

Teamleader Increases Free Trial Sign-Ups by 12.5% Through Rigorous A/B Testing

12.5%
SIGN-UPS

Teamleader

INDUSTRY
SaaS

COMPANY SIZE
200+ employees

LOCATION
Ghent, Belgium

CAPABILITIES USED
A/B Testing

WVO and Teamleader

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 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 WVO for the same.

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What we loved about WVO was its simplicity. The ease of digging into customer insights and running tests with WVO's drag-and-drop editor was truly seamless.



Ruben ten Brinke
Marketing Operations Coordinator

Teamleader

Objective

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 WVO and optimize the free trial sign-up pages on all websites of Teamleader.

Challenge

Before choosing WVO 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.
- Even after switching landing page softwares, they could not A/B test at the speed and scale they wanted to because of limitations to the capabilities of the software. The test reports did not provide 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.

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.

Solution

After signing up for WVO, Ruben and his team were able to kickstart the A/B Testing efforts for Teamleader's main website. Ruben personally loved the reporting and analytics that WVO provided them for their A/B tests. In addition, they could now run A/B tests easily on their websites across all regions. With WVO, 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 tests, which showed an improvement in conversions ranging from 9% to 16%. Here's a look at some of 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. The hypothesis proved to be true.

Control

Teamleader

Vous souhaitez découvrir Teamleader ?

Faites un essai gratuit de 14 jours

Prénom*

Nom de famille*

Société*

Téléphone*

E-mail*

Page*

Cette case à cocher est obligatoire

Ces champs doivent être remplis

En cliquant cette case, vous acceptez nos conditions d'utilisation et notre Charte de Confidentialité*

Variation

Teamleader

Vous souhaitez découvrir Teamleader ?

Faites un essai gratuit de 14 jours

Aucune carte bancaire requise

Prénom*

Nom de famille*

Société*

Téléphone*

E-mail*

Page*

Cette case à cocher est obligatoire

Ces champs doivent être remplis

En cliquant cette case, vous acceptez nos conditions d'utilisation et notre Charte de Confidentialité*

Je veux essayer Teamleader gratuitement

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% compared to 33% for control.

	CONTROL	Variation 1	RELATIVE IMPROVEMENT (%)	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT	CONVERSIONS / VISITORS
CONVERSION RATE (RANGE)	48.18% - 57.21%	54.82% - 62.55%	14.1%	6.27%	95%	109 / 224
RELATIVE IMPROVEMENT (%)	-	14.1%	14.1%	6.27%	95%	109 / 224
ABSOLUTE POTENTIAL LOSS VS ALL	-	6.27%	6.27%	6.27%	95%	109 / 224
CHANCE TO BEAT	-	95%	95%	95%	95%	109 / 224
CONVERSIONS / VISITORS	109 / 224	143 / 261	14.1%	6.27%	95%	109 / 224

Test 2: Optimizing Forms Improved Conversions by 9.3%

In another test, Ruben and his team decided to optimize Teamleader's free trial sign-up form by testing two versions of it. For the variation, they made modifications to the CTA, font size, number of form fields, and also added the asterisk sign for compulsory form fields on Teamleader's Belgium website.

Control

Teamleader

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het gratis en vrijblijvend uit

Geen kredietkaart vereist.

Voornaam*

Naam

Achternaam*

Besloten

Bedrijfsnaam*

Telefoon*

E-mail*

Land*

België

* Deze velden zijn verplicht in te vullen.

* Bij registratie gaat u akkoord met onze Privacy Policy en Terms of Service.*

Probeer nu gratis

Variation

Teamleader

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het gratis en vrijblijvend uit

Geen kredietkaart vereist.

Voornaam*

Naam

Achternaam*

Besloten

Bedrijfsnaam*

Telefoon*

E-mail*

Land*

België

* Deze velden zijn verplicht in te vullen.

* Bij registratie gaat u akkoord met onze Privacy Policy en Terms of Service.*

Probeer nu gratis

The variation resulted in a winner with a 37.5% conversion rate, compared to 34.3% for the control.

