



KNOWLURA

Continuous Optimization

CASE STUDY



CHALLENGE

Knowlura recently completed a redesign of our client's microsite. The new design dramatically decreased bounce rate from 91% to 66%, and increased conversions from 1.09% to a high of 9.24%. Our team and the client were obviously very pleased with the results of the redesigned product. Many marketing partners would stop here, having proved the microsite redesign was extremely effective. However, Knowlura knew that there were additional opportunities to further optimize the microsite and increase the number and quality of leads we could drive for our client. In order to continually improve the microsite, Knowlura built an A/B testing plan based on knowledge of our audience and what is important to them. The first test within the A/B plan was based on the following information:

HYPOTHESIS

Today's internet-savvy prospective students want to be the decision makers of their future. Therefore, Knowlura wanted to create a strong call-to-action that would empower these students to take the next step to begin or continue their education. We believed that a call-to-action message perceived as an initiative of the student rather than a request of our client could increase the number of leads we could drive for our client.

"TODAY'S INTERNET-SAVVY PROSPECTIVE STUDENTS WANT TO BE THE DECISION MAKERS OF THEIR FUTURE."

12%

Lift in total leads.

1.04%

Increase in test microsite converted leads.

25%

Decrease in bounce rate.



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CALL-TO-ACTION MESSAGING: QUALITY VS. QUANTITY

Knowlura tested two calls-to-action on the lead submission form and split traffic 50/50. The control or original message "Inquire Today!" ran against the test message "Submit My Request Today!" Knowlura believed that the test message was more personal and empowered more serious inquiries to pursue their education further.

Take the next step in your career by completing the form below

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Phone"/>	<input type="text" value="Email"/>
<input type="text" value="ZIP Code"/>	<input type="text" value="Degree of Interest ▼"/>

[Send My Request Today! ▶](#)

Variant/Test

VS.

Take the next step in your career by completing the form below

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Phone"/>	<input type="text" value="Email"/>
<input type="text" value="ZIP Code"/>	<input type="text" value="Degree of Interest ▼"/>

[Inquire Today! ▶](#)

Control/Original

RESULTS

As it turns out, Knowlura was right. A slight change in the call-to-action resulted in a 12% lift in total leads driven compared against the control. The test microsite converted leads at a rate of 9.9% compared to our original or control site, which converted at 8.86%. After determining that the test call-to-action, "Send My Request Today," performed better, Knowlura implemented this call-to-action for 100% of the traffic. With the first test completed and a success, our team immediately began hypothesizing the next test scenario and how we can continue to best serve our client and their prospective students.

