



## 13.12% conversion rate uplift with one simple banner



Working with Insider allows us to optimize our website with ease. They really understand how to ensure the site supports our business goals without sacrificing user experience. The simple addition of this banner led to a huge increase in conversion rates. It's amazing how such a seemingly simple change can make such a big difference. We're looking forward to expanding our testing program with Insider; I don't know where we'd be without it now

**Bahtiyar Medjidov**  
Marketing Director





## About VamSvet

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VamSvet is a Russian lighting retailer stocking almost 30,000 items from more than 70 leading manufacturers worldwide. Serving both retail and wholesale customers, VamsVet has quickly become a leading destination for high quality lighting products. Founded in 2008, the company now employs more than 80 staff.

## Balancing User Experience With Business Goals

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VamsVet provides detailed specifications about its products to ensure that visitors have all the information they need to make a decision. This is great for customers, but can make things a little tricky when it comes to organizing the way information is displayed on the page.

When customers scrolled down on a product page, the Add to Cart button disappeared above the fold. VamsVet believed that this could cause customers to lose focus on the purchase. They hypothesized that keeping the Add to Cart button visible at all times would lead to an increase in conversions and the add-to-cart ratio.



## Add to Cart Banner

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To test this, they enlisted the help of Insider. They decided to implement a top banner with a prominent Add to Cart button that appeared at the top of the screen whenever a visitor scrolled below the fold. This banner stayed at the top of the page as they read, and was then automatically hidden once they scrolled up again.

## Results

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The conversion rate uplift for this experiment was an impressive 13.12%, with an add-to-cart CTR of 19%.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.