

THE MILK IS AT THE BACK. ON PURPOSE.

Every physical store is optimized. Yours can be too.

REVENUE PER VISITOR

The number that decides whether a test actually improved the store.

THE RESULTS

FOUR RESULTS. ONE COMMERCIAL STANDARD.

Three conversion experiments found value in different places. One improved trust. One rebuilt the mobile buying experience. One removed a hesitation point after Add to Cart.

SOCIAL-PROOF CONVERSION

4.0% → 5.1%

27.5% relative lift

MOBILE CONVERSION

2.2% → 4.1%

86.4% relative lift

CART-FLOW REVENUE

76% MORE

approximately equal session counts

WINNING VARIANT

15 MONTHS

still live and unchanged

EVERY TEST IS JUDGED ON REVENUE PER VISITOR.

Not clicks. Not a conversion-rate headline without the order-value context.

THE METHOD

PRODUCT KNOWLEDGE PLUS WEB KNOWLEDGE.

Every test starts the same way. Learn the product deeply enough to sell it. Then watch real customers use the store until the point of hesitation becomes visible.

01

LEARN THE PRODUCT

Understand the customer, the objection, the promise, and what makes the product worth choosing.

02

WATCH THE STORE

Use session recordings and customer behavior to find the moment where confidence or momentum disappears.

03

TEST THE VALUE

Build the smallest clear hypothesis and judge the outcome on revenue per visitor.

**LEARN IT WELL ENOUGH TO SELL IT AT A FOLDING TABLE
ON SATURDAY.**

Product knowledge keeps the hypothesis grounded. Web knowledge shows where the current experience breaks. The combination gives every test a reason to exist.

THREE TESTS

THREE TESTS. THREE DIFFERENT ANSWERS.

The store did not have one universal conversion problem. Each test isolated a different reason a shopper might stop moving.

01 TRUST

Test four social-proof treatments: no proof, customer video, star ratings, and both together. The combined treatment produced the strongest result.

02 MOBILE USABILITY

Rebuild the product page around mobile behavior instead of adapting a desktop experience after the fact.

03 CART-FLOW CLARITY

Replace a subtle cart-icon update with an immediate redirect to cart so the shopper always knows what happened next.

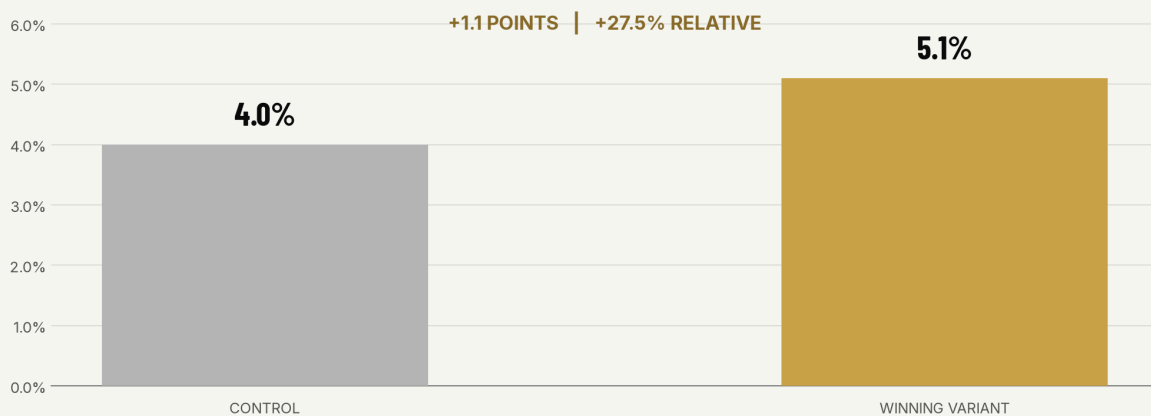
SAME STORE. DIFFERENT CONSTRAINT.

The useful test is the one that answers a specific commercial question.

SOCIAL PROOF WORKED BEST TOGETHER.

SOCIAL PROOF, COMPOUNDED

Customer video and star ratings performed best when used together.



Source: user-supplied case-study metrics. Test dates and statistical-confidence values were not provided.

The team tested four treatments: no social proof, a customer video, star ratings, and both together. Every proof treatment helped. The video and ratings performed best when stacked.

The winning version was a late addition the team almost did not build. Fifteen months later, it is still live and unchanged.

