VWO

CASE STUDY

# Continuous Testing Improves Demo Requests For POSist By 52%

52%

REVENUE GROWTH

POSist

INDUSTRY
Software

COMPANY SIZE
Mid-Market

COUNTRY
India

CONTINUOUS TESTING
Conversion Optimization Program

## About POSist

POSist is a leading cloud-based restaurant management platform with more than 1,000 customers all over 100 locations across 2 countries. Its spans in North America, Europe, Lithuania and UK in Africa, Asia, Middle East and Australia.

The cloud-based suite of POSist solutions serve 1000+ clients of over 12 seasons to several leads on AdWord campaigns. This case study highlights the process they followed and the impact these tests generated for POSist.

## Objective

Before they began to hire conversion tutors, POSist **primary objective was to improve the quality of demo requests** they received from their website. POSist was **hesitant to run tests** on the website as their creative team's goal was to keep the drop off rate in check.

The final objective was to improve the visitor from the home page to the Contact Us page and then finally to the Thank You page. Although the overall goal was to increase the demo requests, POSist could track their entire sales funnel, which helped them fully appreciate the ROI and Conversion Rate Optimization program.

## Solution

To improve the conversion rates, the marketing team at POSist decided to take an iterative approach to their testing. They'd identify the pages of the sales funnel, and then further identify the sections in the landing sections. Then, they ran smaller test between this one section and the whole from the page. This helped them to understand the impact of the changes made to the different sections of the page.

**Test 1 Home Page Test-Control vs. Variation 1**

As the beginning of the conversion optimization journey, POSist came up with the hypothesis that adding more pleasant and conversion focused content to the website will improve user experience, which will increase the demo requests.

The control version had a video explaining the POSist product, and the test variation had a slider with a call-to-action.

Control

Variation 1

The goal for this test was learning visits to the Contact Us page from the home page. Variation 1 generated a conversion rate of 0.54% compared to 0.25% for the control. Variation 1 generated one demo for every than one.

**Test 2 Home Page Test-Variation 1 vs. Variation 2**

To further boost the conversion rates on the home page, the marketing team at POSist decided to add more content to the home page. The team added a section that highlighted the features of the POSist product, a section that highlighted the POSist product's customer logos and testimonials on the home page, and a section called "Why POSist?" aimed at improving emotions.

Moreover, with the information that most of their prospects need to watch from an existing software to switch to POSist, the marketing team added a section that is relatable to the prospects who are looking to switch to a point of sale (POS) software application and the other for prospects who are looking for a POS software.

Variation 2

The team successfully increased the Contact Us page visits from the home page by almost 10 (ten) times with Variation 2. Moreover, POSist ended up seeing the conversion of their demo sign ups increase by 52%.

**Test 3 Contact Us Page Test-Control vs. Variation 1**

For the Contact Us page, which is the main critical stage in POSist's sales funnel, AdWord and the team decided to test the conversions from their PPC campaigns. The hypothesis behind this test was to increase the demo requests from the Contact Us page. The team added a section that highlighted the logos and testimonials with impressive their sign up conversion rate. Here is a look at the control and the variation.

Control

Variation 1

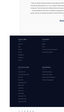
Variation 1 positively converted rate of 11.63% compared to 5.47% for the control version, giving a positive uplift of 112%.

**Test 4 Contact Us Page Test-Variation 1 vs. Variation 2**

As they moved to the last stage, the marketing team at POSist decided to try further improvements with the winning variations, to come up with the best version possible. They analyzed the heatmaps and recordings of the previous tests and found out that the visitors were spending enough time on all sides of the page. Hence, the team added the Brand Value updates.

To keep designed a second contact page, which was conversion focused, and tested it against Variation 1. This is how the 3 versions looked like.

Variation 1



Variation 2

This time test had a conversion rate of 7%, and the two tests on the Contact Us page combined improved POSist's conversion rate by 17%.

## Conclusion

By following a continuous iterative approach to their testing, POSist was able to find subsequent improvements in their conversion rate. Although, the final test did not yield a big improvement, it was instrumental in POSist's insights and improvement in customer flow.

POSist was able to generate 52% more leads in a single month, and to filter their website contents conversion rate by 17%. Moreover, POSist was able to increase the demo sign ups, improve the quality of demo requests, improve their customer journey, coupled with focus and a confident approach largely influence its performance.

> Every A/B testing process aims to bring a significant value in the conversion rates, and improve the overall user experience. Although, the final test did not yield a big improvement, it recently long process. After months of rigorous testing to increase website conversions of our website with VWO's Split URL testing campaigns, we were able to register a 52% growth in our organic leads.
>
> **Ashish Tulsian**
> Product Lead, POSist

Would you like to learn more about Conversion Optimization?

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