	CONTROL	Variation 1	RELATIVE IMPROVEMENT (%)	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT	CONVERSIONS / VISITORS
CONVERSION RATE (RANGE)	29.34% - 37.21%	37.50% - 42.55%	25.9%	3.36%	95%	197 / 575
RELATIVE IMPROVEMENT (%)	-	25.9%	25.9%	3.36%	95%	197 / 575
ABSOLUTE POTENTIAL LOSS VS ALL	-	3.36%	3.36%	3.36%	95%	197 / 575
CHANCE TO BEAT	-	95%	95%	95%	95%	197 / 575
CONVERSIONS / VISITORS	197 / 575	221 / 590	11.7%	3.36%	95%	197 / 575

Test 3: Introducing Social Proof Increased Conversions by 12%

For this test, Ruben decided to test the original free trial sign-up page against two variations, one with information about Teamleader's product offering and the other with customer logos.

Control

Teamleader

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het gratis en vrijblijvend uit

Geen kredietkaart vereist.

Voornaam*

Naam

Achternaam*

Besloten

Bedrijfsnaam*

Telefoon*

E-mail*

Land*

België

* Deze velden zijn verplicht in te vullen.

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Probeer nu gratis

Variation A

Teamleader

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het nu gratis en vrijblijvend uit

Geen kredietkaart vereist.

Voornaam*

Naam

Achternaam*

Besloten

Bedrijfsnaam*

Telefoon*

E-mail*

Land*

België

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Probeer nu gratis

Variation B

Teamleader

Zelf ervaren hoe je met Teamleader sneller werkt?

Probeer het nu gratis en vrijblijvend uit

Geen kredietkaart vereist.

Voornaam*

Naam

Achternaam*

Besloten

Bedrijfsnaam*

Telefoon*

E-mail*

Land*

België

* Deze velden zijn verplicht in te vullen.

* Bij registratie gaat u akkoord met onze Privacy Policy en Terms of Service.*

Probeer nu gratis

The variation with customer logos, Variation B, produced an uplift in the conversion rate from 36% to 40.3% for Teamleader's Netherlands website.

	CONTROL	Variation 1	RELATIVE IMPROVEMENT (%)	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT	CONVERSIONS / VISITORS
CONVERSION RATE (RANGE)	36.26% - 41.84%	40.30% - 48.38%	11.3%	5.17%	95%	147 / 449
RELATIVE IMPROVEMENT (%)	-	11.3%	11.3%	5.17%	95%	147 / 449
ABSOLUTE POTENTIAL LOSS VS ALL	-	5.17%	5.17%	5.17%	95%	147 / 449
CHANCE TO BEAT	-	95%	95%	95%	95%	147 / 449
CONVERSIONS / VISITORS	147 / 449	178 / 443	23.8%	5.17%	95%	147 / 449

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

In this test, Ruben and his team introduced icons for various form fields on the free trial sign-up page to test the impact, if any, on the conversions for Teamleader's main website.

Control

Teamleader

Want to know how Teamleader can help you work smarter?

Try it for 14 days, obligation-free

No credit card required.

First Name*

Last Name*

Email*

Company*

Phone Number*

Country*

* These fields are required

I want to try Teamleader for free

Variation

Teamleader

Want to know how Teamleader can help you work smarter?

Try it for 14 days, obligation-free

No credit card required.

First Name*

Last Name*

Email*

Company*

Phone Number*

Country*

* These fields are required

I want to try Teamleader for free

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

	CONTROL	Variation 1	RELATIVE IMPROVEMENT (%)	ABSOLUTE POTENTIAL LOSS VS ALL	CHANCE TO BEAT	CONVERSIONS / VISITORS
CONVERSION RATE (RANGE)	27.17% - 38.43%	37.11% - 42.93%	37.1%	6.17%	95%	147 / 435
RELATIVE IMPROVEMENT (%)	-	37.1%	37.1%	6.17%	95%	147 / 435
ABSOLUTE POTENTIAL LOSS VS ALL	-	6.17%	6.17%	6.17%	95%	147 / 435
CHANCE TO BEAT	-	95%	95%	95%	95%	147 / 435
CONVERSIONS / VISITORS	147 / 435	167 / 452	14.1%	6.17%	95%	147 / 435

Conclusion

After finding their initial success, Ruben's journey with WVO 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 a larger scale and wouldn't mind exploring the [WVO Conversion Optimization platform](#) for the same.

“

WVO allowed us to refocus on our Conversion Optimization with a fresh lens. The connectedness of the platform made it very easy for me and my team to ramp up our efforts.



Ruben ten Brinke
Marketing Operations Coordinator

Teamleader

Would you like to learn more about Conversion Optimization?

SIGN UP FOR FREE TRIAL

