EXPERIMENT CASE STUDY

ORANGE® ROMANIA & OMNICONVERT

46.94% increase in Lead collection rate on desktop
106.29% increase in Lead collection rate on mobile

achieved by using on-exit and time based triggered overlays

INDUSTRY

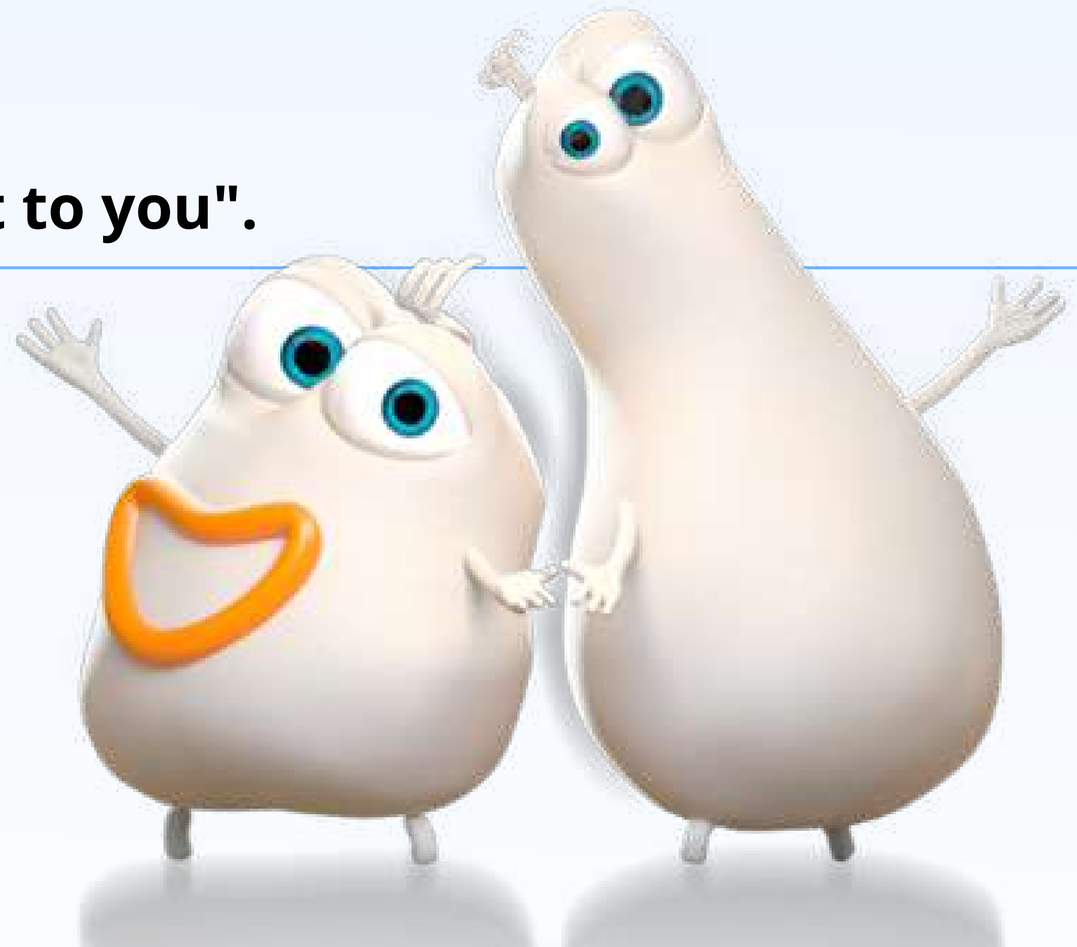
TELECOMMUNICATION

orange™

OMNICONVERT

ABOUT ORANGE®

Orange® Romania is "Closer to everything that is important to you".



This is the telecommunication operator's promise: bring customers closer to what is essential for them, always stay connected and in line with technology, and offering customers the best communication experience.

Orange is one of the most important telecommunications operators in the world, with sales of 42.3 billion euros in 2021 and 142,000 employees worldwide. The Orange Group is a leading provider of global IT and telecommunications services for multinational companies under the Orange Business Services brand.

As a network operator in 26 countries, with more than 250 million customers on five continents, Orange's philosophy remains the same: to make technology accessible to everyone, to enrich and simplify customers' lives, by building the services of the future, together with them, and by contributing to the transformation of society.

