

Google Website Optimizer A/B testing increased conversions by 39.93%, and while cutting AdWords CPA by 31%

“1upDigital has consistently delivered great results for Sign-Up.to, helping us to maximize the results from our search engine marketing spend and squeeze every last drop of performance from our landing pages. We can't recommend them highly enough!”

Matt McNeill
CEO



Sign-Up.to is one of the UK's leading Email Service Providers (ESPs). It provides permission marketing services for over 2,000 clients, including Siemens, Kia Motors and the UK Ministry of Justice, and its offering includes email sending and tracking services, mobile marketing and social media consultancy.

Sign-Up.to approached 1upDigital when they wanted to use Google AdWords to drive traffic and increase take-up of their Free Trial Account.

What did you do?

One of the key issues with Sign-Up.to's website was that, in order to ensure strict data security for the company's database of personal details, access to the webserver was heavily restricted.

Sign-Up.to agreed to provide 1upDigital with access to a sub-domain of the main site, meaning that website testing could be performed without any risk or changes to the main site. As only PPC traffic was used to test the pages, any potentially problematic changes to the homepage could be avoided.

A combination of Google Analytics data and Google Website Optimizer A/B testing was used to drive Free Trial Account conversion rate improvements. In addition to this, Dynamic Keyword Insertion was implemented, with the visitor's search term passed through to Sign-Up.to's sales system so that the visitor's journey can now be tracked from search keyword to Free Trial Account to eventual sale.

Landing Pages - Before (left) and After Testing



Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Website Optimizer

Website Optimizer is an easy-to-use tool for testing site content that delivers actionable results

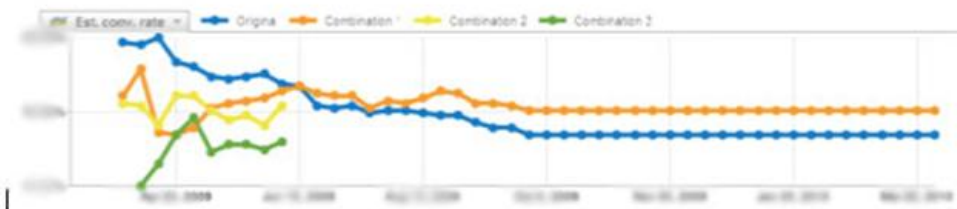
<http://www.google.com/websiteoptimizer/>

WHAT WAS THE RESULT

During the three months of first round of testing, results were very promising. In the period, total conversions increased by 39.93%, and average AdWords Cost Per Conversion was reduced by 31%.

As a result, 1upDigital and Sign-Up.to implemented an ongoing schedule of testing and improvement for all landing pages, which enabled Sign-Up.to to increase the number of Free Trial Accounts without having to also increase PPC costs. The testing programme was so successful that it then led to a full site redesign.

Website Optimizer Results - Showing how page A (combination 1) outperformed the original.



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