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Devart Improves Conversion Rate and Customer Experience Through CRO Project

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Up to **7%** increase in conversion rate

Anton Onufriienko
Chief Revenue Officer at Devart

" Together with Verifone's CRO Team, we performed two A/B tests that helped us find an optimized cart template and improve the checkout process for our customers. The CRO team was incredibly dedicated and responsive during the two tests, and they gave us thorough updates and suggestions on how to maximize the results. "

Customer:
Devart

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Vertical/ Industry:
Database Management Software and Development Tools

Target:
B2B

Website:
www.devart.com

Company Size:
SMB

Benefits & Results:

✔ Up to 7% increase in conversion rate

✔ Improved customer experience

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Context

The software provider was looking to increase the conversion rate of the checkout page and improve the customer experience, so they partnered with Verifone's CRO Team to perform two A/B tests. The optimization project aimed to test Devart's current checkout page, consisting of a 1-column cart template, against a 3-column template.

Test 1 - Objectives

In the first test, the Control (1-column template) was compared to Variation 1 (new 3-column template). The 3-column template cart is the latest shopping cart designed by Verifone's CRO and UX teams based on insights and results from previous A/B tests, UX guidelines, and shopper preferences discovered through screen recordings and data analytics. The test ran globally, in all countries and languages, and aimed to measure the shopping carts' performance in terms of conversion rate and revenue.

BEFORE

Control (1-Column Template)

AFTER

Variation 1 (New 3-Column Template)
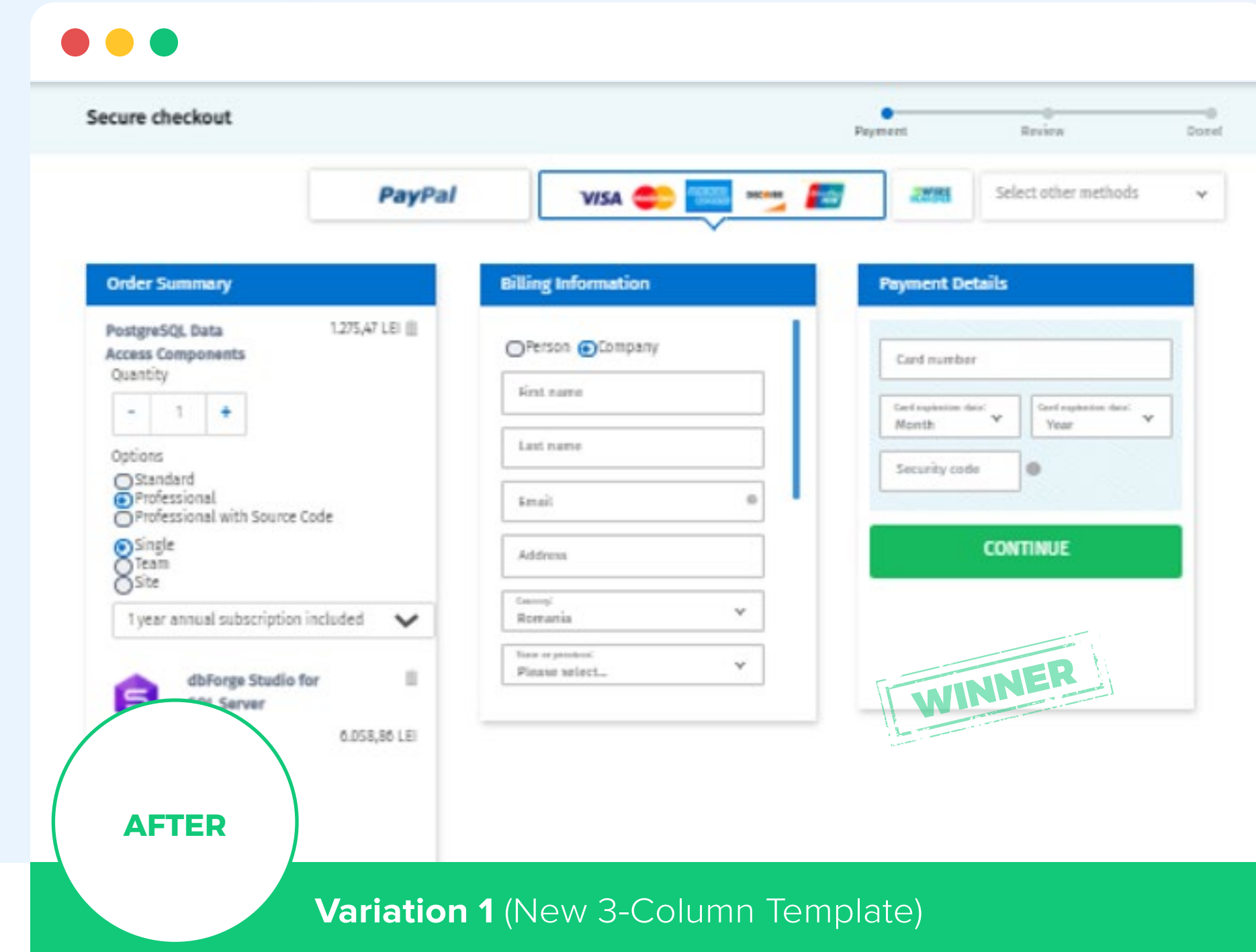