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### The Client

One Way Furniture has been called the best online furniture superstore, "Where Smart Shoppers Buy Furniture & Save." With 2010 online sales exceeding \$16M, the company has established itself as an Inc. 500 Top 50 Retailer and Internet Retailer Top 500 online merchant by leveraging innovative solutions to fuel customer satisfaction and revenue growth.

### The Challenge

In spite of robust traffic numbers, compelling value propositions and marketplace credibility, One Way Furniture found itself in need of a solution that would effectively and efficiently address unacceptable shopping cart abandonment levels.

Prior efforts undertaken to address the checkout bottleneck involved the solicitation of advice from self-described "experts"; all of which ultimately left the shopping cart page overwhelmed with elements that ranged from security and payment method badges to client recommendations and cross-promotions. When these tedious attempts at testing individual elements in an effort to identify casual factors proved futile, One Way Furniture turned to HiConversion for real results.





### The Optimization Campaign

As a result of the number of individual elements and related combinations, the optimization program explored a total of 192 page variations. Efforts to complete this program with traditional A-B split testing or MVT solutions would have been virtually impossible.

Following detailed vendor reviews, One Way Furniture selected HiConversion’s e-Optimizer™ solution as a result of its proven ability to deliver real results in real time. In fact, and as a direct result of its patent-pending Adaptive Multivariate Optimization Engine, e-Optimizer™ is capable of producing winning pages 10x – 100x faster than competing solutions while concurrently eliminating optimization risk.

HiConversion’s professional services group analyzed the One Way Furniture site in context of their objectives and produced an optimization program that explored the following:

- ▷ **Main Navigation:** evaluate its necessity, focus visitor on moving forward through the sales funnel;
- ▷ **Badges:** evaluate positioning and overall necessity for row of security and payment method badges;
- ▷ **Left Navigation:** evaluate need for repetitive use of badges and value of cross-promotional links at this point in the conversion funnel;
- ▷ **List of Guarantees:** evaluate impact of guarantees as positioned in the shopping cart on the purchase decision-making process;
- ▷ **Client Testimonials:** evaluate impact of client testimonials on purchase decision at this point in the conversion funnel;
- ▷ **Action Buttons:** explore different color, copy, shape and positioning options for ‘Continue’ and ‘Keep Shopping’ buttons

As a result of the number of individual elements and related combinations, the optimization program explored a total of 192 page variations. Efforts to complete this program with traditional A-B split testing or MVT solutions would have been virtually impossible given the monthly traffic volumes reaching this stage of the conversion funnel. In fact, use of such tools would likely have resulted in revenue losses during the program as their slow approach to testing means more losing page combinations being presented to customers over longer periods of time.

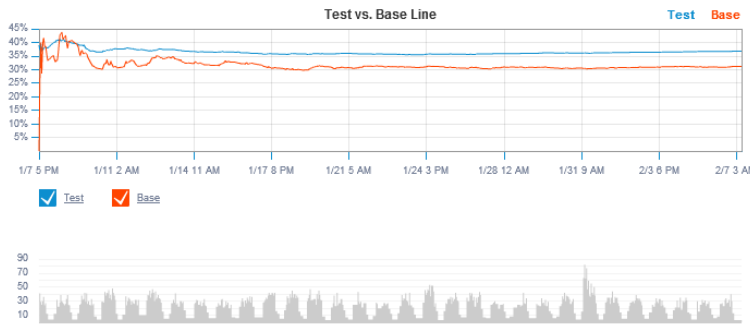
## The Results

As the following reporting snapshots illustrate, HiConversion delivers results on the basis of three core value-pillars:

- ▷ **IT-Free Use:** As part of the kick-off meeting with One Way Furniture, two simple JavaScript page tags were inserted into their website by a staff analyst; no IT involvement was required and no delays were experienced.
- ▷ **Real-Time ROI:** although the optimization program ran for 30 days, and despite the fact that the ratio of visitors per day to page combinations was very small at 2:1, e-Optimizer™ achieved statistical consistency and began making money within 3 days.
- ▷ **Risk-Free Optimization:** after a very brief two-day “training period”, the self-learning algorithm consistently produced a lift in conversion rate even as it was still searching for the top performing page combinations. As a result, client revenues were never placed at risk and overall ROI was “hi”.

In terms of a final quantitative analysis, the following results were achieved during the 30-day optimization program:

- ▷ **The cumulative increase in conversion rate was 18.19%**
- ▷ **Top page combinations outperformed the baseline by 23.82% to 45.07%**



As noted in reviewing the performance report snapshot below, the varying number of visitors associated with each page combination illustrates the adaptive nature of the optimization algorithm. Simply put, page combinations that have highest probability to outperform the baseline received a disproportional amount of web traffic.

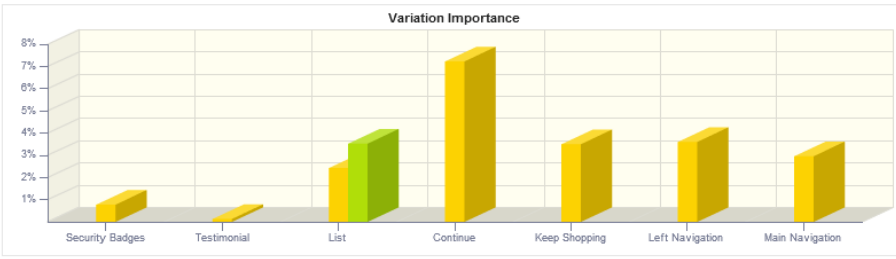
Combination ID	Visitors	Converted	Conversion Rate	Probability To Win	Margin of Error	Improvement
15682	46	208	45.12%	100.00%	± 4.12%	45.07%
156747	1002	413	41.22%	100.00%	± 2.55%	32.52%
156874	1004	41	40.94%	100.00%	± 2.53%	31.62%
156779	1003	407	40.58%	100.00%	± 2.51%	30.47%
156810	667	277	41.53%	100.00%	± 3.15%	33.53%
156859	496	210	42.34%	100.00%	± 3.73%	36.13%
156763	984	383	38.92%	100.00%	± 2.43%	25.15%
156858	79	312	39.44%	99.99%	± 2.75%	26.82%
156843	766	295	38.51%	99.96%	± 2.73%	23.82%
156869	279	114	40.86%	99.80%	± 4.79%	31.38%
156732	1688	525	31.10%	0.00%	± 1.48%	-0.00%

In addition to achieving a significant increase in conversion rate, the below referenced Variations Report snapshot illustrates how One Way Furniture benefited from feedback detailing how each optimization idea contributed to the overall conversion rate across the broad spectrum of page combinations in which that particular element participated.

“HiConversion is the single most amazing product I’ve ever come across in my 14+ years of online experience. It works better than the most expensive systems on the market, and best of all can be started without IT involvement. If you’re not using HiConversion, you are simply throwing away money.”

Mitchell Lieberman  
CEO, One Way Furniture

## Variations Report



Section name	Variation Name	Presented	Converted	Conversion Rate	Relative importance
Continue	Green	12180	4682	38.44%	7.23%
Main Navigation	Blank	7279	2792	38.36%	2.95%
List	Free Shipping	537	2053	38.22%	3.52%
Left Navigation	Blank	10926	4139	37.88%	3.60%
Keep Shopping	Text	11699	4408	37.68%	3.50%
Security Badges	Blank	6413	2387	37.22%	0.77%
List	Blank	5639	2094	37.13%	2.43%
Testimonial	Blank	3956	1458	36.86%	0.13%

## Wrap-Up

As the team at One Way Furniture learned, the power of small changes can be extraordinary when combined and executed in real-time by an adaptive multivariate optimization engine. Unlike competing solutions, HiConversion's e-Optimizer™ is comprised of both patented and patent-pending modules that elevate the promise of incremental revenue generation associated with testing, targeting, and personalization to heights never before experienced by e-commerce merchants.

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## About HiConversion

HiConversion is the market leader in real-time conversion rate optimization for e-commerce merchants. Simply put, we optimize so that you can more effectively monetize your existing marketing investments and web traffic. Our next generation e-Optimizer™ solution leverages a patented IT-Free "virtualization" module and patent-pending, adaptive multivariate optimization engine to generate new, sustainable e-commerce revenues in days rather than months.

Learn more at [www.HiConversion.com](http://www.HiConversion.com)

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