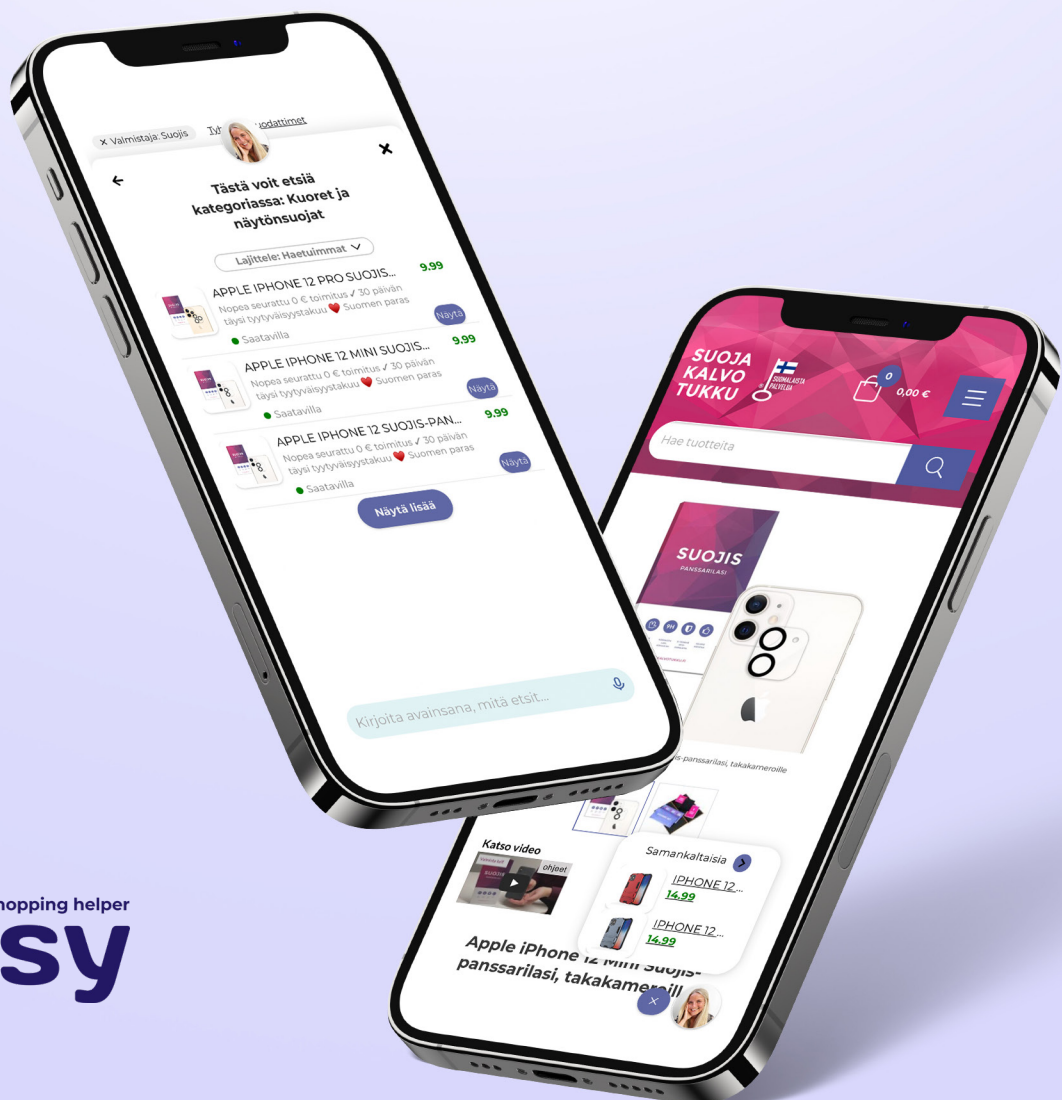


Case Suojakalvotukku.fi

Upsy Shopping Helper produced an additional 70K€ in sales in one month for an ecommerce shop



Case overview

An A/B test was carried out on mobile pages to see the impacts of Upsy & UI improvements and the results blew our minds!

Upsy was able to generate an additional 0,5€ per user on average, amounting to +70 000€ of additional sales in a month.

“Not bad” - said **Vladimir Tokoi**, founder of Suojakalvotukku.

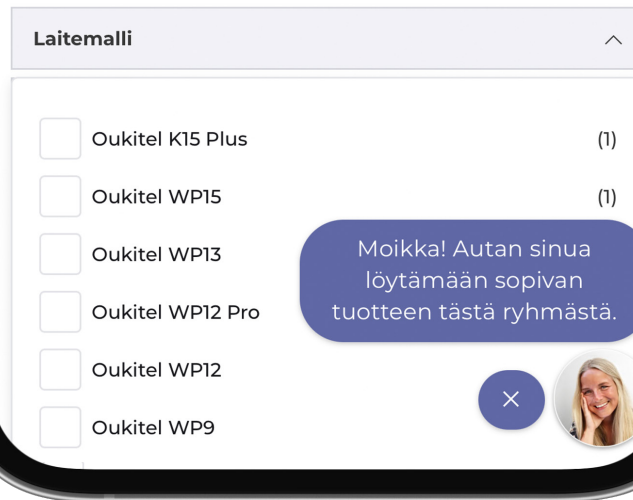
SUOJA KALVO TUKKU

Suojakalvotukku has been on a mission to keep mobile screens protected since 2011. They want everyone to get more use out of mobile devices, especially when considering the strain that phone manufacturing puts on the environment.

Suojakalvotukku offers lightning-fast delivery, great selection and affordable prices. They've delivered protective screens to over half a million devices and counting.

Puhelimet

Puhelimet haastavampiinkin olosuhteisiin, tehoa ja ominaisuuksia unohtamatta. Meiltä löydät Oukitelin ja Ulefonen laadukkaat puhelimet aktiiviselle käyttäjälle.



The hypothesis

All of Upsy's tools, including the new popup on the mobile product page of Suojakalvotukku.fi, raises the average visitor value without decreasing the conversion rate or negatively impacting user behavior.

The experiment

50% of the mobile audience is a control group that sees the original version of Suojakalvotukku mobile pages.

Vs.

50% of the mobile audience that sees a version of mobile pages with Upsy implementation.

Conclusions

After running the experiment, we were excited to see significant improvements in all key metrics. Here's what we learned from over 10 000 sessions:

- Conversion rate improved significantly:
12,49 % -> 13,49 %
- Bounces were 75% less likely: 46,43 % ->
44,06 %
- Revenue per user increased by 0,5 €
- Upsy created 70 000€ in additional revenue

Vladimir Tokoi, CEO of Suojakalvotukku, is understandably excited about the results, ***“If the increase in average revenue per visitor is at least 0,5 €, that means over 70 000 € more in monthly sales. Seeing the clear results of this A/B test means we know we’ll lose 3000-4000 € in sales if we let the test continue until its end date. I’m very tempted to stop the test now and just use the Upsy version.”***



Upsy is an AI powered shopping helper that brings the human touch to e-commerce.

1

Intelligent Search

Help find the right product.

2

Upselling

Offer options and product upgrades.

3

Cross-selling

Make intelligent product recommendations and bundles.

4

Invite back

Propose additional products and offer discount codes.

Upsy's Shopping Helper does what a talented human salesperson would do. Upsy helps your clients find the right products, offer interesting options, suggest relatable products and answer common product and service questions – automatically.



Contact us today to find out how to boost your ecommerce sales!

Juha Sulkakoski, Upsy
+358 40 592 5843
juha.sulkakoski@upseller.fi