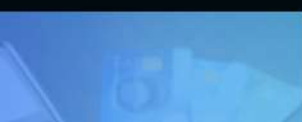


# 16 Inspiring Optimization Case Studies

Learn what works and what doesn't from companies that made a breakthrough with optimization





# Intro

**Omniconvert helps businesses grow their conversion rates through unique, personalized experiences that win and retain more and better customers.**

With Omniconvert you get all the tools you need to create your own conversion optimization experiments and an awesome support team by your side.

Depending on the size of your business and on your objectives you can choose to DIY your tests or to let our dedicated team of conversion optimization experts do the heavy lifting for you.

In this e-book we show you 16 detailed case studies from a wide range of industries such as fashion and cosmetics retail, electronics, high-tech, finance, e-payments, home deco, gourmet food, media, education and classified ads.

We've made this ebook because we want you to give you a behind the scenes look at our Agency's work with real clients so you can learn by example what works, what doesn't and get inspired to start your own winning experiments.

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How using surveys and a small redesign lead to 28% increase in conversions for a product category

## BACKGROUND

Bonia is one of the top luxury fashion retailers in Asia. They are based in Malaysia and have over 700 offline shops and 70 boutiques. The company was founded in 1994 and it started with designing, manufacturing and wholesaling leather goods in Singapore. Its online shop business strategy is focused on leather accessories, such as bags for women and men, wallets and watches. In 2014 Bonia reported sales of 691.61 million Malaysia Ringgits (US\$ 194.11 million), which increased by 9.4% compared to 2013.

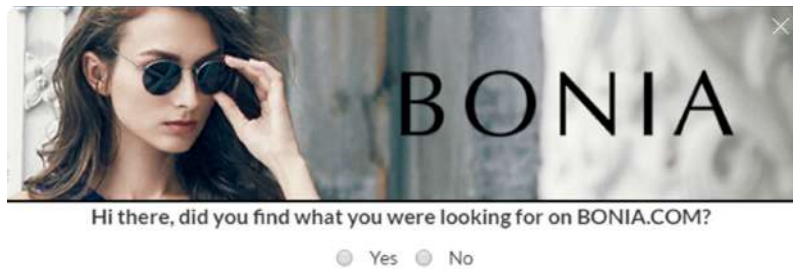
## CHALLENGE

The offline stores of Bonia are very famous in Asia, but this doesn't make it easier to sell the products online, as you can't be there to treat the cognitive biases of a customer.

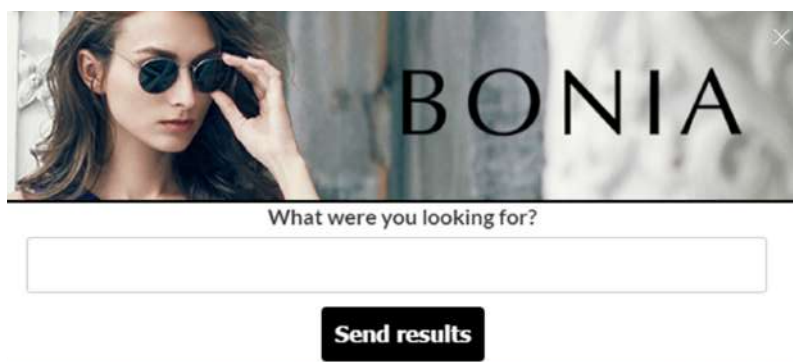
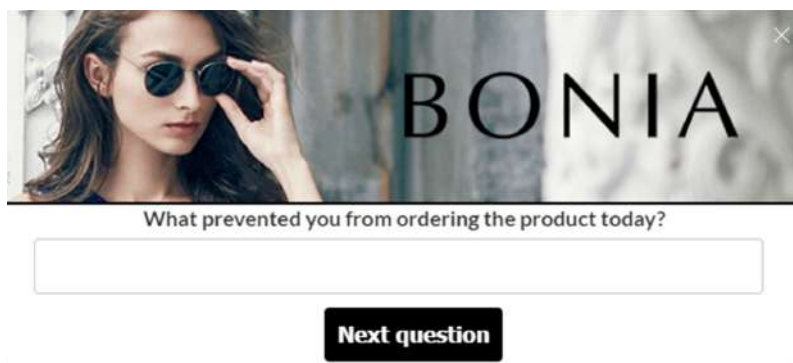
You can get quantitative information from Analytics about your customers (of course, if the account is set up correctly), but you can't have a conversation with them. But with the surveys feature on Omniconvert you can actually do this. Surveys offer the opportunity to ask your visitors why are they leaving your website without buying.

## SOLUTION

On exit surveys aka qualitative research are a goldmine in terms of insights from the visitors that are not buying. In the first place, we asked them if they did find what they were looking for on Bonia.com:



If they were answering YES, we asked them why they did not purchase anything/ did not finish the order.



## RESULTS

After 2 months of running on the website and a sample of 1000 answers, our survey concluded that:

- **85% of the respondents did not find what they were looking for and**
- **only 15% of them did find what they wanted, but something stopped them from buying.**

The main objection of the ones that found what they were looking for, but did not buy, was the budget.

The other part of the visitors were looking especially for Watches, Bags and Wallets (the heroes of the website).

## INSIGHTS

The conclusion revealed that people were looking for wallets, bags and watches, but these products were not explicitly displayed in the navigation bar.

We also discovered from the site search in Analytics (it's a must to set up this feature) that people were mostly searching for watches.

And we used the [persuasion slide](#) concept, that tells us the nudging point is very critical and vulnerable in the engagement process because it is the point where you convince the visitor to get into the funnel.

### Ok.. and then what?

After gathering these valuable insights, we built a hypothesis meant to validate the findings: visitors need to see these main categories right away when they land on the website.

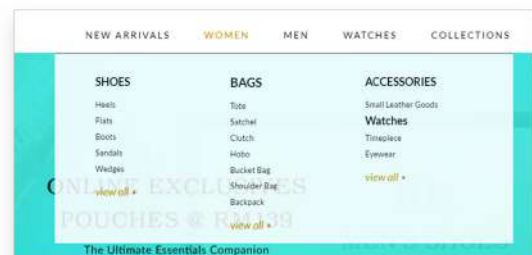
We have added the Watches category in the navigation bar, split between the Men watches and Women watches and also emphasized the Bags and Wallets category together with maximizing the font size.



Control BONIA - 50% of the traffic:



Variation Omniconvert - 50% of the traffic:



After 2 months of testing, the CTR on BAGS category increased with 28% and we brought an uplift in conversion of 66%. In terms of results from the surveys, a plot twist happened.

The percentage of people that were not finding what they were looking for has decreased from 85% to 47%. The category A/B test allowed us to measure and quantify the impact of our changes.

## INSIGHTS

The conclusion revealed that people were looking for wallets, bags and watches, but these products were not explicitly displayed in the navigation bar.

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### What's the lesson?

If you ask the right question, you get the right answers and you can build something based on the results. Conversion optimization is an ongoing process that follows the next methodology:

- Quantitative & Qualitative research
- Gather insights
- Develop a hypothesis
- Implement hypothesis, test and measure results.
- Continue the process until you get the desired results.

The main idea here is: don't stop optimizing your website and try different approaches to your visitors until you reach your objectives.

You can increase your conversions too, following the above steps and using the right tools at the right time.





A/B testing a hypothesis across 3 countries generated an overall 15.41% uplift in revenue

## **BACKGROUND**

AVON has proudly stood for beauty, innovation, optimism and most important, empowering women. Avon products include well recognized and beloved brands such as ANEW, Avon Color, Avon Care, Skin-So-Soft, and Advance Techniques. Their globally recognized brand is sold through nearly 6 million active independent Avon Sales Representatives worldwide.

AVON Romania was established in 1997 and with their digital innovation and growth, it now sees over 400k monthly visits on their website for desktop alone. They produce a high quality range of products for makeup, haircare, skincare, perfumes, fashion wear and watches, as well as a great range of accessories and seasonal giftware.

The younger sister companies AVON Bulgaria and Serbia, were established in 1999. They too, have rapidly expanded their growth and network of representatives, as well as a loyal customer base in their respective countries. Both websites have significant visitor traffic with Bulgaria receiving 250k monthly visits and Serbia with 120k per month.

With Omniconvert, this group of amazing AVON sites now incorporate cutting edge CRO technology into their business model.



## CHALLENGE

AVON websites in Romania, Bulgaria and Serbia, all have a similar setup with regard to their product page. Their online business is a digital application of what Avon started as, namely a representative that sells the product through using descriptions, showing the benefits and sharing overall knowledge about the item.

In the context of the website, the product pages serves as an informative process for the visitor and they should be able to have the same or similar experience if a sales representative were to showcase these items right in front of them. Digitally, all three AVON sites share an almost identical web architecture (or 'info-structure') which provided a great foundation for testing.

Looking at each AVON website, all three countries have a unique language, a different culture and different buyer personas. Linguistic comparisons also find each country to be beautifully distinct and vastly different to each other. Romania has a strong Latin influence with grammatical structure common to Neo-Latin evolved languages such as Italian, French and Spanish. Bulgarian retains Cyrillic lettering with distinct Eastern Slavic structure and intonations. Serbian remains as the only language in Europe with an active synchronic digraphia writing system that uses both Cyrillic or Latin alphabet (with online advertising, the Latin based alphabet is currently the most favoured).

The aim between the AVON sites and Omniconvert, was to implement a hypothesis that would work when applied across all the countries. If we addressed key elements such as image, CTA and move the description above the fold, a lift in conversions and sales would be evident independently of the language or country.

## SOLUTION

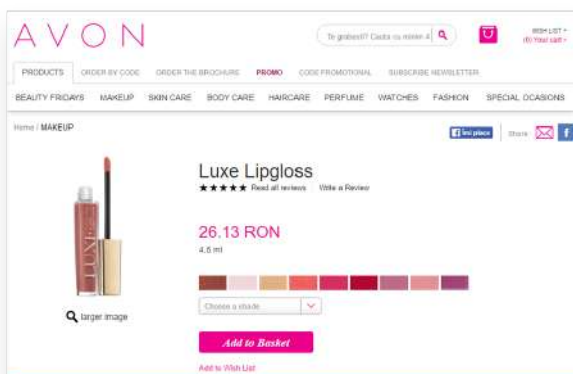
Categories in these three AVON sites were near identical. The specific product pages themselves were perfect for testing. Having worked with each of the AVON teams previously, there was access for a quick analysis of data.

Traffic needed to be assessed for each country to decide which category of products would be suitable for testing. If testing were to occur on the same category in each country it could have been simpler and more practical. However, testing without a good level of traffic can take an excessive amount of time before reaching a valid conclusion. Keep in mind a valid conclusion requires either a successful or unsuccessful outcome based on the validation of goals.

Having found the suitable categories, each country had their content, images and CTA's checked. Technical aspects such as cross browser applications, coding language and resolution sizes were also considered to ensure usability was effective for AVON visitors in their respective countries.

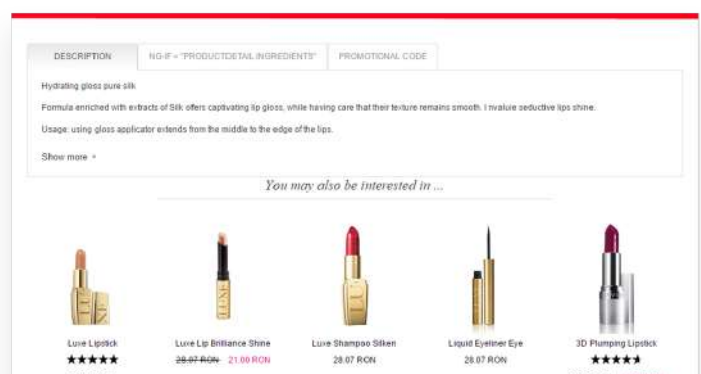
The most common pattern found across all 3 countries, was that the product descriptions were not utilized efficiently. The description information was overlooked and almost hidden and was only found below the fold. The tabs that contained the descriptions were obscure and almost hidden from visitors.

#### Sample product page image



#### Above the Fold

All of this information is seen upon load. Image, CTA, colour selection and title description are evident.



#### Below the Fold

This information is only available when you scroll down the page

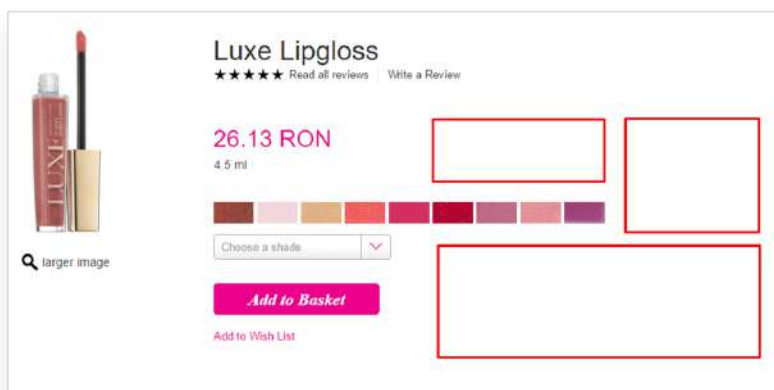
The images in this case study are actual screenshots that used a third party translation software. While the translated grammar and wording may not be entirely accurate, in their respective language, the wording was confirmed and correct with the client. Time was even spent in discussing how a phrase can be used accurately. While a literal translation is easy, the context can have several differences. German for instance has seven different words for 'Sale' all dependant on the context.

