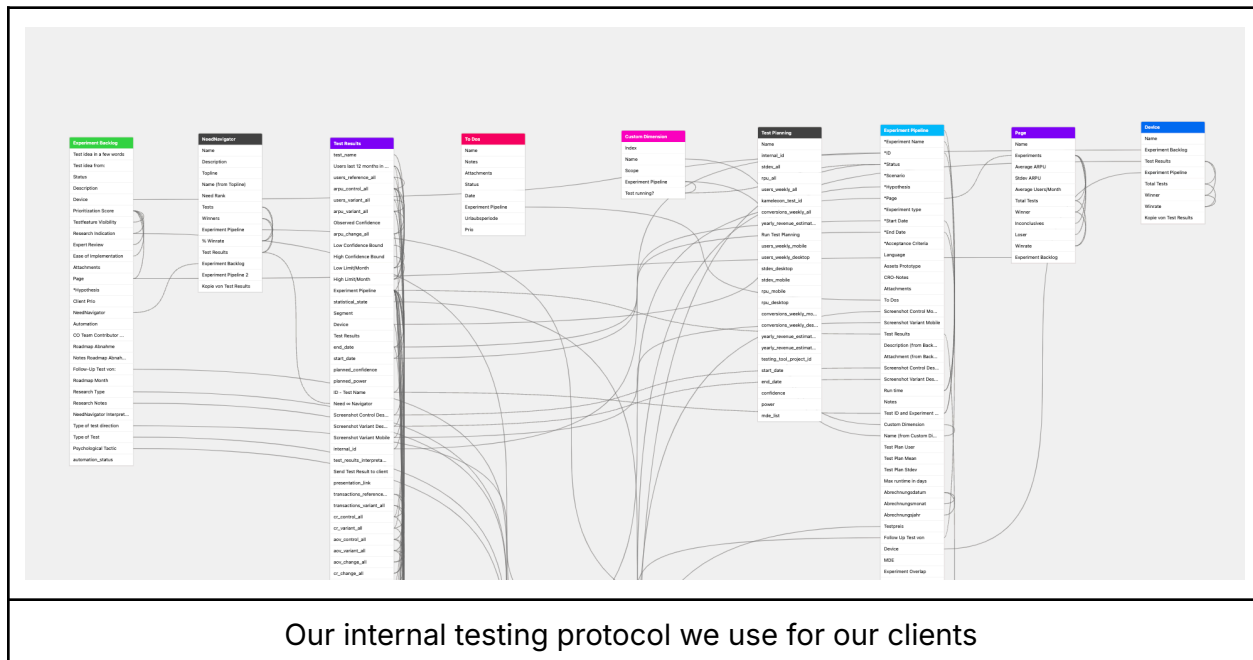
Our own system is extremely complex and advanced and perfectly built for each client specifically and us to test the most and learn the most.

And it honestly also is our secret sauce that is mainly responsible for our consistently getting A/B-Test winners that generate $30,000+/month.

Design SOPs:

We don't just drop A/B-test ideas and walk away, we're here to help our clients see real results and actual revenue gains. That's why **we handle the full optimization process from start to finish.**
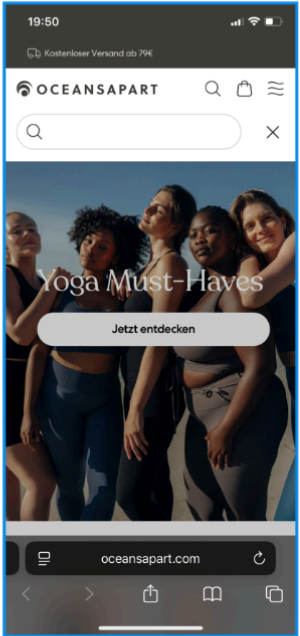
Once the right ideas are identified, execution becomes everything and that's where most teams slip up.

"We make sure the ideas don't just stay in a slide deck, they get built, launched, and tracked properly."

A good idea means nothing if the execution is messy.

That's why over the years we refined our design and implementation process to be **clear, fast, and dependable**.

Let's start with the design **handoff**.

