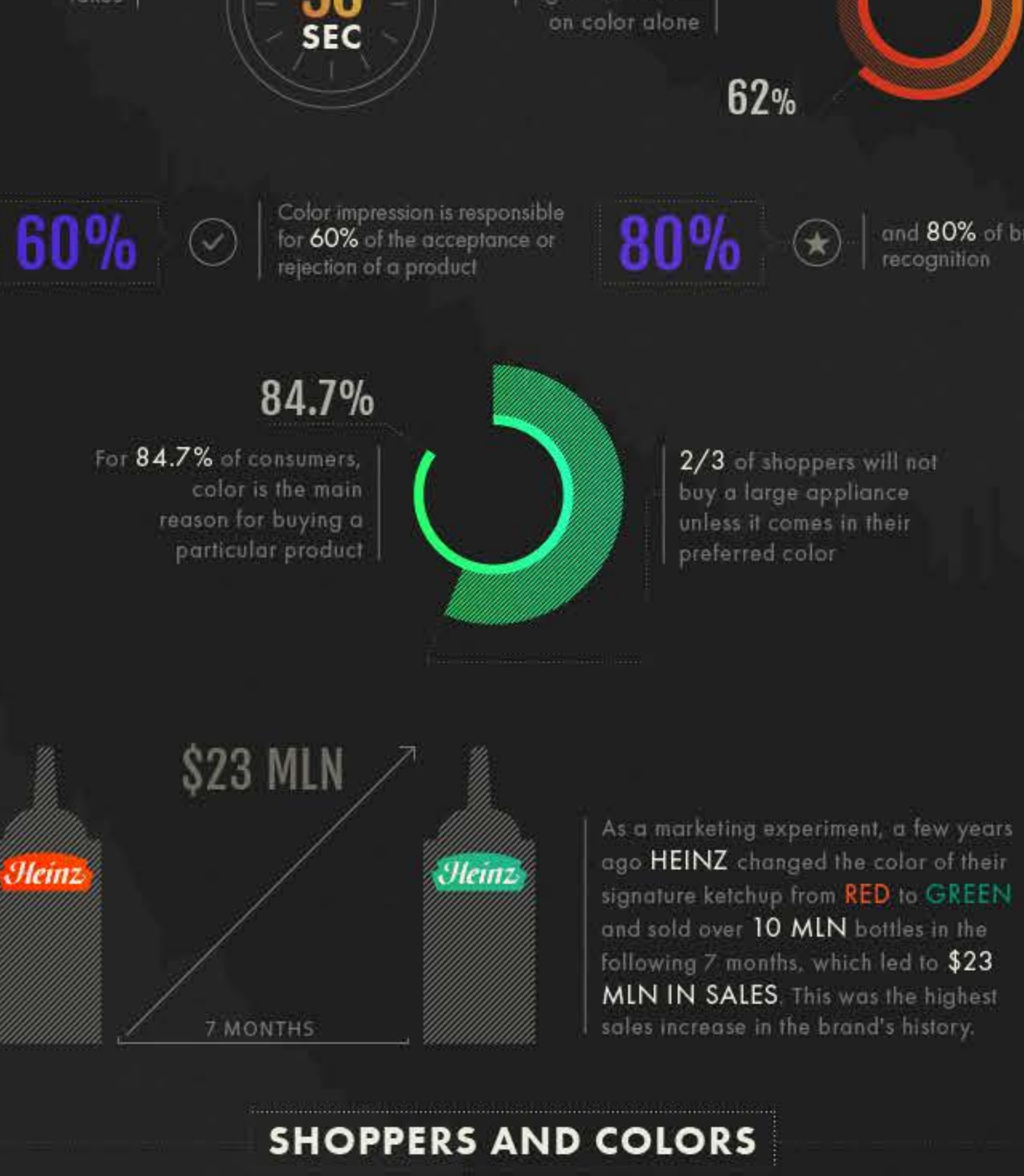


40 FACTS about how PSYCHOLOGY OF COLORS

CAN BOOST YOUR WEBSITE CONVERSIONS

Applying color psychology is one of the most powerful methods to appeal to customer attention, trigger their purchase behavior and ultimately drive more sales. Realizing how important colors are in every visual presentation of your business can help you increase conversion rates.



