

Addison

applications

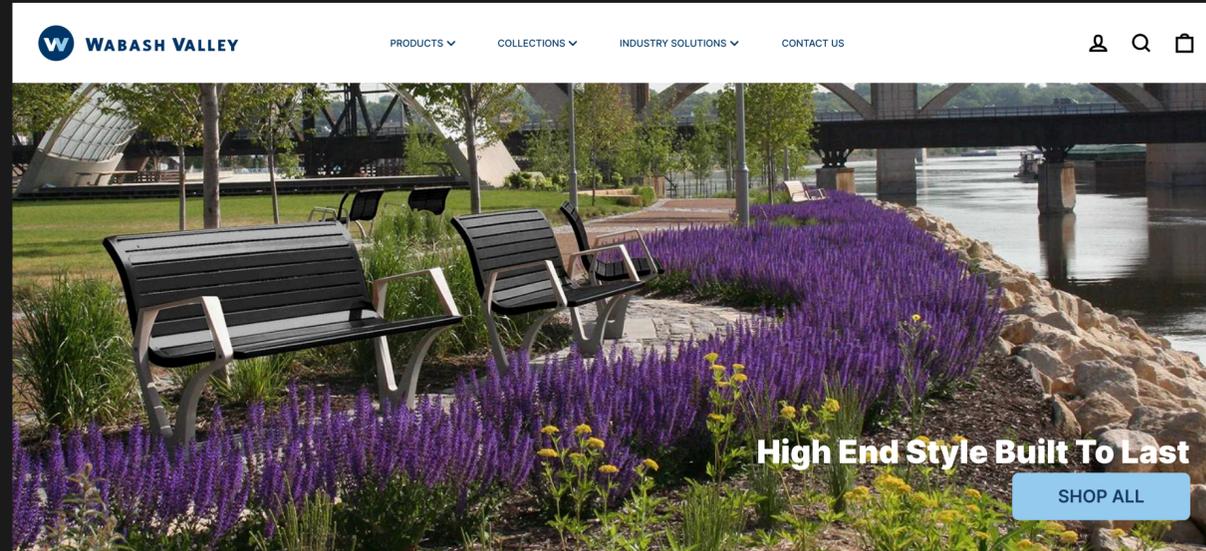


WABASH VALLEY

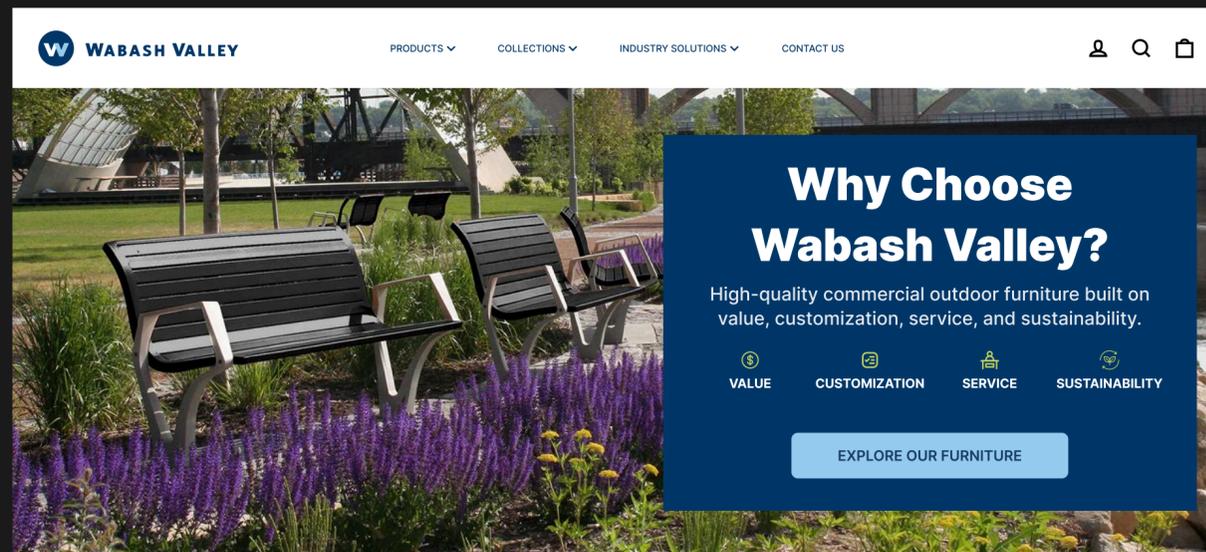
| CRO Audit

Hero Content – Why Wabash Valley

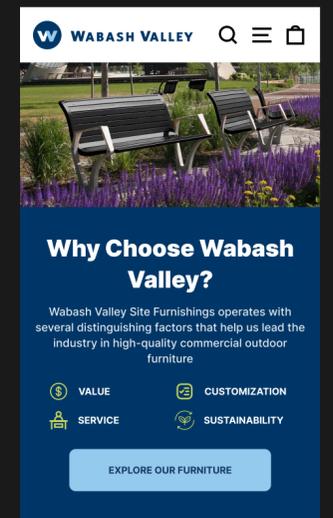
Bring “Why Wabash Valley” content, including logos, into the hero space to immediately communicate credibility and differentiation.



Original

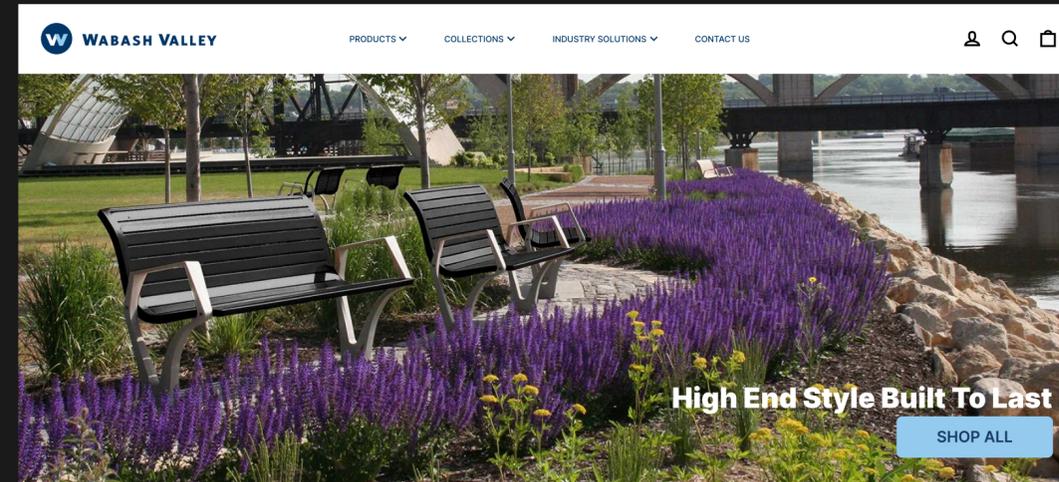


Version 1

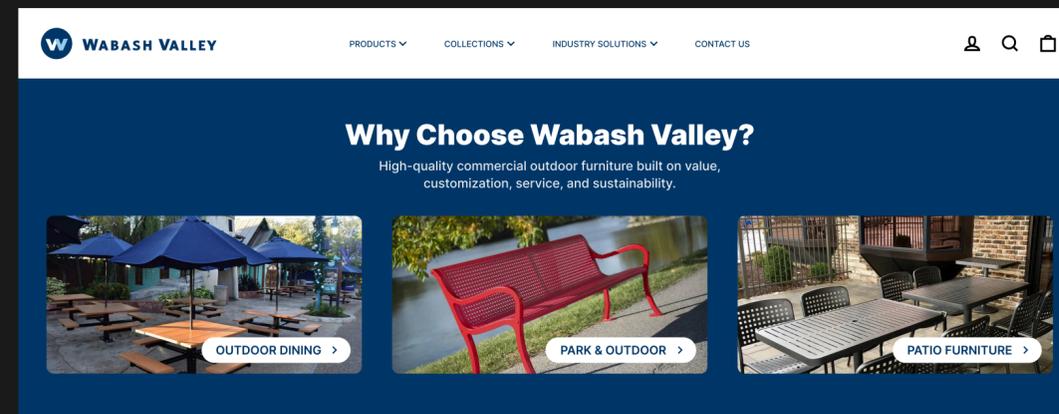


Hero Content – Category Navigation

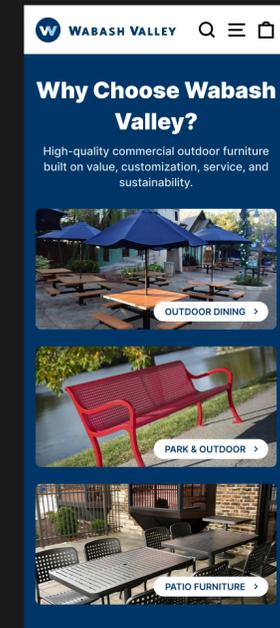
Test featuring clickable category links (Dining, Amenities, Patio, etc.) directly in the hero for faster browsing.



Original

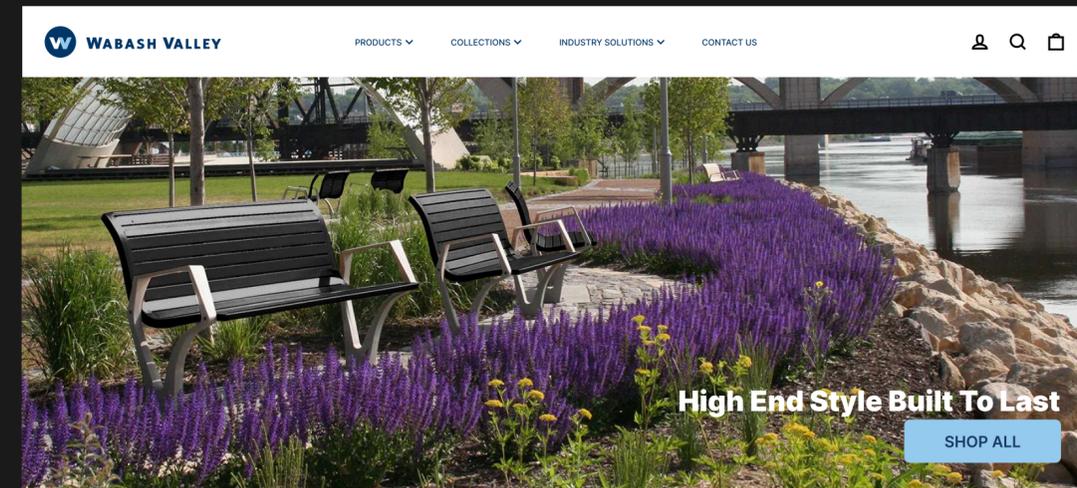


Version 1

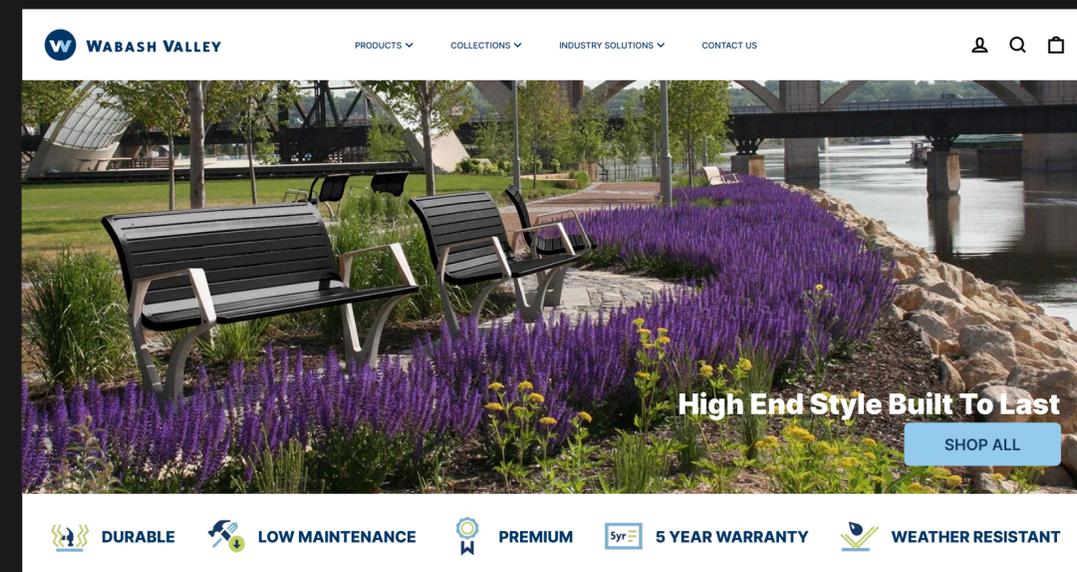


Hero Badges – Fast Shipping & Warranty

Add a visual badges highlighting Fast Shipping Available and 5-Year Warranty to build trust.



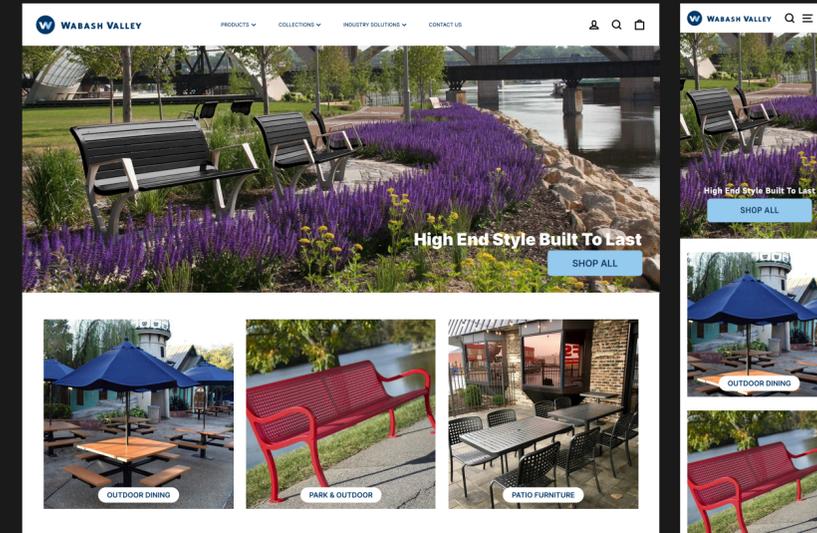
Original



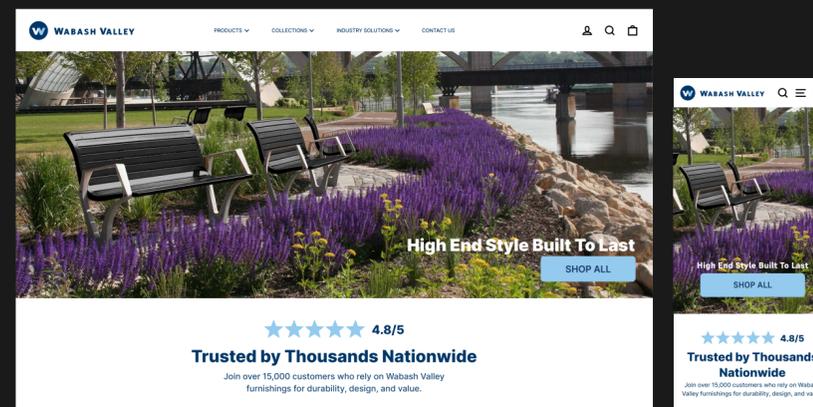
Version 1

Hero Social Proof

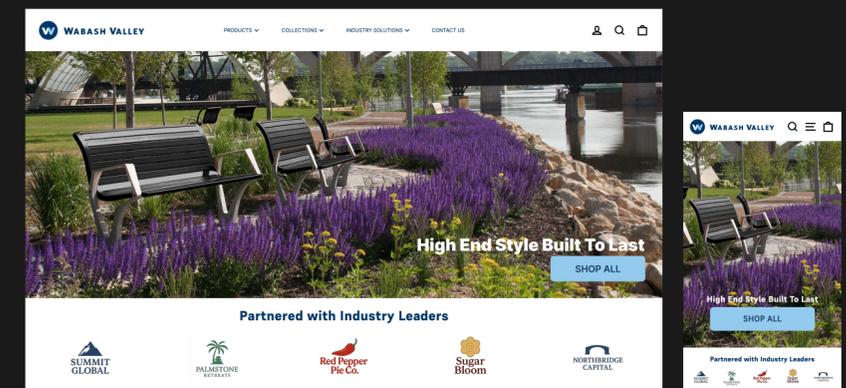
Feature reviews, customer counts, or B2B partner logos to establish authority and reassurance.



Original



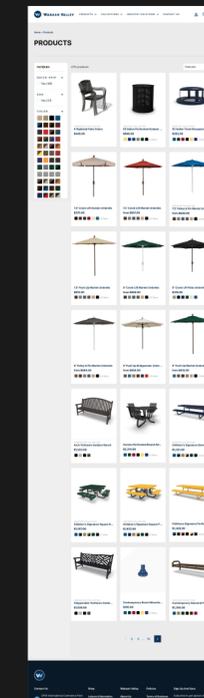
Version 1



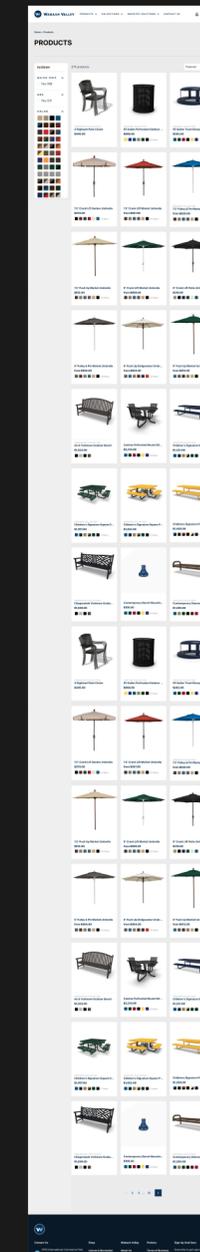
Version 2

Loading Behavior

Compare lazy loading vs pagination to see which keeps users more engaged.



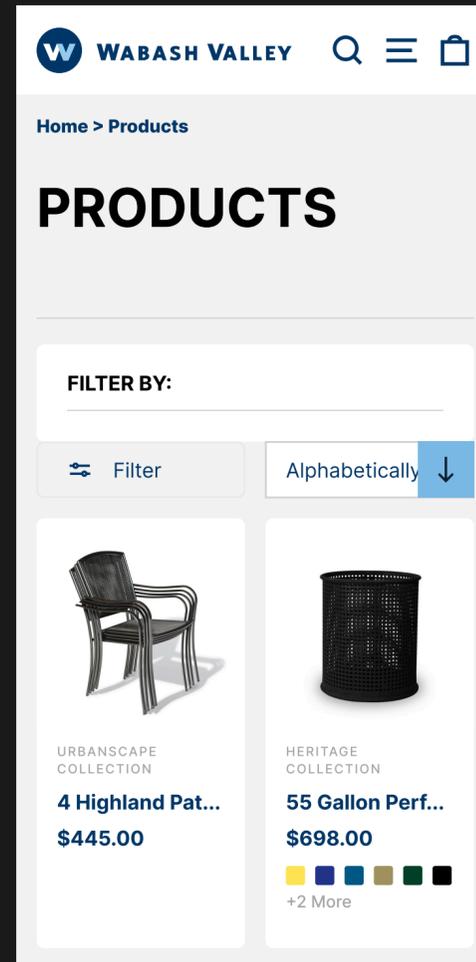
Original



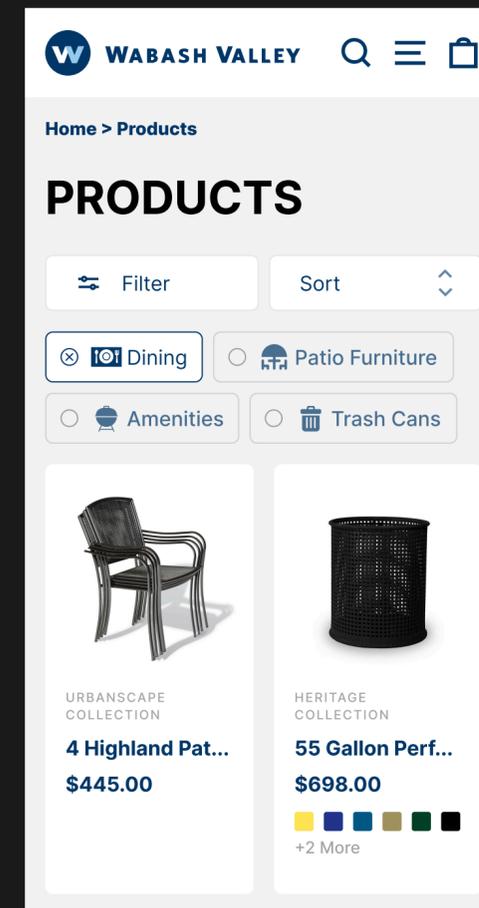
Version 1

Filter Options

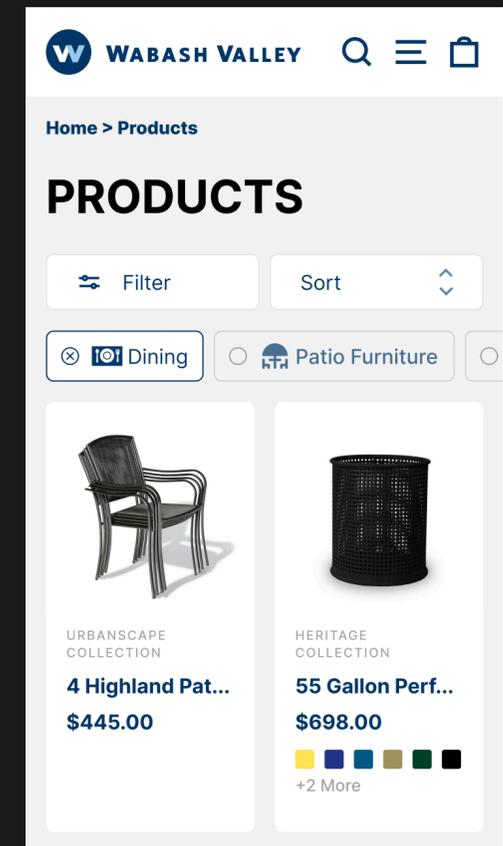
Add clear filters (Dining, Amenities, Patio Furniture) for faster navigation.



Original



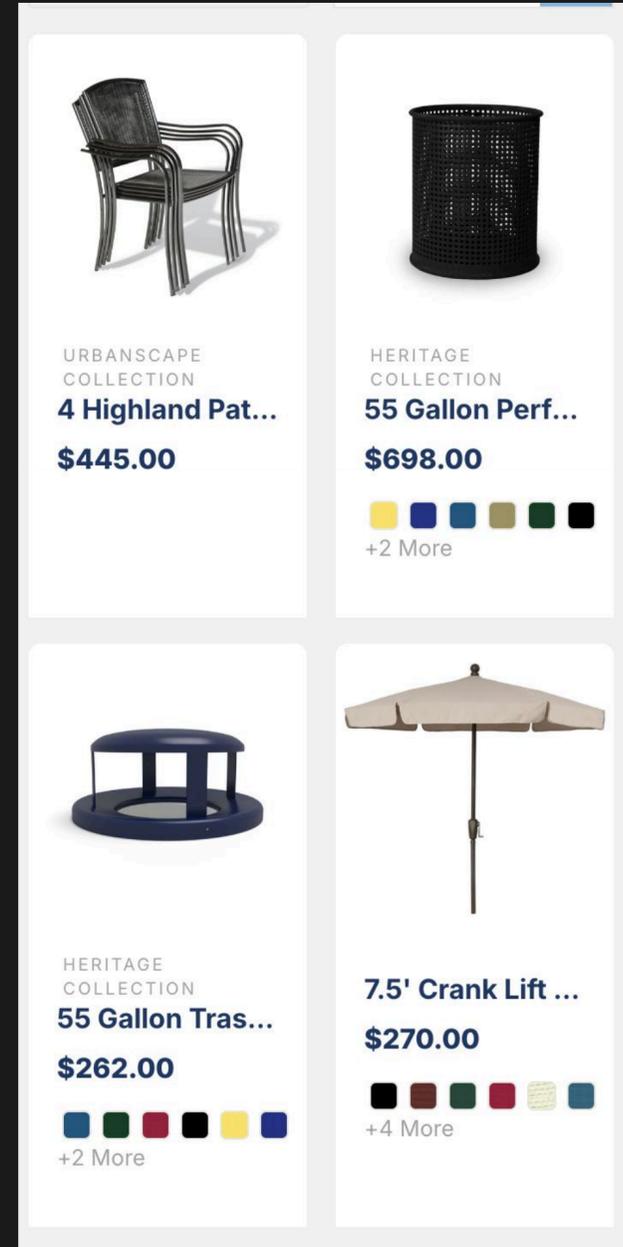
Version 1



Version 2

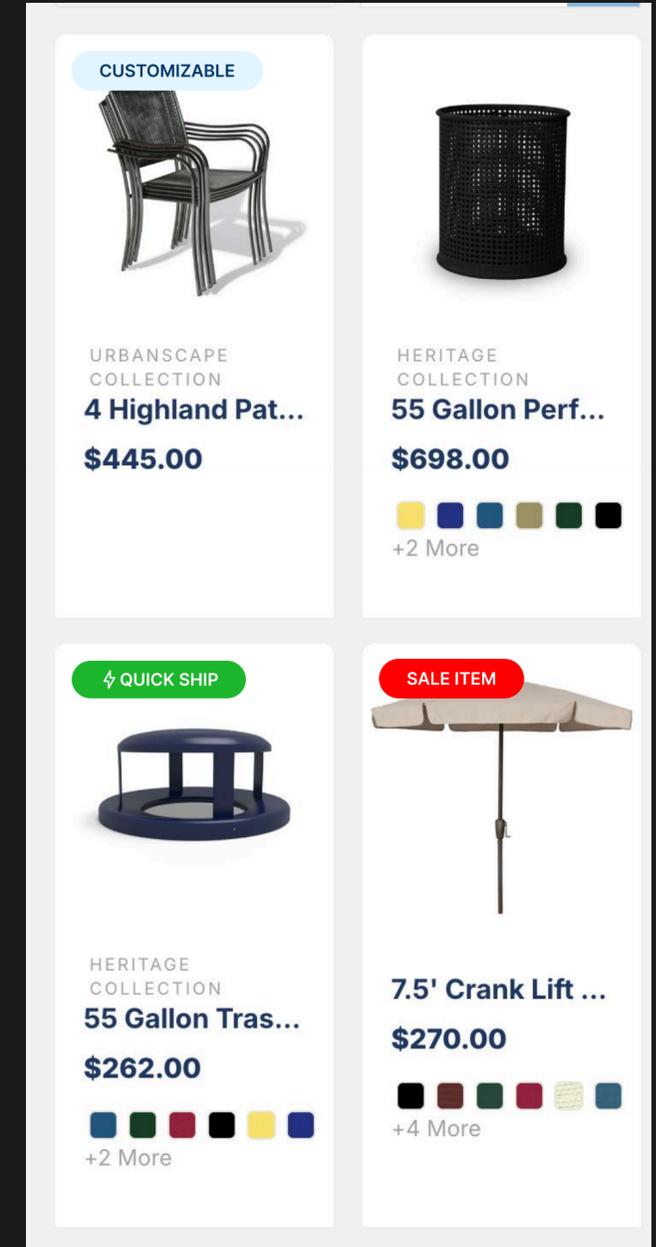
Attribute Callouts

Highlight if products are customizable, quick-ship eligible, or available for bulk purchases directly in the grid.



The 'Original' grid shows four product cards in a 2x2 layout. Top-left: 'URBANSCAPE COLLECTION 4 Highland Pat...' with price '\$445.00'. Top-right: 'HERITAGE COLLECTION 55 Gallon Perf...' with price '\$698.00' and 5 color swatches. Bottom-left: 'HERITAGE COLLECTION 55 Gallon Tras...' with price '\$262.00' and 5 color swatches. Bottom-right: '7.5' Crank Lift ...' with price '\$270.00' and 5 color swatches.

Original



The 'Version 1' grid is identical to the original but includes callouts: 'CUSTOMIZABLE' (blue) above the top-left chair, 'QUICK SHIP' (green) above the bottom-left table, and 'SALE ITEM' (red) above the bottom-right umbrella.

Version 1

Strikethrough Pricing

Test red strikethrough pricing for clearer discount communication.

The 'Original' version shows four product cards in a 2x2 grid. Top-left: 'URBANSCAPE COLLECTION 4 Highland Pat...' priced at '\$445.00'. Top-right: 'HERITAGE COLLECTION 55 Gallon Perf...' priced at '\$698.00'. Bottom-left: 'HERITAGE COLLECTION 55 Gallon Tras...' priced at '\$262.00'. Bottom-right: '7.5' Crank Lift ...' priced at '\$270.00'. Each card includes a product image, collection name, title, price, and a color selection bar with '+2 More' options.

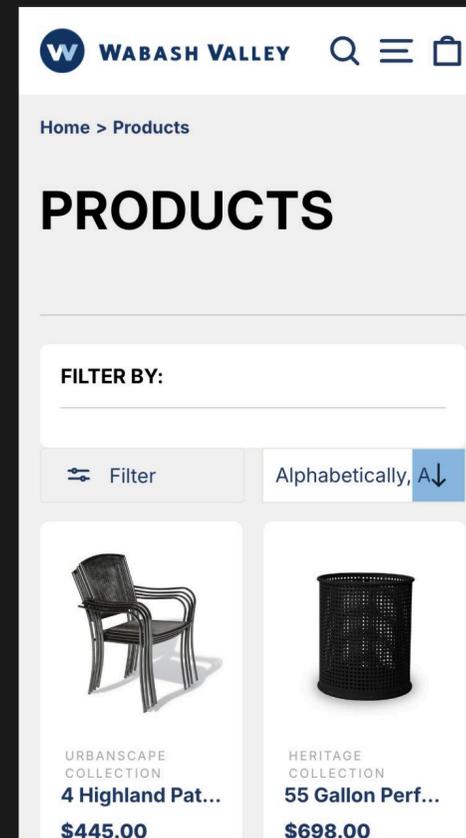
Original

'Version 1' is identical to the 'Original' but features red strikethrough pricing for the top-left card. A red '20% OFF' badge is placed above the chair image. The price is now '\$356.00' with '\$445.00' crossed out in red. The other three cards remain unchanged.

