AliveCor®

Client case study

A succesful collaboration between Omniconvert and AliveCor

CLIENT CASE STUDY

AliveCor

Industry: Medical Technology • Working with Omniconvert since 2016

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About AliveCor

AliveCor is the market leader in FDA-cleared mobile electrocardiogram (ECG/EKG) technology. Named as one of the most innovative companies in the health industry in 2017, the company sells products that use machine learning and promote early disease discovery and disease prevention. Through its devices, AliveCor also connects patients and clinicians anytime, anywhere.

AliveCor and Omniconvert

AliveCor has been working with Omniconvert for over three years and counting. The partnership arose from their need to define their ICP (Ideal Customer Profile), to evaluate their online store performance, and to test changes planned for their website. They had been carrying out different transformations on their online store based on gut feeling and some data-driven insights, without making sure whether those were beneficial or harmful for the website performance.

> *"We compared them (Omniconvert) with a company like Optimizely, and I think Optimizely was just a lot more expensive at that time and it kind of required a lot more work from our end"*
>
> **— Lauren Furumoto**, Front End Developer

Over the years, AliveCor has tested around 60 ideas, split into multiple tests along the way. Of these 60 tests, **38%** have been winning tests that led to a better understanding of user flow, behavior and perception, **28%** were flat tests, and the rest losing tests.

The Challenge

AliveCor promotes its products through multiple channels: TV, resellers, and their own website. Obviously, the main focus of this collaboration

has been to improve the conversion rate on the website, but not only that. There were other important requirements:

1. Create a seamless user experience and user journey online
2. Make their products stand out
3. Educate visitors and help them discover whether AliveCor products covered their needs
4. Align their media campaigns with the website content

On top of this, the online store faced multiple changes due to a scale-up of their business. The initial user flow suffered modifications each year, so testing the user experience on the website became mandatory.

Methodology

To begin with, prior to the testing phase, the Omniconvert team came up with a range of analyses:

Phase 1: The collaboration began by auditing the online store from a holistic perspective, i.e. both qualitative and quantitative. This phase included an analytics account scan, a technical scan, a behavioral analysis, and research on visitors/customers.

Phase 2: From all the insights collected in Phase 1, we compiled a comprehensive list of improvement suggestions and testing hypotheses. The insights acquired were a driving force not only for the testing strategy, but also for the business strategy.

> *"I think that if we didn't have the testing option, it would just be monitoring Analytics and changing the website without verifying."*
>
> **— Jordan Cram**, Manager of Media & Analytics

At that time, the website research revealed numerous insights that helped the business in both the short- and the long-term.
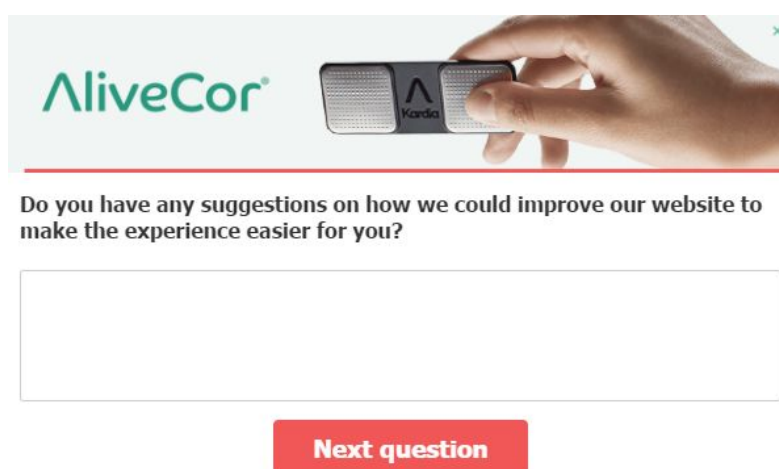
Insights gleaned from **qualitative research** (surveys) showed that more than 40% of their online visitors could not find enough information on the website, while 50% considered AliveCor because a physician had recommended it.

Image #1 Caption from survey results

From the beginning, we tried to identify the frictions and motivations on the part of visitors, and we discovered that most of the cart abandoners were concerned about the device's compatibility. Also, it was interesting to discover that a big proportion of the visitors were buying for somebody else.

Image #2 Screenshot from a survey

If you have not got any feedback from your online visitors so far, it's time to do so. Feedback from your clients is the most powerful feedback. Qualitative research can reveal also a lot of UX and UI issues that the business is not aware of.

-> Start talking to your visitors & customers

Insights gained from the **quantitative analysis** showed that 75% were bouncing visitors on mobile devices due to inconsistency in the content on the main landing pages and slow page-loading time. Furthermore, some browser incompatibilities were also negatively affecting the conversion rate.

The highest conversion rate and transaction percentage came from the segment of visitors spending more than 180 seconds on the website, so it was extremely important to keep them engaged for longer.

-> Get a full Google Analytics Health check & Audit

The **technical scan** revealed problems behind the slow page loading and offered solutions for loading different resources and for restructuring elements in a proper manner that also improved SEO and performance overall.

-> Get a full technical scan

In the **behavioral analysis**, we discovered a reduced scroll depth on the homepage that made any content below the fold invisible to most visitors. However, there were some elements that drew visitors' attention and were therefore important, but they were hardly visible. The interaction rate with that page was also pretty low due to a lack of attractive CTAs.

The testing plan

Over the years, AliveCor had sized up and developed other products, so the testing strategy has been dynamically changed every year. The on-site UX was exposed to different modifications that needed close attention and frequent analysis.

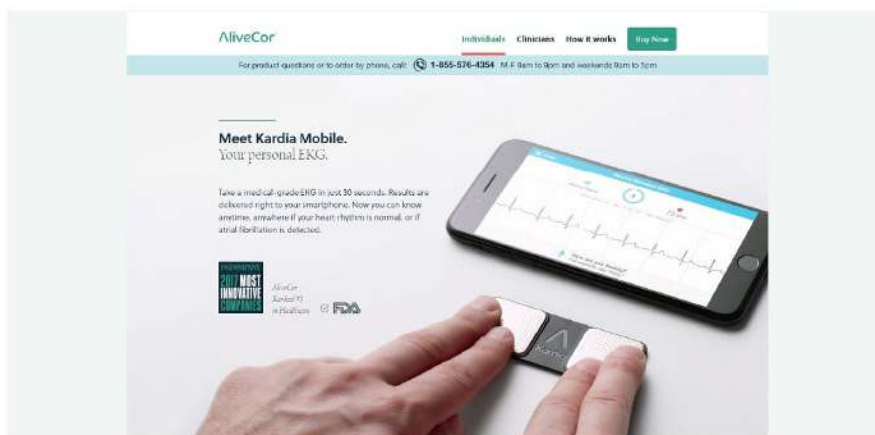Here is how the website transformed over time:

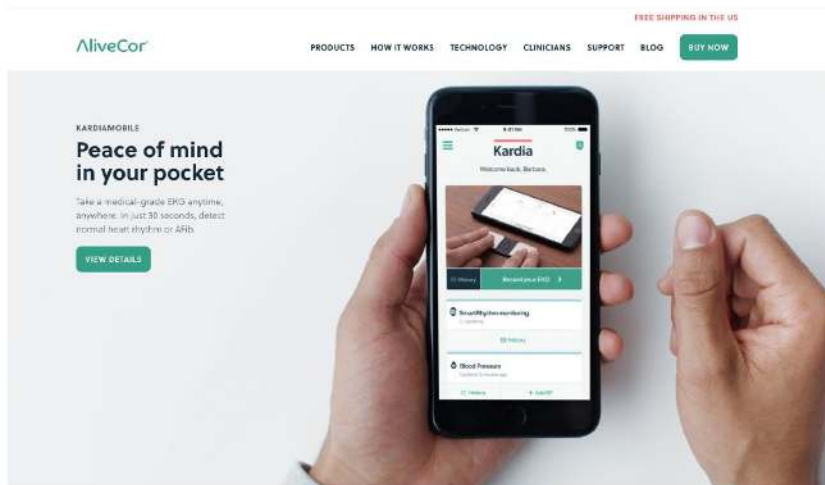
Homepage | May 2016
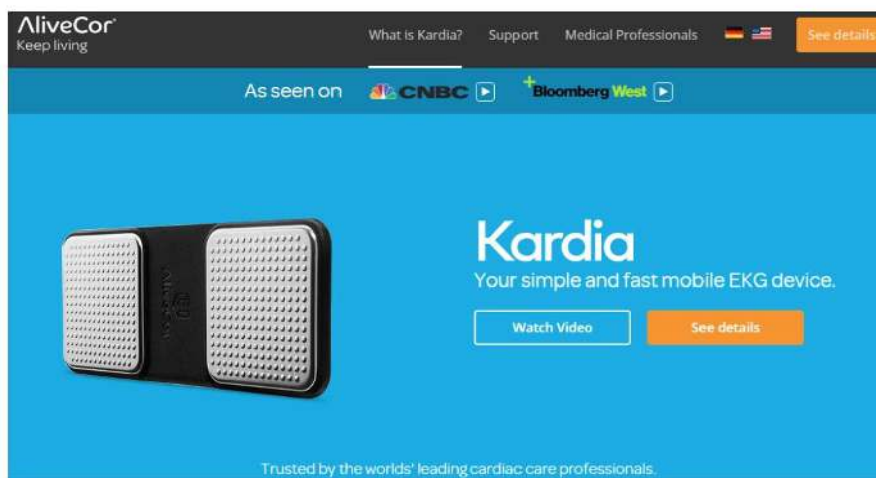
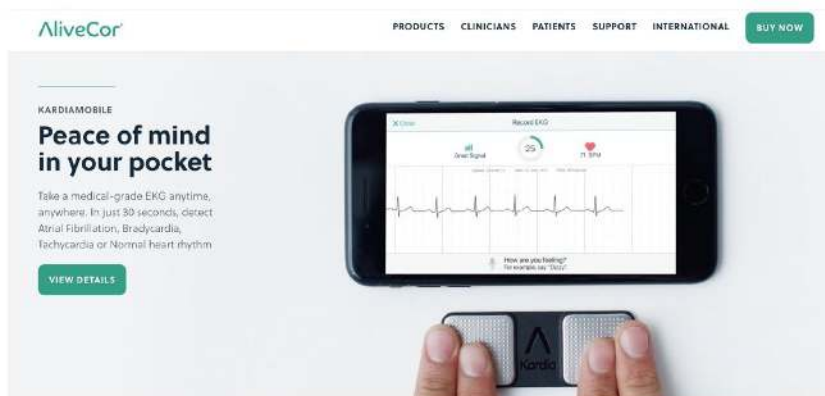Homepage | 3 March 2017
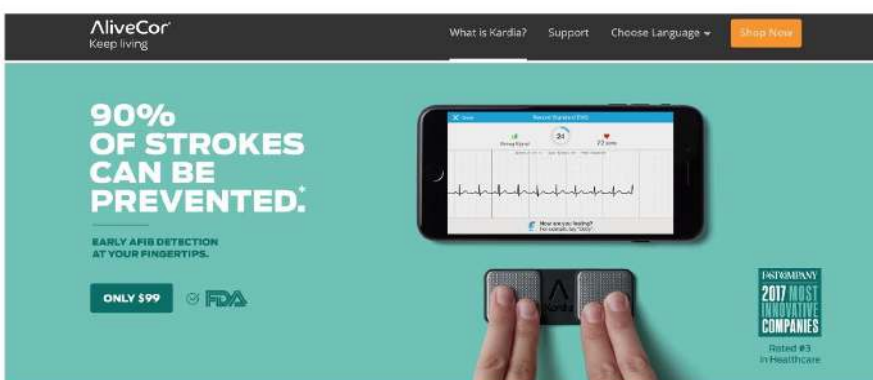
Homepage | 13 May 2017
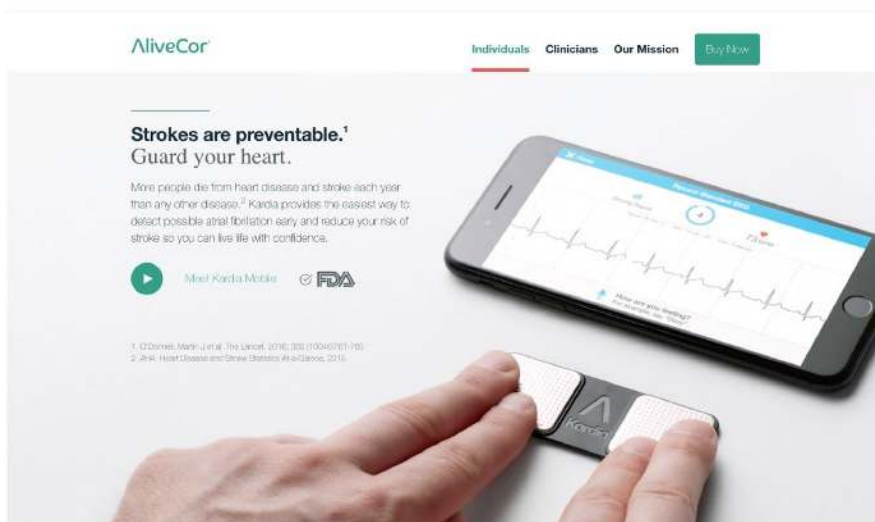
Homepage | 09 August 2017

