

CRO EFFORTS LED TO 240% INCREASE IN DEMO FORM CONVERSION RATE

Business Challenges

- CyCognito wanted to increase demo form submissions on their website
- Messaging and design strategies were not well defined

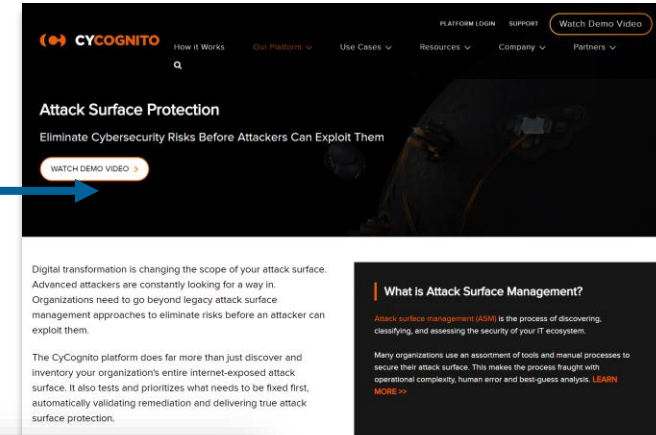
(un)Common Approach to CRO

- Redesigned CyCognito's primary product page to align with UX best practices
- A/B tests were conducted on the navigation, CTAs, and form page to increase conversion rate
- Surpassed goal of 700 demo requests

(un)Common Results



Attack Surface Protection Page (Redesigned)



Demo Form Conversion Rate

Thank You (Contact) Conversion Rate

