Optimizely

The BIG BOOK of Experimentation

35+ Customer Stories

Discovery
eHow
Ringier
Trinity Mirror
Upworthy
The Guardian
Code
charity: water
Movember
Obama 2012
WWF
EA
Revolve
BluDot
Liftopia
Lostmy.name
Vergelijk.nl
Bigstock
Brooks
Verivox
MVMT
Jawbone
Evans Cycles
Marc O'Polo
Home 24
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Auto Scout 24
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Smarter Travel
Teletext Holidays
Secret Escapes
Hotwire
Trulia
Iron Mountain
Citrix
Asana

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Optimizely helps companies better understand and serve their customers

Every touchpoint with a customer is an opportunity to win that customer's heart, make them great, and make them better.

By experimenting everywhere, businesses have a powerful strategy for reorienting towards their customer as the true north, striving to iterate quickly, make improvements, and deliver customer experiences that are delightful and fuel growth.

Optimizely enables you to experiment everywhere—both across the organization and across every interaction you have with a customer. In a company that experiments everywhere, everyone from Marketing to Product Management, Design, Engineering, and the C-Suite can inform their decisions with experiments that engage customers for their reactions.

Retail Case Studies

INDUSTRY:
Retail

EXPERIMENT:
Promotional Offer Display

43.4%

Increase in revenue

Removing Promotional Offer Dramatically Increases Pre-Order Sales

"Optimizely has helped us learn a lot about our users—what's working and what's not. In the end, this translates into higher revenue for us."
— Mike Burke, Senior Online Product Manager, Maxis

Electronic Arts Inc. (EA) is a leading global interactive entertainment software company that in March 2013, was preparing to release a highly-anticipated version of one of EA's most popular games—SimCity. Maxis, the division of EA that produces SimCity, wanted to maximize online revenue from the launch.

The team opted to extend a promotional offer to customers to drive more pre-orders. The offer was prominently displayed on their website and through paid ad campaigns but was not successful at driving an increase in pre-orders. They decided to test the placement of the pre-order offer. Surprisingly, they found that the page which removed the offer altogether drove 43.4% more revenue from the product launch.

Armed with this knowledge, the EA team replicated this win across several paid media channels.

ORIGINAL:

The original page prominently featured the pre-order offer at the top of the page.

VARIATION B:

The winning variation completely removed the pre-order offer and drove a 43.4% lift in revenue.

REVOLVE

350%

**Increase in Mobile
App Downloads**

REVOLVE Engages their Multi-Channel Shopper with Mobile App Acquisition Campaign

"In Q1 of 2014, we did a significant site revamp, which led us to realize we wanted to invest in a program to make gradual, incremental updates along the way to continually improve and optimize the site."

— Grace Hong, VP of Product and Design, REVOLVE

As an innovative online-only retailer, REVOLVE constantly strives to provide the most relevant digital experience possible to engage customers and keep them coming back for more.

In order to better fine-tune the experiences they provide mobile shoppers, the REVOLVE team ran a test to increase the number of shoppers using their mobile app. They hypothesized that directing mobile web visitors to a splash page with aggressive promotion for REVOLVE's mobile app would drive more app installs.

The variation with the aggressive splash page increased app downloads directly from the mobile site by an overwhelming 350%. With more users shopping from the mobile app, REVOLVE can provide more relevant, personalized experiences to their audience that will drive purchases.

ORIGINAL VS. VARIATION:
The winning variation featured a bold, aggressive style and message.
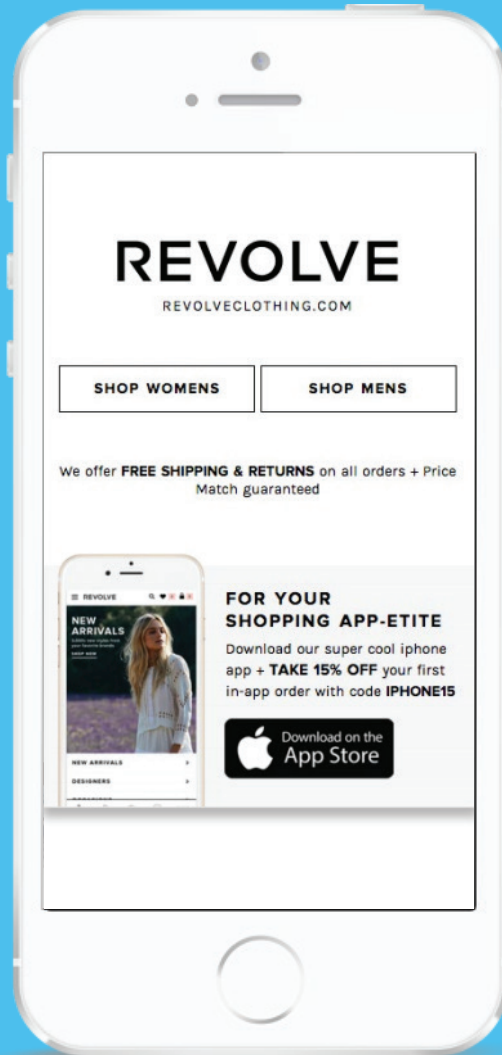
ORIGINAL:
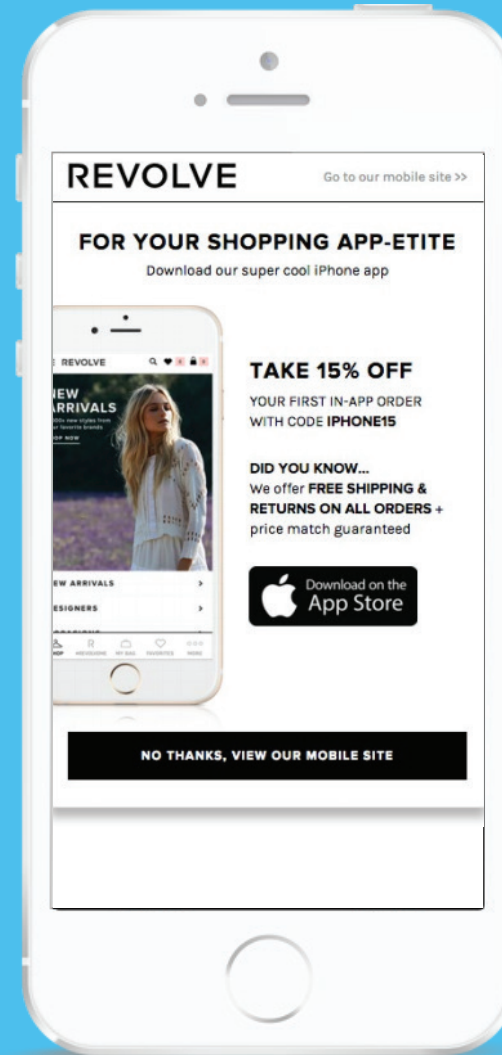
VARIATION:

BLU DOT

INDUSTRY:
Retail

EXPERIMENT:
Optimizing Information Capture

Blu Dot's "Game Changer" experiment captures rich customer data to drive onsite and in-store sales.

Blu Dot, a designer and maker of modern home furnishings, worked closely with Optimizely Solution Partner Clearhead to build and scale an optimization program that fuels their business.

The team hypothesized that if they replaced the email modal capture with a "Free Catalog" request form that conversions to the catalog request would go up. The results were a staggering 124% lift in catalog requests, which not only gave them rich customer data including location, but facilitated online and offline sales through a more supported sales process.

124% | lift in catalog requests

liftopia

INDUSTRY:
Retail

EXPERIMENT:
SEM Symmetric Messaging

Targeting the funnel flow by SEM campaign and reducing cross sell drives significant increase in conversions.

Liftopia is a hub for skiers and snowboarders to find discounted lift tickets and various other mountain activities. Liftopia wanted to determine whether tailoring their funnel pages to the location specified in the SEM advertisement that brought visitors to the site would increase package purchases.

They created a variation flow that removed competing offers and focused on offers matching the location keywords that brought them to the site. The simpler, more relevant variation increased conversions by 23.7%.

23.7% | Increased conversions

INDUSTRY:
Retail

EXPERIMENT:
Simplified Navigation

Visually Simplifying the Site Navigation Substantially Increases Revenue Per Visitor

FSAstore.com is the only e-commerce company supplying household essentials that caters exclusively to the 35 million Americans who are covered by a flexible spending account (FSA).

FSAstore.com recognized they had a challenge with getting customers through the website's customer purchase funnel. The team hypothesized that customers were getting distracted by too many options, especially on the site's category pages.

They decided to test a simplified site experience by removing the dense sub-header in their site navigation. The improvement was unmistakable with a 53.8% increase in revenue per visitor on category pages.