THE CHALLENGE

Increase the number of **active users** while also improving the website's **lead collection rate** -
Orange's mobile subscriptions are the core of their business.

The majority of the registered leads on the website occur within the subscription page, which we selected for enhancement through testing, aiming to elevate the overall rate of lead acquisition.

THE SOLUTION

Orange had already implemented an overlay that triggered on-exit for users that didn't leave their details in the page. However, it was only implemented on the Desktop version.

For desktop, our solution was to develop an A/B/C test in which we displayed:

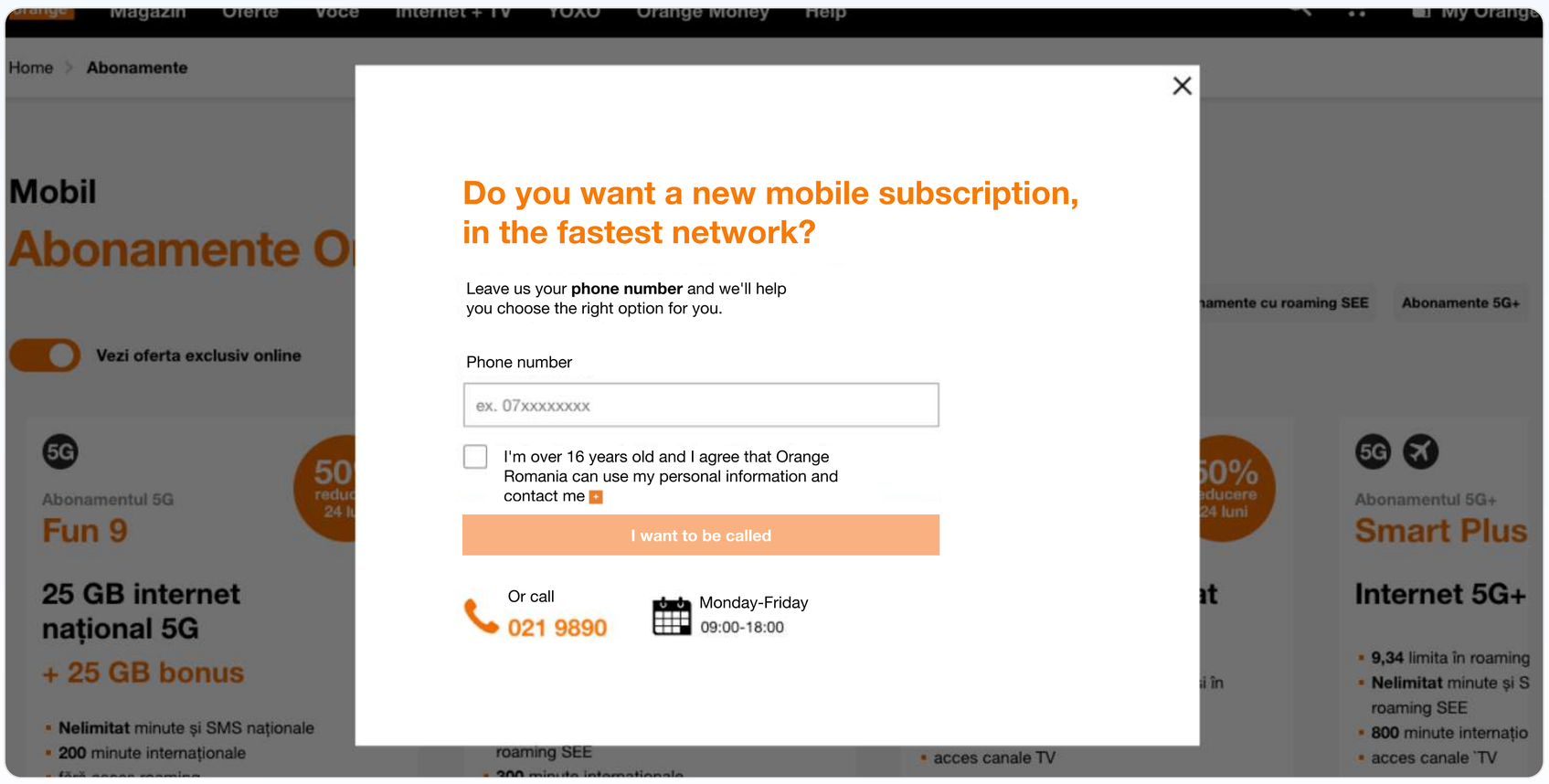
- 2 variations with simplified copy to match user expectation and intention,
- a more attractive design
- a different CTA message against the existing overlay.

