Volusion hits conversion gold through combination of user feedback and A/B testing

Growing eCommerce platform employs both UserTesting and Optimizely to leverage qualitative and quantitative insights.

Customer Profile

Headquarters: Austin, TX
Founded: 1999
Industry: eCommerce, SaaS
URL: volusion.com

The Goal

Position the company as the definitive all-in-one solution for selling online.

The Result

10% increase in first-time revenue

Services used by Volusion

- UserTesting
  - Usability testing
- Optimizely
  - A/B testing
Combining UserTesting and Optimizely for the win

In an extremely competitive marketplace, Volusion’s Senior Digital Analyst, Merritt Aho, has struck conversion gold by combining user feedback and A/B testing to boost first-time revenue by 10%.

As this eCommerce service provider looks for the right mix of messaging and user experience, Volusion has found that integrating both UserTesting and Optimizely into its optimization strategy is critical to success.

The team can quickly identify areas that need improvement and rapidly push out designs to test their hypotheses.

“We are convinced that we need to have both UserTesting and Optimizely. When I go into meetings I like to have both data and voice of the customer to back up every opinion. It’s a powerful combination.”

Merritt Aho
Sr Digital Analyst
Volusion

From input to results

The optimization program at Volusion is spearheaded by Aho, who has been charged with improving site user experience and boosting online sales. From the beginning of this initiative Aho adopted a robust toolset, including UserTesting and Optimizely.

When asked of his decision to incorporate UserTesting, here was Aho’s response, “Knowing how powerful and how easy UserTesting is, it was a no-brainer. Employing it as part of a seamless and continuous process has given us the recipe for gold.”

At the core of Volusion’s program is a streamlined mix of analytics, user research, and A/B testing that helps Aho identify problematic areas of the site and trial new ideas.

Aho builds his optimization plan with input from numerous sources, including usability testing, customer insights, design experts, and executive input.
Competitor research that pays off

Recently, Volusion ran a series of comparison user tests on several sites in their industry in order to determine how the homepage offering was interpreted.

Aho observed that participants took longer to comprehend exactly what Volusion offered when the same test was run on their own homepage.

By testing out various product positioning messages Volusion saw a **10% lift in purchase conversion rate** and a **6% lift in trials** of the product.

Once the A/B tests were run, Aho was able to quickly push all traffic to the winning test using Optimizely until their engineers were able to update the code on the homepage.

“We learned that we could do a better job of introducing our product, to help people quickly reach the moment when they get what our site is about.”
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About Volusion

Volusion helps people build, grow and support successful businesses. Their services include everything needed to develop and cultivate a successful online business in a clean, easy-to-use admin.

About Optimizely

Optimizely is the #1 website optimization platform in the world. Their A/B and multivariate testing solutions help companies increase engagement, interactions, and conversions.

About UserTesting

UserTesting provides the fastest and most affordable web, desktop, and mobile app testing in the market. Watch videos of your target market using your site and gain the insights you need to increase your organization’s customer retention, conversion, and profitability. Improve customer experience and boost your company’s success.