ABTasty

Workbook

HOW GANNI STYLES BRAND

IDENTITY THROUGH EXPERIMENTATION

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INTRO DUC TION

Get to know GANNI

GANNI is a Danish contemporary luxury fashion brand renowned for its ready-to-wear collections, including clothing, shoes, and accessories.

Founded in 2000 and known for its effortless Scandi-cool aesthetic, the brand has become a global name, offering a fresh and vibrant take on modern women's fashion. With a focus on responsible practices, GANNI is committed to positively impacting the planet, aligning with sustainability initiatives such as using organic and recycled materials. GANNI sells its collections online to customers worldwide, including Europe, North America, Asia, and Australia, making its mark in over 40 countries.

What does experimentation bring to GANNI?

As a 'progressive luxury' brand, experimentation plays a crucial role in Ganni's market position, being customer-centric and defining its brand identity. Testing allows them to understand how users behave online, how they engage, how they interact and how they see GANNI.

Monika Tamics, Director of Digital Product, explains "We are looking for what customers are struggling with. We identify these, come up with a solution, test it and enhance the online shopping experience by making it easier to find and purchase products, and provide a smoother, more enjoyable shopping journey for greater satisfaction."

They use AB Tasty to power their experimentation program, successfully running tests that consistently boost conversions and AOV, improve site functionality, and help make decisions based on data.

By iterating on key features like search, checkout, and more, GANNI continues to elevate the brand.

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>
> Monika Tamics
> Director of Digital Product

The GANNI workbook

The GANNI workbook is designed to provide you and your team with practical experimentation ideas that can be applied across your brand's site. Experimentation isn't about guesswork—it's about using data to drive meaningful changes. The tests and key takeaways in this guide are meant to inspire ideas that will help you boost conversions and shape your own brand identity online.

GANNI prioritizes the customer by identifying friction in the user journey and implementing solutions to improve the online experience. Their approach evaluates the entire customer funnel, from the initial interaction to checkout, revealing key insights. AB Tasty means they can scale their experimentation program. They continuously test, learn, and optimize the digital experience, deepening customer engagement and shaping their brand identity with each new insight.
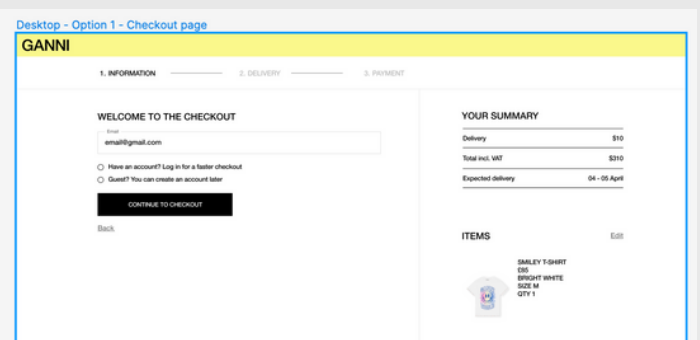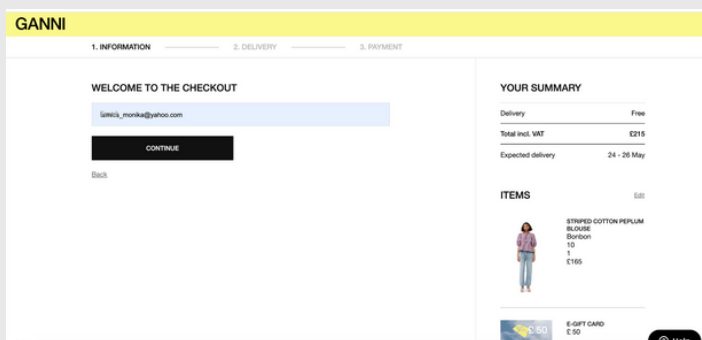
01

Simplified Checkout - Part 1

Original version

Variation 1

Key Takeaway

The checkout process presented a key opportunity for GANNI's experimentation team. Initially, users were required to create a guest account before accessing the checkout page. GANNI hypothesized this was leading customers to assume guest checkout wasn't an option, prompting cart abandonment. The first round of tests, designed to clarify the availability of guest checkout, gave inconclusive results.

