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CASESTUDY / **EMARKETER**

# Webtrends Optimize increases conversion rates by over 50% in less than a month for eMarketer

## OVERVIEW

eMarketer aggregates and analyzes research from over 3,000 sources, and brings it together in the most comprehensive digital marketing database in the world. eMarketer’s Total Access Subscription provides clients with full access to the thousands of charts, articles, and analyst reports in the eMarketer database.

## Objectives

- Increase landing page conversions resulting in more leads
- Understand what specific content drives conversions and why.

eMarketer felt they could improve the lead generation conversion rate for the Total Access Subscription landing page through testing. The product is only sold via a callback from a sales representative, so the site’s ability to generate qualified leads is critical. eMarketer partnered with Webtrends to find ways to increase the total number of leads by understanding which specific page elements help or harm conversions.

## SOLUTION

Webtrends executed a comprehensive optimization project which included A/B split and multivariate tests.

**Step 1:** Design and execute an A/B split funnel test to determine an optimal template. The existing control page utilized a 2-step funnel conversion process. Webtrends proposed and designed a single streamlined page to be tested against the control pages. The single page version delivered a more than 20% lift improvement over the 2-step control funnel.

**Step 2:** Design and execute a multivariate test to optimize content performance. Building on the A/B split test’s single page winning template, a multivariate test with new content and messaging elements was created.

The multivariate test included 5 individual factors (page elements); 1 factor with 4 levels (versions) and 4 factors with 2 levels.

Using a fractional factorial test method, with a test-size planned to complete within a month, the Webtrends Optimize platform pinpointed the optimal page and immediately started delivering improved conversions.

Factor	Levels
1. Navigation Bar (ON/OFF)	2
2. Product Description	4
3. Price Display (ON/OFF)	2
4. “How can we help you” Field Name	2
5. Call to Action Button	2

## RESULTS

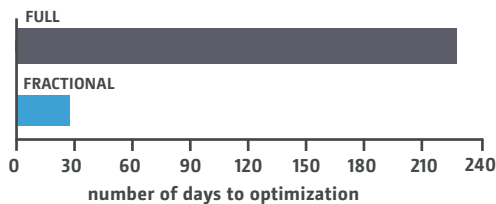
Overall, conversion rates improved more than 53% over the baseline control page.

### The most impactful factors were:

- Price
- Product Description

In an attempt to increase the quality of leads, eMarketer agreed to include the price of a Total Access Subscription in the multivariate test. The result was a decrease in conversions without the desired improvement in the quality of leads. Despite a lack in superior lead quality, testing enabled eMarketer to gain important insight into their clientele regarding their initial sensitivity to price.

Overall, the multivariate test improved results by showing a shorter, but more valuable product description. Additionally, the reorganization of content into a concise, easy-to-read format also helped boost conversions.



Using a fractional factorial approach, the multivariate test identified an optimal page in 29 days. By comparison, a full factorial approach would have taken 232 days.

## About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. You can learn more about Webtrends products and services at <http://www.Webtrends.com/> or call 1.877.932.8736.