53.8%

Increase in
Revenue Per Visit

ORIGINAL:

Includes sub-header with additional 5 options.
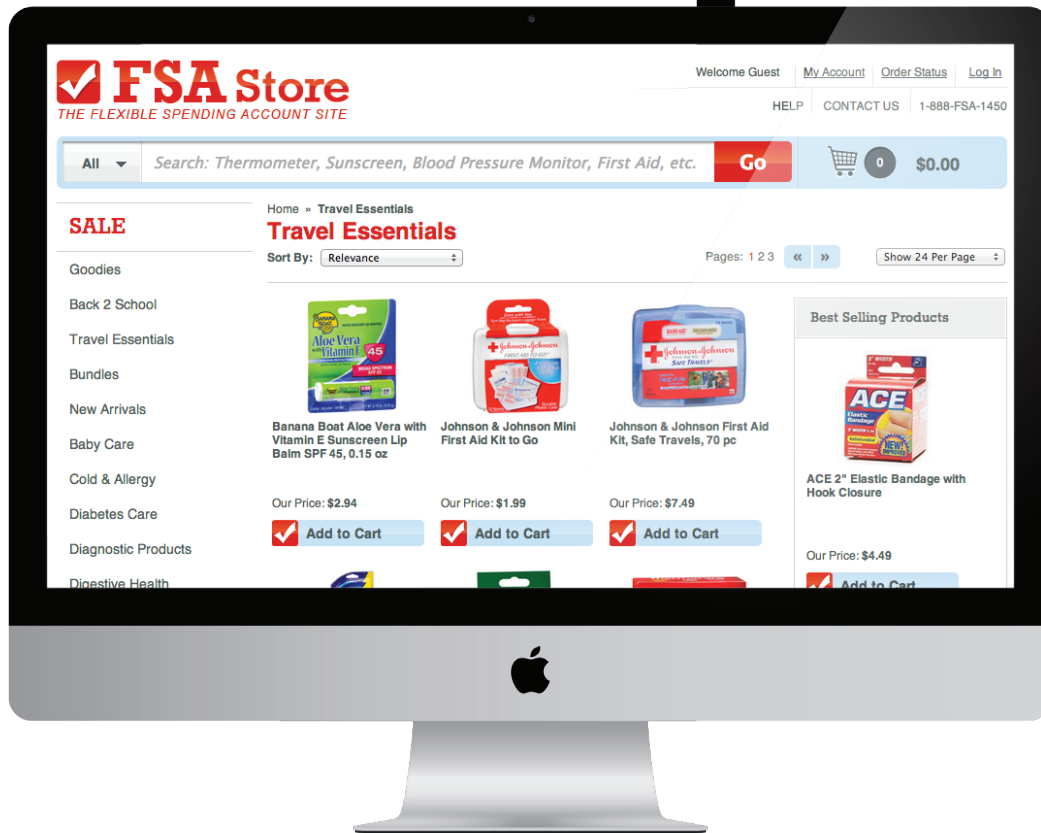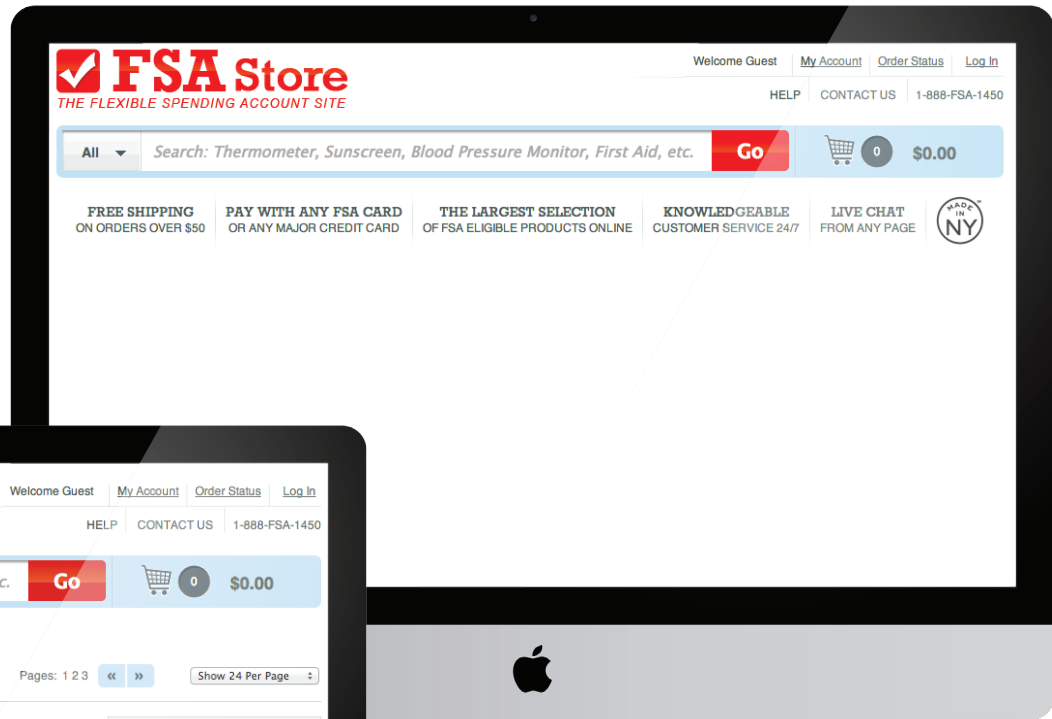
VARIATION:

Includes sub-header with additional 5 options.

Lostmy.name

INDUSTRY:
Retail

EXPERIMENT:
Short Name Messaging

Targeting short name shoppers with reassuring messaging drives orders from Facebook visitors.

Targeting short name shoppers with reassuring messaging drives orders from Facebook visitors. Lost My Name began its journey in 2012 as a dedicated online-only retailer specializing in personalized children's books. Since July 2015 their goal has been to create the same exceptional and personalized experience achieved in its books for each online visitor.

One of the team's most significant wins was targeted messaging for shoppers with 3-letter childrens names—reassuring them that "short names don't mean short stories." This targeted messaging resulted in an 18.1% lift in orders from Facebook visitors, their largest acquisition channel.

18.1% | Lift in Orders

VERGELIJK.NL

INDUSTRY:
Retail

EXPERIMENT:
Product Category Filters

Updating category product titles with self-service language increases sitewide filter usage.

Vergelijk.nl, a subsidiary of the Dutch Compare Group, is one of the largest product and price comparison websites in the Netherlands.

Knowing that their target customer is impatient and to the point, in one experiment they changed the filter titles to use more friendly and straightforward language. Instead of using "Brand" and "Price" as titles, they used simple questions: "What brand do you want?" and "What is your budget?"

By changing only the two titles to 'friendlier' language, Vergelijk.nl saw an 8% increase in usage of the filters site-wide, and a 17.8% increase in "Brand" filter usage and a 22.3% increase in "Price" filter usage. The 'friendlier' filters made the user experience more self-service oriented.

8% | Increase in Sitewide Filter

BIGSTOCK

INDUSTRY:
Retail

EXPERIMENT:
Search Algorithm

Bigstock's auto-correct search algorithm drives an increase in conversions across their download funnel.

Bigstock, a stock image website, runs controlled experiments with Optimizely to determine whether product improvements and new features are making a measurable impact on their users' experience.

Since their typical customer experience begins with a search, Bigstock decided to test their default exact match algorithm against an algorithm that autocorrected popular spelling mistakes. Site visitors selected a search term 10% more with the "fuzzy autocorrect" and downloaded 3% more images.

10% | Lift in Search Conversion

BROOKS

INDUSTRY:
Retail

EXPERIMENT:
Return Deflection Experiment

Brooks Running Reduces Cost of Returns Program by Experimenting with Helpful Size-Shopper Experience.

Brooks Running leveraged Optimizely to test out a helpful experience targeted at shoppers likely to return a pair of shoes. The free return shipping policy is a big draw for customers, but is a significant cost to the company.

By targeting these shoppers and helping them find appropriate sizing prior to checkout, Brooks Running decreased their return rate by 80%.

80% | Decrease in Return Rate

At the end of the day, if you're an executive who owns a P&L statement, you inevitably have to figure out how you're going to optimize for profit and mitigate risk for loss. You might be able to do that without optimization and testing, but your decision making process won't be nearly as effective, objective, or decisive as it needs to be in today's fast-paced business environment.

– Dan Haarmann, Head of Digital Transformation

VERIV⊘X

Optimized Design and Messaging on the "Thank You" Confirmation Page Has a Huge Impact on Cross-selling

Verivox is Germany's largest independent consumer portal for energy, and also offers online comparisons for telecommunications, insurance, and finance products. Conversion Architect Frank Herberg has contributed to Verivox's growth since 2007 and has primarily focused on A/B testing and optimization since 2013.

Frank hypothesized that offering additional cross-sell options on the "Thank You" confirmation page could boost revenue per visitor. He tested several different designs and messages for the cross-sell offer and ultimately, the winning variation increased total cross-sells by 70%.

70%

Increase in Cross-sells

MVMT

MVMT Watches Develops a Profitable Cross-Selling Strategy with Optimizely

When Jake Kassan co-founded MVMT Watches in 2013, he knew right away that optimization would be key to the company's success.

5.5%

Increase in Sales for Mobile Shoppers

2.2%

Increase in Sales for Desktop Shoppers

Why? According to Kassan, testing gives him the ability to evolve and innovate faster than his competitors. Optimization ensures that every decision he makes (and dollar he invests) has a positive impact on revenue.

"Rather than trial-and-error, which is expensive and very difficult to confirm whether something is really working, we prefer a data-driven approach that allows us to test our hypotheses in a very objective way. Whether those hypotheses are right or wrong, we're able to generate a clear answer, make more educated decisions, and pull the levers that really move the needle on revenue."

To reduce the risk of introducing an entirely new cross-sell product to their e-commerce business, MVMT watches used Optimizely to test introducing their new interchangeable strap line.
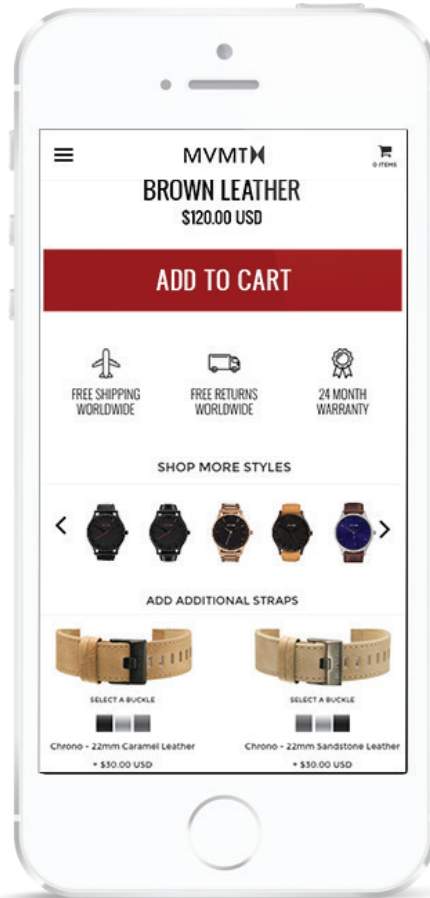
They were able to validate that the straps would increase overall sales without negatively impacting the sales of their flagship watch line. The new products increased sales by 5.5% for mobile shoppers and 2.2% for desktop shoppers.

