

DudePruner CRO Case Study

\$1.094M additional revenue and 59% higher conversion rate for DudePruner with data-backed CRO & A/B testing

CLIENT TESTIMONIAL:



5.00

| May 26, 2023 - Nov 23, 2023



"Umair Abbas was responsible for CRO for our 7-figure e-commerce brand. He was in charge of developing hypotheses from heat maps, and other data, and executing A/B split tests. From there he would code any winning tests into the website. His efforts increased our conversion rate by more than 60%, and he is responsible for more than \$1M annual increase in store revenue through his testing.

He has been an incredibly valuable member of the team. He works well without direction and has a very high level of knowledge in website development, CRO, and A/B split testing.

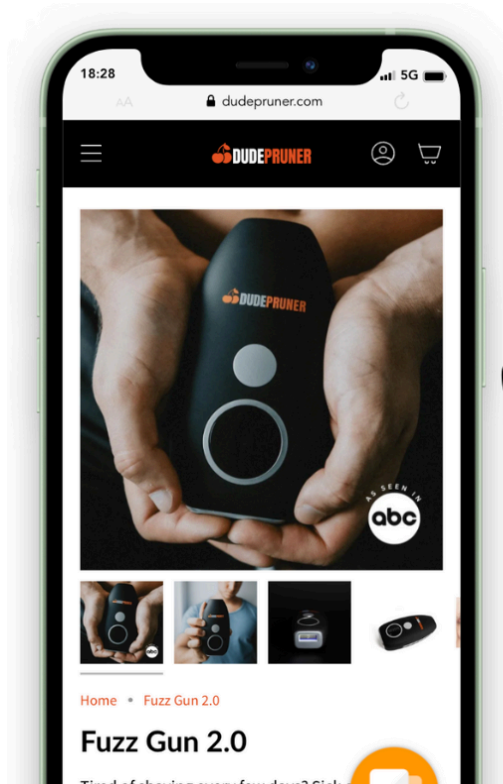
We will be getting Umair back to do more projects soon." [less](#)

CLIENT VIDEO TESTIMONIAL (After 3 Months):

<https://vimeo.com/907001469>

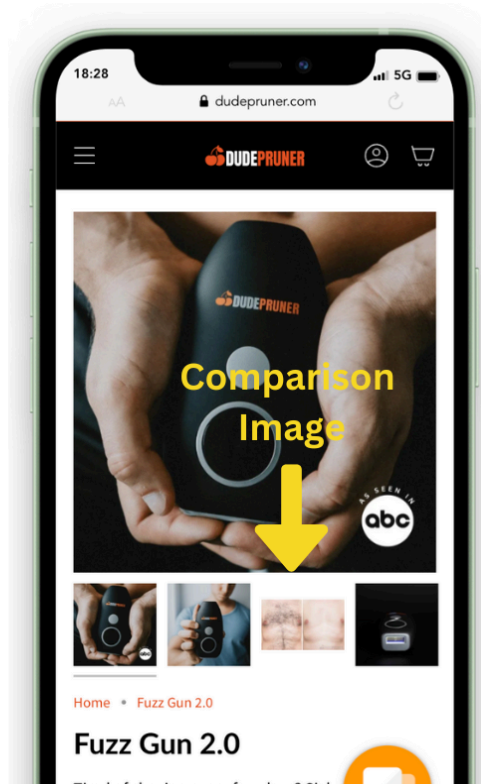
1st Winning Test: Rearranging product gallery image for bestseller

Original



Vs

Variant



Research:

It was learnt that the comparison image, despite being the most clicked element on the page, was positioned at the 5th spot, causing it to either get cut off or not display properly on smaller screens. Since seeing the final results of a product is crucial for users during the purchase process, this observation forms the basis of our hypotheses below.

Hypotheses:

If we move the 5th image (comparison image) to the 3rd place then the conversion will increase because more users (with smaller screen devices) will

be able to view the comparison image that will increase the desire & trust on the product. Ultimately resulting in more sales.

