DROVE SIGNIFICANT INCREASE IN MOBILE REGISTRATION RATES THROUGH COPY & DESIGN TESTING

Original

Variation

Business Challenges

- 40% of total traffic came from mobile
- 80% lower engagement on mobile than desktop

(un)Common Approach to CRO

- Mobile-specific layout design optimization
- Application of spatial best practices directed at user engagement

1. Increased main graphic to cover full screen
2. Reduced copy to focus on the main values of the platform
3. Increased opacity to improve contrast ratio
4. Increased visibility (size) and value proposition (cost) for main CTA
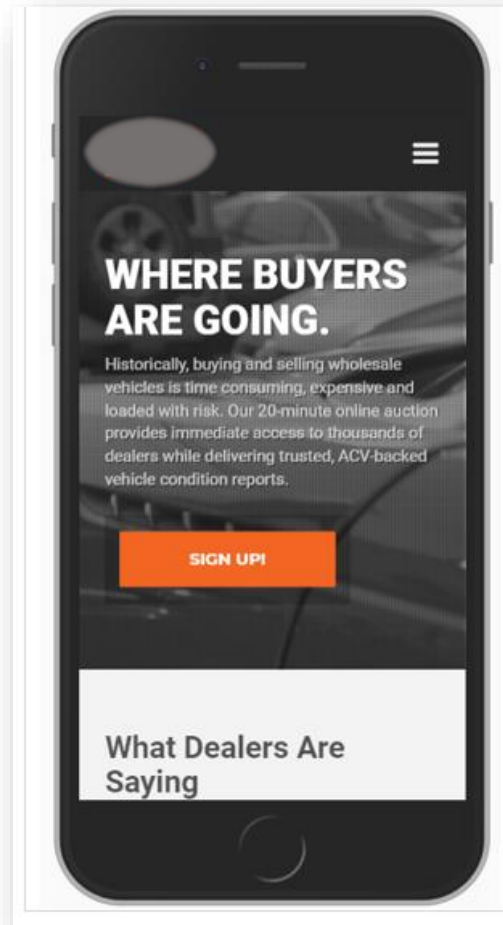
(un)Common Results

↑ **104%** Registration Starts

↑ **157%** Registration Engagement

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