



DIGITAL
A Harte Hanks Company

SaaS Cloud Communications Platform

12.2% Increase on primary CTA clicks to
sign up page with CRO



CLIENT

A cloud communications platform that makes it easier for software developers to communicate and build software.

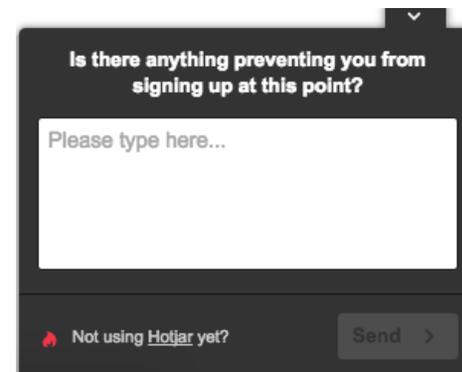
THE CHALLENGE

Reduce CPC on a low-traffic landing page for a niche freemium product

The client began working with 3Q Digital's SEM and Social teams in 2016. Later in the year, 3Q's CRO team was brought in to help the client drive sign ups for a tool that allows developers to collaborate on software via SMS. 3Q's CRO team implemented their Strategic Process to uncover the root of the problem, determine the contributing factors, and create a targeted solution.

RESEARCH: WHAT THE 3Q TEAM DISCOVERED

1. Analytics insights showed that the bounce rate on the page was high and the clickthrough rate to the sign up page was low.
2. Heat mapping data showed that the majority of users were not scrolling below the fold to engage with the high value content. Typically this points to an issue with the content above the fold or a lack of continuity from the SEM ad to the landing page.
3. Using Exit Intent Polling the team captured voice of customer data to gain an understanding of why users were abandoning the page before signing up. One of the primary anxieties was concern about cost and buying the software up front.



14	 866f33a2	/sms/?mkwid=sEae...		 	7th December 2016	no pricing
25	 c3b7b3c8	/sms/?mkwid=sEae...		 	29th December 2016	cost

THE SOLUTION

The client's platform is free to sign up for and then "pay as you go" for the tools and data that you use on a monthly basis, therefore the team set about creating new copy with an updated value proposition that would alleviate anxiety and thus help users take the next step in the funnel.

THE TEST METHODOLOGY

Test hypothesis: Emphasizing that you can start for free in the headline, sub copy, and CTA will increase the perceived value of the product and reduce anxiety, which could ultimately improve the registration rate.

The Tool: Set up an A/B test using Optimizely to isolate which messaging resonates with users.

The Test Duration: 42 days

We calculated the minimum sample size and calculated an estimated duration based on the following questions:

- What is the conversion rate for the primary KPI (goal) on the page?
- What is the weekly traffic volume over the past 7 days for the page?

THE RESULTS

In the end, the client was able to overcome the challenge they faced and improve their conversion rate for this landing page. Furthermore, they gained a more detailed view of their funnel, greater visibility into user attitudes and decision making practices, and a more complete view of the buyer's journey for a key customer segment.

- 12.2% Increase in Primary CTA clicks (validated at 99% statistical significance)
- Gained deeper understanding of customer needs and buying habits
- "Free" messaging pushed more people further down the funnel

OVERVIEW					Uniques	Totals
Performance Summary						
Overall summary of experiment performance.						
UNIQUE VISITORS	Variations	Visitors	Engagement	Verify-Number: Com...	SMS Primary CTA CL...	
6,907	Original	3,470 50.2%	54.93%	0.62%	21.79%	
DAYS RUNNING	Variation #1	3,437 49.8%	+3.2% 56.68%	+5.5% 0.67%	+12.2% 24.44%	

Started: November 28, 2016
Significance level: 90%



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