



DIGITAL

A Harte Hanks Company

Online Real Estate

21% Increase in Lead Conversion with CRO

Client

An online real estate company simplifying the transaction process for home buyers, home sellers, and real estate agents.

Challenge

Lower bounce rate and increase conversion percentages for each of the three goals: lead conversion, users starting funnel, and users entering email addresses.

Solutions

Use Optimizely-based testing to identify new landing page copy that clarifies message. Test hypothesis: if the current headline is causing users to bounce from the page, then changing the approach to clarify the messaging could increase conversions.

Variations

1. Control
2. Variation - New Headline

Test Duration

We calculated the minimum sample size and calculated an estimated duration based on the following questions:

- What is the conversion rate for the primary KPI (goal) on the page?
- What is the weekly traffic volume over the past 7 days for the page?

Design Assets

Control:



Variation:



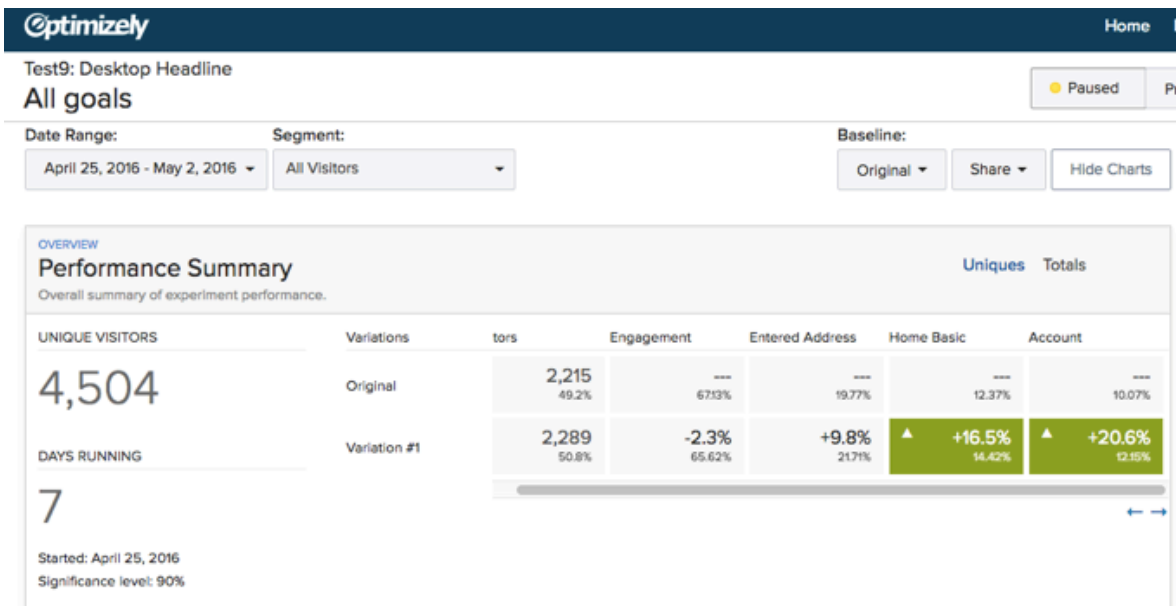
Results

20.6% increase in Lead conversion (account goal)

16.5% increase in users starting funnel (home basic goal)

9.8% increase in users entering email address (entered address goal)

In a full quarter since starting the tests and implementing findings, new iterations accounted for a 33.7% increase in conversions.





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