

## CASE STUDY

# Empire Flippers Tests Changes On Their Home Page To Achieve A 33.1% Boost In Click-Throughs

33.1% ▲

CLICK-THROUGH RATE

**INDUSTRY**

Internet Software Services

**LOCATION**

Delaware, US

**CAPABILITIES USED**

A/B Testing

## Empire Flippers and VWO

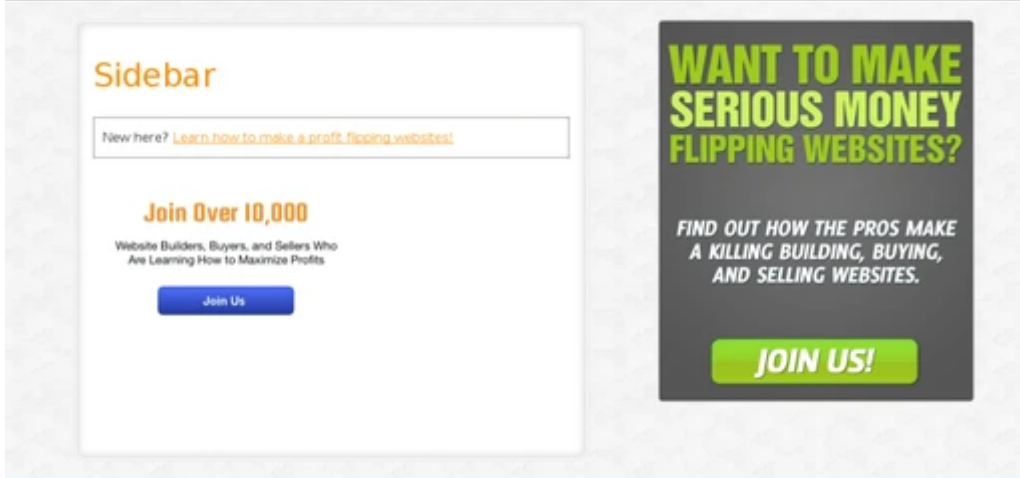
Started by 2 website brokers, Justin Cooke and Joe Magnotti, [Empire Flippers](#) helps online entrepreneurs expand their business through buying and selling websites and businesses. They operate on a “marketplace model” where interested sellers can list their established and profitable websites for sale.

## Objective

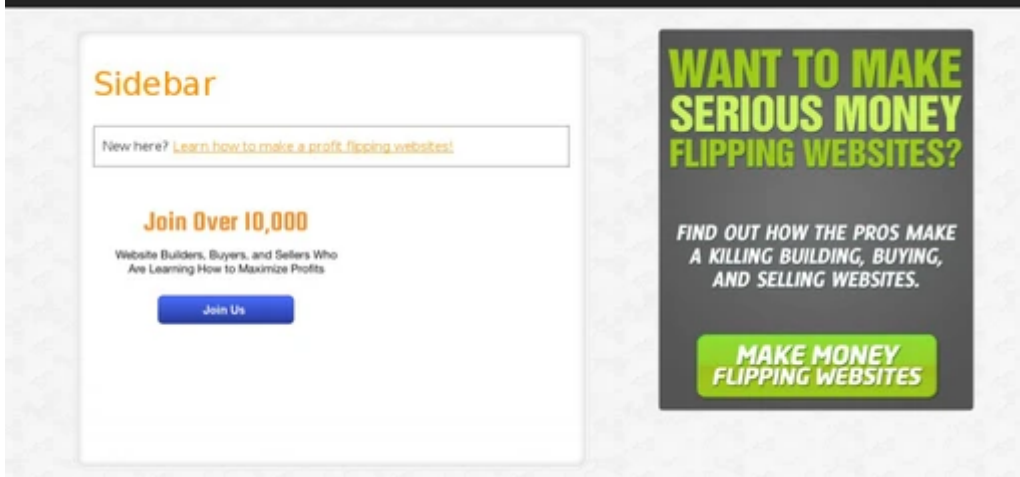
The core objective for undertaking the optimization exercise was to improve the click-through rate of the Call-to-Action (CTA) button.

## Solution

The original website had a sidebar on the right which was used to collect leads and also guide people to the **Create my Account** CTA section. This is what the original page looked like:



The Empire Flippers team first ran [A/B tests](#) to identify an image that would boost conversion. They then hypothesized that changing the original CTA text “Join Us” to something more attention-grabbing and compelling would boost their clickthrough rate. A variation was thereby created and this is what it looked like:



The variation was created with the changed text on the green CTA button, as shown above.

The A/B test was set up by using [VWO](#). It was run on multiple pages of the website by using VWO’s Advanced mode.

## Conclusion

**The variation won** and recorded a 33.1% higher conversion rate (3.84% compared to the 2.88% conversion rate for the control). The results had a confidence level of 96%, meaning that the variation can be expected to beat the original 96 times out of 100.

This test shows how sometimes even seemingly trivial changes can affect website performances significantly. So why did this simple CTA text change work so well?

On the Internet, visitors need a good enough reason to take an action. The original page was not clear about what was being offered. Compared with the original **Join Us**, the revised CTA text **Make Money-Flipping Websites** provides visitors with a more clear answer to the critical question “*What’s in it for me?*”

The new CTA text was clearly more compelling.

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