

# NEW HOMEPAGE INCREASED CONVERSION RATE 550%

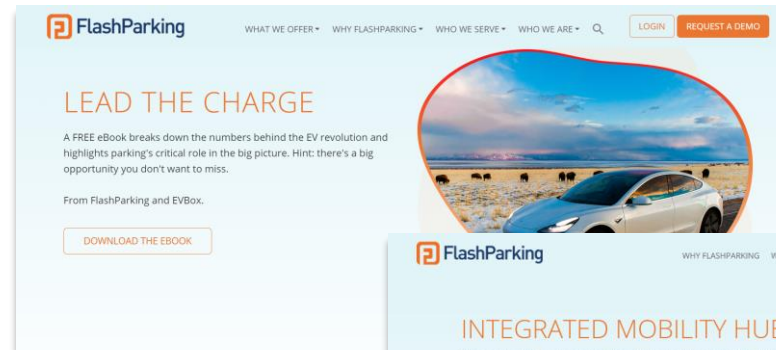
## Business Challenges

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

## (un)Common Approach to CRO

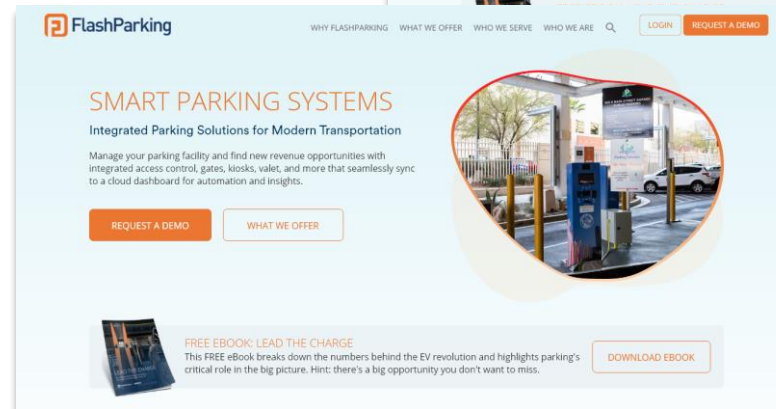
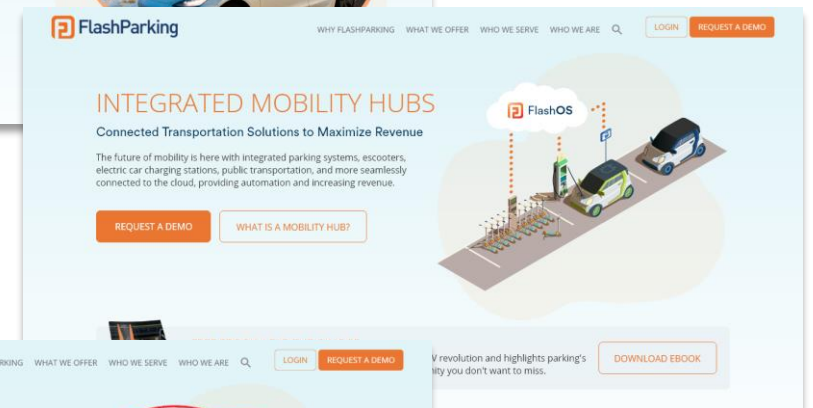
- Conducted user testing videos to determine the user pain points on the website
- Designed a new version of the homepage hero
  - Increased message clarity
  - Included tangible product imagery

## (un)Common Results



Original  
(0.02% CVR)

Version A  
(0.12% CVR)



Version B  
(0.13% CVR)