

MGT 6565-02 Digital Marketing Assignment 3.0

Conversion Rate Optimisation Proposal

By: Sparsh Singhal, Section 2, Master of Marketing

Website #1

Website: <https://www.cocoricocuisine.com/>

A/B Test

Hypothesis Statement: We believe that moving the hero image from the middle of the web page to the upper fold section and adding a clear CTA while keeping all other factors constant (text was adjusted as per the image to ensure visibility) will improve the conversions of the website greatly by prompting the customer to make a purchase.

Control Group: People who see the default home page without the hero image in the upper fold section

Treatment Group: People who see the new home page with the hero image in the upper fold section

Independent Variable: Change in placement of hero image with a clear CTA

Dependent Variable: Conversions (Purchases – for this particular website)

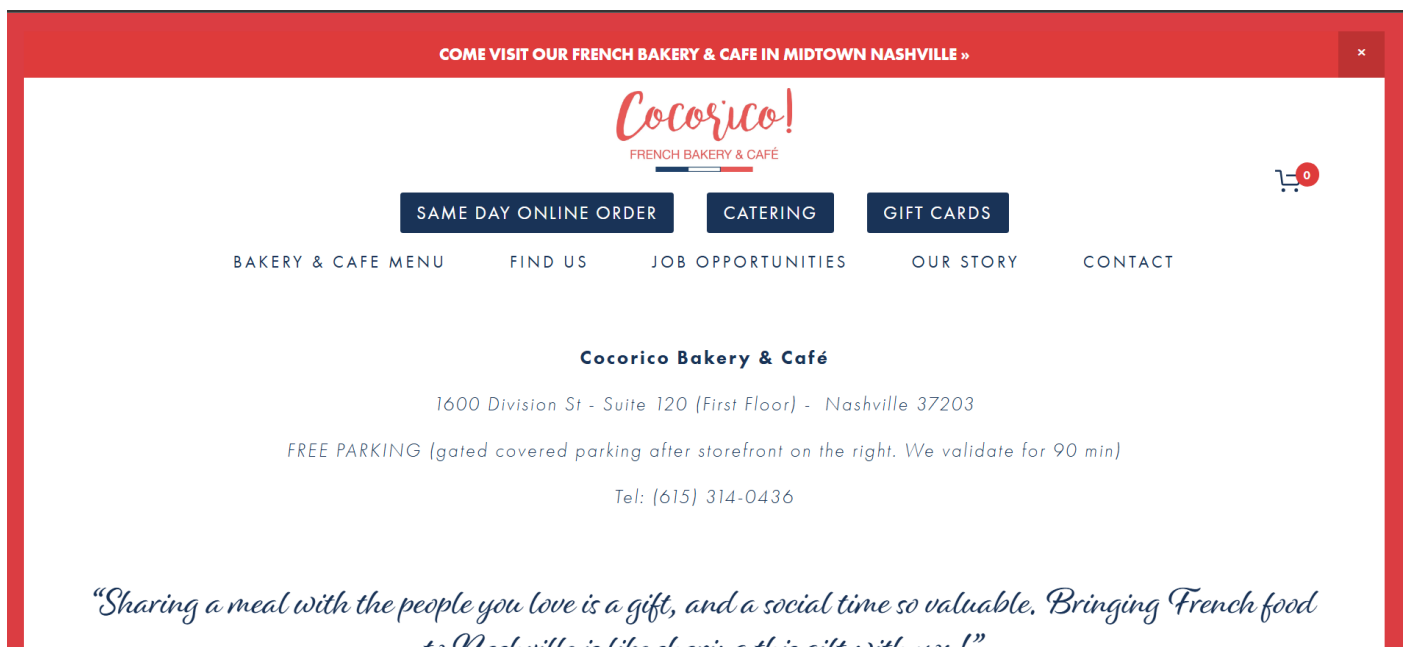
Other Important Variables: Time it takes a consumer to scan the website, Bounce rate

Proposed Actions to the Results:

1. If the conversions i.e. purchases significantly increase – we will accept alternate hypothesis (H_1) and implement the changes
2. If the conversions i.e. purchases do not significantly increase – we will accept the null hypothesis (H_0) and continue with the pre-existing website

Image Illustrations:

1. Current Home Page, 'A' version of the Website, Control Group



2. New Home Page, 'B' version of the Website, Treatment Group

