

**CASE STUDY** 

## **Mobal Tested Enhanced Phone Offerings For Increased** Purchases By 27.7%

27.7% **PURCHASES** 

mobal **INDUSTRY Telecommunication Services COMPANY SIZE** 11-50 **LOCATION** New York, NY (US) **CAPABILITIES USED** A/B Testing

## Mobal has been involved in offering the best communication solutions for international American

**VWO and Mobal** 

travelers since 1989. Founded in the UK, Mobal has continued to grow in size, status and services and today is a world leader with operations in Europe, North America, and Asia Pacific. The primary product they offer is a cell phone number that works across the globe.

Objective

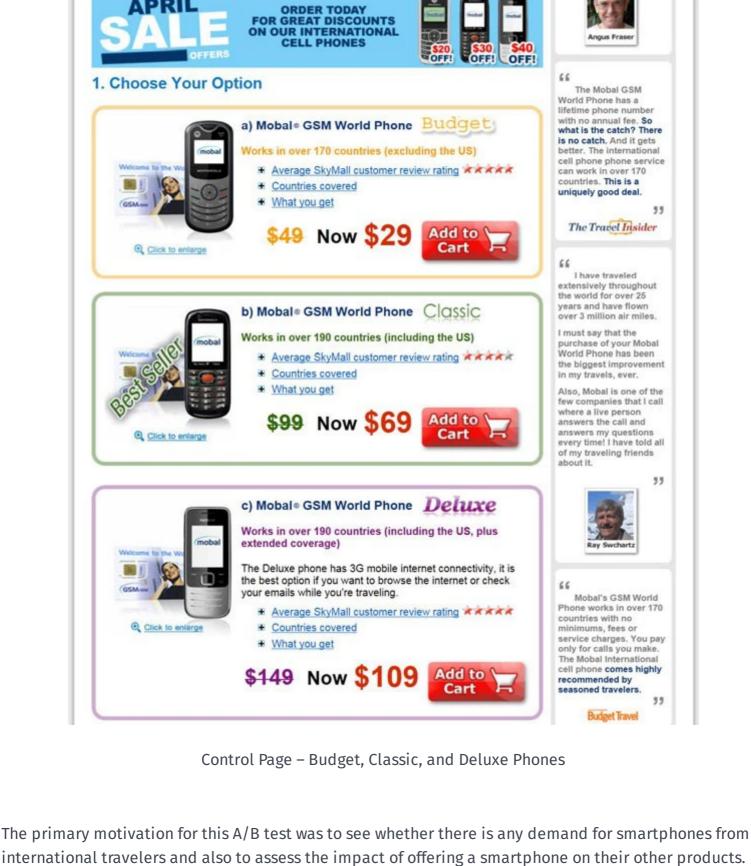
what led them to think of a change and test it. Solution

As the primary product that Mobal offers is a cell phone number that works across the globe, the choice

of a handset would be a secondary factor in the purchase decision. This is what they thought! This is

### Their goal was to determine whether replacing their current deluxe phone with an Android smartphone or adding an Android smartphone to their current offering would provide an increase in sales over the

current 3 phone models they offered. So, they ran an A/B test on their international cell phones landing page, which gets traffic from organic, PPC, and direct sources.



As international travelers value service and network coverage, they were unsure which variation would