VARIATION 1:

Strap Cross-Sell Below
Product Styles
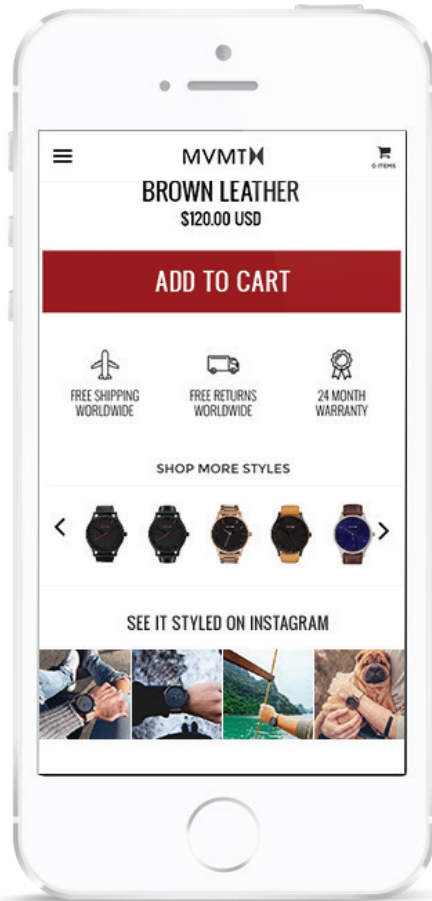
CONTROL:
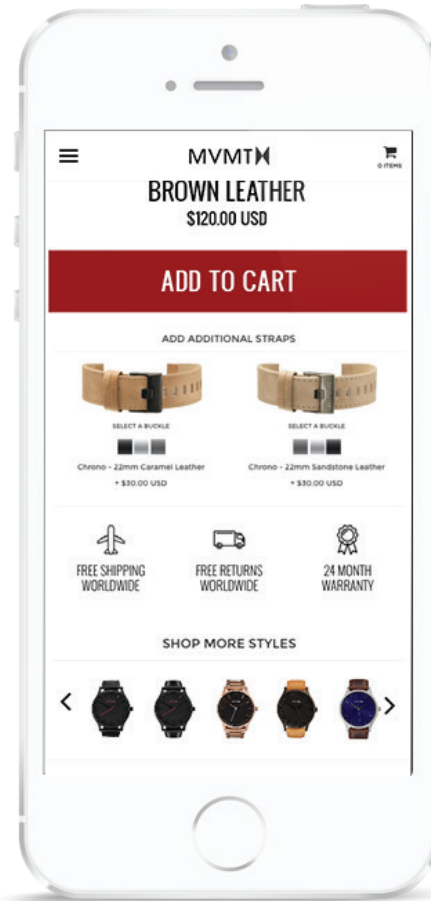
No Strap Cross-sell

VARIATION 2:

Strap Cross-Sell Under
"Add To Cart". This version
increased sales by 5.5%.

JAWBONE®

INDUSTRY:
Retail

EXPERIMENT:
'Oprah's Favorite Things'
Targeted Experience

43%

**Increase in Revenue
Per Visit**

24%

**Increase in Revenue
Per Visit on Mobile**

Experimenting with an Educational Homepage Experience Increases Revenue Per Visitor

In 2015, one of Jawbone's fitness trackers, the UP3™, was featured on Oprah's Favorite Things, an annual holiday wish list of recommended gifts.

Jawbone's Product Manager Chris Schroeder knew it would be an opportunity to test and learn from a new audience: visitors who may never have heard of Jawbone, or considered purchasing a fitness tracker before.

On the day the list was announced, the Jawbone team launched a homepage experiment which highlighted the higher-level benefits of fitness trackers instead of the default product selector. The results were clear: new visitors in the educational variation drove an increase of 43% more revenue per visitor.
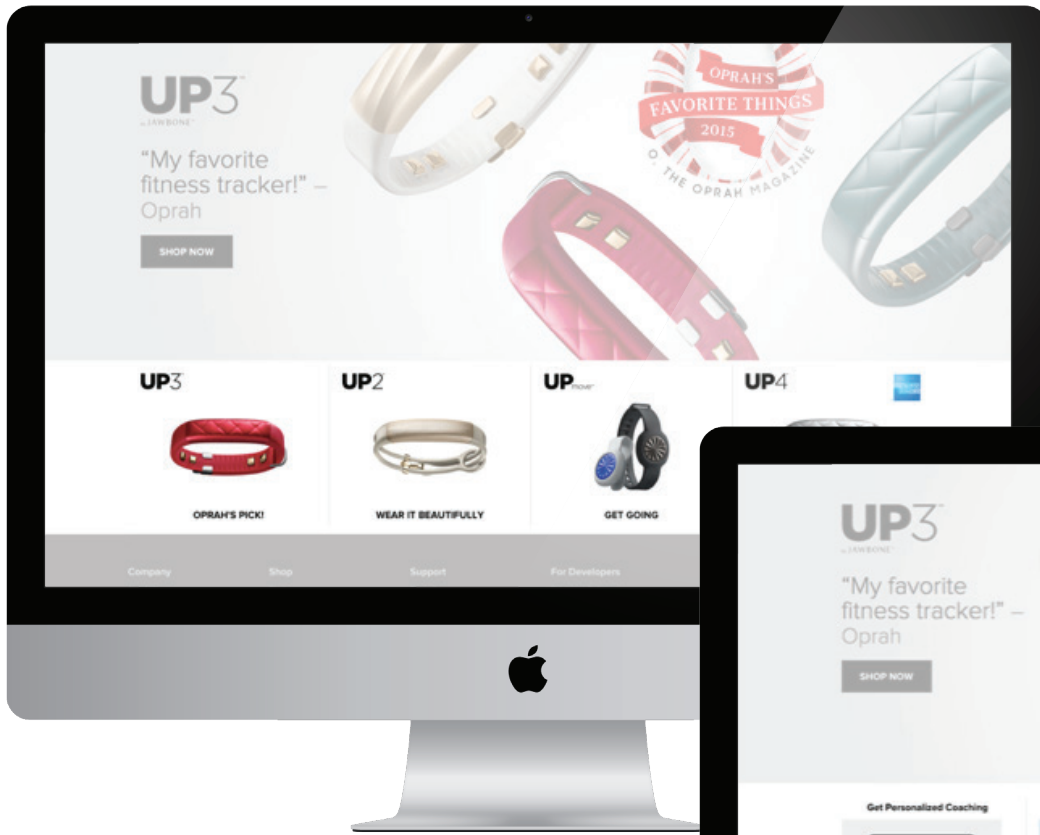
CONTROL:

Includes UP family of fitness trackers below hero image

VARIATION:

Focused on educating visitors on benefits of UP3 fitness tracker

EVANS CYCLES

INDUSTRY:
Retail

EXPERIMENT:
Add-to-Basket Treatment Test

Simple Change on Evans Cycles Product Pages Leads to Big Impact on Bottom Line

4.3%

More Revenue

49%

Lift in "Add to Basket" Metric

Founded in 1921, Evans Cycles is the UK's largest multichannel cycle retailer with over 60 stores throughout the UK and a website with 1.5 million monthly unique visitors.

Despite constant updates and changes to its website, Evans Cycles' user experience was falling flat. Web Analytics Manager, Daniel Lee, was hired to make real-time improvements using Optimizely.

During user research, Lee and team received feedback from customers that they were trying to buy a bike but it looked out-of-stock, despite the fact that there was plenty of stock available. They tested a version of the product page that made the add to basket button more visible and prompted the user to make a size and color selection. This simple change made a big impact, generating a 49% uplift in the add to basket metric and 4.3% more revenue generated.

