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Zemana Increased Shopping Cart Conversion with Out-of-the-box A/B Testing Tool from the Avangate eCommerce Platform

Avangate Client Success Story

"*Our main goal with this project was to optimize the user experience on our shopping cart and to decrease the abandonment rate, with the ultimate goal to increase RPV (revenue per visitor).*
Using the Avangate in-platform testing tool was incredibly easy and quick. We obtained a 26% increase in conversion rate in a short amount of time
The results translated in an immediate increase in revenue,"

Amina Zilic,
Sales & Marketing Developer at Zemana

Customer: **Zemana**

Segment: Electronic Software Downloads

Company Size: SMB

Vertical: Security

Target: B2C

Project: Purchase funnel improvement

Benefits & Results:
26% increase in conversion

Avangate Solution:
Avangate Digital Commerce Standard Edition
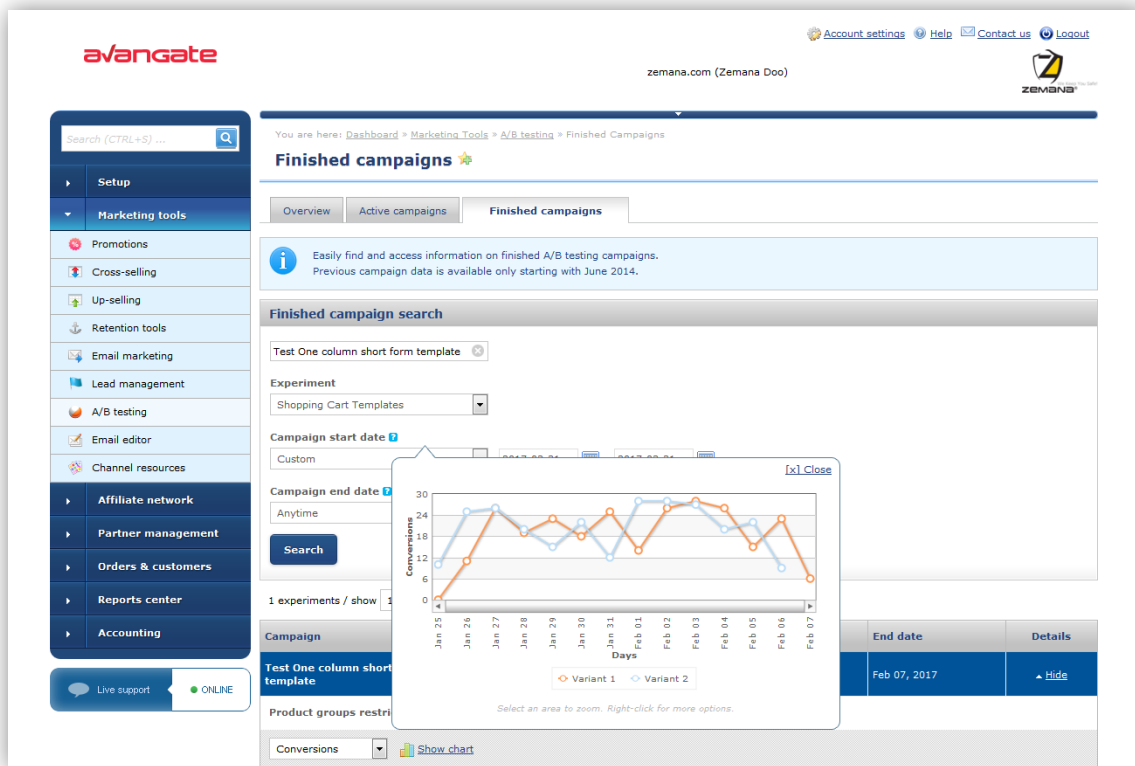
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Context & Objectives

The overall objective of this project was to improve the shopping cart efficiency, with the target to increase the conversion rate by at least 10 percentage points.

Zemana focused on testing the checkout page in order to make it as simple as possible for customers to purchase their products online.

Solution: Avangate's In-platform A/B Testing Tool

"We analyzed our options for shopping cart optimization and eventually decided to use Avangate's in-platform A/B testing tool.

Why we did this: the tool was readily available, without any integration needed, intuitive and easy to use. Also, it was easy to pick shopping cart templates from the Avangate template gallery and test some options quickly. Once the tests reached statistical significance – which is something the tool flags to you – it's super easy to analyze the results and come to a conclusion," added Amina.

Avangate's Control Panel – In-platform A/B Testing Tool in Action

The following tests were performed:

TEST 1: Order Flow Optimization

The purchase flow in place, One page checkout with review (the Control), was tested against One page checkout without review (the Variation).

The hypothesis was that that an order flow with less steps would be more appealing to Zemana's clients and would result in less abandons and higher conversion rate.

Control: *One Page Checkout with Review Order Flow*

Variation: *Checkout without Review Order Flow*
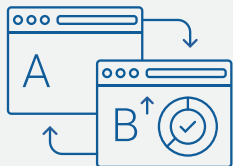
The Variation out-performed the Control with a **10% increase in conversion rate**. Test was performed at global level.

TEST 2: Shopping Cart Design Optimization

Once Zemana established that their customers prefer a shorter purchase flow, their marketing team proceeded to the second test, which looked at the cart template – the team wanted to learn which layout was preferred by their customers.

