

# How Ashley Furniture Increased Conversions by +15%

## Context

As a leading furniture and bedding company in the United States, Ashley Furniture generates a high volume of visitors to its online store, AshleyFurnitureHomeStore.com. For this reason, optimizing its purchase process was a key step in improving conversion rates for new visitors.

## Issue

How to eliminate frustration during the purchase process to ensure hassle-free checkout conversions?

## Objective

Reduce the amount of time spent in the purchase funnel and lead the user to a faster and more effective conversion.

## Implementation

We hypothesized that Ashley Furniture was struggling to convert new visitors due to their lengthy checkout process. On the original site, if the user did not enter their delivery and billing address while creating their account, they would need to add in this information during the conversion funnel.

We decided to remove this step from the conversion funnel and test if that would improve conversion rates. The question was where in the customer journey this step would be implemented?

We tested a variation where, if the user had not entered their address information during the initial account creation phase, they would be prompted to log in to their account, then led to a form where they would be asked to fill in their delivery address.

The objective of this test was to get the user to fill

Increase in Conversions

**+15%**

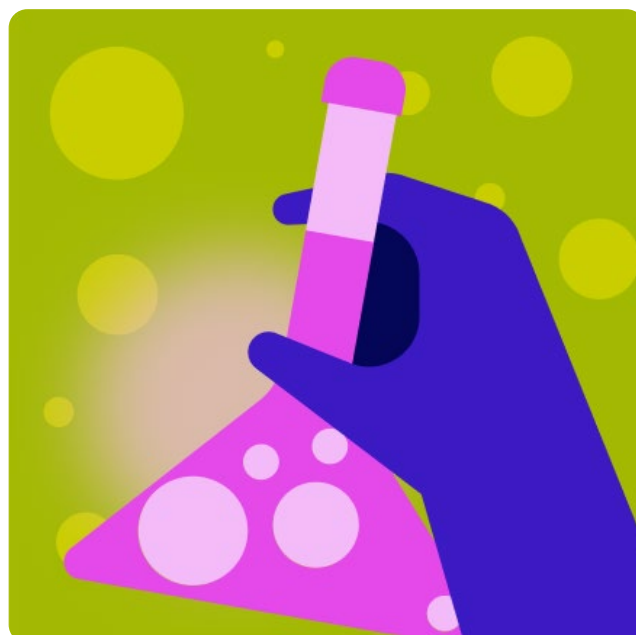
Bounce Rate reduced by

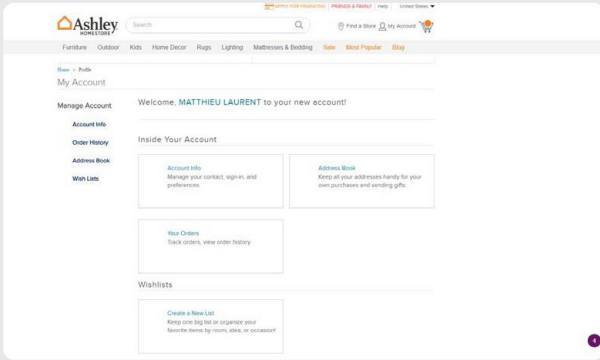
**-4%**

Implementation Time

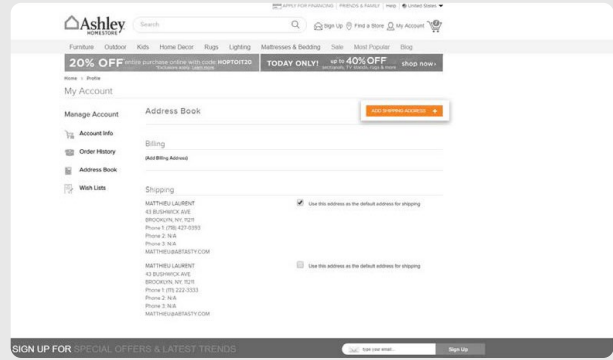
**30 Minutes**

in their personal information before checkout, thus saving them time and simplifying the purchase process. We know that checkout is already a lengthy process with a number of different steps such as logging in, selecting a delivery option and payment method before finalizing a purchase. Our goal was to simplify this process as much as possible.

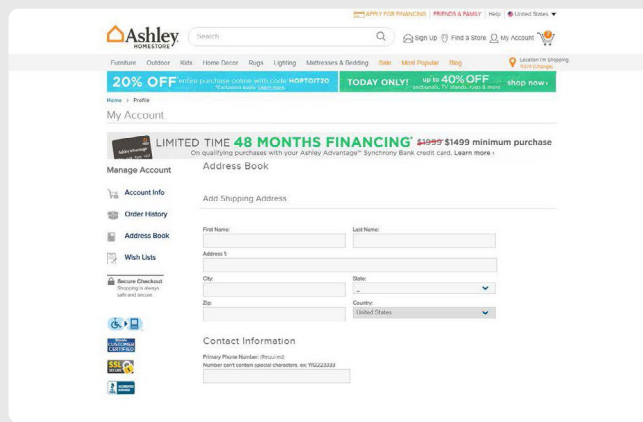




Original: Step 1



Original: Step 2



Modified Version

## Results

With this test, we eliminated client frustration by shortening the checkout process, thus reducing cart abandonment rates during the checkout process and creating a more fluid transition to the payment step. By removing this form from the purchase funnel, conversion rates increased by 15%.

**“We use AB Tasty to execute A/B and multivariate tests and personalization of our online store AshleyFurnitureHomestore.com. Currently, our UX teams use AB Tasty to gain knowledge of user experience to solve a range of problems and to build new functionalities. With this tool, it is easy to A/B test our ideas to learn whether our hypothesis increases conversion rates, before implementing them on all of our traffic.”**



**Matt Sparks**  
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