1. **We don't just throw ideas over the fence to our designers.**

Every test we run comes with a full design brief that lays out *exactly* what needs to change:

-   what section of the page
-   what type of layout
-   What is the brand image & vision
-   We include visual inspiration, screenshots, notes on behavior (like how buttons or pricing should appear), and any technical details that might impact how it's built later.

That means our designers never have to guess or make assumptions. They know the problem, the goal, and the guardrails.

2. **We never rely on just one version.**

For most tests, we design 3–5 variations, testing different layouts, copy angles, button placements, or ways to highlight savings (like % vs. €) and bestsellers.
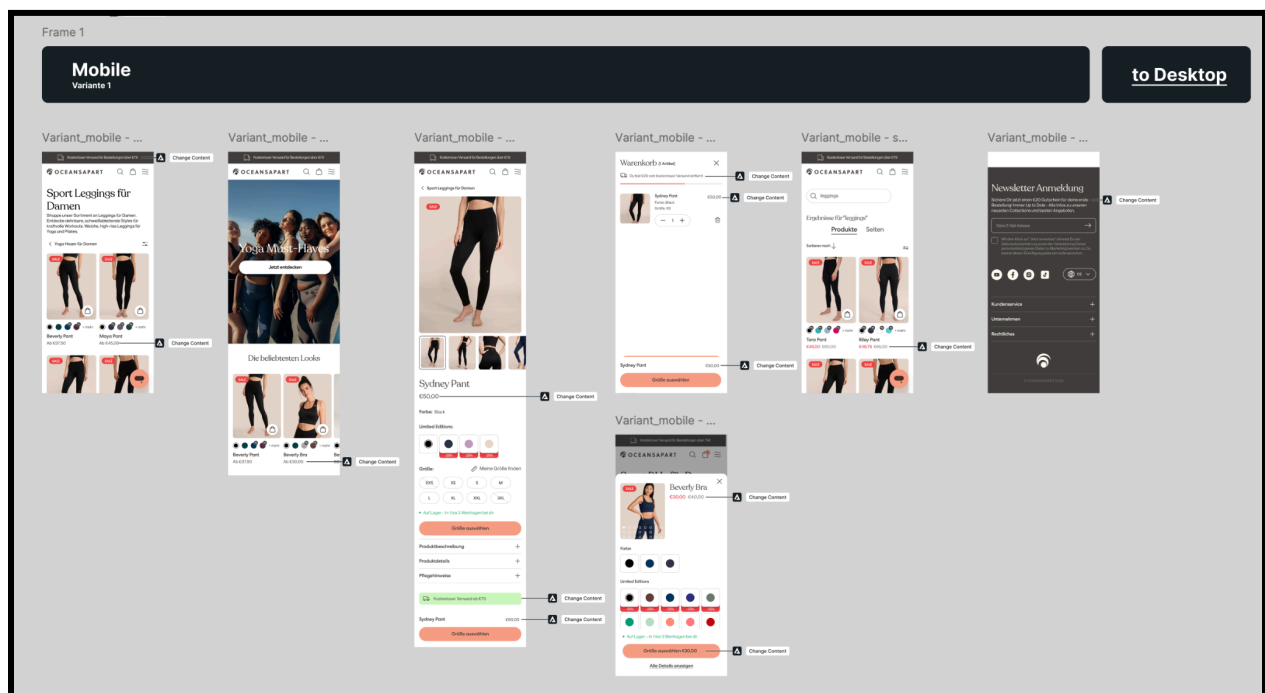
These variations aren't just "nice to have", they're how we uncover what actually moves the needle.

3. **We always design for both mobile and desktop from the start.**

Every test is scoped properly, so the experience feels seamless on all devices, and we avoid wasting time fixing layout bugs later on.

4. We build interactive clickable prototypes

Before going tests go live, we build detailed demos so clients can click through the full experience instead of guessing from static screenshots.

They get to approve or tweak things early, which cuts down on endless back and forth and keeps revision cycles near zero.

5. Every test goes through full QA.

We check layout on all devices, make sure tracking fires, and test edge cases to catch bugs before launch. No broken events. No surprises.

