

How Uptowork Focused On Visitor Trust And Improved Conversions

1.25% ▲

CONVERSIONS

INDUSTRY
Professional Services

COMPANY SIZE
11-50

LOCATION
Warsaw, Poland

About Uptowork and VWO

Uptowork (now Zety) is a career site and online resume-building platform. The platform is easy to use, fast, and professional. Uptowork targets all types of job aspirants, especially those, who struggle with building their resume in traditional text editors. You can always refer to their [blog](#) for some quick tips for your resume. Most of the traffic coming to Uptowork website is organic and through AdWords.

The Uptowork team tried making a couple of changes on the website and closely analyzed the GA data to see if it worked. However, GA and other tools were not capable enough to give them all the answers.

The Uptowork team understood that there was a huge gap between what the brand wanted to convey and what the visitors perceived. They understood that the one thing lacking was visitor trust on the website.

With the objective of filling this trust gap and reducing the cart abandonment rate, the team began its research. While doing the research, it came across [this article on the VWO blog](#), which includes actionable tips to build trust again, for an eCommerce website.

Objective

The key idea was to convey a sense of security to its visitors by completely redesigning the cart page and adding a McAfee trust badge on their cart page.

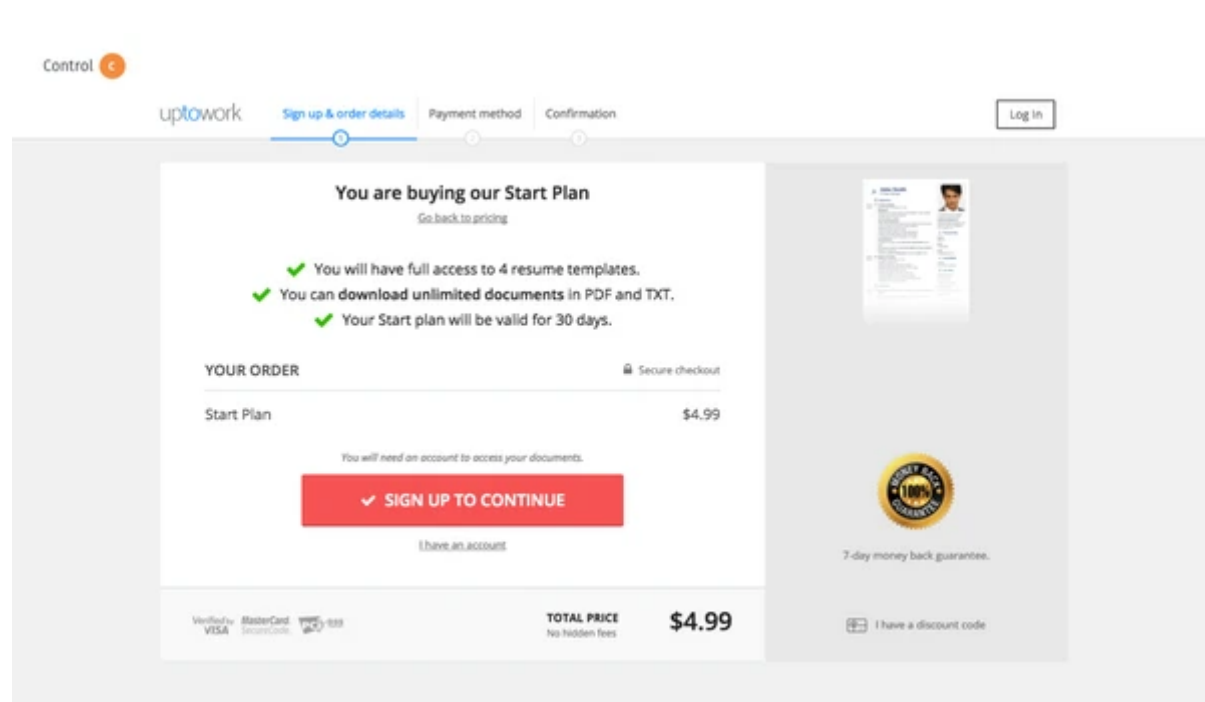
Solution

Per their research, they came up with the hypothesis that adding a McAfee badge will help gain visitor's trust. They hoped that adding a McAfee badge will ensure a secure payment gateway for visitors and uplift the brand image, further leading to reduction in the cart abandonment rate and increase in the conversion rate.