Basket Abandonment Rate
Inconclusive

CVR Uplift
Inconclusive

Targeting
- Checkout
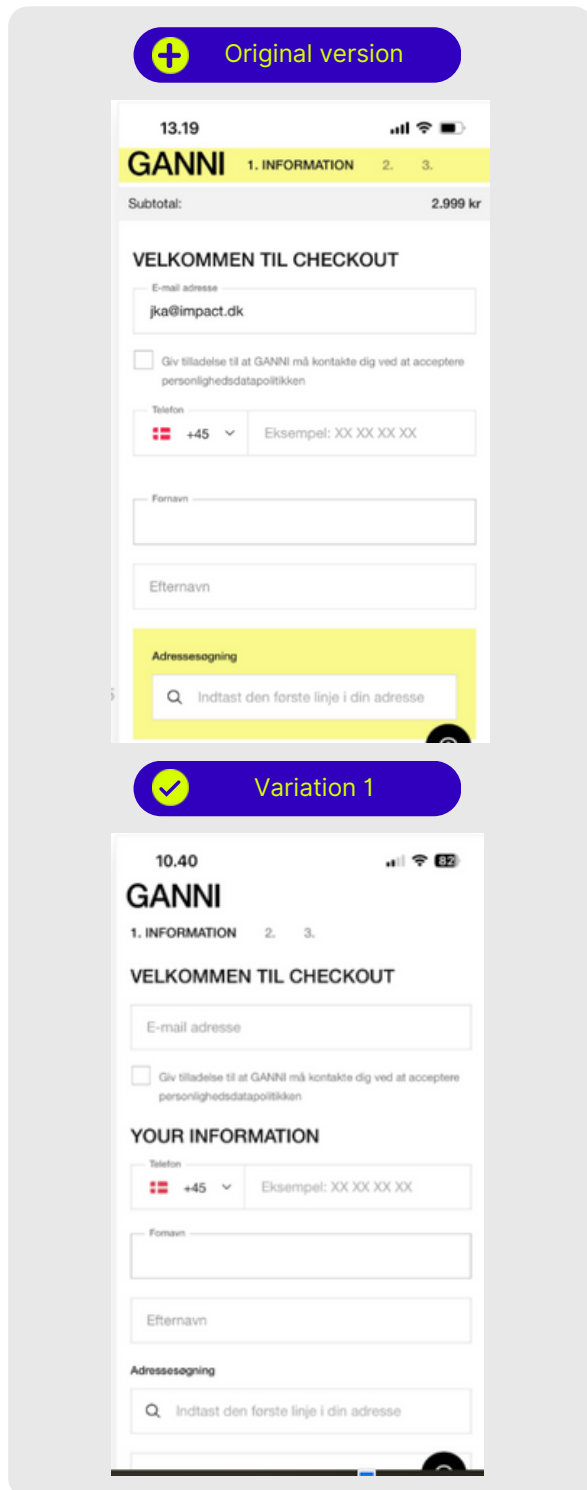- All devices

Challenge
The GANNI team had seen a 17% drop off from login step to the next step in the checkout funnel. They wanted to make it clear for customers that there is a guest checkout option.

AB Test
In the original version, users had to enter their email address before accessing the checkout information tab. The team believed that users were abandoning their carts because they didn't realize a guest checkout option was available. They thought that by presenting both guest and non-guest checkout options upfront, they could reduce the rate of cart abandonment.

02

Simplified Checkout - Part 2

Original version

Variation 1

Targeting
- Checkout
- All devices

Challenge
The GANNI team has seen a 34% drop in CVR by users who use site search. They have also seen a drop in search usage. This indicated the new search flow is not optimal.

AB Test
In the original version user had to enter the email address before seeing the checkout information tab, information tab had elements that made loose focus.The test was removing this barrier and merging the email address step with the information step, and removed unnecessary coloring.

Key Takeaway

Undeterred by the initial results, GANNI's experimentation program continued testing.
The team refined their approach, focusing on simplifying the checkout flow by combining the email entry and information input into one step. The team's determination paid off, generating an impressive uplift in conversions.

