



## CASE STUDY

# How VWO Helped VisitNorway.com Improve Click-Through Rates On Its Website

### 114% ▲

### CLICK-THROUGH RATE



#### INDUSTRY

Specialized Consumer Services

#### COMPANY SIZE

501-1,000 employees

#### LOCATION

Oslo, Norway

#### CAPABILITIES USED

A/B Testing

## VWO and VisitNorway

[VisitNorway.org](#), one of our customers, published their experiences using VWO tools for A/B testing and the outcomes in their [original blog post](#), which was in Norwegian. This case study draws upon that blog.

VisitNorway uses VWO tools to run A/B tests to quickly and effectively measure the expected impact of changes to text, images, design, and functionality on its website.

## Objective: Improve Website Design and Functionality to Make These Better for Users

As part of its efforts to improve visitnorway.com, Visit Norway's team uses analytics and usability tests runs and surveys to assess the needs of its visitors and accordingly customize the site for content, look and feel, functionality, and other features.

The team started using [VWO](#), an easy-to-use A/B testing tool that quickly and effectively helped measure the impact of various changes the team wanted to make on the site based on input from users, experts, and other optimization hypotheses.

When it was decided to conduct a test, the necessary variation was made and the test was set up on VWO. Performance of the variation was compared against the original for defined goals (such as click-throughs, CTA clicks, conversions, and others).

The test results and the associated confidence levels helped the team decide whether or not to implement the variation permanently on the Vistnorway.com website.

## Solution: A/B Testing Ensures Objective Resource Utilization by Providing Objective Data for Proper Decision-Making

Here are the results from some of the tests VisitNorway conducted:

### 1) Click to destination company websites from landing pages

We wanted to find out about simple design change on landing pages to increase the number of clicks to the destination's websites. At first, we only increased the size of the link text and converted it into bold.

The official website for Oslo  
[visitoslo.com](#)

The test was done on VisitOSLO pages of visitnorway.com. We got a positive increase of 70-75% in the CTR by changing the size and using bolder font, as may be seen from the screenshot below.

Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	1.58% ±1%	-	-	5 / 316	
External link: Size	2.78% ±1%	+75.56%	86%	10 / 360	
External link: Size + Bold	2.69% ±1%	+70.30%	84%	9 / 334	
Average Case	2.38% ±1%	-	-	24 / 1010	

We, therefore, proceeded with this change on the landing page and increased visits to the destination company website.

### 2) What should "Booking" be called in the top menu?

We tested different names for the menu item "Booking" in English, Norwegian, and Spanish, hoping to lead even more of those who were interested in booking a holiday to the booking section.



For English, the text **Booking** won with an improvement of 39% against **Book Online**, as it originally stood.

**Online booking** had a 14% improvement to the original.

Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	0.88% ±0%	-	-	18 / 2036	
Booking	1.23% ±0%	+38.98%	86%	26 / 2116	
Online booking	1.00% ±0%	+13.54%	66%	21 / 2092	
Average Case	1.04% ±0%	-	-	65 / 6244	

The Norwegian word for **Order** with an improvement of 114% (!) won against the original **Book travel**.

See the screenshot below for an overview of the other variants.

Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	1.17% ±1%	-	-	6 / 515	
Bestilling	2.50% ±1%	+114.20%	95%	14 / 561	
Online bestilling	2.12% ±1%	+81.57%	89%	11 / 520	
Booking	1.62% ±1%	+39.44%	74%	9 / 554	
Bestill online	1.04% ±1%	-10.43%	42%	6 / 575	
Online booking	0.93% ±1%	-19.78%	36%	5 / 535	
Average Case	1.56% ±0%	-	-	51 / 3260	

In the Spanish menu, we wanted to see if it was better to write **Booking** in Spanish or English. Since Book Norway site did not have a Spanish version, we were curious about the bounce rate.

With regard to how many people went to booking section, **Booking** had a decrease of 48% in English (Variation 1) in relation to Reservas (Control).

See the screenshot below.

Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	1.66% ±0%	-	-	20 / 1204	
Variation 1	0.87% ±0%	-47.70%	4%	10 / 1151	
Average Case	1.27% ±0%	-	-	30 / 2355	

The bounce rate was similar for both, so we eventually chose **Reserve** in the Spanish version.

Based on the above results, we changed the text in the menu to the "winners" of the three tests.

### 3) Moving the Order link in the main menu for the Norwegian edition

We wanted to see how much change there was in the number of clicks to the Book Norway CTA when we moved the **Order** from the second position to the second last and last position in the main menu.

We noted a decline of 72-73% in the number of clicks, as may be seen from the screenshot below.

Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv/Visitors	Action
Control	0.84% ±0%	-	-	7 / 833	
Bestill reise nest sist	0.23% ±0%	-72.52%	4%	2 / 866	
Bestill reise sist	0.23% ±0%	-72.26%	4%	2 / 858	
Average Case	0.43% ±0%	-	-	11 / 2557	

Based on the data, we did not move the **Order** CTA link.

## Conclusion: A/B testing provides objective data to back up decisions around what website elements to change to achieve sustainably optimal results

To quote VisitNorway:

*"A/B testing is an important method for us to determine whether it is wise to move forward with new concepts or changes, before we spend a lot of time and money on design and development. We will use it actively to get real decision-making data. Our findings show that one must be careful of what you call "booking" in various languages- words are tremendously powerful."*

*"We chose VWO because it was easy to use and had enough functionality to allow us to carry out the tests that we wanted."*

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