

# Optimization Experiences

Optimization experiences are important for learning, testing, and improving the customer experience based on technographic or demographic audience information.

Typically, optimization experiences take place high in the conversion funnel with a large impact to a broad audience, although they may also measure some secondary metrics. Most optimization experiences are [A/B/n tests](#) or [Full-Page Test experiences](#) with significant content changes for the largest degree of learning. After your experience has reached [statistical confidence](#), you may want to push the winning variant from your optimization experience to 100% of your audience.

## Case Studies

### Duplicate Checkout Button on Cart Page

**Objective and hypothesis:** By duplicating the checkout button on the cart page so that it appears at the top of the page as well as after the list of products in the cart, you aim to allow customers to move through conversion funnel faster by providing them the means to move to the checkout page without having to scroll down on the cart page. This change should increase mobile conversion rate due to increased usability.

### Expand Search by Default on Mobile

**Objective and hypothesis:** Allow customers to locate the search bar and search your site more quickly on a mobile device or other devices that have significantly less screen real estate.

Keep in mind that everything presented in these training materials is only the baseline for the strategic approach you can take with Monetate. The Strategy and Insights team is here to help develop a personalized approach to your specific business goals. Contact your Client Success Manager (CSM) for more information.