CVR
+2.76%

Go to delivery step
+10.1%

Section Takeaway

Checkout

Not all tests are winning tests and GANNI's experimentation on the checkout page is a good example of this. While the first round didn't provide the expected results, it offered valuable insights into the purchase funnel.

By testing barriers in the user journey, GANNI not only boosted conversion rates, but also gained a deeper understanding of how small changes impact customer behavior.

03

More Prominent Search Bar

Original version
Current
GANNI

Variation 1
Option 5
GANNI   SEARCH

Variation 2
Option 6
GANNI
SEARCH

SUITED AND BOOTED
Lorem ipsum dolor sit amet, consectetur adipiscing
SHOP NEW IN →

Targeting
- All pages
- All devices

Challenge
The GANNI team saw a significant 34% drop in conversion rates among users who used the site search. They also saw a drop in overall search usage. This suggested that the new search flow was not optimal.

AB Test
The original search design (magnifying glass) is not prominent on the site. New design made the search bar more visible. They also tested multiple options (long bar with search text hint and blue magnifying glass).

Key Takeaway

Site search is a powerful tool, often driving higher conversion rates. In fact, studies show users are nearly 40% more likely to convert than those who don't use it. GANNI's challenge with their own search bar was that it wasn't prominent enough. They found the original search function led to a drop in conversions, so they made the search bar more visible and user-friendly.
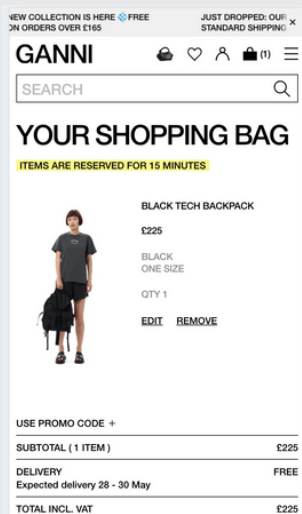
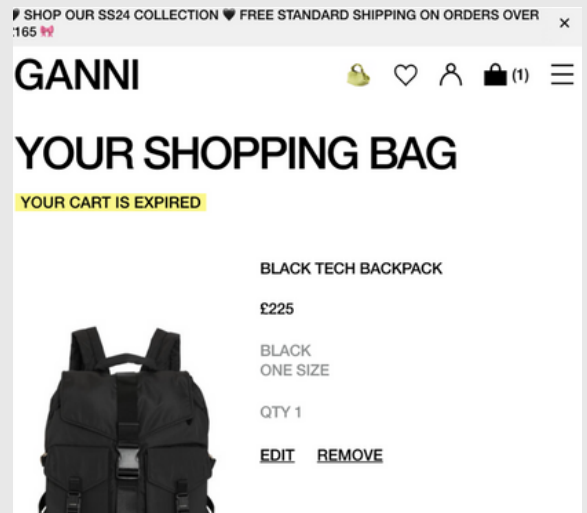CVR (on desktop)
+7.5%

Sessions with search on mobile
+10.1%

04

Remove Search Bar From Bag

Original version

Variation 1

Key Takeaway

Customers are typically more likely to complete their checkout when not distracted by additional browsing options. In GANNI's test, they compared a variation where the search bar was hidden in the cart to the original version. Surprisingly, the test resulted in a lowered conversion rate and a decline in the initiation of the checkout process. By running the test, the team was able to avoid potential revenue loss.

CVR
-3.82%

Begin checkout step
-4.98%

Targeting
- Bag
- All devices

Hypothesis

Customers are more likely to complete their checkout process if they aren't presented with additional browsing options at the bag stage."

AB Test

In the variation, the team hid the search bar in the cart vs the original.
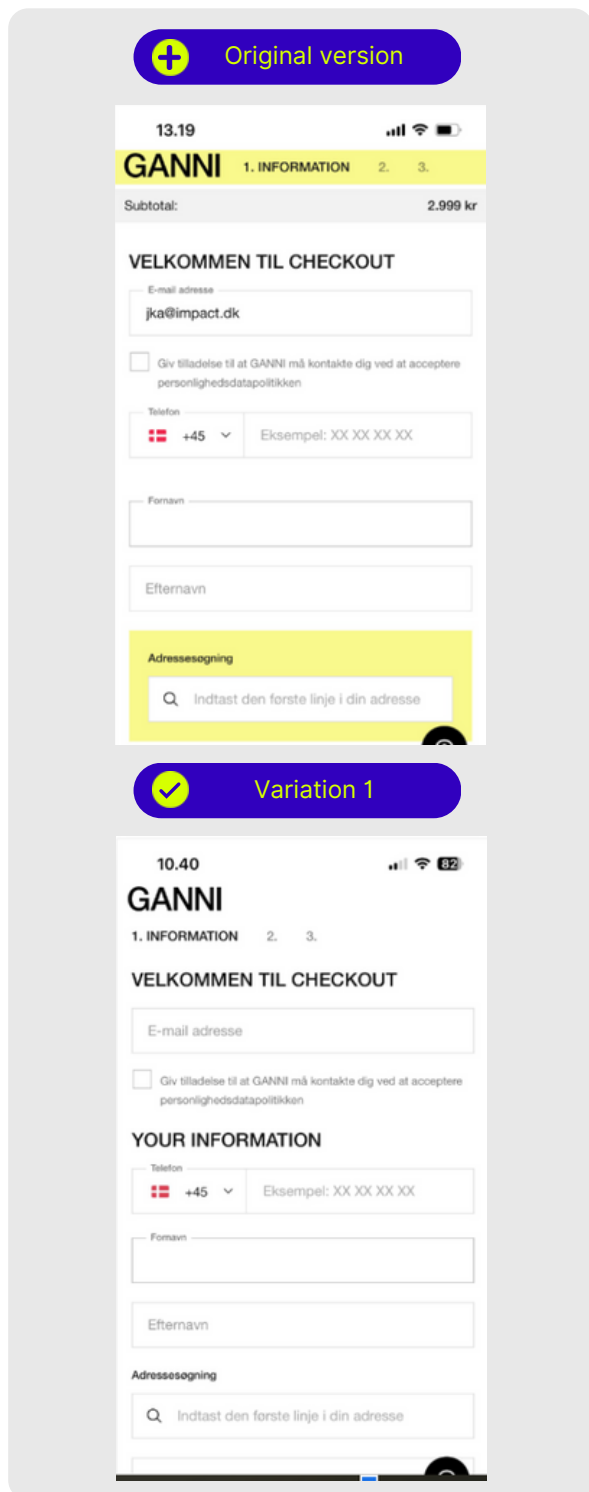
Section Takeaway

Search

As an example of incremental learning, GANNI's test-and-learn mindset improved their user's customer journey.

By optimizing the search experience, GANNI made it easier for customers to find products they love, driving higher engagement.

05

Quick Size Filter – PLP

Original version

Variation 1

Targeting
- PLPs
- All devices

Challenge
Sessions with filtering dropped by 37%, and CVR rate for users who applied filters decreased by 34%.

AB Test
By adding a quick filter to select sizes and making sorting options more visible, the site can showcase only available products, leading to higher clicks and conversion rates. The original size filter was hidden, while the new one is prominently displayed.

Key Takeaway

Filtering products by size helps customers find items they're more likely to purchase. However, GANNI observed a decline in user sessions and conversion rates among those using filters. In response, the team introduced a 'Quick Size Filter' and a 'Filter & Sort' button to display only available products.

CVR (mobile)
+1.25%
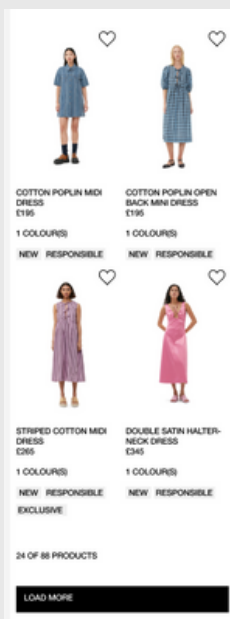
Go to delivery step
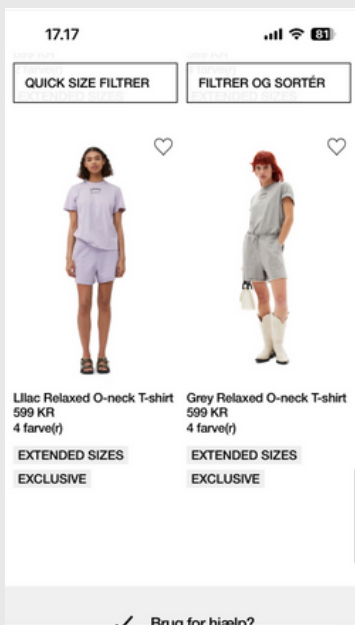### +16.3% (mobile)
+16.71% (desktop)

06

Infinite Scroll - PLP

Original version

Variation 1

Targeting
- PLPs
- All devices

Challenge
The team wanted to make it easier for users to view products on PLP while scrolling.

AB Test
In the variation, the GANNI team removed the 'load more' button and implemented automatic product loading as users scroll.

Key Takeaway

When users browse products on both desktop and mobile PLPs, they prefer a smooth, uninterrupted experience. Previously, GANNI limited the number of products displayed, and required users to click a "load more" button. The team tested a variation that removed this button, which allowed users to scroll continuously.
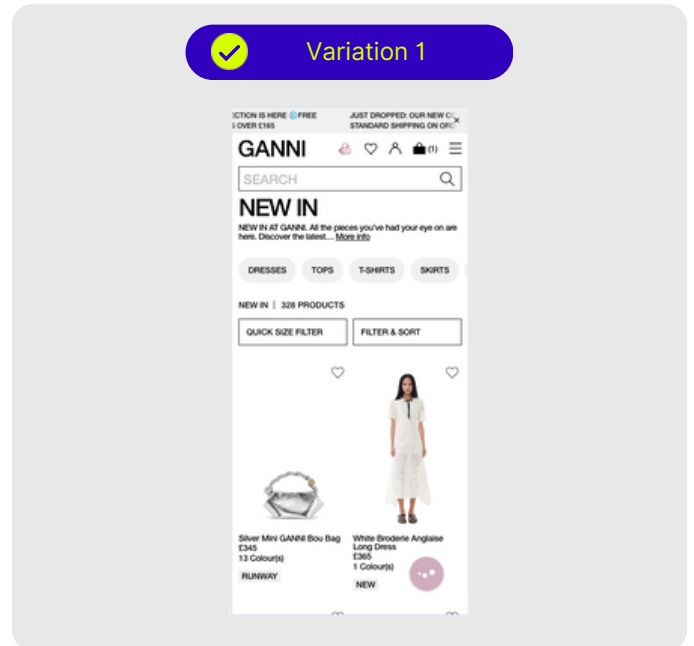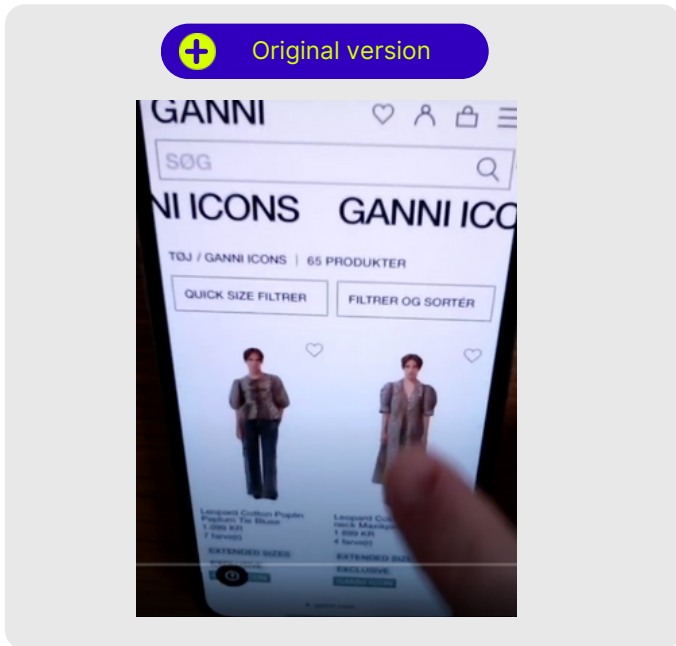
CVR
+9.5%

Average order value
12%

Moving Category Header- PLP

Original version

Variation 1

Key Takeaway

Users prefer not to be distracted by moving banners or headers while scrolling—simplicity is key. GANNI's users expressed frustration with the moving PLP header, which drew attention away from the products. In the updated version, tests revealed that a static PLP header led to stronger conversion rate performance.