For mobile, our solution was to develop an A/B test in which an overlay would appear after 15 seconds spent on the page, if the user didn't leave their contact information, and compared it with the normal page, without the overlay.

REDESIGNED ON-EXIT OVERLAY ON SUBSCRIPTION PAGE

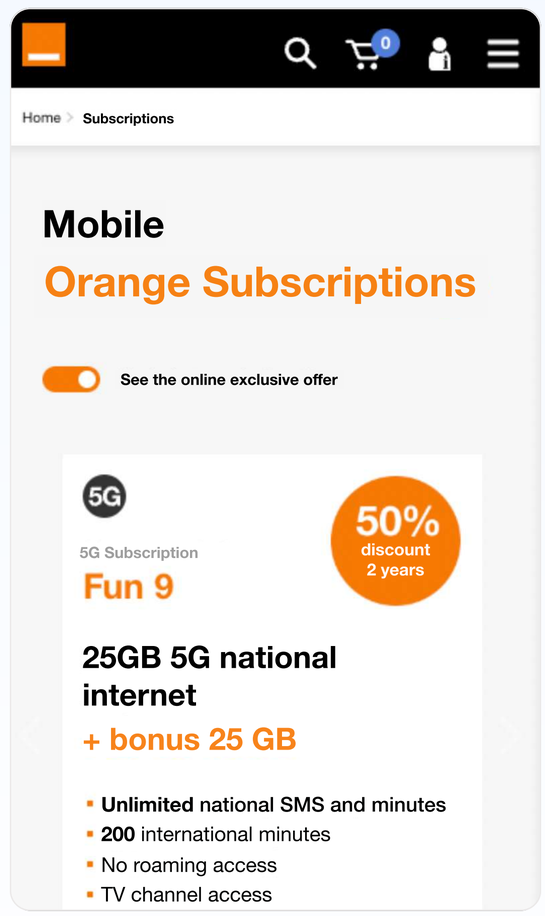
BEFORE THE EXPERIMENT*:

DESKTOP



Existing on-exit overlay

MOBILE



No overlay

**The designs showcased here are translated and adapted to English. The original test was done in Romanian.*

FINDINGS:

By analyzing reports on top performing pages in terms of lead collection and cross-checking with the highest traffic level pages from the mobile subscriptions category, we identified this page as the biggest opportunity for increasing the overall website lead collection rate.

DESKTOP HYPOTHESIS:

By improving the copy, call to action copy and design of the existing on-exit overlay we can positively impact the lead collection rate of the page for desktop users.

MOBILE HYPOTHESIS:

We can positively impact the lead collection rate of the page for mobile users by triggering an overlay that prompts the user to leave their contact information so they can be assisted in choosing their perfect plan, after they spend 15 seconds on the page without completing their contact information.

Variation B (Desktop)

