



## How a banking company increased the lead generation rate by 20%

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### BACKGROUND

ING bank Romania is part of ING group, a Netherlands-based financial institution. It covers banking services, asset management for individual clients, companies and institutions in over 40 countries from Europe, North America, Latin America, Asia and Australia.

### CHALLENGE

When it comes to banking, people have a lot of frictions and questions: What interest rate do I get for my credit? Is it secure? Should I trust this bank? However, you never know exactly what your visitors think about you until you ask them.

A qualitative research has validated all the assumptions about what visitors think about completing a credit form, that did not convert so good. Visitors had a lot of fears regarding the credit application. The challenge was to increase the leads for the credit form and make visitors trust it.

First, we tried to move the focus to benefits of applying for a credit when people landed on the page. But it was a small change without any big impact with a small increase. Second, we tried another approach for the form, but the results did not reach the expectations. In the third variation, we used the insights from previous variations and so we highlighted the benefits and right after the visitors were engaged, we guided them to the form.

## SOLUTION

First, we tried to move the focus to benefits of applying for a credit when people landed on the page and clicked on the button “M-AM CONVINS”, ut it was a small change without any big impact, but a small increase. Second, we tried another approach for the form, but the results did not reach the expectations. The third variation, lead us to both highlight the benefits and right after that we sent visitors to the form, we have changed a little bit the real estate of the page and replaced the credit calculator with the benefits. We have also reduced the steps to the form by getting rid of an intermediary button.

Control version

Variation version

## RESULTS

The last A/B test increased the number of leads with 20% and the click through rate for the button above the fold with 60%.

It was seen by 4478 unique users on control and by 4483 unique users on Variation.

## CONCLUSIONS

A/b testing does not mean just winning experiments, it also includes trial and error until you find the most successful variation. And when you do, make sure you do not stop and find even more appealing layouts for your visitors. You have to be everytime in the mood of "I don't trust my current website layout. It can do better".

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