

# More Specific USP's

## Introduction

Veneta is an online company based in the Netherlands with over a decade of experience specializing in custom-made window coverings. In addition to the Netherlands, the company also operates in Belgium and Denmark, offering a wide range of customizable products including wooden blinds, pleated blinds, curtains, Roman blinds, roller blinds, skylight blinds, faux wood blinds, aluminum blinds, and shutters. Rather than leveraging physical showrooms, Veneta provides in-home consultations where advisors present fabric samples and product options specific to a customer's specific home needs. Customers can also explore and order products directly through their website.

Veneta prides itself in providing great customer service and a high customer satisfaction rating, backed by USPs (Unique Selling Points/Propositions). For many product categories, Veneta expected an emphasis on the need for more specific USPs, so they ran an experiment to highlight product-category-specific USPs.

### Control

	<b>Altijd 8 jaar garantie</b> Op al onze raamdecoratie
	<b>Gratis meetverzekering</b> Verkeerd gemeten? Gratis nieuw product
	<b>100% maatwerk</b> Dat past altijd
	<b>Gratis advies aan huis</b> Onze adviseur komt bij je langs

### Variation

	<b>100% echt maatwerk</b> Dat past altijd
	<b>Minimale verkleuring</b> Door hoge lichtechtheid
	<b>Isolerende werking</b> Bespaar op je energierekening
	<b>Makkelijke bediening</b> Van jouw plisségordijn

## Experiment Results

**46K**

visitors

**103K**

sessions

**+6%**

Add To Cart

**+13%**

Average Order Value