


How Worship Digital Increased CORGI HomePlan's Conversions By 30.9%

30.9% ▲
CONVERSIONS



INDUSTRY
Consumer Service

COMPANY SIZE
100-250

LOCATION
UK

CAPABILITIES USED
A/B Testing

VWO and CORGI HomePlan

CORGI HomePlan provides boiler and home cover insurance in Great Britain. It offers various insurance policies and an annual boiler service. Its main value proposition is that it promises “peace of mind” to customers. It guarantees that if anything goes wrong, it’ll be fixed quickly and won’t cost anything extra over the monthly payments.

Objective

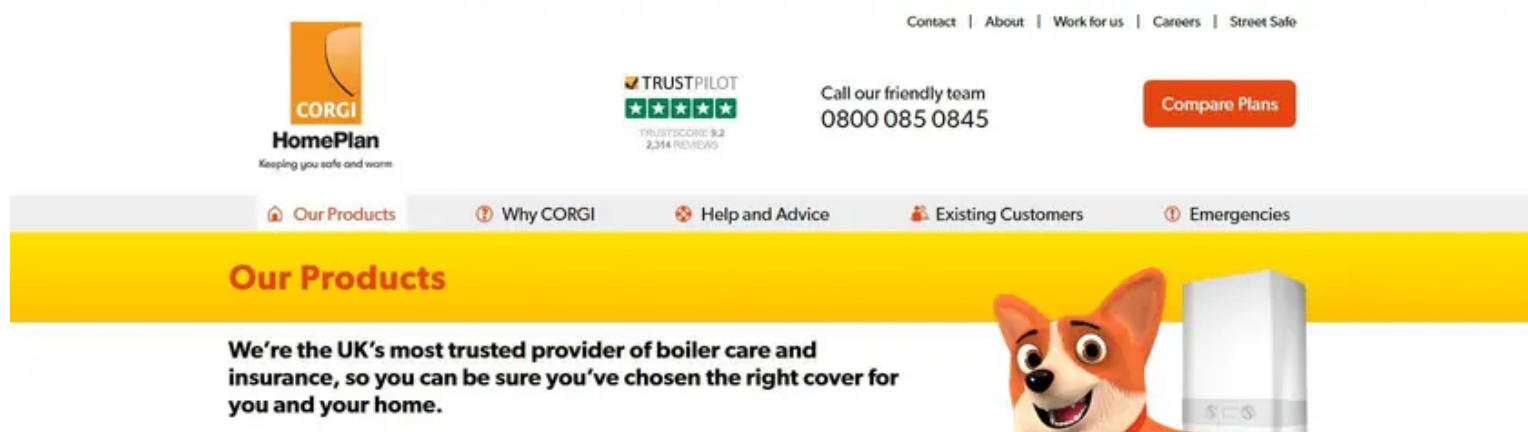
Lee Preston, a conversion optimization consultant at Worship Digital, analyzed CORGI’s existing Google Analytics data, conducted user testing and heuristic analysis, and used VWO to run surveys and scrollmaps.

Solution

After conducting qualitative and quantitative analysis, Lee found that:

- Users were skeptical of CORGI’s competition, believing they were not transparent enough. Part of CORGI’s value proposition is that it doesn’t have any hidden fees so conveying this to users could help convince them to buy.
- On analyzing the scrollmap results, it was found that only around a third of mobile users scrolled down enough to see the value proposition at the bottom of the product pages.
- They ran surveys for users and asked, “Did you look elsewhere before visiting this site? (If so, where?)” More than 70% of respondents had looked elsewhere.
- They ran another survey and asked users what they care about most; 18% of users said “fast service” while another 12% said “reliability.”

This is how CORGI’s home page originally looked:



After compiling all these observations, Lee and his team distilled it down to one hypothesis:

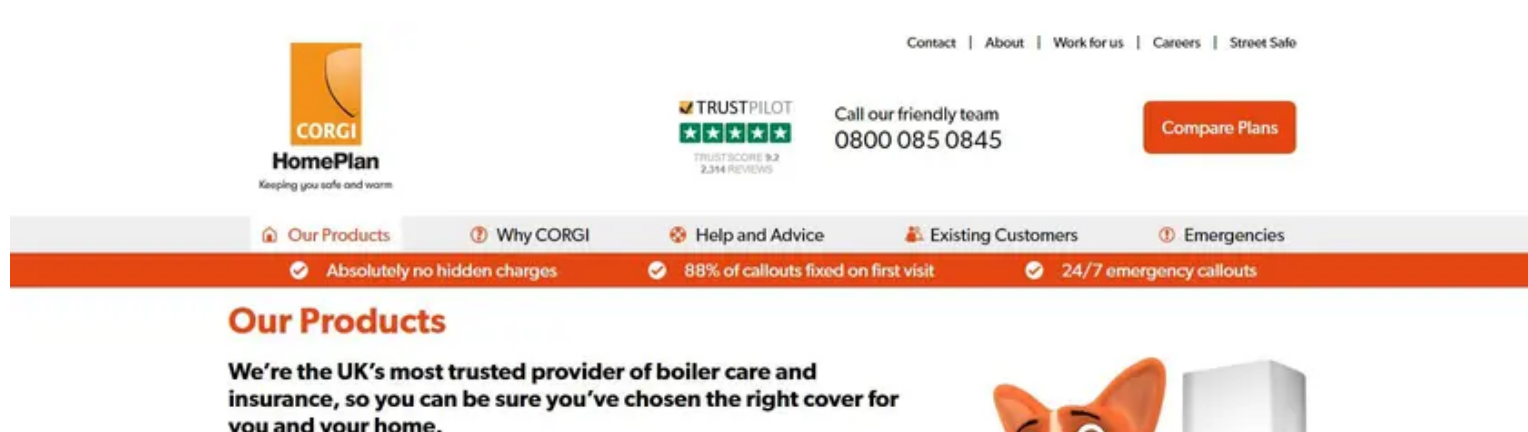
CORGI’s core features were not being communicated properly. Displaying these more clearly on the home page, throughout the comparison journey, and the checkout could encourage more users to sign up rather than opting for a competitor.

According to Lee, “Throughout our user research with CORGI, we found that visitors weren’t fully exposed to the key selling points of the service. This information was available on different pages on the site, but was not present on the pages comprising the main conversion journey.”

Worship Digital first decided to put this hypothesis to test on the home page.

“We hypothesized that adding a USP bar below the header would mean 100% of visitors would be exposed to these anxiety-reducing features, therefore, improving motivation and increasing the user conversion rate,” Lee said.

This is how the variation looked:



Conclusion

The variation performed better than the control across all devices and majority of user types. The variation increased conversions by 30.9%.

Conversion optimization is a continuous process at CORGI. Lee has been constantly running new experiments and gathering deep understanding about the insurance provider’s visitors. For the next phase of testing, he plans to:

- Improve the usability of the product comparing feature.
- Identify and fix leaks during the checkout process.
- Make complex product pages easier to digest.



We were very happy that this A/B test validated our research-driven hypothesis. We loved how we didn’t have to buy some other tool for running heatmaps and scrollmaps for our visitor behavior experiment.



Lee Preston

CRO Consultant
(On behalf of CORGI HomePlan)



Would you like to learn more about Conversion Optimization?

SIGN UP FOR FREE TRIAL

