

Shopify A/B Tests uncovered.

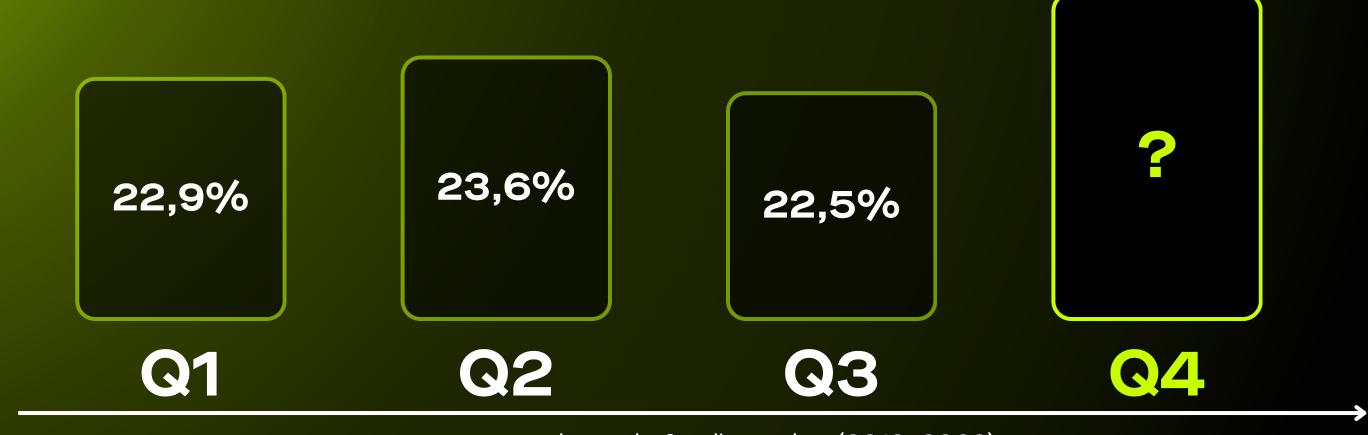
Find out what really works for Q4.

www.convertlab.net Oct. 25

Why Q4?



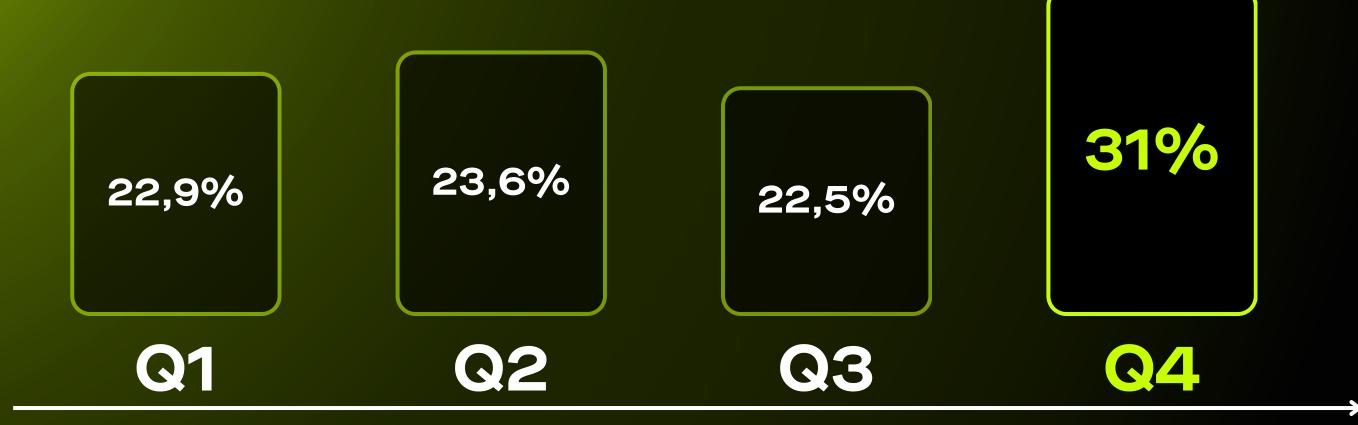
Why Q4: Quarterly share of annual revenue



average seasonal trend of online sales (2019-2023)



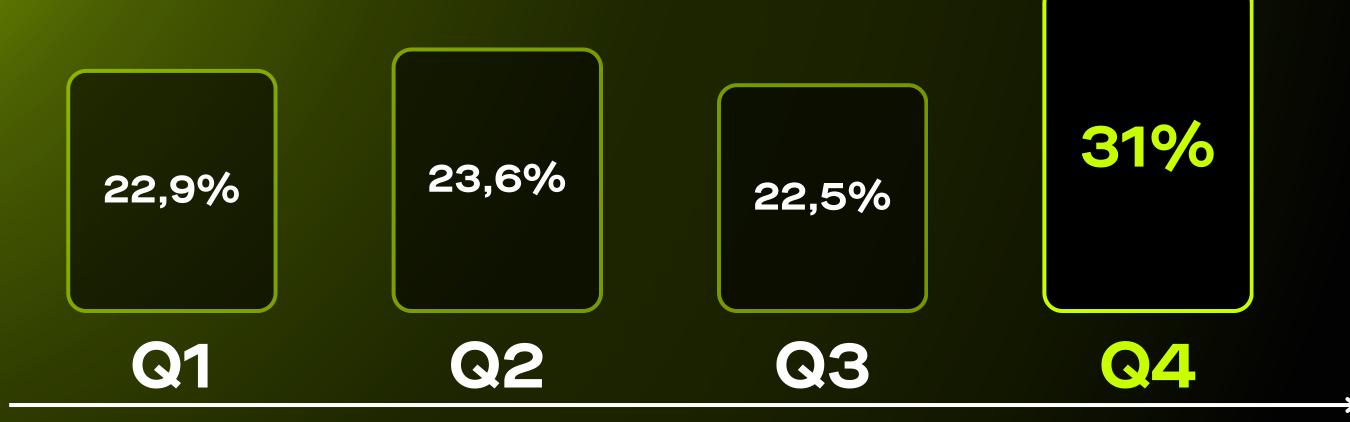
Why Q4: Quarterly share of annual revenue



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around 1/3 of the annual online revenue is generated in Q4.

C Why Q4:



More Money Than Any Other Quarter

Q4 alone generates 30–35 % of yearly online revenue across most markets.

In the U.S., shoppers spent \$352.9 billion online in Q4 2024. It's the highest quarter ever recorded.

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Holiday Events Drive Massive Traffic Spikes

Black Friday, Cyber
Monday, and Christmas
shopping push site visits
and orders to record
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Shopify stores made
\$11.5 billion over BFCM
2023, up 24 % year-overyear.

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Shoppers Convert Faster and Spend More

During Q4, average order values rise by up to 30 %, and conversion rates jump as much as 60 %. People aren't browsing. They're buying.

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You Learn Faster and Scale Quicker

The surge in traffic means 3–5× more data for testing and optimization.
What usually takes months can be learned in weeks.



Testing: The Biggest Growth Lever in Q4

Even moderate increases in Q4 are, statistically speaking, so high that they can easily result in year-round, average increases in turnover of 10% or more:

Monthly:

1.000.000€ * 1,10 = 1,100,000€



Per Year:

100,000€ × 12





C Testing: The Biggest Growth Lever in Q4

What impact does a statistically significant test with a 10% increase in conversion rate have?

M

A single 10% uplift in conversion rate can add over €1.2M in annual revenue.

Without increasing ad spend.

Per Year:

100,000€ × 12



+1,200,000€

C Testing: The Biggest Growth

What impact does a with a 10% increase

Monthly:

1.000.000€ * 1,10 = 1,100,

Per Year:

100,000€ × 12



But...Isn't testing very time-consuming and costly?!

Luckily, there are proven best practices you can plug in right away.

The proven best practices



Get your Case Study now – see what worked and what didn't!



