



**CRO FOR E-COMMERCE**

# U.S. Polo Tests Its Way to More E-Commerce Conversions

THE U.S. POLO ASSN. IS A RETAILER offering high-end casual clothing and denim through their website and a variety of online retailers.

**Challenge**

U.S. Polo Assn. was attracting more shoppers to its website than ever before, thanks to multiple promotions, but many weren't making it to checkout. They tapped Elite SEM to diagnose and remedy the problem.

**Solution**

Elite's Conversion Rate Optimization (CRO) team ran a series of tests and found several ways to increase conversions.

One of the first tests compared various colors of the "cart" button. Green cart buttons outperformed blue and orange in spurring shoppers to open their carts and move to checkout. Once in the checkout process, though, shoppers responded best to an official process with a blue checkout button.

The second test put mobile payment options at the top of the checkout and payment pages, particularly PayPal and Amazon options. This move prompted checkouts and significantly increased the percentage of shoppers completing orders.

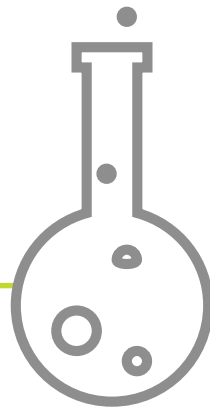
"The **difference** between our suppositions and reality was **mind-blowing**. Now we don't take our opinions for granted. We test one element a month, trust the testing, and redesign on the fly based on **customer results**. The more we test, the more results we see."

**Larry Schechterman**  
EVP of Polo Assn. Stores and Ecommerce





# Results from a third test surprised the client...



Results from a third test surprised the client. A number of links had previously been removed from the mobile checkout in an effort to streamline the process. However, when Elite tested the effectiveness of this move, they found that reinserting key links—phone, shipping, return and continue shopping—actually legitimized the site and gave shoppers full confidence that all of their options are covered. What could have been called a failed test actually revealed pivotal information on shoppers’ needs.

## Results

In the span of one year, Elite’s CRO team ran dozens of tests with U.S. Polo and they paid off. Mobile orders increased by 58%, with mobile revenue up 46% and mobile conversions up 13%. Desktop orders grew by 19%, with revenue up 15%. ■



**+58% MOBILE ORDERS**



**+46% MOBILE REVENUE**



**+13% MOBILE CONVERSIONS**



**+19% DESKTOP ORDERS**



**+15% REVENUE GROWTH**

### HOW CAN ELITE SEM HELP YOUR BUSINESS TODAY?

Let us perform an extensive audit of your brand’s online presence to see how we can improve your marketing performance.

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