

CASE STUDY

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

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.

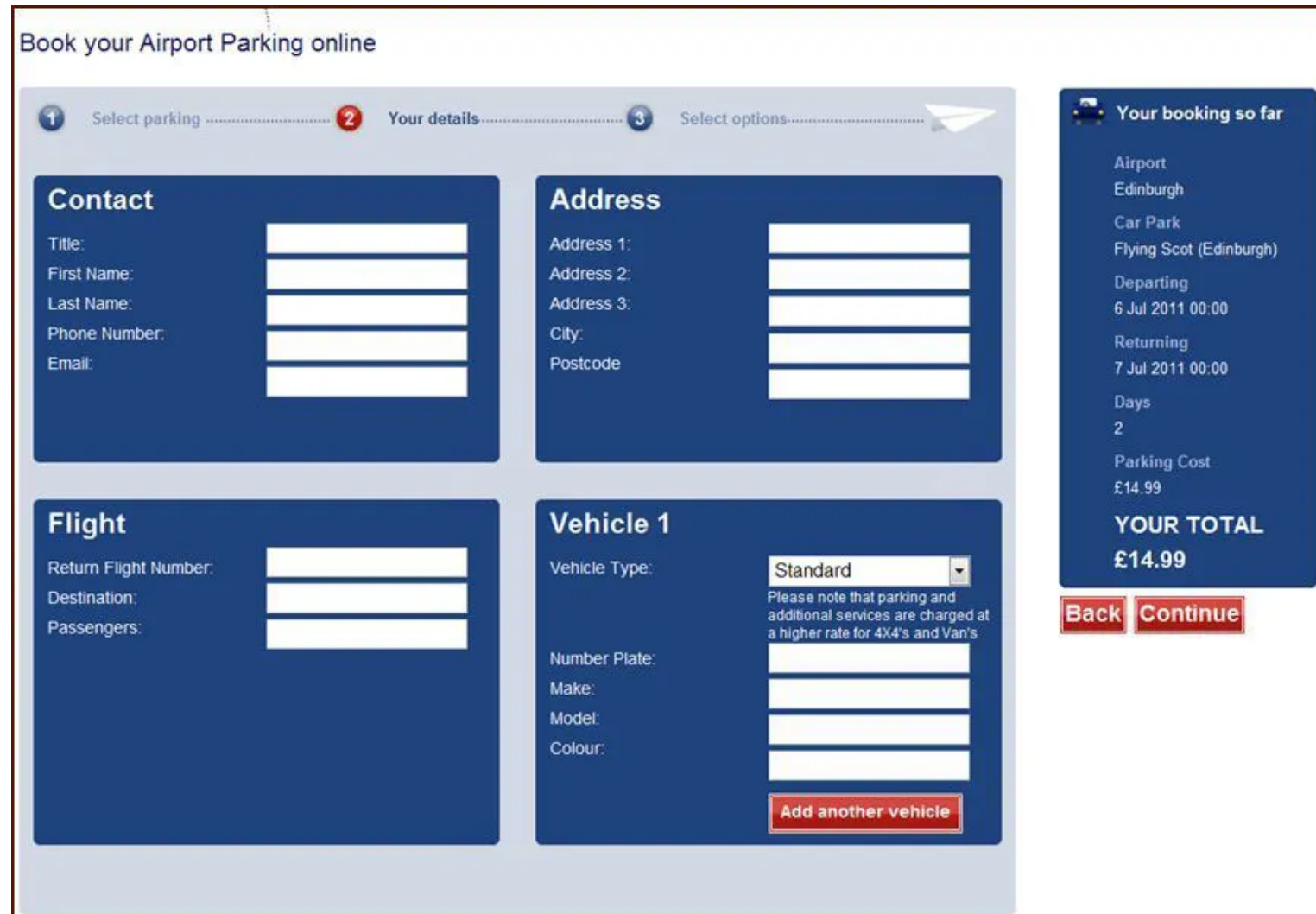
Objective

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.