Homepage | August 2018

Homepage | August 2019

Due to major design changes, it was necessary to make an ongoing analysis of the website's performance and come up with ongoing testing proposals.

Drastic UX changes that are not backed up by data and A/B testing can have a major negative impact without even noticing and can affect also the branding user's perception.

"It's always beneficial for us. They always want to make things better or they'll do audits of our site and find things that you know can be improved. And it's never just <<oh, there's nothing to do today, let's just skip this meeting>> there's always something to look at or they are very prepared for us."

— Jordan Cram, Manager of Media & Analytics

Omniconvert covered this need of testing and analysing, so here are some hypotheses that have been tested over the years:

(A/B test) How it works - desktop

+33%
CTR Main goal

+5.5%
Conversion rate

+63%
CTR Buy now

Findings: From the survey results, we found that 26% of the visitors who exited the website without buying Kardia Mobile but had spent some time on it, including visiting the product/shopping page, needed more information regarding the product. Among the open answers, we have often found visitors who asked how Kardia works.

Hypothesis: If we replaced the **'Our mission'** tab in the navbar with a **'How it works'** option, and also created a new page containing the 'How it works' video and other related information, we could increase the number of clicks on this tab and also the visitors' engagement and conversion rates.

See changes below >>

CONTROL

VARIATION 1

(A/B test) Thumbnail and benefits - desktop

+21%
Conversion Rate

+5%
Revenue/visitor

+94%
Statistical Relevance

Findings: The cart page and checkout had a big drop-off rate.

Hypothesis: By adding some elements of sincerity and encouragement, we could reduce friction in these steps and increase the conversion rate, giving visitors a feeling of trust.

(A/B test) Free shipping message - desktop

+8.44%
Conversion Rate

+23%
Revenue/visitor

+13%
AverageOrderValue

Findings: Although most of the traffic came from the US, the shipping information for the US was not very visible.

Hypothesis: Introducing the message "Free Shipping in the US" on the homepage will increase the level of engagement and, therefore, the conversion rate.
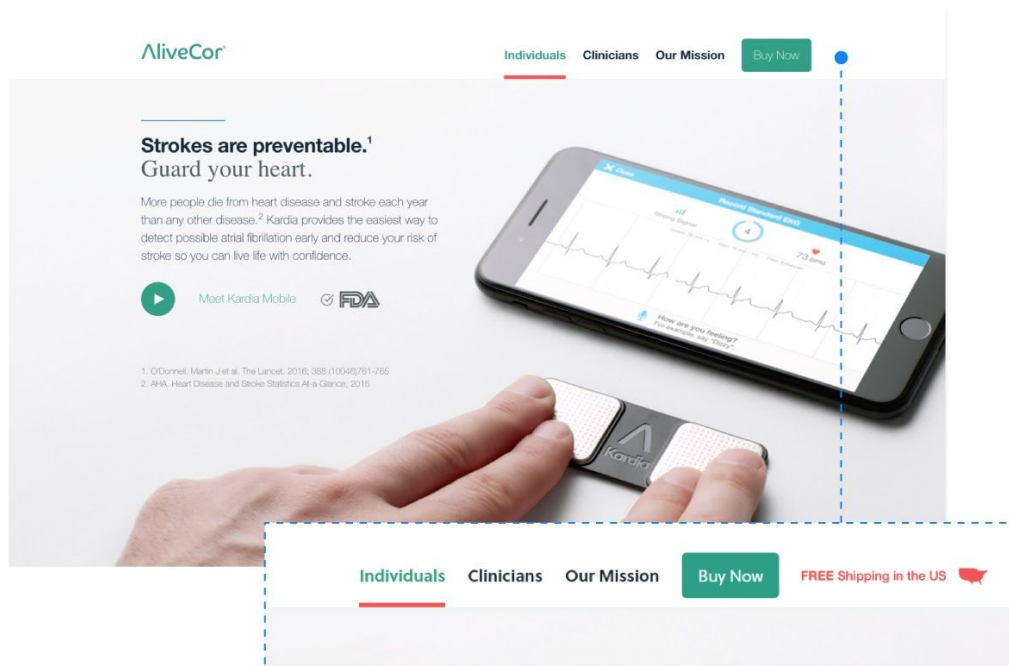
(A/B test) Device compatibility - mobile

+9.77%
Conversion Rate

+11%
Revenue/Visitor

95%
Statistical relevance

Findings: Visitors expressed their confusion in surveys regarding the product's compatibility with their phone. In addition, an analysis showed that those who managed to review the compatibility list had a conversion rate 4x times better than average.

Hypothesis: Showing this information ("Samsung Compatible") on product pages and category pages as visibly as possible will convince more people to buy the products. This was possible due to the device recognition integrated in our Omniconvert features.

Variation 1.
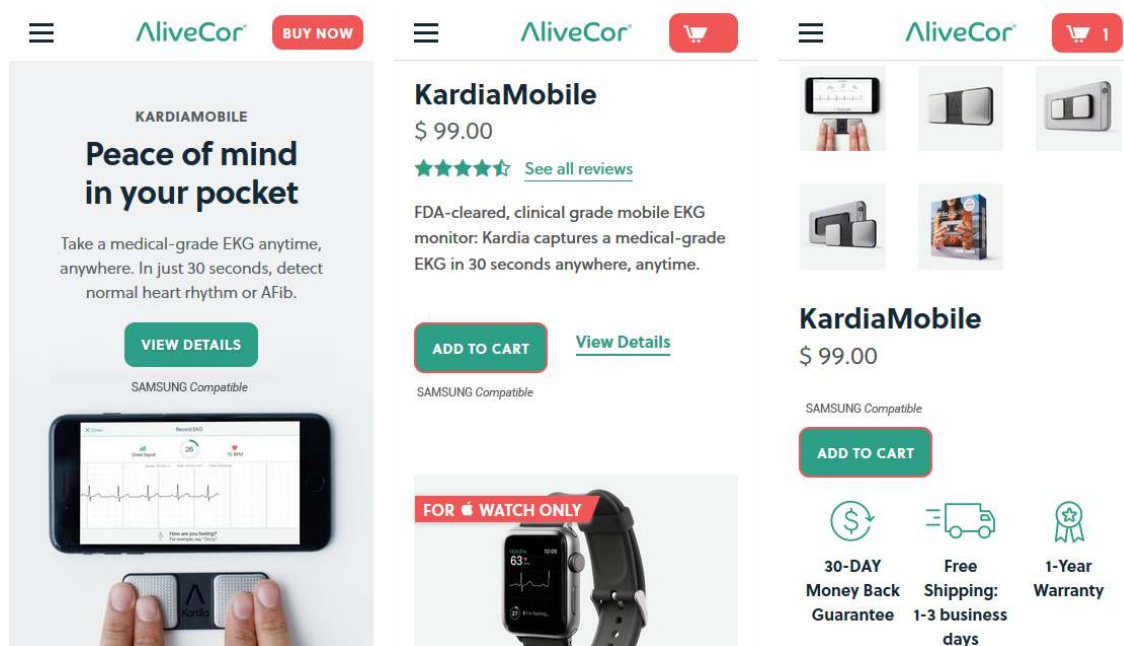
(A/B test) Product page - video thumbnail - desktop & mobile

Results desktop: +5.19% Conversion Rate, +8.04% Revenue/visitor, +7% Add-to-cart

Results mobile: +24% CR +33% R/V +22% Add-to-cart +146% video +14% thumbnails

Findings: From Analytics reports, we learned that the segment of visitors who were watching the video on product pages have a greater conversion rate than those who weren't.