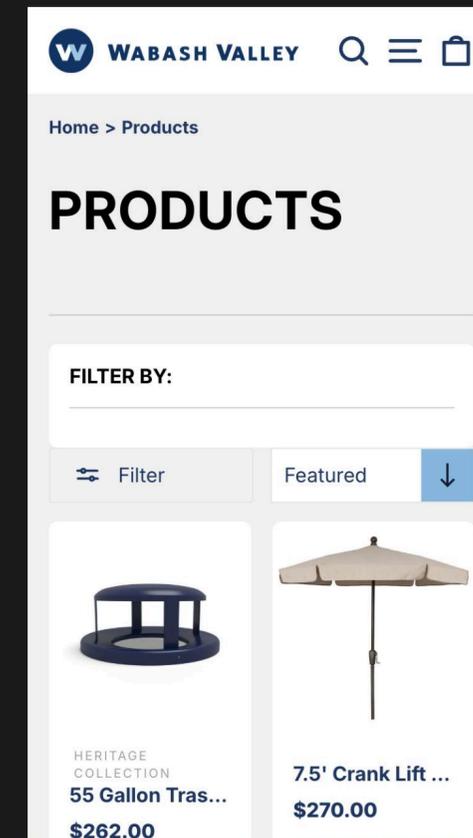
Version 1

Sorting Options

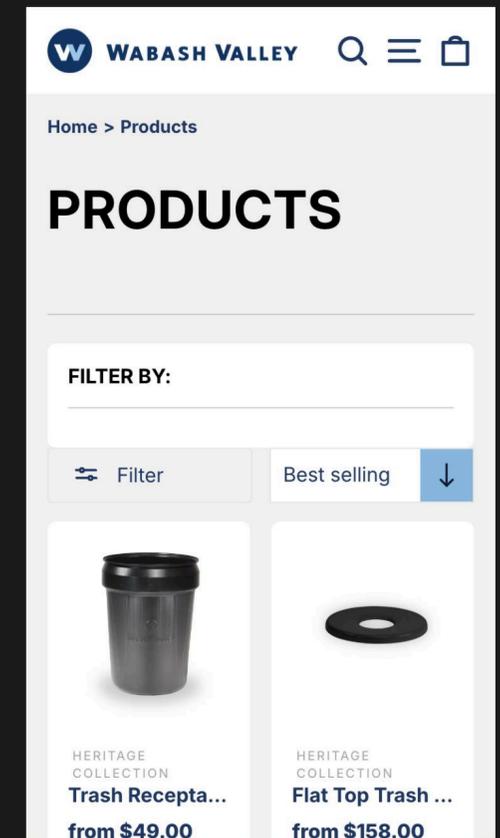
Experiment with different default sorting options to improve product discovery.



Original



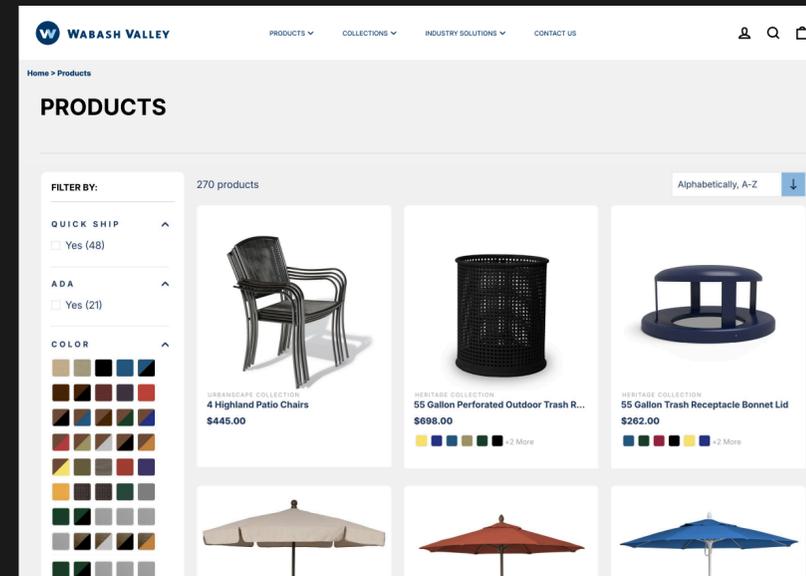
Version 1



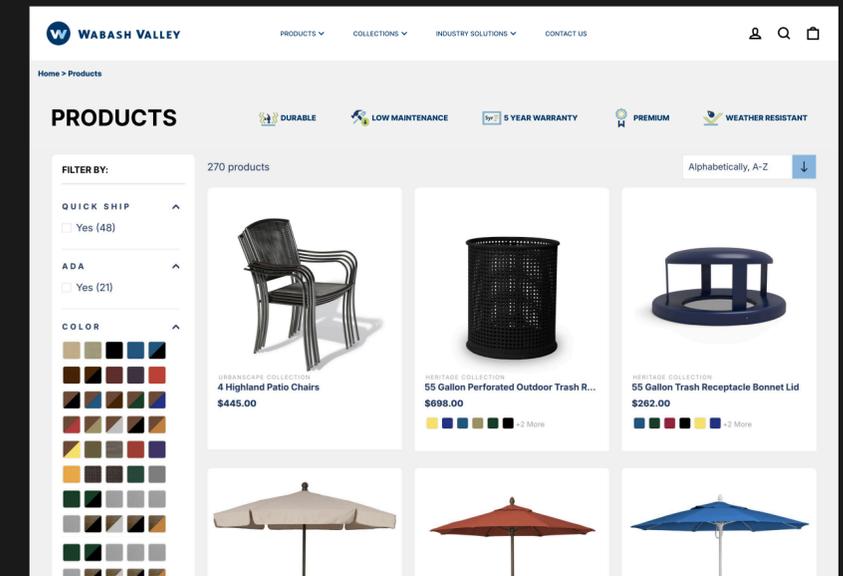
Version 2

Value Props in Grid

Add value props (Warranty, Quick Shipping, Bulk Discounts) to collection pages so users remember why to buy from you.



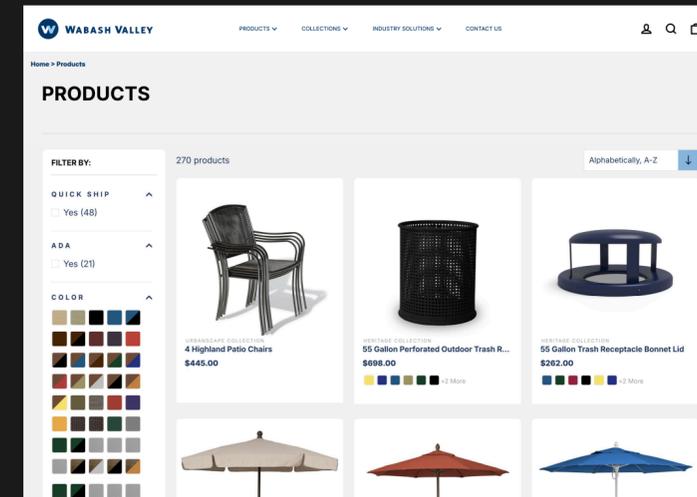
Original



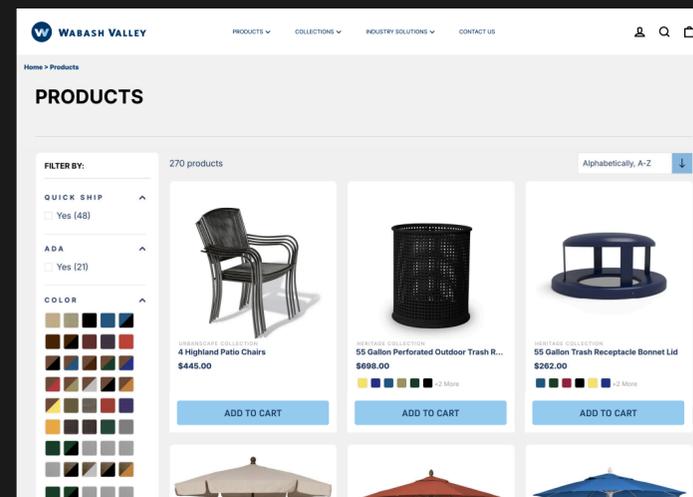
Version 1

CTAs in Listings

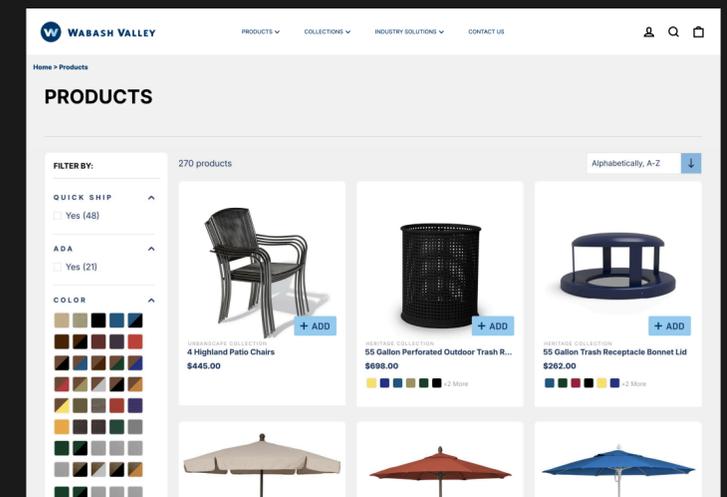
Test adding CTAs (e.g., Add to Cart or Quick Shop) directly in product listings to shorten the path to checkout.



