CLX GAMING® & OMNICONVERT

+28.57% increase in Conversion Rate
+46.21% increase in Revenue/user

achieved by testing a homepage redesign on mobile

INDUSTRY

GAMING PCs

CLX™

OMNICONVERT

ABOUT CLX GAMING®

CLX is a custom system integrator catering to PC gamers and content creators.

Established in 2016, it is a division of Cybertron International, one of the largest system integrators in the US since 1997.

Recognized for its award-winning custom designs and paint work, CLX offers a range of carefully curated systems or a completely customized gaming experience by allowing users the ability to configure their own PCs.

THE CHALLENGE

Even though the traffic coming from mobile is almost double than desktop, the conversion rate is much lower.

Our challenge was to adapt the homepage design by adding a wider range of navigation options and optimizing the rest of the page so that the traffic to category pages and conversion rate is increased.

THE SOLUTION

Based on our proposals and recommendations, the CLX team has suggested an initial homepage redesign for desktop. Our team has subsequently adapted and modified that design for mobile devices. The end result consisted of:

- Adding links towards the 3 main product categories: "Custom Gaming PCs", "Gaming Laptops" and "Ships Next Business Day" (for Ready to Ship systems).

- Placing the "Evoke the Gods section" further down the page hierarchy, just above the footer due to the fact that this section is more difficult to use on mobile.

- Adding a white background on the Benefits section so that it stands out more on an otherwise black themed page.

- Moving the "Financing" section higher up the page, as plenty of users showed interest in options that allow payment in installments.

HOMEPAGE REDESIGN ON MOBILE DEVICES

BEFORE THE EXPERIMENT:
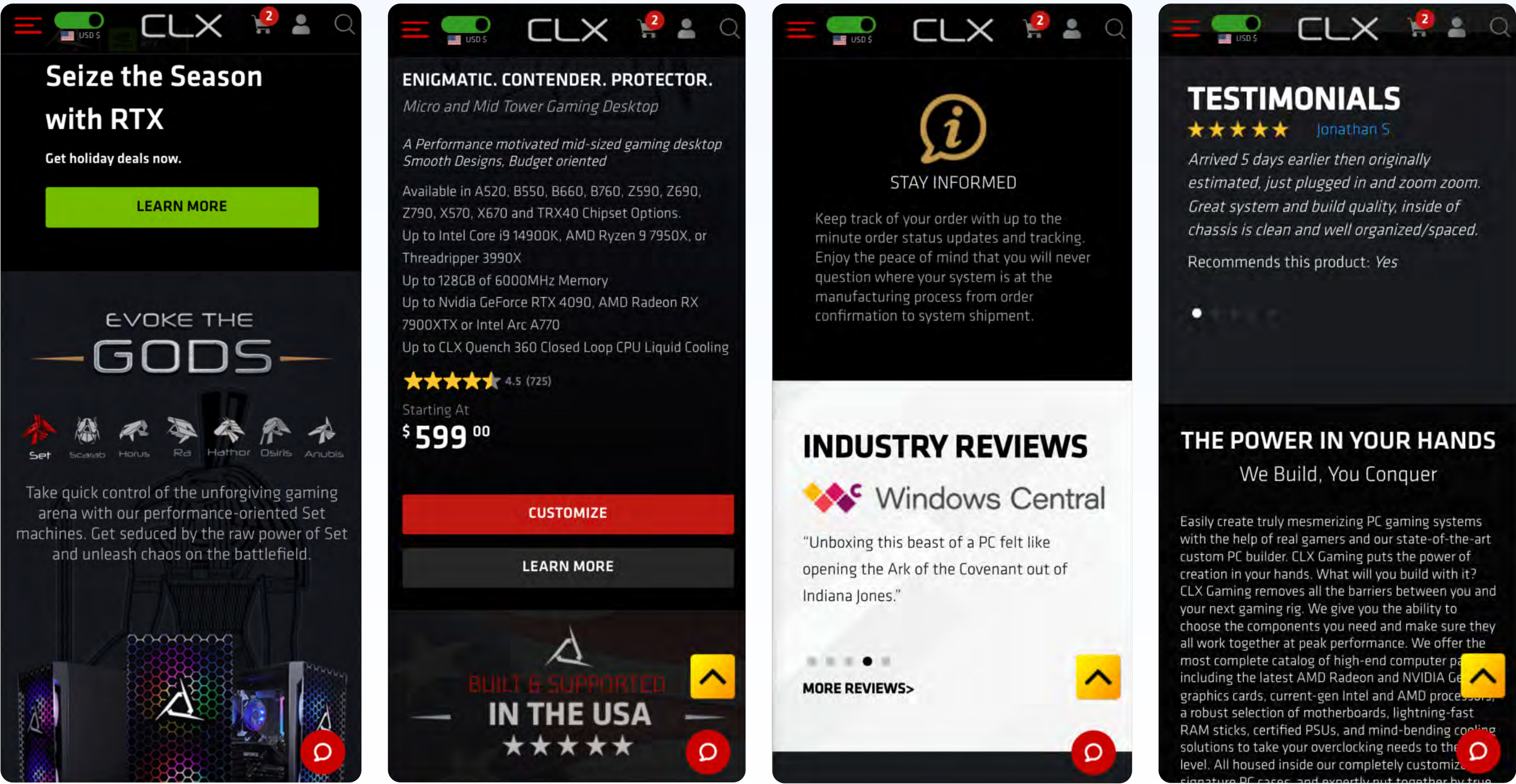
FINDINGS:

We discovered that users who go through the category pages convert better than those who take different paths in their user journey.

Through heatmap analysis and user recordings we found that visitors have a very low scroll depth on the homepage and mostly rely on the navigation to find product categories.

HYPOTHESIS:

By adding product categories and highlighting the brand differentiators we can improve the website journey resulting in an increased conversion rate.

+28.57% increase in Conversion Rate
+46.21% increase in Revenue/user
94% chance to win

CONTROL

CLX — FASTEST GAMING PROCESSOR FOR ELITE GAMERS

LEARN MORE

AMD RYZEN 7000 Series

EVOKE THE GODS

Take quick control of the unforgiving gaming arena with our performance-oriented Set machines. Get seduced by the raw power of Set and unleash chaos on the battlefield.

ENIGMATIC. CONTENDER. PROTECTOR.

Micro and Mid Tower Gaming Desktop

A Performance motivated mid-sized gaming desktop Smooth Designs, Budget oriented

Available in A520, B450, B550, B560, B660, Z590, Z690, Z790, X299, X570, X670 and TRX40 Chipset Options
Up to Intel Core i9 13900K, AMD Ryzen 9 7950X,

Up to 128GB of 6000MHz Memory
Up to Nvidia GeForce RTX 4090, AMD Radeon RX 7900XTX or Intel Arc A770
Up to CLX Quench 360 Closed Loop CPU Liquid Cooling

Starting At
$ **699** 00

Starting at $64/mo with affirm. Prequalify now

CUSTOMIZE

LEARN MORE

BUILT & SUPPORTED IN THE USA ★★★★★

HAND-CRAFTED GAMING

Each CLX Gaming System is unique. After you choose the parts, a team of real gamers will assemble them by hand and address the factors that actually matter when it comes to gaming. We awaken the hidden power inside your components and deliver a battle-ready engine.

LIFETIME SUPPORT

Every CLX Gaming system is backed up by our premium free lifetime tech support specialized in reducing downtime as close to zero as possible. The most exigent customers get up to three years of parts warranty and trust our free lifetime labor to protect their investment.

STRESS-TESTED SYSTEMS

We put each CLX Gaming system through a battery of tests to make sure you can squeeze every additional frame per second out without compromising system stability. We push your gaming PC system to the limit so you don't have to.

SAFE SHIPPING

CLX Gaming is located in the heartland of the United States, making us able to offer the fastest turnaround times for those who need to start dominating their game without delay. We also offer exclusive packaging solutions like our Sarcophagus wooden cage crate for maximum integrity protection.

