

# DROVE SIGNIFICANT INCREASE IN USER ENGAGEMENT & CONVERSION RATE THROUGH LAYOUT & DESIGN TESTING

## Business Challenges

- Low homepage engagement rate
- Low volume of appointment requests
- Lack of visibility to secondary desired actions

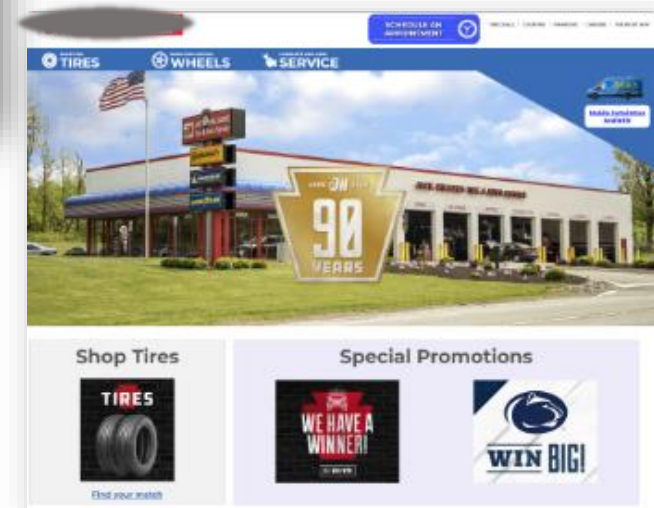
## (un)Common Approach to CRO

- Homepage layout design optimization
- Application of spatial best practices directed at user engagement
- Ongoing data-driven A/B page testing

## (un)Common Results



Original



New Variation