



FATSO CASE STUDY

FIRST SQUEEZES ADDITIONAL PERFORMANCE FROM FATSO WEBSITE WITH CONVERSION RATE OPTIMISATION



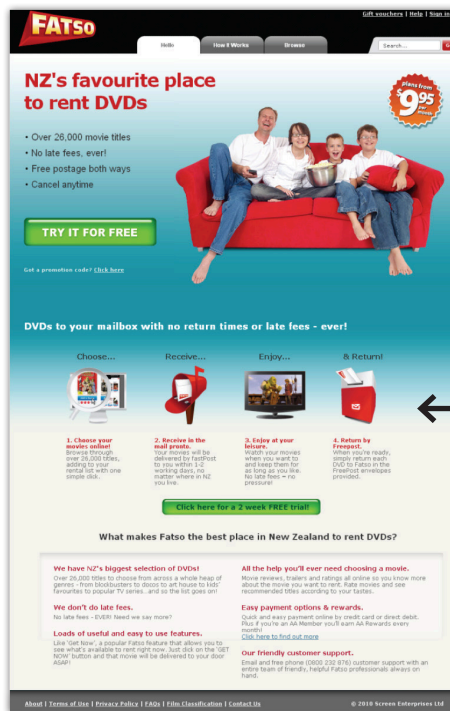
CAMPAIGN OBJECTIVES

Improve the conversion rate of the relatively high performing website.

RESULTS

A further 4.78% improvement on the already high conversion rate.

Which of the following two landing pages do you think had the higher conversion rate? The long page with lots of content and relatively busy-looking text, or the short page where the main USPs are summarised concisely above the fold?



In this experiment, though the trial membership is free, the conversion process requires the provision of credit card details, which makes this a "high-barrier" conversion – a term FIRST uses to define conversions requiring more than trivial cost, effort or trust. (More on this later.)

One of these two pages increased the conversion rate by 4.78% over the other – as measured in a Google Website Optimizer experiment, and had a significant effect on Fatso's sign-up numbers and their bottom line.

Which one was the winner?

SPOILER WARNING!

Identifying the subscription as a "high-barrier" conversion was pivotal to the success of the experiment. Because users had to provide their credit card details, the decision to subscribe was made significantly harder and thus users were more likely to require supporting information before committing to the trial membership. Users wanted to know more about the service before giving away their credit card details. This is why the longer, more informative page beat the shorter page.

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“FIRST delivered great results on time and on budget. Our business was born online, and we had invested a lot of resources in online marketing. Working with FIRST was certainly one of our best investments. Apart from the excellent job on Google Analytics that provided us with useful website intelligence, FIRST’s conversion optimisation expertise allowed us to squeeze an extra 5% out of our traffic.”

ROB BERMAN
Managing Director, Fatso

HIGH-BARRIER VERSUS LOW-BARRIER CONVERSIONS

Imagine you were browsing the Internet and came across a desktop wallpaper download and later, a great deal on a high-end camera. Both the wallpaper download and the camera purchase can be treated as conversions. However, there is a fundamental difference between the two which dictates that conversion optimisation cannot be done the same way for both.

The wallpaper download is a low-barrier conversion. – It is free and thus requires relatively little persuasion to convert. The camera is a high-barrier conversion. – It carries a significant cost and thus requires a significant amount of persuasion to convert.

How does this affect conversion optimisation? Significant conversion rate changes can be achieved in a low-barrier conversion process by making relatively simple changes, such as changing the background colour, or making the call-to-action bigger. However, in the case of high-barrier conversions, simple changes like this have minimal effect.

The bottleneck in a high-barrier conversion process is often not the design or layout of the page, but the content. Users want to know more about a product before paying for it.

SO WHAT INFORMATION NEEDS TO BE INCLUDED?

Apart from the obvious - product information, pricing and support – it is important to cover visitors’ objections. Objections are niggling fears and questions that people may have about the product, the company, the website and the conversion process, which may stop them from converting.

When downloading a free desktop wallpaper, the objections would generally be minimal. However, when purchasing a high-end camera, the list of objections would be lengthy, and any one left unaddressed could result in drop outs. For example, would-be camera buyers may be wondering what exactly is covered by the warranty, whether purchasing online is secure, or even how the camera body feels.

The most difficult thing about objections is that everybody has their own unique ones, which makes it difficult to compile and address them all. At FIRST we use our sister company Great Sites’ research expertise to investigate objection possibilities specific to each CRO project.

WHAT CAN YOU LEARN FROM FATSO?

It is important to approach conversion optimisation with a valid methodology. Some best practices include:

1. Identify your conversion as high-barrier or low-barrier
2. High-barrier conversions require exhaustive information and often longer pages. Don’t believe the myth that short pages are always best.
3. Discover what your prospective customers’ objections are, and address them.
4. Always test any changes made to a page to avoid the risk of doing harm. Google’s own Website Optimizer is an excellent free testing tool.