



DIGITAL
A Harte Hanks Company

Blurb

24.5% increase in Bookify tool starts

CLIENT

Blurb is a self-publishing platform that enables users to create, publish, promote, share, and sell their own print books and ebooks. Blurb offers book-making tools catering to diverse digital skills.

CHALLENGE

Since 2015, the 3Q team has been helping Blurb drive increased traffic to their website using SEM, social, and display advertising expertise. Blurb tapped the 3Q Conversion Rate Optimization (CRO) and Decision Sciences teams in an effort to take that traffic and direct it towards Bookify (their online photo book design tool) from a specific landing page. The metric they looked to increase was the number of tool starts.

RESEARCH

The Decision Sciences team performed a user path analysis and found a significant drop-off rate after users clicked on the “make a book online” link from the landing page.

With a focus on that data point, the CRO team analyzed the overall user experience to determine which factors could be contributing to the drop-off.

The team identified specific barriers for users to start a new book using Bookify. The data and prior analysis supported that these barriers were likely at fault for the drop-off.

SOLUTION

Based on the information gathered and the supported hypothesis, the 3Q team began to simplify the user experience. Their rationale was that by removing unnecessary steps and clicks in the user path, they'd be more likely to performing the action they'd set out to complete when they clicked “Make a Book Online”.

TEST METHODOLOGY

Test hypothesis: By altering the customer path for Bookify to directing users straight to the tool by removing extra steps, we will increase use of the tool.

Test method: Set up an A/B test using Optimizely to isolate which messaging resonates with users.

Test duration: 14 days

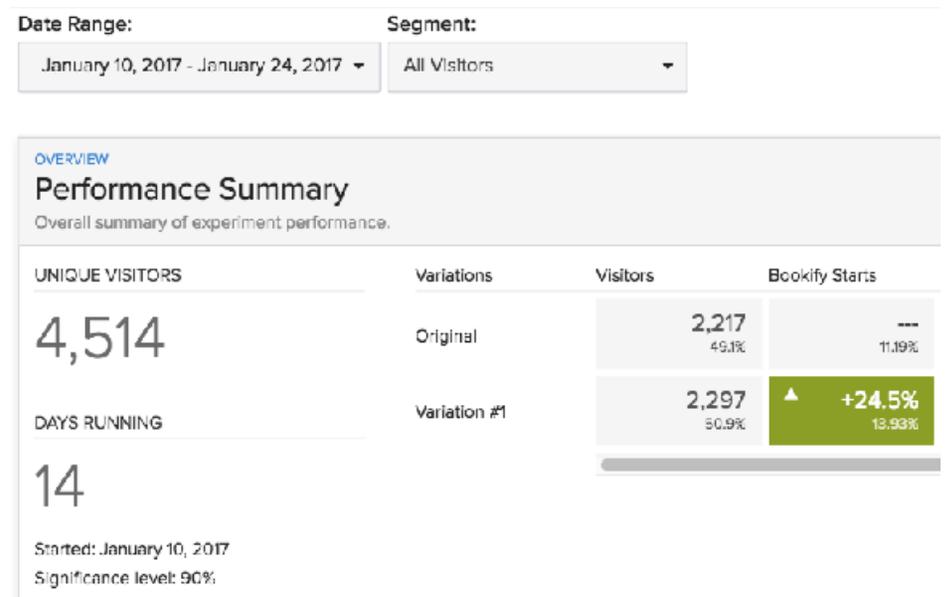


RESULTS

Thanks to the careful execution of both the analysis and experiment run by the 3Q team, the results of the first test were staggering: a 24% increase in Bookify tool starts at 98% statistical significance. The insights derived from this test can now be extended to Blurb's user experience across their site.

- 24% increase in books started with Bookify
- Integration of testing culture into Blurb's everyday practices
- UX insights that can be used site-wide

While the hypothesis presented may seem simple, determining the right course of action can be anything but. With any experiment, the 3Q CRO process includes multiple levels of analysis to ensure the hypotheses they assert are well supported. This means taking into account all external factors to limit the all-too-common ripple effect where one seemingly obvious change can have unintended negative effects on other parts of the overall user experience. It is with this due process that the team is able to effectively pinpoint what the true issues are, offer solutions, structure each test properly, and come to statistically sound conclusions that drive increased conversion rates for our clients.





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