It's not only important that our tests win but also they ship clean.
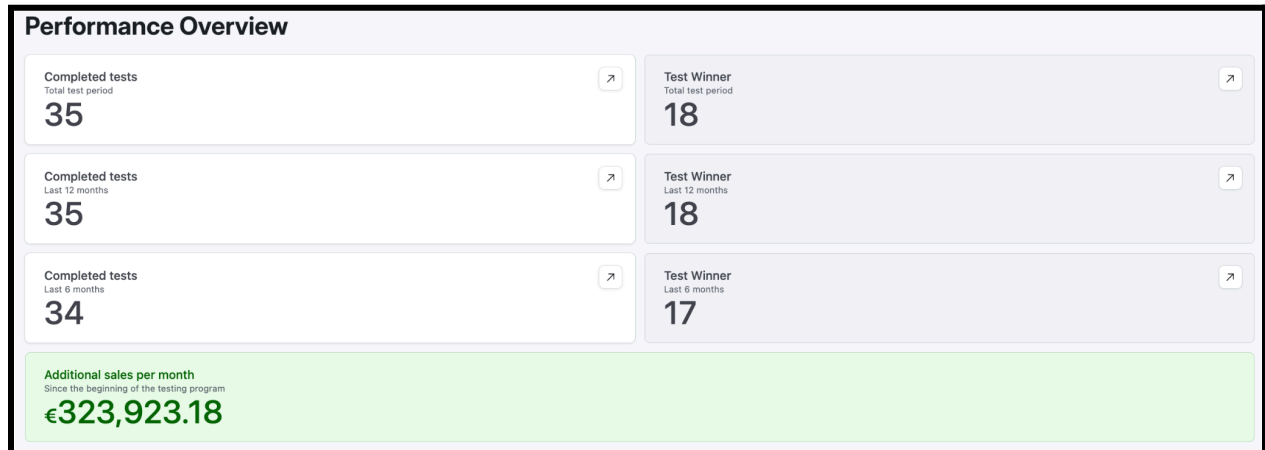
That's why we don't need multiple rounds of revisions. That's why we can **move fast without losing quality**.

And that's how we **save our clients' time, resources, and internal bandwidth** with every test we launch.
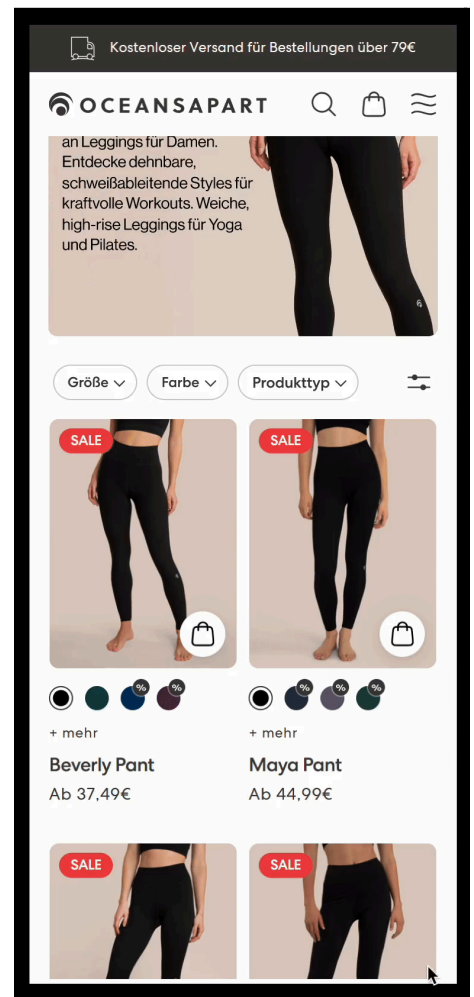
6. The Results & Today:

The Results (Dec 2024 - Jun 2025)

Performance Overview

Completed tests Total test period **35**	↗	**Test Winner** Total test period **18**	↗
Completed tests Last 12 months **35**	↗	**Test Winner** Last 12 months **18**	↗
Completed tests Last 6 months **34**	↗	**Test Winner** Last 6 months **17**	↗

Additional sales per month
Since the beginning of the testing program
€323,923.18

The partnership so far is 6 months, we ran 35 tests in total with 18 wins.
- **Testing Winrate:** 51.43%
- **Additional Revenue We Generated:** +€323,923.18/ month
- **Average Additional Revenue per Winner We Generated:** €17,995.73/ month

On top of the revenue generated, every winning experiment gave us a better feel for how Oceanapart's customers are adapting to the company ownership change.

