



Kuddly

**Promote Express Delivery & Promote
stripe payment method**

Hypothesis



Description

If we more prominently feature the Express Delivery option and Stripe as the preferred payment method, then we expect an increase in the Average Order Value (AOV), because highlighting Express Delivery will appeal to users looking for quicker service, and pushing Stripe as the preferred payment method will offer a cost-effective alternative to PayPal.

Observation

By reviewing the transaction data we observed that there's was a low uptake on express delivery, further to this user recording analysis revealed that the element was possible being missed and that the option of delivery was defaulted to free.

Objective

Promote express delivery and have the customer pay by credit/debit card will increase AOV.

Proposed Changes



KUDDLY- 40 - Remove Express Checkout & Rush Delivery Call out

Current

Test

Add a Rush Delivery call out at the top of checkout

Hiding Express Checkout options

Restyling the Shipping method options to highlight Rush Delivery

Kuddly logo and 'be cosy' tagline.

Update cart →

Cart summary £188.00

Therapeutic Weighted Blanket Reg. £316.00 Qty: 2 £188.00

Subtotal £188.00

Shipping Free

Kuddly logo and 'be cosy' tagline.

Want it by tomorrow?
Rush Delivery only £2.99

Update cart →

Cart summary £188.00

Therapeutic Weighted Blanket Reg. £316.00 Qty: 2 £188.00

Subtotal £188.00

Click to apply voucher +

Total £29.00

Please note! Only one voucher can apply to a single order and cannot be combined with any other promotion or offer.

Express checkout

PayPal

G Pay 2500

OR

Email

Email address

☒ Yes, sign me up to receive Kuddly exclusive offers!

Select shipping method

☒ Free Delivery (Current Estimate 2-5 Days)

☐ Rush Delivery (Order before 2pm for Next Working Day Delivery): £2.99

Shipping information

Click to apply voucher +

Total £29.00

Please note! Only one voucher can apply to a single order and cannot be combined with any other promotion or offer.

Email

Email address

☒ Yes, sign me up to receive Kuddly exclusive offers!

Select shipping method

☐ Free Delivery (Estimate 2-5 Days)

☒ Rush Delivery (Order before 2pm for Next Working Day Delivery) £2.99

Shipping information

First name

Last name

Delivery Information

Report



Revenue Primary Goal

Variation 1 seems to be performing better than the Original, but we can't be sure yet

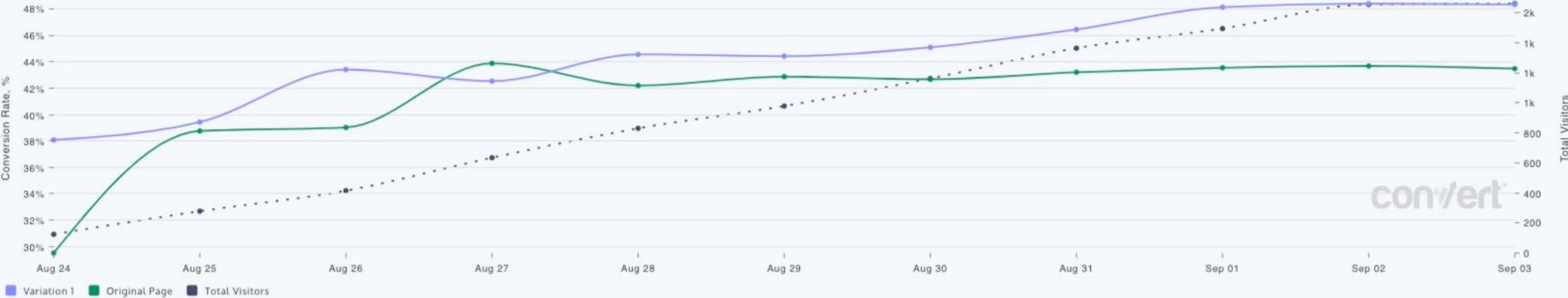
Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV)

<input checked="" type="checkbox"/> Variations		Improvement	Visitors	Conversions	Conversion Rate	Confidence Level	...
<input checked="" type="checkbox"/> Original Page	Baseline	—	839	365	43.50%	—	...
<input checked="" type="checkbox"/> Variation 1		▲ +11.15%	821	397	48.36% ± 1.80%	97.63% ●●●●●	...

