

# INCREASED DEMO FORM CONVERSION RATE 84% IN 7 MONTHS THROUGH A/B TESTING

## Business Challenges

- Increase demo form submission leads on B2B website

## (un)Common Approach to CRO

- Analyzed user behavior across the website and prioritized high-value CRO testing opportunities
- Conducted 5 A/B tests, redesigned 4 pages, and created a new mega menu on the website over 7 months

## (un)Common Results: after 7 months...



A/B Test	Success?	Increase in Conv Rate
Contact vs Demo CTA	✓	↑ 38%
Homepage Hero Redesign	✓	↑ 160%
Demo Page Title	✓	↑ 396%
Header CTA Offer	✓	↑ 102%
Plans/Pricing Page	✓	↑ 373%