They used to operate **without a clear direction**.

Now, we're helping them build the groundwork so they can start **making decisions based on real data.**

The best part? These wins didn't just stay with the CRO team. They helped marketing, product, and sales teams **improve how they position, and sell**.

With the extra **+€323,923.18/ month** they generate, they can:

- **Outbid competitors** in ad spend.
- Give the team **breathing room.**
- **Strengthen their position** as a market leader.
- **Reinvest margin into value perception**, not price-cutting.
- **Offset costs** from other inefficient departments.

Today

We have 12 tests that are running & 14 in the pipeline.

A/B Testing Roadmap

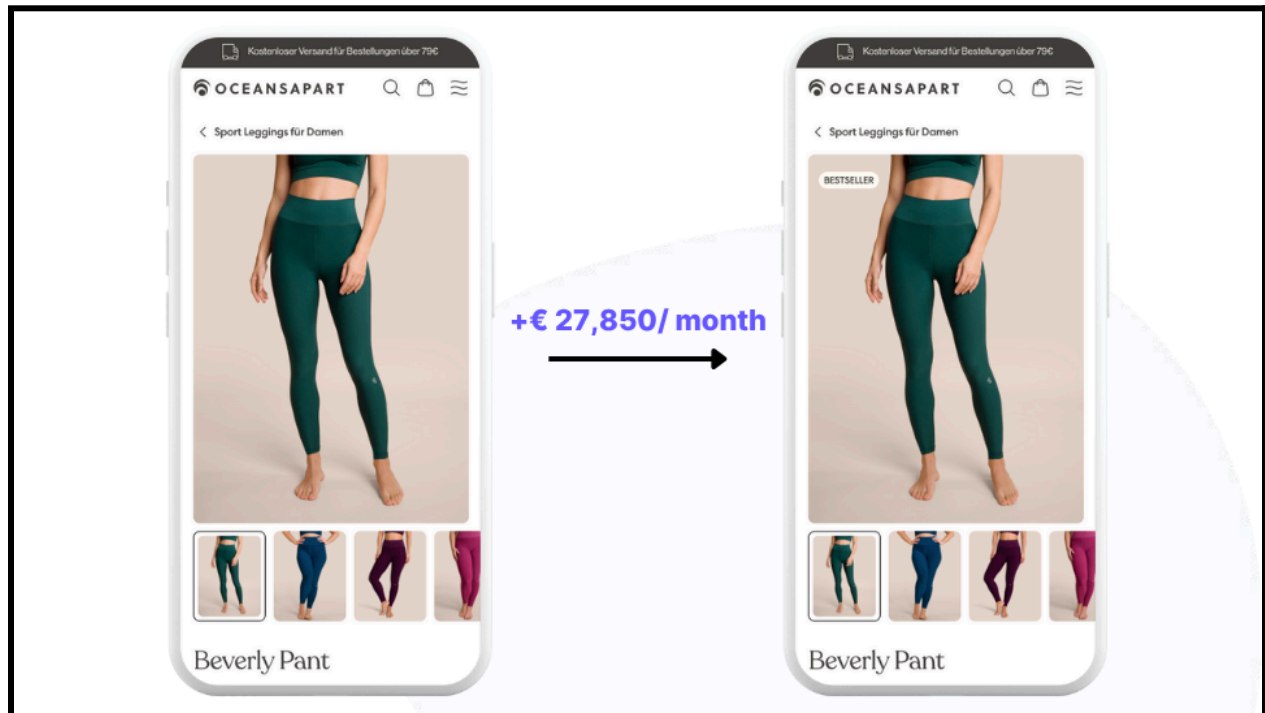| Number of all tests	Experiments currently live	Experiments ended
Planned + Ended	Running	Ended
62	12	36

And many more that we are planning based on the learnings we now know.