Hide Graph

☐ Display Standard Deviation

Conversion Rate Over Time ▾



Report



Delivery = Express

Congratulations **Variation 1** is a winner, we are sure with 100% statistical confidence

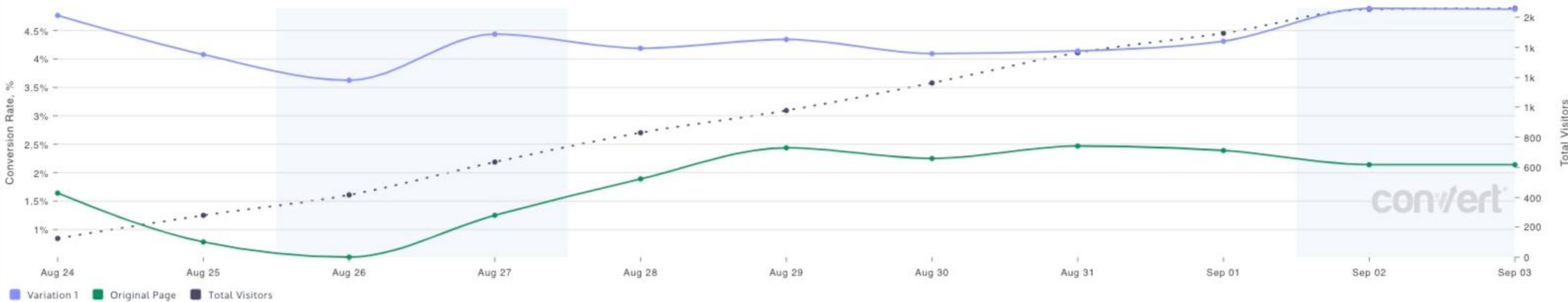
Conversion Rate (CR) Revenue Per Visitor (RPV) Average Products Per Visitor (APPV)

<input checked="" type="checkbox"/> Variations	Improvement	Visitors	Conversions	Conversion Rate	Confidence Level	...
<input checked="" type="checkbox"/> Original Page	Baseline	839	18	2.15%	—	...
<input checked="" type="checkbox"/> Variation 1	▲ +127.10%	821	40	4.87% ± 1.80%	99.88% ●●●●●	...

Hide Graph

☐ Display Standard Deviation

Conversion Rate Over Time ▾



Learning

The experiment focused on enhancing the visibility of the Express Delivery option and promoting Stripe as the preferred payment method. This strategy was designed to increase the Average Order Value (AOV) by appealing to users seeking quicker delivery services and offering a more cost-effective payment alternative to PayPal.

Key insights include:

Significant Uptake in Express Delivery: The more prominent feature of the Express Delivery option resulted in a substantial improvement in its conversion rate. This success, supported by a high confidence rate, validates the hypothesis that users value and respond to expedited delivery options when they are made more visible and accessible.

Positive Trend in Credit Card Selection: Although the increase in the conversion rate for credit card selection through Stripe was more modest and with lower confidence levels compared to Express Delivery, it still represents a positive shift. This suggests that users are receptive to alternative payment methods when they are highlighted as preferred options.

Incremental Gains in Secondary Metrics: While the uplift in the purchase conversion rate and revenue per visitor in Variant 1 (V1) was not statistically significant, the positive trend is encouraging. The increased selection of Express Delivery, combined with higher purchase conversion rates, logically contributes to the observed rise in these metrics. Continued observation is needed to validate these trends and exclude the influence of outlier purchase values.

Experiment's Success Beyond Direct Purchase Metrics: It's crucial to recognise that the primary goal of this experiment was not directly tied to increasing purchase-related metrics. Therefore, the lower confidence levels in these areas do not detract from the overall success of the experiment, which was more focused on enhancing user experience and payment options.

In conclusion, the experiment underscores the effectiveness of prominently featuring expedited delivery options and alternative payment methods in influencing customer behaviour. While the direct impact on purchase metrics may require further validation, the positive trends in Express Delivery uptake and credit card selection through Stripe indicate a successful alignment with user preferences and needs.

