

Conversion Rate Optimization

A/B testing as a revenue & risk lever

What is A/B Testing?

Controlled experimentation to validate revenue-impacting changes

Why It Matters

- Reduces decision-making based on assumption & opinion
- Quantifies impact before making major changes
- Protects against costly missteps and risk
- Enables iterative optimization
- Ability to test segmented audiences

Common Acronyms

KPI	Key Performance Indicator
CVR	Conversion Rate
RPV	Revenue Per Visitor
CTA	Call-To-Action
ATC	Add-To-Cart

Definitions

Hypothesis

A clear, testable statement predicting how a change will impact a defined metric.

Control vs Variant

Existing baseline experience vs modified test experience.

Primary KPI

A single metric used to determine whether a test succeeds or fails.

Confidence

The level of certainty that the test result reflects real performance and is not random.

Where Testing Has Driven Measurable Impact

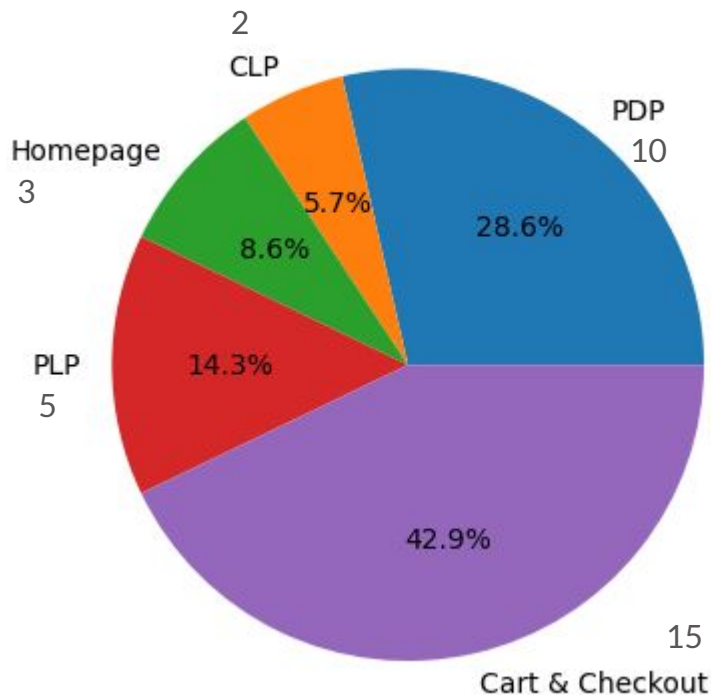
Total Tests

35

Win Rate

48.5%

A/B Tests by Page Type (Total: 35)



Examples of

Successful Tests

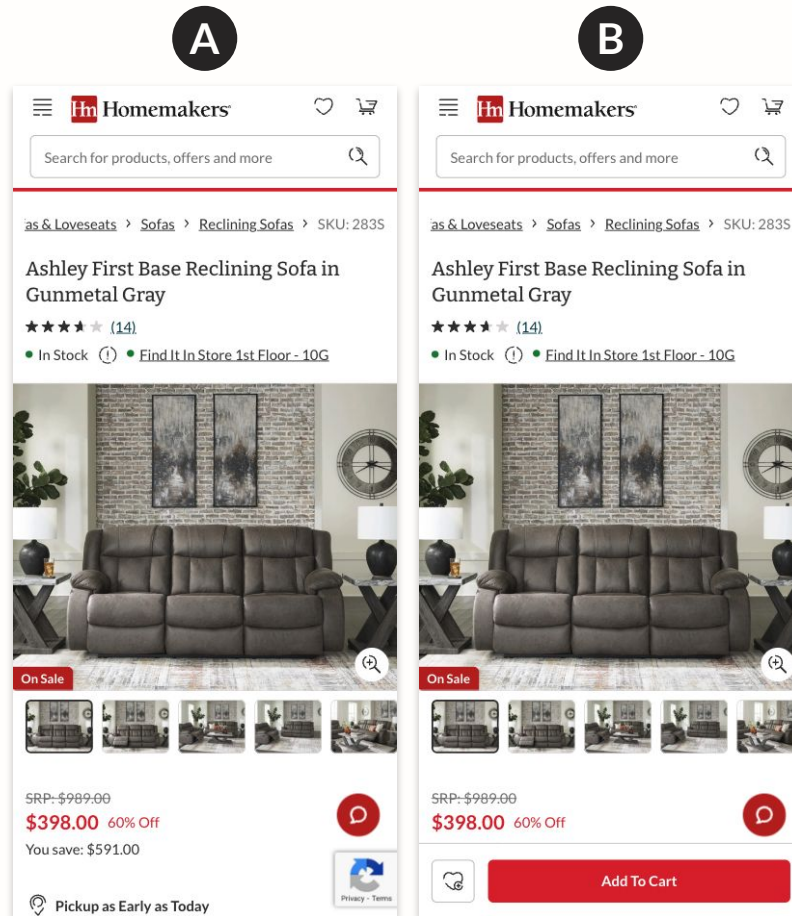
Persistent CTA

Hypothesis

If we always show the add to cart CTA, then customers will be more likely to add products to cart because it'll be a persistent on-screen action.