Hypothesis: If we put the video as the main thumbnails in the image gallery, we will induce more people to watch it, thereby increasing the conversion rate and add-to-cart. Additional to that, information tabs were brought higher on the page.

Control

Winning Variation

Mobile Preview

Control. **V1.** **V2.** **V3.** **V4.**

(A/B test) Faces & Handwritings - desktop & mobile
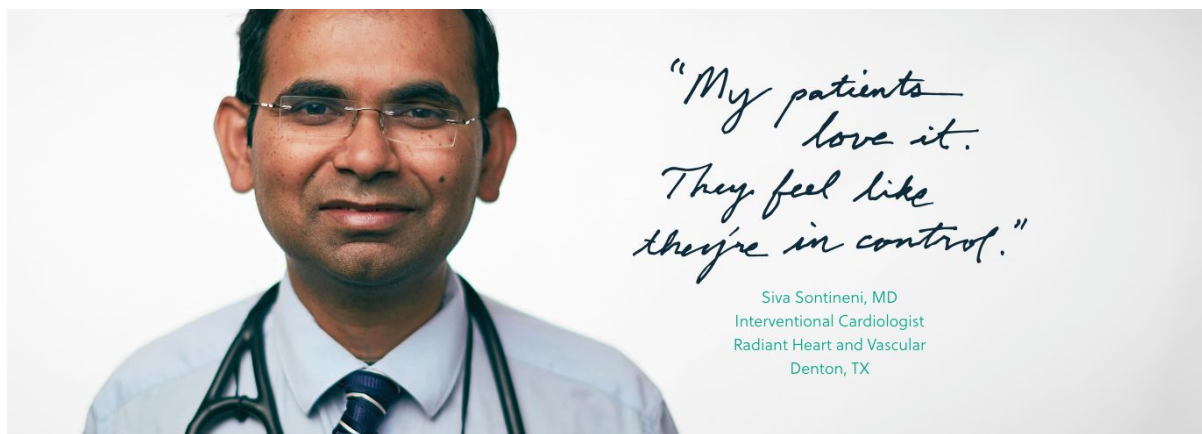
+31%
Conversion Rate

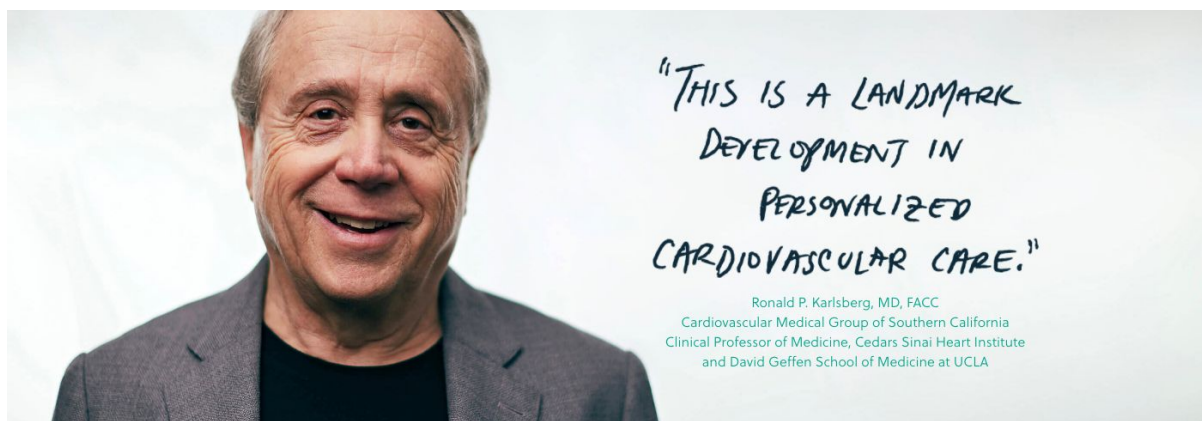# +35%
Revenue/Visitor

Findings: The idea was to test which doctor's face creates more engagement on the website and which handwriting is more legible.

