



eye square

eye square GmbH



Ecommerce AB Testing

# WHAT?

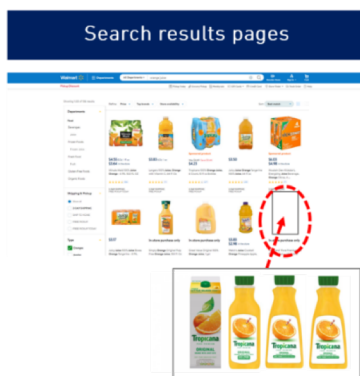
## What is the ecommerce AB Testing tool?

A quick and easy way to test multiple product page designs, product images and offers on a live website and understand the effect on product standout and conversion to purchase online.

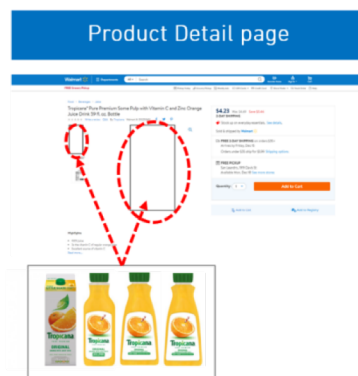
### Example of the online journey for participants using the Ecommerce AB Tool



Participant asked to search for product using search box



One of the new Pack design images is inserted into the live search results page. Participants can click on products they wish to purchase.



One of the new Pack design images is inserted into the main image and & thumb nails. The participant can add the product to their cart and click checkout and the task ends.

# HOW?

## How does the tool or method work? What is the process?

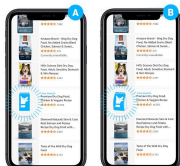
Eye square prepares an ecommerce website so that online survey participants see either the current or a modified version of the website which they can interact with, add things to their cart. On the modified version of the website almost anything can be altered and tested. Examples include replacing product images with Hero images, altering the order of search results, changing product text or prices or images on carousal, SRP and PDP images, pricing. Test A+ ad units, Amazon best and more in over 60 countries

### Questions

#### We answer

- How do new products perform in a competitive environment?
- Which pack images trigger shoppers to interact?
- What impact do prices & promotions have on conversion?
- What's the optimal set of product images in the gallery?
- Is it worth investing more in A+ paid content?
- What's the ROI on the ads I pay for?

### eye square's Ecommerce Testing Platform



- Behavioral Experimentation Platform
- Pre-test products and all digital assets
- Retailer's platform in **natural environment**
  - Full control
  - Real look & feel – assets pulled from platforms API
- Scalable & Fast



	Current pack	New pack
PRODUCT IN VIEW	90%	81%
CLICKED ON PRODUCT	36%	21%
ADDED TO CART	18%	10%

# WHY?

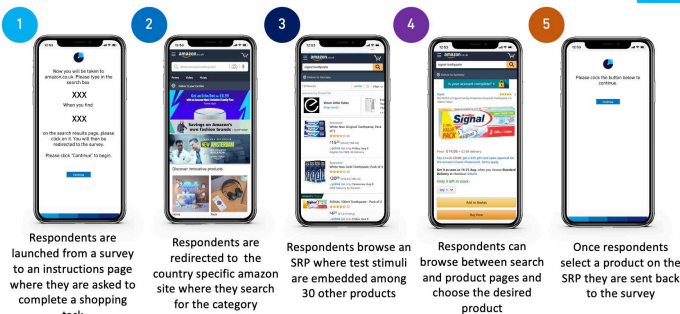


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What information and insights does the Ecommerce AB Testing provide that you can't get anywhere else? Why is your tool different?

The Ecommerce AB tool is the only way of collecting single source data, including viewability, product purchasing and opinions about potential changes you would like to make to live ecommerce platforms globally. Live content on the eCom sites are pulled from the API and the test images, text etc are injected into the 3rd position. Respondents are asked to go shopping and put a product into their cart.

## Shopping Task Procedure



## Test everything

- New Products on Search Result Page (SRP)
- Product Images on SRP
- Product Titles on SRP
- Ads on SRP
- Image Gallery on the product detail page (PDP)
- Feature Bullets & Marketing Copy on PDP
- A+ Enhanced Content on PDP

For fast and easy evidence-based decisions **before** roll-out on what drives conversion and build the brand

# WHEN?

When should I use this tool?

Live InContext technology answers questions such as what will the likely effect be on conversion, brand impact and ease of findability with new images, pricing, text, etc? It can also answer questions such as what is the optimal banner ad design and placement in the shopper flow on eCom platform. Measure attention (time on package) interest (did they click on the image in the SRP and go to the PDP) Purchase (did they put the product in the cart)

# WHERE

Where can this tool be used?

The tool can be used in all countries around the world where ecommerce is prevalent. We are adding new eCom platform based on needs. We also have over 100 URLs for ad and eCom testing

## Our Portfolio of Retailer store replications



# WHO?

Who do we contact for more information?

Jeff Bander [bander@eye-square.com](mailto:bander@eye-square.com):

Demo links: <https://incontext-research.com/docs/adsupport>