



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

Less is More.

WHY SMALLER
BUNDLES
DELIVERED
BIGGER
RESULTS

SWIPE →



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

HYPOTHESIS

IF...

we restructure the current bundle offers on the Google Ads funnel page

THEN...

we will see an increase in CVR and a decrease in CAC

BECAUSE...

offering smaller, more approachable bundles improves perceived value and lowers the purchase friction for first-time buyers.

SWIPE →



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

A/B TEST BUNDLE OFFERS

ORIGINAL

VARIANT



5 Units + 1 Unit For Free
Highest Bundle Savings
% % % %



3 Units + 1 Unit For Free
Low Bundle Savings
%



3 Units
High Bundle Savings
% % %



2 Units
Low Bundle Savings
%



1 Unit
No Savings



1 Unit
No Savings

SWIPE →



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

RESULTS



WINNER



+16% Conversion Rate



-22% Lower CAC



+20% Subscription Take Rate

VARIANT



SWIPE →



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

KEY TAKEAWAY

✦ Paid Quantity & Value

Reducing paid units from '5+1 free' to '3+1 free' lowered the total price and created a more approachable entry point.

➡ *Easier 'yes' for new customers.*

✦ Discount vs. Structure

Reducing bundle savings showed that higher discounts alone aren't always the main driver – clarity and how offers are structured matter more.

➡ *Clarity beats discounts.*

✦ Choice Architecture

Changing the quantity of units across all three buy box offers created a clearer decision path, reducing customer friction.

➡ *Smart structuring drives results.*

+++ ✦ Nice Side Effect: Boosted Subscriptions +++

Restructuring all three offers created a clearer, more attractive purchase path and increased perceived ongoing value, resulting in a +20% higher subscription take rate.



Konstantina Symeonidou

WWW.KONSTANTINA-DIGITAL.COM

MY EXPERTISE.

Most companies waste 97% of their traffic.

I help to turn visitors into customers. 💰

Without huge re-designs or traffic minimums.

With +5 years of experience.

- ➔ Conversion Rate Optimization (CRO) Specialist
- ➔ A/B Testing Expert
- ➔ Landing Page & Funnel Creator And Optimizer
- ➔ Content Manager
- ➔ Virtual Assistant & Project Manager

LET'S CONNECT!