Default & Winning Variation with updated Add to Basket treatment

Default
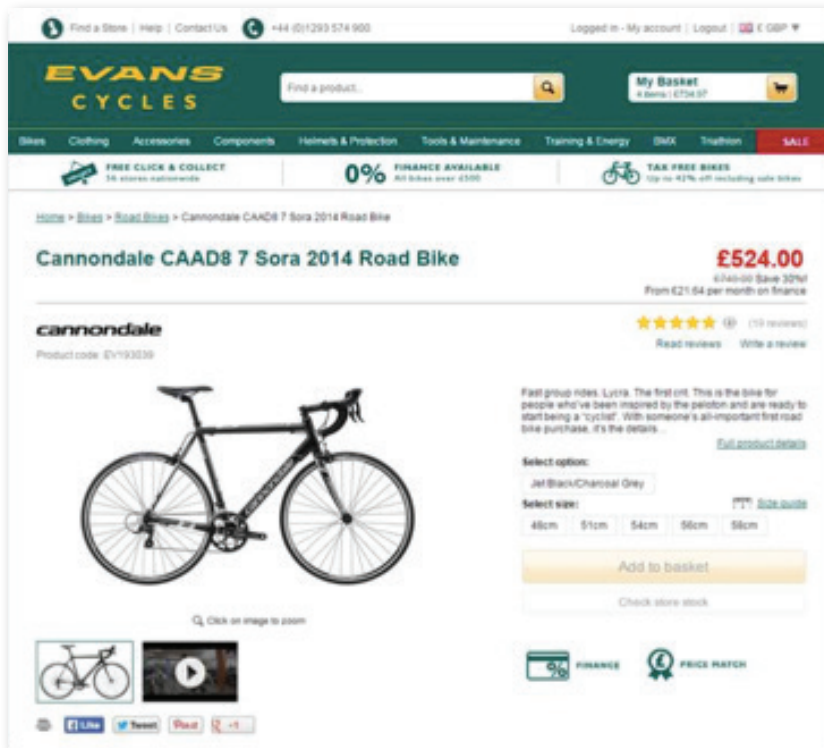
Winning
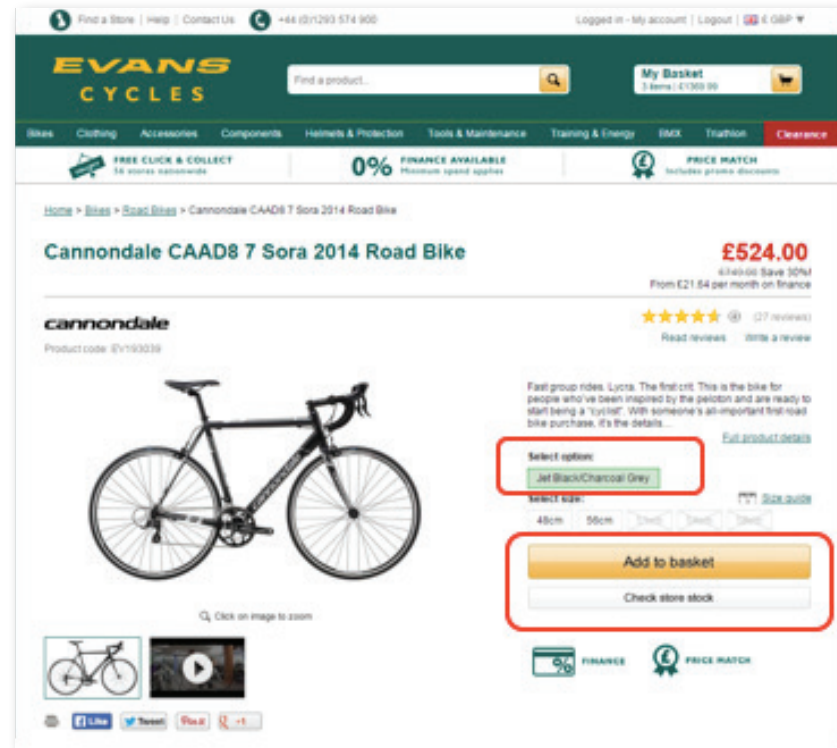
Marc O'Polo

A Strong Hypothesis Homepage Visual Design Turns Visitors into Buyers for Marc O'Polo

Marc O'Polo is a leading global retail brand, focused on premium, casual clothing and accessories for men and women. Through thoughtful analysis, the Marc O'Polo team identified the website's homepage and product detail pages as the two most important entry points for visitors, and thus the two primary points of focus for their optimization efforts. Both pages received high levels of traffic, but also had very high bounce rates.

The Marc O'Polo team set out to turn more homepage visitors into buyers. Over a period of four months, they tested 23 different versions of the homepage in four consecutive test phases. The team hypothesized that making a clearer distinction between the male and female collections would increase conversions, by making it quicker and easier for visitors to find what they were looking for.

The variation with the highest lift over the original—with separate male and female collections, and colored product imagery—resulted in 36% more online orders.

36%

Lift in Online Orders From Homepage

Optimizing Critical Elements on Home24's Homepage Increases Overall Orders per Session

Home24 is Europe's largest online furniture store: from furniture to lamps and home accessories, the brand offers customers more than 150,000 products from over 800 manufacturers. As an online-only retailer, Home24 uses optimization to drive the critical clicks and conversions necessary to the business's bottom line.

The navigation menu and the search bar are two highly important elements on the Home24 homepage. Research showed that users who engaged with one of these two elements were more likely to make a purchase, so the team decided to focus their experimentation efforts there. They hypothesized that a clearer homepage header—one with lighter colors and a simplified menu—would drive more engagement.

The results confirmed the team's hypothesis. The most streamlined version of the homepage increased use of search by 5% and total orders per session by 9%.

DEFAULT VS. WINNING HEADER:
With differentiated collections and color imagery.
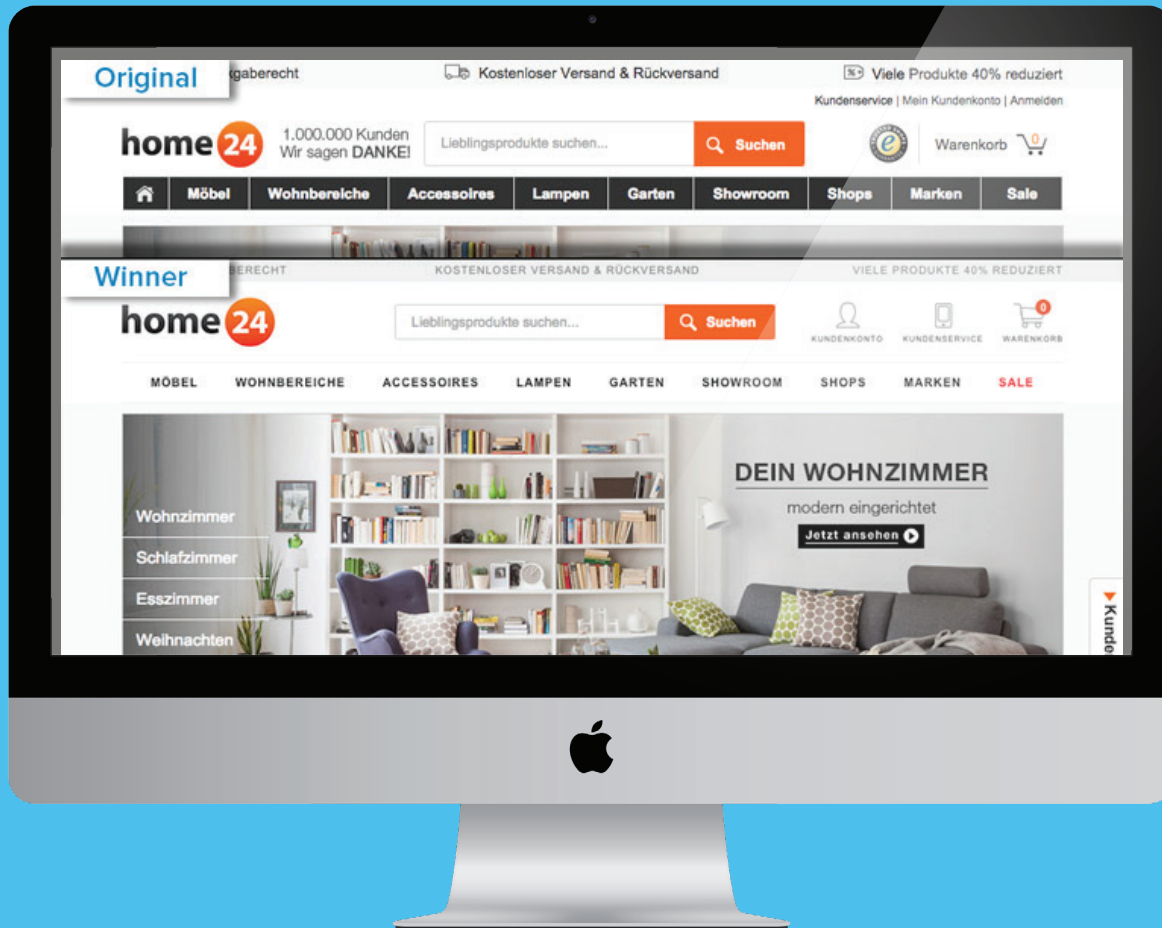
9%

**Increase
in Orders
Per Session**

5%

**Increase
in Use of
Search**

SONY

Multiple Improvements on Key Sony Electronics Checkout Page Improves Funnel Throughput

As a leading global electronics company, Sony knows providing the right experience for online shoppers is critical to their business. Evelien Geerens is a web merchandiser at Sony who uses Optimizely to increase conversions across the company's web merchandising platforms.

Using analytics to gather metrics from each step in the funnel, Evelien found out that after the second step—the configuration of customizable components for each laptop—39% of all visitors abandoned the buying process. She hoped to find a way to keep these users from bouncing.

Using Optimizely, Evelien set up an A/B test, pitting the original funnel page against a variation with shorter, more digestible product descriptions. In addition to this change, the variation page changed the term "configuration" to "components," added top seller tags to indicate popular choices, and highlighted promotions on the page.

The variation page outperformed the original—with 20.6% more visitors reaching the order acknowledgement page. This meant a measurable increase in revenue for Sony.

20.6%

Decrease in Funnel Abandonment

INDUSTRY:
Retail

EXPERIMENT:
Data-Driven Redesign Launch

Spreadshirt Homepage Experiments Ensure Successful Website Redesign Subscription Conversions

606%

Increase in Clicks

4%

Increase in Orders

Spreadshirt is an online store and marketplace that lets visitors create and upload graphic designs that the user community can have printed on a variety of bags, t-shirts, and accessories.

Spreadshirt welcomed a new creative director, Do Kil, to spearhead a complete rebrand. Charged with giving the company's online presence a facelift and a fresh message, Kil started on a website redesign.

Kil hypothesized that simplifying high impact areas of the homepage—like the "Start Selling" call-to-action— would increase user engagement and would lead more visitors to buy or upload designs. One key test significantly pared down the "Start Selling" call to action by making the CTA as clear and prominent as possible. The variation achieved a staggering 606% increase in clicks and a 4% increase in orders.

Text and graphic heavy original with multiple CTAs.

Streamlined winning variation with focused CTA.

Taking the Guesswork out of AutoScout24 Contact Form Helps Triple Product Revenue Over 3 Years

AutoScout24 is Europe's largest online marketplace for new and used cars, offering a comprehensive platform for trading cars online. Over the last three years, the company has built a testing program that allows them to address real user problems and make measureable improvements in conversion on their site.

For AutoScout24 all transactions start with an online contact form. It is a widely used part of the website that is crucial to their customers' success. In a user research study, car shoppers said they were not completing the contact form because they did not know how to communicate to the seller.

The team hypothesized that providing more pre-filled information in the form and decreasing the amount of original thinking (or effort) the shopper has to do would increase form submissions. They tested three variations of the form with different treatments. All 3 variations outperformed the original, but the variation with pre-filled text was the highest performer and increased contact form conversion by 22%.

22%

Increased Contact Form Conversion

ORIGINAL FORM

WINNING FORM:
With pre-filled information

Travel & Real Estate Case Studies

hotwire™

Updated Mobile UX Drives Hotwire Team's Largest Win of the Year

Hotwire, an Expedia, Inc. company, provides hotel bookings, car rentals, and airfare to customers through a variety of digital experiences, including the web and native mobile apps.

Pauline Marol is Hotwire's Lead Product Manager for Site Optimization, and leads an optimization program supported by a team of more than seven designers and developers that are chartered with improving conversion rates on Hotwire.com's desktop and mobile web properties by running over 120 experiments each year.

The team recognized that the mobile web car rental experience hadn't been updated for several years and hypothesized that using the look and feel of their mobile app car rental experience would increase conversions. Although the information available on the page was the same, the UX design was a big step away from their baseline.

The results of the experiment were a slam-dunk, producing the biggest improvement on bookings of any experiment that year.

Default Mobile Web Car Rentals
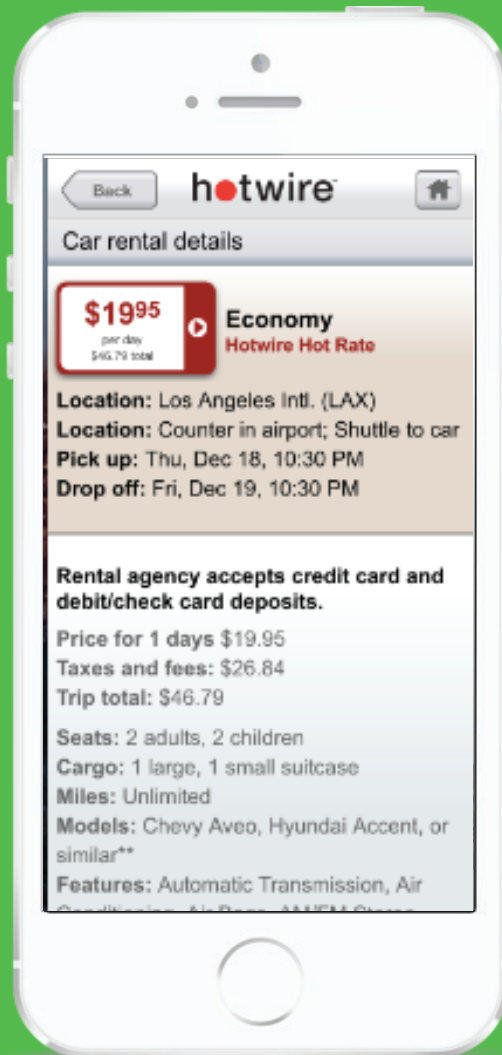
Winning variation, influenced by mobile app

Car rental details

$19⁹⁵
per day
$46.79 total

Economy
Hotwire Hot Rate

Location: Los Angeles Intl. (LAX)
Location: Counter in airport; Shuttle to car
Pick up: Thu, Dec 18, 10:30 PM
Drop off: Fri, Dec 19, 10:30 PM

Rental agency accepts credit card and debit/check card deposits.

Price for 1 days $19.95
Taxes and fees: $26.84
Trip total: $46.79

Seats: 2 adults, 2 children
Cargo: 1 large, 1 small suitcase
Miles: Unlimited
Models: Chevy Aveo, Hyundai Accent, or similar**
Features: Automatic Transmission, Air Conditioning, Air Bags, AM/FM Stereo

Economy
HOT RATE
$19⁹⁵ per day

✓ Unlimited miles   💼 x 2   👤 x 4   ❄ A

Chevy Aveo, Hyundai Accent, or similar**

Continue

Trip Summary

📍 Los Angeles Intl. (LAX)
Counter in airport; Shuttle to car

📅 PICK UP
Thu, Dec 18, 10:30 PM

📅 DROP OFF
Fri, Dec 19, 10:30 PM

Booking info

SMARTERTRAVEL

INDUSTRY:
Travel

EXPERIMENT:
PPC Landing Page

Fast and iterative testing doubles revenue per visitor on the BookingBuddy.com landing page.

Smarter Travel is a TripAdvisor company that owns and operates leading consumer travel brands, including BookingBuddy.com, AirfareWatchdog, and more. Travelers use Smarter Travel's web properties to hunt for the best deals when planning upcoming trips.

When the team noticed one of their key PPC landing pages was not converting well they focused attention on quickly and iteratively testing all aspects of the page including headlines, logos, images and form fields. After a series of testing that lasted a month, the team landed on an optimized version of the page and then increased their PPC spend. The combination of these efforts doubled their revenue per visitor from the BookingBuddy landing page and was a huge win for the company.

2x

Revenue Per Visitor on Key Landing Page

teletext holidays

INDUSTRY:
Travel

EXPERIMENT:
Online to Offline
Conversions

Optimizely helps Teletext bridge online experiences to offline conversions for a great customer experience.

Teletext Holidays has evolved into one of the UK's favorite travel brands. Featuring thousands of holiday packages, travelers use Teletext's website to browse and learn then use their call center to make their final purchase. All of the Teletext's transactions take place over the phone.

The Teletext team set out to reduce funnel drop-off and increase web to call conversions by optimizing the front-end user experience and tying that to back end conversion events using an Optimizey custom event goal.

Optimizely helps Teletext keep a great user experience at the heart of its mission, and can now measure the direct impact of its website experiments to key outcomes—engagement, bounce rate, and, most importantly, bookings.

"With Optimizely, we can measure the impact of our initiatives and connect them to our marketing KPIs ... Every decision that we make is now 100% backed by data."

— Graham Farrugia, Director of Product, Teletext Holidays

secret Escapes

Gating Secret Escapes Mobile App Access Increases Customer Lifetime Value and Justifies Mobile Ad Spend

Secret Escapes is a flash-sale luxury travel company that offers discounted deals on four and five-star hotels around the world. Before the Secret Escapes team first released their mobile app, they had a very important question to answer: should the app require users to sign up in order to view travel deals?

The product team used Optimizely's iOS SDK to create and test two different mobile onboarding experiences concurrently. One experience allowed new users to skip or close the signup screen; in the second experience, signup was required, no skip button at all.

Contrary to what the team expected, a mandatory signup gate was the more optimal experience. It more than doubled the signup rate and did not lead to negative reviews or comments. Making signup mandatory justified the cost of mobile ad spend for acquisition by increasing the average lifetime value of each user.

2x

Mobile Signup Rate

The more optimal version does not allow users to "skip" registration
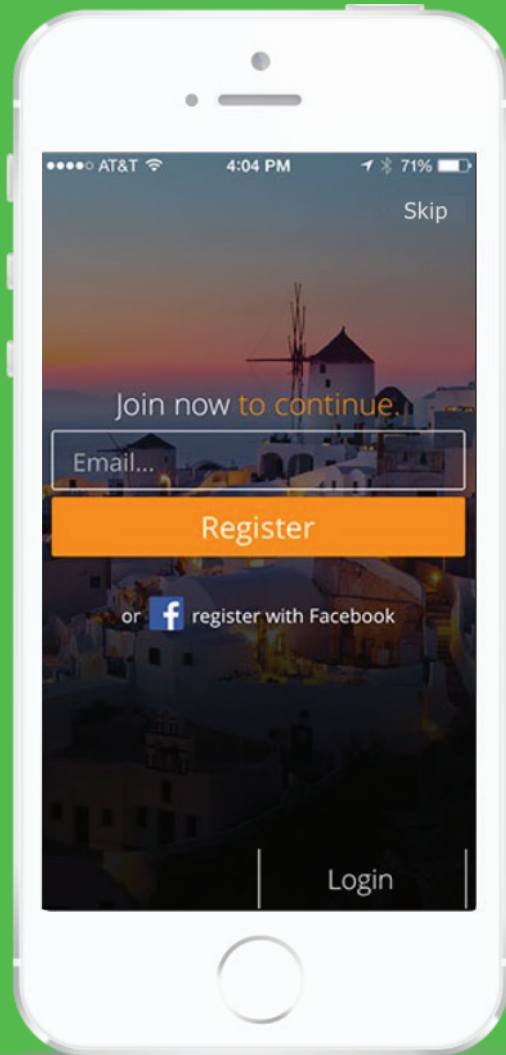
ORIGINAL: VARIATION:

Trulia Increases Engagement and Conversion on its Mobile Website

Trulia, a Zillow Group subsidiary, is a one-stop-shop for consumers searching for real estate online. Their website, mobile website, and mobile app receive millions of unique vi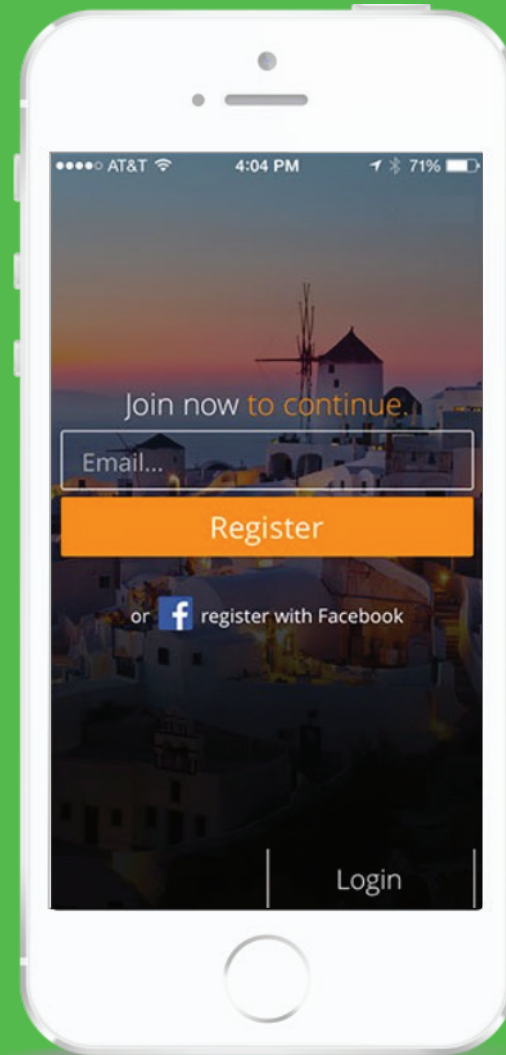sitors each day. Trulia worked with Optimizely Solution Partner CROmetrics to improve lead conversions on its mobile platform by streamlining the submission process and adding an infinite scroll feature for mobile users. The test resulted in a big win for Trulia with a 60% increase in pageviews per visit and a 15% increase in leads per visit.