From inspecting a number of individual products, the descriptions discussed were found to be written well. Factoring in that they were short and concise, these descriptions were suitable to move or incorporate into vacant areas of digital estate.

In the control group, these vacant spaces almost added or highlighted distractions that were already on the page. Elements such as the navigation bar and social media badges were much more prevalent and noticeable. Having too much on a page can work against you but the inverse of too little also applies.

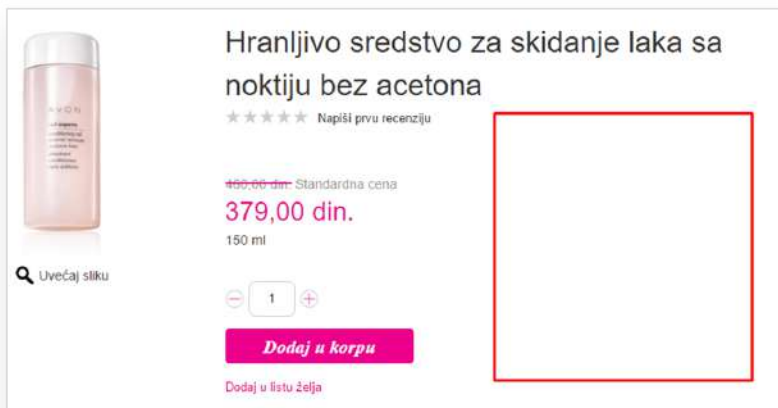
The colour selection and linear display of palette tones (when applicable) were elongated and created a distractive flow from left to right. This linear colour palette also lead the eye to the vacant areas and redirected the visual flow toward distractions. A significant amount of the page was also noted to have large vacant areas of digital estate.

#### Control Group



#### AVON Romania

Product page sample image vacant estate in red area long colour palette selector



AVON Serbia

Product page sample image vacant estate in red area



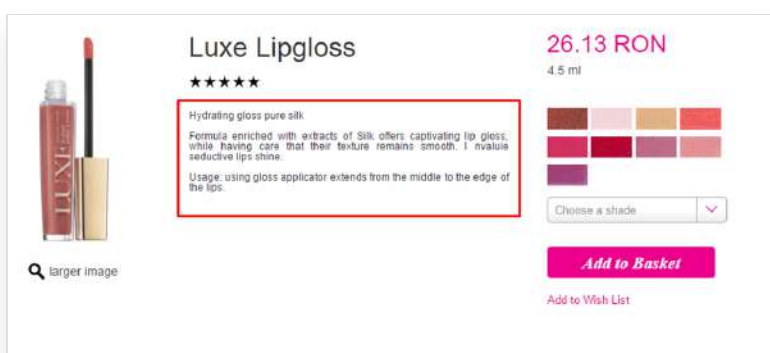
AVON Bulgaria

Product page sample image vacant estate in red area

Common in all three languages, the content is written and read from left to right. In relation to this, the eye is drawn from left to right as well. To capitalize on this natural behaviour, the description was relocated between the image on the right and the grouped elements on the left.

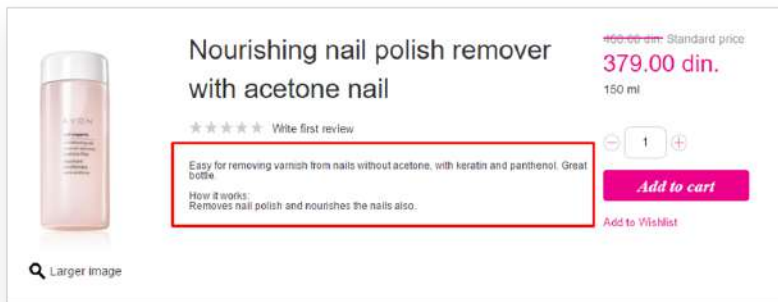
Additionally to complement the description information, the colour selection panel (when applicable) was adjusted into a grid format. The grid format serves as a block of colours which concentrates attention into this group of elements.

### Variation Group



AVON Romania

Description moved and colour palette presented in grid format. This grouping of elements was helpful in directing attention to the CTA 'Add to Basket'



#### AVON Serbia

The description remains between image and grouped CTAs. Without colour palettes, the visual flow remains consistent



#### AVON Bulgaria

Longer descriptions were adaptable for the product pages

## RESULTS

For all three AVON sites, this experiment ran for 21 days (averaged) and traffic was split evenly 50/50 between the control and a variation. In each country, the message copy was checked and while the hypothesis was applicable across the three countries, Romania, Serbia and Bulgaria were still provided unique level of development for these projects.

### This successful experiment provided (overall)

- a rise in the Add to Cart Rate of 16.5%
- an increase of 27.9% in conversion rates
- additional 15.41% revenue increase
- statistical relevance achieved with 99% validation

Sharing the experience and knowledge across three countries to improve and help each other were the key aspects of success. Paramount to this was the time invested in each country for past and current experiments, the continued development in technology and separate, thorough analysis of data.

In testing a hypothesis across multiple countries, a common denominator is a great focus and can be used as a base when applying this in experiments.

The patterns noticed across the three AVON's was achieved by assessing experiment outcomes, reviewing the results achieved across multiple clients and research into common behaviours.

If you want to optimize your product page successfully, try Omniconvert. You can use all the tools available such as A/B testing, surveys and web personalizations all in one platform.



Using web personalization led to an increase of 67% of the add-to-cart rate

## BACKGROUND

MeliMelo is one of the leading brands of fashion and jewelry in Romania. The two founders, Hubert Larmaraud and Stephane Dumas started with a modest store in Bucharest and first opened in 1998. They have now grown their business in Romania and are steadily expanding into neighbouring countries of Moldova and Bulgaria.

Impassioned about beautiful and refined objects, theirs is a success story about brand building and the inspiration a customer can have with their products. Their focus on quality products and a collaborative relationship with suppliers and partners, were key to building the business that it is today.

With over 30 stores in major cities all over Romania, their expansion into the digital world now sees an average of 120k visitors per month and grows steadily.

## CHALLENGE

MeliMelo is a very popular retail store. Their aim was to increase the online trust in the brand, and to improve their online conversions and sales. Commonly found in online stores, are frictions that can prevent or hinder a visitor from proceeding to the next step. Trust plays a very important part in reducing this friction and also helps increase buyer confidence for an online product.



It was noted that customers were visiting the physical retail stores to purchase their products more than they would online. MeliMelo wanted to replicate this customer behaviour and increase their purchasing in their online store.

After a thorough audit and analysis, Omniconvert recommended applying a treatment to a specific area. The focus was targeted toward the lower end of their sales funnel. Which was revealed to be an area of significant exit.

## SOLUTION

The focus of the experiment was based on the hypothesis that if we show visitors reasons to trust the MeliMelo website, including benefits of online purchasing, then they would readily add more items to their shopping cart.

To do this, MeliMelo and Omniconvert addressed the visitor on the product page. After Qualitative research was conducted on the product page, it was noted that visitors:

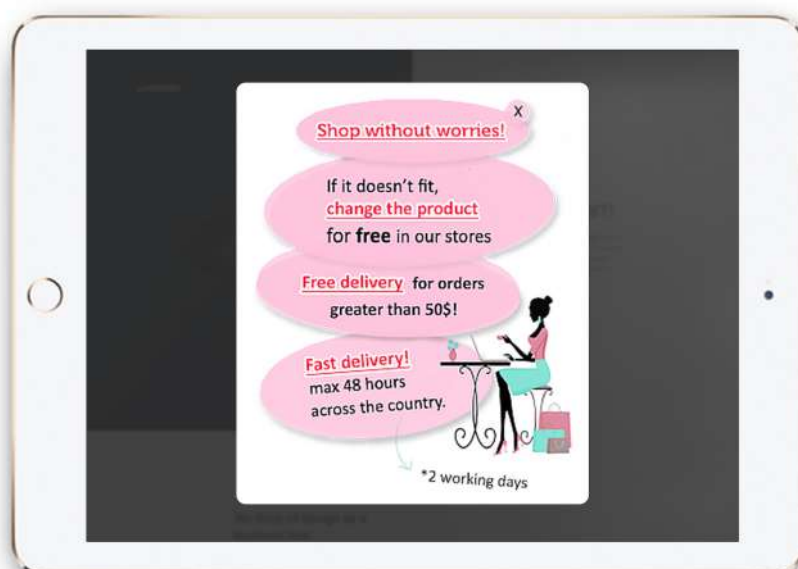
*Knew what they wanted to buy;*

*Wanted details about the product;*

*Were concerned on the return policy;*

*Were price sensitive on delivery policy and delivery time.*

In consideration of the objections and buyer concerns, a personalization was created to address the return policy, the free delivery within specific locations and the two-day delivery time across the country.



## RESULTS

Over a period of 15 days, the desktop visitors from major cities in Romania were shown this experiment. Traffic was split evenly (50/50) between control and variation.

With this experiment, MeliMelo received:

- An increase of 67.61% in shopping cart entries
- A significantly lowered bounce rate
- A 97% statistical relevance

Location segmentation can help you create personalized messages for visitors and give them reasons to buy your products.

Optimizing to create long term relationships with online customers is vital when you already know that have chosen your products and services in your retail outlet. The customer experience is at the core of any optimization process. Focusing on developing meaningful relationships through improving trust and eliminating their objections can increase your revenue and strengthen your eCommerce business.

For the customer, even if there is an undeniable trust in the brand and company, there has to be the same level of trust for the website.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



*Omniconvert won a Silver Award for the Overlay/Pop-up Category with this experiment at the "2015 Online Testing Awards" offered by Which Test Won.*

*"We've never seen anything like this. We thought the (MeliMelo) pop-up, although potentially distracting, was a lot of fun. And, it was very neat that the information within the pop-up was personalized to the user, based on their location."*

**Which Test Won Jury, 2015**



Applying price filter  
personalizations increased  
revenue by 66.75%

## BACKGROUND

As a leading online retailer selling genuine and original manufactured watches in Romania, Watchshop has grown its services and now stocks thousands of different types of watches. Brands such as Tissot, Casio, Fossil, Citizen, Sekonda, and Accurist are just a few of the world recognized brand names they readily have in stock. As well as wrist watches you can find accessories, jewelry and bracelets to compliment watches.

Since their establishment in 2009, the online store now ships all over the EU. They maintain an excellent level of customer service and all their products are fully guaranteed ensuring their clients are cared for. Their expert team are also able to help customers select the right product and with a showroom in Bucharest, customers can even try out a watch before they purchase.

With over 300k visits monthly, Watchshop.ro enjoys a strong level of organic searches as well as benefitting from a large social outreach with FaceBook being their strongest segment.

## CHALLENGE

Before starting any experiment, the analytics data is audited and analyzed by a team of CRO specialists and a data analytics expert. They help assess and discover new opportunities for increasing conversions.

The visitor behaviour history was researched and an interesting opportunity was discovered. There was a potentially valuable and underperforming segment with engaged users that were not using the price filter. It was agreed that this target audience would be suitable for an experiment.

With this information it was decided to influence and help visitors start using the price filters more often. If the engaged visitors did not use the price filters, a reminder for them to do so was applied. This would help them make a decision based on their personal needs and preferences. Visitors using price filters will generally have a higher conversion rate by comparison.

Omniconvert applied a treatment based on the hypothesis that if we prompt an exit behavior personalization, showing available price ranges to visitors, we will help them close the sale faster. This was also isolated to visitors that haven't used the price filters before.

## **SOLUTION**

For this Web Personalization experiment, we selected the following target segment:

We isolated the visitors that were had viewed 2 pages or more, containing certain keywords (banner related), had not used price filters and had not been involved with any previous experiments before. The personalization experiment was also targeted with brands synonymous to high quality such as Q&Q, Casio, Timex, Fossil and Orient.

When a visitor displayed an exit behaviour intention on these specific brands, a personalization with a price filter would be triggered. A different personalization, as well as changes in message copy, were custom designed to match each brand.

For example:

We asked the visitor a question:

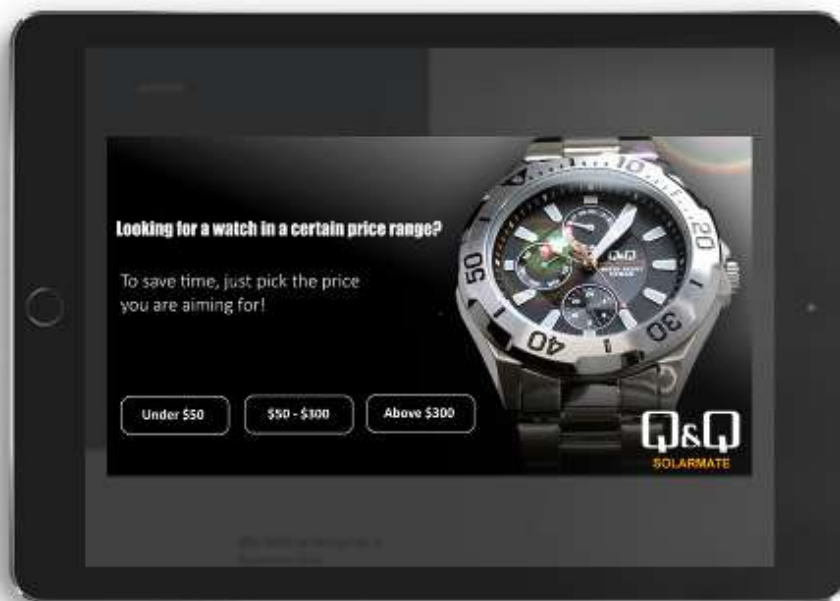
'Looking for a watch in a certain price range?'

