

CwV

**CASE STUDY** 

**Teamleader Increases Free Trial Sign-Ups by 12.5%** 

Ghent, Belgium **CAPABILITIES USED** A/B Testing **VWO and Teamleader** 

#### serves over 40,000 customers. We spoke with Ruben ten Brinke, who works as Marketing Operations Coordinator at Teamleader. Ruben

is responsible for improving the user experience and conversions on Teamleader's websites across the EU region, and has extensively used VWO for the same.

Teamleader is a SaaS company headquartered in Ghent, Belgium, which develops a unified CRM,

invoicing, and project planning platform for SMEs. Primarily focused in Europe, Teamleader currently

66 What we loved about VWO was its simplicity. The ease of digging into

customer insights and running tests with VWO's drag-and-drop editor was truly seamless.

Ruben ten Brinke Marketing Operations Coordinator

Teamleader As a SaaS player that primarily caters to SMEs, Teamleader's main objective was to increase the number of free trial sign-ups generated on a recurrent basis. At the same time, Ruben had to ensure that their sign-up flow becomes more fluid for the visitor. With this objective in mind, Ruben decided to sign up for VWO and optimize the free trial sign-up pages on all websites of Teamleader.

### Challenge

Objective

Before choosing VWO to optimize their websites, Ruben and his team had limited capabilities in terms of running A/B test on their website pages. Here are some of the challenges they faced: • They could not A/B test Teamleader's main website based on the Drupal CMS, and could only run very basic A/B tests on the landing pages they built using a third-party landing page software.

# wanted to because of limitations to the capabilities of the software. The test reports did not provide

Solution

them with enough data to generate any actionable insights. • Since Teamleader operates websites in different languages based on the region, they had to set-up tests individually for each one of them.

• Even after switching landing page softwares, they could not A/B test at the speed and scale they

- What Ruben and his team needed was a simple way for them to run A/B tests on Teamleader's websites, at the velocity and complexity which could help them ramp up their conversion optimization efforts.
- regions. With VWO, all of the operational and technical capability challenges faced by the Teamleader team were solved. Now, to meet the objective of increasing the number of free trial sign-ups, Ruben and his team decided to go after the lowest hanging fruit, that is, Teamleader's free trial sign-up page. They ran a couple of

Teamleader's main website. Ruben personally loved the reporting and analytics that VWO provided them for their A/B tests. In addition, they could now run A/B tests easily on their websites across all

After signing up for VWO, Ruben and his team were able to kickstart the A/B Testing efforts for

them: Test 1: Adding "No Credit Card Required" Improved Conversions by 12.5%

In the first test, Ruben decided to test the hypothesis of reducing friction by adding information about non-requirement of a credit card to sign up for a free trial, on their Netherlands and Belgium websites.

**Control** 

tests, which showed an improvement in conversions ranging from 9% to 16%. Here's a look at some of

The hypothesis proved to be true.

compared to 33% for control.

Variation 1

CONVERSION

RATE

(RANGE)

VARIATION

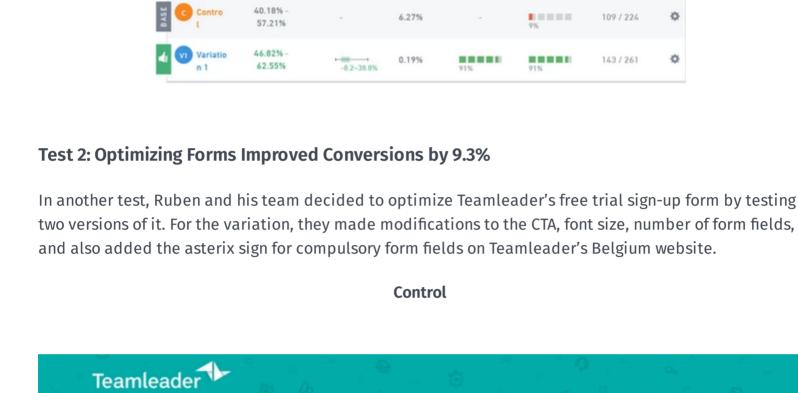
RELATIVE

CONTROL

IMPROVEMENT

Teamleader Vous souhaitez découvrir Teamleader ? Faites un essai gratuit de 14 jours

80 Nom de famille © Téléphone © E-mail\* **Variation** Teamleader Vous souhaitez découvrir Teamleader ? Faites un essai gratuit de 14 jours



For Teamleader's Netherlands website, the variation achieved a conversion rate of 54.8% compared to 48.7% for control. For Teamleader's Belgium website, the variation achieved a conversion rate of 38.6%

ABSOLUTE

POTENTIAL

LOSS

VS 🔼 ALL

CHANCE TO BEAT

ALL

CONVERSIONS

VISITORS

0

## 

Zelf ervaren hoe je met Teamleader sneller werkt?

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het gratis en vrijblijvend uit

**Variation** 

Probeer het gratis en vrijblijvend uit Lieselot Huysman Lottest lieselot@teamleader.eu Bij registratie, gaat u akkoord met onze Privacy Policy en The variation resulted in a winner with a 37.5% conversion rate, compared to 34.3% for the control. Variation 1 ABSOLUTE CHANCE TO BEAT CONVERSION IMPROVEMENT CONVERSIONS VARIATION (ALL LOSS VISITORS (RANGE) VS 🔼 ALL

3.36%

For this test, Ruben decided to test the original free trial sign-up page against two variations, one with

**Control** 

Zelf ervaren hoe je met Teamleader sneller werkt? Probeer het gratis en vrijblijvend uit.