Desktop (all Users)



	Visits	Trans.	Avg. Cart	Revenue	ARPV	CR
Ref.	267	108	48,12 €	5.197,71 €	19,47 €	40,45%
VI	191	84	<u>49,79 €</u>	<u>4.182,78 €</u>	21,90 €	43,98%
Comp.					12,48%	8,73%

Mobile (all Users)

	Visits	Trans.	Avg. Cart	Revenue	ARPV	CR
Ref.	7.193	2.618	<u>43,79 €</u>	114.654,85 €	15,94 €	36,40%
VI	7.218	2.516	<u>44,95 €</u>	<u>113.103,69 €</u>	<u>15,67 €</u>	34,86%
Comp.					-1,69%	-4,23%

New Visits

	Visits	Trans.	Avg. Cart	Revenue	ARPV	CR
Ref.	5.140	1.875	42,89 €	80.425,48 €	15,65 €	36,48%
VI	5.089	1.765	44,14 €	<u>77.914,34 €</u>	<u>15,31 €</u>	34,68%
Comp.					-2,17%	-4,93%

Returning Visits

	Visits	Trans.	Avg. Cart	Revenue	ARPV	CR
Ref.	2.396	893	46,62 €	<u>41.630,88 €</u>	<u>17,38 €</u>	37,27%
VI	2.377	858	<u>47,00 €</u>	40.324,34 €	16,96 €	36,10%
Comp.					-2,42%	-3,14%

Increased shipping costs from 2,95€ to 4,95€





-4,56%

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BUT

FD					
Variants	Visits	Orders	Revenue	Profit	Profit/Visit
Reference: 3€	7.536	2.768	122.056,36 €	52.362,10 €	6,95 €
Variation 1:					
4,95€	7.466	2.623	118.238,68 €	53.549,95 €	7,17 €
Ref vs. V1	-0,93%	-5,24%	-3,13%	2,27%	3,23%

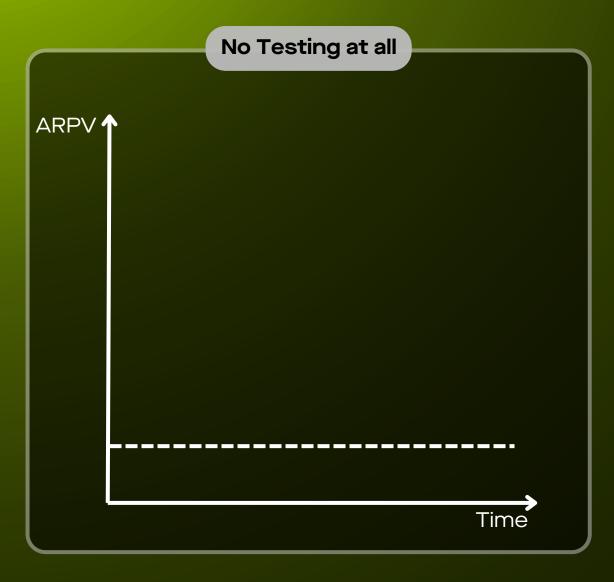
→ Profit: +2,27%

→ Profit/Visit: +3,23%

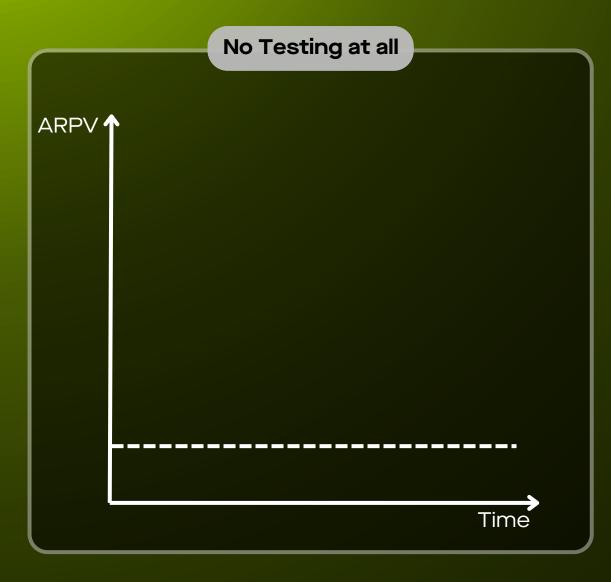
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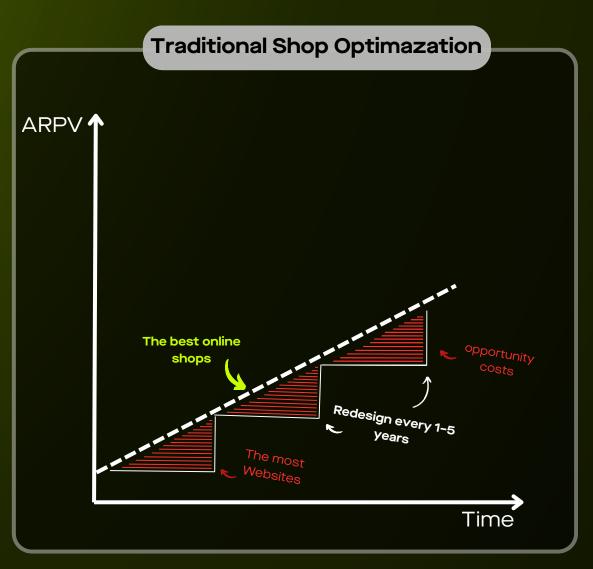
Why Testing Always Pays Off Even When a Test Fails



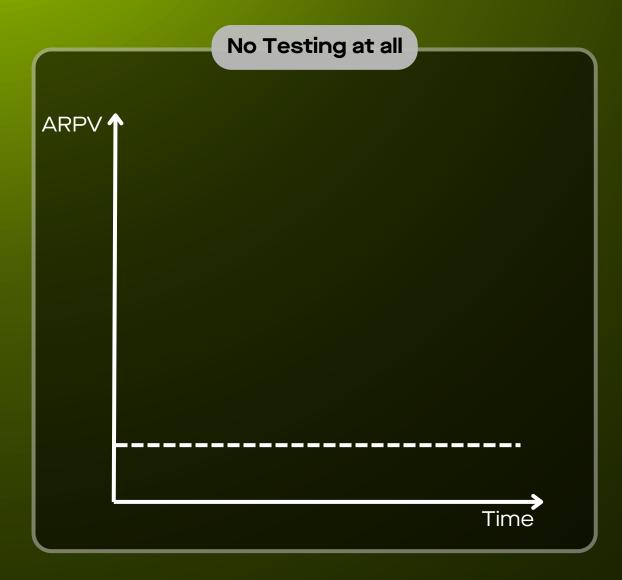


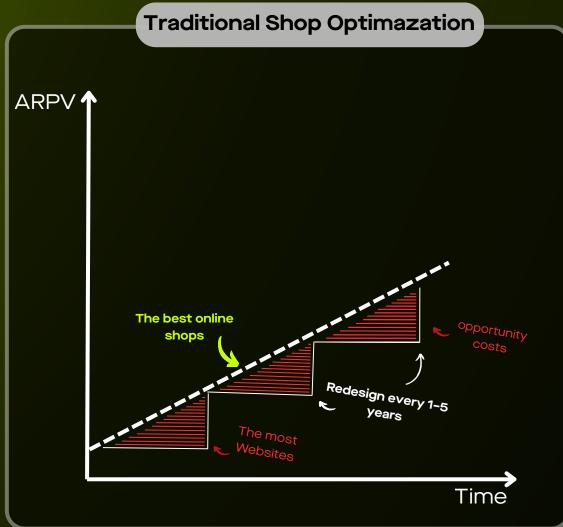


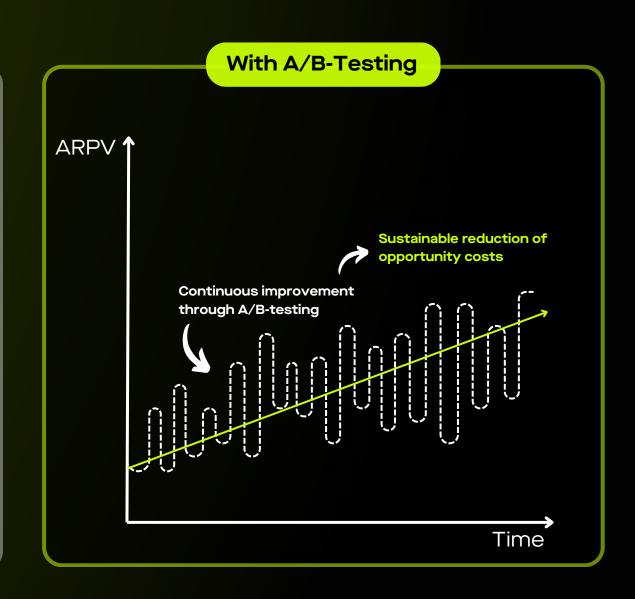




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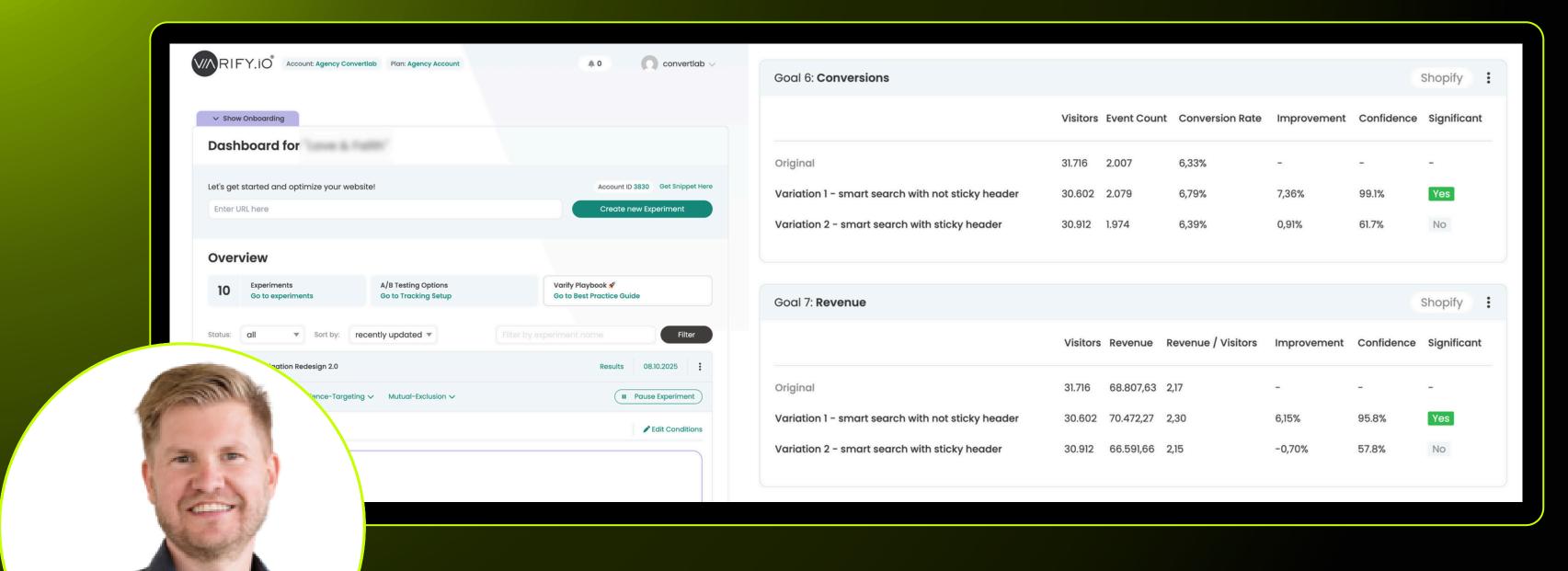




How to set up an A/B test in 5 minutes

C A/B-Testing Tool: Varify.io



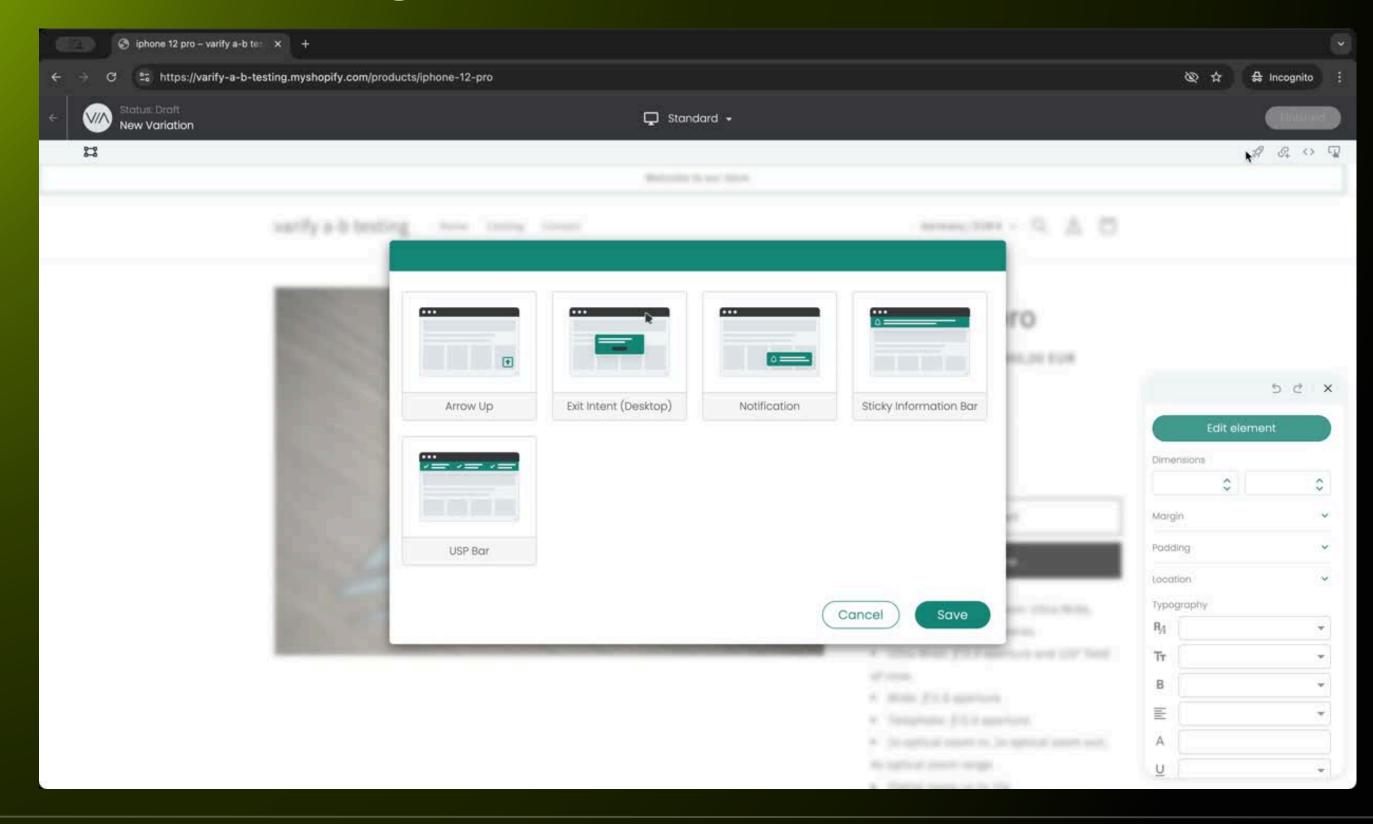


Steffen Schulz CEO



A/B-Testing Tool: Varify.io





Dos & Don'ts for Valid A/B Tests



Dos & Don'ts for Valid A/B Tests



ALWAYS...

- conduct proper research before testing
- define a **clear test hypothesis** and set 1 clear main KPI
- run a **proper QA** before launch
- collect **enough data**
- keep your code "lightweight"
- prepare for easy implementation
- & be patient!



NEVER...

- test **without a clear idea** of what you want to improve
- stop tests too early because the results "look good"
- x treat A/B testing as a one-time project
- **distrust** the testing if a test fails

When you follow these principles, results like this become possible:



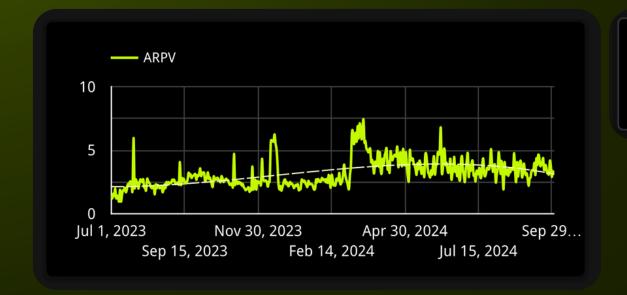
Result - Löwenkind

The brand gained nationwide recognition through the German TV show "Die Höhle der Löwen" - Germany's version of "Shark Tank". Now generates a high 7-figure annual revenue.

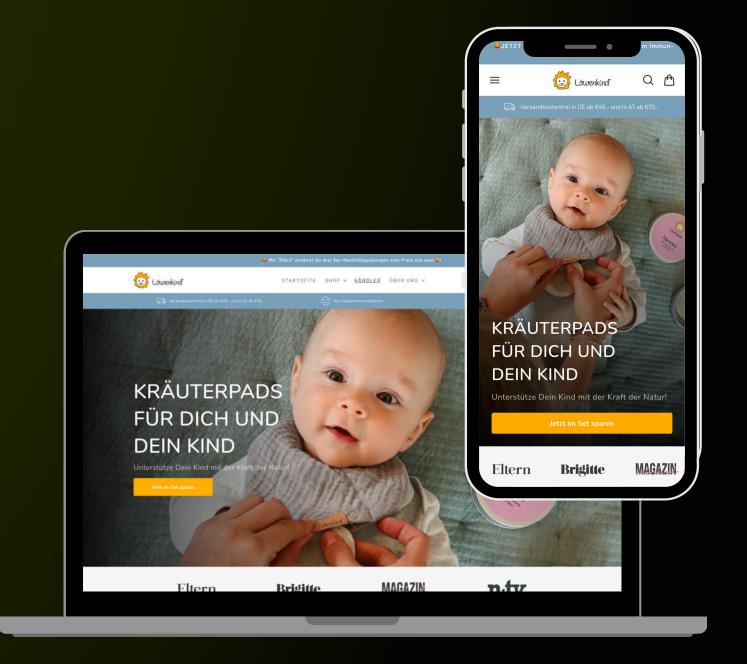


Result

- 23 Tests Conducted over 14 months
- 54% Winning Rate
- **x19** ROI
- +92% Average revenue per Visit
- +82% Conversion Rate



ARPV 3.05 € • 91.8%



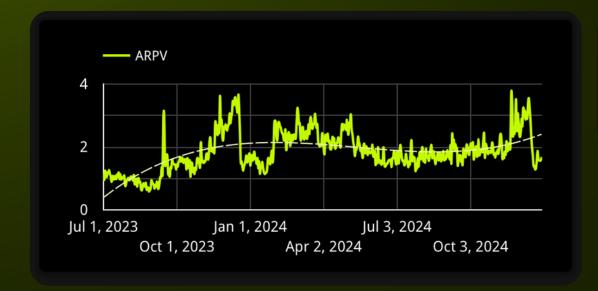


Europe's market leader in personalized pet products, generating an eight-figure annual revenue.

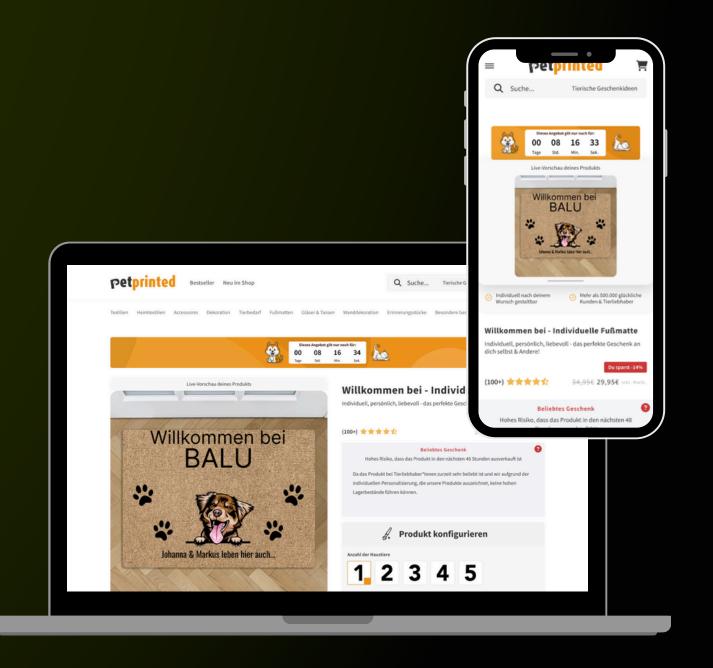
petprinted

Result

- 74 Tests Conducted over 2 years
- 31% Winning Rate
- >20x ROI
- +41% Conversion Rate
- +83,5% Average Revenue per Visit*



ARPV 2.50 € • 83.5%



At this point, you've got two choices.



Try it yourself or get help from an expert?

...do it yourself

A: Either you take our insights and see how you can apply them yourself with Varify — including a Dos & Don'ts checklist for Q4 tests with real examples.





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...with professional support

B: We'll discuss your specific case in a free strategy call and explore what a successful testing roadmap could look like for your store.