This would be followed by the benefit:

'To save time, just pick the price you are aiming for!'

Followed by prices grouped in ranges and were 'CTA selectors': Under \$50 | \$50 - \$300 | Above \$300

These 'CTA selectors' would then direct the visitor to a listing of products in the range selected.



Control Version

## RESULTS

On control, the conversions to sale were much lower when compared to the variation page. The experiment was segmented to all visitors with traffic evenly split (50/50).

The results from this experiment:

- An increase of 6% in conversion rate
- Uplift of 1.68% in revenue per visitor
- Validation with 99.21% in statistical relevance

Every exit from Watchshop became a potential search for that special something. Whether it was a birthday present for a loved one, a dress watch to impress or even a fancy watch winder to keep that uber cool kinetic watch ticking. The visitor was engaged digitally as if they were with a salesperson on the showroom floor.

When people exit without buying, effectively their experience and journey with your website is cut short. Optimizing their journey to ensure they are provided the right message and direction can lead to great improvements in revenue.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



An exit personalization increased the revenue by 26% in a two week period

## **BACKGROUND**

Founded in 1938 as a trading company, over the next three decades, Samsung diversified into areas including food processing, textiles, insurance, securities and retailing. They entered the electronics industry in the late 1960s and followed with construction and shipbuilding industries in the mid-1970s.

Since 1990, Samsung has increasingly globalized its activities and development of electronics. In particular, mobile phones and semiconductors have become some of their most recognized line of products. They generate more than \$300 billion USD annually from product sales and services and are one of the world leaders of the smartphone sector.

With over 400 million global visitors to their website and a phone market share of 20% and growing, Samsung is increasingly popular with today's tech savvy market and smartphone aficionados.

## **CHALLENGE**

Samsung was introducing to the smartphone market a brand new model, the Samsung Galaxy S6.

A goal was set to convince as many visitors as possible into buying the new Samsung Galaxy S6 within a two week pre-launch time frame. With the consumer electronics market growing rapidly, Samsung were keen to increase the number of orders for the S6 model in advance.



## SOLUTION

For a limited time, the Galaxy S6 was available online for pre-order with all partners and distributors. To stimulate people in pre-ordering online, Samsung included a free charger as an additional incentive.

The Omniconvert treatment created a campaign focused only on a specific target. Customers that were specifically interested in smartphones. When an exit behaviour was noticed, a web personalization was triggered and lead them to an appropriate landing page.

Several variations and their creative were tested along with the message in copy. The most successful one was the following design:



The personalization experiment is displayed when the visitor shows an exit behaviour. This behaviour is commonly either moving the mouse towards the URL address bar, or, to the tab/ browser close button. In real-time, visitors who wanted to leave the page without reading about the current offer for the Galaxy S6, were the targeted audience.

In addition, visitors who presented an interest in the smartphone category and haven't seen the current offer on the website, were also included. This was achieved through the advanced segmentation engine and by adding URL exclusions.

## RESULTS

This campaign reached a small percentage of shop visitors.

The precisely matched customer segmentation, found the following results:

- An additional 26% increase of revenue
- 2% of those that saw the creative made a purchase within 2 weeks
- The creative had a 7.6% click through rate (CTR)
- 60% of visitors further stayed on the website instead of leaving

The time used to test was over a two week period and traffic was split with 0% on control and 50% on variation#1 (an additional variation, also set at 50% was not covered in this study)

Commonly, with exit based personalizations, the control is set to 0% as the person is considered 100% lost. The exit personalizations increase the chance of the visitor being brought back into the sales funnel or, at the very least, bring them back for further engagement.

The ultimate purpose of web personalization and real time marketing strategy, is to transform a website into an interactive medium that facilitates the communication between customers and companies.

Differentiating your online business and providing relevant, persuasive content, has the potential to turn visitors into customers. Web personalization and detailed segmentation will allow you to engage with your audience at a whole new and much higher level.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



A/B testing the CTA resulted in a 27.39% increase in revenue

## BACKGROUND

AliveCor was recognized as a 2015 Tech Pioneer by the World Economic Forum and at #14, it was one of the 50 Smartest Companies in 2015 by the MIT Technology Review. With an average of over 85k visits per month, they wanted to improve their conversions and ensure that this life saving technology is only a heartbeat away for their clients.

They have pioneered a design and manufacture of an FDA-cleared cardiac technology. These life-saving devices feature 'machine learning' capabilities and encourage proactive heart care. They are recognized globally and are recommended by leading cardiologists. The Kardia Mobile is clinically validated and used by people worldwide for accurate electrocardiogram (EKG) recordings. The simple to use mobile device and app-based service provides instant analysis for detecting atrial fibrillation (AF) and normal sinus heart rhythm.

## CHALLENGE

Alivecor and Omniconvert aimed to have an increase of conversion rates for both the cart and checkout page. These pages were noted in the analytics audit, to have high drop off rate percentages by comparison to the rest of the website.

Naturally, being a product of such high quality and of technical caliber, the product page contained a significant amount of relevant and purposed information. In the digital age with an almost exponentially growing number of device types, browsers and screen sizes, the challenge is in addressing the primary purpose of the product page.

The 'Call-To-Action' (CTA) in the product page for this example is the focus and the end goal that needed to be addressed.

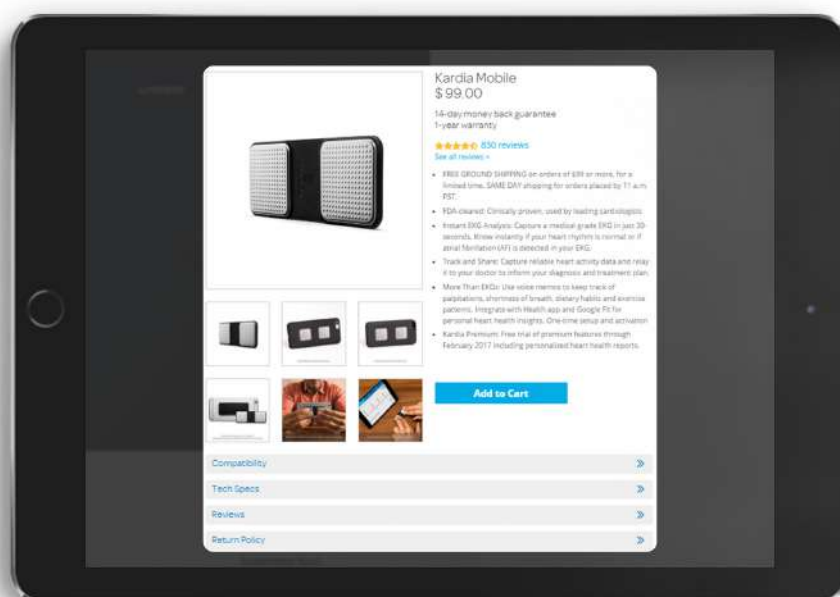
## SOLUTION

An A/B test was created to test page elements for the look and feel of the product page. The Omniconvert treatment was to make it visually appealing to visitors and test elements such as position of the CTA, colour palettes and highlighting the social proof from happy buyers.

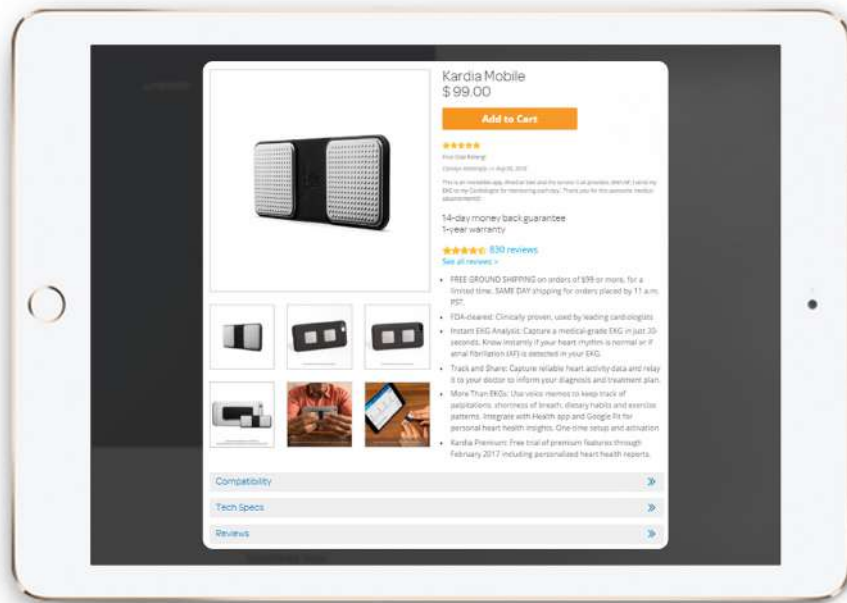
The CTA was moved higher and placed above the fold. From a user standpoint the CTA became much more visible. The colour palettes were of significant interest as industry studies show that over 80% of online consumers cite colour as the reason they interact and/ or purchase a product. Reviews are always a great source of social proof. The feedback based on real users and their experience create a strong foundation for visitors researching the Kardia products.

By adjusting these elements, the variation kept visitors engaged from the start. The chances of visitors further exploring offers increased. Visitors understood the offer with clarity and were better positioned to make a decision (translating to a conversion).

All this was based on the hypothesis that anything placed below the fold is seldom viewed or engaged by visitors.



Control Version



Variation Version

## RESULTS

The main set of goals measured were engagement, revenue generated, CTA engagement and the number of conversions in sales. The duration of the experiment was two weeks and segmented to all visitors with desktop view only.

### Results summary:

- Uplift of +2.46% on add to cart rate.
- Revenue increased by +27.39% on variation.
- Conversion rate increased by +25.74%
- Engagement increased with a +5.82% uplift

One of the strongest methods to generate additional revenue is to target visual elements. The CTA on your product page should have the CTA as the first and foremost visual target. In addition to the CTA, additional elements such as social proof reviews and colour palettes magnify and compliment the effects in a positive way.

AVOID CLUTTERING YOUR CTA in a product page. It should hold precedence over all elements and be reinforced to increase the efficacy of influencing visitors into a buying position.

The tests, when valid and successful, can potentially generate more income on a monthly basis, EVERY month. Always research and understand your website. Focus attention to key high traffic areas where you can gain the most in the shortest possible time.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



A/B testing CTA button copy increased revenue and conversion rates

## BACKGROUND

Founded in 2001, F64 is a retail store specializing in photographic and video equipment. With the largest choice in professional equipment and accessories, they bring all the world renowned brands to clients that are just as passionate about photography as they are.

From beginner to professional, they offer a high level of care and understanding in selecting equipment.

They have built a community of avid enthusiasts that share a dedication for this art all over Romania. There are regular blog posts about the latest products on the market as well as interesting articles from the camera world.

Their Bucharest retail store is the largest of its kind in Southeast Europe with an impressive 1300 sqm display floor. Equally impressive are the 1.6 million online visitors they have on a monthly basis.

## CHALLENGE

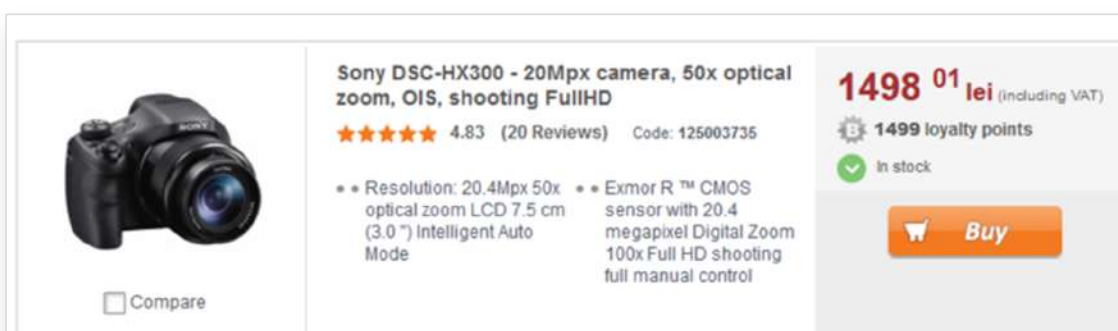
The biggest challenge regarding the growth of the company is convincing people to purchase online the products they love.

The consumer can often be skeptical with online market vendors for cameras. Statements about what they are selling and how they engage with visitors can be less than on point and relevant to the online consumer. Elements in copy will often be simple but unenticing from a buyer perspective.



