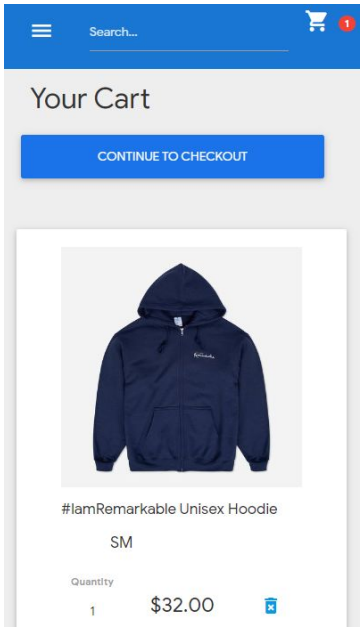
ID1 | Return policy in the cart

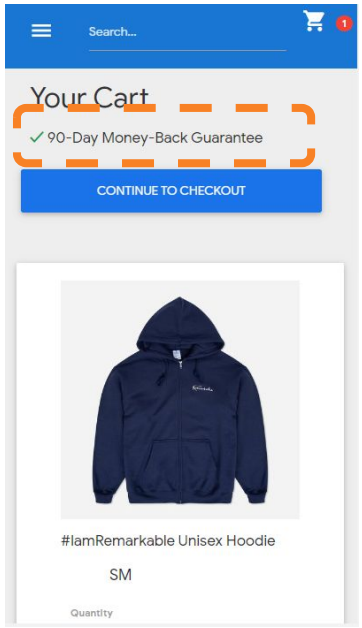
1/8/2022 - 29/8/2022

Conversion Ideas

Adding a money-back guarantee sentence results in significantly more transactions (+4.39%)



Control



Variant

Hypothesis
If we display the return policy in the cart, then sales will increase because the visitors have more clarity

Learnings
Visitors seem to need reassurance when shopping in the Merchandise store

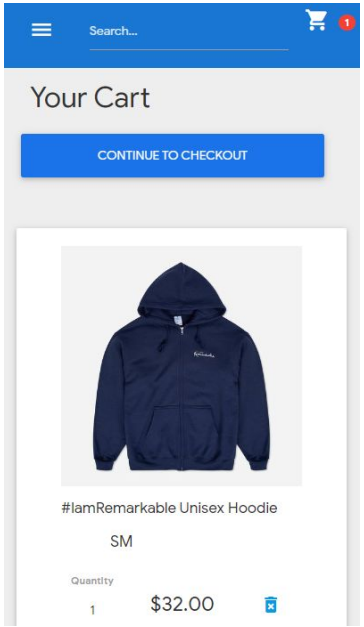
Next steps
Implement the winner and set up related tests

Reasons & hypothesis

- Visitors click back a lot, from the checkout to the cart and the cart to the product pages. This could indicate they are missing information
- Customer service gets many questions about return policies
- In usability tests, we saw people seek information regarding the return policy
- In science, we saw the product information and price is of influence if someone will purchase or not

Test hypothesis: If we display the return policy in the cart, then sales will increase because the visitors have more clarity

Setup of the test



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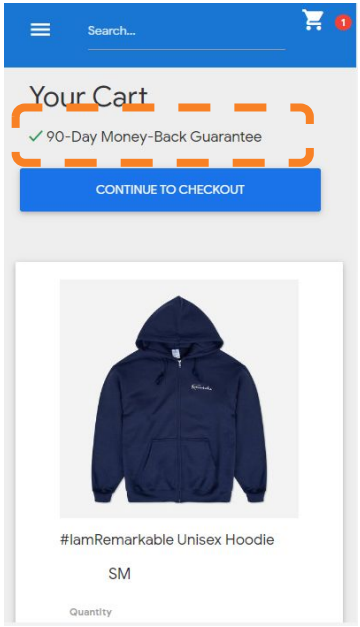


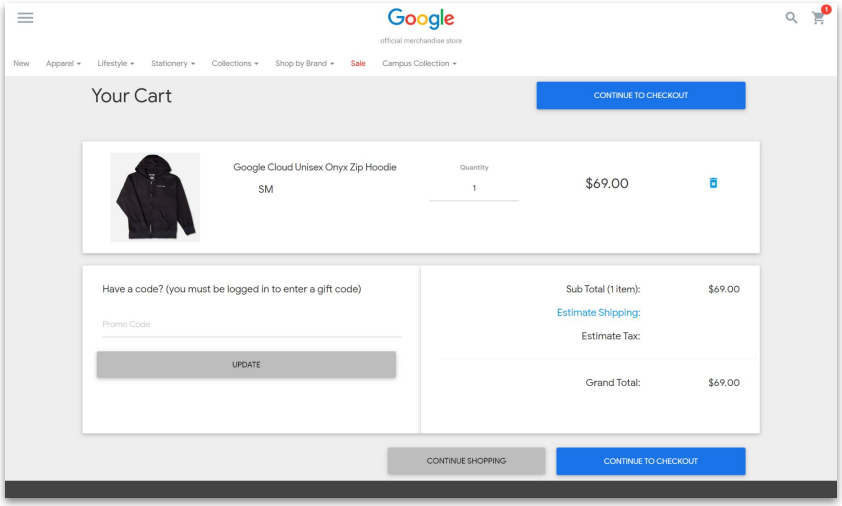
Variant

Variations
A. Control
B. Added sentence: “90-Day Money-Back Guarantee”