SHOPPERS AND COLORS

IMPULSIVE BUYERS most common in clearance sales, outlet malls and fast-food establishments

SHOPPERS ON A BUDGET banks, larger department stores

TRADITIONAL BUYERS most likely to be found in clothing stores



PREFERENCES BY GENDER

WOMEN soft colors and more receptive to tints

MOST LIKED: (thumbs up icons)

MOST DISLIKE: (thumbs down icons)

MEN bold colors, more likely to select shades of colors

MOST LIKE: (thumbs up icons)

MOST DISLIKE: (thumbs down icons)

COLORS AND BRANDS

red LIFE EXCITEMENT BOLDNESS

01 increases the heart rate and creates urgency, that's why it is used in clearance sales

02 the most emotional color

POPULAR FOR: FOOD, TECHNOLOGY, TRANSPORT, AGRICULTURE

QUESTIONABLE FOR: HEALTH CARE, HOUSEHOLD

BRANDS THAT USE RED: McDonald's, Coca-Cola, Kellogg's, Lay's, Red Bull, Virgin, Nike, ACE Hardware, Avis, Colgate, TIME, Nintendo

UNPOPULAR FOR: ENERGY, FINANCE, AIRPLANE, CLOTHING

blue PRODUCTIVITY TRANQUILITY TRUST

01 the most commonly used color in today's websites and branding

02 banks and businesses choose it to communicate security to clients

03 favored by 57% men and 35% women

POPULAR FOR: HEALTH CARE, ENERGY, FINANCE, AIRPLANE, AGRICULTURE, TECHNOLOGY, HOUSEHOLD

BRANDS THAT USE BLUE: Starbucks, LinkedIn, Twitter, Facebook, IBM, Ford, Oral-B, 3M, P, Visa

UNPOPULAR FOR: CLOTHING, FOOD, CAR

QUESTIONABLE FOR: HEALTH CARE, ENERGY, FINANCE, AIRPLANE, AGRICULTURE, TECHNOLOGY, HOUSEHOLD

green GROWTH NATURE HARMONY

01 frequently used in stores to help customers relax

POPULAR FOR: ENERGY, FINANCE, FOOD, HOUSEHOLD, TECHNOLOGY

QUESTIONABLE FOR: HEALTH CARE

BRANDS THAT USE GREEN: The Body Shop, Subway, Spotify, Whole Foods, Animal Planet, H

UNPOPULAR FOR: CLOTHING, AIRPLANE, CAR

orange AMBITION ENTHUSIASM CONFIDENCE

01 call to action: sell, buy or subscribe

POPULAR FOR: HEALTH CARE, TECHNOLOGY

QUESTIONABLE FOR: FOOD, HOUSEHOLD, AGRICULTURE

BRANDS THAT USE ORANGE: Nickelodeon, Hooters, Motorola, Harley-Davidson, Fanta

UNPOPULAR FOR: CLOTHING, AIRPLANE, CAR, ENERGY, FINANCE

Web color orange, defined as #FFA500, is the only named color defined in CSS that is not also defined in HTML 4.01

black AUTHORITY POWER ELEGANCE

01 the most popular choice for marketing luxury products

POPULAR FOR: TECHNOLOGY, CLOTHING, CAR

QUESTIONABLE FOR: HOUSEHOLD, AGRICULTURE

BRANDS THAT USE BLACK: Montblanc, LV, Jaguar, Chanel, BlackBerry

UNPOPULAR FOR: FOOD, ENERGY, FINANCE, HEALTH CARE

white/silver PERFECTION

01 in advertising is associated with coolness and cleanliness in advertising

POPULAR FOR: HEALTH CARE, CLOTHING, CARDS, CHARITY

QUESTIONABLE FOR: AGRICULTURE, AIRPLANE, HOUSEHOLD, ENERGY, TECHNOLOGY

BRANDS THAT USE WHITE: Apple, Ralph Lauren, Asos, Honda

UNPOPULAR FOR: FINANCE, FOOD

purple WEALTH POWER ROYALTY

01 most often found in anti-aging or beauty products

POPULAR FOR: HEALTH CARE, TECHNOLOGY, FINANCE

QUESTIONABLE FOR: AIRPLANE, HOUSEHOLD, CLOTHING, CAR

BRANDS THAT USE PURPLE: Yahoo!, Craigslist, Cadbury, Crown Royal

UNPOPULAR FOR: ENERGY, AGRICULTURE

yellow JOY INTELLECT ENERGY

01 often associated with food

02 used by brands to evoke cheerful feelings

POPULAR FOR: HOUSEHOLD, ENERGY, FOOD

QUESTIONABLE FOR: AGRICULTURE, HEALTH CARE

BRANDS THAT USE YELLOW: National Geographic, CAT, Shell, Pennzoil, DHL, Hertz

UNPOPULAR FOR: AIRPLANE, CLOTHING, CAR, FINANCE

COLORS AND WEBSITE CONVERSIONS

POOR WEBSITE NAVIGABILITY AND POOR OVERALL DESIGN ARE THE REASONS WHY ONLINE SHOPPERS CHOOSE NOT TO PURCHASE FROM A PARTICULAR WEBSITE



CALL-TO-ACTION BUTTON COLORS

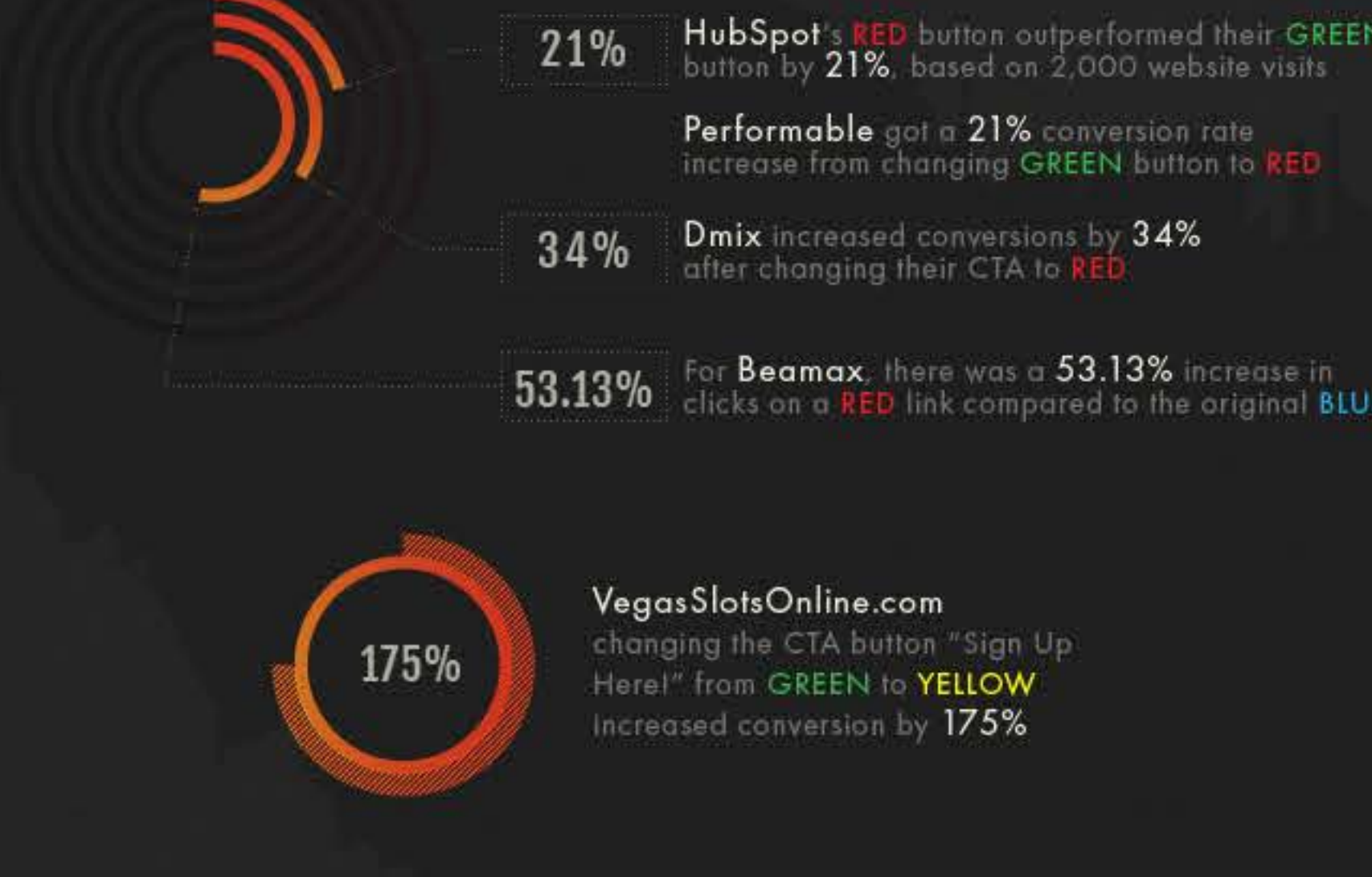
6.5% lead to increased add-to-cart rate

9% boost overall conversion rate

13.5% drive conversion rates increase in mobile users

in practice, **RED, ORANGE** and **GREEN** are the best colors for conversions, but only if they stand out

SUCCESS CASES



In a competition held by Visual Website Optimizer, the winner between:

WHITE BUTTON WITH GREEN TEXT

GREEN BUTTON WITH WHITE TEXT

RED BUTTON WITH WHITE TEXT ✓

was the third option, with **5%** better conversion

UNBOUNCE declared that **BIG ORANGE BUTTON (BOB)** is the future of CTA buttons

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