When you are talking about cameras, applying across the full aperture of low to high-end models, the visitor will shop and often enjoy a personal list of items specific to their needs and wants. Buyers need to be educated and influenced in their decision that makes them happy and justified in their selection.

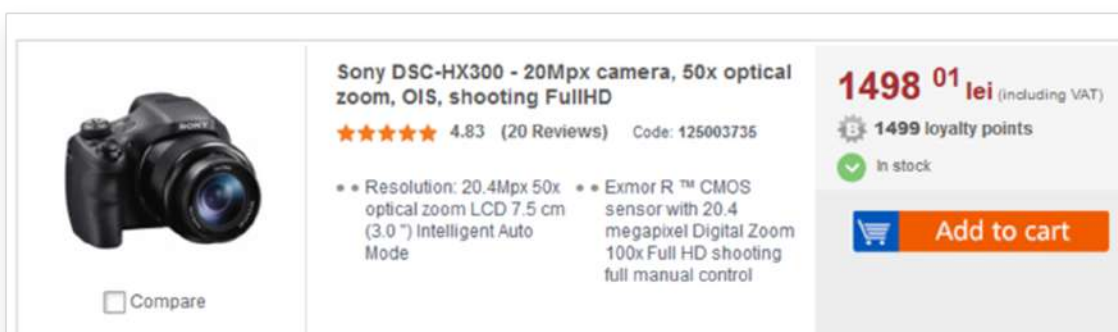
To increase the performance of their website, F64 and Omniconvert performed a full analysis and audit of visitor behaviour data. From this analysis Omniconvert was able to hypothesize that a test can be performed to treat the visitor behavior.



The control version product card for the Sony DSC-HX300 camera features a black and white image of the camera on the left. Below the image is a 'Compare' button with a checkbox. The product title is 'Sony DSC-HX300 - 20Mpx camera, 50x optical zoom, OIS, shooting FullHD'. Below the title is a star rating of 4.83 (20 Reviews) and a code: 125003735. The specifications are listed in two columns: 'Resolution: 20.4Mpx 50x optical zoom LCD 7.5 cm (3.0 ") Intelligent Auto Mode' and 'Exmor R™ CMOS sensor with 20.4 megapixel Digital Zoom 100x Full HD shooting full manual control'. On the right, the price is '1498<sup>01</sup> lei (including VAT)', followed by '1499 loyalty points' and a green checkmark indicating 'In stock'. The primary CTA button is orange with a white shopping cart icon and the text 'Buy'.

#### Control Version

In control, we see the CTA button displayed simply and with a strong emphasis on the commitment to purchase. The original function of this button added this item to basket and allowed the visitor to continue adding items to the cart. However, the message copy 'Buy', was finite and inferred the action of completing a purchase.



The variation version product card for the Sony DSC-HX300 camera is identical to the control version in terms of product details and pricing. However, the primary CTA button is changed to a blue button with a white shopping cart icon and the text 'Add to cart'. The rest of the layout, including the camera image, specifications, and 'In stock' status, remains the same.

#### Variation Version

In the Variation, the CTA was changed. The picture of the cart was emphasized distinctly in blue. The message copy change of 'Add to Cart' complimented the actual button functionality. Visitors could now visibly see and engage in the action that the CTA button performed. The colour palettes were flattened and made singular and solid to emphasize and capture attention.

## RESULTS

On control, the conversions to sale were much lower when compared to the variation page. The experiment was segmented to all visitors with traffic evenly split (50/50).

The results from this experiment:

- An increase of 6% in conversion rate
- Uplift of 1.68% in revenue per visitor
- Validation with 99.21% in statistical relevance

After this successful test, F64 continued and replicated testing on other product categories and their pages with A/B testing. Small changes when applied correctly can optimize the conversion effects and increase revenue. It easily helps you address buyer behaviour and help to influence them further through the sales funnel.

Testing CTA's can be subtle and often a simple or small change can make all the difference. A colour, a graphic or a word can trigger the response needed which influences the visitor into becoming a buyer.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test with additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

*"I like that I can easily make changes in the website's design without hurting conversions. Omniconvert helped us understand the value of adjusting our website based on our customers' needs."*

**Adrian Zafir, Digital Marketing Manager F64**



A/B testing increased leads by 30% from adjusting message copy in a contact form

## BACKGROUND

Telecommunication is one of the largest industries in the world. It is tied closely to electronic technology and its development. The growth in this market was estimated to be approximately 5,7 trillion dollars in 2015 with studies showing more than 7,1 billion wireless service subscription plans purchased worldwide.

Telekom Romania is a part of the Deutsche Telekom brand, and one of the biggest telecommunication providers in the market. The company provides a large variety of products, such as phones, tablets and laptops, as well as services, including telephone plans, mobile data 3G/ 4G, high-speed internet and television, all available in a variety of technologies.

With over 3 million website visitors a month, keeping up with the advanced technology and also consistently aligning to customer needs forms an integral part of Telekom goals. To continuously innovate and stay fresh, Telekom has sensed the need to create a personalized journey for the website visitors and acknowledges the visitor preferences.

## CHALLENGE

Telekom Romania has a number of services and products available to purchase online. Their website, uses separate pages for each offer. During the Omniconvert audit and analysis phase, it was discovered that the current offer page presented many links and elements that were a distraction. Visitors would click on something else or even leave the page without any form of conversion.

A conversion can be as simple as successfully getting a visitor to leave their email details. With this in mind, Telekom Romania wanted to test improving conversions for collecting leads/ emails. This was done by A/B testing the Call-To-Action (CTA) button and the message copy in the contact form. Testing this hypothesis was applied on several pages.

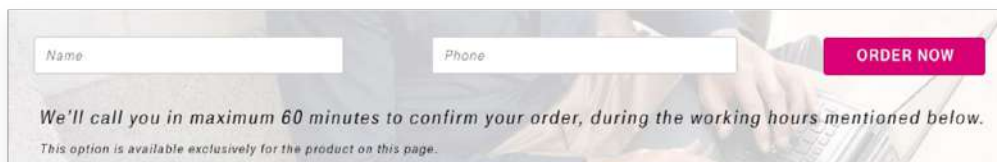
## SOLUTION

The Omniconvert treatment applied an experiment for Telekom Romania and used the hypothesis that if we change the design and copy of the contact form for the offer page, then we will be able to generate more leads for the call center. Telekom also wanted to see the impact of this change when key performance indicators of the page (lead rate & lead quantity) were assessed. Omniconvert applied the A/B test and created a variation according to the visitor behavior in real time. Given the fact that the contact form was placed below the fold, it needed something to attract visitor attention.

### Control version

In the original version, the message copy was not persuasive and had no visitor benefits contextualized. It only informed the customer that they will be called (possibly in 60mins) to confirm the order:

"We'll call you in maximum 60 minutes to confirm your order, during the working hours mentioned below"

A screenshot of a contact form on a website. The form has two input fields: "Name" and "Phone". To the right of these fields is a red button with the text "ORDER NOW". Below the input fields, there is a line of text: "We'll call you in maximum 60 minutes to confirm your order, during the working hours mentioned below." and a smaller line of text: "This option is available exclusively for the product on this page." The background of the form is a blurred image of a person's hands typing on a laptop keyboard.

Name  Phone

**ORDER NOW**

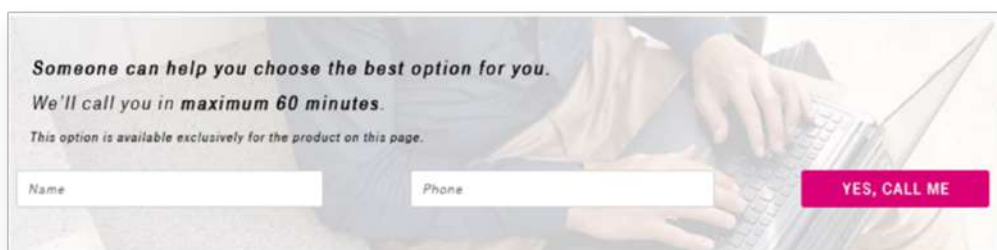
*We'll call you in maximum 60 minutes to confirm your order, during the working hours mentioned below.*

This option is available exclusively for the product on this page.

### Variation version

The message copy was changed and make it more customer focused. Instead of only informing visitors about the order confirmation, they were assured that Telekom would be available to help make the best choice suited to their needs.

The copy of the CTA button was also changed to "Yes, call me" instead of "Order Now", to show users that their commitment was complete. From then on, the Telekom team would proactively take care of everything and call them in maximum 60 minutes.

A screenshot of a contact form on a website, similar to the control version but with different copy. It has "Name" and "Phone" input fields and a red button with the text "YES, CALL ME". The text above the button reads: "Someone can help you choose the best option for you." followed by "We'll call you in maximum 60 minutes." and a smaller line: "This option is available exclusively for the product on this page." The background is the same blurred image of hands typing on a laptop.

Name  Phone

**YES, CALL ME**

**Someone can help you choose the best option for you.**

**We'll call you in maximum 60 minutes.**

This option is available exclusively for the product on this page.

## RESULTS

All traffic in website that arrived on the offer page was involved in the A/B test. The traffic was evenly split 50/50 between control and variation with the experiment running over a period of 18 days.

**The A/B Testing experiment scored great results with the variation page bringing:**

- **Additional increase of 38.89% in lead rate**
- **Increase of 30% leads with the new contact form**
- **Statistical relevance of 99.93% achieved on main goals**

Through A/B testing you can experiment and optimize the conversion effects of design and changing message content. It narrows down the most effective version of a web page, giving you a picture on what your visitors like most at a certain time. You can discover and improve the copywriting formula that makes them convert.

Words have a great impact on users. When you address visitor in a personal manner, you help overcome their objections and make them feel comfortable on your website.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

*"What I like best is the simple and focused product suite for each basic step of CRO: gathering insights, A/B and MVT testing and Content personification tool. The human support behind the team is fantastic: very proactive and supporting towards our needs. We are benefiting from understanding our customer needs, by implementing surveys on key journeys on the website and measuring customer experience through NPS. We translate the qualitative feedback into useful insights that will form hypothesis for testing through A/B or MVT. At the end we declare a winning variation and start building on personalized content for the users. All these have significantly improved our understanding of the customer behavior and in the end, helped us sale and convert more."*

**Andrei S.**  
**Sr. Online Marketing and eCommerce Manager at Telekom Romania**



An additional 25% increase in leads achieved from using a Survey

## BACKGROUND

Provident specializes in Home Collected Credit (HCC) and are one of the leading home credit providers in Europe. They have 2.8 million customers in 11 European countries as well as in Mexico and Australia. As part of the International Personal Finance (IPF) group, they are one of the largest employers in the region and one of the strongest 250 international companies traded on the London Stock Exchange.

Their vision is to make a difference in the everyday life of a customer by offering simple and personalized financial products. They have provided over 300,000 customers small, unsecured, short-term loans that were unserved or overlooked by existing financial institutions. They proactively create unique personal relationships with their customers and promote inclusive and responsible lending. Since 2006 they have invested over €270 million into Romania and now have 4000 employees in over 80 cities across the country.

With over 125k visitors per month and over 65% coming from an organic search, they are fast becoming the leading online service for small loans.

## CHALLENGE

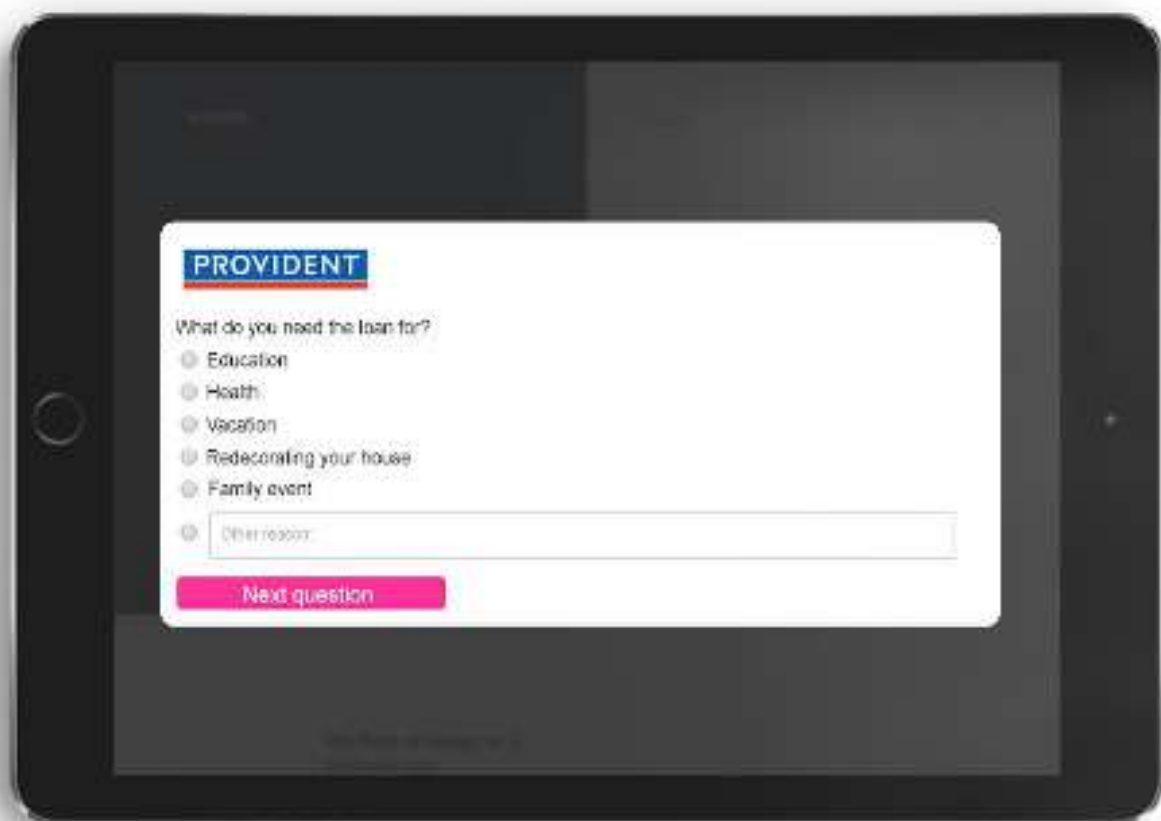
Google Analytics (and most analytic platforms), is able to reveal data which indicates where there is a visitor exit point. It is able to help assess the quantitative data from your website. For more indepth and insightful views into visitor behaviours, surveys become a foundation to a series of successful and successive testing.