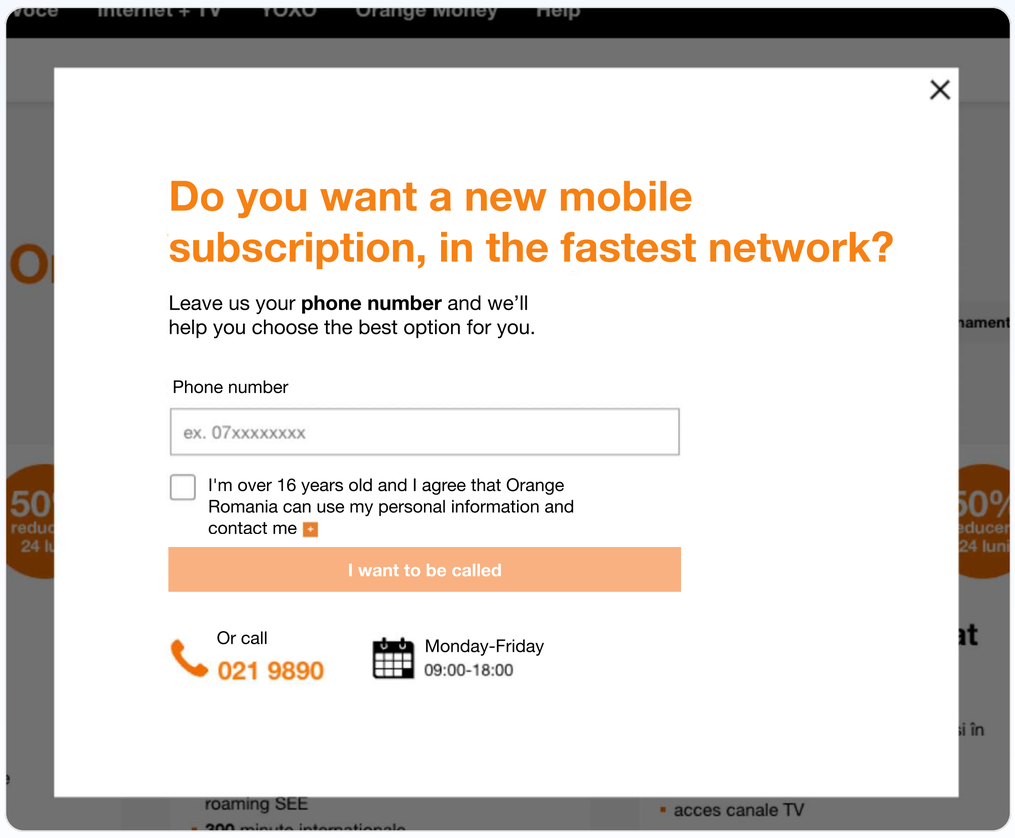
46.94% increase in Lead Collection Rate
97.53% chance to win

Variation (Mobile)

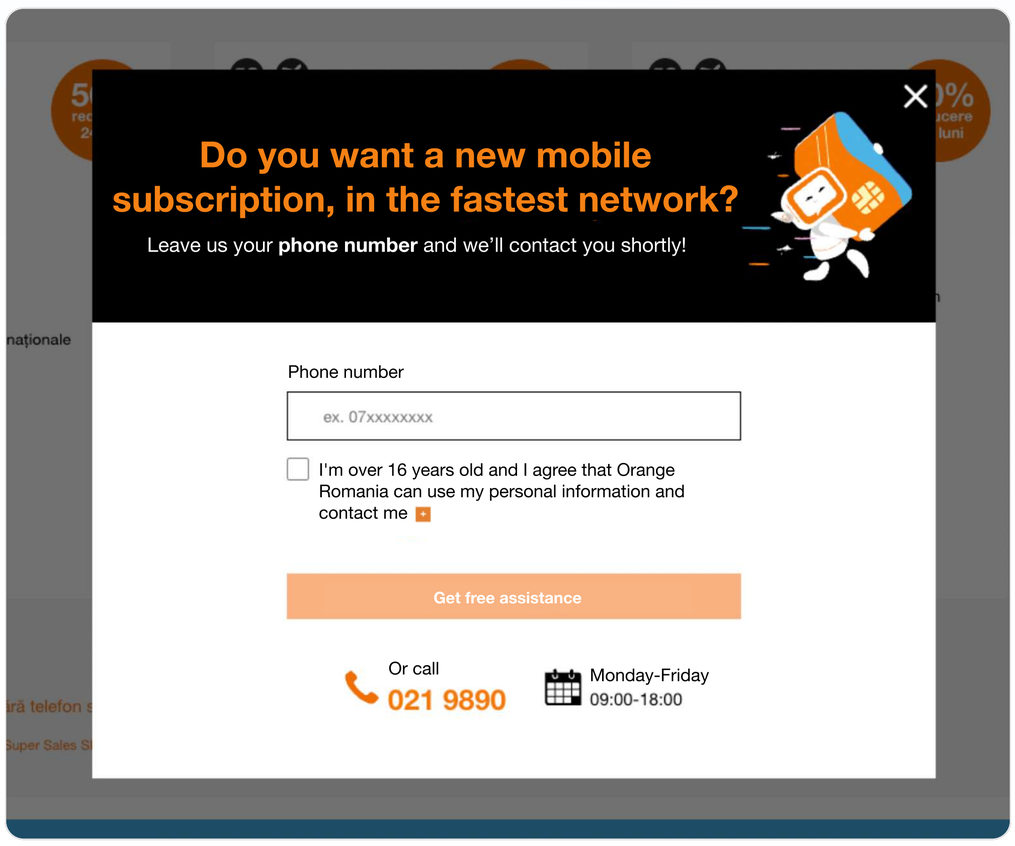
106.29% increase in Lead Collection Rate
100% chance to win

DESIGN (DESKTOP)*

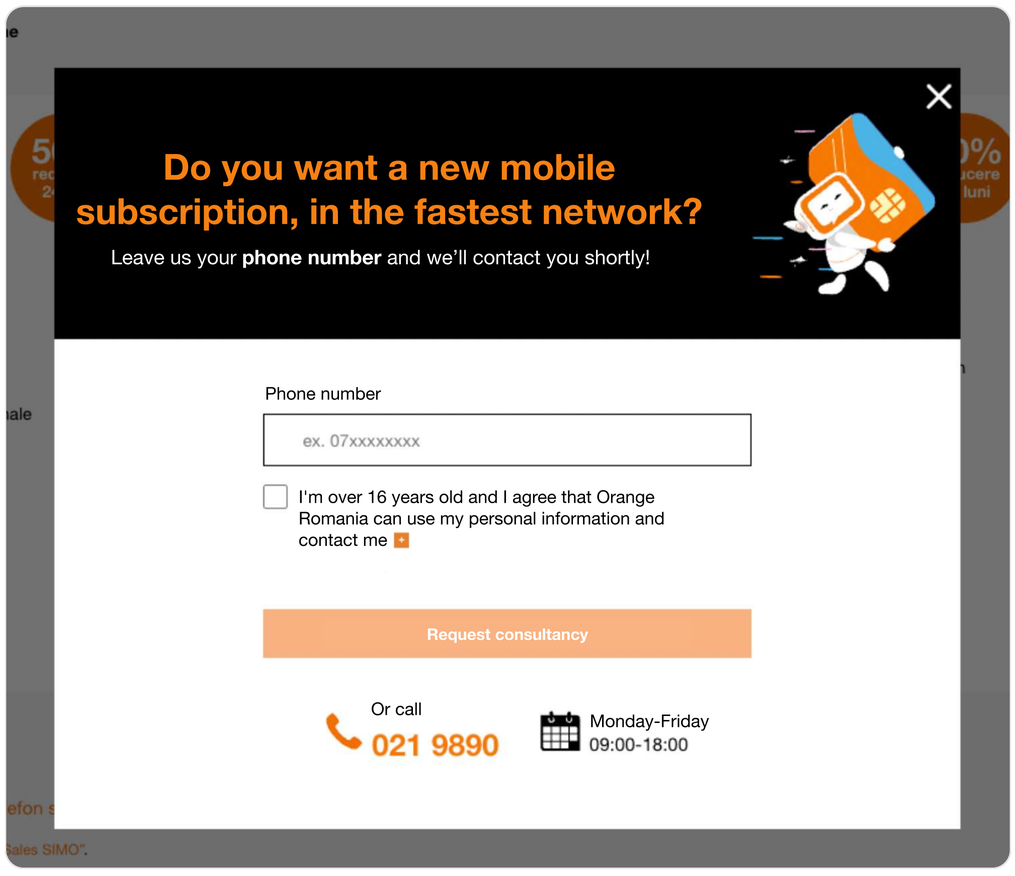
CONTROL



VARIATION A (CTA COPY VERSION A)



VARIATION B (CTA COPY VERSION B)



