

HOW COLORS AFFECT CONVERSIONS

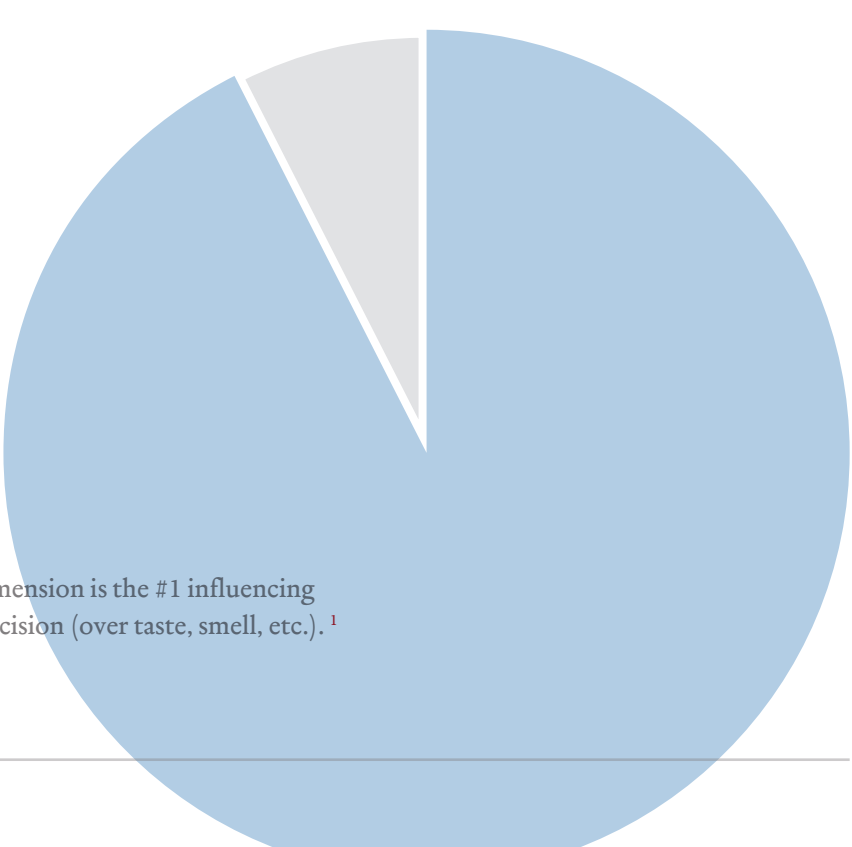
COLOR has a powerful psychological influence on the human brain. Learn how others have harnessed it and how you can do the same.

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

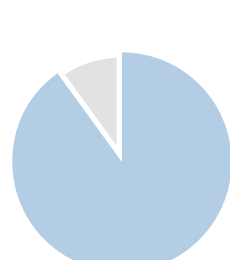


NINETY SECONDS

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*.

	<p>CTA BUTTON COLOR</p> <p>21% INCREASE</p> <p>Performable changed the color of a Call-To-Action (CTA) button from green to red, resulting in a 21% increase in conversions.⁵</p>
	<p>CTA BUTTON COLOR</p> <p>6.3% INCREASE</p> <p>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</p>
	<p>KETCHUP COLOR</p> <p>\$23 MILLION</p> <p>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</p>

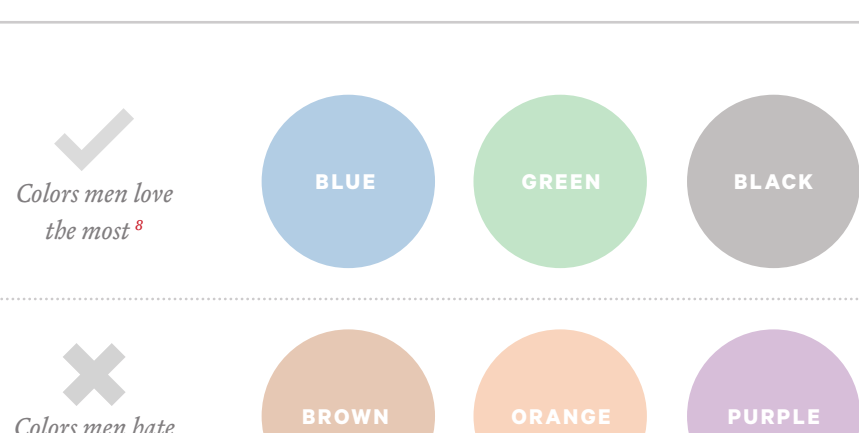
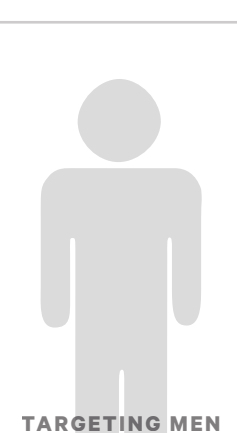
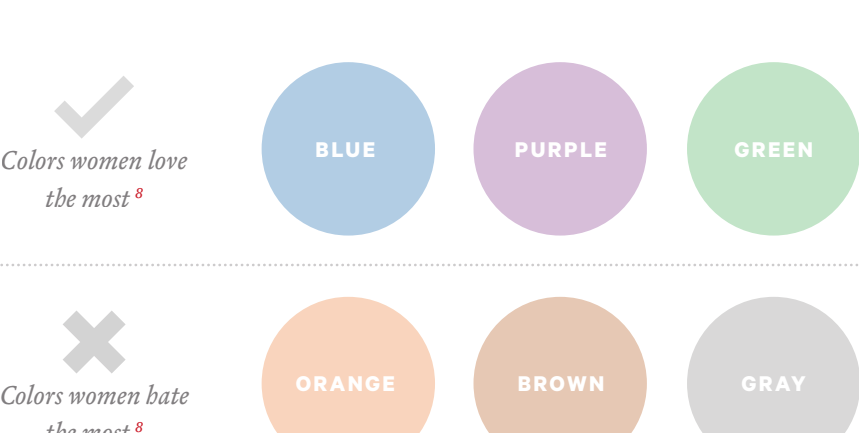
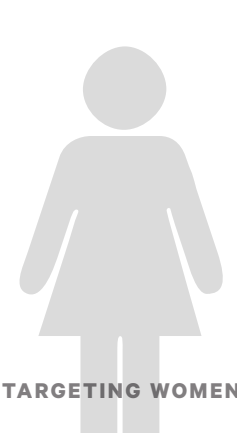
APPLICATIONS

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



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.colorcom.com/research/why-color-matters>
 8 <http://www.joehallock.com/edu/COM498/preferences.html>
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