One of the aims and necessities of Provident, is to generate more leads from their website. With this goal and focus in mind, Omniconvert reviewed the Google Analytics data to research visitor and customer behavior. The audit and analysis revealed that there was a high number of visitors that left the website without completing the contact lead form.

## SOLUTION

With data from the audit and analysis, Omniconvert applied a survey treatment in order to gather more leads. This experiment was set to trigger when exit behavior was detected. A simple 3 step survey was created with multiple choice answers best suited to the data made available through our initial research.

The first question contained a key element which was the often overlooked. The 'open' question. This type of question serves a number of purposes such as inviting the visitor to provide an answer, letting the visitor know that their answer is important and the 'open' answer also serves as further insight for the business.



**PROVIDENT**

What do you need the loan for?

- ☐ Education
- ☐ Health
- ☐ Vacation
- ☐ Redecorating your house
- ☐ Family event
- ☐ Other (open)

Next question

Sample image of the 1st question



The minimum requirement in the last step was for a name and contact number. This was vital for two main reasons. It validated a legitimate visitor with a genuine enquiry and also let the visitor know their inquiry was important and they would be called personally.

## RESULTS

The survey was active for over two weeks and was segmented to all traffic. The experiment was shown to all visitors that displayed an exit behaviour of either navigating to the URL address bar or towards the exit function found in the top right corner of a browser.

### The Survey was able to gather:

- A 25% increase in leads from all traffic
- Overall increase of 10% in response rates
- Successful validation of hypothesis

There is not only one single approach to gathering leads and every industry will require a slightly different approach. Universal, is the need to understand that this is something that you will need to be in constant development of. Consistently applying new surveys in different ways is a great way to keep your increasing your leads and visitors engaged on your website. If you haven't tried Surveys yet, the Omniconvert platform can help you set up dynamic, real time and actionable surveys. You can also try additional features such as A/B testing, web personalizations and experience the most advanced segmentation engine in the industry.

*"The interface is really straightforward. I was able to have a play with it and set up an A/B testing before I received the actual training. The WYSIWYG is king in this tool - you can create page variations with drag&drop, with no HTML input needed. It's easy to use even if you're not an Analytics savvy, but just in case you are, you'll see that you have everything in hand even for complex segmenting and targeting. You'll have A/B tests and surveys ready in just minutes. We're looking into improving the website conversion funnel and increasing the conversion rate. So far the results are excellent, even better than what they've pitched. They've also proposed some alternative lead collection using on-exit surveys - this resulted in incremental leads which significantly improved digital ROI."*

**Daniel D.**  
Digital Marketing Coordinator at Provident



Website conversion rates increased by 60% from using Omniconvert tools

## BACKGROUND

Covera is an online shopping website for home and gardening in Romania. Covera won the GPeC award for “Best startup in E-Commerce 2013”. A passionate team that specializes in supplying the best range where you find everything you need for balcony, terrace, garden, farm or orchard.

With over 20000 products to choose from, they provide advice for everything such as soils and fertilizers, the right kind of seasonal flowers to plant, what type of machinery is suitable for domestic land care or farming and much much more. They are constantly seeking new suppliers to bring the best products to their customers and pride themselves on service.

With over 60k visits to their website on a monthly basis, they are a fast growing online retailer in the gardening industry.

## CHALLENGE

The challenge that Covera faced was to help customers overcome their fear of buying “Home and Gardening” products online. An audit and analysis was undertaken to better understand the demographics, weakness of the site and covered some general features like time on site and visitor behaviour.

The main idea and focus was to improve the overall conversion rate and make sure as many opportunities were available for the visitor to convert.

## SOLUTION

Omniconvert helped by applying a number of tools and experiments in order to successfully increase conversions. Initially, a number of Surveys were launched to the most important segments of traffic. The purpose was to find out the reasons why visitors leave the website without buying.

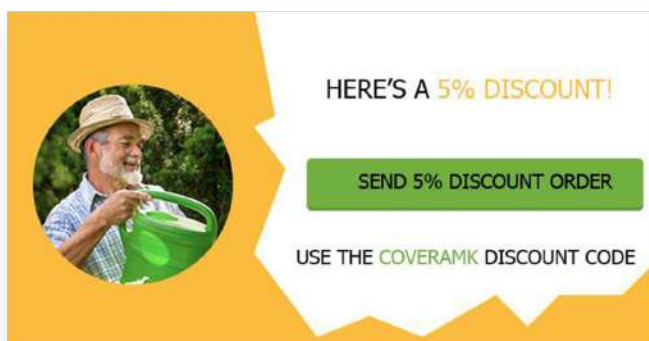
A number of A/B Tests were created with different messaging copy designed to help overcome the visitor objections and fears. The tests involved applying testimonials, details about products and delivery options onto several pages.



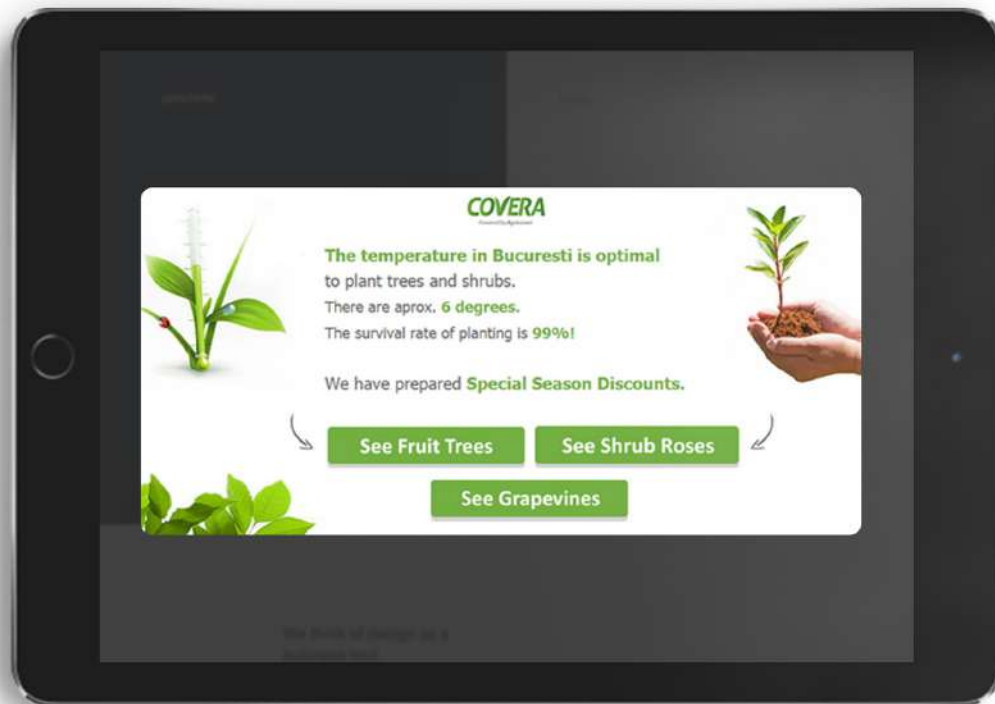
Welcome messages for first-time visitors were applied with on load personalization and designed to address any problems that may arise from delivery costs.



As some products were noted to be difficult to buy online, a personalization triggered on exit was displayed to offer phone assistance and a better level of customer service.



Another treatment involved a personalization that was triggered on exit specifically designed for the cart page. This was designed to minimize the cart abandonment rate.



One of the more intricate personalizations used involved triggering an overlay. This particular personalization informed the visitor about the local weather condition, how it affects trees and followed with CTAs that promoted a particular line of products.



*"Working with Omnicontent is not only having the latest technology on conversion rate optimization, but a great collection of ready-to-use actions applied to the needs of our industry that allowed us to improve our KPIs"*

**Adrian Dogaru**  
Online Business Development Manager @ Covera

## RESULTS

Over a series of weeks and months, a number of experiments were applied to ensure that testing was beneficial and streamlined.

**In total, Omniconvert and Covera achieved:**

- **Creation of 30 different experiments**
- **25 Custom designed unique overlays**
- **Increase sales by 117.86% in the 'Trees' category**
- **Overall improvement of website conversion rate by 60.4%**

Successful testing is often a series and combination of the tools readily available through the Omniconvert platform. Applying the knowledge and learning from audit and analysis is vital in the setup prior to testing. A common perception is that the audit and analysis is concrete and can be used to experiment immediately.

It is only after conducting surveys can you qualify that set of data.

Conversion increases are stronger when using multiple experiments collectively over time. An intricate pattern of purposed experiments can be laid out in succession. Each active test then continually increases conversions and the results magnify exponentially every month.



Website conversion rates increased by 60% from using Omniconvert tools

## BACKGROUND

Founded in 2010, GetMaineLobster.com is division of Black Point Seafood and Black Point Gourmet. They hand-select the finest Maine lobster and seafood as well as a range of finest quality beef. They ship throughout the United States and have a passion for making Maine seafood readily available.

Freshness and quality are this Maine lobster company's top priorities. They buy directly from well-established, trusted suppliers to ensure the finest products are readily available. GetMaineLobster.com offers all wild-caught live lobsters from local Maine lobstermen and are all natural and chemical free.

With 55k website visitors (and more seasonally), connoisseurs of fine seafood know that GetMaineLobster.com is the best place to find the freshest lobsters, awesome recipes and help in finding the best catered dining experiences available in the Unites States.

## CHALLENGE

Anyone who knows seafood can understand that fresh quality seafood can be difficult to source, especially if you live far from the ocean. With modern shipping and online shopping, high-quality seafood can be made readily available to everyone. As an online retailer for fresh seafood, understanding their visitors was important. They needed to know who they were and what they wanted in order to be able to continually supply the freshest products available.

Having this in mind, Omniconvert delved deep into the data to audit and analyse the visitor behaviours. A moderate proportion of traffic were noted to be new visitors. The the highest converting to sales, were returning visitors. The balance to this, was that the returning visitors also had high exit rates.

One of the challenges was to address the exit traffic that was observed. Visitors were noted to shop and exit in a pattern. Understanding the visitor better was key to creating a better experience for them and reduce the exit behaviour. The traffic was there but transitioning them from shopping to buying was the ultimate goal.

## **SOLUTION**

Omniconvert and GetMaineLobster started by launching a series of qualitative surveys. Information based on analytic data is a great foundation to any strategy. To complement this data, we asked for their feedback as it provided insights direct from the visitor that will end up with the product. With this feedback, Omniconvert was then able to create an elaborate and targeted experiment.

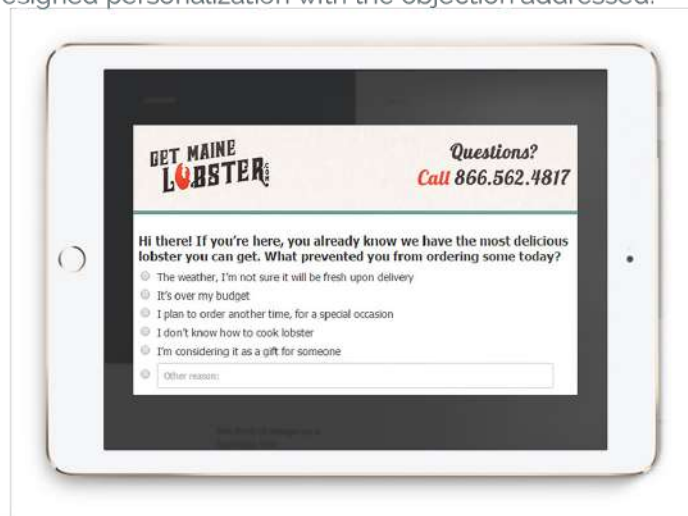
The gathered insights found that visitors were concerned about delivery of live lobsters. Some had no knowledge on how to cook them. Pricing was a common concern and tied into this were also potential customers that wanted to purchase products as gifts for family and friends. Along with the pricing insights, there was a high level of feedback regarding price range and what they felt lobster was worth.

