

How Hyundai Used MVT To Increase Test Driver Requests By 62%

62% 🛦

CASE STUDY

INCREASE IN SIGN-UPS



Automotive

LOCATION

Netherlands

Multivariate Testing

CAPABILITIES USED

In Netherlands, Hyundai hired Traffic4U, an experienced, international online marketing agency that specializes in result-driven online marketing, to optimize conversion rates from their lead-generation

Hyundai and VWO

pages (leading to test drives). Traffic4u is a VWO-certified partner. Being familiar with the powerful capabilities of VWO, they chose it for testing and optimization on Hyundai.nl. This case study describes how Traffic4U used VWO and was able to achieve a 62% increase in conversion

Increase Conversions in the Form of Visitors Requesting Test Drives

Objective

rates for Hyundai.

some direct and SEO traffic too). Hyundai wanted to make the most of this traffic. Specifically, the company had 3 goals:

download a brochure. These landing pages mainly get traffic from paid advertising campaigns (but get

Hyundai has landing pages for all of their car models where people can request for a test drive or

 Increase the number of brochure requests and/or requests for test drives. • Increase click-throughs from the landing page of the specific car model to the first step of the funnel.

- Measure engagement (inverse of the bounce rate).

Multivariate Testing Helped Identify the Benefits from Specific Changes

Solution

The main difference between A/B testing and multivariate testing is that in an A/B test, multiple changes are made to a single variation while in multivariate testing, every change made creates a new

variation that is tested. So, multivariate testing is useful when there are multiple ideas to test on a page, as it tells you exactly which changes impact your conversion rates and which don't. Traffic4U decided to conduct a multivariate test on each car page on Hyundai.nl, because Hyundai's car landing pages had a lot of different elements (car headline, car visuals, description,

visitor's decision to request a test drive or download a brochure. Traffic4U set up a multivariate test and decided to create variations of the following sections of the page:

testimonials, and others). A multivariate test would help understand which elements influenced a

SEO-friendly text did not impact conversion rates, the change could be permanently implemented for SEO benefits.

• New (SEO friendly) text versus control text: The hypothesis was that if a change from normal text to

• Extra call to action buttons versus no extra buttons: The hypothesis was that an extra call to action button highlighted a desired action and would nudge visitors in that direction. • Large photo of the car versus thumbnails: The hypothesis was that larger photographs would attract

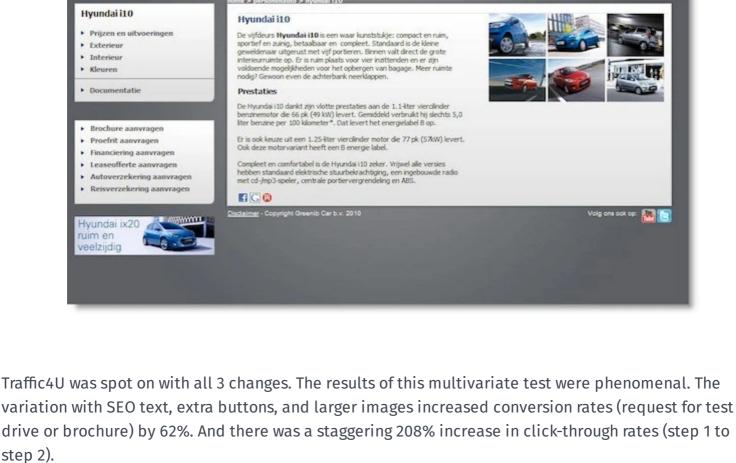
visitors and also help them confirm that they are on the right page. A total of 8 combinations (3

sections, 2 variations each = 2*2*2) were generated for this multivariate test.

Here's a screenshot of the original page:

B HYUNDAI

Here's what the winning variation looked like:



B HYUNDRI Hyundai i10 Hyundai i10 De vijfdeurs Hyundai i 10 is een waar kunststukje: compact en ruim, sportief en zuinig, compleet en door een efficiente productie leverbaar voor een hele aantrekkelijke prijs. De Hyundai i 10 biedt ruime plaatsen voor vier inzittenden en bagage. Meer ruimte nodig? Gewoon even de Exterieur

chterbank neerklappen.

Compleet uitgerust

setting up a multivariate test can easily help you choose the preferred course.

for this test (for example, larger pictures and clear call to action buttons). A

This is what Janco Klijnstra from Traffic4U had to say about VWO:

well-conducted multivariate test also helps validate best practices for future use.

Vlotte prestaties en laag brandstofverbruik

Hyundai: kwaliteit en betrouwbaarheid

De Hyundai i 10 dankt zijn vlotte prestaties aan de 1.1-liter vierolinder benzinemotor die 66 pk (49 kW) levert. Gemiddeld verbruikt hij slechts 5,0 Iter benzine per 100 kilometer*. Dat levert het energielabel 8 op. Daarnaast kunt u ook kiezen voor een 1.25-liter vierolinder motor die 77 pk (57kW) levert. Ook deze motorvariant heeft een 8 energie label.

Compleet en comfortabel is de Hyundai i 10 zeker. Vrijwel alle versies hebben standaard elektrische stuurbekrachtiging, een ingebouwde radio met cd-/mp3-speler, centrale portiervergrendeling en ABS.

Met een Hyundal geniet u van vele standaardvoordelen. Zo bent u verzekerd van <u>Multionitoarantie</u> die bestaat uit 3 jaar productgarantie zonder klometerbeperking, 10 jaar carrosseriegarantie en 3 jaar Hyundal Mobiliteitsgarantie (24/7 pechhulp). Is de Hyundai i 10 de auto voor u? Vraag dan een <u>proefrit</u> aan of bekijk de Hyundai i 10 brochure. 160 Changes Vraag een proefrit aan **Download Brochure** The outcomes of the optimization based on this multivariate test were so impressive that this test won the silver in the annual WhichTestWon awards! Conclusion VWO Features Helped Hyundai Achieve 62% Increase in Leads Objectivity is a clear benefit from using a hypothesis-based approach with an appropriate application (such as VWO). Adding the SEO text may have impacted traffic a little; but in this case, any such decrease was more than offset by the gains made by the other changes. Rather than guessing your way through,

Traffic4U used heuristics and drew upon their experience of best practices to come up with variations

Visual Website Optimizer was very valuable. It made it possible for us as an

agency to build our own variations, test on a group of pages and measure

different goals at once. Also the Analytics plug-in was very helpful in the

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Janco Klijnstra Product Manager, CRO

analysis for segmentation purposes.

Would you like to learn more about Conversion **Optimization?**

SIGN UP FOR FREE TRIAL

(On behalf of Hyundai)