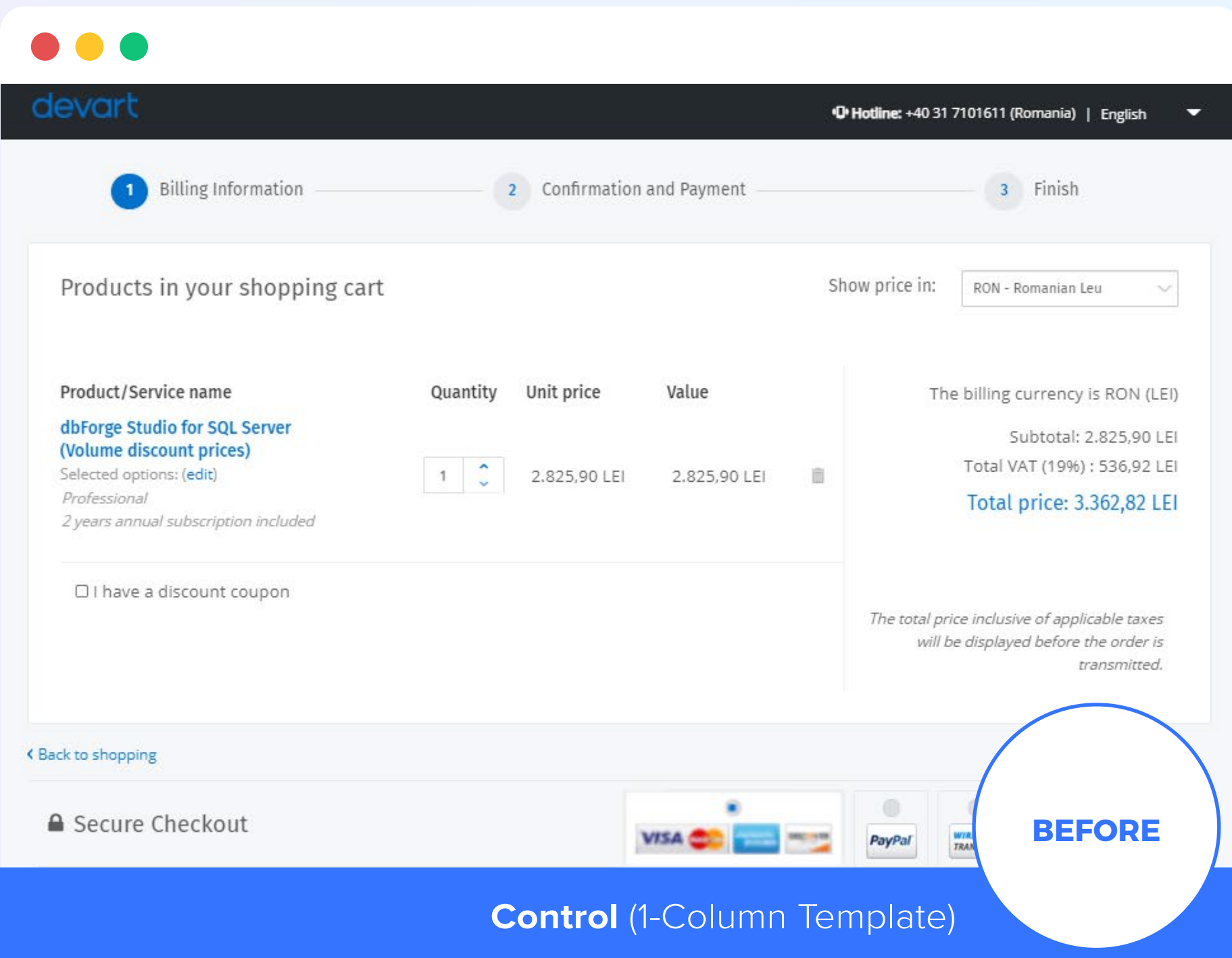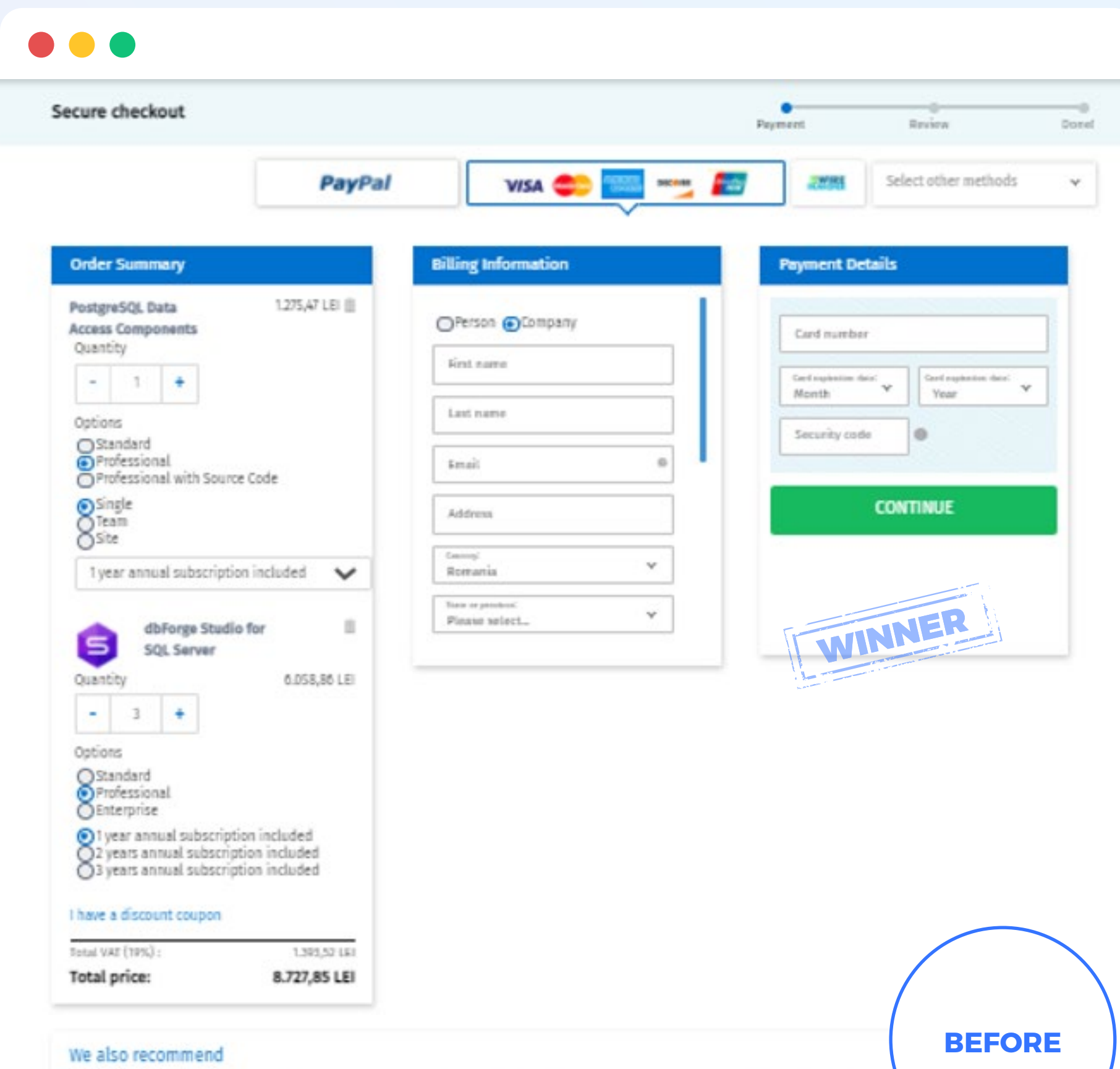
Test 1 - Results