Hypothesis: If we use another font family and a different doctor's face, we can persuade more visitors to make a purchase.
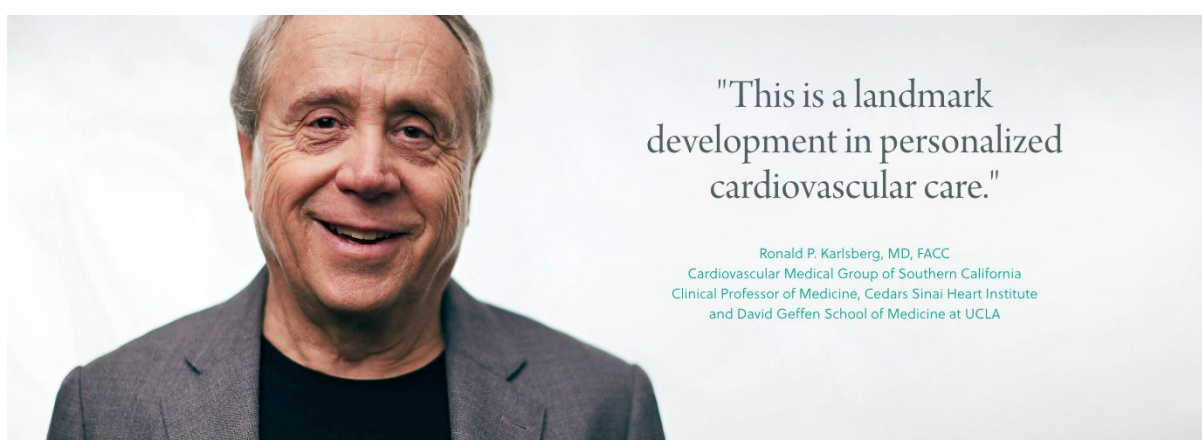
Control:

Variation 1:

Variation 2:

The Winner was Variation 2, but both variations were better than the control / +31% Conversion Rate, +35% Revenue/Visitor.

Widget "Ask a question"

Desktop

Findings: AliveCor has a dedicated section for clinicians, who have the option of scheduling a product demo. One of the buttons has been transformed into a widget for submitting questions or querying ambiguities.

Hypothesis: If we are going to place a widget on the clinicians' site with an open question, then we should discover the missing information on the website that people are often searching for.

Results: It created a direct communication between the company and specialists who were already using - or were interested in using - the product. It generated valuable leads and even uncovered current client needs of which the company was unaware.
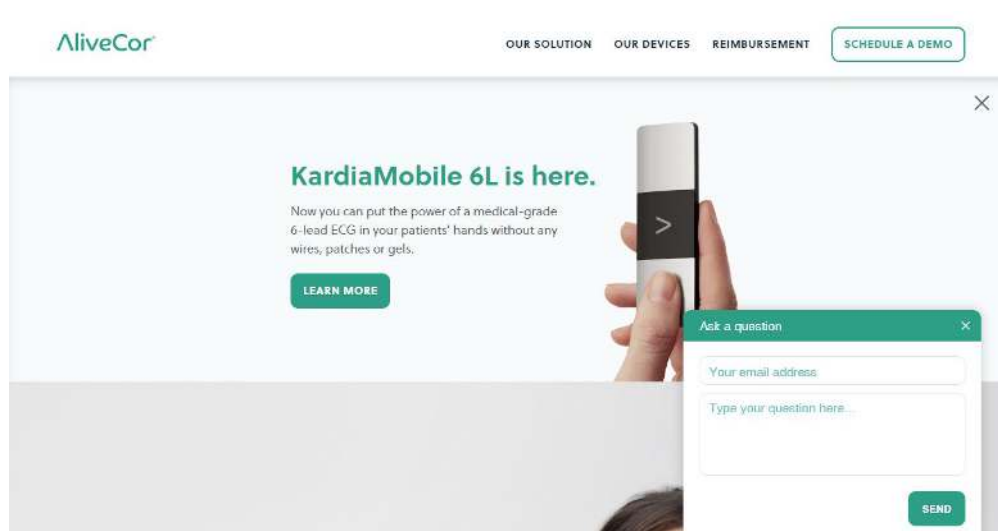
Some excerpts from the answers:

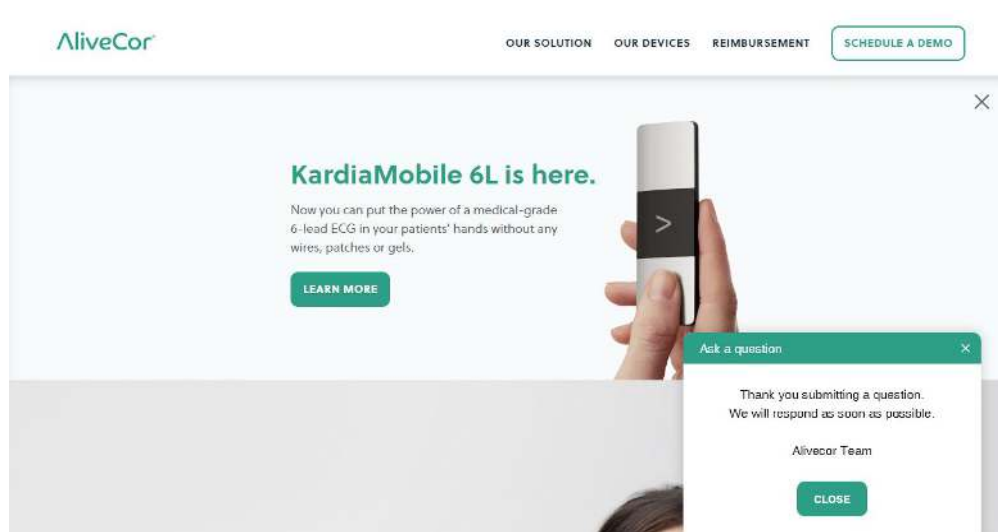*"Do you have posters that can be displayed in an office for patients to see the device?"*

"I am a Nurse Case Manager for an Insurance Company. I need some information to be able to load your agency into our system for referral purposes."
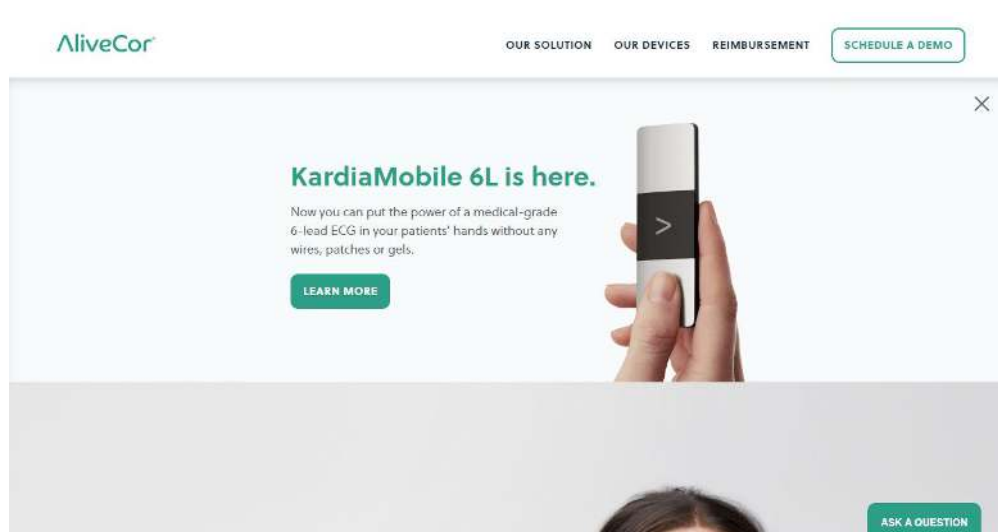
1st screen

2nd screen

3rd screen

Conclusion

AliveCor was the type of client that understood the necessity of testing important changes on the website before deploying them live.

Omniconvert was considered not just a tool and an agency doing its regular job, but an outer force that contributed to AliveCor's growth:

> *"I think they even help us outside of the Omniconvert bubble. I know once I needed help setting up analytics for something the team helped me do that so they were very helpful even outside of their probably promised contract. They're just really great partners"*
>
> **— Jordan Cram**, Manager of Media & Analytics

If you want to do less guessing and more analyzing & testing, form a partnership with the Omniconvert team.

See how Omniconvert can help

People that made this happen

Maria Caciur
Head of Managed Services

Dragos Balaniuc
UI/UX Designer

Matei Lungu
Head of Data

Eugen Jercan
Frontend Developer

Georgian Ivan
Frontend Developer

Iulia Motoiu
Web Optimization Strategist