## CwV

#### **CASE STUDY**

## Attacat and Flying Scott Parking Tested Form Fields To Increase Submissions By 35%



FORM SUBMISSIONS



**INDUSTRY** Specialized Consumer Services

**COMPANY SIZE** 11-50

LOCATION UK

**CAPABILITIES USED** A/B Testing

#### **VWO and Flying Scot Parking**

I recently came across an article at Askmen.com titled "Habits Bosses Hate." The author insists that one of the habits that makes one a pain to work with is "You ask too many questions". That was a shock. I've always heard the career gurus saying that one should be inquisitive and always be questioning. So, how can asking questions be a bad thing?



With this thought and observation, we take you through a similar situation wherein addressing the same helped a company increase its conversions.

## Objective

Flying Scot Marketing handed over the A/B testing duties for their website to Attacat Internet Marketing. When Attacat saw the "Details" page of the booking process, they immediately knew they had a problem, and an opportunity.

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## Solution

This is how the original form looked:

r booking so far
ort burgh Park g Scot (Edinburgh) arting 2011 00:00 rming 2011 00:00
ing Cost 39 UR TOTAL 1.99 Continue

1) Select parking	lect options
Your Details	Your booking so fai
First Name:	Airport
Last Name:	Edinburgh
	Car Park
Email:	Flying Scot (Edinburgh)
Phone Number:	Departing
	6 Jul 2011 00:00
	Returning 7 Jul 2011 00:00
Vehicle 1 Details	
Select Your Vehicle Type:	Days 2
	2 Parking Cost
Vehicle Number Plate:	£14.99
Add another vehicle	YOUR TOTAL
	£14.99
	£14.99

### Conclusion

45.45% increase in visitors moving to the next step and 35% increase in form submissions. The test was statistically significant at 99% confidence.

#### Key Takeaways:

- Forms should never make the customer wonder why all this information is needed.
- Who's the boss? The customer of course. Large forms with irrelevant questions means the customer's time is being wasted when he/she is in line to give business, and that's a certain conversion killer.

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

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