With this insights data, Omniconvert created an advanced treatment involving a survey with triggered personalizations. When a visitor displayed an exit behaviour, such as navigating to the URL address bar or towards the browser close function, a multiple choice Survey questionnaire would be triggered.



### Sample image

From here, the advanced branching logic is applied through the platform. Based on the answer selected, the visitor would be shown a specific and custom designed personalization with the objection addressed.

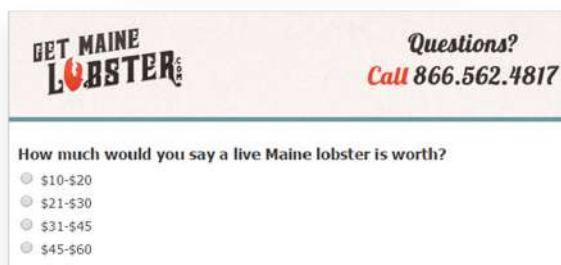


For example:

If they selected;

**"The weather, I'm not sure it will be fresh upon delivery"**

This personalization was shown so that they were made aware of fast UPS shipping that also had delivery notifications. In addition, the creative dissolved the worry objection and followed up with a clear Call To Action (CTA).



If they selected;

**'It's over my budget'**

This answer would interactively lead to a secondary multiple choice question related to pricing ranges.



If they selected;

**'\$10 - \$20'**

This answer would trigger a personalization and re-direct the visitor to products specifically in the price range they answered.

In total, this experiment involved a Survey with 2 multiple choice questions and 9 personalizations. Each of the creatives used for the personalizations were custom designed with consistent CTA's (for button and message copy) as well as linked to specific pages relative to the visitor answer selection. It was an interactive method to address objections in real time.



## RESULTS

Successfully, this experiment ran over 14 days and was segmented to all traffic. In addition, a lead collector for emails was deployed as an additional step.

**This successful experiment provided:**

- **Successful re-engagement to exit visitors**
- **An increase of 51% in conversion rates**
- **Additional 7% revenue generated from exit visitors**
- **Increase in email leads by 9%**

Traffic analysis is the first task in finding how to address a particular area or segment of your traffic. Following that is how to use this information to improve conversions and lead visitors closer to making a purchase. Critically important, is how to address exit visitors to ensure that they are re-engaged and are influenced into making a purchase. A big part of the research that goes into CRO has to do with who your customer is. Testing is a big part of making sure your online store is effective and helps you know exactly who you're dealing with and what they prefer. When you continuously optimize your online store, you start to understand your customers better which leads to an improved overall shopping experience. The better the user experience for visitors, the more customers you acquire from the same amount of traffic you're already receiving—meaning you don't just save money, but you actually make more of it since it's costing you less to acquire each additional one.

Surveys like this are able to continually provide insights and help you keep learning about your visitor behaviours. Knowing and addressing what makes visitors leave can help convert them into a buyer in the future.

If you want to test how surveys can be used for objection treatments, try the award winning Omniconvert CRO platform. You can also experiment with A/B testing and web personalizations combined with the most advanced segmentation engine in the industry.



Testing an exit personalization increased newsletter sign-up rate by 279%

## BACKGROUND

A publication part of Internetcorp, Wall-Street.ro is the most read online newspaper for business in Romania. Many online digital newspapers with the highest traffic, also come with the greatest circulation. The difference being traffic is from the act of a visiting a web page, and circulation in the digital world can be the measure of unique or recurring visitor.

With over 1 Million in visitor traffic per month, insights and conversions are vital to the success and consistent generation of revenue.

## CHALLENGE

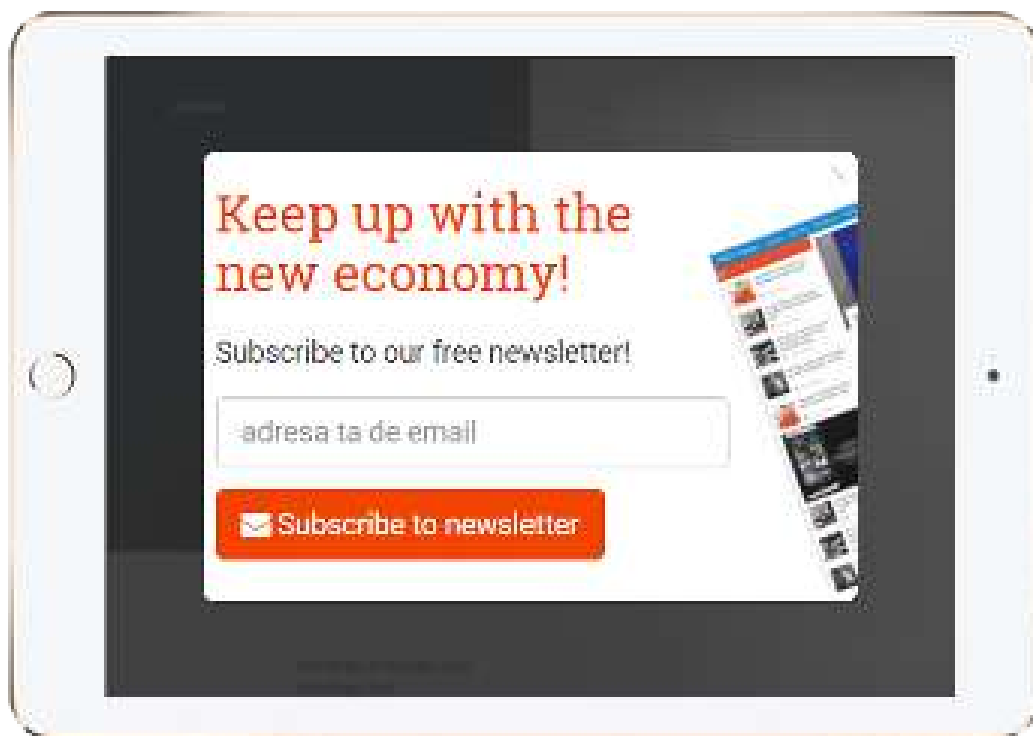
The average visitor stays on a website for approximately three minutes per visit. It is important that they are engaged and brought back in this time frame regardless of subsequent visits. One of the most successful channels to increase returning visitors is through email. Unlike other social media channels, such as Facebook or Twitter, an email guarantees that the reader is focused on only reading the email.

To be able to start bringing more engaged traffic to their website, Wall-Street.ro had to start collecting more data from their visitors. The easiest type of information and readily provided by visitors is the email address.

With existing subscribers, Wall-Street.ro was able to initiate personalized communications by email. This experiment focussed on visitors that were likely and eager to engage in a more personal conversation with their digital news provider and may currently not be subscribed.

## SOLUTION

In the original web page (control), there is an obscure subscription panel that is lost in the page content. Visitors could come and go without being asked anything. The newsletter subscription form was placed on the left sidebar and was not a very prominent feature (measuring on average about 320x210px). Keep in mind that when a visitor exits, they are lost 100% and so the control is not required in exit variation testing.



### The control version

The Omniconvert treatment involved two custom created exit behaviour personalizations both with a persuasive message copy and an image or graphic that was related. They were applied and measured based on lead collection and each variation was split tested evenly (50/50) for the visitor traffic.



### Variation 1

This personalization informs them that they can choose their reading interest by industry and displays the main benefits of subscribing to the newsletter. A subtle affirmation is also applied in the form of a tick.



### Variation 2

This variation applies a similar message, shows the categories of interest and has a positive image of excitement and happiness.

## RESULTS

The aim of designing two variations simultaneously was to test which approach persuades better. The traffic was made available to all visitors and was tested over a two week period.

The variations tested brought:

- An increase of 279% in sign up rate for variation 1
- Variation 1 successfully overtaking variation 2
- 99% statistical relevance achieved on both variations
- Over 50% reduction in bounce rate (visitor exiting)

The benefit oriented variation with a relevant message in copy converted much better. The variation focussed on graphics and visuals while successful, did not perform as well. This experiment was able to prove that words and images in combination are powerful. They can make the difference between a successful and an unsuccessful personalization.

**The biggest lesson here is that qualitative insights in any test are critical for understanding and learning more about your audience.**

**It's not what you want to show; it's what they want to see that makes the conversion difference.** If you want to see how a web personalization can positively affect your conversion rate, try the award-winning Omniconvert CRO platform. You can also test with additional tools such as surveys, A/B testing and experience the most advanced segmentation engine in the industry.

*"Omniconvert offers tools that are advanced enough for a professional agency like ours, but accessible for our clients to use as well. Cost is always an issue when a business is new to AB testing. By combining so much capability into one package, Omniconvert lessens the financial impact of getting into data-driven marketing. Omniconvert enables a business to do research via online surveys and AB testing, and then apply what they learn through personalization through targeted overlays. Most personalization solutions require the marketer to guess at what each visitor needs. Omniconvert has the tools to eliminate the guessing. All in all, this is a great solution for those new to testing and personalization, and it has the advanced features to grow as the team becomes more sophisticated."*

**Brian Massey**  
Founder @ Conversion Sciences



A/B testing the CTA button and copy generated 45% more applications

## BACKGROUND

In 1858, the University of London established an international program to facilitate first class high education for students all around the world. This makes the University of London International Programmes the world's oldest provider of distance and flexible learning. Currently, the International Programmes support over 50,000 students in more than 180 countries worldwide. In 2008 the University of London International Programmes celebrated its 150th anniversary and theirs is a story of innovation, expansion and open access. The University is constantly seeking new ways of reaching out to students around the world.

The University alumni have shaped the world in which we live with leaders of business and industry, judges, authors, scientists, and politicians. Several alumni have won Nobel Prizes ranging from Literature and Economics to most notably the Nobel Peace Prize with Nelson Mandela and his lifetime of work with South Africa.

## CHALLENGE

The University of London is a prestigious institution with a reputation reaching out globally to new, current and alumni students. With almost 500k visitors monthly (58.5% being new visitors), the online service for their distance/ correspondence courses is a distinct advantage both to the visitors and the university itself.

To best increase student numbers, the university focussed in the area of online applications. This included graduate courses, postgraduate degrees and individual subject units. Through an extensive audit and analysis, we identified the type of visitor, the frequency of visits and where most of their interest was directed.

We observed that interest was evenly split between male and female and the highest searching category by age were 25-34 year-olds, followed closely by 18-24 year-olds. A relatable age range when considering that most people applying for higher learning have either just completed secondary schooling or a graduate degree.

Upon further analysis, we noticed page distractions in the guise of external links, videos, chat boxes and volumes of informative text particularly on the course pages. For a university of higher learning, this information was naturally available to reference subjects, study materials, fees, assessment, entry requirements and other academic related topics. The most important feature of application buttons was almost lost in this 'noise'.

With this in consideration, the presentation and user experience were factored into the hypothesis. The primary purpose would be to create a better converting course page using clear CTA application buttons. This would minimize the distractions already present and redirect focus on applying for a course.

## **SOLUTION**

In collaboration with the University of London, a number of course pages were selected for testing. The variation included CTA's on the side and at the bottom of the course description. This was designed to serve as a reminder to visitors that applying for a course was the next step.

In the control version, the button was overly descriptive. It had varying sizes and did not convey the message to apply. Application buttons were already highlighted, but the long message copy and no CTA was not as effective.

### Apply online

**BSc Information Systems and Management (Graduate Entry)**

Application button for BSc Information Systems and Management (Graduate Entry) course

**BSc Information Systems and Management**

Application button for BSc Information Systems and Management course

**Individual courses**

Application button for Individual courses

**Download Prospectus**

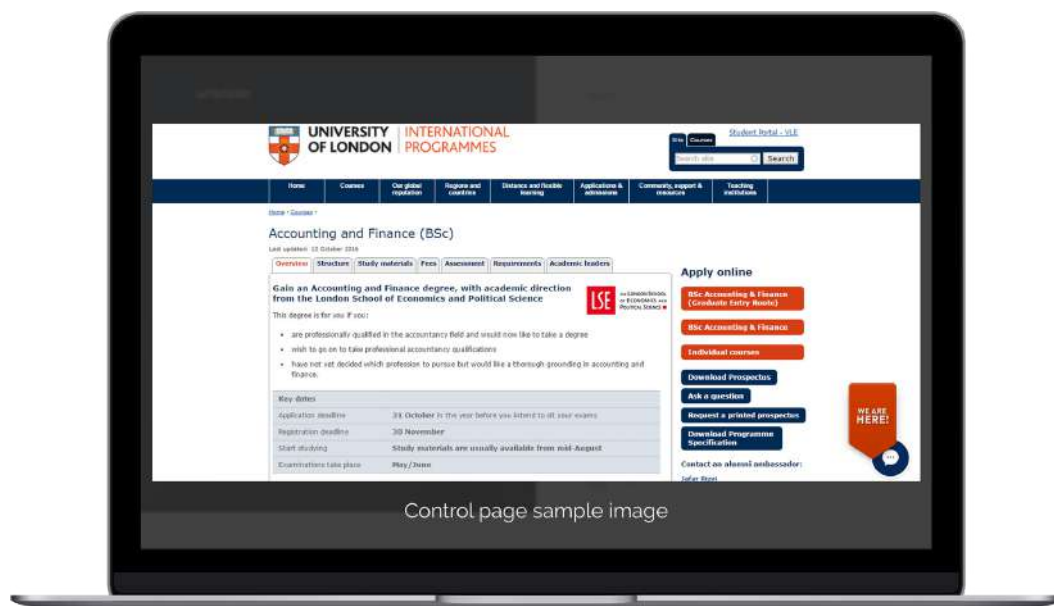
**Ask a question**

**Request a printed prospectus**

Various sized buttons

**Download Programme Specification**

The overall view of a course page found the text presented in large volume. While the apply CTA's are evident, they do not call you to action. The text in the orange buttons is a statement of the course offered. The 'Apply online' CTA is a non clickable phrase stated above the actual buttons.