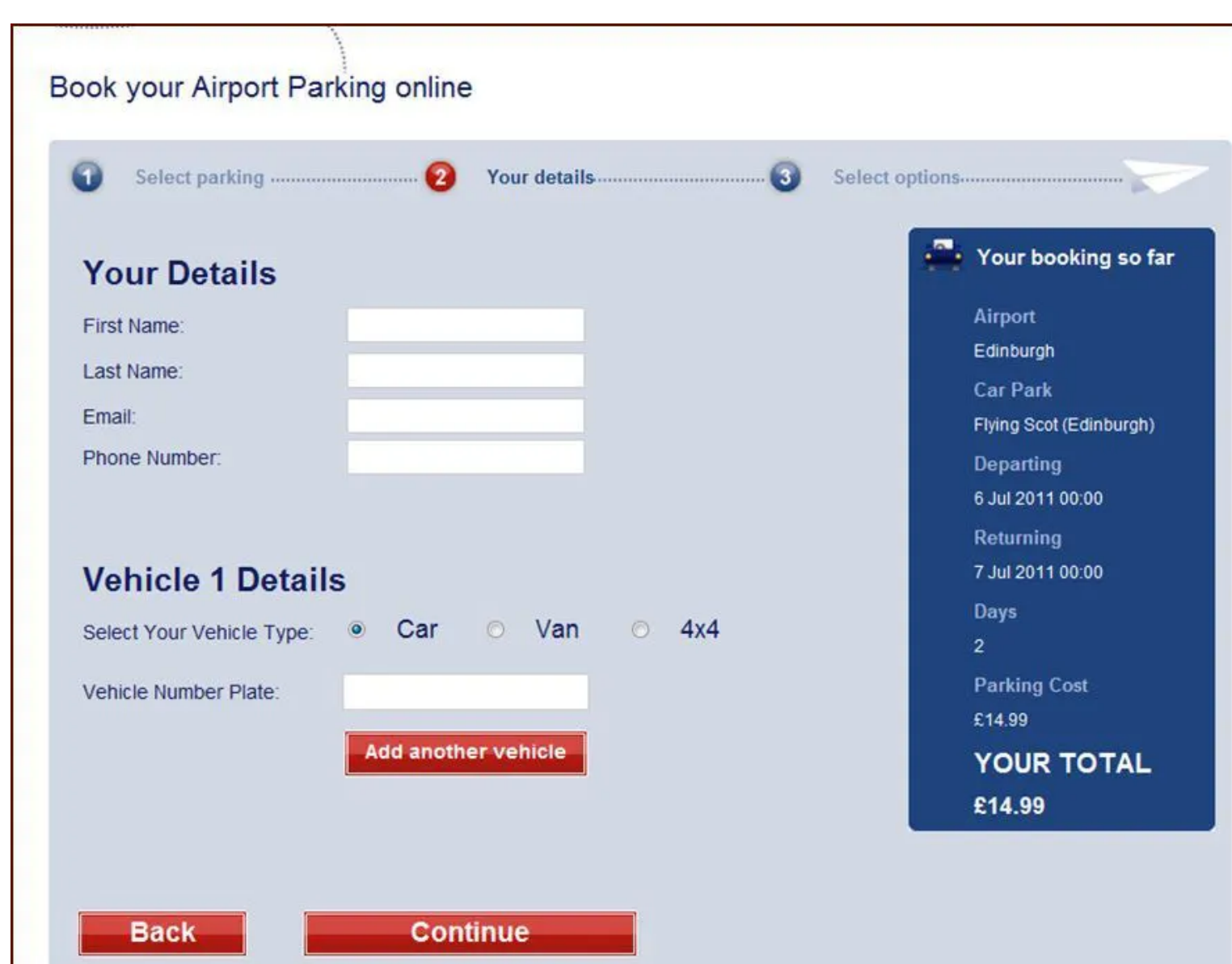
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Solution

This is how the original form looked:



They created a variation that removed all unnecessary form fields.



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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