Oceansapart Test Examples:

OCE-68 - Add bestseller badge to PLP + PDP (4/16/2025)

+€ 27,850/ month

IF we add a bestseller badge on the PLP, PDP, and search results page,
THEN the average revenue per user will increase,
BECAUSE the badge serves as social proof and strengthens the user's
trust in the product's popularity and quality.

|	User	Transactions	CR	AOV	ARPU
Referenz	232,038	6,604	2.85%	108.42 €	3.09 €
Variante 1	232,087	6,799	2.93%	108.20 €	3.17 €
			+2.93%	-0.20%	+2.59%

OCE-17 - Change display of discounted prices on PLP + PDP + Cart Drawer (1/16/2025)
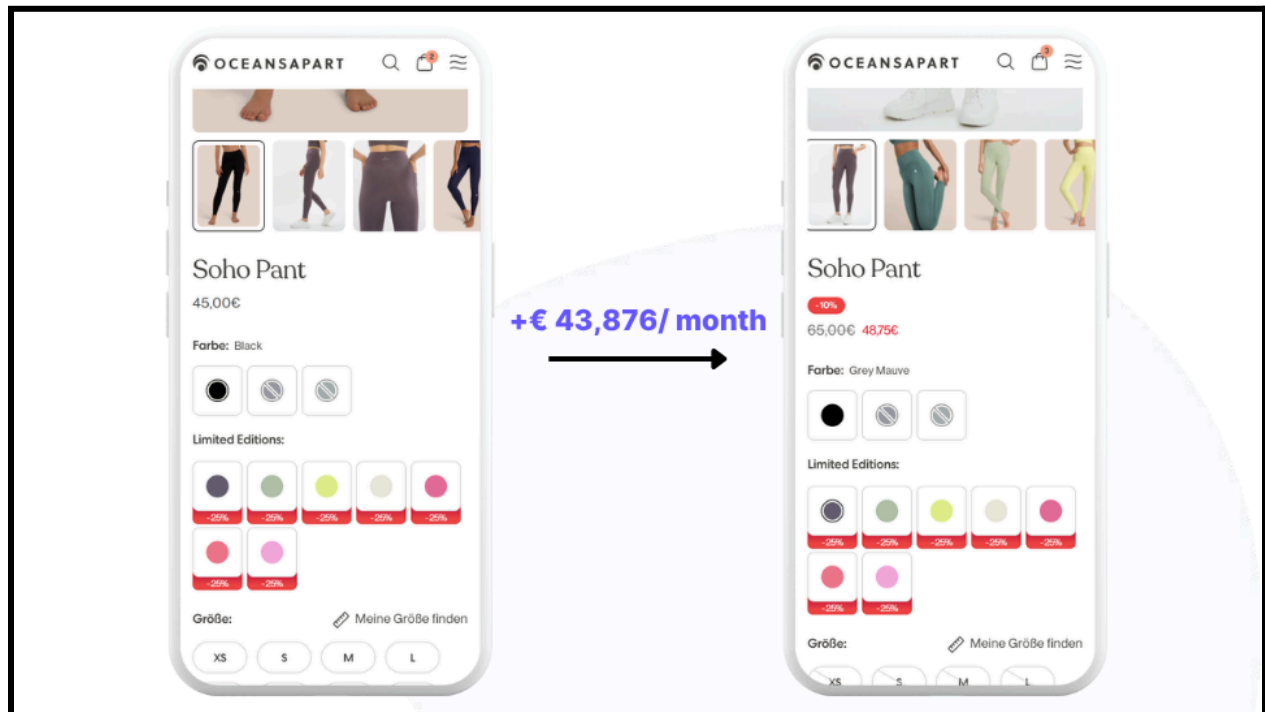
IF we change the display of discounted prices on PLP + PDP to include a comparison with the original price,
THEN the ARPU will increase,
BECAUSE it utilizes the anchoring effect, where the original price serves as a reference point, making the discounted price appear more attractive and encouraging higher spending.

