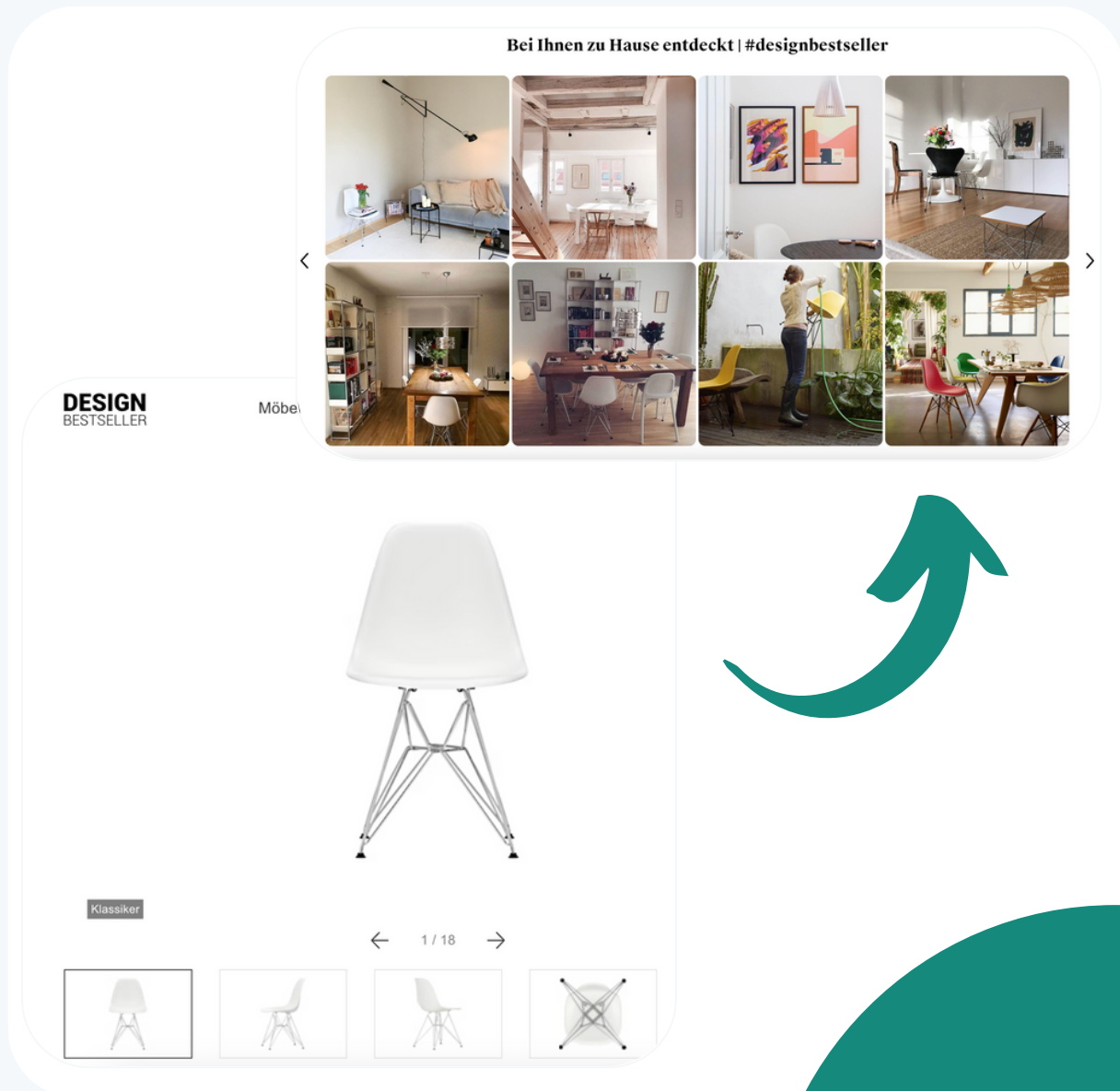


**DESIGN**  
BESTSELLER



VIA RIFY.IO®



Increasing Conversion Rate  
with Authentic Customer  
Photos of Furniture in Real-  
Life Settings

[design-bestseller.de](https://design-bestseller.de)

**+8%**  
**CR**

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## Case Study – design–bestseller.de

### Customer Photos in real-life settings

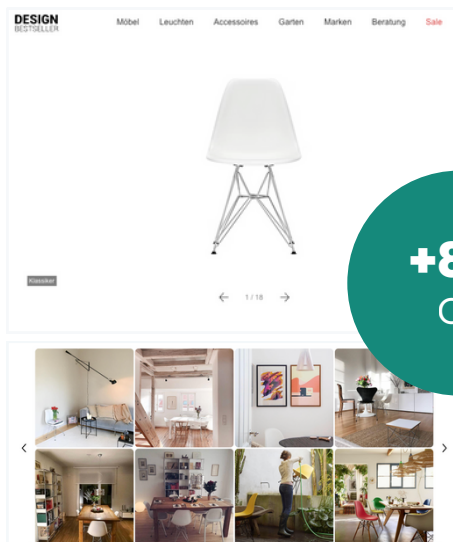
Design Bestseller is one of the leading German online stores for high-quality designer furniture. With a carefully curated selection of renowned brands, the company combines style with functionality, targeting customers who value quality and aesthetics.

#### Initial Situation

When it comes to high-priced products, purchase decisions are often accompanied by uncertainty: How will the furniture look in my home? Does it really fit the style, room size, and daily life? These questions are central conversion hurdles in e-commerce, especially when product images appear too sterile and impersonal.

