



# LANDING PAGE OPTIMISATION CASE STUDY



February 2008

# OUR CLIENT – EASYSYSPACE

Founded in 1997, Easyspace was one of the first domain and web hosting companies in the UK. Today, Easyspace is the UK's 3<sup>rd</sup> largest domain name registrar and also offers a full range of web hosting, virtual servers, dedicated servers, email services and professional website design services.

www.easyspace.com

## THE CHALLENGE

Easyspace operates in a highly competitive marketplace where price points and traffic acquisition costs are under constant pressure. With high quality traffic becoming more expensive from all sources, Easyspace turned to Maxymiser to optimise on-site content with the aim of generating more return on investment from existing spend levels.

## OUR APPROACH

The web hosting landing page was identified as a key start point for testing and optimisation. As a page which receives a large percentage of both pay per click and natural search traffic, the potential for improvement in the number of visitors proceeding to sales conversion was high.

Easyspace had identified that the page might benefit from one clear call to action around a mid range product offer. Maxymiser's A/B testing platform was chosen to measure visitor response to the new content in order that the marketing team would be able to judge whether this new approach would indeed be successful in driving more sales.

The new landing page was designed and served to live site visitors by Maxymiser's content generation technology working with the existing client website.

Original Landing Page	New Landing Page

Three key acquisition actions were monitored during the test period:

“More Information” – clicks through to product category pages

“Buy Now” – clicks through to the first stage of the purchase process

“Order Confirmation” – completed orders (sales conversions)

## RESULTS

The two designs of landing page were displayed in equal proportions to site visitors through the test period, during which time Maxymiser provided weekly reports to the client’s online marketing team.

After one month of testing, the results reached statistical confidence levels such that conclusions could be drawn on which version of the landing page delivered the best performance. The table below illustrates the uplift for each acquisition action monitored. Please note that although Maxymiser also tracks and reports the conversion rate, this is not presented here for reasons of client confidentiality.

	More Information (click uplift)	Buy Now (click uplift)	Order Confirmation (sales uplift)
New Landing Page	14.76%	13.40%	3.36%
Original Landing Page	0.00%	0.00%	0.00%

## CONCLUSIONS

This A/B test of the web hosting landing page was able to successfully conclude that the new design of page is significantly more successful in driving more visitors to proceed from the landing page. Confirmed orders were also increased by 3%, demonstrating that content which is more engaging for visitors will not only reduce landing page exit rates but will also generate sales uplift.

Armed with a quantified demonstration of the uplift produced by making improvements to landing page content, the Easyspace team were able to make an informed decision on the content best suited to making the most of existing inbound traffic. This straightforward A/B test resulted in a 3% reduction in acquisition costs and the lessons learnt will be applied to other high traffic landing pages on the site. The client will also investigate how calls to action in the product information pages and the purchase process can be improved in order to translate more of the uplift in these actions to sales uplift.

Commenting on the result of the optimisation campaign, Errol Vanderhorst, Sales and Marketing Director at Easyspace added “Website hosting is a highly competitive online sector and our acquisition metrics are under constant pressure. By investing a small proportion of our acquisition budgets in ensuring that traffic is effectively exploited on-site, we have been able to make a real difference to visitor engagement and add sales to our bottom line.”