Primary KPI

Add-To-Cart Clicks



Persistent CTA

Control		Variant		% Change
Visitors	155,746	Visitors	157,256	
Add-To-Cart	5,087	Add-To-Cart	5,447	+5.8%
Orders	465	Orders	485	+3.3%
Revenue	\$458,480	Revenue	\$533,829	
ATC-to-Purchase	9.1%	ATC-to-Purchase	8.9%	

29-Day Incremental Impact by ATC

≈ **+\$64k**
+65 orders

Annualized Incremental Impact by ATC

≈ **+\$806k**
+818 orders



Incremental Impact: Modeled incremental impact based on incremental ATCs using 9% ATC-to-Purchase rate and ~\$985 AOV at 100% traffic allocation.

Persistent CTA

Control		Variant		% Change
Visitors	155,746	Visitors	157,256	
Add-To-Cart	5,087	Add-To-Cart	5,447	+5.8%
Orders	465	Orders	485	+3.3%
Revenue	\$458,480	Revenue	\$533,829	+15.3%
	\$2.94 (RPV)		\$3.39 (RPV)	



Incremental Impact: Modeled incremental impact based on incremental RPV of \$3.39 at 100% traffic allocation.

Persistent CTA

Control		Variant		% Change
Visitors	155,746	Visitors	157,256	
Add-To-Cart	5,087	Add-To-Cart	5,447	+5.8%
Orders	465	Orders	485	+3.3%
Revenue	\$458,480	Revenue	\$533,829	
	\$2.94 (RPV)		\$3.39 (RPV)	+15.3%

29-Day Incremental Impact by RPV

≈ **+\$141k**

Annualized Incremental Impact by RPV

≈ **+\$1.77m**



Incremental Impact: Modeled incremental impact based on incremental RPV of \$3.39 at 100% traffic allocation.

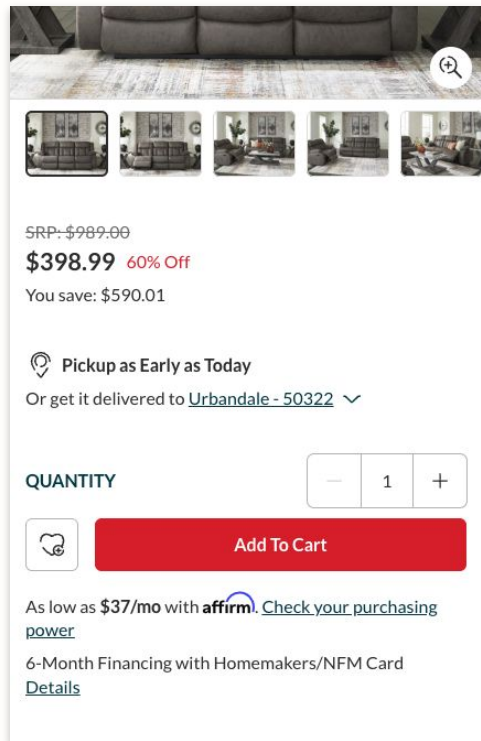
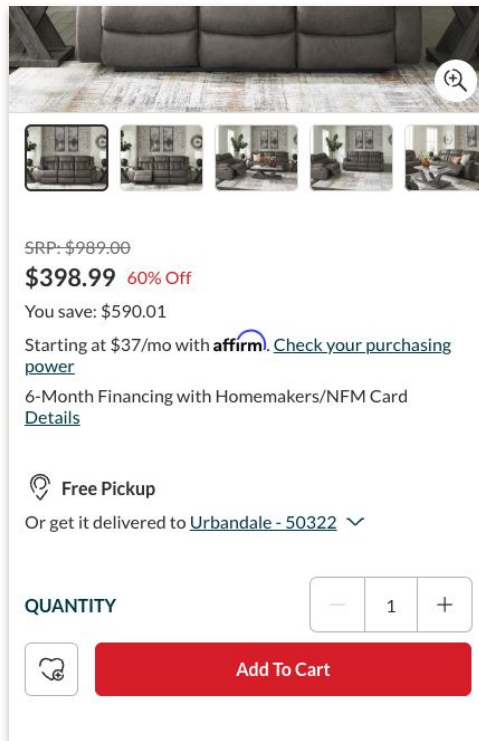
Financing + Affirm Position

Hypothesis

If we make Affirm & NFM visually distinct by displaying clear monthly cost and reposition elements on the page, then we will increase conversion rate and RPV.

Primary KPI

Conversion Rate



Financing + Affirm Position

Control		Variant		% Change
Visitors	75,044	Visitors	72,732	
Add-To-Cart	6,203	Add-To-Cart	6,273	+1.02%
Conversion Rate	0.95%	Conversion Rate	1.01%	+7.08%
Revenue	\$660,520	Revenue	\$692,170	
	\$9.10 (RPV)		\$9.52 (RPV)	+4.62%

30-Day Incremental Impact by Revenue

≈ **+\$63.3k**

Annualized Incremental Impact by Revenue

≈ **+\$770k**



Incremental Impact: Modeled incremental impact based on direct revenue at 100% traffic allocation. Based on RPV is \$62k and \$755k annually.

Single Column Form

Hypothesis

If we change the shipping form to a single column layout, then we will increase the conversion rate because the vertical layout reduces cognitive load.

Primary KPI

Click-Through Rate



1. Shipping

2/2/26 - 3/5/26

Shipping Address

First Name *

Last Name *

Address *

Apt, Suite

City *

State *

ZIP Code *

☒ Use same address for billing

Contact Information

Phone Number *

Email Address *

1. Shipping

First Name *

Last Name *

Address *

Apt, Suite

Country *

United States

State *

A

B

Single Column Form

Control		Variant		% Change
Shipping Step	803	Shipping Step	782	
Payment Step	328	Enters Shipping Info	339	
Click-Through Rate	40.85%	Click-Through Rate	43.35%	+6.1%
Conversion Rate	26.28%	Conversion Rate	29.92%	+13.9%
Revenue	\$292,556	Revenue	\$341,155	
	\$364.33 (RPV)		\$436.26 (RPV)	+19.7%

30-Day Incremental Impact by RPV

≈ **+\$114k**
+58 orders

Annualized Incremental Impact by RPV

≈ **+\$1.39m**
+706 orders



Incremental Impact: Modeled incremental impact based on incremental RPV of \$71.93 at 100% traffic allocation. (Check CTR rate)

Example of a Failed Test

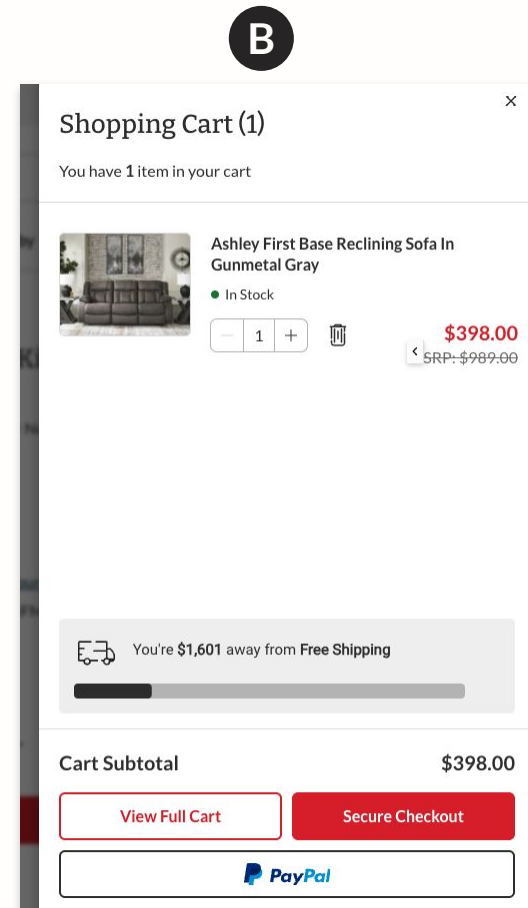
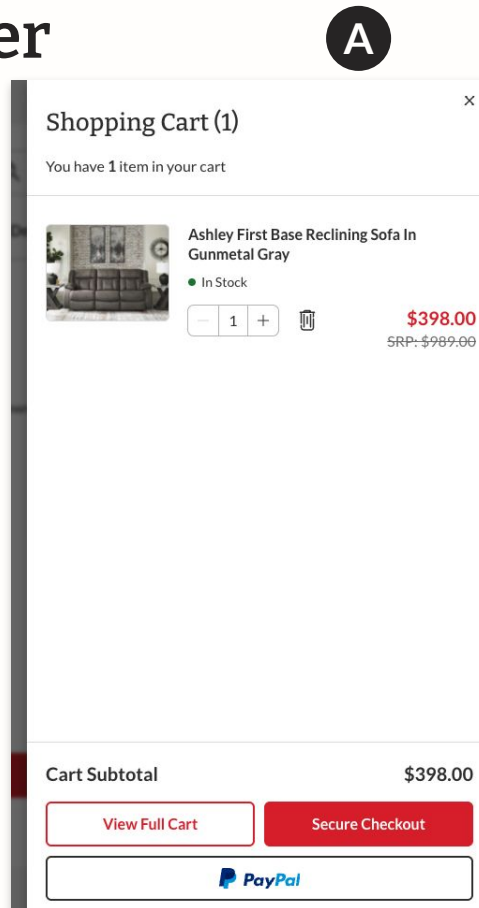
OOS Free Shipping Banner