Original



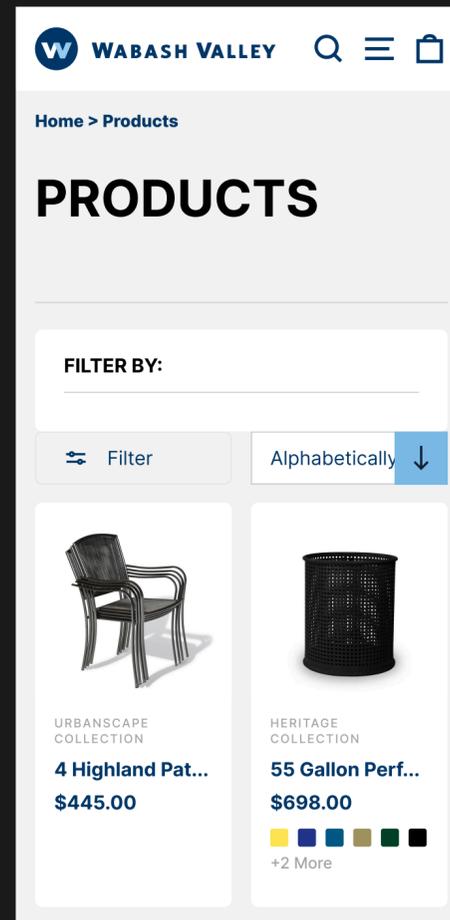
Version 1



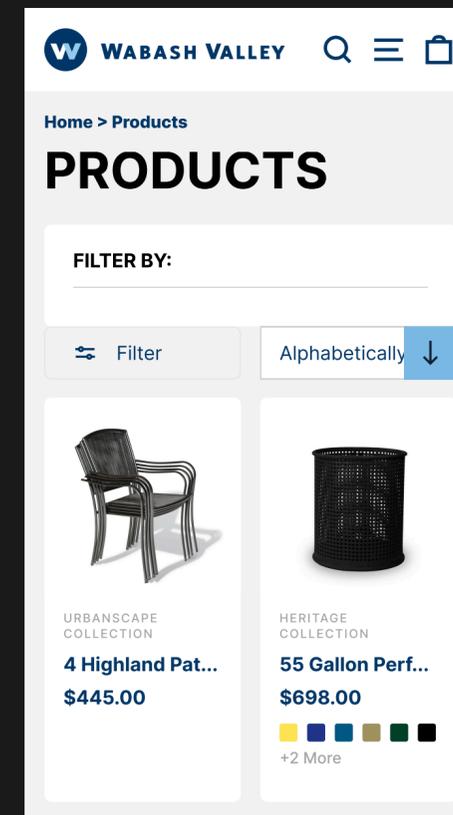
Version 2

Mobile Spacing

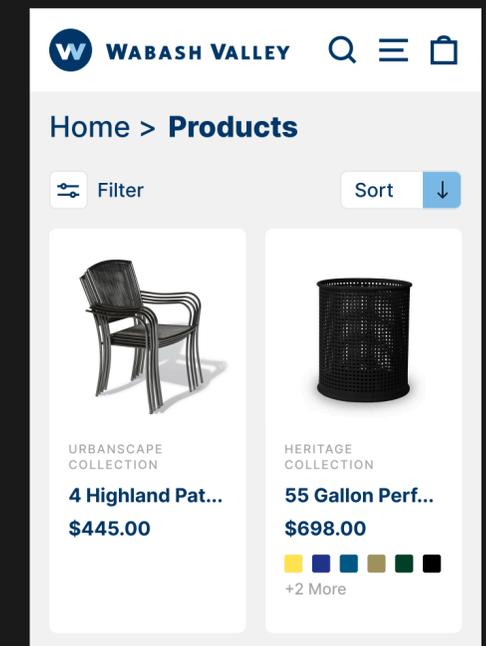
Reduce the vertical gap between collection headlines and product grids on mobile to show products higher on screen.



Original



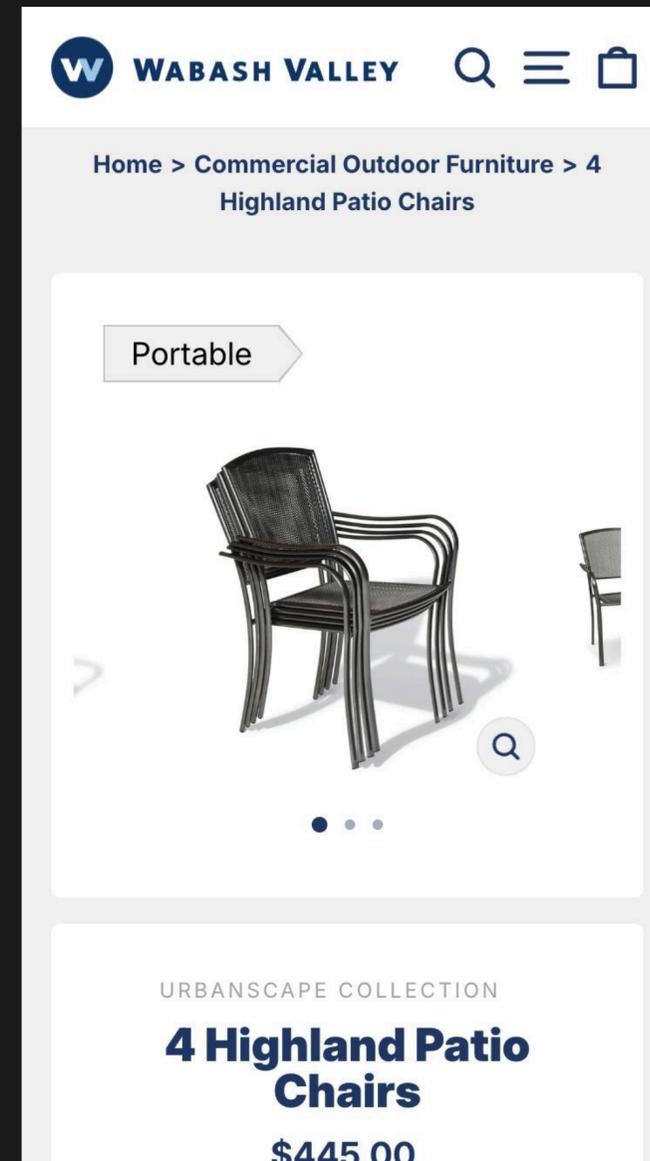
Version 1



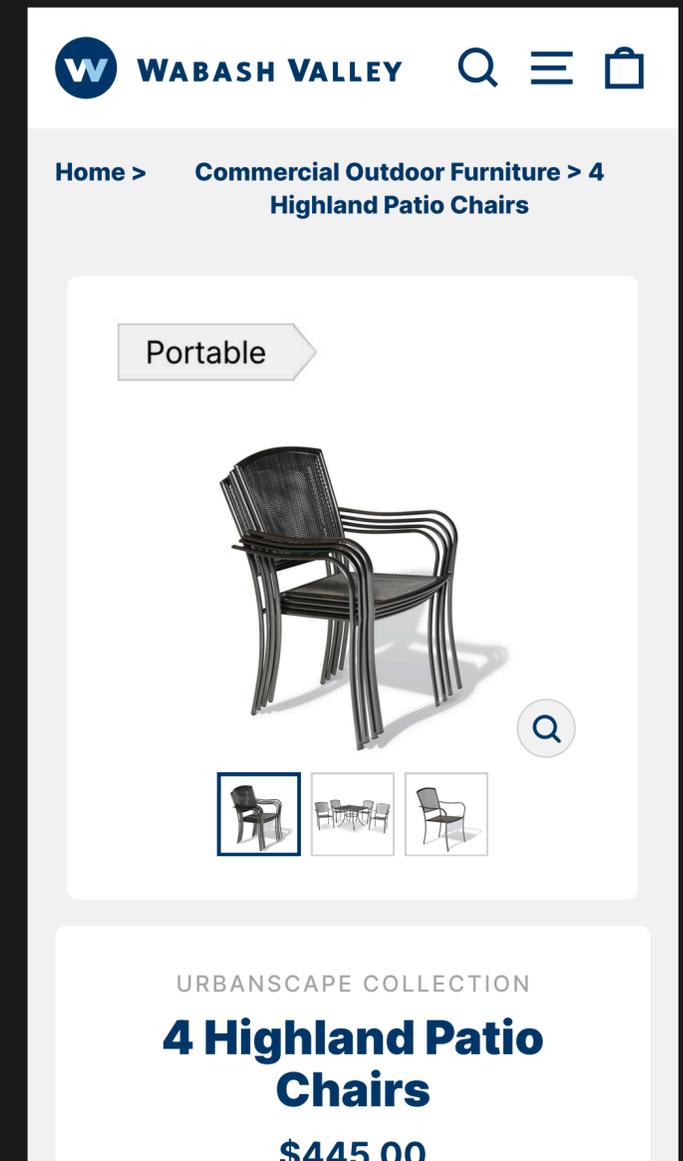
Version 2

Mobile Thumbnails

Replace dots with photo thumbnails on mobile for easier browsing.



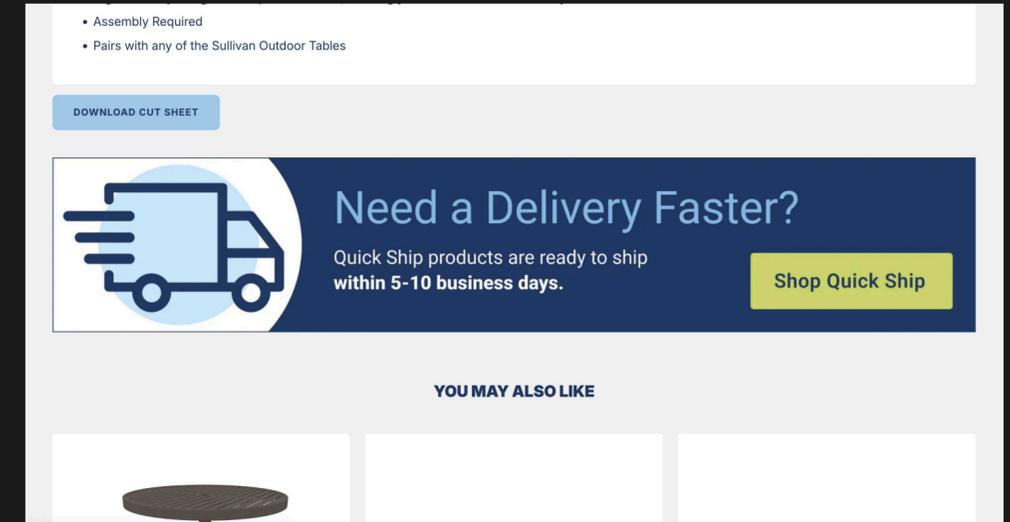
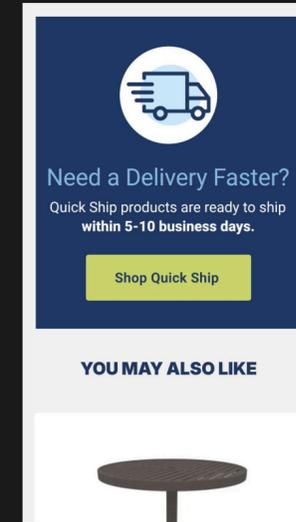
Original