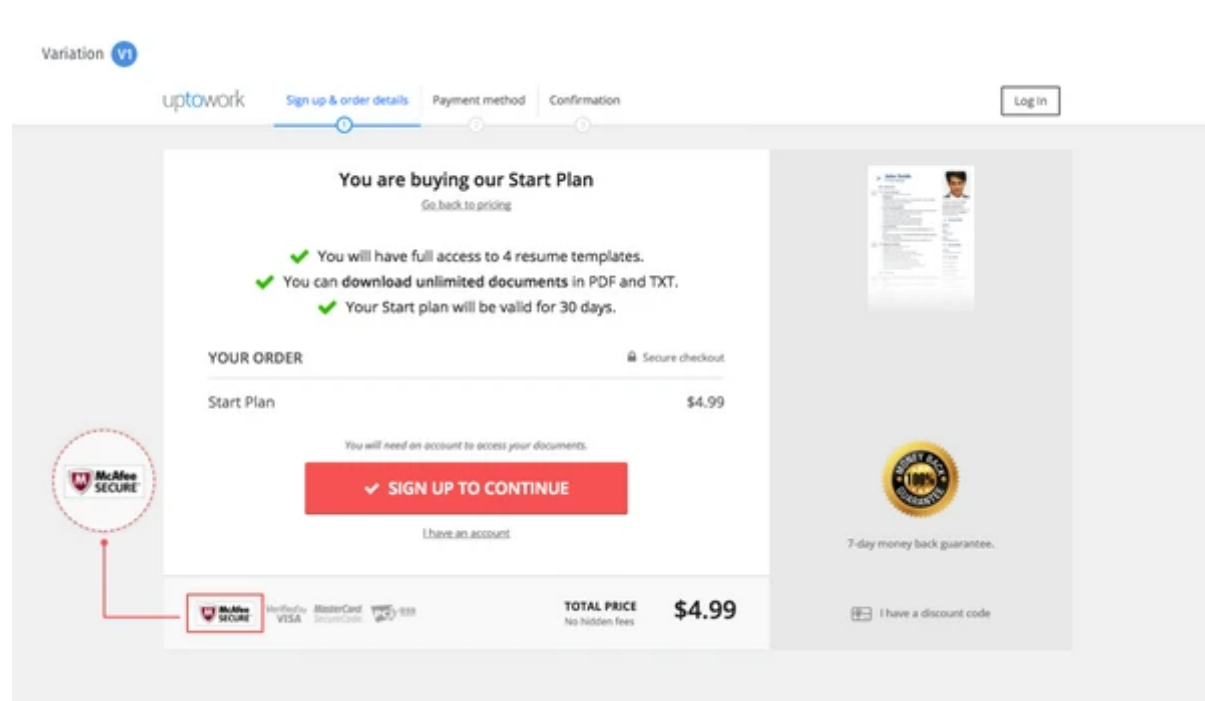
"We added a McAfee badge to our cart with the assumption that it will reduce the percentage of people leaving the cart. And it did."

Almost a month-long test was ran for their entire user base with the help of VWO's AB testing capability.

This is how the control looked:



This is how the variation looked. Note the McAfee SECURE trust badge on the left:



Conclusion

The results of this test perfectly aligned with its hypothesis. Adding the McAfee seal reduced its abandoned cart rate and increased the conversion rate by 1.27 %.

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We were almost sure that such a small badge wouldn't have any impact on our bottom line. If it wasn't for the test we would just remove it and wonder what happened to our sales. VWO made it really easy to prepare the test and track the results.



Rafał Romański

Product Manager



When a small change inspired from a blogpost showed such impact on the conversion rate, you can just imagine the impact of a planned conversion rate optimization for eCommerce.

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We use VWO to test any visual or content changes that might impact our bottom line. It turns lengthy discussions about what should we do into easy to setup tests that bring results to the table, not opinions. I think this has been the biggest value we got out of using VWO (along with the hundreds of dollars we managed to save on mistakes we would've made without it!).



Rafał Romański

Product Manager



Would you like to learn more about Conversion Optimization?

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