

*“Understanding which page on the checkout is underperforming is only half the battle.*

*The key to success is pinpointing which specific elements on that page really need attention”*

**Doug Hall**  
Head of Internet  
Marketing & Conversions

## Morphsuits increase e-commerce conversion rate by 37% with Checkout optimisation

Morphsuits is the brainchild of 3 guys who love fancy dress. They’ve turned a passion for having fun into a great online retailing business that is going from strength to strength.

ConversionWorks partnered with the Morph team to measure and optimise their website through an ongoing process of multivariate and A/B testing. With e-commerce stores in 13 countries and a Facebook fan base of 750,000 people the e-commerce website is a hub of sales activity.



### Party Time!

A screenshot of the Morphsuits website's product page for a 'Tuxedo Morphsuit'. The page features a navigation bar with links for Home, Morphsuits, Accessories, FAQs, and Sizes. A shopping cart icon shows £0.00. The main content area includes a product image of a person in a black tuxedo Morphsuit, the product title 'Tuxedo Morphsuit', a price of £39.95, and availability information. There are also customer reviews, a size selection dropdown (set to XXL), a quantity selector (set to 1), and an 'Add to Basket' button. A special offer banner reads 'Buy 5 or more suits &amp; save £5 on each suit'. At the bottom, there are links for Delivery, Returns, and Size Guide, and a note that standard UK delivery is free.

*“The checkout is a bit like the kitchen at a house party – it’s where all the action happens! The Morphsuits’ website was no different and Google Analytics helped us to pinpoint how the checkout was performing and where we could make improvements.*

*Getting this just right meant using A/B testing to test and measure the impact that the proposed changes would have on conversion rate.”*

**Russell Sutton, Managing Director at ConversionWorks**

## Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

## Attention to Detail

“Understanding which page on the checkout is underperforming is only half the battle. The key to success is pinpointing which specific elements on that page really need attention.

*This comes down to real attention to detail – finding the small things that can make a big difference to customers. We use a number of techniques such as usability testing and conversion audits to help pinpoint which elements of the page really need improving.”*

Doug Hall, Head of Internet Marketing and Conversions at ConversionWorks

For Morphsuits.com the big influencer was the order review stage at the very end of the checkout process, after the customer has entered in their details. When this part of the checkout process was tested it yielded big improvements in the observed conversion rate.

## A/B variations of the ‘Order Details’ section of the checkout

### Original (version A)

6 Order Review Edit

Subtotal: £39.94  
 Delivery: (calculated at checkout)  
**Total: £39.94**

Product Name	Price	Qty	Subtotal
<b>Original Morphsuit</b>			
Colour: Green	£34.95	1	£34.95
Size: Medium			
<b>Sweat Bands</b>			
Colour: Black	£4.99	1	£4.99
Delivery (Delivery method - Standard)			£0.00

Forgot an item? [Edit Your Basket](#)

[Place Order](#)

### New Design (version B)

6 Order Review Edit

Product Name	Price	Qty	Subtotal
<b>Original Morphsuit</b> Colour: Green, Size: Medium	£34.95	1	£34.95
<b>Sweat Bands</b> Colour: Black	£4.99	1	£4.99

[Proceed to payment details](#)

Our checkout is safe and secure

Subtotal: £39.94  
 Delivery: FREE (£4.50)  
**Total: £39.94**

## The Results

The new checkout design and layout delivered a **37% observed improvement in conversion rate** over the original design, demonstrating how a relatively small change can be extremely influential with potential customers.

<input type="checkbox"/> Combination	Status <span>?</span>	Est. conv. rate <span>?</span>	Chance to Beat Orig. <span>?</span>	Observed Improvement <span>?</span>	Conv./Visitors <span>?</span>
<a href="#">Original</a>	Enabled	48.1% ± 9.4%	—	—	26 / 54
★ <b>Combination 1 has a 97.6% chance of outperforming the original. <a href="#">Run a follow-up experiment</a></b>					
<input type="checkbox"/> <a href="#">Combination 1 - variation</a>	Enabled	66.1% ± 8.4%	97.6%	37.3%	41 / 62