

# SUCCESS FOR DATE THE UK

£500,000 Additional Revenue with Maxymiser Content BT

## DATE THE UK

DatetheUK consistently ranks in the top ten UK dating sites. The marketing team engages Maxymiser to effectively manage conversion rate onsite by targeting visitors with the most successful content and offers based on past success.

“Two years of multivariate testing had been incredibly rewarding and we had exploited much of the headroom for improvement in the general audience conversion rate. We felt that by targeting visitors with highly relevant paid membership offers, we could further increase conversion rate, reducing our cost of member acquisition” commented Sean Wood, Marketing Director at DatetheUK.

## PAID MEMBERSHIP CONVERSION

Visitors were profiled by age, sex, number of previous visits and past onsite purchase history and a number of different payment types, offers and page layouts designed.

Maxymiser Content BT onsite behavioural targeting enabled DatetheUK to discover and exploit differences between offers best suited to converting individual visitors. Some examples of the myriad different findings are detailed below:

- DirectDebit is a more compelling message for men than women, returning male visitors were 16.5% more likely to buy when this was highlighted
- Although first time visitors were more likely to buy when shown a daily cost, returning male visitors were 14% more likely to buy when shown the monthly cost.

Over the three month period after applying the initial test learnings, DatetheUK benefitted from an average of £43,750 monthly increase in membership revenue and continues to learn more about how best to target and convert their visitors.

The screenshot shows the 'SECURE PAYMENT PAGE' for Date the UK. It features a navigation bar with links like 'home', 'search', 'my account', 'my mobile', 'activity', 'mail', 'chat', 'blogs', 'forums', 'events', and 'help'. Below the navigation, there are payment options for 'Fly Account' and 'Pay By Mobile Phone'. A call to action says 'CALL OUR CREDIT CARD PAYMENT HOTLINE: 0845 939 0961'. The main content area is titled 'Choose the membership plan' and displays two columns of plans: 'GOLD MEMBERSHIP PLANS' and 'PLATINUM MEMBERSHIP PLANS'. Each plan has a duration (12, 6, 3, or 1 month) and a price. For example, the 12-month Gold plan is £7.50/month, and the 12-month Platinum plan is £8.33/month. There are also 'Get More Responses' and 'Make your profile stand out more' options. A 'Total sum: £69.99' is shown at the bottom right.

## SIGNIFICANCE

- DatetheUK will benefit from **£500,000 additional revenue over a one year period** as a result of taking action to target content to visitors.
- This uplift **delivers a return on investment well in excess of Maxymiser’s fees.**
- Maxymiser’s results allowed DatetheUK to **make an informed decision on the best offers to effectively exploit visitors** based on their onsite behaviour.

Commenting on the results, Sean concluded *"Maxymiser's targeted pages will have a £500,000 value to our business in the first year. This is just the tip of the iceberg, we believe that the rich behavioural data we have access to opens up an array of opportunities to better target and monetise visitors across our properties."*