



Conversion.ab
Shopify agency

Case Studies

DATA-BACKED SOLUTIONS. TANGIBLE RESULTS.
PROVEN SUCCESS.





About Us

At ConversionAB, we don't just optimize websites. We engineer growth.

ConversionAB is a CRO and experimentation partner helping eCommerce brands unlock measurable growth.

We identify friction points, craft data-backed solutions, and implement high-impact changes that improve conversion rates, engagement, and revenue—consistently.

THE FACE SHOP UAE

Improving Mobile Conversions Through Experimentation

↗ **48% increase**
IN CONVERSION RATE

↗ **70% increase**
IN TOTAL SALES

“
Their testing approach really worked for us, especially in improving our mobile conversions over time.

KAMILIA

Client Overview

The Face Shop UAE is a skincare and beauty brand offering nature-inspired products rooted in Korean beauty philosophy. Known for its gentle formulations and affordable pricing, it provides a wide range of skincare, body care, and cosmetics designed for everyday use.

The Challenge

High traffic but inconsistent conversions, especially on mobile devices due to UX friction.

The Solution (CRO)

- A/B tested key landing and product pages
- Optimized mobile experience and UI clarity
- Simplified the user journey and checkout flow

The Result

A smoother, mobile-first experience that improved engagement and reduced friction in the buying journey.

SELECT BY SHIVA

Turning Browsers into Buyers with Strategic CRO

↗ **61% increase**
IN CONVERSION RATE

↗ **26% increase**
IN TOTAL SALES

”
The changes were simple but made a noticeable difference in how customers interact and convert on our site.

AISHWARYA RAVICHANDRAN - CEO, SELECT BY SHIVA

Client Overview

Select by Shiva is an Indian fashion brand offering affordable, comfortable ethnic wear for modern women. With versatile kurti sets, co-ords, and maternity-friendly styles, it blends traditional design with everyday ease.

The Challenge

Despite good traffic and strong brand appeal, the website struggled with low conversion rates and high product page drop-offs.

The Solution (CRO)

- Optimized product description page layout for clarity and persuasion
- Introduced urgency and scarcity triggers
- Strengthened trust signals and purchase confidence

The Result

A more persuasive and frictionless experience that encouraged users to take action faster.

NILAMBUR FURNITURE

Driving Growth with CRO + SEO Synergy

↗ **83% increase**
IN CONVERSION RATE

↗ **05% increase**
IN TOTAL SALES

”
Working with ConversionAB has transformed our website's performance and user experience. Their strategic approach to CRO demonstrated their deep understanding of optimization.

TIJO THOMAS - CEO, NILAMBUR FURNITURE

Client Overview

Nilambur Furniture is a premium furniture brand offering handcrafted wooden products with a strong focus on quality and craftsmanship.

The Challenge

Low organic visibility and underperforming conversions limited overall revenue growth.

The Solution (CRO + SEO)

- Improved on-page SEO for better discoverability
- Optimized product and category pages for conversions
- Enhanced content structure and internal linking
- Improved user experience across key pages

The Result

A dual impact of increased traffic and improved conversion efficiency.

MAMMA & AMOUR

Building a Conversion-Ready Store from Scratch

↗ **11% increase**
IN CONVERSION RATE

↗ **24% increase**
IN TOTAL SALES

”
A strong, conversion-focused foundation right from the start.
Exactly what we needed.

ANU SAJI - FOUNDER, MAMMA & AMOUR

Client Overview

Mamma & Amour is a premium sustainable clothing brand for babies and young children, offering thoughtfully designed garments made from organic, toxin-free fabrics for comfort and safety.

The Challenge

The brand required a fully functional, scalable, and conversion-focused eCommerce store from the ground up.

The Solution (Store Development)

- Designed and developed a complete eCommerce store
- Built a user-friendly and mobile-optimized experience
- Structured pages with conversion best practices
- Integrated essential tools and functionalities

The Result

A high-performing, scalable store ready to drive conversions from day one.

FOOFOODS

Driving Conversions with Indulgence-Focused CRO

↗ **45% increase**
IN CONVERSION RATE

↗ **33% increase**
IN TOTAL SALES

ConversionAB understood our product positioning well and helped us present it more effectively, leading to better engagement.

FOO FOODS

Client Overview

FooFoods is a premium chocolate brand specializing in kunafa chocolates and handcrafted chocolates, offering rich, indulgent treats designed for gifting and personal indulgence.

The Challenge

Despite strong product appeal, the website wasn't converting efficiently due to weak communication of product uniqueness and lack of urgency in the buying journey.

The Solution (CRO)

- Refined messaging to highlight indulgence, gifting value, and uniqueness
- Enhanced product pages with more persuasive structure
- Introduced urgency and limited-availability triggers
- Optimized CTAs for stronger purchase intent

The Result

A more desire-driven and conversion-focused experience aligned with impulse and gifting behaviour.

WATERSCIENCE

Driving Revenue Growth Through CRO & Implementation

↗ **29% increase**
IN CONVERSION RATE

↗ **48% increase**
IN TOTAL SALES

“
Website design did exactly what you said it does. Just what I was looking for. Nice work on your website design.

SIVA

Client Overview

WaterScience is an Indian brand offering innovative filtration solutions for taps and showers, designed to tackle hard water and improve water quality for better skin, hair, and everyday use.

The Challenge

Users were not clearly understanding product value, leading to lower conversions.

The Solution (CRO)

- Repositioned product messaging for clarity
- Optimized landing pages for better persuasion
- Implemented high-performing CRO variations

The Result

A stronger value proposition that increased user confidence and purchase intent.

SHUSHUBABIES

Simplifying the User Journey to Drive Conversions

↗ **81% increase**
IN CONVERSION RATE

↗ **82% increase**
IN TOTAL SALES

”
The website feels much more intuitive now, and customers are completing their purchases more smoothly.

SULAKSHANA REDDY - FOUNDER, SHUSHUBABIES

Client Overview

ShuShu Babies is a natural baby care brand offering Ayurvedic, toxin-free skincare products made with gentle, plant-based ingredients. Focused on safety and nourishment, it provides everyday essentials designed to protect and care for delicate baby skin.

The Challenge

Users were exploring products but not progressing efficiently through the funnel due to a complex user journey.

The Solution (CRO)

- Streamlined navigation and user flow
- Improved homepage clarity and hierarchy
- Added trust-building elements across key touchpoints

The Result

A simplified and guided shopping experience that reduced friction and improved purchase confidence.

CARENCURE PHARMACY

Combining Technical Excellence with CRO for Seamless Conversions

↗ **11% increase**
IN CONVERSION RATE

↗ **17% increase**
IN TOTAL SALES

Working with ConversionAB improved both our technical performance and user experience. The site is now faster, smoother, and more reliable.

ROUF

Client Overview

Care n Cure Pharmacy is a leading online pharmacy in Qatar offering a wide range of medicines, wellness products, and personal care essentials. With a strong focus on accessibility and trust.

The Challenge

Conversion losses were caused by slow performance, checkout friction, and lack of trust in a sensitive healthcare journey.

The Solution (Technical Support + CRO + Implementation)

- Improved site speed and performance
- Optimized checkout flow to reduce friction
- Implemented CRO changes end-to-end
- Enhanced trust signals for healthcare purchases

The Result

A faster, smoother, and more reliable user experience that encouraged higher conversions.

Trusted by Leading Brands

			
			
			
			
		<p>30+ brands Trusted by 30+ Growing & Leading eCommerce Brands</p>	