60%
increase in pageviews per visit

15%
increase in leads per visit

Many teams come to us with ideas that either are something they're stuck on, or a small change they want to make. We take a step back and look at the big picture, help them to unpack the problem and design a meaningful experiment.

– Suma Warrier, Senior Optimization Manager

move®

B2B & High Tech Case Studies

CITRIX®

INDUSTRY:
B2B Tech

EXPERIMENT:
Messaging Personalized
by Industry

10%

**Increase in Pageviews
Per Session**

30%

**Increase in Clicks on
Homepage Offer**

Citrix Validates Personalization for Strategic Industries with Targeted Homepage Messaging

Citrix is a global technology company that empowers more than 330,000 enterprise customers worldwide with best-in-class tools to work and collaborate together.

Citrix generated $3.2B+ in revenue in 2015 and continues to grow its business using its website as a central part its digital strategy.

The Citrix team's vision is to personalize its digital experiences to each individual visitor. They use Optimizely and Demandbase to power that vision.

For Citrix, personalized content delivers a more relevant experience to visitors that accelerates the buyer's journey from awareness to sale.

Citrix created personalized homepages experiences to engage three target industries: finance, healthcare and education. The personalized experiences accounted for significant improvements in visitor engagement across all three target industries.

After the success of Citrix's homepage personalization, the team plans to continue to roll out industry-specific promotions and content across their website. They will continue to test and optimize these personalized experiences, with the goal of creating an increasingly immersive, one-to-one experience for each visitor on their website.
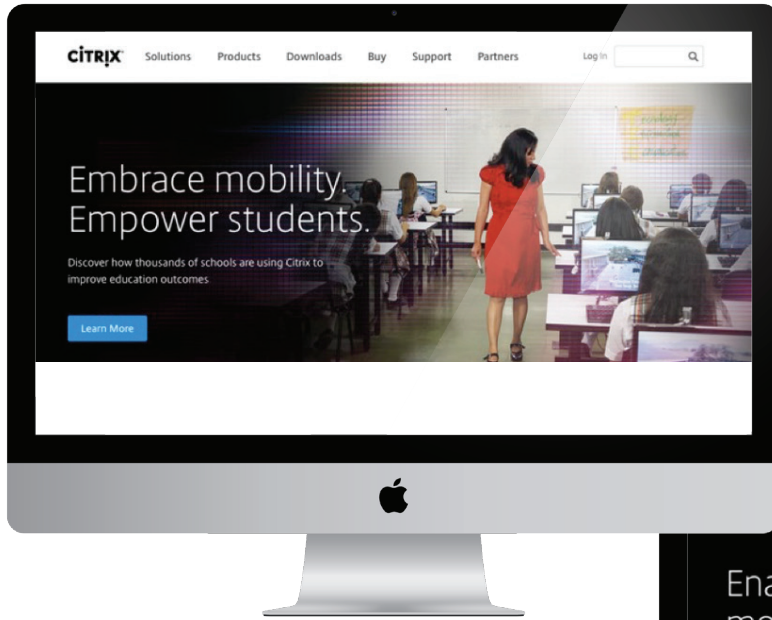
FINANCIAL SERVICES
TARGETED MESSAGING AND
IMAGERY

HEALTHCARE TARGETED
MESSAGING AND IMAGERY
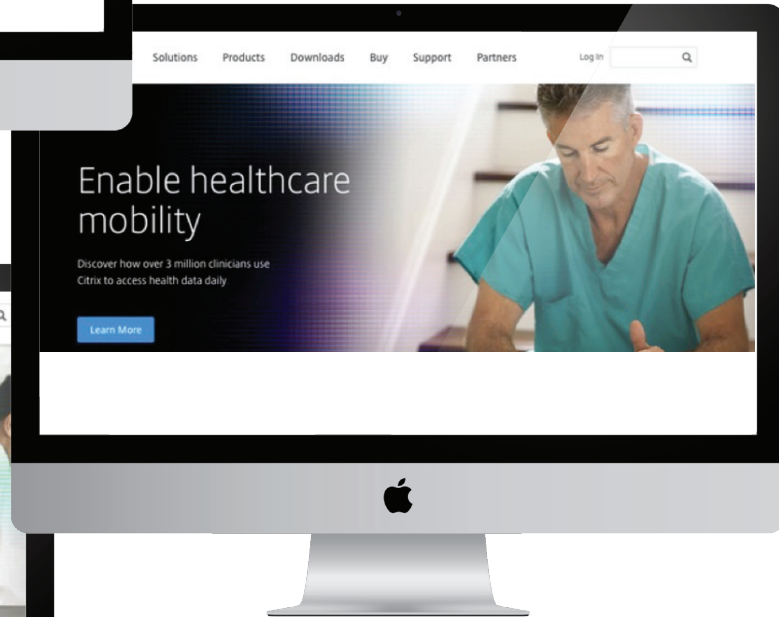
EDUCATION TARGETED
MESSAGING AND IMAGERY

INDUSTRY:
B2B

EXPERIMENT:
Improve Quality of
Website Leads

140%

**Improvement in
Lead Quality**

Iron Mountain Improves the Quality of Inbound Leads by Optimizing Sales Contact Form

As a large B2B company with over $3 billion in annual revenue, Iron Mountain is constantly striving to drive sales and improve lead conversion on it's website.

With the help of their digital performance agency iProspect, Iron Mountain identified multiple challenges with their Sales lead form, which was contributing to poor lead quality, including incomplete or irrelevant inquiries.

Together they designed an alternative variation of the form to address each of the key challenges they had identified, and tested the changes with Optimizely. Their new variation clarified the form's headline, made the phone number field compatible with their database, and added clearer validation of correct inputs.

The variation form resulted in a 140% improvement in lead quality, representing the highest lead quality Iron Mountain's sales team had ever seen.

"Ensuring that sales teams have solid leads to follow is fundamental in the B2B marketplace. We wanted a way to deliver better leads without burdening our busy internal IT team." —*Nimesh Parmar, Online Manager, Iron Mountain*

Contact us today
Our team will be in touch

First name*

City*

Last name*

Email*

Company*

Phone Number

How can we help you?

☐ Iron mountain may contact me via email

☐ I understand my information will be used in accordance with Iron Mountain's Privacy Policy*

*Mandatory fields

Submit

Request a Quote
Our team will be in touch

carl ✔

Nw1 3BF ✔

Fernandes ✔

carl.fernandes@ipros ✔

iProspect ✔

678ihkhjk ✖

Please enter your comments

☐ Iron mountain may contact me via email

☐ I understand my information will be used in accordance with Iron Mountain's Privacy Policy*

Submit

*Mandatory fields

asana

INDUSTRY:
B2B/Hi-Tech

EXPERIMENT:
Website Redesign

15%

Conversion lift from
new headline

1.5%

Increase in conversions
from CTA box shift

How Asana reduced risk in a dramatic departure of brand, design, and messaging

Asana is work tracking software designed to help teams track their work so they can get results.

Asana's website was a crucial source of new user signups, so making any changes to it was a risky undertaking. But the team wanted it to fully express their new brand, which would impact their homepage messaging, visual language, layout, calls-to-action, and more.

The team used experimentation to mitigate risk. They tested changes incrementally over the course of the 10-month redesign process within the old website framework, so that by the time launch day arrived, they had tested and validated components from over 50% of the new website.

Users and press received the new site well, and launch day generated the largest number of signups in the company's history as well as the largest lift in Net Promoter Score (NPS), an indicator of customer loyalty.

Optimizely helps us to maintain a rapid pace of experimentation, improves our ability to deliver marketing driven business results, and empowers our team to seek data and instill scientific approaches into their work.

– Ari Sheinkin, Vice President, Marketing Analytics, IBM

IBM

Media Case Studies

Over the last year, we've been replatforming Telegraph.co.uk and during that process we had to make many decisions about what to prioritize. Optimizely was key in helping us understand just how important performance is for engagement. Having solid data from multivariate tests meant the Product team had real confidence that the features we were prioritising would deliver real value.

– Alex Watson, Head of Product

The Daily Telegraph

eHow Experiments with Ad Viewability Using Optimizely to Increase Revenue from Display Ad Inventory

eHow, a Demand Media company, is an online library of instructional articles and videos covering thousands of topics. Its website receives more than 74 million unique visitors each month.

As an online publisher, advertising revenue is key to the growth and future success of the company.

