



## Smartbox

Smartbox increases the access rate to its Shopping Cart page by 15,9% by modifying the colour of a call to action.

### ABOUT SMARTBOX

Square. Practical. Original. A box, a guide, a gift voucher, and voila: an unforgettable experience to live or to give. That's what Smartbox, the world's number one gift box enterprise with more than 1.8 million sales each year and a turnover of 400 million euros, proposes.

### CHALLENGE

As part of the E-commerce activity, the final conversion is the result of a succession of micro-conversions that you have to optimise, such as the add-to-cart rate. Allowing you to incite web users to fulfil goals, merchandising, and promoting the visibility of major calls to action, is a key element.

### HYPOTHESIS

Smartbox has been willing to improve its Shopping Cart's access rate by modifying the "Add to cart" call to action. They decide to explore the hypothesis that the visibility of this button, which is of the greatest importance, is too low. In order to improve it, Smartbox decides to work on the contrast between this button and the rest of the page. Such highlighting should improve both click-through rate and add-to-cart rate. The blue colour, critically different from the green of the website, is chosen for the variant.

Version 1 "Green"

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104 oplevelser

Denne Smartbox er gyldig til 31/03/2014

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Version 2 "Blue"

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## AB TASTY'S ANSWER

The test is performed on the Danish version of the website. In a few minutes and without any technical knowledge, the background colour is changed via AB Tasty's editor interface. The test targets every page on the website so that all "Add to cart" call to actions are modified. All visitors are assigned to the test in order to obtain reliable results quickly.

## RESULTS

Variation 1 shows an improvement percentage of 15,9% within a few days. Combined with a reliability rate of more than 99%, we can, therefore, be absolutely certain that colouring the boxes blue achieved greater product visibility than using the green button.

This test has improved other key indicators: the global conversion rate improved by +5%, and an improvement of +2% in the bounce rate can also be observed.



## LESSON

Through this simple change of colour, we can deduce that the call to action buttons must differentiate sufficiently from the other elements of the page in order to optimise their visibility, and therefore increase the chances of them being clicked.

## KEY FIGURES



**Improvement of the clicks by 15,9%**



**120,000 were assigned to the test**



**The test was performed during a 17-days period**



**Reliability rate of 99%**



## CONTACT AB TASTY

38, rue du Sentier  
75002, Paris  
France  
[www.abtasty.com](http://www.abtasty.com)  
[contact@abtasty.com](mailto:contact@abtasty.com)  
+33 (0)1 84 17 87 52

## ABOUT AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