Results:

Conversion Rate Uplift: 39.26%

Est. 12 month revenue increase: \$235,872

Revenue (App)							
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)							
☒ Variations		Improvement	Visitors	Conversions	Conversion Rate	Confidence Level	...
☒ Original Page	Baseline	—	6,633	97	1.46%	—	...
☒ Variation 1		▲ +39.26%	6,629	135	2.04% ± 1.18%	99.42% ●●●●●	...

Revenue (App)							
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)							
☒ Variations		Improvement	Visitors	Revenue	RPV	Confidence Level	...
☒ Original Page	Baseline	—	6,633	\$29,512.41	\$4.449 ± 0.00%	—	...
☒ Variation 1		▲ +32.39%	6,629	\$39,046.62	\$5.89 ± 3.36%	1.55% ●●●●●	...

2nd Winner: Headline Copy Test, “Will It Work For Me?”

WILL IT WORK FOR ME?

The Fuzz Gun 2.0 is highly effective on most people. Take the suitability quiz to confirm that it will work for you 📌

Start Quiz

“Will It work for me?” Instead of “Will it work for you?”

Research:

It was learnt through quantitative analysis that the above section was getting 2nd highest engagement on the page. A lot of users would interact with the section above to see if it would work for them. The user who interacted with the quiz would be more likely to convert.

Hypotheses:

If we change the headline from “Will it work for you?” to “Will it work for me?”, more people will interact with the quiz and will be more likely to trust the quiz result and convert because the results will be more directed toward the user and will feel less like a suggestion from us.

Results:

Revenue (App) Primary Goal						
Variation 1 seems to be performing better than the Original, but we can't be sure yet						
Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV)						
☑ Variations	Improvement	Visitors	Conversions	Conversion Rate	Confidence Level	***
✅ Original Page	Baseline	7,388	97	1.31%	—	***
✅ Variation 1	▲ +22.71%	7,200	116	1.61% ± 1.21%	93.33%	***

Conversion Rate Uplift: 22.71%, Est. 12 month revenue increase: \$523,188

3rd Winner: Pricing Test (\$202 USD vs \$209.99 USD)

Price Test:

The client's main market was Australia where they priced their product (Fuzz Gun 2.0) for \$299 AUD, in their secondary market, the US the price was converted automatically to \$202 USD. We tested a better price point i.e \$209.99 to give it a more premium feel.