Optimizing ad viewability (the visibility of ads to readers) helps eHow increase the value of their display inventory and maximize ad revenue.

eHow uses Optimizely's Moat integration to ensure high viewability rates for their ads. Using the integration, the eHow team builds A/B tests where they experiment with different page layouts and designs, tracking the impact each change has on ad views to ensure the highest levels of viewability, performance, and ROI for digital ad campaigns and content.
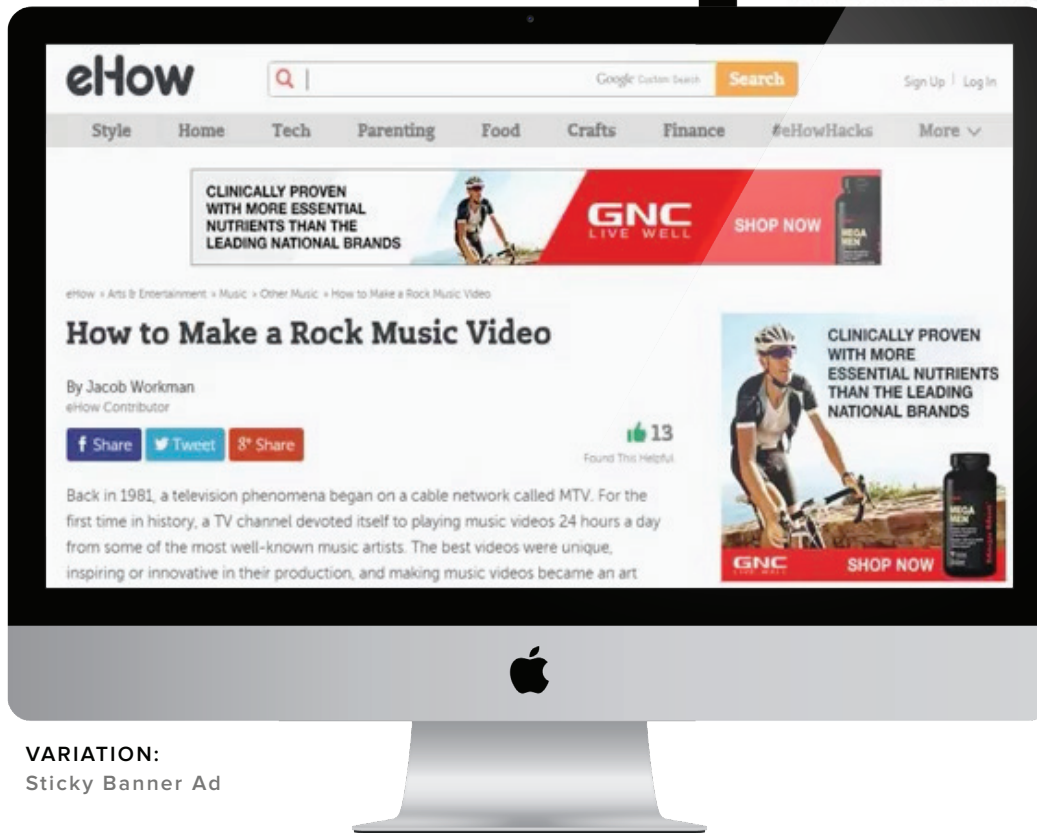
The eHow team was able to test a number of different page layouts to ensure that more viewable ad formats would not negatively affect reader engagement. In the example below, they were able to validate that a 'sticky' banner ad that scrolled with the reader did not negatively impact the reader's experience.

5.5%

More Mobile Sales
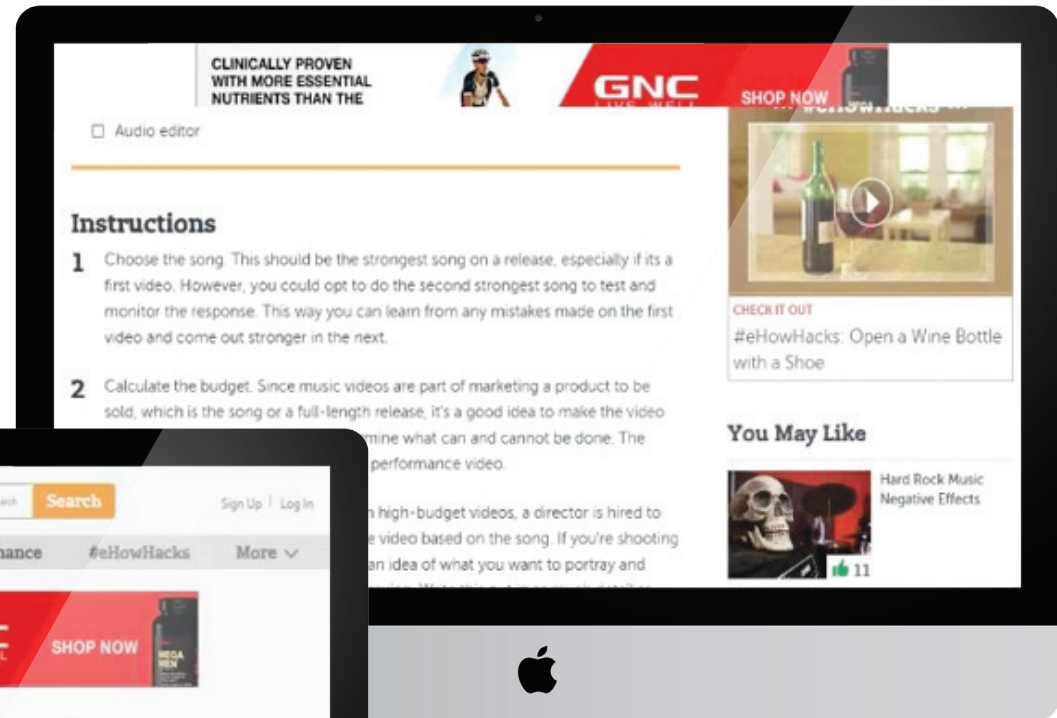
8.2%

More Desktop Conversions

INDUSTRY:
Media

EXPERIMENT:
Article Engagement

Integrated, Iterative Testing Drives Article Engagement on Ringier Web Properties

The Swiss Ringier Group, which produces over 120 newspapers and magazines, runs several radio and TV stations and well over 80 web and mobile platforms in 14 countries, has ventured into uncharted territory: Editorial A/B testing.

For one month, a team of editors, product managers and web analysts started three article experiments every day with Optimizely and tested several teaser images, headlines and sub-headlines against each other. The results were an average increase in CTR of almost 20% and almost 5% more page impressions per visitor.

20%

Increase in click-through

5%

Increase in pageviews per visit

The goal with A/B testing is to completely integrate it into our processes so that editors are able to test without any additional effort. I think soon there won't be any big sites that can be successful without A/B testing.

– **Martin Fessler, Head of Digital at Blick-Gruppe**

Ringier

Trinity Mirror plc

INDUSTRY:
Media

EXPERIMENT:
Article Overlay

By questioning assumptions through testing Trinity Mirror doubles pageviews on key section pages.

Trinity Mirror is one of the UK's largest media companies, with an award-winning portfolio of newspapers, websites and digital products.

One of the experiments they ran was on the articles on their section pages. The team hypothesized that by layering articles over the top of section pages, instead of opening a new page, users would be more inclined to explore more of the site. Using Optimizely, they ran a quick test and immediately saw a 100% uplift on section page views and a 60% uplift on article views.

100% | uplift on section page views

UPWORTHY

INDUSTRY:
Media

EXPERIMENT:
Optimizing Social Sharing through Recommended Content

Increased social shares by iteratively testing the placement and display of a recommended content module.

Upworthy, an online media company built on news virality, used iterative testing to increase social sharing through recommended content. Upworthy's co-founder Peter Koechley knew their readers wanted more content but also that adding distractions to news pages decreased social sharing. Peter and team took a two-phased approach to testing—first focusing on the best placement for recommended content and then the best design. Ultimately, they were able to increase social sharing by 28%.

28% | increase in social shares

Discovery
COMMUNICATIONS™

Discovery Communications increases video engagement by applying a panning effect to video stills.

Jeffrey Douglas, the Director of Product at Discovery Digital Networks, decided to run an experiment he dubbed the "Ken Burns Test." Using documentary filmmaker Ken Burns style of panning across photos and still images on the company's original video content pages, he increased video click through by 6%. Douglas and team have since applied this learning across Discovery's websites.

6%

**Increase in
video click through**

theguardian

INDUSTRY:
Media

EXPERIMENT:
"People First" Landing Page

# Adopting a "People First" Strategy on Soulmates Landing Page Increases Subscription Conversions

With more than 6 million weekly readers, The Guardian is the third most popular newspaper globally. One property The Guardian optimizes frequently is its dating site, Soulmates. Launched in 2004, Soulmates monetizes via paid monthly subscriptions that allow members to interact with each other.

Product Manager Kerstin Exner runs A/B tests to optimize Soulmates' key performance indicators. Kerstin noticed that the majority of the visitors landing on the Soulmates entry page from ads were not converting to subscribers.

Based on insights gleaned from research, she hypothesized that showing more information about existing users upfront, an approach she coined a "people first" strategy, would increase subscriptions. She built several experiments to test it out, including a variation landing page that added similar profiles, search functionality and customer testimonials.