At the global level, **Variation 1** maximized the conversion rate by 2.8% and the revenue per visitor (RPV) by 2.6% compared to the Control.
At the local level, the conversion rate was also maximized by the new 3-column template (Variation 1) for each of Devart's top 5 countries.

Test 2 - Objectives

After obtaining the first results, Verifone's CRO Team went further and tested the winning variation from the previous test against a modified version of the same 3-column template. The updates done for Variation 2 included removing the fax number and adding extra features such as a tool tip near the "Different delivery info" section, an SSL Sectigo certificate badge under the main CTA button, and a Money Back Guarantee logo at the top of the checkout page. The second test ran for 29 days and reached 95% statistical significance.

BEFORE

Variation 1 (3-Column Template from Test 1)
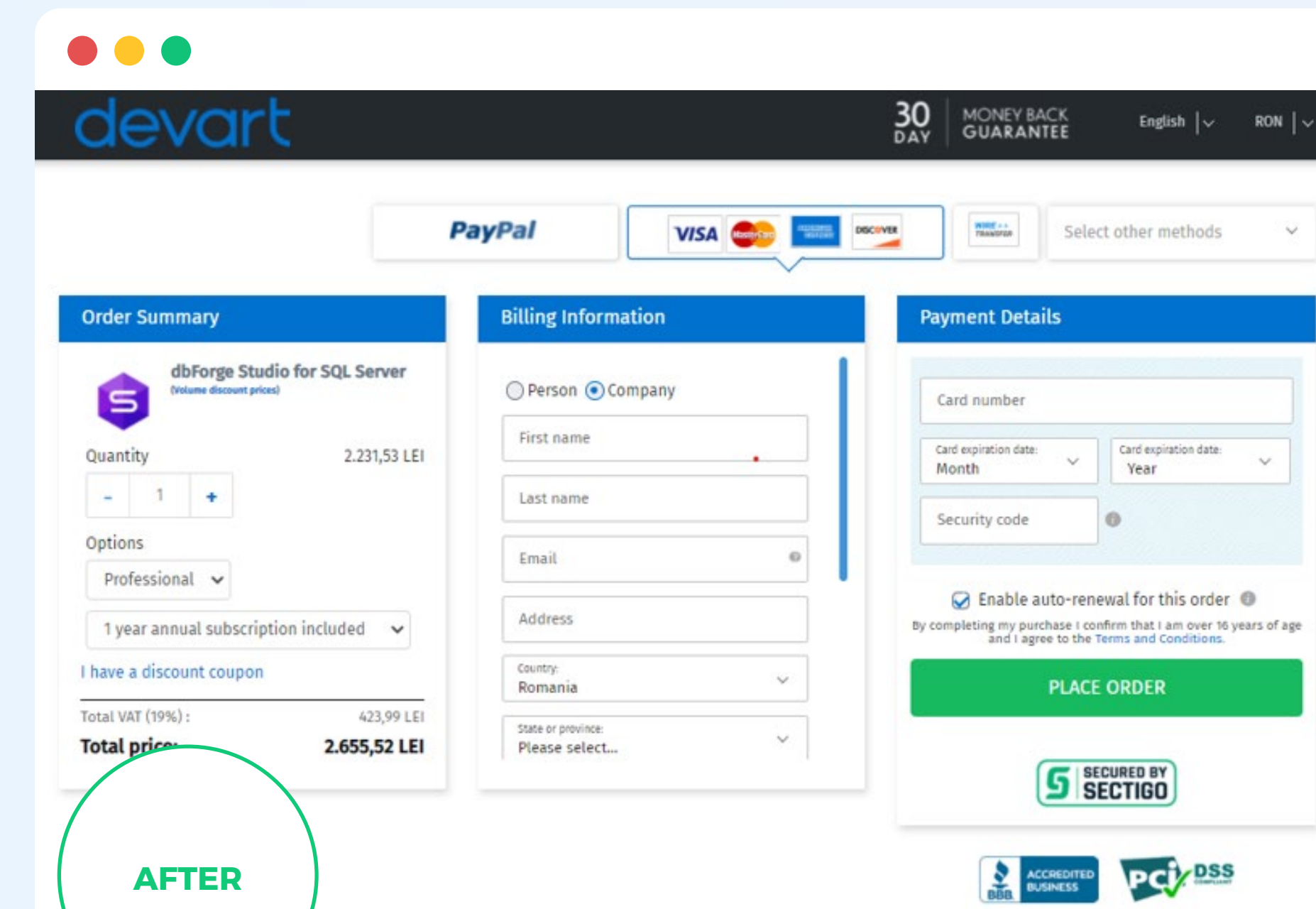
AFTER

Variation 2 (Modified 3-Column Template)

Test 2 - Results

Globally, Variation 2 maximized the RPV by 3%, while **Variation 1** recorded an increase in conversion rate of up to 11% compared to Variation 2.
At a per-country basis, Variation 1 also outperformed in terms of conversion rates in most top 10 countries (plus others), except Canada and Australia. Regarding the RPV, the results are balanced between the top 10 countries: in five of them Variation 1 led, while Variation 2 outperformed in the other five. For the countries outside top 10, RPV was maximized by Variation 2 by 9%.

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Conclusions & Recommendations

Although Variation 1 and Variation 2 had similar results when viewed side by side with data from both tests combined, **the conversion rate was found to be maximized by Variation 1**. The two A/B tests showed that Variation 1 performs better than the initial old template cart, recording an overall increase in conversion rate of up to 7% compared to Control.

Therefore, the Verifone CRO Team's recommendation is to implement Variation 1 (new 3-column template) at a global level to increase the conversion rate and boost the customer experience.

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