

DROVE SIGNIFICANT INCREASE IN CONVERSION RATE THROUGH LAYOUT & DESIGN TESTING

Business Challenges

- Decline in new user subscriptions
- Low brand awareness
- Needed improved messaging around subscription benefits to users

(un)Common Approach to CRO

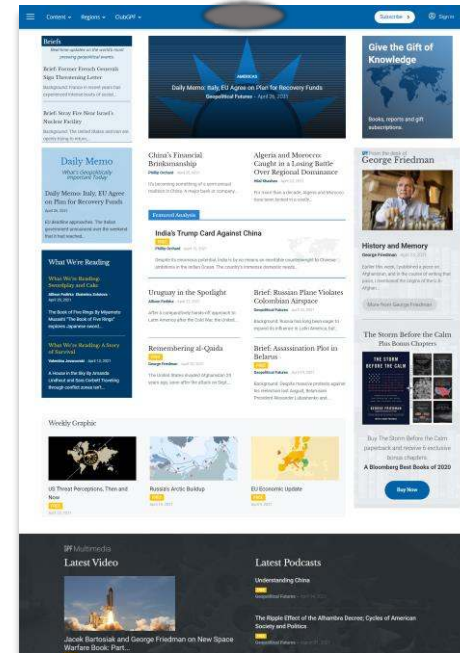
- Redirected new users to a “Welcome” page where design and content focus on subscription benefits:
 1. Engaging, interactive map with featured news around the world
 2. Large CTA button at the top to “...Get Full Access”
 3. Quote from founder and well-known journalist George Friedman
 4. Commitments that make this source better than traditional news

(un)Common Results

↑ **75%**
New Subscriber
Sign Ups

↑ **66%**
eCommerce
Transactions

Original



New Variation