QUALITY ASSURED

Every CLX gaming PC is fully inspected by our detail-oriented associates and prepared to meet individual users' expectations straight out of the box. Our quality assurance specialists ensure every system observes CLX's quality standards.

LIFETIME WARRANTY

CLX systems come with U.S based lifetime labor and technical support warranty. In the event you experience an issue with your PC, please give us a call and rest assured our expert technicians will restore it back to its full potential.

BLOAT-FREE

CLX bloatware free gaming systems come with the essentials you need on your PC. Straight from the box your CLX high performance system will run at its best with no unnecessary or unwanted software application slowing your PC down.

STAY INFORMED

Keep track of your order with up to the minute order status updates and tracking. Enjoy the peace of mind that you will never question where your system is at the manufacturing process from order confirmation to system shipment.

INDUSTRY REVIEWS

INVERSE

"The perfect gateway to PC gaming."

MORE REVIEWS>

TESTIMONIALS

★★★★★ Kevin C

Absolutely Amazing company to work with. You can build a PC to your budget and with exactly what you want. They keep you up to date on your build and customer service was nothing but great to me.

Recommends this product: *Yes*

GAME NOW, PAY LATER

0% APR Financing over 6 Months for Qualified Customers

LEARN MORE

THE POWER IN YOUR HANDS
We Build, You Conquer

Easily create truly mesmerizing PC gaming systems with the help of real gamers and our state-of-the-art custom PC builder. CLX Gaming puts the power of creation in your hands. What will you build with it? CLX Gaming removes all the barriers between you and your next gaming rig. We give you the ability to choose the components you need and make sure they all work together at peak performance. We offer the including the latest AMD Radeon and NVIDIA GeForce graphics cards, current-gen Intel and AMD processors, a robust selection of motherboards, lightning-fast RAM sticks, certified PSUs, and mind-bending cooling solutions to take your overclocking needs to the next level. All housed inside our completely customizable signature PC cases, and expertly put together by true cable management and airflow control experts. Drastically improve your gaming performance by unlocking the full potential of every component. Our robust catalog of components includes NVIDIA GeForce and AMD Radeon graphics cards, the latest generation of Intel and AMD processors, and a wide variety of solutions in motherboards, RAM, PC cases, coolers, and much more.

PRODUCTS	COMPANY
Gaming Desktops	About Us
Gaming Laptops	Contact Us
Custom Gaming PCs	FAQ
Ready Gaming PCs	Financing
CLX FOUNDRY	Privacy
CLX/Suppliers Promos	Careers

ACHIEVEMENTS	SUPPORT
Editorial Reviews	Customer Service
Share	Help Desk/Knowledge
A+ BBB Rating	Base
Google Reviews	Order Status
	Wallpapers
	Warranty

COMMUNITY

Discussions Forum

Affiliates

Blog

CLXGamingTV

Events

Team CLX

©2016-2023 CLX, a division of CYBERTRON INTERNATIONAL INC. All Rights Reserved.

OMNICONVERT

VARIATION

+28.57% increase in Conversion Rate
+46.21% increase in Revenue/user
94% chance to win

CONCLUSIONS

The enhancements we made yielded a substantial increase in conversion rate and revenue/user on mobile devices.

Particularly in the context of CLX, the introduction of a broader array of navigation options directing users to category pages, emphasis on benefits, and presentation of financing options demonstrated a positive impact on the conversion rate.

The findings from this test affirm that mobile visitors tend to exhibit a more exploratory approach to browsing, underscoring the importance of facilitating seamless access to category pages.

"The team at Omniconvert is very professional and organized. The thing I like best about working with the Omniconvert team is their methodical approach, everything is well planned, tracked, measured and analyzed. They also collaborate and communicate very well with our team; the synergy is great. If you are looking for a CRO agency, really look no further, Omniconvert team does a superb job!"

Ahmed Aziz, CEO
CLX Gaming

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

OMNICONVERT