

SUCCESS FOR EXPERIAN

16% Increase in Registrations



EXPERIAN JUST REWARDS

Maxymiser enables Experian's B2C brand Just-Rewards to increase online performance by proactively managing conversion rates through adapting site content based on response from live visitors. Through multivariate testing and showing the content proven to be most effective at driving sales, Just-Rewards are able to minimise cost of acquisition.

COMPETITIONS

Just-Rewards gathers demographic data from visitors in support of Experian's data products. Significant traffic is driven to the client's landing page and a requirement arose to increase the performance at converting to registration.

Multiple approaches to the copy and layout for the page were designed and tested with live visitors whilst the success of each was monitored.

Changes tested included:

- horizontal vs. vertical form layout
- bringing the call to action button above the fold
- different prize fund creative

At the conclusion of the test, the winning content (illustrated lower right) had delivered a 16% uplift in registrations.

RETURN ON INVESTMENT

- By implementing the winning page, Just-Rewards will benefit from a **16% increase in completed registrations**
- Taking effective action to improve conversion rate onsite enabled Just-Rewards to reduce cost of acquisition and **increase the profitability of media campaigns.**

Commenting on the result, Patrice Bendon of Experian Just-Rewards added "Maxymiser's work has allowed us to benefit from improved conversion rates and immediate monetisation."

Before:

After: