CASE STUDY

A/B testing increased leads by 30% from adjusting message copy in a contact form

BACKGROUND

Telecommunication is one of the largest industries in the world. It is tied closely to electronic technology and its development. The growth in this market was estimated to be approximately 5,7 trillion dollars in 2015 with studies showing more than 7,1 billion wireless service subscription plans purchased worldwide.

Telekom Romania is a part of the Deutsche Telekom brand, and one of the biggest telecommunication providers in the market. The company provides a large variety of products, such as phones, tablets and laptops, as well as services, including telephone plans, mobile data 3G/ 4G, high-speed internet and television, all available in a variety of technologies.

With over 3 million website visitors a month, keeping up with the advanced technology and also consistently aligning to customer needs forms an integral part of Telekom goals. To continuously innovate and stay fresh, Telekom has sensed the need to create a personalized journey for the website visitors and acknowledges the visitor preferences.

CHALLENGE

Telekom Romania has a number of services and products available to purchase online. Their website, uses separate pages for each offer. During the Omniconvert audit and analysis phase, it was discovered that the current offer page presented many links and elements that were a distraction. Visitors would click on something else or even leave the page without any form of conversion.

A conversion can be as simple as successfully getting a visitor to leave their email details. With this in mind, Telekom Romania wanted to test improving conversions for collecting leads/ emails. This was done by A/B testing the Call-To-Action (CTA) button and the message copy in the contact form. Testing this hypothesis was applied on several pages.

SOLUTION

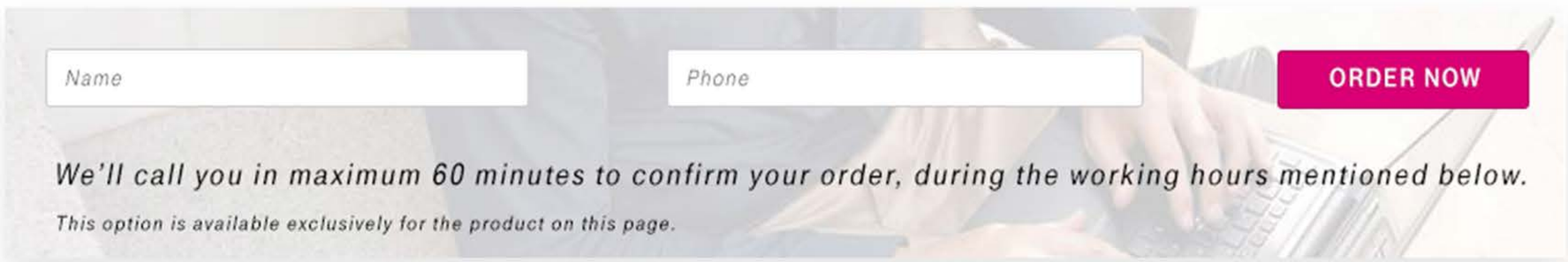
The Omniconvert treatment applied an experiment for Telekom Romania and used the hypothesis that if we change the design and copy of the contact form for the offer page, then we will be able to generate more leads for the call center. Telekom also wanted to see the impact of this change when key performance indicators of the page (lead rate & lead quantity) were assessed.

Omniconvert applied the A/B test and created a variation according to the visitor behavior in real time. Given the fact that the contact form was placed below the fold, it needed something to attract visitor attention.

Control version

In the original version, the message copy was not persuasive and had no visitor benefits contextualized. It only informed the customer that they will be called (possibly in 60mins) to confirm the order:

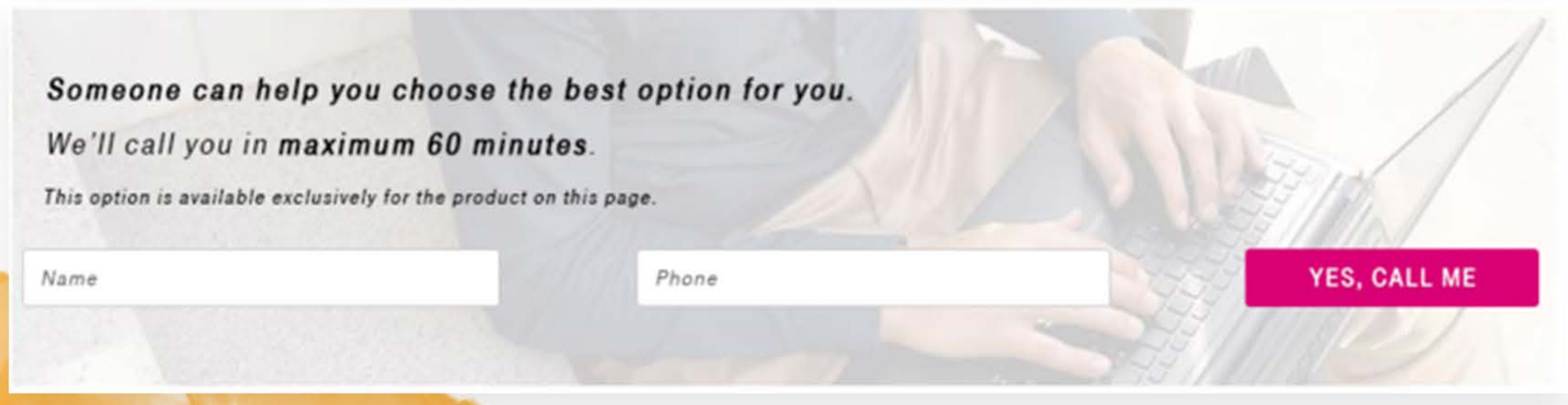
"We'll call you in maximum 60 minutes to confirm your order, during the working hours mentioned below"



Variation version

The message copy was changed and make it more customer focused. Instead of only informing visitors about the order confirmation, they were assured that Telekom would be available to help make the best choice suited to their needs.

The copy of the CTA button was also changed to "Yes, call me" instead of "Order Now", to show users that their commitment was complete. From then on, the Telekom team would proactively take care of everything and call them in maximum 60 minutes.



RESULTS

All traffic in website that arrived on the offer page was involved in the A/B test. The traffic was evenly split 50/50 between control and variation with the experiment running over a period of 18 days.

> The A/B Testing experiment scored great results with the variation page bringing:
> *Additional increase of 38.89% in lead rate*
> *Increase of 30% leads with the new contact form*
> *Statistical relevance of 99.93% achieved on main goals*

Through A/B testing you can experiment and optimize the conversion effects of design and changing message content. It narrows down the most effective version of a web page, giving you a picture on what your visitors like most at a certain time. You can discover and improve the copywriting formula that makes them convert.

Words have a great impact on users. When you address visitor in a personal manner, you help overcome their objections and make them feel comfortable on your website.

If you haven't tried A/B testing yet, try the Omniconvert platform. You can also test additional features such as surveys, web personalizations and experience the most advanced segmentation engine in the industry.

Start INCREASING conversions and skyrocket your website performance today! www.omniconvert.com