

Samples: Image Size

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. For this test, Veneta hypothesized that by showing sample images in a larger format, a visitor would get a better understanding of the products, and this would increase the related add to cart rate.

Control



Variation



Experiment Results

7K

visitors

25K

sessions

+47%

Sample Add To Cart

+17%

Purchases

