

## DECIBELINSIGHT

# Optimizing error messaging and increasing conversions on product pages

## RIVER ISLAND

River Island is a London-headquartered high street fashion brand, which operates in a number of worldwide markets. The digital team at River Island deploy Decibel Insight on their website to measure and optimize the customer experience. In this particular example, the team used Decibel Insight's full customer experience analytics platform to perform in-depth analysis of their product pages.

INCREASED CONVERSION RATE —————→ + 6.5%  
RETURN ON INVESTMENT —————→ + 23.85%  
DEPLOYMENT TO RESULTS —————→ 35 days

## UNCOVERING BEHAVIOUR

Using Decibel Insight's session replay tool, the River Island team took a deeper look at their product pages to see if they could spot user behaviours that would give them ideas for ways to increase their conversion rate.

Through session replays and heatmaps they quickly spotted that visitors would drop out after receiving an error message when they hadn't selected a size for the product they were trying to order.

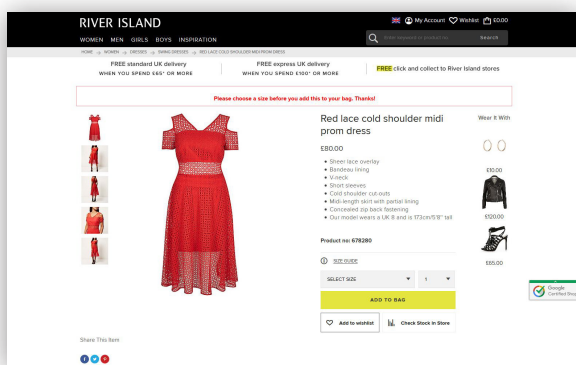


Fig 1. The original error messaging - red error message

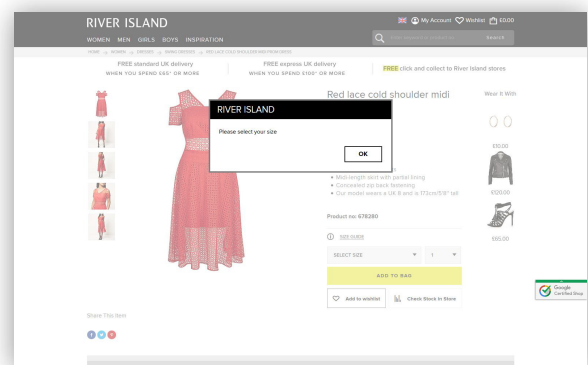


Fig 2. The improved error messaging - passive, clear instruction

## INFORMING SPLIT TESTS

Based on the insights that River Island gathered from Decibel Insight, they created and ran a test to find a better way to handle size errors.

They created a split test with multiple variants that ran for 30 days on desktop, tablet and mobile in the UK. In each variant they tested a different approach to the error messaging that's served to a visitor when they fail to select a size when adding an item to their bag.

## EXCELLENT RESULTS

The winning variation increased the purchase conversion of those who saw the error message by:

+ 6.49%

River Island concluded that following a size error, the simple instruction and call to action in the winning variation helped users across all devices to select a size and add a garment to their bag.

Users responded well to a more calm and passive variation, rather than the default of red error copy, red outlines and auto-scrolling to the top of the page, away from the primary call to action.

"Decibel Insight gives accurate, unique, and previously unexplored insights into genuine customer behaviour, helping us drive a more targeted and efficient optimisation programme."

## WORKING WITH DECIBEL INSIGHT

"Decibel Insight is an industry leading company offering a cutting edge and user friendly platform packed with features and functionality. The deployment was incredibly simple and the seamless integration with mainstream analytics and A/B testing tools was a real plus."

"Decibel Insight also boasts an enthusiastic, knowledgeable and dedicated team, which really made the difference when deciding on a CX analytics partner."

James Mitchell  
Optimisation Manager  
River Island