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
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.
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.

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THE POWER IN YOUR HANDS
We Build, You Conquer

Easily create truly immersive PC gaming systems with the help of our 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 CLX Gaming? Remove all the barriers between you and your next gaming PC. We give you the ability to choose the components you need and make sure they work perfectly together. Our state-of-the-art CLX engine then custom builds the perfect PC for you. All of this is backed by our powerful support services, including the latest AMD Ryzen and NVIDIA GeForce graphics cards, current-gen Intel and AMD processors, a robust selection of motherboards, lightning-fast RAM sticks, certified SSDs, and liquid-cooling cooling solutions to take your overclocking needs to the next level. All housed inside our fully customizable signature PC cases, and expertly put together by true computer management and air-flow control experts. Successfully 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.

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PRODUCTS COMPANY

- Custom PCs
- Gaming Laptops
- Custom Gaming PCs
- Liquid Cooling
- CLX Factory

ACHIEVEMENTS

- Multibuild Support
- Mk28 - 2000+ builds

COMMUNITY

- Discussions Forum
- AMD AM4
- CLX Garnet

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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.

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