|	User	Transactions	CR	AOV	ARPU
Reference	352,619	9,046	2.57%	108.38€	2.78€
Variant 1	352,303	9,298	2.64%	109.10€	2.88€
			+2.88%	+0.66%	+3.60%

OCE-3-4 - Move bestseller slider below product category section on HP (12/10/2024)

+€ 30,337/ month
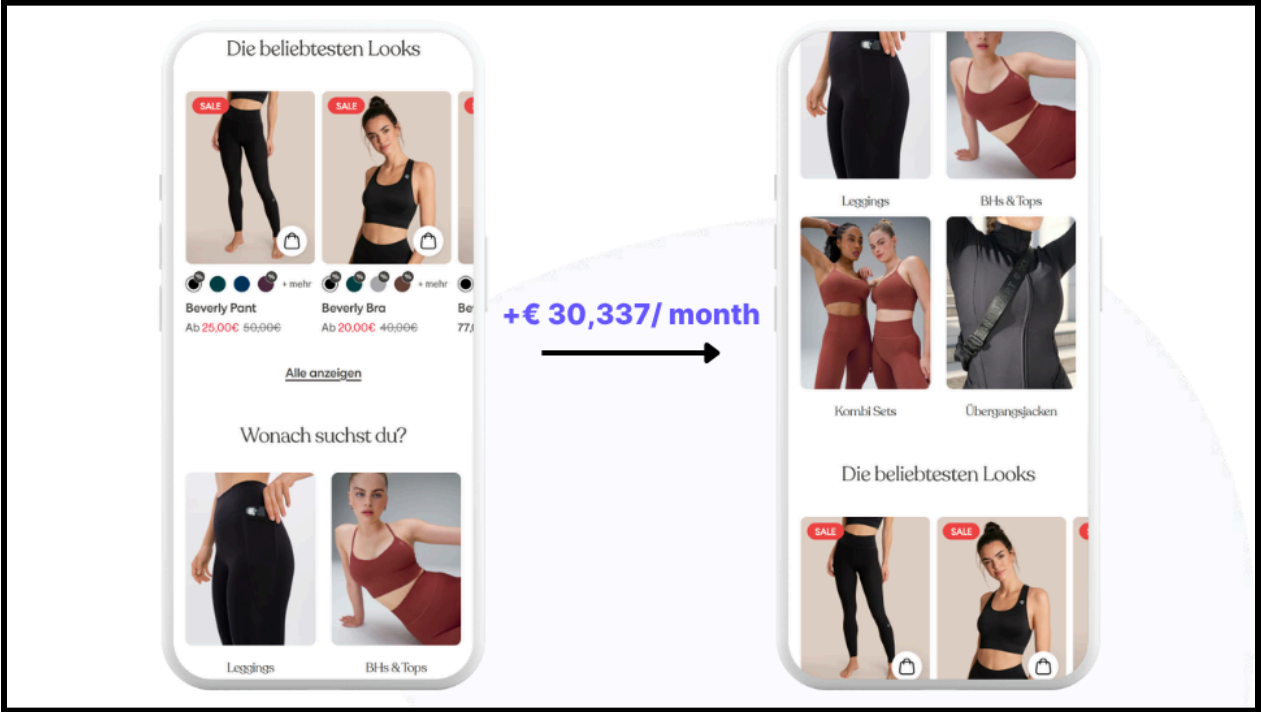
IF we move the bestseller slider below the product category section on the homepage,
THEN the average revenue per visitor increases,
BECAUSE the users, due to the prominent placement of the bestsellers near the categories, are encouraged to consider these products as complements to the categories, which leads to increased purchase motivation (contextual relevance).

|	User	Transactions	CR	AOV	ARPU
Referenz	116,615	4,837	4.15%	109.31€	4.53€
Variante 1	116,790	4,978	4.26%	110.23€	4.70€
			+2.76%	+0.85%	+3.63%