The winning variation increased subscription conversions by more than 46% and laid the foundation for further wins for Kerstin's "people first" approach.
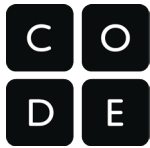
DEFAULT

46%

Increase in Subscription Conversions
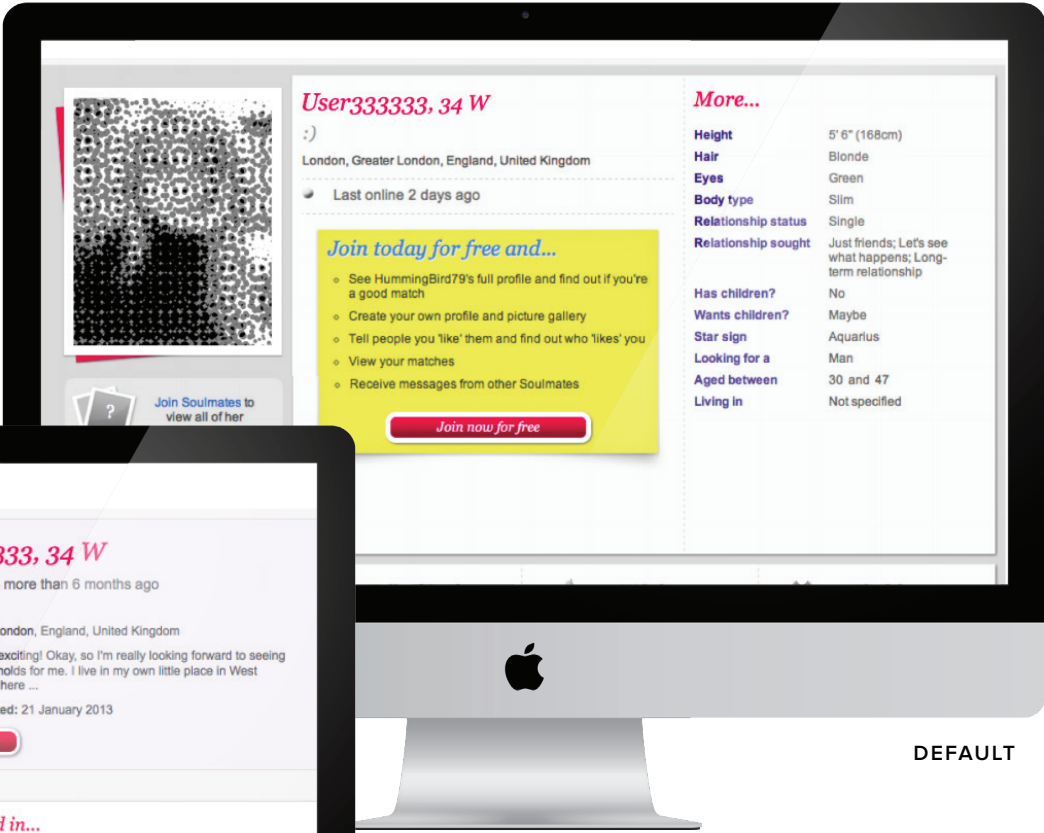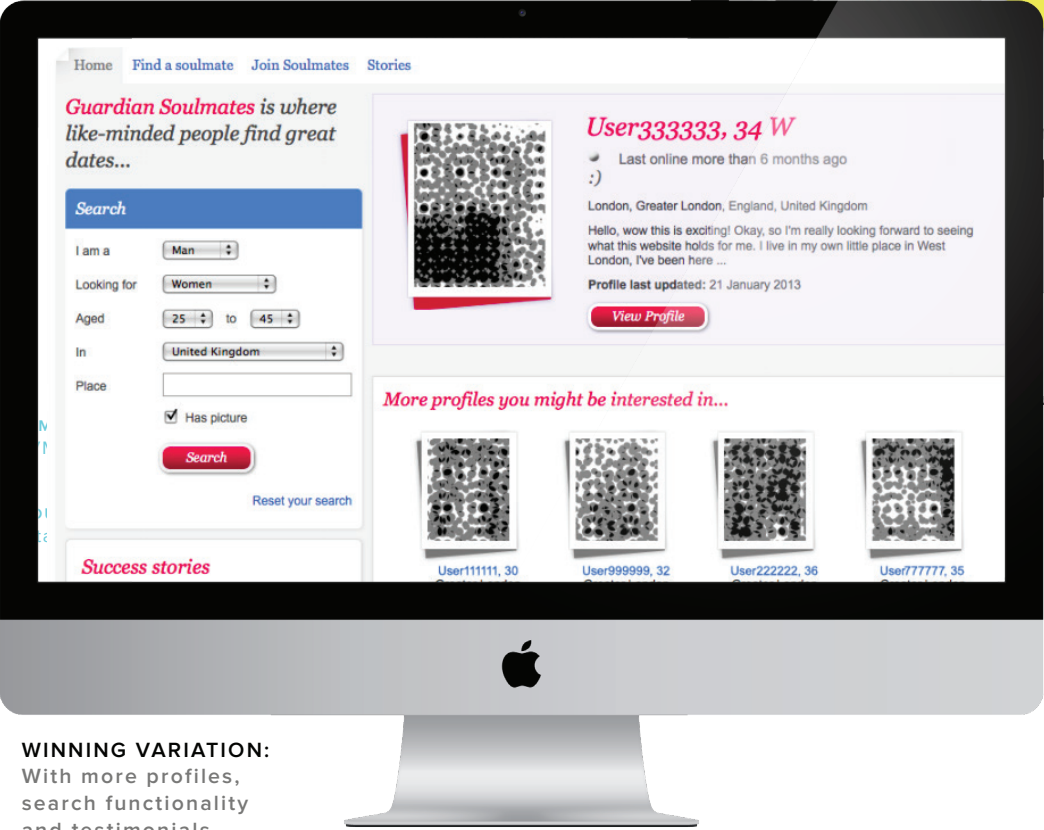
WINNING VARIATION:
With more profiles, search functionality and testimonials.

🏛 Non Profit & Government Case Studies

INDUSTRY:
Non-profit

EXPERIMENT:
Optimizing Campaign
Messaging and
Call-to-Action

29%

Increase in signups

15

Million Users

users reached
in 5 days

Code.org Generates 15 Million Online Participants in 5 Days

Code.org is a nonprofit dedicated to expanding participation in computer science education. Code. org's Founder Hadi Partovi is striving to ensure that every student in every school has the opportunity to learn to code.

Code.org's Hour of Code campaign, which aims to introduce millions of students across the country to computer science in just one hour, had a phenomenal turnout rate. The Code.org team credits over half of the signups to ongoing experimentation.

By testing a "community-focused" variation of the signup messaging and call-to-action, they drove a staggering 29% increase in signups for the Hour of Code which equates to an additional 8 million students participating in the campaign.

Welcome to the 21st Century.
Help us introduce 10 million students to computer science.
All it takes is one Hour of Code.
Learn More

An Hour of Code for every student
Computer Science is a foundation for every student. Help introduce it to 10 million.
All it takes is one Hour of Code.
Join us

The variation messaging and call-to-action urged students to take action and join the community.

With Optimizely, we were not only able introduce nearly 1 in 4 U.S. students to computer science, but we were able to launch the fastest growing web service ever, which reached 15 million users in 5 days, faster than Facebook, Twitter, Instagram and Tumblr, combined.

— Roxanne Emandi, Grassroots & Social Strategist, Code.org
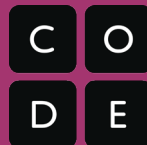
Clear Visual Hierarchy Increases Visitors to Donations Page for WWF Switzerland Revenue Per Visitor

World Wildlife Fund (WWF) Switzerland is the largest environmental and conservation organization in Switzerland. Organized as a charitable foundation and a part of the global WWF network, the group funds over 1,000 projects in over 100 countries around the world.

With the help of Optimizely Solutions Partner Goldbach Interactive, WWF hypothesized that traffic to the donations page and other key pages was low due to competing calls to action and dense information on the homepage.

They created and tested a new variation that was less crowded and brought attention to the most important elements. The call to support the WWF with donations was positioned prominently featuring the tagline 'What you can do' to make it more personally impactful to the user.

Through the optimization experiments the hypothesis was confirmed and the team was able to bring 360% more homepage visitors to the target pages, namely the donation page, the Footprint Calculator and the advice app.

360%

**Increase in Homepage
Traffic to Target Pages**

WINNING HOMEPAGE:
Visually simplified with prioritized calls to action.

ORIGINAL HOMEPAGE:
Dense, text heavy homepage with competing calls to action.

INDUSTRY:
Non-Profit

EXPERIMENT:
Optimize for more donations

Increasing suggested donation increases average donation size without reducing conversion rate.

charity: water is a nonprofit organization on a mission to bring clean and safe drinking water to every person in the world. The team uses 100% of public donations to fund sustainable water solutions, and have raised $200+ million to benefit 6.4 million+ people in 24 countries.

Nearly all of their donations come through online channels, so optimization is crucial to maintaining and growing revenue year over year.

When a visitor makes a donation on the charity: water site, they enter how much they'd like to give in a box before providing their payment information. charity: water pre-fills the input box with a suggested donation amount, which used to be $20 or $30.

The team experimented with increasing the amount to maximize the total money raised and found that a better pre-fill for average donation size without reducing conversion rate was $60.

30%

Increase in average donation size

MOVEMBER

Increasing the Prominence and Adding Human-centric Imagery Increases Fundraising Requests Via Email and Facebook

The Movember Foundation is a global nonprofit focused on raising funds and awareness around men's health issues through an annual moustache growing charity event. Each November, participants sign-up and solicit donations for the cause.

After running a series of tests to optimize team participation, Movember focused their efforts on the primary 'Ask for donations' CTA. Taking learnings from the previous tests into consideration, the team hypothesized that increasing the prominence of the CTA and adding human-centric imagery would drive more clicks.

Making the 'Ask for donations' CTA more prominent, with a human-centric image, increased fundraising asks via Facebook and email by 32% and 28% respectively.

32%
Increased Facebook fundraising asks

28%
Increased email fundraising asks

Experiments Give Obama 2012 Campaign Donation Boost

In 2012, the Obama Digital team optimized just about every aspect of the campaign's fundraising strategy, from web pages to emails. Over the course of 20 months, the team executed about 500 A/B tests.

By crafting hypotheses that drew on a deep understanding of their user's motivations, desires, and behavioral quirks the team was able to iteratively increase donation conversions by 49% and sign-up conversions by 161%.

One promotion that the Obama Digital team ran was an opportunity for supporters to win dinner with the President. The team tested a streamlined text version of the form against one with imagery of the President. Adding the photo of the President produced a 6.9% lift in donations to enter the sweepstakes.

49%
Increase in Donation Conversions

161%
Increase in Email Subscriptions

Form with presidential imagery drives 6.9% lift in sweepstakes donations.

About Optimizely

Optimizely provides the world's leading experimentation platform, Optimizely X—enabling organizations to experiment with pricing, recommendations, and product features across every channel to improve customer experiences and drive revenue.

Optimizely meets the diverse needs of thousands of customers worldwide looking to deliver connected experiences to their audiences across channels. To date, those customers have created and delivered more than 30 billion optimized visitor experiences.

Optimizely powers experiences for the world's leading brands

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Case Studies