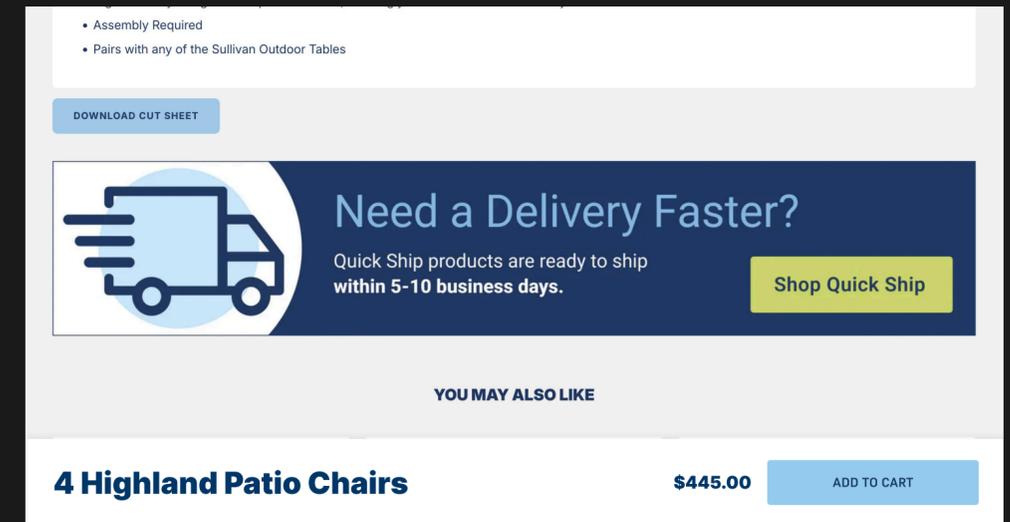
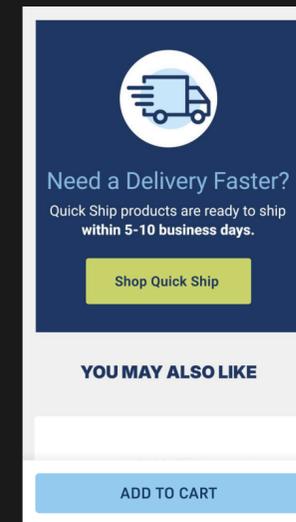
Version 1

Sticky Add To Cart

Keep the Add to Cart button visible as users scroll down the product page. This reduces friction, makes checkout easier on mobile, and ensures purchase options are always within reach.



Original



Version 1

Quantity Discount Details

Clearly display how quantity discounts apply and ensure the cart/checkout total reflects the same savings shown on the PDP. This builds trust, prevents confusion, and reduces drop-off from mismatched pricing.

Home > Commercial Outdoor Trash Cans > 55 Gallon Perforated Outdoor Trash Receptacle

Without Door

HERITAGE COLLECTION

55 Gallon Perforated Outdoor Trash Receptacle

\$698.00

COLOR — Yellow

Built-To-Order Colors: Ships In 14-24 Business Days

● In stock, ready to ship

QUANTITY

- 1 +

SKU: LR355PY05 [Buy More, Save More](#)

Quantity	Discount	Price per item
5-9	3% off	\$677.06
10-14	6% off	\$656.12
15+	9% off	\$635.18

WABASH VALLEY

Express checkout

shop G Pay

OR

Contact [Sign in](#)

Email or mobile phone number
furniture@gmail.com

Email me with news and offers

Delivery

Country/Region
United States

First name
James

Last name
Johnson

Company (optional)

Address
411 North Hollywood Way

55 Gallon Perforated Outdoor Trash Receptacle
Sand / 55 Gallon

Discount code Apply

Subtotal	\$3,490.00
Shipping	\$523.50
Estimated taxes ⓘ	\$366.46
Total	USD \$4,379.96

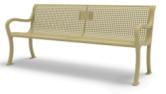
Cross-Sell – Pairs Well With

Introduce a “Pairs Well With” or bundle shopping experience (e.g., chairs + tables) to increase AOV.

Pairs Well With

	7.5' Push Up Market Umbrella \$445.00	+ ADD
	Children's Signature Square Perforated Picnic Table \$1,822.00	+ ADD
	Courtyard Perforated Memorial Bench \$1,674.00	+ ADD

Pairs Well With

 <small>URBANSCAPE COLLECTION</small> 7.5' Push Up Market Umbrella \$445.00 ADD TO CART	 <small>HERITAGE COLLECTION</small> Children's Signature Square Perforated Picnic Table \$1,822.00 ADD TO CART	 <small>HERITAGE COLLECTION</small> Courtyard Perforated Memorial Bench \$1,674.00 ADD TO CART
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Shipping Preview

Offer a shipping cost preview tool on PDP to reduce friction.

HERITAGE COLLECTION

55 Gallon Perforated Outdoor Trash Receptacle

\$698.00

COLOR — Sand

Built-To-Order Colors: Ships In 14-24 Business Days



● In stock, ready to ship

QUANTITY

- 5 +

SKU: LR355PD08
Buy More, Save More

Quantity	Discount	Price per item
5-9	3% off	\$677.06
10-14	6% off	\$656.12

Original

HERITAGE COLLECTION

55 Gallon Perforated Outdoor Trash Receptacle

\$698.00

COLOR — Sand

Built-To-Order Colors: Ships In 14-24 Business Days



● In stock, ready to ship

Estimate shipping cost

Zip Code >

QUANTITY

- 5 +

SKU: LR355PD08
Buy More, Save More

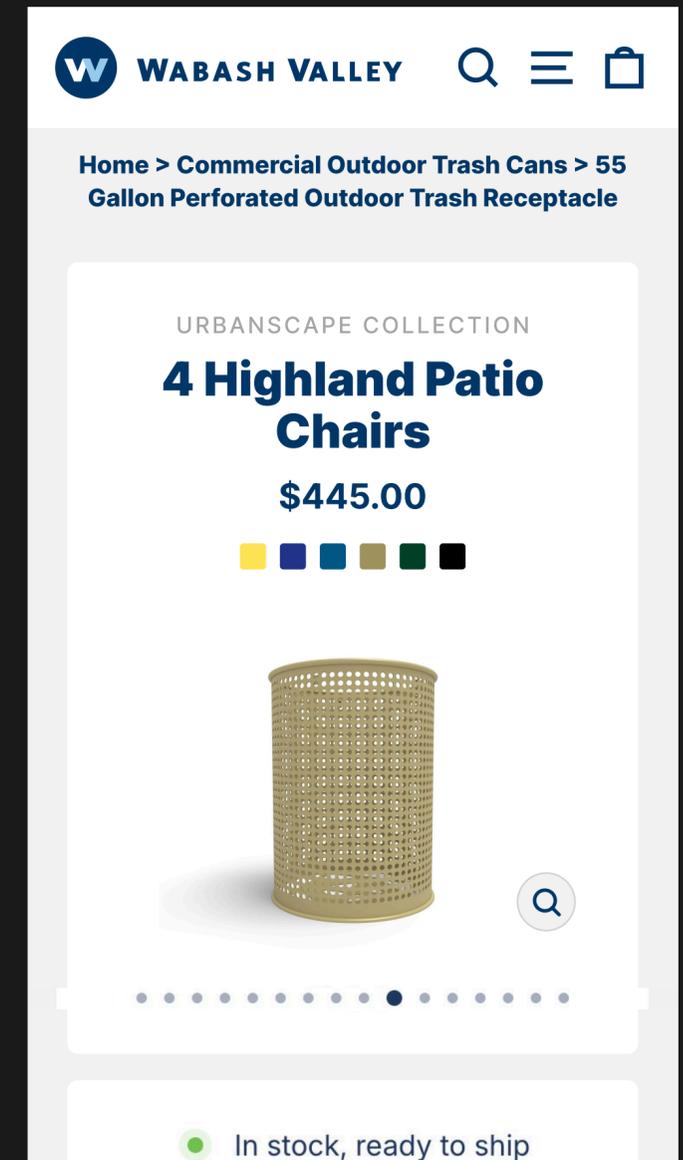
Version 1

Mobile Titles Above Images

Test moving product title (and possibly color options) above the main image on mobile for clarity.



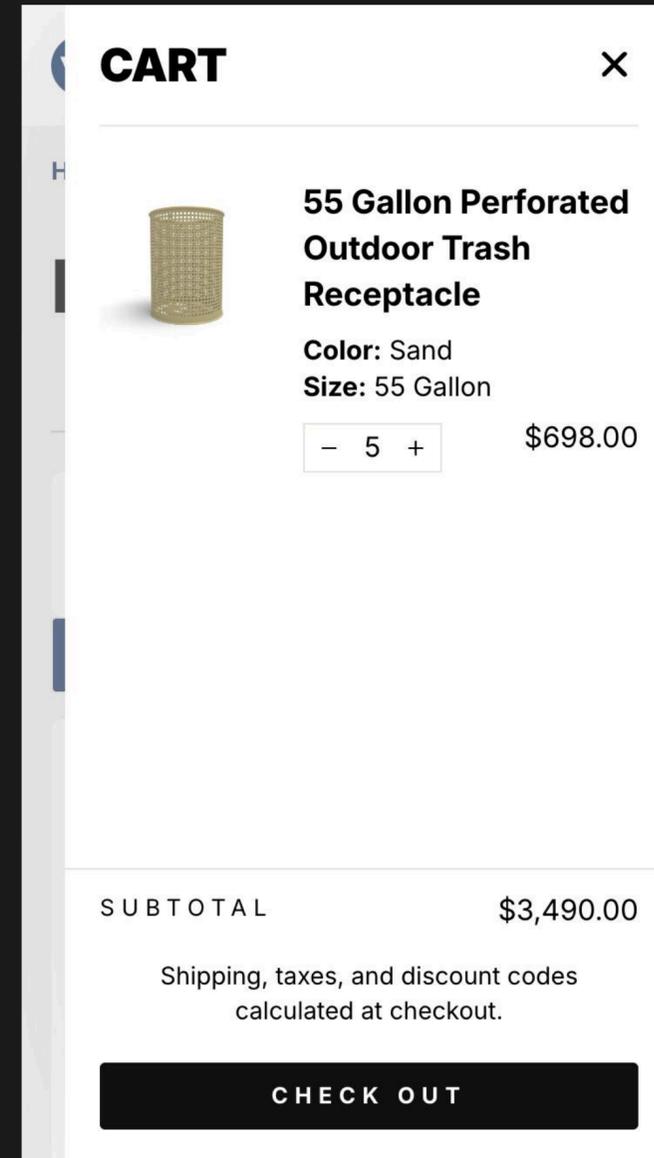
Original



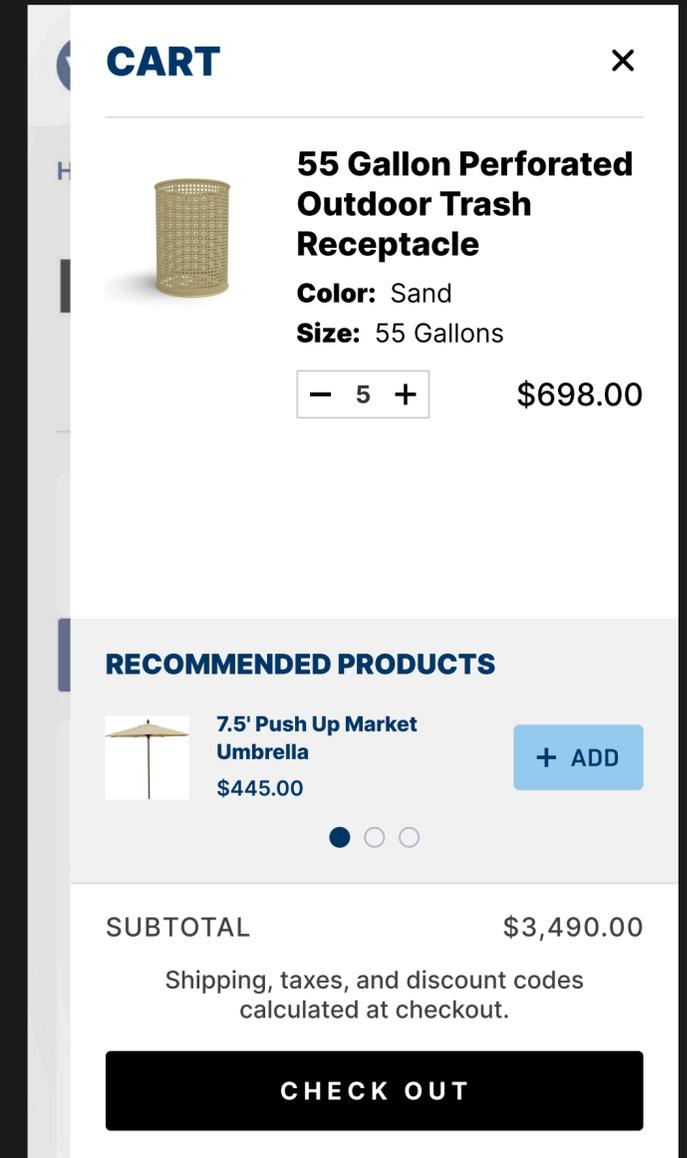
Version 1

Cross-Sell in Cart

Highlight complementary products in cart (e.g., “Add matching chairs to this table”).



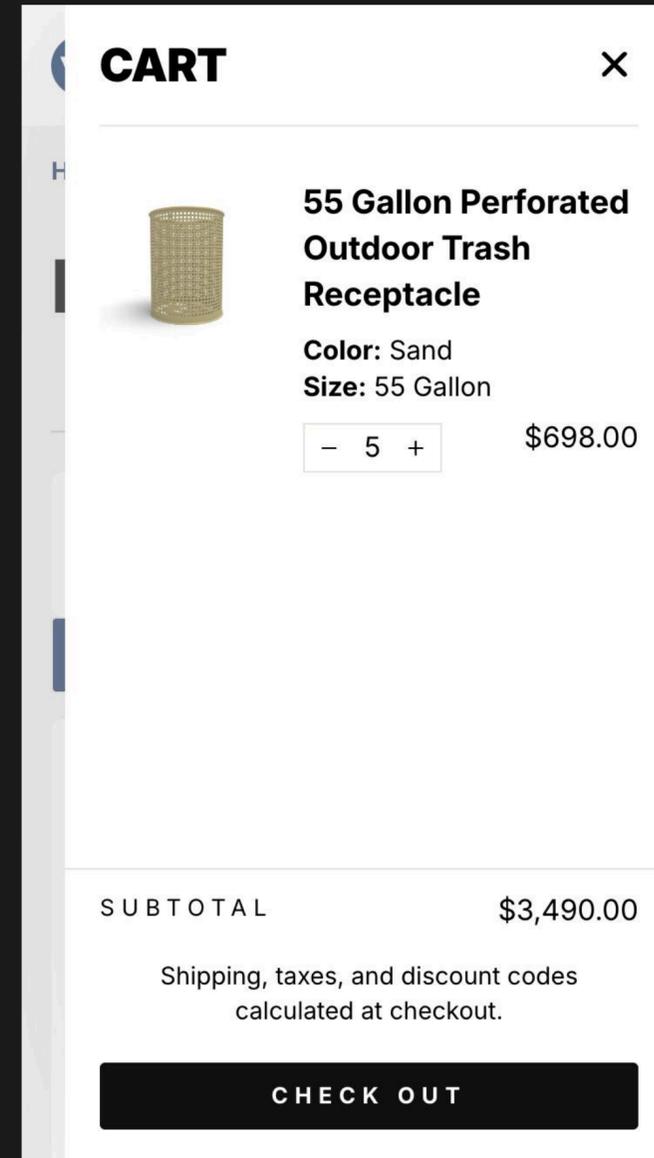
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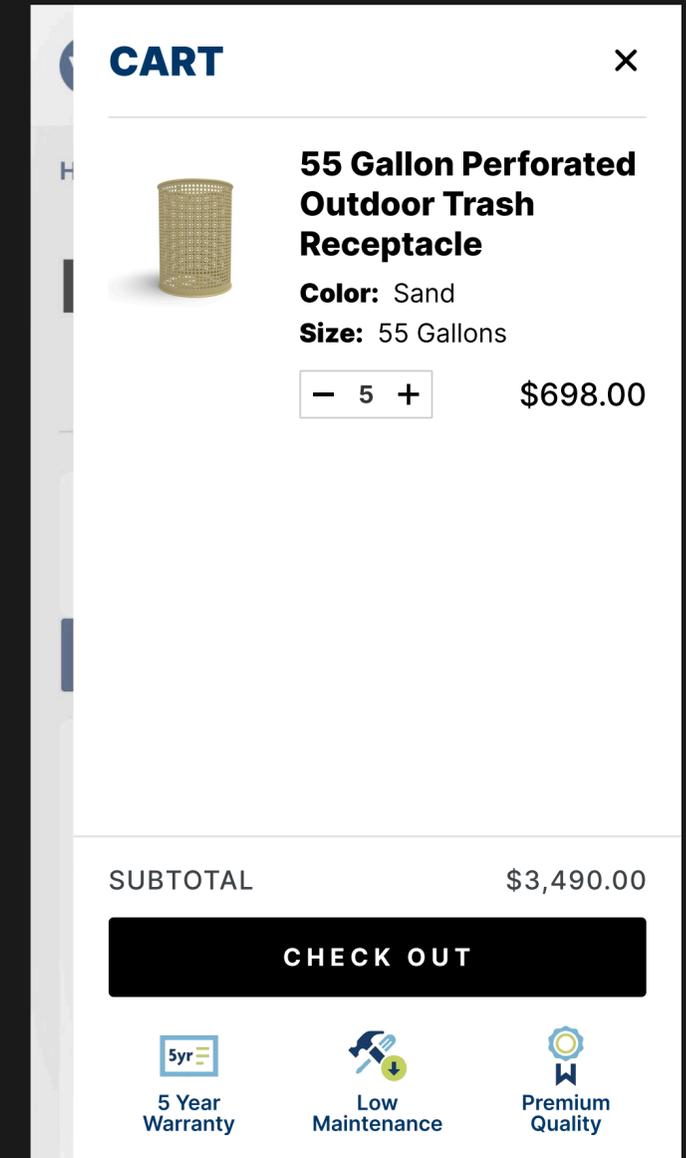
Version 1

Anxiety-Reducing Callouts

Reinforce key assurances like Warranty, US-Based Support, and Quick Shipping in the cart.



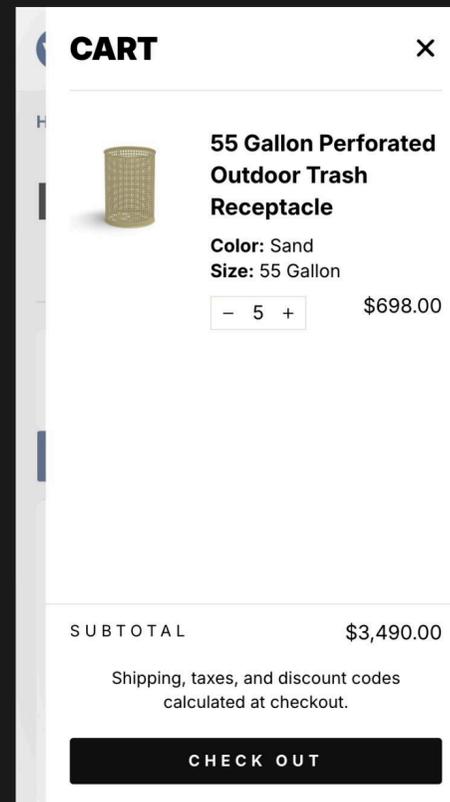
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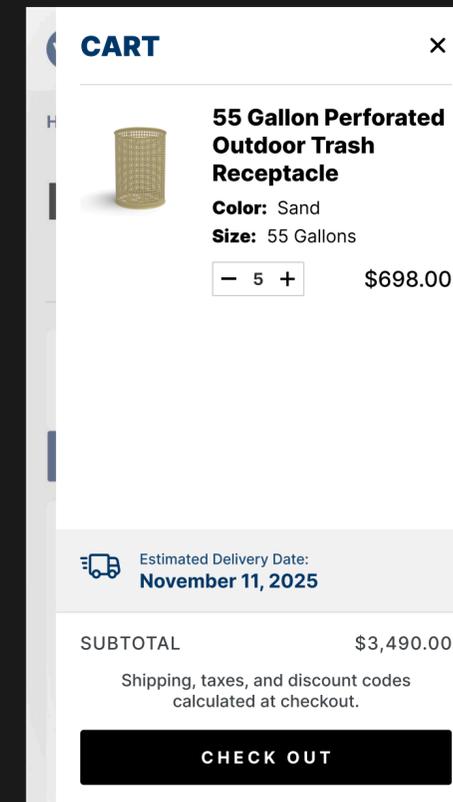
Version 1

