

ALIVECOR® & OMNICONVERT

25.17% increase in Conversion Rate and
29.58% increase in Revenue/user

achieved by testing a highlighting badge

INDUSTRY
HEALTHCARE

ABOUT ALIVECOR®

AliveCor is the market leader in the technology of FDA-cleared mobile electrocardiogram (ECG/EKG).

AliveCor is a pioneering brand at the forefront of digital health technology. Renowned for its innovative solutions, AliveCor specializes in developing portable electrocardiogram (ECG) devices that empower individuals to monitor their heart health easily. By seamlessly integrating cutting-edge sensors with their user-friendly mobile application, AliveCor enables users to take proactive control of their cardiovascular well-being, facilitating early detection and monitoring of arrhythmias. Their devices use machine learning to deliver almost instant single or six lead health reports directly on the user's smartphone. Through its Kardia devices and membership, AliveCor connects patients and clinicians anytime, anywhere.



THE CHALLENGE

Promoting AliveCor’s freshly launched single lead device KardiaMobile Card, via their website, without hurting the sales of the other two devices.

KardiaMobile Card serves as the upgraded alternative to the customer favorite, KardiaMobile, with which AliveCor captured the attention of the healthcare industry.

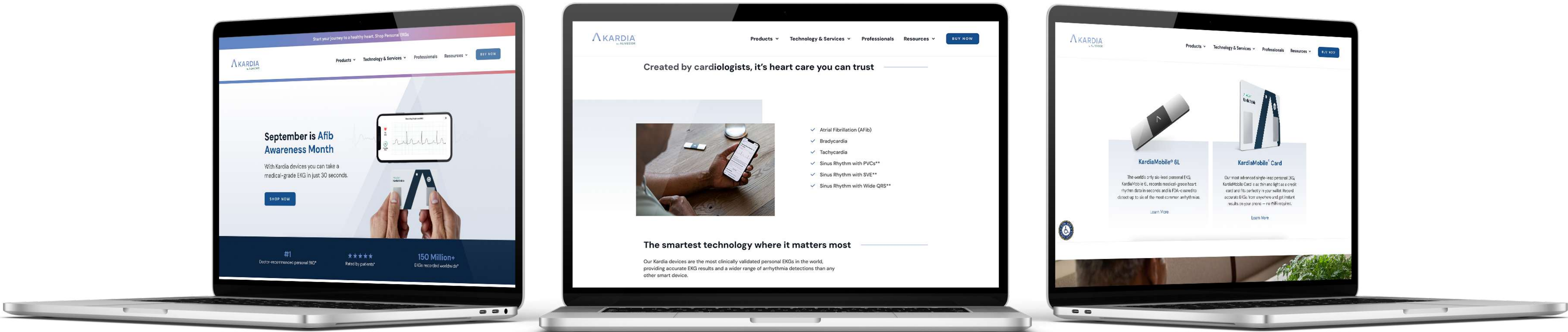
THE SOLUTION

Multiple ideas were prioritized, including **a simple badge that would be visible on the listing page and the product page on top of the image** with the new device, the KardiaMobile Card.

We decided to test this simple idea first because of its simple implementation and high-impact potential.

Our solution displayed a golden badge saying “New” on the KardiaMobile Card product tile from the listing page and the product detail page.