Conversion rate up by 54% for US audience

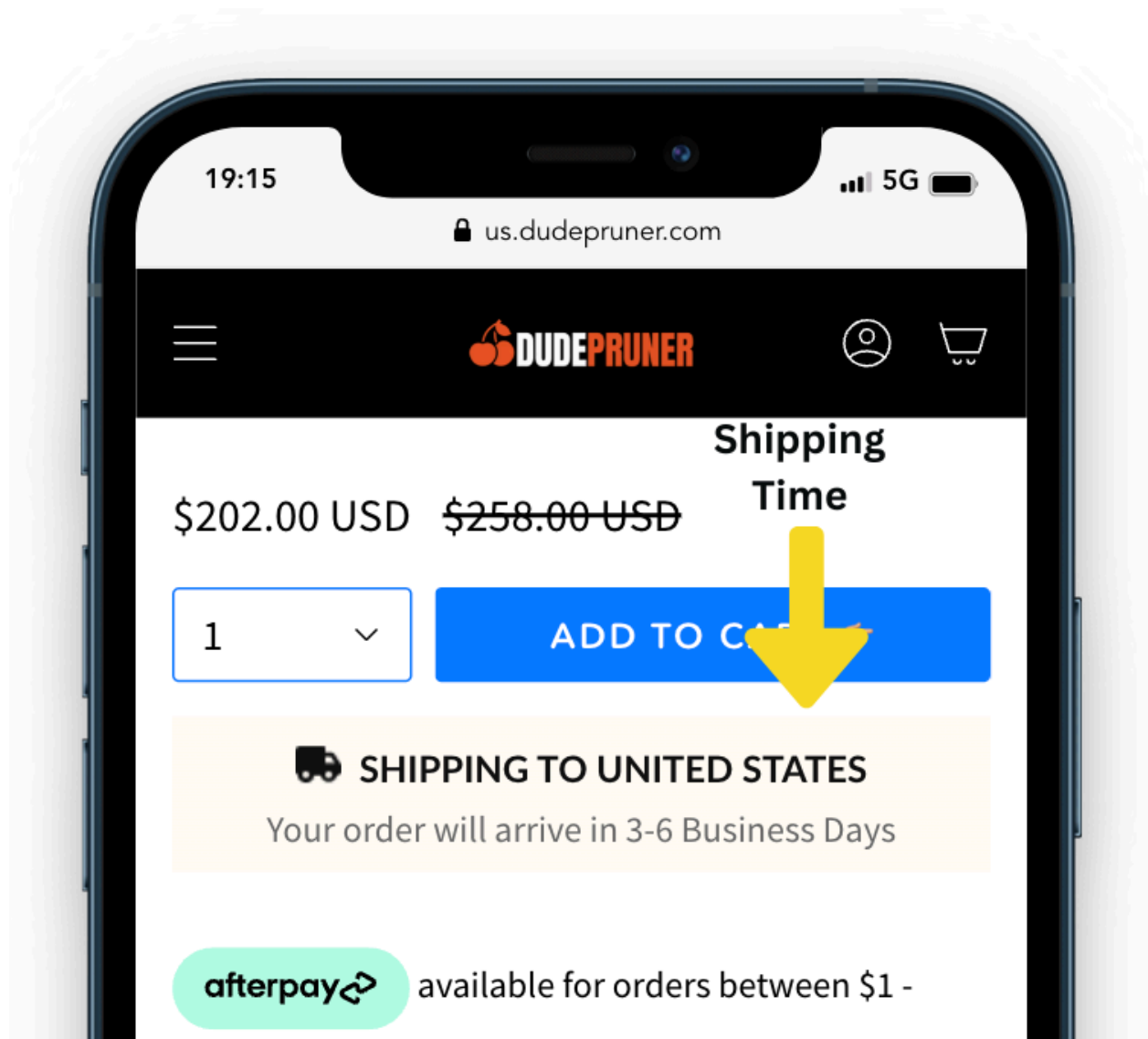


Revenue per session increased by 61%

Results:

Conversion Rate Uplift: 54.33%

4th Winner: Personalized Shipping Time Indicator below the Add To Cart Button



Research:

The product page failed to communicate the shipping time clearly. 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 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 so will be more likely to make a purchase.

Results:

Conversion Rate Uplift: 74.12%

Est. 12 month revenue increase: \$858,312

Revenue (App)
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)

☒ Variations		Improvement	Visitors	Conversions	Conversion Rate	Confidence Level	...
☒ Original Page	Baseline	—	3,855	41	1.06%	—	...
☒ Variation 1		▲ +74.12%	3,888	72	1.85% ± 1.55%	99.81% ●●●●●	...

Revenue (App)
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)

☒ Variations		Improvement	Visitors	Revenue	RPV	Confidence Level	...
☒ Original Page	Baseline	—	3,855	\$7,955.1	\$2.064 ± 0.00%	—	...
☒ Variation 1		▲ +76.66%	3,888	\$14,174.1	\$3.646 ± 2.18%	0.18% ●●●●●	...

The Results That Matter

✓ **Revenue Attributed to CRO & A/B Tests:** \$1.094M/year

✓ **Timeline:** \$650K extra revenue generated in 90 days. \$1.094M generated in 8 Months

Want results like this for your brand?

Let's talk.