

# Embark Veterinary Optimizes Product Pages to Drive Growth

Embark Veterinary, Inc.'s DNA test kits and online platform enable dog owners to better understand their dog's breed, health, and much more while helping to advance research into the best ways to care for man's best friend.

## Challenge

The Embark team wanted to understand if different types of product copy would result in higher sales for their premium dog DNA test kits.

The premium kits include information about dogs' genetic health (not included in the baseline kits), and this particular experiment was designed to test whether helping customers understand the benefits of knowing additional health details for their pets would have an impact on sales.

## Test Idea

Working with AB Tasty to test this theory, the team developed two tests: an initial test to understand the style of product copy that resonated with customers, ranging from clinical to emotional, and a second test to understand the impact of including examples in the product copy.

## Test No. 1

In this test, the team prepared three variations of copy. Variation 1 featured more "emotional" copy, variation 2 featured more "clinical" copy, and variation 3 struck a balance between "emotional" and "clinical."

### Test No. 1

Included three variations of product copy ranging from more emotional to more clinical.

#### Embark dog DNA test kits

★★★★☆ 14,693 Reviews

\$127 with code DNAOFADEAL

4 interest-free installments, or from \$1796/mo with [shop](#) [View sample plans](#)  
Free US Shipping

Order today to receive your kit in time for Christmas.

Owning a dog makes us happier and healthier. Isn't it time we returned the favor? Decode breed mix, screen for health conditions, find relatives – all this and more with Embark!

Variation 1  
Emotional Copy

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A dog's health isn't solely a product of genetics, but of diet, environment, and lifestyle. We'll help you give your dog the best of everything. Decode breed mix, screen for health conditions, find relatives – all this and more with Embark!

Variation 2 (Winner)  
Clinical Copy

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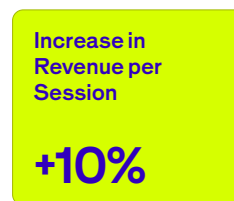
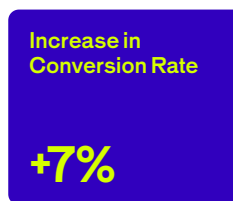
Order today to receive your kit in time for Christmas.

We want to change the way you care for your dog – to give them healthier, happier, and ultimately, longer lives. Decode breed mix, screen for health conditions, find relatives – all this and more with Embark!

Variation 3  
Balanced Copy

## Results

The test resulted in a very clear winner, not only indicating that the product copy makes a difference for customers but also that clinical copy resonates the most with their customers. The clinical copy in variation 2 resulted in a 4% increase in conversion rate, a 3.5% decrease in average order value, and a 1% increase in revenue per session with the increase in conversion rate compensating for the decrease in average order value.



## Test No. 2

In this test, again, the team prepared three variations featuring examples ranging from “less severe” to “more severe.” Variation 1 included a “more severe” example, variation 2 included a somewhat balance example, and variation 3 included a less severe example.

## Results


The addition of examples in the product copy made a huge difference. Showing customers a real scenario where they may need to have their dog’s additional health info has a direct impact on revenue. The “less severe” drove the most impact with a 7% increase in conversion rate, a \$9 increase in average order value, and 10% increase in revenue per session.

### Test No. 2

Included 3 variations of product copy with health examples ranging from less severe to more severe.

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For example, did you know some dogs have a genetic mutation that makes them sensitive to many commonly used drugs, including some anesthetics? Drug-sensitive dogs can experience symptoms ranging from diarrhea, lethargy, seizures – even a coma. With Embark, you'll know if your dog has drug sensitivities so you can avoid potentially dangerous medications.

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For example, did you know some dogs have a genetic mutation that can cause Exercise-Induced Collapse (EIC), a condition in which short periods of strenuous exercise or extreme excitement induce weakness and collapse? With Embark, you'll know if your dog is predisposed to EIC and can avoid or minimize collapse events and their side effects.

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For example, did you know some dogs have a genetic mutation that causes Narcolepsy? Typical episodes involve a sudden collapse or loss of movement. Affected dogs will appear to fall asleep, and then wake up and proceed as if nothing happened. With Embark, you'll know if your dog is narcoleptic, and learn to identify potential triggers to reduce the frequency or severity of sleep events.

Variation 1  
More severe examples

Variation 2  
Balanced Copy

Variation 3  
Less Severe (Winner)

## Takeaways

Understanding your customers and their needs is core to driving growth and delivering a better buying experience.

The Embark team always keeps a “what’s next” mentality. After seeing the potential impact of product copy, the team asked “what’s next” to figure out how to use a second test to draw more value out of that component of the product detail page.