A natural behavior when reading the information is to scroll below the fold where there were no application buttons. The length and the content of the page were crucial for information delivery but also potentially undermined the application process. Visitors that scrolled all the way down were also observed to either navigate to another page or close this completely.





In the variation, the CTA application buttons were simplified and the message copy adjusted so visitors knew distinctly where to apply for the course. Additionally, the sizing of each button was adjusted to become uniform. The additional intent here was to create a visual panel that stood out from the rest of the page.

**Apply online**

Apply for Standard BSc

Apply for Graduate Entry

Apply for Individual courses

Download Prospectus

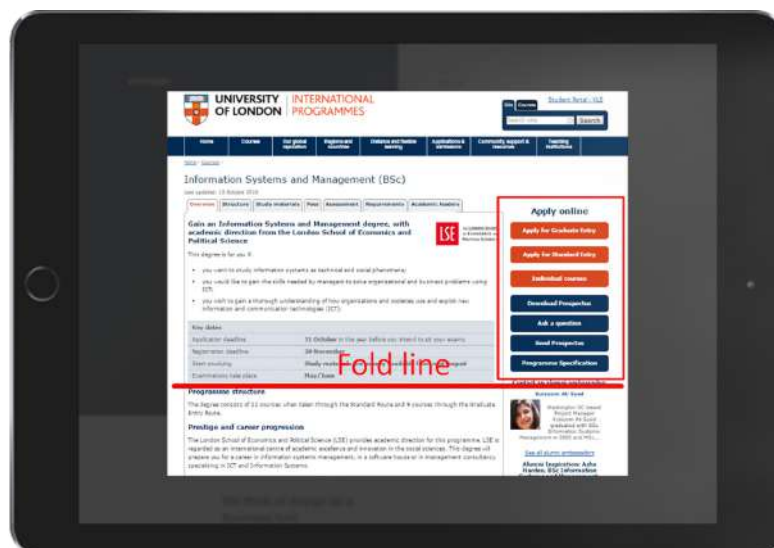
Ask a question

Clear Apply message for the Standard BSc

Clear Apply message for the Graduate course

Clear Apply message for Individual courses

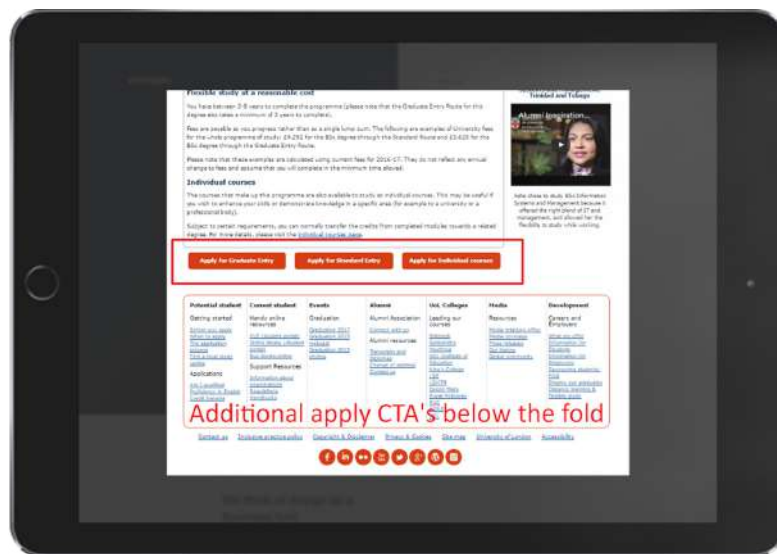
Variation CTA's sample image:



CTA simplified and sized uniform.

This created a solid panel that was distinct from the rest of the page and emphasized the apply buttons.

Message copy was centralized and orange buttons were much more visually appealing with a clear message.



Additionally below the fold, the same primary apply CTA's used on the right side above the fold were re-introduced.

This served as a reminder and visual cue for visitors to apply and complete their journey on this page.

## RESULTS

This experiment ran for 21 days and had traffic split evenly (50/50) between control and variation. It was segmented to all audiences and for desktop visitors only.

### Results of the experiment:

- An increase of 45.26% in applications
- CTA's below were 4.21% more effective in applications
- Click through rate uplift of 15.68% across main goals
- Statistical relevance achieved with 99% validation

The Call to Action buttons were vital in securing more applications for the University of London. The adjusted message copy and uniform design helped make the next step clear and evident for the visitor. The easiest principle to remember is to keep the CTA simple and direct. The next step should not be something that needs to be thought about especially after potentially reading so much information.

***The key focus in testing the CTA button design and message copy, is to know what triggers the visitor into following your desired action. This is a crucial link that helps drive conversions in the right direction.***

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional tools such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



A/B testing a Reassurance Message created a 25.18% conversion rate uplift

## BACKGROUND

In 2005, two amazing entrepreneurs founded a startup called travelplanet24. Like many success stories, this one started with two friends, Philipp Brinkmann (CEO) and Kristof Keim (CCO). Philipp and Kristof started by cornering a niche market. An ingenious idea of selling online ferry tickets in Greece and catering to the needs of local and foreign visitors.

If you've ever been to Greece, you'll understand why island hopping is popular across the Ionian, Aegean and Mediterranean seas. Their focus from ferry tickets quickly grew to include airfares, rail ticketing, and car rentals. Their localization and business in Greece soon expanded to encompass global markets. Today, tripsta is recognized as a leader in the travel industry. Together with airtickets, and travelplanet24, they are preferred by over a million global travelers per year and cater to 45 languages for destinations all over the world.

## CHALLENGE

Many similar websites offer the same website layout and purchase format. Our aim was to address the buyers' hesitance and increase the chance that they continue and complete purchase. The process of confirming/purchasing a ticket was in 6 easy steps.

Search -> Search Results -> Passenger Information -> Additional options -> Payment -> Confirmation

Our research and analysis found that the 'Passenger Information' page received 80% of the total website traffic. If you've ever booked a flight, you can relate to the logical and user friendly step after having confirmed a number of travel details, specifications and selecting the 'best' deal.

### **SOLUTION**

The Omniconvert treatment created an A/B test experiment on the hypothesis that the Passenger Information section is a key landing page for the website. Price comparison information from supplier websites is directed here.

Based on this insight, it was proposed that a reassurance message on the "Passenger information" step would positively engage and assist in the decision of the buyer to continue through to check out.

This was based on the choice-supportive bias principle: a decision in the present is influenced by positive experiences from the past. So for this case, visitors that selected their ideal flight were reassured about making the right choice. This was the 'best deal', the cheapest flight and their decision was correct.

Omniconvert deployed an A/B test on the "Passenger information" step from the reservation funnel. A message was added above the flight's details;

***"Congratulations! This is one of the cheapest flights for this route! Book today to secure this price!"***

When tested over a two week period, the traffic was split evenly (50/50) between the control page that was unmodified and the variation that contained the reassuring message.

Flight tickets

Flight offers

Hotels

My account

1 Search

2 Search results

3 Passenger information

4 Additional options

5 Payment

6 Confirmation

Departure - Thursday, 24 March 2016

Flight No.

Athens

Eathness Venetia (ATH)

Bucharest

Oslo/Hornt Canada International

(OTF)

RQ 274

22:50

1h 25min

00:25

Non stop

One seat

Details

Return - Sunday, 27 March 2016

Flight No.

Bucharest

Oslo/Hornt Canada International

(OTF)

Athens

Eathness Venetia (ATH)

A3 963

20:40

1h 30min

22:10

Non stop

One seat

Details

Price Calculation

1 Price:

€129.00

2 Tax:

€66.47

3 Service fee:

€10.00

4 Discount:

€0.00

Total:

€205.47

Control version

Flight tickets

Flight offers

Hotels

My account

1

Search

2

Search results

3

Passenger information

4

Additional options

5

Payment

6

Confirmation

✓ Congratulations! This is one of our cheapest flights for this route. Book today to secure this price!

Departure - Thursday, 24 March 2016

Flight No.

Athens

Bucharest

Oslo/Hornt Canada International

Eathness Venetia (ATH)

Oslo/Hornt Canada International

(OTF)

BO 274

22:50

— 1h 35min —

00:25

Non stop

One seat

Details

Return - Sunday, 27 March 2016

Flight No.

Bucharest

Oslo/Hornt Canada International

Athens

A3 963

20:40

— 1h 30min —

22:10

Non stop

One seat

Details

Price Calculation

1

Price:

€129.00

2

Tax:

€66.47

3

Service fee:

€10.00

4

Discount:

€0.00

Total:

€205.47

Variation version

## RESULTS

On control, the conversions to sale completion were much lower when compared to the variation page. In this experiment, there were over 6000 views tested and it ran for just over two weeks.

The A/B test showed that the reassurance message brought:

- +25.18% lift in conversion rate
- +26,55% lift in revenue
- Over 95% statistical relevance achieved

**When running A/B tests, it is important to test with impact and target the key areas of your website. Areas of low traffic take far too long to reach statistical relevance. The more traffic, the faster the test. The faster the test, the more successful variations can be permanently deployed.**

The tests, when valid and successful, can potentially generate more income on a monthly basis, EVERY month. Always research and understand your website. Focus attention to key high traffic areas where you can gain the most in the shortest possible time. If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.



A/B Testing on home page doubled conversion rates and generated additional leads

## BACKGROUND

Starting in 2005, Autonom opened their first car rental agency in Piatra Neamt at the foothills of the Eastern Carpathian Mountains. Starting with only 5 cars in their fleet, it took them a year of successful planning and rapid growth to encompass a fleet of 100 cars and introduce an online booking platform. Autonom Rent a Car is now one of the largest rental companies in Romania. They have a national coverage of 41 service centers in 29 cities and a fleet of over 3,000 new cars. They also offer car rental services in major Romanian airports that include, Bucharest, Cluj-Napoca, Timisoara, Bacau, and Constanta just to name a few. In 2014, they expanded the business to include rental centers in Hungary with locations in Budapest and Debrecen airports.

They are the national leader in providing a seamless car rental service at fair prices. They have won numerous industry prizes for their business and are noted for their service to community. With over 50k visitors monthly (increasing to 100k seasonally), Autonom is steadily becoming the preferred online car rental booking system for Romania and its visitors both local and international.

## CHALLENGE

Typically, there is very little ease and reliability regarding information on car rental sites. Most challenges of car rental websites can be related to the efficiency an end user feels and the organization of information relayed to them. Part of the time is also focused on a maintaining a good level of communication to the visitor which can help the credibility of the rental company.

Autonom wanted to generate more qualified leads for their business. After a comprehensive audit and analysis, it was clear that a specific area would be best suited to help engage visitors and generate leads for their business. With the information assessed, the website was found to have great potential if a clear benefit to the visitor was displayed.

The main goal that Autonom and Omniconvert decided on was to address the objections that would lead to a disruption of the visitor following through and finalizing a car rental. Omniconvert and Autonom set out to attract more clients and not bury them in a snowstorm of discounts that could entice or possibly confuse.

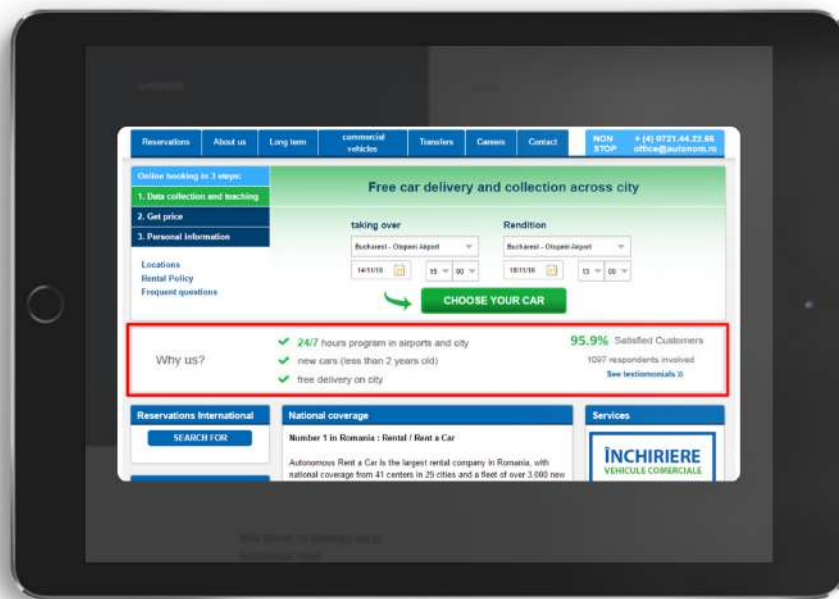
## **SOLUTION**

After conducting some qualitative surveys, the insights found were able to list the objections from visitors on the website.

