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CSN Stores increases conversions by 7% using web site testing

CSN Stores increased conversion rates by 7% using web site testing and optimization technology, says Eric Klose, vice president of marketing. CSN operates more than 260 specialty e-commerce sites with five million monthly visitors.

CSN used SiteSpect.com's web site conversion optimization technology to measure visitor responses to variations in site content, search functionality and features. Based on the results, CSN enhanced its search capability to help visitors more quickly find the products they wanted, improving user experience and increasing sales, he says.

CSN Stores, No. 107 in the [Internet Retailer Top 500 Guide](#), also was able to test alternate image sizes to find ones which elicited the highest response rates.

"CSN Stores is dedicated to providing the best customer experience in online shopping," Klose says. "Helping our customers find what they need as quickly as possible is what we're all about."

SiteSpect's turnkey technology enabled CSN to create tests and optimize conversions without page tagging, JavaScript, or site content changes. That allowed the retailer to launch tests within minutes without involving IT staff, Klose says.

CSN's online stores include AllModern.com, Luggage.com, BabyCarSeats.com, HomeTheaterSeating Online.com and WritingDesksAndMore.com.

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