

WALL-STREET

Testing an exit personalization increased newsletter sign-up rate by 279%

BACKGROUND

A publication part of Internetcorp, Wall-Street.ro is the most read online newspaper for business in Romania. Many online digital newspapers with the highest traffic, also come with the greatest circulation. The difference being traffic is from the act of a visiting a web page, and circulation in the digital world can be the measure of unique or recurring visitor.

With over 1 Million in visitor traffic per month, insights and conversions are vital to the success and consistent generation of revenue.

CHALLENGE

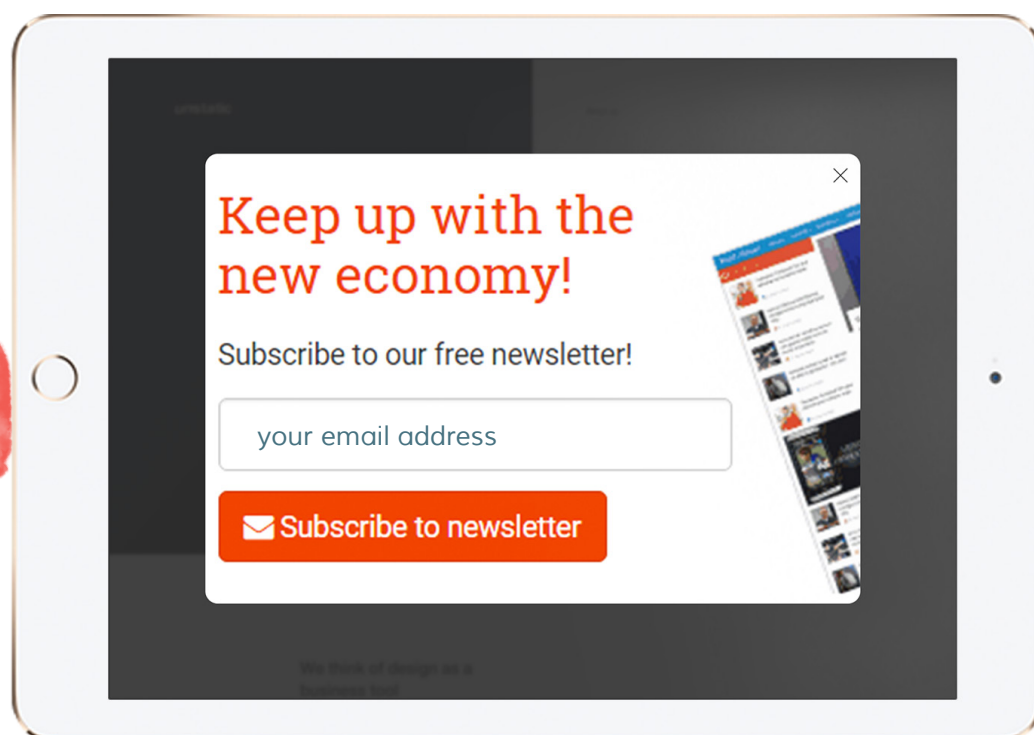
The average visitor stays on a website for approximately three minutes per visit. It is important that they are engaged and brought back in this time frame regardless of subsequent visits. One of the most successful channels to increase returning visitors is through email. Unlike social media channels, such as Facebook or Twitter, an email guarantees that the reader is focused on only reading the email.

To start bringing more engaged traffic to their website, Wall-Street.ro had to start collecting more data from their visitors. The easiest type of information and readily provided by visitors is the email address.

With existing subscribers, Wall-Street.ro was able to initiate personalized communication by email. This experiment targeted visitors that were likely and eager to engage in a more personal conversation with their digital news provider and are not subscribed yet.