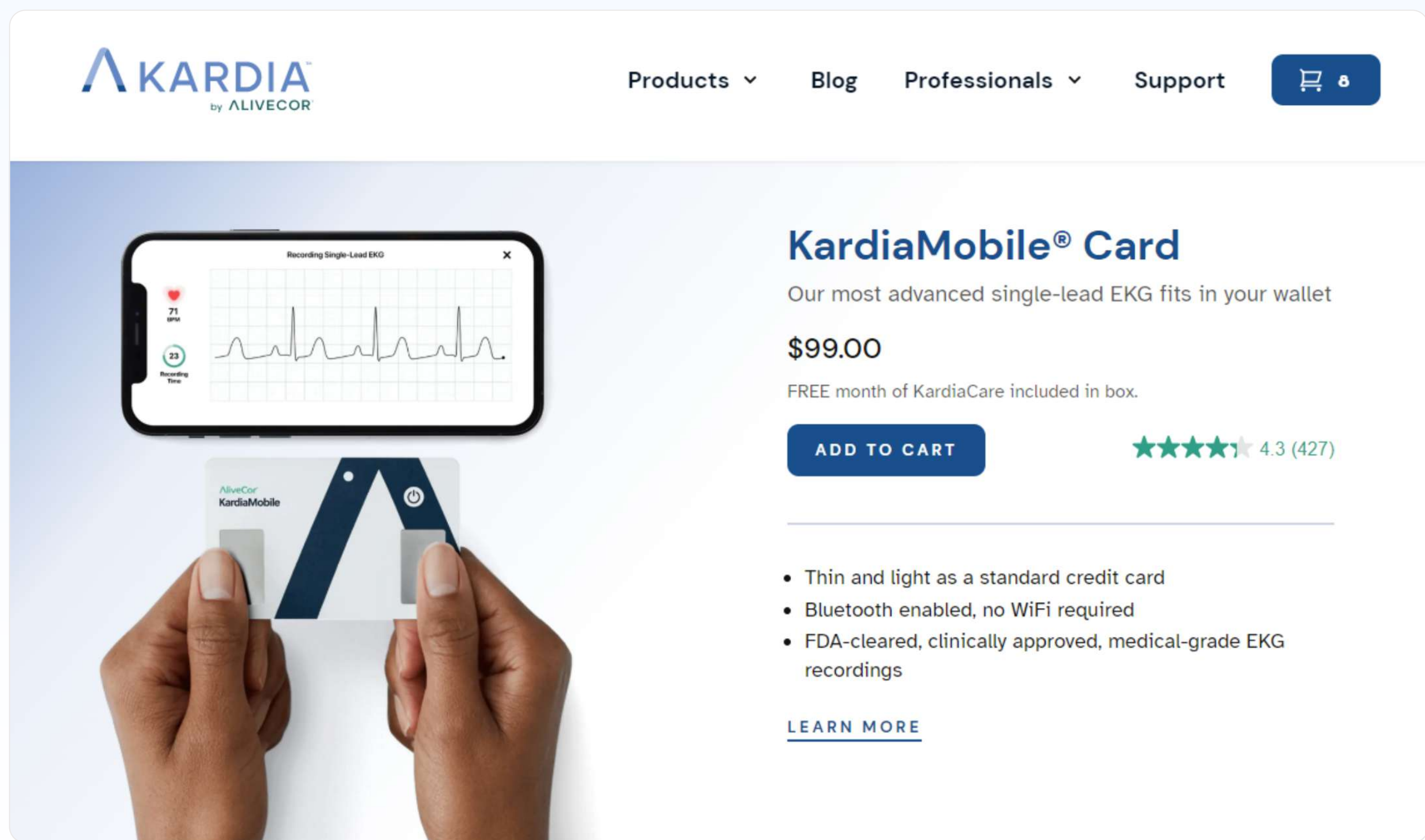
The badge proved to be very successful.



