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

ACV Auctions Business Challenges

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

(un)Common Approach to CRO

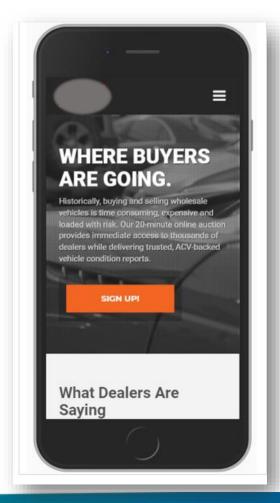
- Mobile-specific layout design optimization
- Application of spatial best practices directed at user engagement
- 1. Increased main graphic to cover full screen
- 2. Reduced copy to focus on the main values of the platform
- 3. Increased opacity to improve contrast ratio
- 4. Increased visibility (size) and value proposition (cost) for main CTA

(un)Common Results





Original



Variation