Visitors were concerned about the availability of service and whether or not they would be available to assist after typical business hours. Conditions of the vehicle and vehicle types were amongst the most noted responses. One of the common objections found was in pricing and how reputable the car rental company was.

With this information available, several tests were launched on the homepage with the following as the strongest variation;





This successful variation was placed above the fold and highlighted the important benefits to a visitor. Each statement addressed the concerns found from the insights. Green ticks of approval highlighted the positive benefits. The 24 hour service was highlighted to ensure that visitor knew they were available around the clock. The high rating of satisfied customers was also highlighted and presented to capture visitor attention.

Along with this, an additional element, leading from the eye capturing 95.9% statistic, was introduced to dissolve objections using testimonials. A clear and visible link to the testimonials was added and provided social value from real and verified happy customers. Additionally, these testimonials also indicated names, destinations and dates for greater impact.

## RESULTS

The winning experiment was conducted over a 2 week period. The successful variation was one of a few tested evenly against a control page which had no change. It was segmented to all visitors and a successful 'add-on' experiment was followed on the testimonial page to collect leads.

**This experiment was able to gain:**

- **An increase of 194.2% in conversion rate**
- **Statistical relevance with 100% validation**
- **Additional leads collected with 'add-on' experiment**

Successful testing, in this case, was a combination of the tools readily available through the Omniconvert platform. Applying the knowledge from audit was crucial to asking the right question for the initial survey. From that survey, objection treatments were able to be applied and home page testing became successful and continues to be applied on the website as a permanent fixture.

Keep in mind, most reservation sites contain elements with information already suitably designed to influence and inform a visitor to take the next step. The challenge is to always have a clear and dynamic message that grabs the attention in the shortest possible time possible.

If you want to optimize your homepage successfully, try Omniconvert. You can use any of the tools available such as A/B testing, surveys and web personalizations all in one platform.



App downloads increased by 60% for mobile, using a web personalization

## **BACKGROUND**

OLX is a world leader in classified ads. Their website and mobile app focuses to emerging digital markets and their consumers. It allows users to sell and buy things at the best price in their city or region and allows visitors to search and browse without making an account.

In 2015, the OLX Romania mobile app for iOS, Android and Windows phone was downloaded on almost 2 million mobile devices. There was a significant increase of 190% in download rates for December 2015 compared to the same time in 2014. Successfully recording approximately 140k monthly downloads, the OLX mobile app was number one in the Lifestyle category for iOS and Windows phones and number one in the Shopping category for Android.

Recording an average of 1 million new classified ads on a monthly basis, OLX Romania has an average of 30 Million plus visits monthly, with the most visited categories being electronics, automotive and real-estate.

## **CHALLENGE**

OLX wanted to communicate with its audience using a more personalized approach. Delivering the right message at the right time is always a challenge behind a digital screen. Personalization has an ability to make users feel important and the intuitive audiences of today, will notice the personalization technology offering them a customized journey.

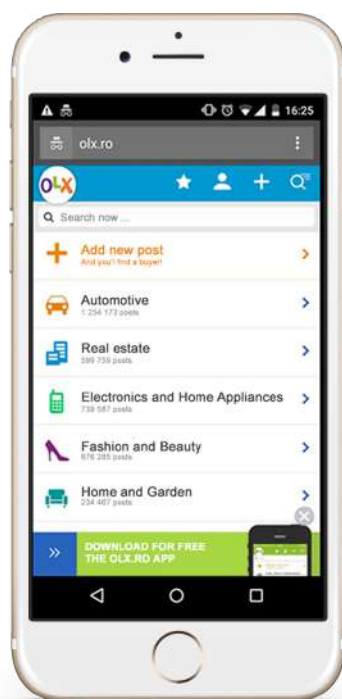
The goal of this experiment was to create and display a customized experience that would stimulate visitors to download the OLX mobile app. Having in mind the goal, this experiment was based on the hypothesis that if we display a personalized message on the banner, then the OLX app download rate will increase.

## SOLUTION

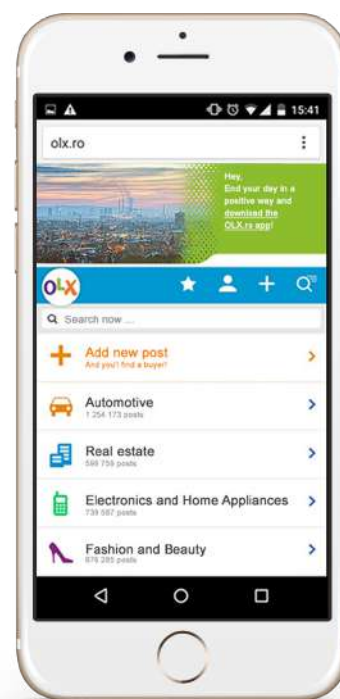
The Omniconvert treatment started by including the traffic from Muntenia, the largest region in Romania. Within this traffic segment, we tested 20 images containing representative buildings and surroundings from the locality of Muntenia. This was made to make visitors feel familiar and 'at home' while using OLX.

Location segmentation played a crucial part and showing images from that region was highly effective. Along with the right words at the right time, these elements worked together to create a personalized experience and stimulate visitors into downloading the mobile app.

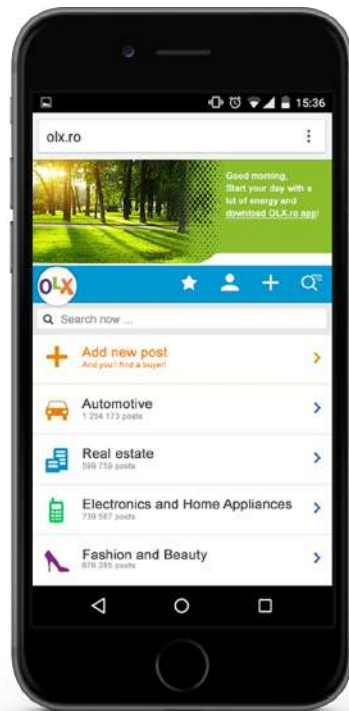
The unique images from Muntenia, were displayed in four main time frames of the day. They also contained a different message copy in each variation.



Original version

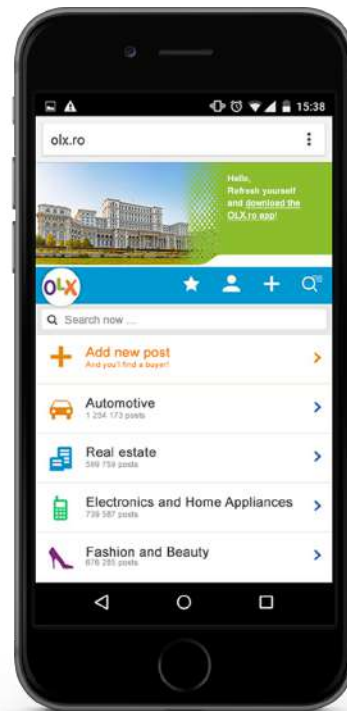


Variation sample

**Version #1**

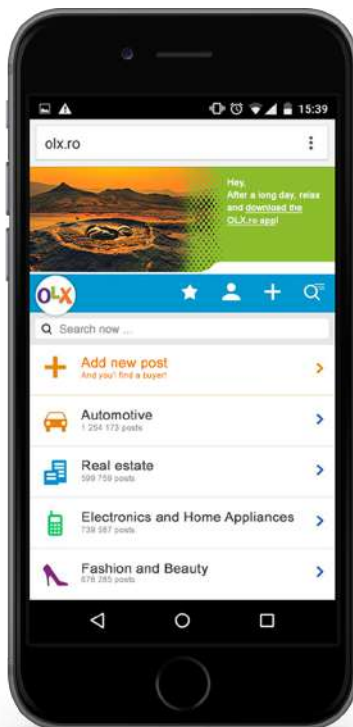
Time: Morning (05:01 hrs to 12:00 hrs)

Message: Good morning. Start your day with a lot of energy and download the OLX.ro app!

**Version #2**

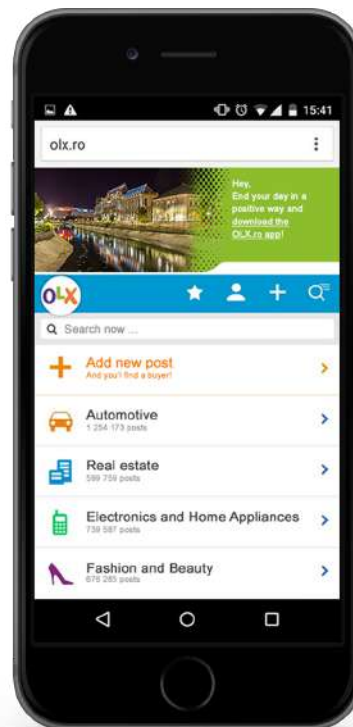
Time: Afternoon (12:01 hrs to 17:00 hrs)

Message: Hello. Refresh yourself and download the OLX.ro app!

**Version #3**

Time: Evening (17:01 hrs to 0:00 hrs)

Message: Hey. After a long day, relax and download the OLX.ro app!

**Version #4**

Time: Night (00:01 hrs to 05:00 hrs)

Message: Hey. End your day in a positive way and download the OLX.ro app!

## RESULTS

The on load web personalization test was conducted for a period of 14 days. The traffic was segmented to include all visitors from the Muntenia region that were using a mobile device with iOS, Android or a Windows operating system.

**The test produced the following results:**

- **Downloading rate increase of 60% for OLX mobile app**
- **Over 99% statistical relevance achieved**

These great results found from testing in Muntenia has helped launch this experiment into all regions of Romania. Using website personalization can be a competitive advantage. Focusing on customers has extraordinary benefits. It is a great opportunity to create a bond with them and create a connection that helps define your brand.

Testing with location targeting, time frame targeting and inserting details that are relevant to the user will impress them and stimulate them to convert. The biggest challenge in personalization is to create a psychological connection with your customers and a relationship that will last.

If you want to test how a web personalization can positively affect your conversion rate, try the award winning Omniconvert CRO platform. You can also test with additional tools such as surveys, A/B testing and experience the most advanced segmentation engine in the industry.

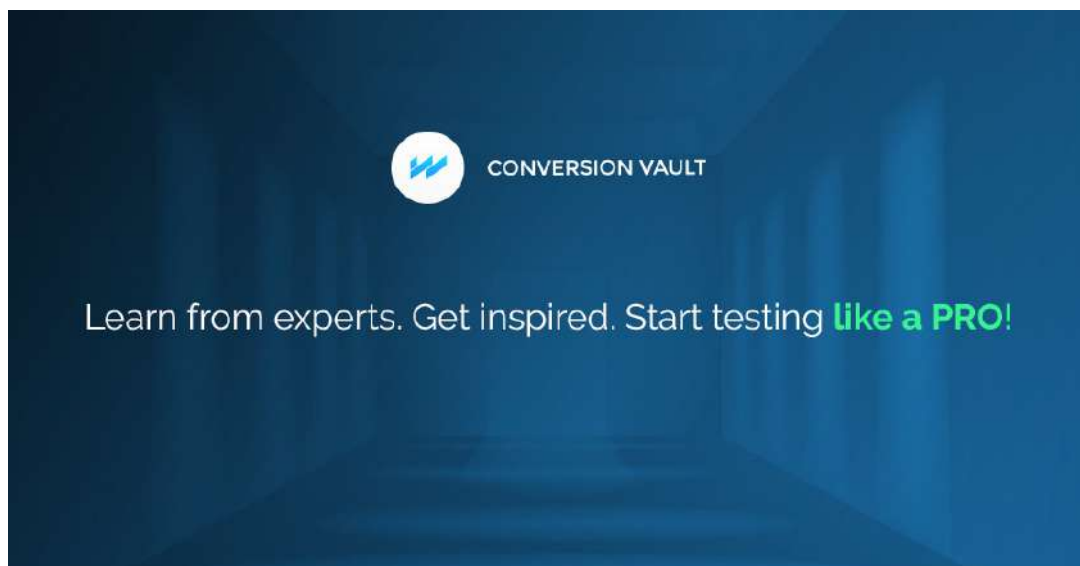


## About Omniconvert

**Omniconvert is the all in one optimization platform enabling companies of all sizes to deliver optimized experiences for their customers that lead to increased conversions and higher revenue.**

Using Omniconvert's tools, online businesses can quickly test and experiment with new elements in design, copy, overlays, personalized messages, actionable surveys, real time variables and many more.

Omniconvert is trusted by thousands of companies worldwide to improve their websites for a better user experience, so far reporting more than 9 billion optimized pageviews and counting.



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