

GetResponse's Free Trial Offer Helped Them Increase CTR By 158.6%

158.6% ▲

CLICK-THROUGH RATE



GetResponse

INDUSTRY
SaaS

COMPANY SIZE
251-1K

LOCATION
Gdańsk, Poland

CAPABILITIES USED
A/B Testing

VWO and GetResponse

GetResponse is one of the leading email marketing platforms in the world with more than 210,000 customers across 183 countries. Now available in 27 different languages, GetResponse operates globally with offices in Poland, the U.S., Canada, Malaysia, and Russia. They offer a complete suite of simple-yet-powerful solutions, scaled and customized for small and large companies.

They weren't sure whether having a Free Trial option along with the paid sign-up option would work for them. They used VWO to test for the same on their platform website.

Objective

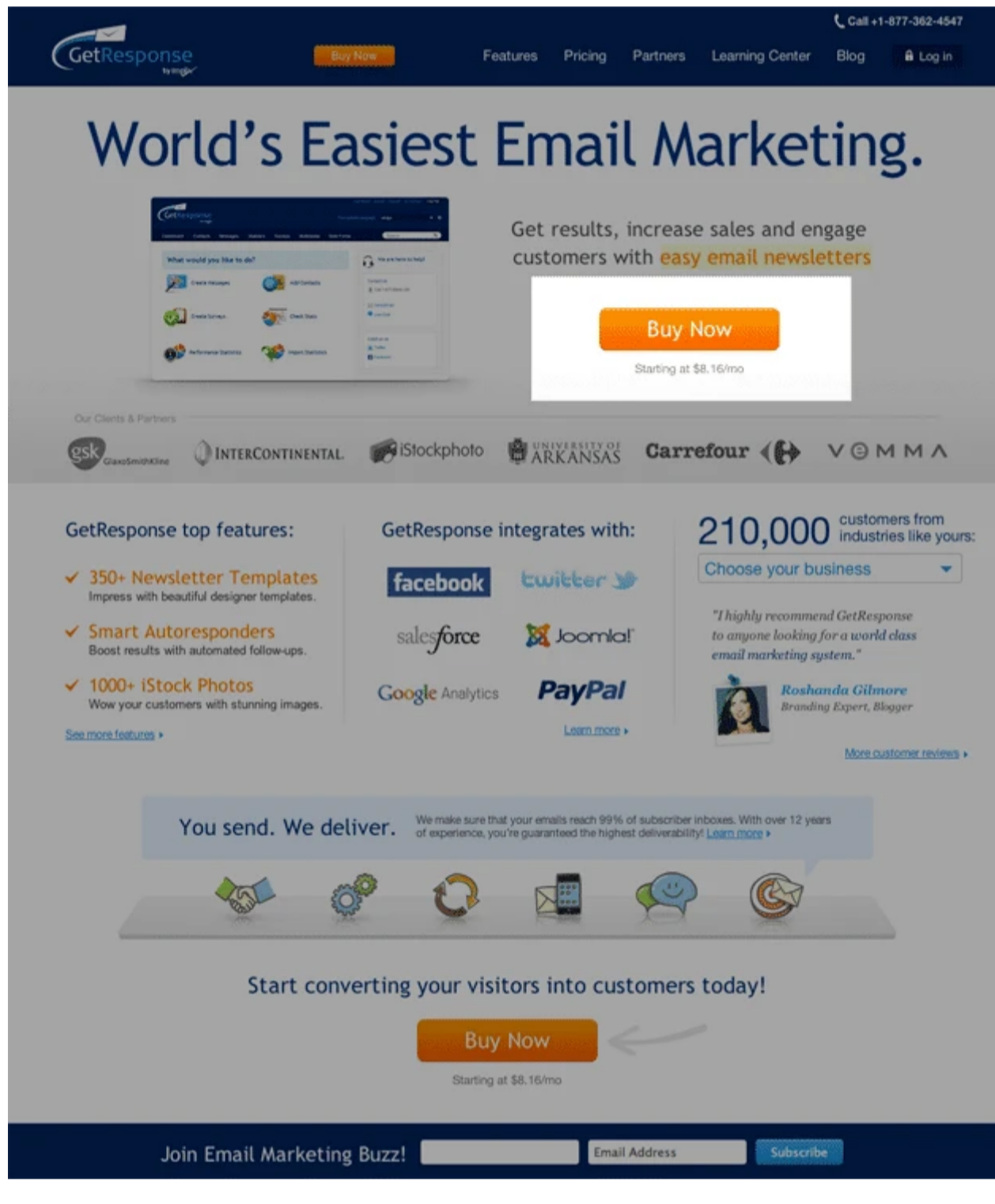
GetResponse wanted to test if adding a **Free Trial** button on the home page will influence the number of purchases of paid accounts and number of registrations of free accounts.

There was a perception that providing a **Free Trial** button can decrease the number of sign-ups so it was quite a critical test.

Solution

They prominently placed a **Buy Now** call to action button on their home page. They also have a **Free Trial** plan, but it was not available on the home page and could only be found on certain pages.