Hypothesis

If we add a free shipping threshold message to the minicart, then OOS customers will be more likely to convert with a higher AOV for free shipping.

Primary KPI

Conversion Rate



OOS Free Shipping Banner

Control		Variant		% Change
Visitors	2,452	Visitors	2,667	
Orders	20	Orders	8	
Conversion Rate	0.82%	Conversion Rate	0.30%	-(63.2%)
RPV	\$7.42	RPV	\$4.42	-(40.4%)
AOV	\$909	AOV	\$1,475	+62.2%

26-Day Incremental Impact by CVR

≈ **-\$25.4k**
-28 orders

Annualized Incremental Impact by CVR

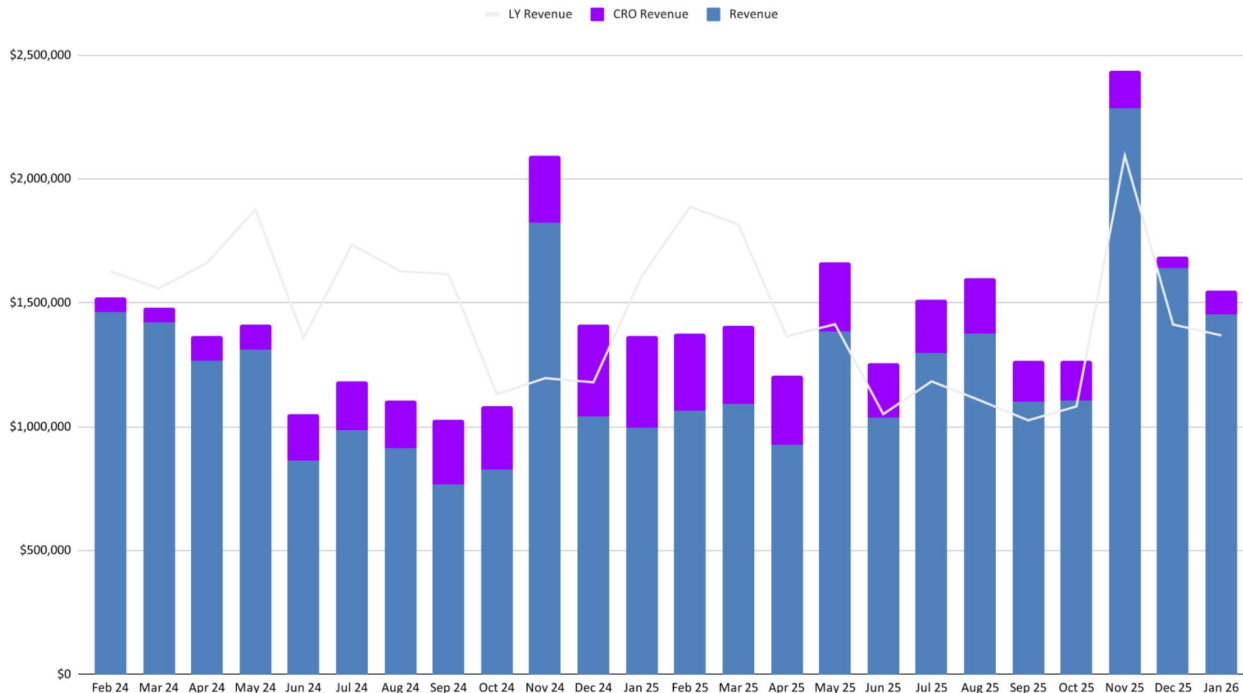
≈ **-\$357.2k**
-393 orders



Incremental Impact: Modeled incremental impact based on ~\$909 AOV at 100% traffic allocation. Significantly lower order volume creates variability.

Total CRO Revenue Impact Summary

Contribution



2024

+\$4.4m gained

-\$1.4m avoided

2025

+\$566k gained

-\$3.6m avoided



Overall Impact: These are Astound's reported numbers based on all test results—performance varies and is not tracked after a test concludes.

2026 Roadmap

Astound

- CRO calendar
- Validating recent changes

Homemakers: Sam & Noah

- Begin new testing calendar owned by us



Thank You

Questions?