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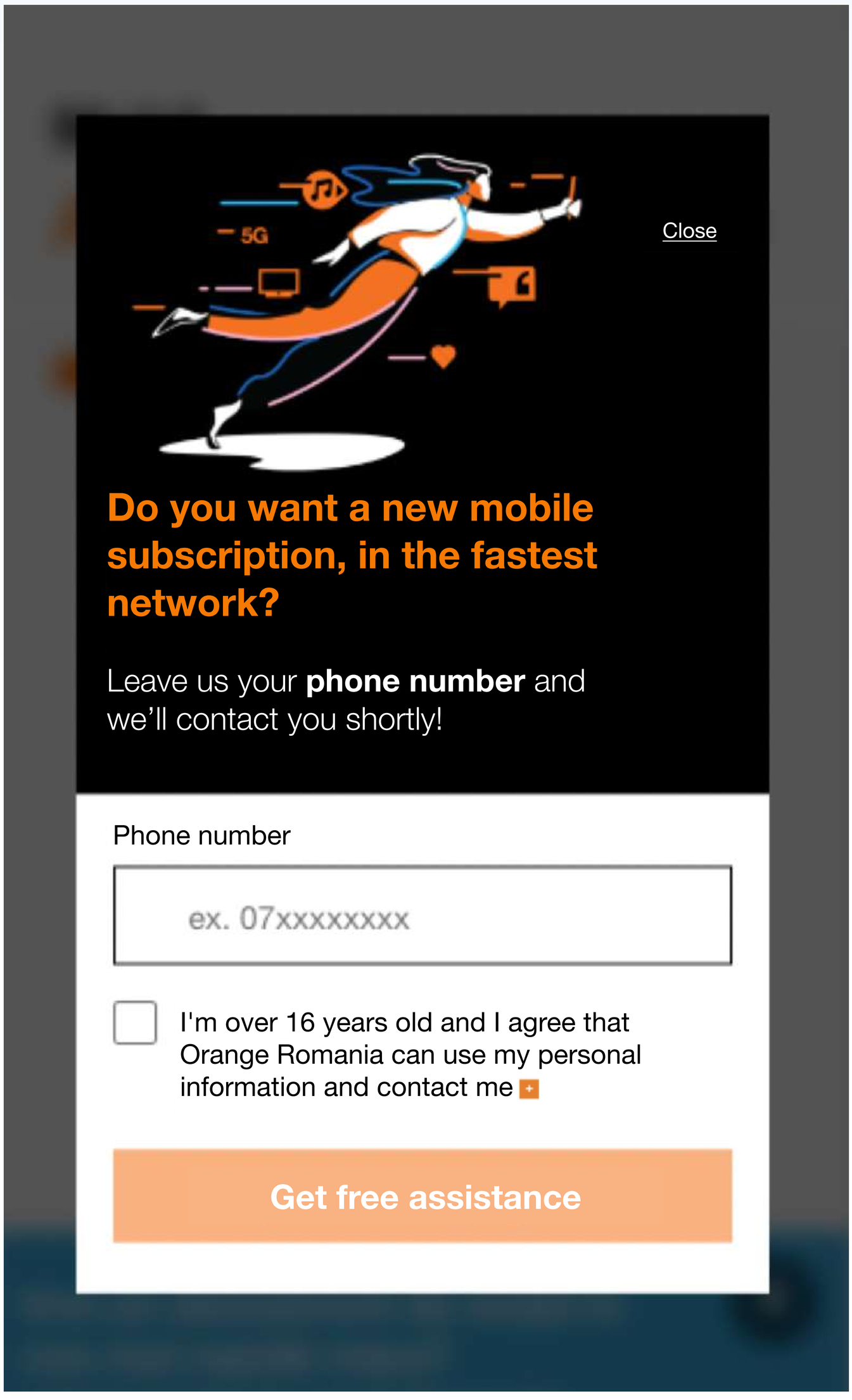
46.94% increase in Lead collection rate
97.53% chance to win

DESIGN (MOBILE)*

VARIATION



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106.29% increase in Lead collection rate
100% chance to win

CONCLUSIONS

Both experiments were declared winning, displaying a high chance to win, alongside significant uplifts in the lead collection rate.

On mobile, **overlays with time based triggers serve as a good alternative to desktop on-exit trigger** allowing for higher overall website performance.

The desktop test demonstrates the potential for achieving remarkable improvements by **aligning users' intentions and effectively managing their expectations** using only text, all within an appealing design framework.

“Generating leads is a critical part of our business. The process of converting website potential customers into paying customers is challenging, and that’s where alongside other tactics, CRO comes in.
In our CRO strategy we are analyzing the audience intents and expectations, and for certain online flows we have understood that visitors would like to get right to business, skipping parts of the classic buyer’s journey and speaking with a sales agent right away.
That’s why we have enhanced the current lead generation flow, addressing customer intent with simple, regularly updated designs, informative overlays that are bringing significant results.”

Laurentiu Mitrea, Digital Marketing Manager
Orange Romania

Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

Schedule a call and let's work together to reduce guesswork, prioritize analysis and testing, and achieve better results.

Book a Call Here