CwV

CASE STUDY

EZ Texting Added A Chat Widget On Their Page To Boost Sign-ups

31% 🔺

SIGN-UPS



INDUSTRY Telecommunication Services

COMPANY SIZE 11-50

LOCATION Santa Monica, CA (US)

CAPABILITIES USED A/B Testing

VWO and EZ Texting

EZ Texting helps businesses execute marketing campaigns, send real-time alerts, promote events, and provide customer service, finally driving higher revenue and adoption for many products and services.

To go ahead with testing they newly added a chat widget, EZ Texting used VWO.

Objective

EZ Texting put an Olark chat widget on the variation and needed to A/B test the same.

Solution

100	xt <mark>å</mark> ñg	nika. Tibbibis	Features	Wi	at	How	Wh	o Pricing	
		Our Most Pop Never Pay	ular Pricing Pla A Setup Feel	ns					
Pay & Go	Starter \$29 month	Plus \$49/month	Select 94 month		5	Elite \$149/month		Pro \$250 month	
Monthly Fees Commitments ets/kepress message sets/standard messag Et/kepress/standard	200 Standard Messages 1 Nayword anytime additions	1,000 Express Messager or 2,000 Dandard Messager 1 Keyword anytime additions Long Keymin message 200 of A Chedronecage EStimumiker®	2,000 Depress Marsa 4,000 Randari Mess 2 Keywords anytime addition 10 orth rthebries 52 orth rthebries 55 myterilleoff	ages a	6,600	Sprezz Mezzo Osandard Mez Ji Keywordz ytime scicitio et argeni inni et Sectores 254r/0000e04	sages na lage lage	5.500 Deprete Meterager or 11,000 Dandard Meterager d Reywords anytime additional for direction additional bor direction additional Dark of the borner ange Esteration of the	
Credits Don't Rol Is the difference b	l Over - Additional Credits ofween Standard and Exp	Never Expire - Cancel Yo ress Delivery?	our Monthly Plan A	Anytir	ne.				
tart Your Fre	e Trial, We'l Load Y	our Account With To	en Credits				14	bile	
Japaname: Softarastee of more. Veetly Passeord: Now Let's Customize Things Flat Name: Lat Name: Company Name: Company Name:						Safe & Reliable Leading The Industry For 6 Years We Backup Your Data Nightly			
nait									
ime Zone:	Eastern Tine								
eliver My Texts To: our Mobile enber: edly Mobile :	USA M ec 2122564063						Nu	Need My Phone mber?	
	Start For Free				,	confirmat Standar	s you hit ion code / mamar	su're a human! Seriously Start For Free ver'll send a to your mobile phone. Ing utes apply to the ce you enter that code on	
Terting has a zero	tolerance policy for spamming plan are monitored and your	p or phishing.				the followi	ng page.	we'll start your free blat.	
	n New York City. <u>Anti-Spans P</u> r				. Carl	and i Terrare			

Control (Original Design)

EZ Texting put an Olark chat widget on the variation and created an A/B test by using VWO. This is how the variation appeared:

To	xting		(800) 7	(800) 753-5732 Contact FAQ Sign Up Logan					
-2 16			Features W	hat I	tow V	Vho Pricing			
			ular Pricing Plans						
Pay & Go	Starter \$29 month	Plus 549 month	Select		lite	Pro 5250 month			
io Monthly Feet Io Commitments	4 Keyword		2,000 Express Messager or 4,000 Standard Messager 2 Keywords	6,600 91a	en Menapet o dard Metapet aprovis				
5 cantalogneer message 5 cantalitiandant messag \$25AagenceDinceth		atyfine additore 4.1 oetolegeus resisge 4.27 oetolegeus resisge \$55ayweriteeth	anylima additiona 41 cetta kepitati mencapa 239 cetta htaridari macrapa ESkayauni manti.	4 centrile 2 centrile	e additional press message rolard message prorphoses	anylina additora A setUkopess fessiop Southilitadad naniapa BSAapsorbhaeb			
n Credits Don't Rol at's the difference I	Over - Additional Credits N between Standard and Expr	lever Expire - Cancel Yo was Delivery?	a Monthly Plan At Anyt	me.					
Start Your Fre	e Trial. We'll Load Yo	ur Account With Tr	in Credits			obile			
Your Account						rketing le Easy			
Up to 12 characters.					50.00	0 Clients			
Constant or every						Them Now			
Vierity Password						ee Trial			
Now Let's Cus	stomize Things				No C	ietup Fees redit Cards Contracts			
First Name									
Last Name					ding The I	& Reliable ndustry For 6 Years Your Data Nightly			
Company Name		Optional			_	RUSTe			
Time Zone	Eastern Time 💌				-	THURSD MANCY			
Deliver My Texts To	USA 💌								
Your Mobile Number.	er: 2122554063								
Verity Mobile:					Why Do You N	u Need My Phone umber?	Live chat		
	Start For Free	•		Pole confi	(h, when you's mation code to page 1)	you're a humari Sariously 8 Start Flor Free we't send a ywr noter phone. Danlerd gely to the continuation text			



Variation (with the live chat widget): 31% Increase in Sign-Ups

Conclusion

EZ Texting managed to increase sign-ups by 31%. The chat widget was strategically placed so that if a user has any doubts before making successful sign-up, he could ask for the same on the live chat widget.

Joshua Malin from EZ Texting is a deep believer in the power of A/B tests and hence had the following to say:

"I know that testing can contradict deeply held beliefs but it is helpful every now and then to go through a test that confirms this. It makes it that much easier in the future to test other long-held beliefs. And of course it's always great to have solid data to explain the inclusion of some counterintuitive element on our front end sales site to everyone else at the company."

66

Absolutely essential. We have used all sorts of manual and automated A/B testing methods, but VWO is the most pleasant to use.



Joshua Malin Chief Marketing Officer



Would you like to learn more about Conversion Optimization?

SIGN UP FOR FREE TRIAL

© 2019 Copyright Wingify. All rights reserved Terms of use | Security | Privacy | Opt-out