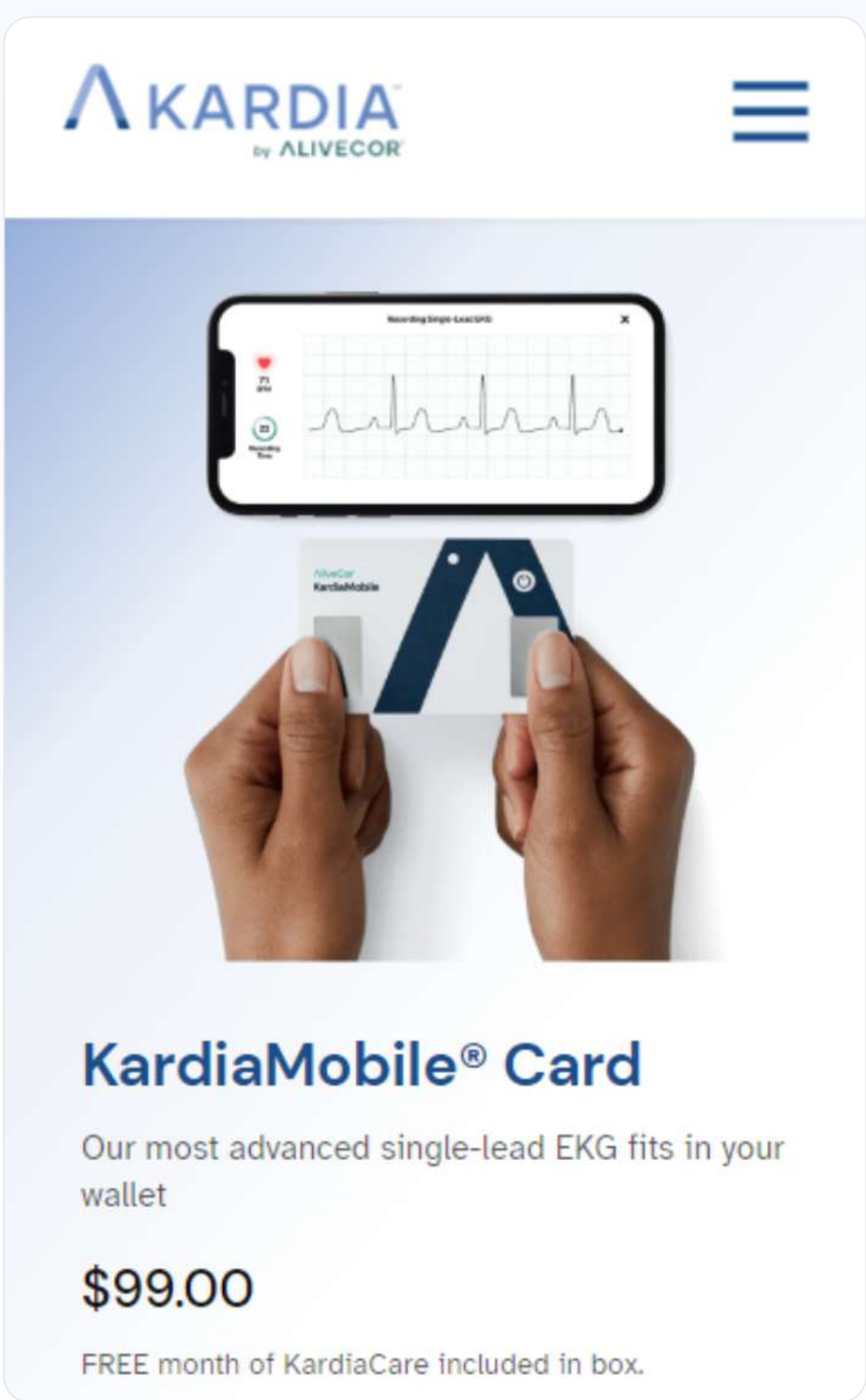
LEAD COLLECTION OVERLAY WITH DISCOUNT COUPON

BEFORE THE EXPERIMENT:

DESKTOP:



MOBILE:



FINDINGS:

While not much information was available from the standpoint of analytics as this was a newly launched product, we knew from previous experiments that users visiting the website interacted much more frequently with highlighted elements and products.



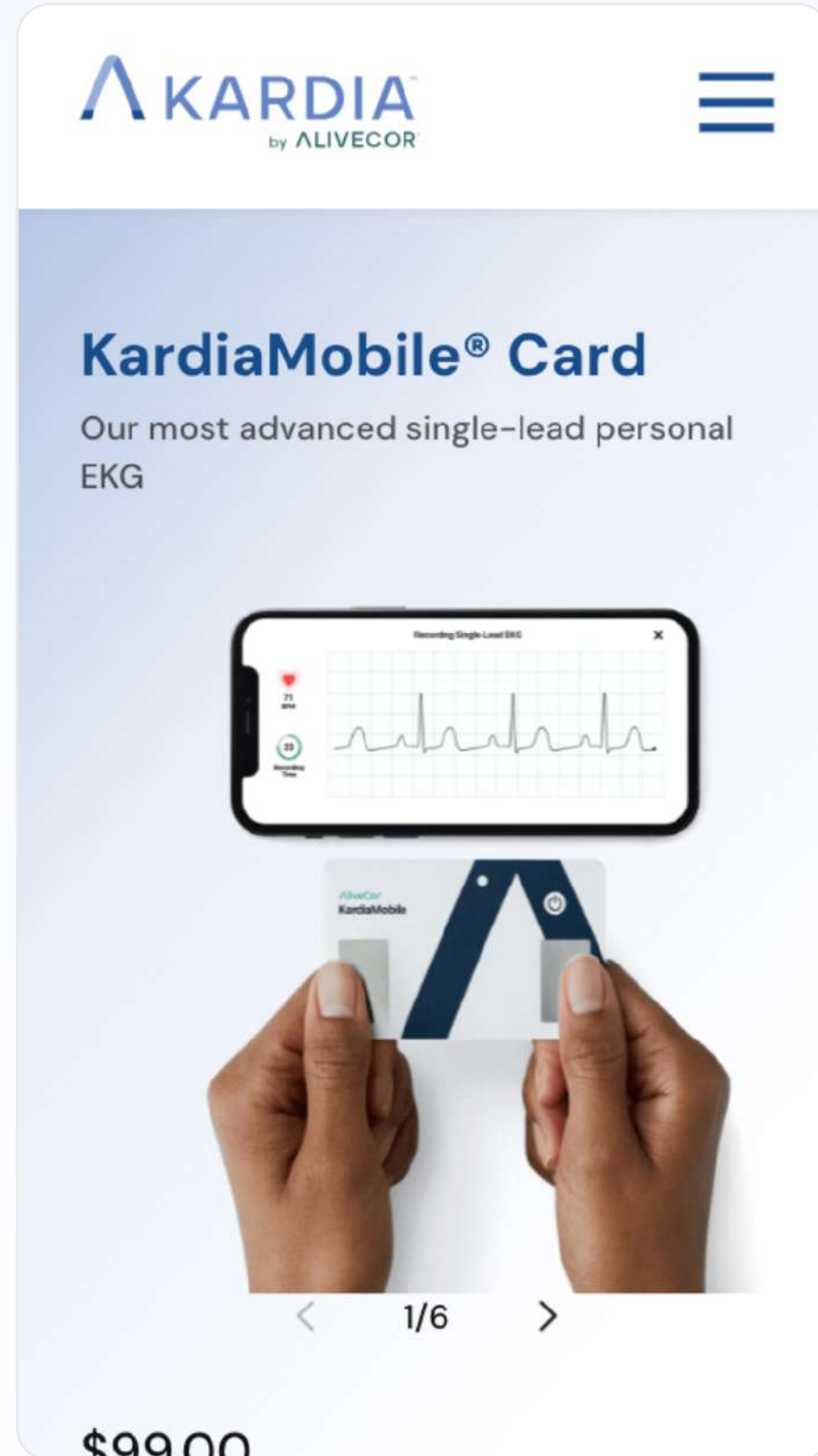
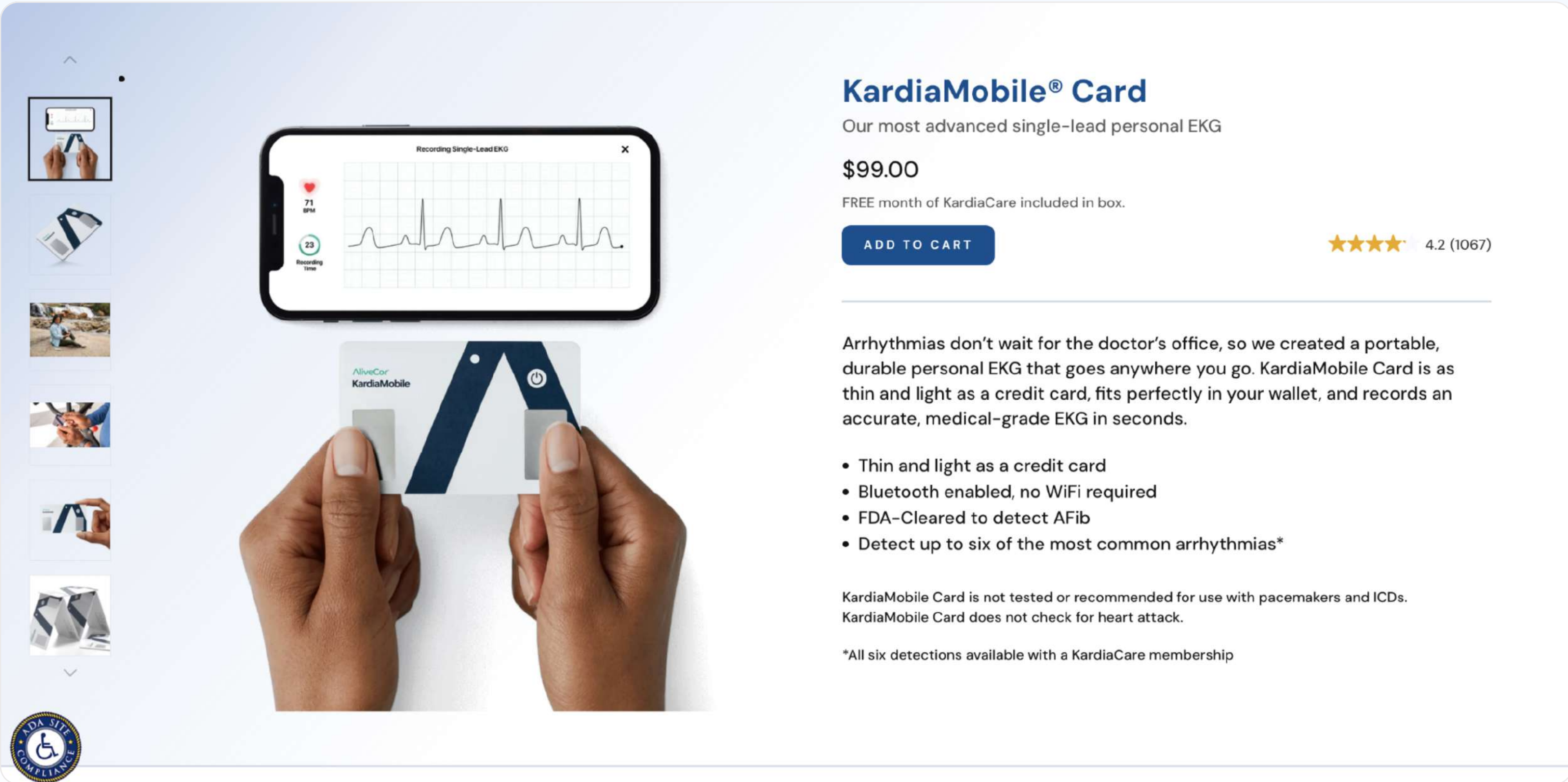
HYPOTHESIS:

By adding a “New” badge on the KardiaMobile Card product detail page and the product tile from the listing page **we should see an increase the Conversion rate across all devices.**

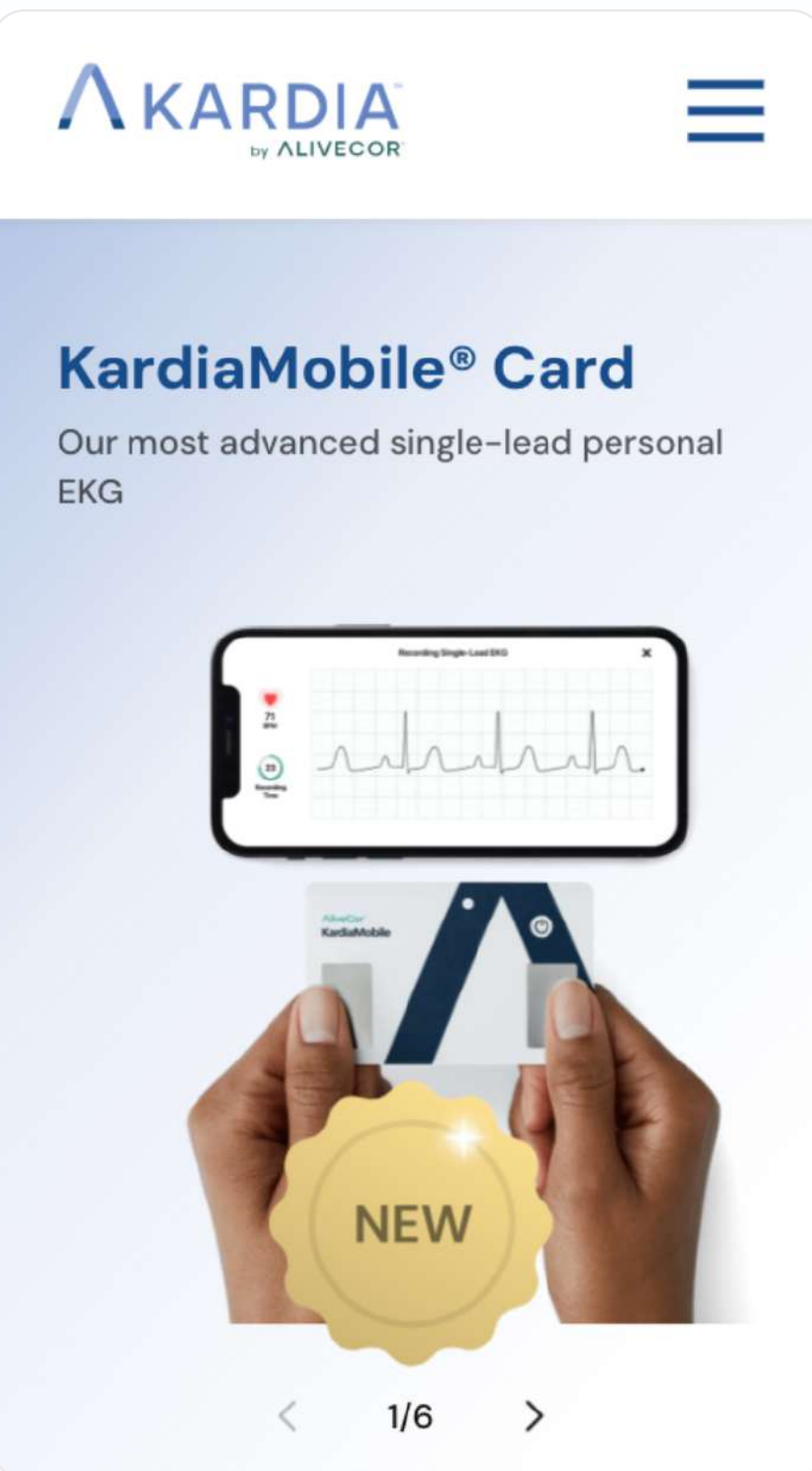
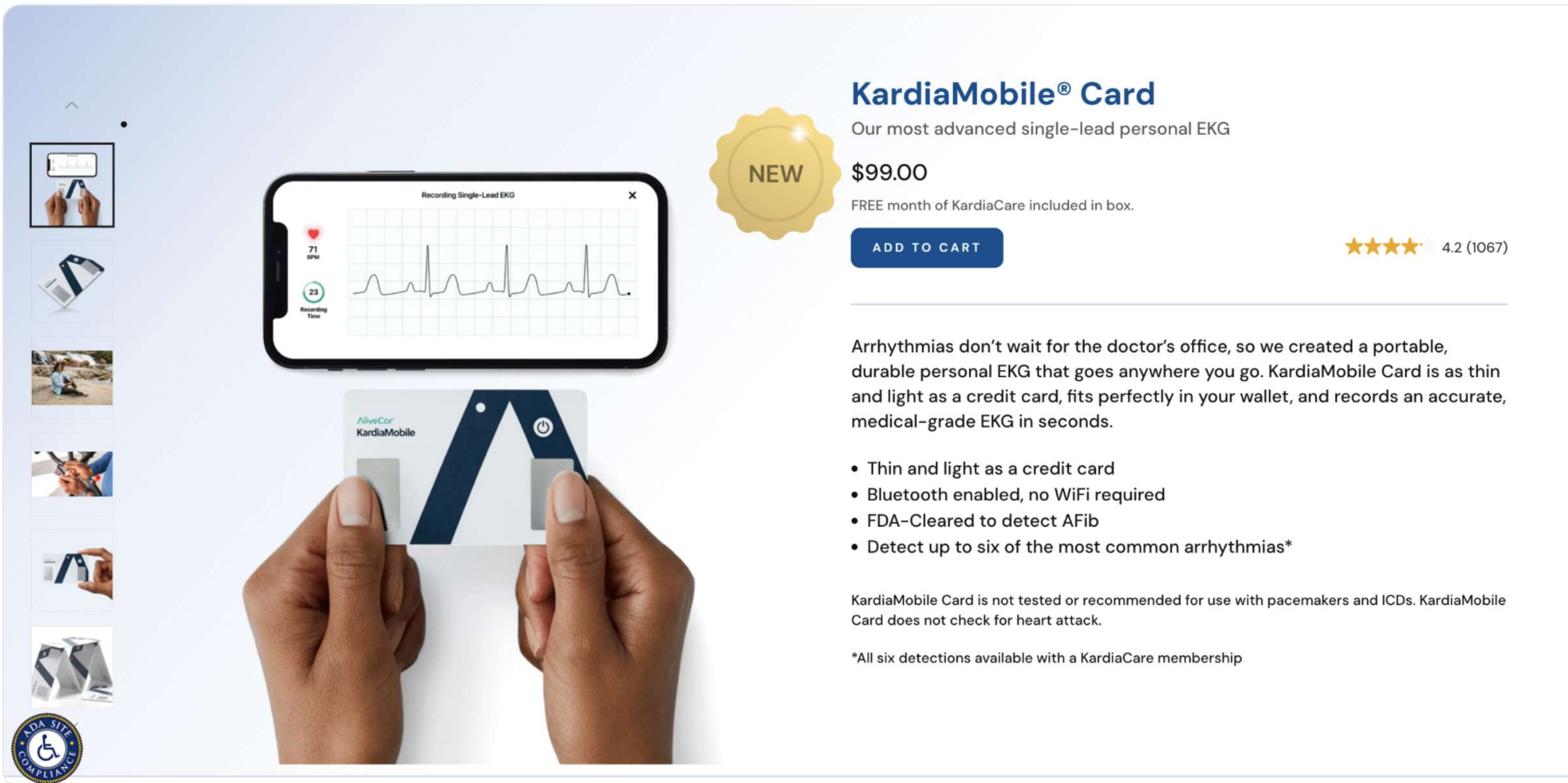
25.17% increase in Conversion Rate
29.58% increase in Revenue/user
99.4% chance to win