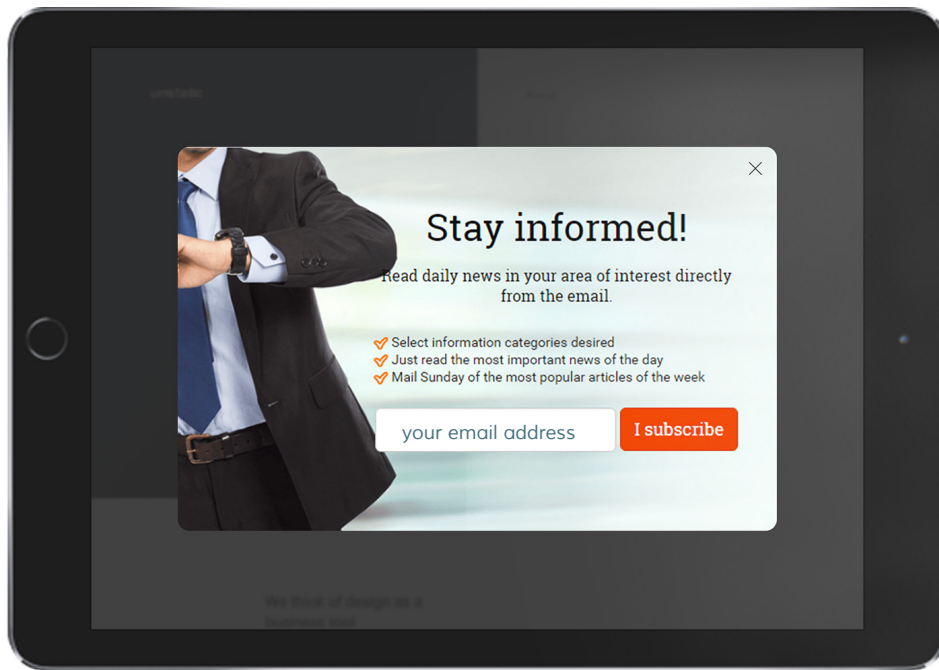
SOLUTION

In the original web page (control), there is an obscure subscription panel that is lost in the page content. Visitors could come and go without being asked anything. The newsletter subscription form was placed on the left sidebar and was not a very prominent feature (measuring on average about 320x210px). Keep in mind that when a visitor exits, they are lost 100% and so the control is not required in exit variation testing.



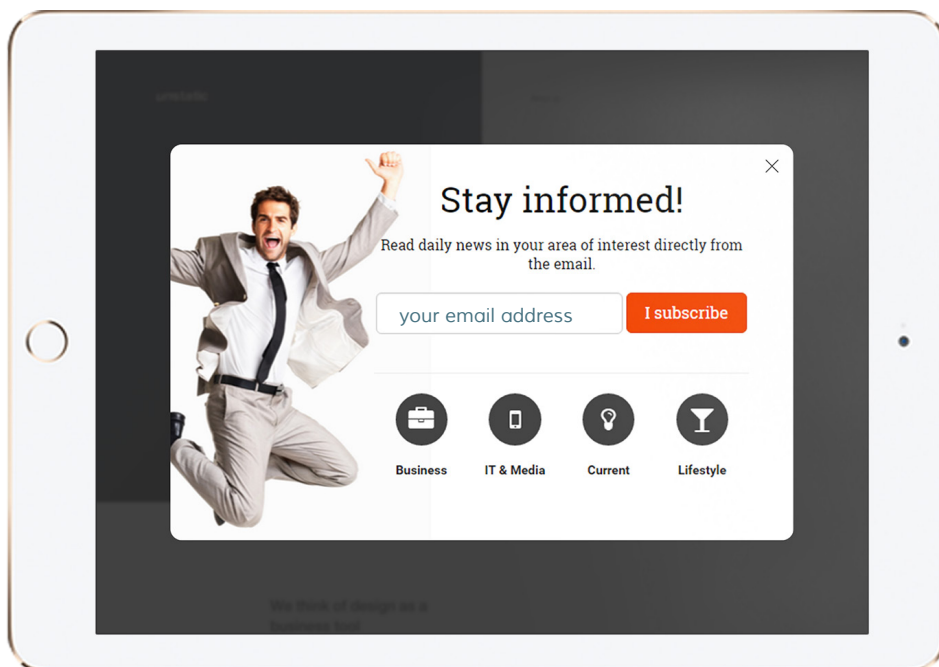
The control version

The Omnicont treatment involved two custom created exit behaviour personalizations both with a persuasive message copy and an image or graphic that was related. They were applied and measured based on lead collection and each variation was split tested evenly (50/50) for the visitor traffic.



Variation 1

This personalization informs them that they can choose their reading interest by industry and displays the main benefits of subscribing to the newsletter. A subtle affirmation is also applied in the form of a tick.



Variation 2

This variation applies a similar message, shows the categories of interest and has a positive image of excitement and happiness.

RESULTS

The aim of designing two variations simultaneously was to test which approach persuades better. The experiment was available to all visitors and was tested over a two week period.

The variations tested brought:

- An increase of 279% in sign up rate for variation 1
- Variation 1 successfully overtaking variation 2
- 99% statistical relevance achieved on both variations
- Over 50% reduction in bounce rate (visitor exiting)

The benefit oriented variation with a relevant message in copy converted much better. The variation focussed on graphics and visual, did not perform as well. This experiment was able to prove that words combined with the right images are powerful. They can make the difference between a successful and an unsuccessful personalization.

The biggest lesson here is that qualitative insights in any test are critical for understanding and learning more about your audience.

It's not what you want to show; it's what they want to see that makes the conversion difference.

If you want to see how a web personalization can positively affect your conversion rate, try the award-winning Omniconvert CRO platform. You can also test with additional tools such as surveys, A/B testing and experience the most advanced segmentation engine in the industry.

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