OCE-64 - Add subline on PDP summarizing the top 2 product benefits (4/16/2025)
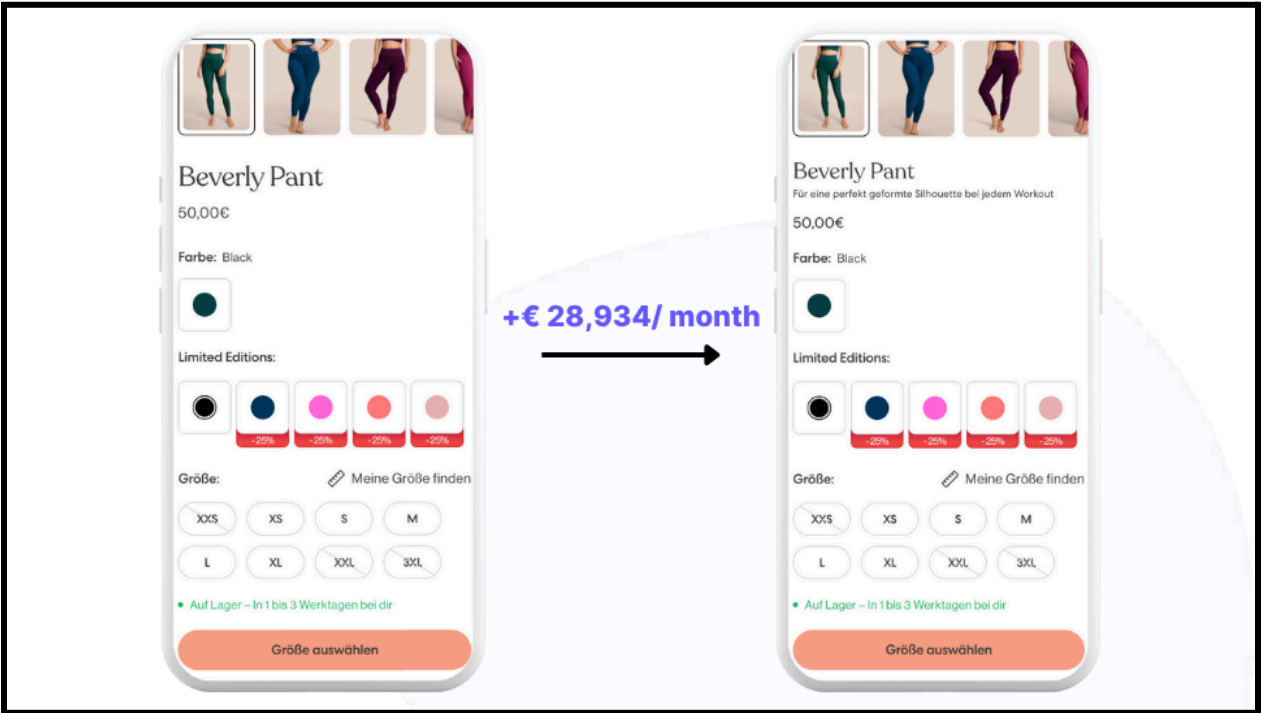
IF we add a subline on the PDP summarizing the top 2 product benefits,
THEN ARPU will increase,
BECAUSE it simplifies the decision-making process for users by highlighting key advantages, reducing cognitive load and enhancing perceived value.

	User	Transactions	CR	AOV	ARPU
Referenz	74,442	4,292	5.77%	114.51 €	6.60 €
Variante 1	74,106	4,338	5.85%	117.44 €	6.87 €
			+1.53%	+2.56%	+4.10%

OCE-42 - Add collection banner to PLPs (4/4/2025)

