

# SUCCESS FOR LOOPYLOVE

31% Increase in Memberships Using Maxymiser Content MVT



## LOOPYLOVE

Loopylove's marketing team engage with Maxymiser to improve site performance, continually testing and improving web content. As a significant investor in online media, they use optimisation to ensure that all traffic is effectively exploited onsite.

Maxymiser's landing page optimisation had increased the click through rate into the site by a third. To take full advantage of the higher traffic level, pages further into the conversion funnel were selected for optimisation.

## REGISTRATION OPTIMISATION

Multiple approaches to the member signup page were developed, signed off, and then tested with live site visitors whilst the conversion rate of each was monitored. Elements tested included:

- the progress indicator
- the layout of and default entries in form fields
- the presence of sample profile pictures

The winning layout increased the number of visitors completing sign up by 31.15%, significantly reducing Loopylove's cost per acquisition and delivering more bang per buck from ad spend.

## SIGNIFICANCE

- Thanks to Maxymiser's work, Loopylove benefitted from a **significant reduction in cost per acquisition**, allowing them to spend more aggressively on advertising.
- Maxymiser's results allowed Loopylove to **make an informed decision on the best form layout** to drive member signups.
- The closer a page is to the end of a funnel, the more commercially compelling the results of its optimisation will be.

Commenting on the results, David Bowen, Marketing Manager at Loopylove concluded *"continual testing and optimisation with Maxymiser delivered impressive test results and we are now looking to work with Maxymiser across our whole business."*

Before:

After: