

CASE STUDY

OnlineLabels.com Drives Growth With Consistent Testing

20%
AOV lift

**FOUNDED**

1998

INDUSTRY

Packaging / Labels

HEADQUARTERS

Sanford, FL

USING SITESPECT

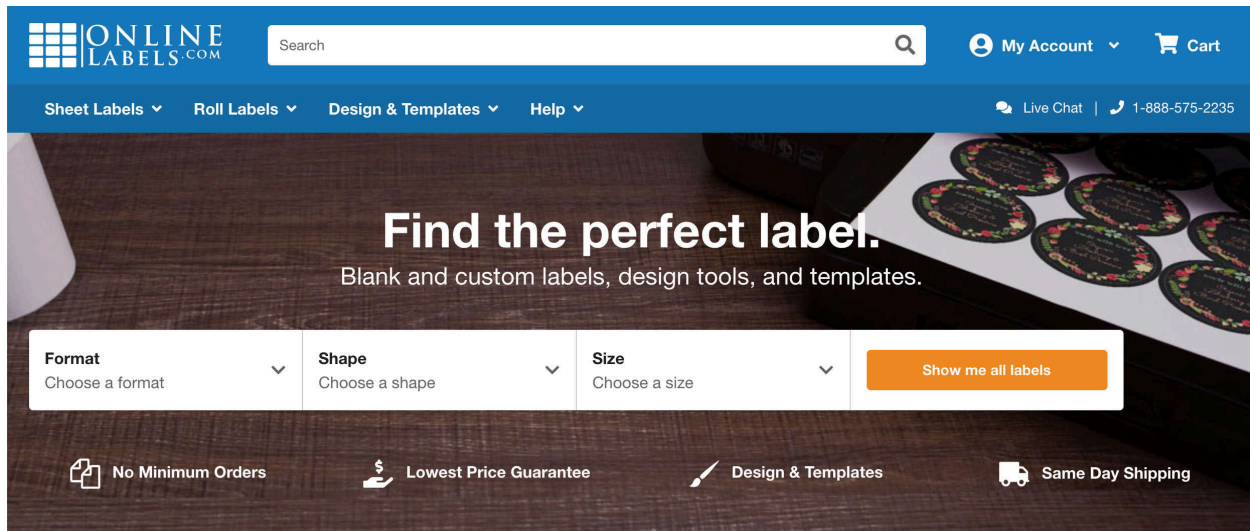
13 years

About OnlineLabels

OnlineLabels is a leading ecommerce retailer for professional and personal labeling. The online-only business offers a huge selection of label sizes and materials to meet the needs of customers all over the world. Without a brick-and-mortar storefront for prospective buyers, the customer's digital experience is always top of mind.

The company has been working with SiteSpect since 2006. OnlineLabels was an early adopter to digital optimization and credits the business' growth and success, in part, to its rigorous experimentation program.

There's a driving philosophy at the company's core: test everything, constantly iterate, and embrace data. Thus, testing and personalization is a fundamental part of the brand and it shows in the types of campaigns OnlineLabels runs.



The Value of Experimentation

Steven Leung, Director of Marketing for OnlineLabels, says, “In today’s quickly-evolving landscape, we’re frequently faced with new challenges. With e-commerce behemoths like Amazon and increasing pressure from competitors, you have to continue to adapt and stay ahead of the curve. Finding ways to keep users loyal to our brand and on our first-party site is critical. For businesses like ours, that means continually innovating and offering services in areas that Amazon and competitors have not.”

For Leung and his team, working with SiteSpect has been key to this process. He continues, “Thanks to SiteSpect’s highly robust reverse proxy platform, we’re able to quickly implement A/B tests of varying complexities, without dealing with the inconsistencies that you’d see with script-based testing solutions. We can obtain real-time reliable results and make data-driven decisions to ensure no missteps in our overall execution strategy.”

This evidence-based approach has allowed OnlineLabels’ steady growth.

