

IDENTIFIED FRICTION POINTS WITH USER TESTING VIDEOS & DESIGNED NEW HOMEPAGE WITH 550% INCREASE IN CONVERSION RATE

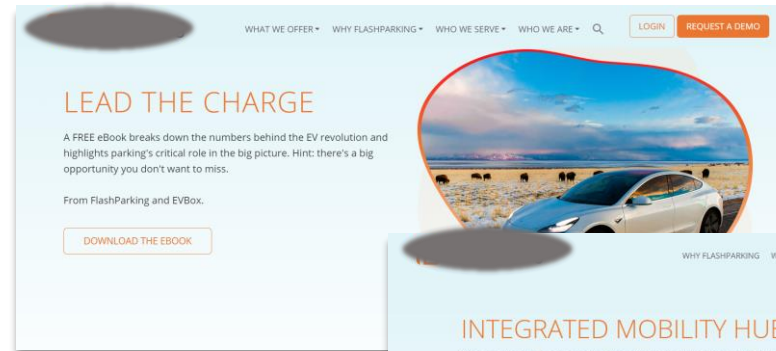
Business Challenges

- Low lead volume (demo requests)
- User confusion over product messaging
- Industry shift from hardware to software

(un)Common Approach to CRO

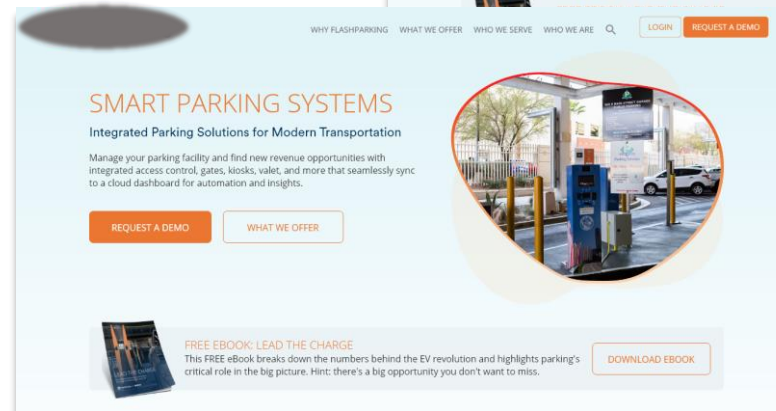
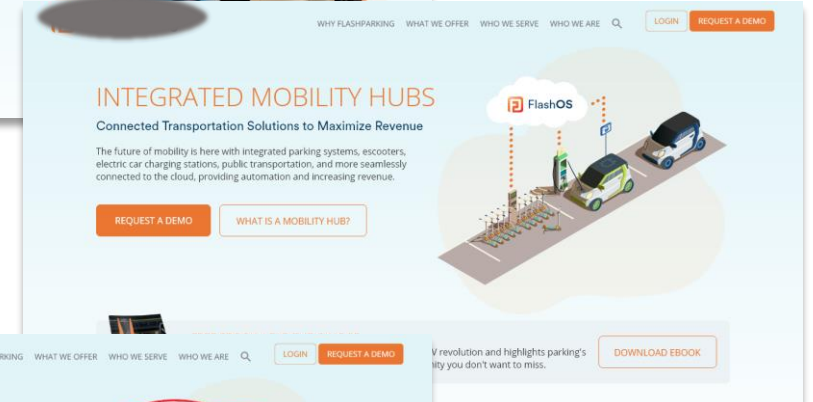
- UCL conducted user testing videos to determine the user pain points on the website
- Designed a new version of the homepage hero
 - Increased message clarity
 - Included tangible product imagery

(un)Common Results



Original
(0.02% CVR)

Version A
(0.12% CVR)



Version B
(0.13% CVR)

IDENTIFIED MOST EFFECTIVE CALL-TO-ACTION TO USE ACROSS WEBSITE RESULTING IN A 114% INCREASE IN DEMO REQUEST CONVERSION RATE

Business Challenges

- Low lead volume
- Lack of understand of most effective calls-to-action

(un)Common Approach to CRO

- UCL analyzed the calls-to-action on the website and determined opportunity to increase leads
- Implemented a sitewide CTA test to determine most effective buttons

(un)Common Results



		Conversion Rate	Statistical Confidence
Request Demo	➔	0.07%	-
Get Started	➔	0.15%	87%
Request a Quote	➔	0.02%	20%
Customize Your Plan	➔	0.03%	30%
Request Info	➔	0.02%	21%