

CASE STUDY

Consolidated Label Improved User Experience To Increase Conversions

62% ▲
CONVERSIONS

**INDUSTRY**

Commercial Services & Supplies

COMPANY SIZE

51-250

LOCATION

Sanford, FL (US)

CAPABILITIES USED

A/B Testing

VWO and Consolidated Label

VWO has published quite a few case studies in the past, regarding the positive influence of call to action buttons. The testing could be in the form of adding a [call to action button](#) when original design didn't have one, [testing a different one](#) or even in the form of [different text](#) for each call to action buttons.

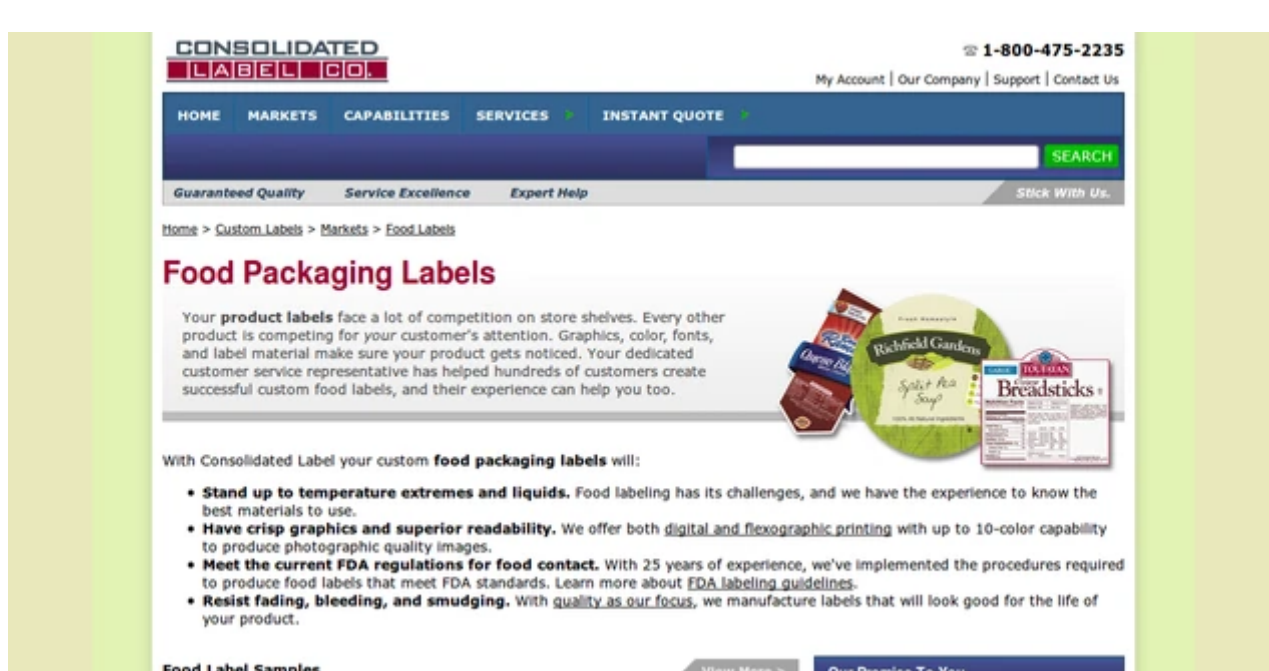
Consolidated Label manufactures custom printed labels for retail products in a variety of markets, including Food, Beverage, Health & Beauty, and Health markets. They have segmented their services in 4 broad categories—Printing, Art, Quality, and Systems. They used VWO to A/B test a new design with a prominent call to action button.

Objective

Their original web design did not have any call to action buttons, so they tried A/B testing a new CTA on one of their product pages.

Solution

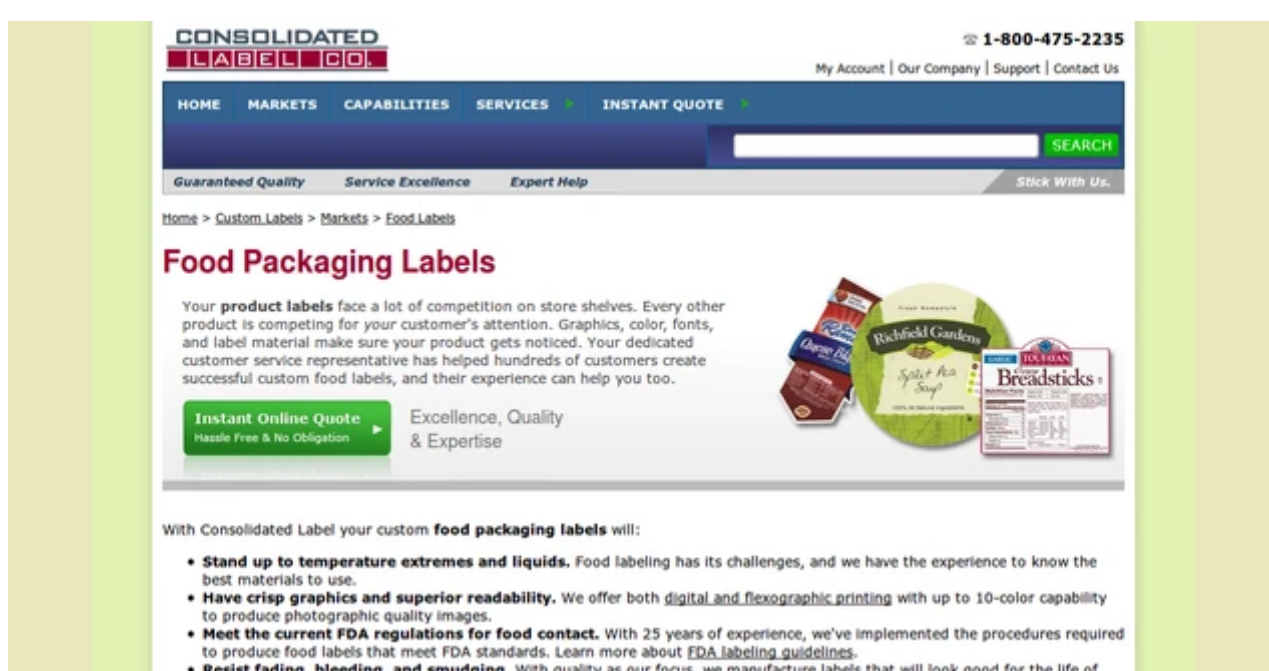
This is how the Food Labels section appeared on one of their product pages.



Control

In the middle of the description, they added a CTA titled **Instant Online Quote**.

This is how the variation appeared:



Variation (with the call to action button) 62% increase in conversions

Conclusion

On asking what lessons they learnt from testing, this is what Tracy Gamlin of Consolidated Label had to say:

“Make your desired conversion goal obvious, but harmonious to the rest of the design. Also, giving people a few places on a page to get to the conversion accommodates different types of users. For example, the people who just want to get a quote get their button at the top of the page, whereas people who need more substantiation get the opportunity to quote further down the page after they've read more copy/seen more images.”

If you still haven't started A/B testing, now is a good time to give VWO a try, with unlimited simultaneous tests.

“

We've found VWO to be immensely valuable for all of our testing needs.

Ultimately, it confirms our feelings with actual data – and many times it

even surprises us!



Tracy Gamlin

Web Marketing Manager



Would you like to learn more about Conversion Optimization?

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