The previous product images on the website displayed the furniture mainly against a neutral background, which gave little insight into how the pieces would look in a real environment. Customers had limited opportunities to imagine the product in their own living spaces. Instead, they had to rely on the product description and standardized images, which undermined confidence in their purchasing decision.

The test aimed to increase the conversion rate by enhancing customer trust in their purchasing decision through the integration of real customer photos in the visible area of the product page.



**DESIGN**  
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## Test results

### #1 A/B Test – customer photos (Test period – 26 days)

#### Hypothesis

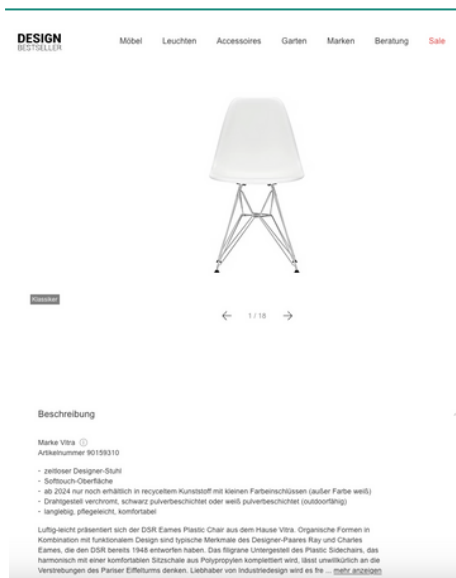
**If** Instagram customer photos are more prominently integrated into the product page,

**then** the conversion rate and average order value will increase,

**because** authentic images increase trust in the purchase decision.

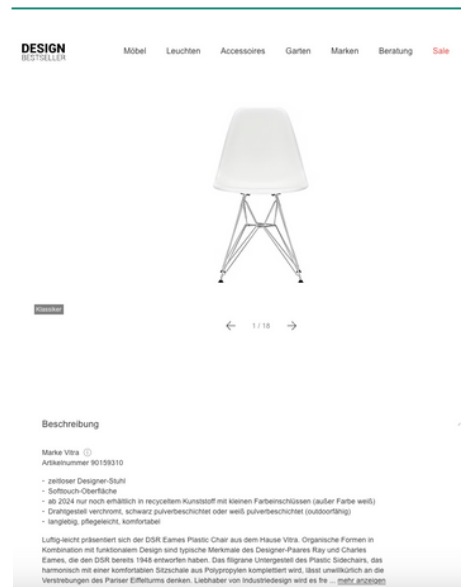
Customer photos act similarly to reviews – they provide social proof and reduce cognitive dissonance ("Am I making a mistake with this purchase?").

#### Original



#### Variation

**+8% Conversion**



## Test setup

The main goal of the experiment was to increase the conversion rate and to foster sustainable purchasing decisions by building trust and to derive strategic insights for optimizing additional touchpoints throughout the customer journey.

### Hypothesis Development

By showing customers the products in authentic usage scenarios, uncertainty was to be reduced, and trust in the products was to be strengthened. This assumption is based on the following psychological effects:

- **Social Proof:** People tend to follow the behavior of others. Real customer photos show: "Others bought this product and are satisfied."
- **Visual Trust/Picture Superior Effect:** Images are processed emotionally faster than text. They quickly create a sense of security or doubt in milliseconds.
- **Reduction of Risk Aversion:** For high-priced purchases, the fear of making the wrong decision is significant. Authentic photos alleviate this fear by showing how the product works in real-life scenarios.

### Segmentation and Target Audience

- Variant A (Control Group): Standard product page with the usual image gallery.
- Variant B (Test Group): Integration of Instagram customer photos directly into the visible area of the product page, not "hidden" in a gallery.

### Test Duration and Traffic Allocation

The test ran over several weeks on both desktop and mobile. Traffic was evenly split between the variants to ensure valid comparison data.

## Conclusion

The test confirmed: Authentic customer photos build trust and increase the conversion rate – especially among desktop users.

- Overall: Across all devices, there was a slightly positive effect, but it was moderate overall.
- Desktop: The effect was more noticeable on desktop devices, with a conversion rate increase of +8%.
- Mobile: On mobile devices, the effect was nearly neutral, with no significant change in the conversion rate.

While mobile users tend to focus more on efficiency, desktop users experienced the psychological effect more strongly: Seeing real-world usage situations reduced uncertainty and fostered an emotional connection to the product.

### Key Learnings and Interpretation

On larger screens, social proof elements have their full effect, as users can better see the details of customer photos and feel a stronger connection to the product. This visual clarity supports the decision-making process and builds trust.

Smartphone users tend to navigate the page faster and focus more on efficiency than emotional decision-making factors.

## Conclusion

### Final Takeaways

The experiment demonstrates that combining professional product photos with authentic social content is particularly effective for high-quality products like furniture. This mix appeals to both the emotional side of buyers by creating a sense of security and belonging, and the rational side by showcasing real-life suitability. For Design Bestseller, this insight highlights the importance of strategically placing social proof — especially on desktop and for high-priced items, where purchase decisions tend to be more complex and risk-prone.

*Working with Varify has allowed us to integrate experimentation into our daily routine. The test showed that even small, well-planned experiments can have a big impact – not only increasing conversion but also building trust in data-driven decisions.*



**Geoffroy Dickson**

Head of UX & International Growth bei Design Bestseller