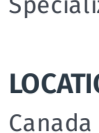


# SixPackAbsExercises Used Videos, Leading To Increased CTR To The Price/Guarantee Page

46.15% ▲

CLICK-THROUGH RATE



**Dr. Muscle**

**INDUSTRY**

Specialized Consumer Services

**LOCATION**

Canada

**CAPABILITIES USED**

A/B Testing

## WVO and Six Pack Abs Exercises

Through his website SixPackAbsExercises.com (now [Dr. Muscle](#)), personal trainer Carl Juneau teaches men the best ab exercises for getting six pack abs.

## Objective

Carl heard his top competitor doubled his sales after he started using video to market and demonstrate his products, so he decided to test video on this website.

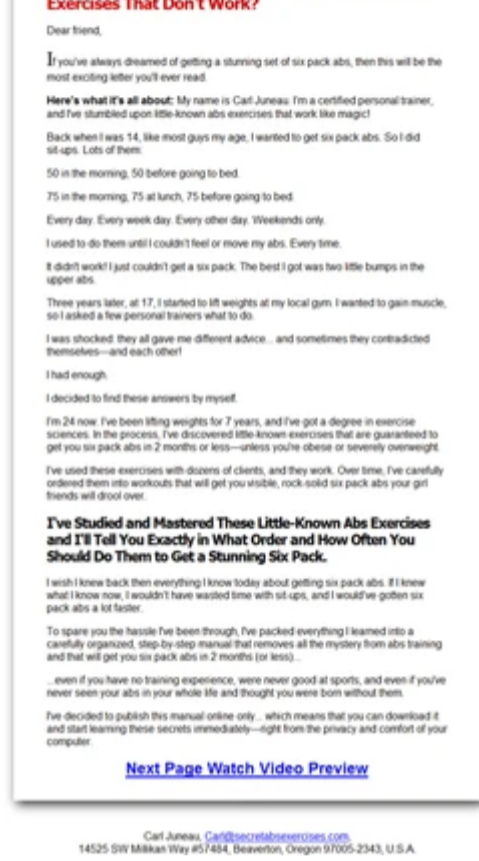
## Solution

Carl carried out 3 split tests.

### A/B Test #1 (call-to-action test)

In the first split test, he tested 2 variations of the call to action on his sales page.

- **Control:** Next Page Read Sample of Book
- **Variation 1:** Watch Video Preview
- **Variation 2:** Watch my #1 Abs Exercise On Video



Variation 1 of Carl's sales page with Call to action: "Next Page Watch Video Preview"

Here are the results for this test (goal being click the call to action and go to the next step in the funnel). Both calls to action that hinted at a video significantly increased the number of visitors who clicked to the sales page (step 3). The **best-performing variation (variation 1) increased conversion by 14.18%**.

Control	60.9% ± 3.6%		-	-	187 / 307
Watch Video Preview	69.6% ± 3.2%		+14.18%	99%	233 / 335
My #1 Abs Exercise On Video	68.7% ± 3.3%		+12.74%	98%	217 / 316

Variation 1 Results

### A/B Test #2 (salesletter test)

In the second split test, Carl tested 1 variation of the sales page:

- The control was a long-form salesletter, which had been tweaked extensively over 2 years.
- Variation 1 was a 1-minute professionally produced video where Carl demonstrated his best abdominal exercise. At the end of the video, the "call to action" said that more exercises could be found in the manual and the workouts.



Variation 1 of Carl's Second Sales Page

Here are the results for test #2 (the goal was to go to the next step of the funnel). The video sales page significantly **increased the number of visitors who clicked to the price/guarantee page, by 46.15%**.

Combination	Conversion Rate Range	% Improv.	Chance to Beat Original	Conv. / Visitors
Control	19.4% ± 4.4%	-	-	267 / 134
Flashvideo page	28.4% ± 5%	+46.15%	96%	38 / 134
Average Case	23.9% ± 4.7%	-	-	64 / 268

Goal: Visit to a particular page (<http://www.sixpackabsexercises.com/special-offer3-r>)

[Details on how to interpret the report](#)

Results of Test 2

### A/B Test #3 (Follow-up test)

The third split test was a follow-up test. Through this test, Carl tested:

- The winning video only
- The winning video at the top of the page plus his longstanding control sales letter below

To his surprise, the video-only page won. Here are the results. **Adding the long sales letter below the winning sales video significantly reduced the number of visitors who clicked to the price/guarantee page by 35%.**

Combination	Conversion Rate Range	% Improv.	Chance to Beat Original	Conv. / Visitors
Control	26.4% ± 1.2%	-	-	634 / 2398
Video + salesletter	17% ± 0.8%	-35.63%	0%	106 / 612
Average Case	24.5% ± 1.4%	-	-	739 / 3015

Goal: Visit to a particular page (<http://www.sixpackabsexercises.com/special-offer3-r>)

Test 3 Results

Carl couldn't explain these results. He shared his best guess:

*"I'm guessing visitors were intrigued by the sales video and clicked through to the price/guarantee page to get more info. They may have been turned off by the long salesletter when I added it to the video and lost the excitement created by the short, punchy video."*

## Conclusion

Adding the long sales letter below the winning sales video significantly reduced the number of visitors who clicked in the price/guarantee page, by 35%.

Video converts! It did so when mentioned in a "call to action" (a **14.18% increase**) and also when used to sell (**35% and 46.15% increases in 2 different tests**).

As more and more surfers have broadband Internet and powerful computers, video seems to be slowly taking over the web. Carl increased his conversions with video...why not test it and see if it increases yours?



I carried out these tests using WVO. It's easier to use, faster, and more user-friendly. WVO's website itself is faster. It loads in a flash. Creating tests is intuitive, quick, and easy. It's done through a "visual" interface. In short, WVO loads the page you want to test. One last word on customer support: in two months, I've emailed the team 26 times. On average, I've gotten a response the same day. WVO team is smart and dedicated. This level of customer support is unheard of.



Carl Juneau

CEO



Dr. Muscle

Would you like to learn more about Conversion Optimization?

SIGN UP FOR FREE TRIAL

