

HOW COLORS AFFECT CONVERSIONS

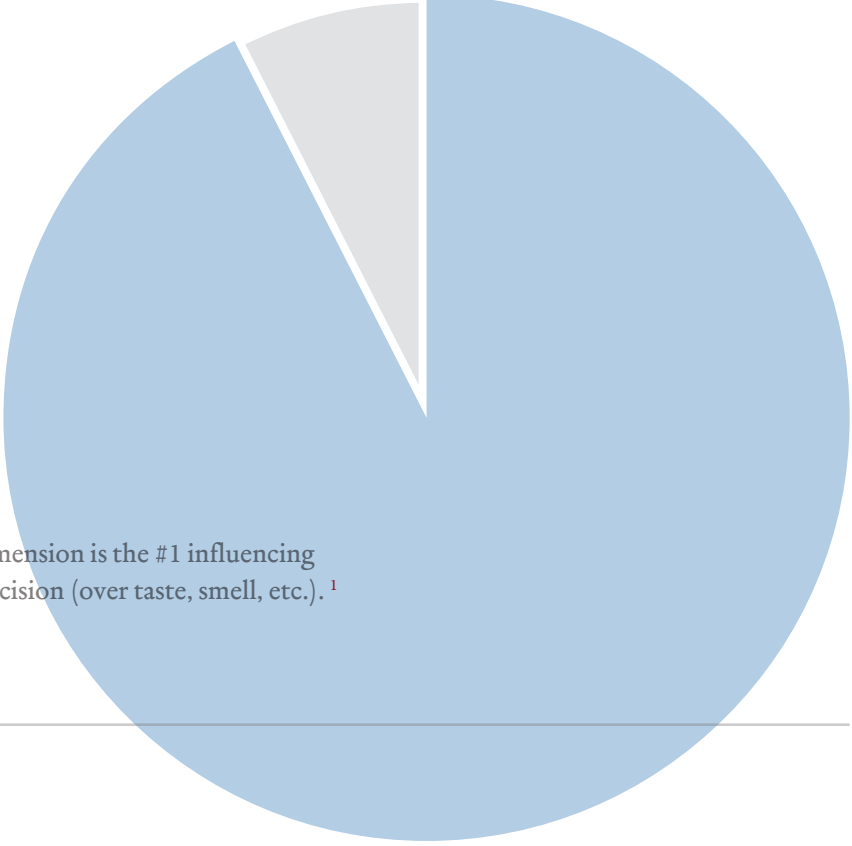
COLOR has a powerful psychological influence on the human brain. Learn how others have harnessed it and how you can do the same.

THE DATA

VISUAL INFLUENCE

92.6%

92.6% of people say the visual dimension is the #1 influencing factor affecting their purchase decision (over taste, smell, etc.).¹



PRODUCT ASSESSMENT TAKES

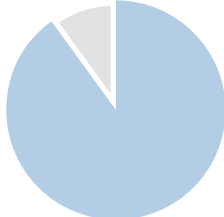


NINETY SECONDS

Studies suggest that people make a subconscious judgment about a product within 90 seconds of initial viewing.²

90%

Up to 90% of that assessment is based on color alone.²



APPLIANCE PREFERENCE

2/3



Two out of three consumers won't buy a large appliance unless it comes in their preferred color.³

COLOR & RECOGNITION

26% HIGHER

One study found that magazine readers recognize full-color ads 26% more often than black-and-white ads.⁴

CASE STUDIES*

* Don't generalize. You should test colors on *your* website with *your* audience to see what works best for *you*.



CTA BUTTON COLOR

21% INCREASE

Performable changed the color of a Call-To-Action (CTA) button from green to red, resulting in a 21% increase in conversions.⁵



CTA BUTTON COLOR

6.3% INCREASE

Ript changed a CTA button color from green to yellow (in addition to tweaking the button copy), resulting in a 6.3% increase in sales.⁶



KETCHUP COLOR

\$23 MILLION

In a marketing experiment, Heinz changed the color of their signature ketchup from red to green and sold over 10 million bottles in the first 7 months, resulting in \$23 million in sales. At the time, it was the highest sales increase in the brand's history.⁷

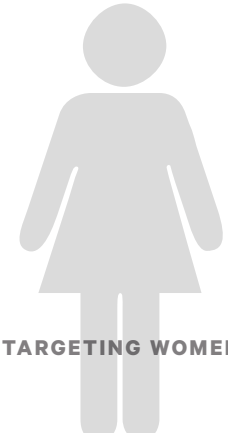
APPLICATIONS

What colors should you use on your website?

FUN FACT

Why are most web hyperlinks [blue](#)?

"Red and green are the colors most affected by color-vision deficiency. Almost no one has a blue deficiency. That means nearly everyone can see blue, or, more accurately, almost everyone can distinguish blue as a color different from others. It was pure good luck that the default color of hyperlinks is blue with underlining."⁹

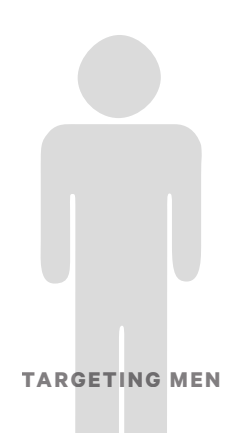
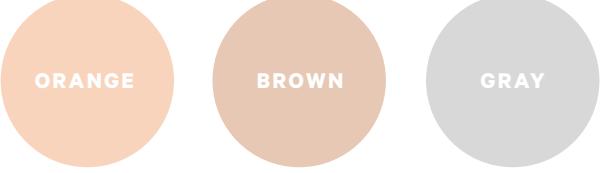


TARGETING WOMEN

✓
Colors women love the most⁸



✗
Colors women hate the most⁸



TARGETING MEN

✓
Colors men love the most⁸



✗
Colors men hate the most⁸



PEOPLE. NOT PAGEVIEWS.

¹ http://loyaltysquare.com/impact_of_color.php

² <http://www.zeroabove.co.uk/news/the-colour-of-success-whats-your-flavour.html>

³ <http://www.colormatters.com/fun-color-facts/factoids-part-2>

⁴ Hermie, P., Lanckriet, T., Lansloot, K. and Peeters, S. Stop/watch: everything on the impact of advertisements in magazines. Medialogue; 2005.

⁵ <http://blog.hubspot.com/blog/tabid/6307/bid/20566/The-Button-Color-A-B-Test-Red-Beats-Green.aspx>

⁶ <http://visualwebsiteoptimizer.com/split-testing-blog/how-ript-apparel-increased-their-sales-by-6-3-ab-testing-case-study/>

⁷ <http://www.colormatters.com/research/why-color-matters>

⁸ <http://www.joehallock.com/edu/COM498/preferences.html>

⁹ Adapted from "Building Accessible Websites". Copyright © Joe Clark, 2002. All rights reserved. Used with permission.