Estimated Delivery Date – Cart

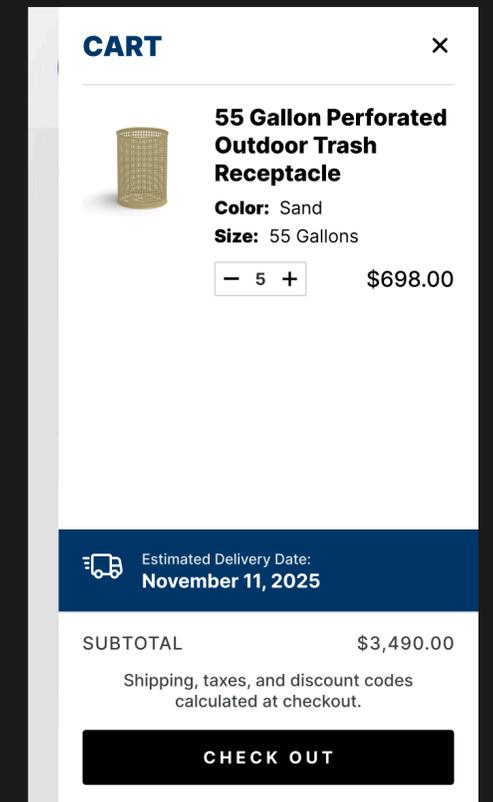
Display estimated delivery dates in cart to set clear expectations.



Original



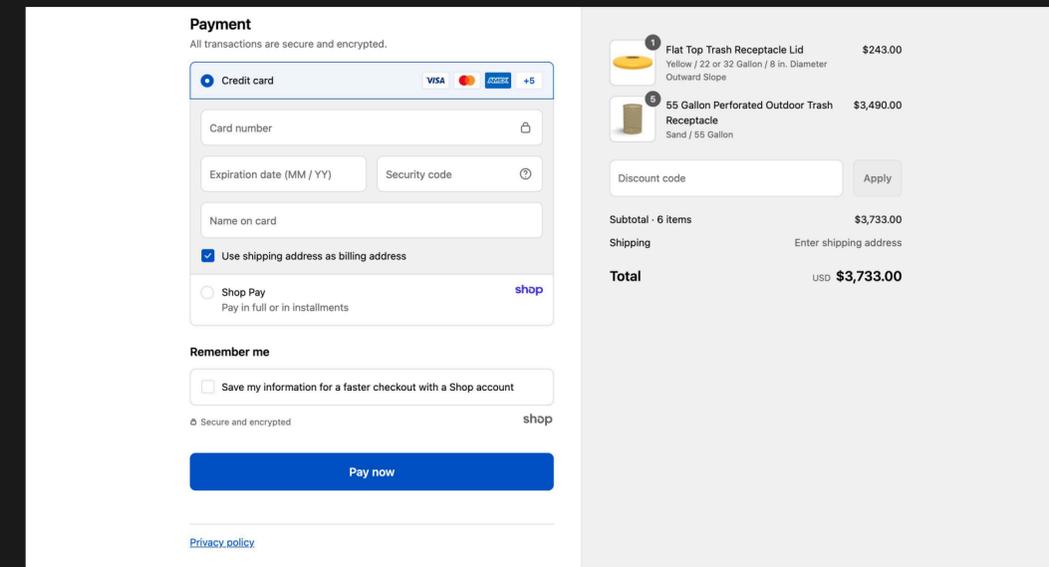
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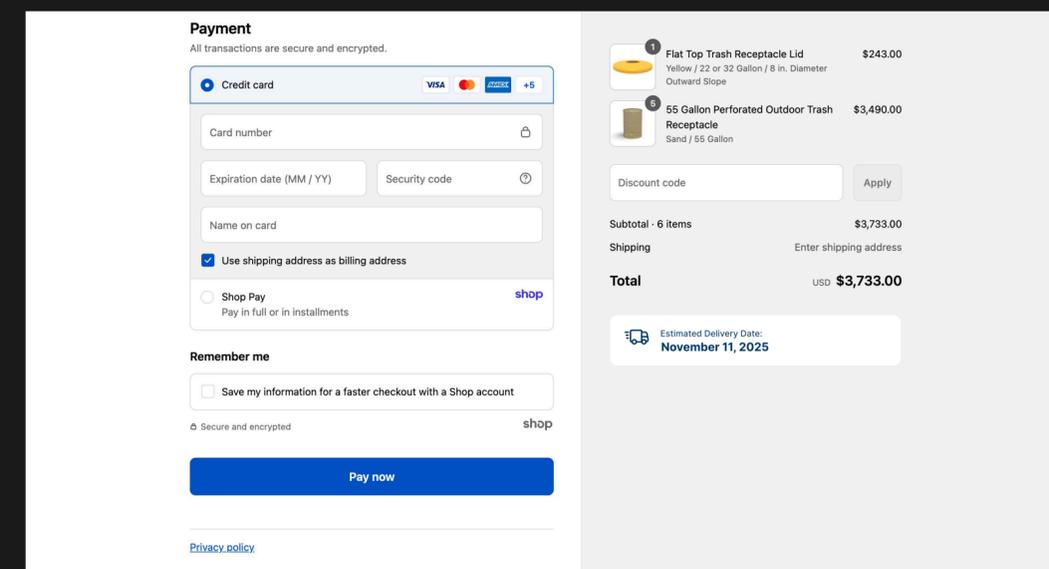
Version 2

Estimated Delivery Date – Checkout

Reinforce estimated delivery date at checkout to reduce drop-off from uncertainty.



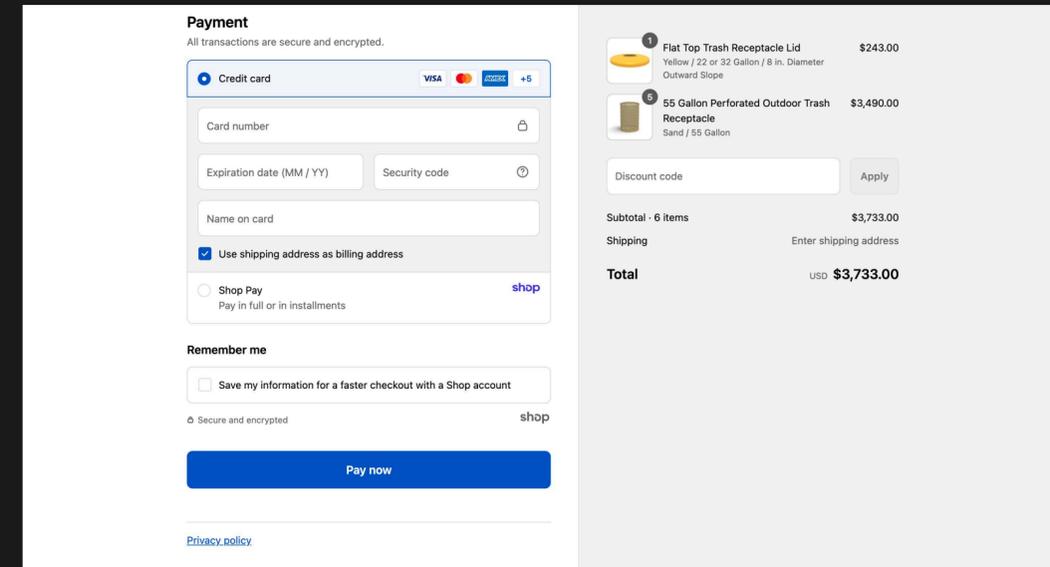
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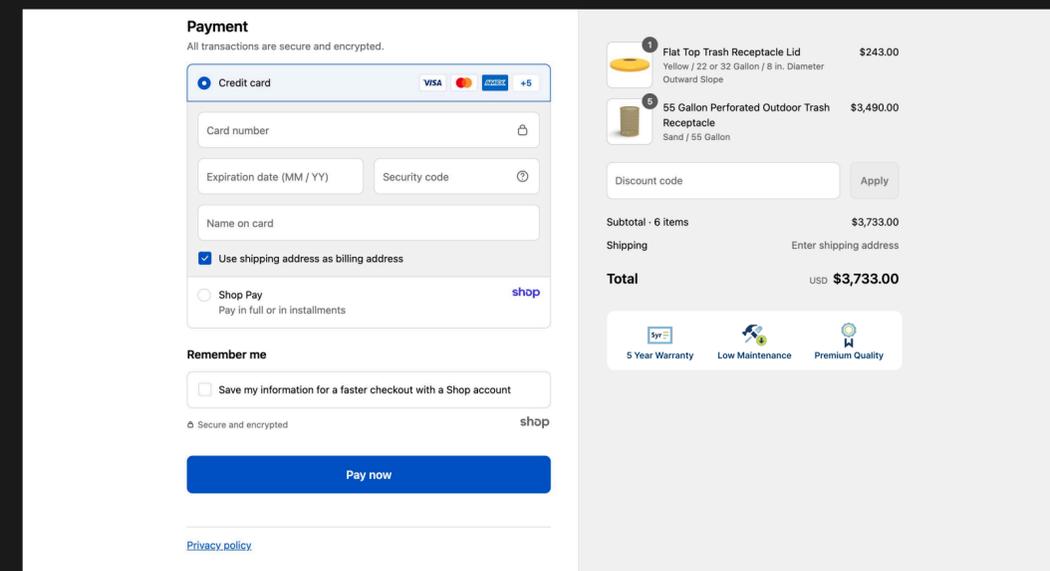
Version 1

Anxiety-Reducing Callouts

Reinforce key assurances like Warranty, US-Based Support, and Quick Shipping in the checkout.



Original



Version 1

Questions?

Have any questions about our approach, pricing, or next steps?

 sol@addisonapplications.com

 (817) 395-2079

 Austin, TX