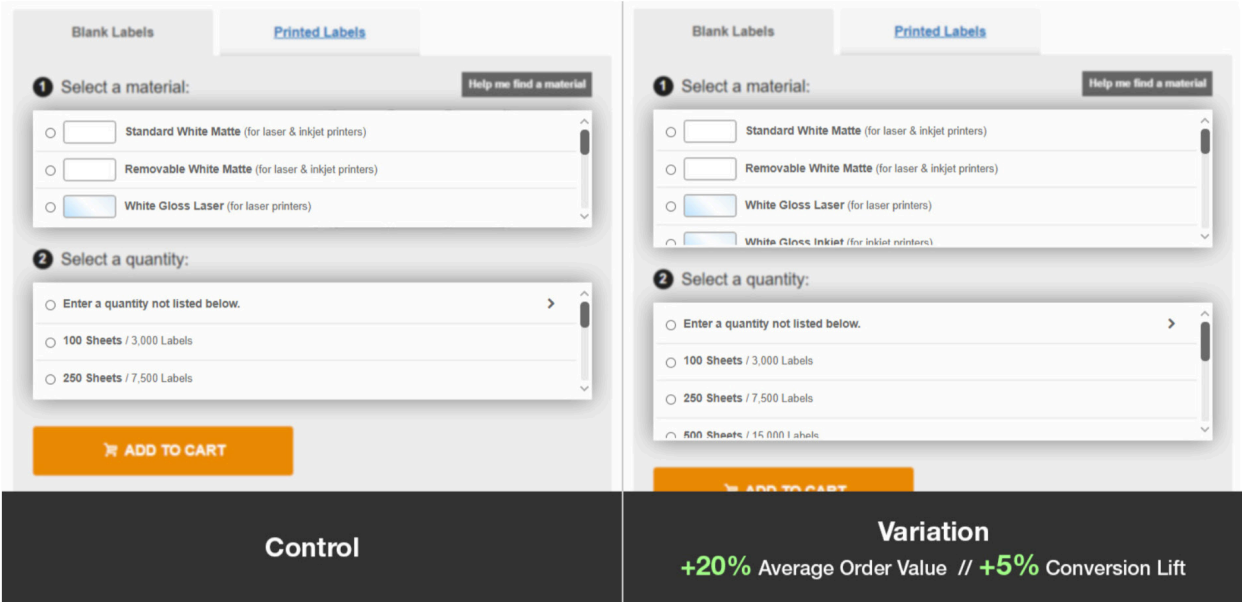
The Test

As Leung says, “We’ve found that sometimes the seemingly simplest test ideas can have some of the largest impacts.”

One particular test focused on a single section of their product page. When you choose a product at OnlineLabels.com, you’re taken through a selection process wherein you choose the specifics of your order. One of these steps is a material selector.

In the original iteration, only 3 of the 37 material choices were visible in the active scroll area. While the scrollbar was always present, Leung’s team theorized that customers may still be missing the rest of the choices.

The team set up an A/B test to measure whether increasing the height of the scrollable area would help customers see the additional options.



Results

Lengthening the material selection box by just 20 pixels produced surprising results for the company.

Among website visitors in the sample set who had previously completed an order, the increased box height boosted the average spend by more than 20%. The team believes it allowed existing customers to reach the premium label material options further down on the list. They were willing to up their spend and try a “new” product because they already trusted the OnlineLabels brand.

It also led to 5% more completed orders among new customers. OnlineLabels suspects the subtle indication that the selection box was scrollable helped retain customers they would normally have lost. The shopper didn’t need to turn to competitors once they realized OnlineLabels had what they were looking for.

“Thanks to SiteSpects’ ability to build and track micro-conversion metrics, like scroll depth in this particular test, we gained additional insight into the user experience,” says Leung. “For more complex site experiments, this can be extremely important when assessing and forecasting product decisions that may intersect between multiple stakeholders.”