13%

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197 / 575

221/590

Geen creditcard vereist.

Lieselot

& Achternaam Huysman

Bedrijfsnaam' Lottest @ Telefoon\*

Email\*

\* Deze velden zijn verplicht in te vullen.

CONTROL

-8.9~31.3%

information about Teamleader's product offering and the other with customer logos.

29.34%

39.50%

32.47% -

42.69%

Teamleader

Nu uitproberen

Teamleader

vrijblijvend uit!

Inclusief online support

14 dagen gratis gebruik

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het nu gratis en

Wat je krijgt bij je proefabonnement van Teamleader:

Gebruik Teamleader ook op je smartphone of tablet

30.24% - 41.84%

34.34% - 46.28%

32.93% - 45.09%

Teamleader

Teamleader

Want to know how Teamleader can help you work smarter?

obeer-gratis-b

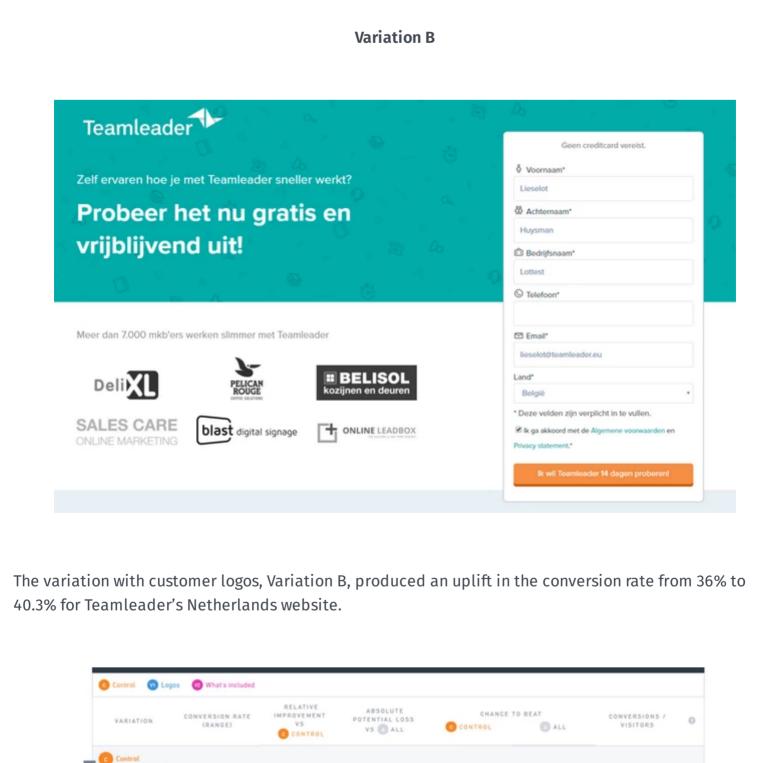
Het eindigt automatisch na 14 dagen Toegang tot alle gekozen modules

Handige tips die je helpen om te starten

Test 3: Introducing Social Proof Increased Conversions by 12%

**Variation A** 

55 Email



5.13%

2.13%

In this test, Ruben and his team introduced icons for various form fields on the free trial sign-up page to

Control

-11.7-22.9%

Test 4: Introducing Icons in Form Fields Improved Conversions by 13.1%

test the impact, if any, on the conversions for Teamleader's main website.

Want to know how Teamleader can help you work smarter?

Try it for 14 days, obligation-free

First Name

Phone Number'

.....

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100

ANK BER

136

161 / 449

178 / 443

164 / 422

Φ

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Try it for 14 days, obligation-free No credit card required. & First Name\*

(D Last Name

Email\*

Company

Country\* - Please Select -

IMPROVEMENT

-8.6-60.6%

CONVERSION RATE (RANGE)

27.11% - 38.63%

31.29% - 42.93%

VARIATION

Conclusion

O Phone Number

I agree with the Privacy Policy and Terms of So

The variation with icons produced conversion rate of 37.11, as compared to 32.84 for the original one.

ABSOLUTE POTENTIAL LOSS

VS 🙆 ALL

4.41%

After finding their initial success, Ruben's journey with VWO unraveled the true potential of A/B testing and optimization for him and his team. Next, they plan to scale their conversion optimization efforts to

CONVERSIONS / VISITORS

142 / 435

167 / 452

0

ALL.

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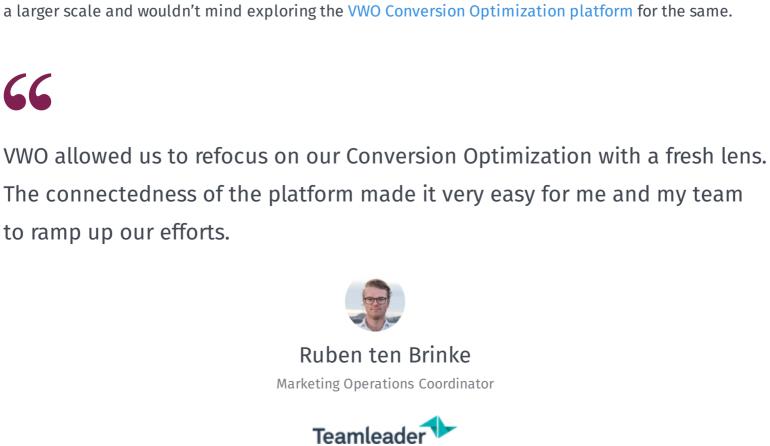
01%

C CONTROL

01%

\* These fields are required

**Variation** 



Would you like to learn more about Conversion Optimization? SIGN UP FOR FREE TRIAL