+€ 26,118/ month
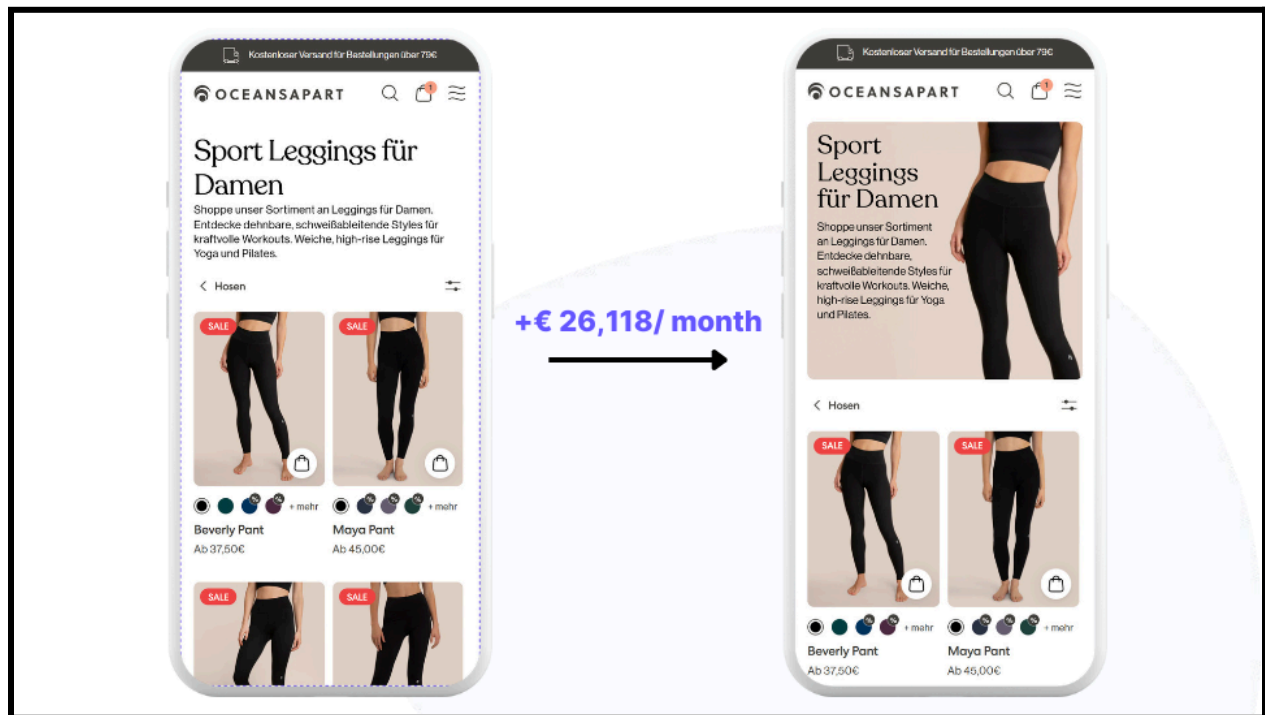
IF we add collection banners on the category pages,
THEN ARPU (Average Revenue Per User) will increase,
BECAUSE this provides users with clear and immediate context, which can increase their engagement and the likelihood of discovering additional products (contextual cueing).

	User	Transactions	CR	AOV	ARPU
Referenz	117,111	4,714	4.03%	111.47 €	4.49 €
Variante 1	117,965	4,840	4.10%	113.16 €	4.64 €
			+1.93%	+1.51%	+3.47%

7. Don't Miss This

We delivered millions in additional revenue for brands just like yours:

- **KoRo (€100M+/year):** Generated €1.8M in six months by launching their first-ever A/B testing program.
- **Snocks (€75M/year):** Added €8.2M in revenue over five years, scaling their AOV and conversion rates dramatically.
- **SendAFriend (€20M/year):**
  Increased revenue by €1.8M/year while helping them build an internal CRO team.
- **Blackroll (€30M/year):** Generated €3.2M by replacing ineffective tools with a high-velocity testing program.
- **Purelei (€50M+/year):** Added €3.7M by scaling their experimentation capabilities.
- **Giesswein (€100M/year):** Recovered from a post-COVID revenue drop, adding €12.2M in three years.
- **Livefresh (€50M+/year):** Grew from an unknown brand to a household name, generating €4.7M over 3.5 years.

If you're serious about **long term growth & building a company that can become a unicorn**, here's the pitch:

> *We help brands generate 10% more revenue in six months using our proven CRO protocol or we work for free until we do.*

This offer removes all the risk from your side and puts it 100% on us.

So if you are serious about long term growth and want us as your growth partner on your side that has skin in the game book a call and see if you fit our criteria:

https://calendly.com/drip-agency/discovery-call