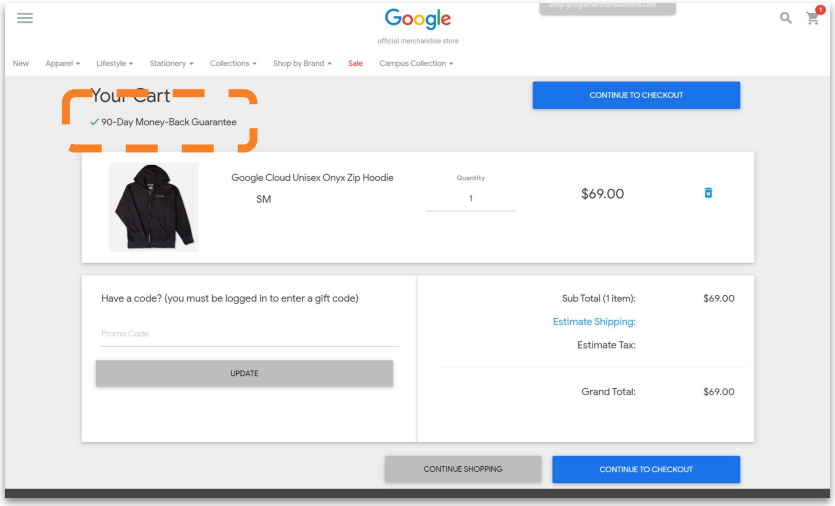
KPI
Transactions

Segmentation
Visitors: 100% of visitors
Devices: all
URL: /basket.html

Setup of the test



Control



Variant

Results

The variant has significantly more transactions (+4.39%)

	Users	Transactions	Conv. rate	Uplift	Chance B outperf. A
A. control	57,430	10,220	17.80%		0%
B. added sentence	57,170	10,620	18.58%	**+4.39%**	100%

This result is consistent on desktop (+3.42%) and mobile (+4.67%, insufficient data)

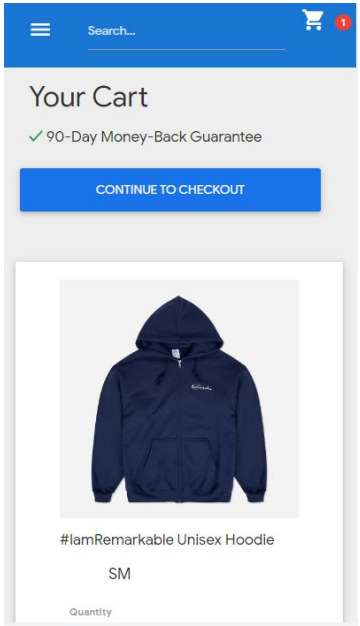
Desktop					
	Users	**Transactions**	**Conv. rate**	**Uplift**	**Chance B outperf. A**
A. control	46,730	10,010	21.42%		0%
B. added sentence	46,540	10,310	22.15%	**+3.42%**	100%

Mobile (insufficient data)					
	Users	**Transactions**	**Conv. rate**	**Uplift**	**Chance B outperf. A**
A. control	10,290	1,010	9.82%		13%
B. added sentence	10,220	1,050	10.27%	+4.67%	87%

Extra insights

- There is an increase in the number of users progressing from the cart to the checkout (+5.2%)
- There is a drop in the number of users who click back (-4.7%)
- There is no significant difference in the average order value
- Not many users click the added sentence in the variant (4)
- There are no noteworthy differences in the heatmaps and recordings

Business case



Extra revenue

When the variation is implemented, it will generate an extra revenu of **$665,651 in 6 months**.

Learnings & Recommendations

Learnings

- Visitors seem to need reassurance regarding the money-back guarantee when shopping in the Merchandise store
- The experiment confirms the behavioral hypothesis ‘By providing clarity, transactions increase’ (but more tests are needed)
- We have not done related tests yet, but we should definitely do so in the future to get a clearer picture of what information is important for the visitors

Recommendations

- Implement the winner
- Create a poll asking what information visitors are missing on the website
- Follow-up tests:
  - Test the same sentence on the product detail page or the payment page
  - Display shipping information and delivery dates more prominently
  - Provide more product information

Questions?

ruben@conversionideas.com

Conversion Ideas