COMPOUNDED RESULT

4.0% →

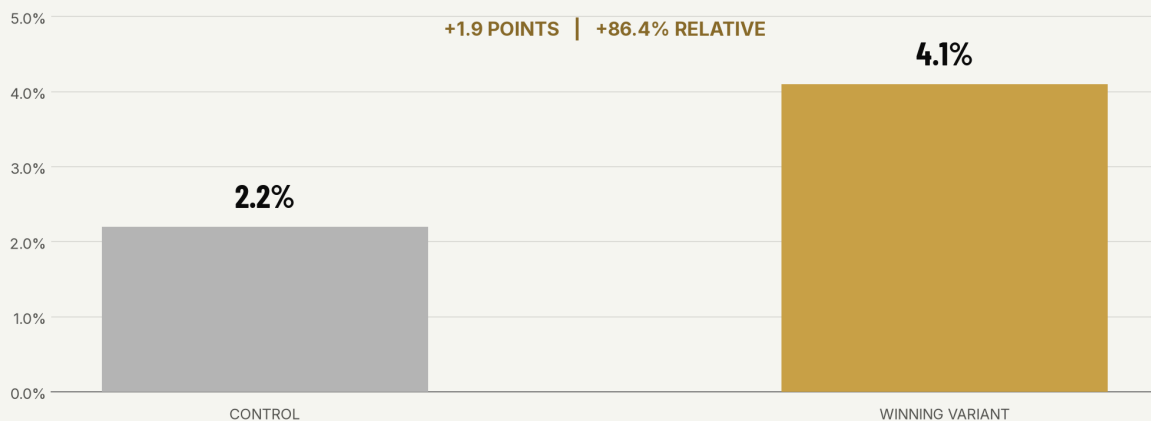
5.1%

+27.5% relative lift

THE MOBILE PAGE WAS THE OPPORTUNITY.

MOBILE-FIRST REBUILD

The product page was rebuilt for the device where most stores lose the sale.



Source: user-supplied case-study metrics. Test dates and statistical-confidence values were not provided.

An earlier test on the same store rebuilt the product page mobile-first. Conversion increased from 2.2% to 4.1%.

The existing traffic did not need another campaign. The buying experience needed to make the sale easier on the device shoppers were already using.

RELATIVE LIFT

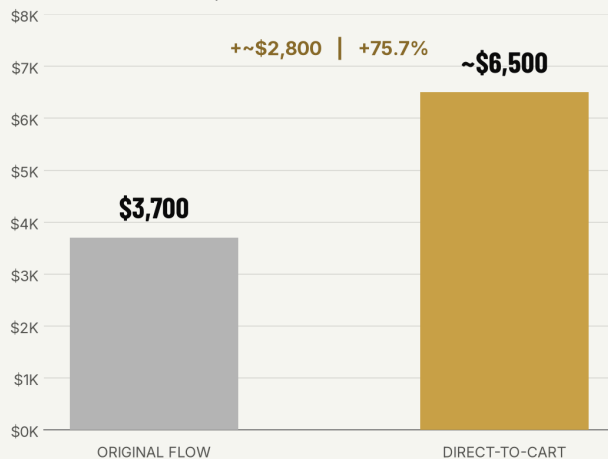
+86.4%

1.9 percentage points

THE PROBLEM WAS AFTER THE CLICK.

ONE CART-FLOW FIX

Shoppers were sent directly to cart immediately after Add to Cart.
REVENUE ACROSS ~1,700 SESSIONS EACH



REVENUE PER SESSION

\$2.18 → **~\$3.82**

**ABOUT 76% MORE
REVENUE PER VISITOR**

Same approximate session count
in each condition.

Source: user-supplied case-study metrics. Revenue was approximately \$3,700 versus approximately \$6,500 across about 1,700 sessions per condition.

Session recordings showed shoppers clicking Add to Cart and hesitating. The only confirmation was a subtle update to the cart icon. Redirecting shoppers directly to cart removed that ambiguity.

APPROXIMATELY 76% MORE REVENUE PER VISITOR.

Approximately \$3,700 versus approximately \$6,500 across about 1,700 sessions per condition.

WHAT WE DO NOT HIDE

NOT EVERYTHING WINS. THAT IS THE POINT.

In one homepage experiment, one of three ideas lost to the original. The recommendation was simple: keep what was already working.

CONVERSION IS NOT ENOUGH

A 49% LIFT CAN STILL LOSE

One variant increased conversion 49% but reduced order size. The conversion headline did not decide the recommendation. Revenue per visitor did.

CONTROL CAN WIN

KEEP THE ORIGINAL

A losing idea is still useful when it prevents the client from replacing a stronger current experience.

EVERY NUMBER STAYS VISIBLE

LOSSES INCLUDED

Every test ends with a plain-English report: the hypothesis, the control, each variant, every relevant number, and a direct recommendation.

AN AGENCY THAT ONLY SHOWS WINS IS EDITING THE STORY.

THE NEXT QUESTION

WE MAKE ONLINE STORES WIN.

Your store already has the traffic. Let us find out what it is really worth, with data.

ALINEABUSINESS.COM

Case-study metrics and test descriptions were supplied by the user. Statistical-confidence values, experiment dates, platform screenshots, and client-side revenue reconciliation were not supplied. Results vary by business, traffic quality, offer, product, device mix, measurement, and execution.

The client identity is intentionally anonymized. Calculated relative lifts use the supplied baseline and variant values. Approximately \$3,700 and approximately \$6,500 across about 1,700 sessions per condition equal approximately \$2.18 and \$3.82 in revenue per session.