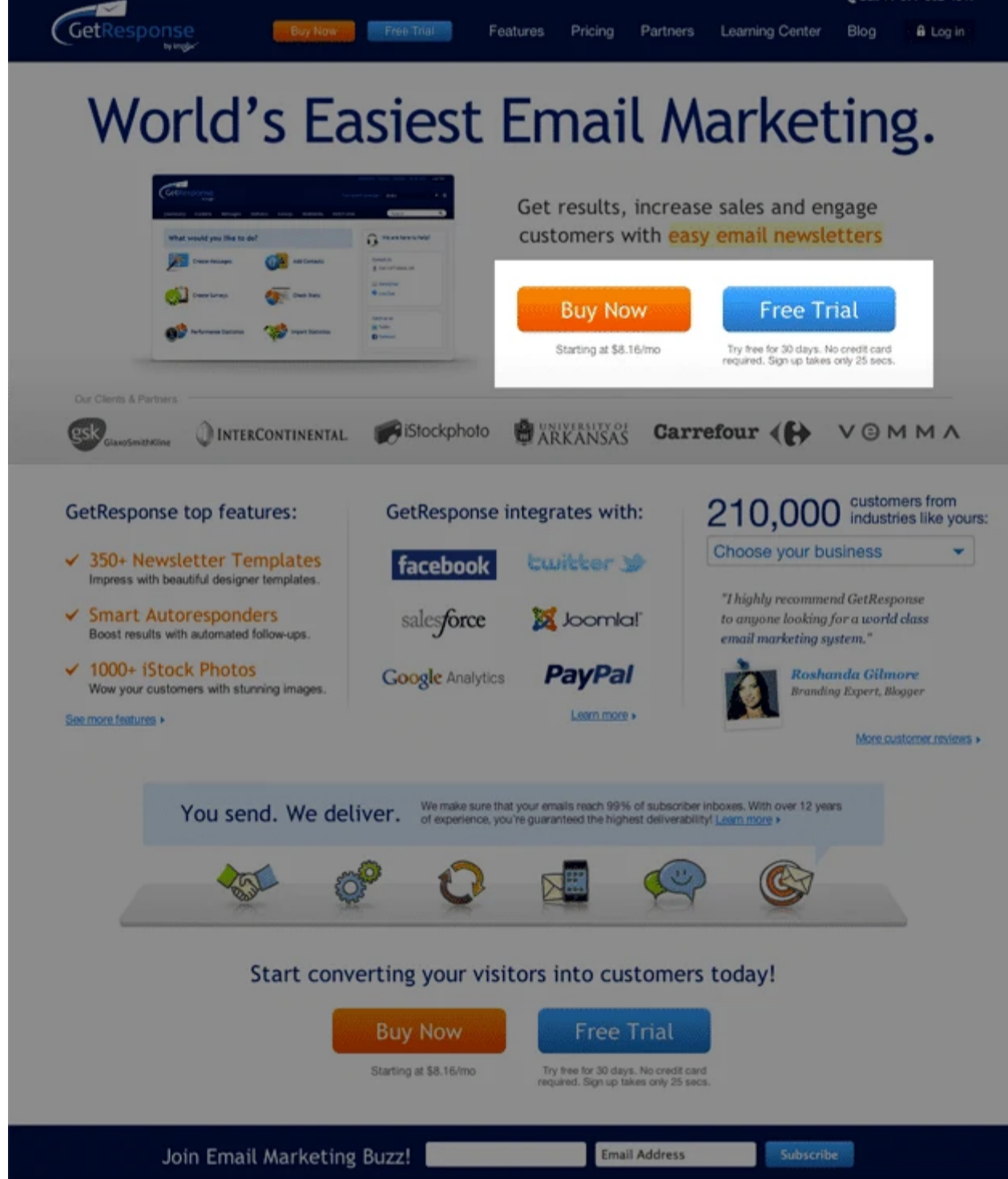
Here's how their home page looked like (notice the prominent **Buy Now** button):



Original home page

They used VWO to quickly set up an A/B test in which variation had an extra **Free Trial** button next to the **Buy Now** button.

Here's how the variation looked like (note the 2 prominent buttons):



Variation: 158% increase in trial sign-ups

Conclusion

The results they found after running the test were astonishing. GetResponse noticed that by adding free trial buttons on home page, **the number of free accounts increased by 158.6%**, while there was no negative influence on the number of paid accounts created on the home page. That was a strong proof in favor of providing a **Free Trial** button on the home page itself.

About the lessons that could be derived from this test, Agnieszka Dabrowska, Brand Manager, GetResponse Brand Manager, said:

"It's worth testing different variations of Call to Action (CTA) on the home page. We expected that by adding a free trial button on the home page, the number of paid accounts would decrease. We were positively surprised by the results. Not only did we manage to keep the sale at the same level, but we also noticed a huge increase in the number of free trial accounts, which will also result in a bigger number of upgrades in the future."



VWO is a great tool that lets us test different variations of the homepage on a small sample of visitors. Thanks to VWO, we managed to find out the perfect combination of CTAs on GetResponse homepage and increase the overall conversion.



Agnieszka Dabrowska

Brand Manager



Would you like to learn more about Conversion Optimization?

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