CVR
+2.43%

Begin checkout step
+1.23%

Targeting
- PLPs
- All devices

Challenge
GANNI's user testing participants highlighted issues with the moving PLP header. One tester commented, "This is a huge distraction and a source of visual noise. They draw my attention away from what I was looking for."

AB Test
The original design featured a tape-like moving header, while the variant used a more conventional, static PLP header.
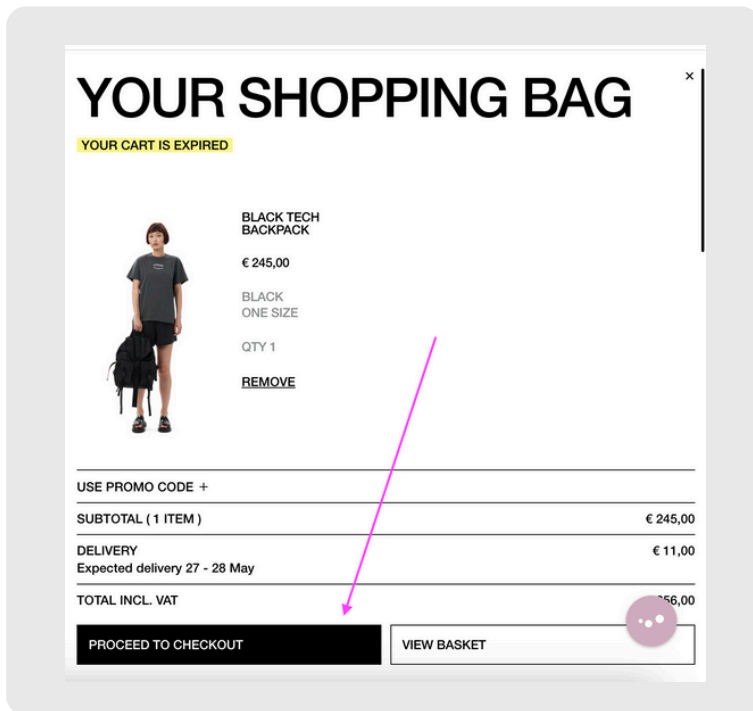
Section Takeaway

Product Landing Page

GANNI's PLP tests demonstrated that simplicity can drive conversions.

By minimizing distractions and streamlining navigation, users can more easily find what they need, resulting in higher conversion rates.

08

Localized Checkout Bar

CVR

+9.82% - DK
+ 1.31% - FR
+2.72% - DE

Begin checkout step

+10.77% - DK
+2.24% - FR
+4.19% - DE

Key Takeaway

GANNI sells its collections online to customers worldwide, including Europe, North America, Asia, and Australia, making its mark in over 40 countries. To adapt to these diverse markets, Ganni benchmarked various multilingual sites and tested different versions of the "proceed to checkout" button in four languages to optimize the user experience.

Hypothesis

The team explored different multilingual sites to benchmark checkout button designs and decided to experiment with various copy options on their own site as well.

A/B Test

They created variants with versions of the "proceed to checkout" button in 4 languages.

Targeting

- Bag / Checkout
- All devices
- 4 countries

CON CLU SION

By continuously testing and learning, GANNI gains real-time insights into customer preferences, allowing them to quickly adapt and deliver a digital experience that resonates deeply with their audience. Experimentation at GANNI plays a crucial role in shaping their brand identity online.

This unified approach to experimentation, continuous learning, small iterations and identifying areas to improve helps to build a customer experience that Ganni's audience love and strengthens their market position.

With the GANNI Workbook as your guide for inspiration, take these testing insights and apply them to your own brand. We hope this workbook has given you inspiration on CX and experimentation as well as practical ideas to apply yourselves.