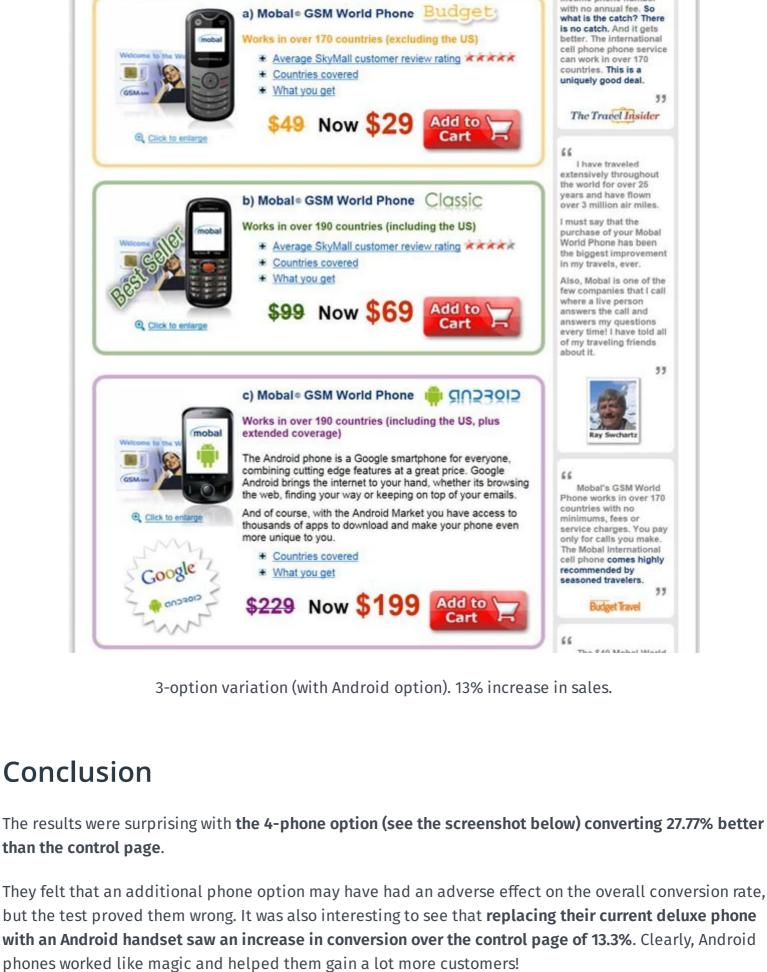
They started a test with 3 pages, just changing the phone product section of each. One was the original page (control) that you saw above. The other variation looked like the screenshot below:

FOR GREAT DISCOUNTS ON OUR INTERNATIONAL CELL PHONES

The Mobal GSM World Phone has a lifetime phone number

1. Choose Your Option

convert the best.



**ORDER TODAY** FOR GREAT DISCOUNTS ON OUR INTERNATIONAL **CELL PHONES** 

# 1. Choose Your Option

Click to enlarge

cell phone phone service ★ Average SkyMall customer review rating ★★★★★ can work in over 170 countries. This is a Countries covered uniquely good deal. ₩ What you get The Travel Insider 49 Now **\$29** Add to

b) Mobal® GSM World Phone Classic

Works in over 190 countries (including the US)

\$99 Now \$69

 ★ Countries covered

What you get

♣ Average SkyMall customer review rating ★★★★★

a) Mobal® GSM World Phone Budget

Works in over 170 countries (excluding the US)



The Deluxe phone has 3G mobile internet connectivity, it is the best option if you want to browse the internet or check ★ Average SkyMall customer review rating ★★★★★ \$149 Now \$109 Add to

d) Mobal® GSM World Phone Works in over 190 countries (including the US, plus extended coverage) The Andoid phone is a Google smartphone for everyone, combining cutting edge features at a great price. Google Android brings the internet to your hand, whether its browsing the web, finding your way or keeping on top of your emails. And of course, with the Android Market you have access to Click to enlarge thousands of apps to download and make your phone even more unique to you. \* Countries covered ■ What you get \$229 Now \$199 Add to Cart

service charges. You pay only for calls you make The Mobal International cell phone comes highly recommended by seasoned travelers. **Budget Travel** The \$49 Mobal World Phone is worth its weight in roaming fees if you travel internationally. The only thing you pay for is the international cell phone itself, delivery and the calling fees. The Gregonian My Mobal World Phone was a great peace of mind for our trip to Italy. I was able to call my parents on their 60th anniversary as well as my father on Father's Day.

The Mobal GSM World Phone has a lifetime phone number with no annual fee. So what is the catch? There

is no catch. And it gets

better. The international

I have traveled extensively throughout the world for over 25 years and have flown

over 3 million air miles. I must say that the

purchase of your Mobal World Phone has been

the biggest improvement

Also, Mobal is one of the few companies that I call where a live person

Mobal's GSM World Phone works in over 170

countries with no

minimums, fees or

in my travels, ever.

answers the call and answers my questions every time! I have told all of my traveling friends

From this A/B test, they concluded that offering 4-phone option meant a significant increase in the number of phone sales we had and that there was a demand in the market for smartphones. Since they used VWO for their split test, they gave us a testimonial: "Visual Website Optimizer allowed us to simply and efficiently conduct a split URL test for our 3 options." The easy to use dashboard system meant that we could identify which product selection offered us the biggest increase in sales."

which new products may increase your overall conversions and sales.

4-option variation (with both Android and Deluxe phone options) - 27% increase in sales

**Optimization?** 

SIGN UP FOR FREE TRIAL

Would you like to learn more about Conversion

So, if you are an eCommerce website, make sure you regularly A/B test your product mix. You never know