DESIGN (DESKTOP)

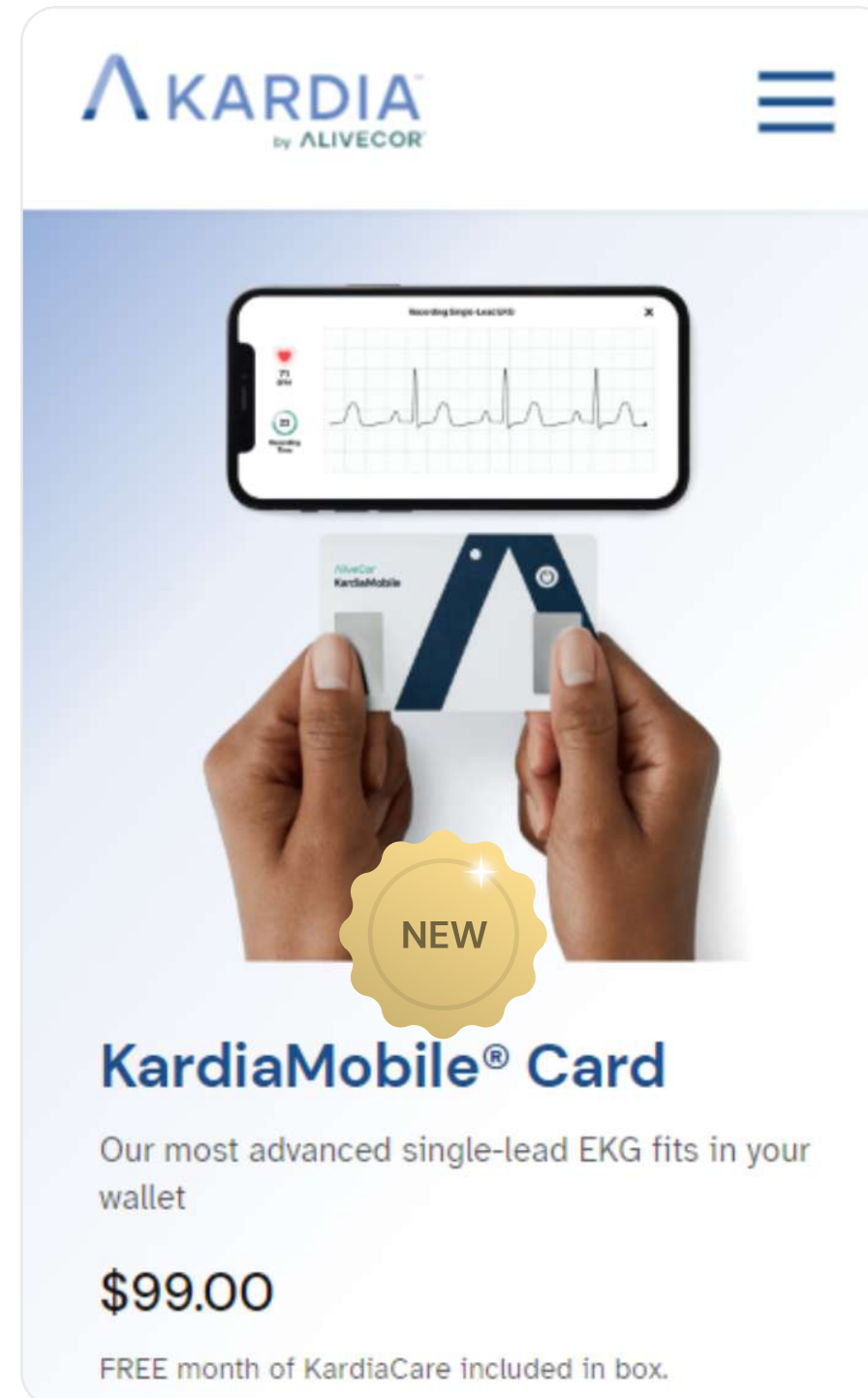
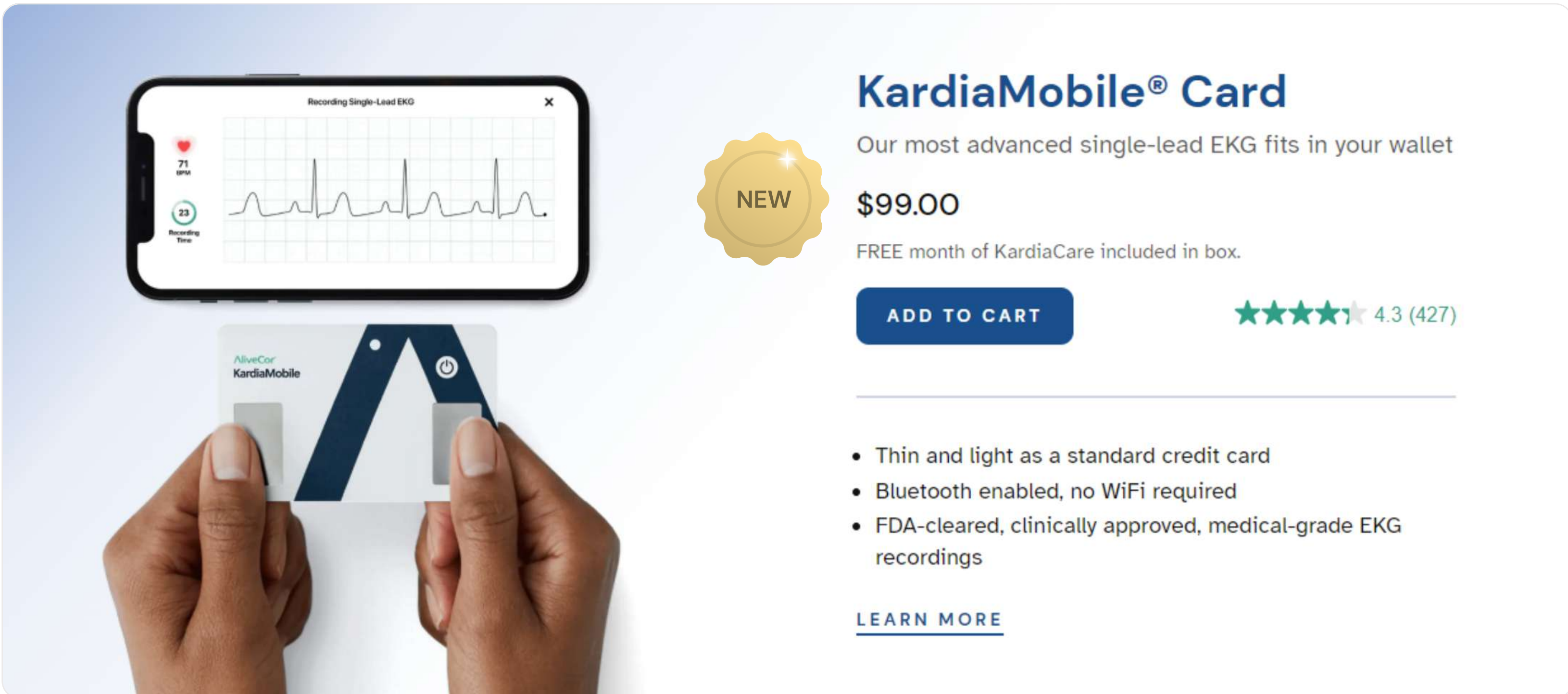
CONTROL



VARIATION (PDP



VARIATION (PLP)



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CONCLUSIONS



The variation with the “New” badge showed a significant uplift in Conversion Rates and Revenue/user on both desktop and mobile devices.

Seeing these positive results, AliveCor decided to keep the "New" badge live on the website for the first months after the product launch.

Not only does this simple addition to these pages act as an attention grabbing element, it also effectively highlights the addition of the new device. Thus, the users were more likely to end up exploring the PDP, while the resulted sense of excitement helped drive more sales.

This experiment demonstrates that **even a simple highlighting badge on new products can significantly increase the conversion rate**, without damaging the sales of other products.

“In order to highlight the launch of a new product we tested the addition of a "new badge" on the product listing. This simple addition proved effective in elevating market interest, and augmenting awareness. This test contributed to a notable shift in the sales mix, and provided a valuable tactic for future product launches.”

**Emily Kowalsky, Consumer Marketing Director
AliveCor**



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