

INCREASED LEADS 141% FOR ONLINE HIGHER EDUCATION PROVIDER IN JUST 15 DAYS

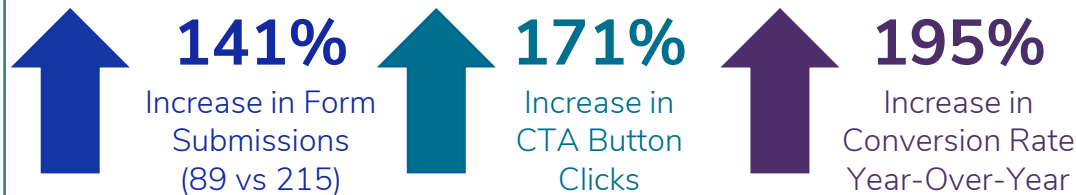
Business Challenges

- Wanted to increase Request Info form submissions on their website

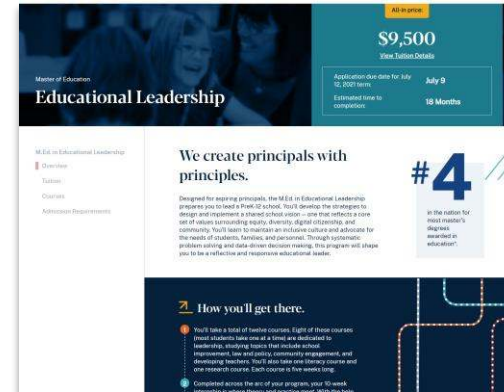
(un)Common Approach to CRO

- Analyzed top pages across the website
- Low-funnel program pages were not optimized with call-to-action buttons
- Initiated an A/B test adding CTAs throughout the program pages

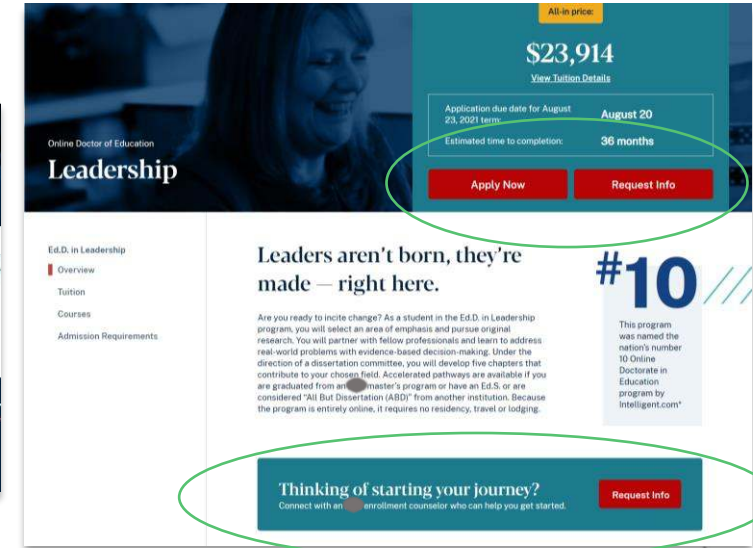
(un)Common Results



BEFORE



AFTER



Request Info Conversion Rate

