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Anatomy of a Flash Shopper

A/B Testing Tips for E-Comm Optimization

Impulsive
Make it urgent

"I get an adrenaline rush saving big on the brands I love."

A/B Test:

- Copy variations and CTA tones that create a sense of urgency
- Location and prominence of quantity remaining indicators
- Use, placement and prominence of countdown timers

Thrifty
Celebrate the deal

"As long as I am scoring deals, I can justify any of my purchases."

A/B Test:

- Order minimums for FREE Shipping qualification
- Location and prominence of promo codes in check out
- Prominence and location of savings and discount messaging
- Product bundling

Distractable
Less is more

"I hit all my favorites. If I don't quickly find something I like, I move on."

A/B Test:

- Methods and interfaces that streamline login and registration
- Quantity and location of informational and branded content
- Options for streamlining checkout process/flow
- Location and prominence of cross promos and recommended products

Moody
Right time, right place

"I shop in the morning to quickly scope the latest deals and again at night to browse. "

A/B Test:

- Time-based personalized messaging
- Balance of urgency messages and helpful guidance
- Various navigation methods supporting various shopping modes
- For differences in desktop and mobile preferences