The Control was the winner from Test 1 with less fields to fill in (called "short form") and the Variation, a cart with one column and optimized payments in the sidebar.

Control: *Checkout without Review with Short Form Template*

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One Column

Payments clearly
diplayed in sidebar
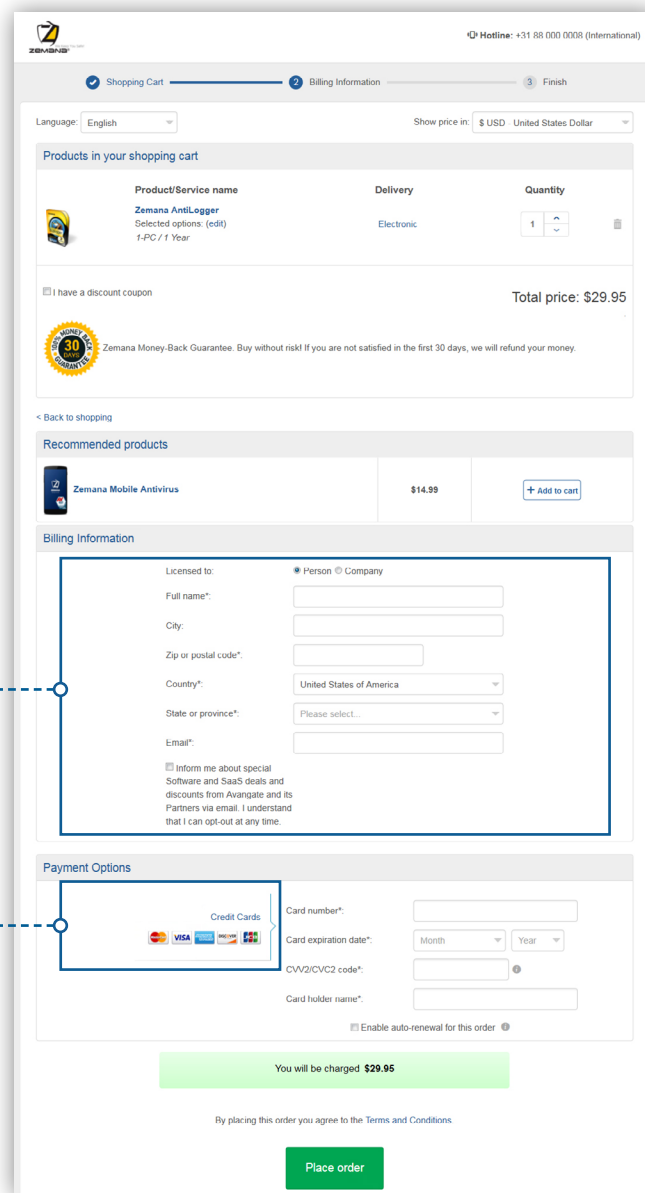
Variation: *New design, with one column & payments clearly displayed in sidebar*
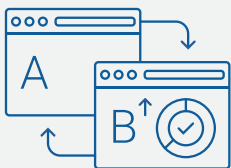
The winner of the second test was the Variation, with a further **11% increase in conversion rate** compared to the Control. A one-column display was more appealing to Zemana's global customers and the payment icons surely helped further increase the conversion rate.

Results

Both tests resulted in an overall 26% increase in conversion rate. The Zemana marketing team overachieved their initial targets, of 10% increase in conversion.

Conclusions

As with every testing project, the conclusion here is that you should never stop experimenting. Even if the initial conversion rates look good, always try new layouts and options to further optimize the conversion and increase revenue. Take as a starting point shopping cart best practices, but remember that what is appropriate for other audiences may not always work for yours.

Also, the Zemana tests were performed at global level. If it makes sense to your business, look to perform tests at country level. You will be surprised how different can buying preferences be from one country to another.

The Avangate in-platform optimization and marketing tools are at your fingertips, and you can start using them right away, with no need for development or further integration with other tools.

↑26%
INCREASE IN CONVERSION RATE
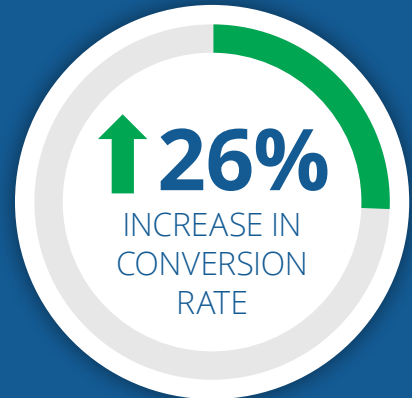
About Zemana

Zemana is a privately held security software provider formed in 2007 by three college graduates who were led by an idea to offer more refined security solutions. It is specialized in security protection for home and business users. Zemana's focus is on developing security products including additional level of protection because number of targeted attacks is rapidly growing and new threats are developed to bypass traditional security solutions. One of the purposes of the company is to increase consumer's awareness and need for protection against targeted attacks especially against ID theft, information stealing and online fraud. Because of an easy-to-use interface and simple settings, the programs are available to every computer user and not only experts.

Learn more on www.zemana.com

About Avangate

Avangate, a Francisco Partners portfolio company, is the digital commerce provider that enables the new services economy, helping Software, SaaS and Online Services companies to sell their products and services via multiple channels, to acquire customers across multiple touch points, to increase customer and revenue retention, to leverage smarter payment options, and to maximize sales conversion rates. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at www.avangate.com