



Financial Services

How strategic CRO research led to 6 months of winning tests

Contents

- 03** [Introduction](#)
- 08** [Test 1: Value Proposition](#)
- 10** [Test 2: Remove Distractions](#)
- 12** [Test 3: Form Field Optimizations](#)
- 14** [Test 4: Relatable User Story](#)
- 16** [Test 5: Application Process Value Messaging](#)
- 18** [Test 6: Loans Redirect \(SEM\)](#)
- 20** [Test 7: Loans Redirect \(SEO\)](#)
- 22** [Test 8: Mobile Results & Form Experience](#)
- 24** [Test 9: Hero Simplification \(Non-Paid\)](#)
- 26** [Results Recap](#)
- 27** [About 3Q Digital](#)

Introduction

Who They Are

Our Client: A regional bank with 1,200 locations in 15 states that specializes in lending and tax services. They had been working with us since 2016 and were looking for a way to convert more of the high-quality traffic that our SEM and SEO teams were driving towards their loan application site.

Why They Needed 3Q

The Challenge: Our client was looking to increase online application rates. There were a few challenges they were facing in trying to do this on their own:

- 1. No visibility into user pain points.** With a “no-risk” application submission, why weren’t more of their prospects applying? Our client didn’t have existing data points or research to help drive testing.
- 2. No formal optimization process in place.** They were lacking the resources, experience, expertise, and bandwidth to focus on testing. By working with 3Q, their hope was to jump start quickly and produce measurable results.
- 3. High conversion rates when compared to industry benchmarks.** How could they increase something that was already so strong; was it even possible to improve performance?

3Q lives by the principle of continual improvement. In a fast-paced digital landscape, there are always potential optimizations. Our CRO team set about overcoming the challenges presented by the client by implementing a 6-month growth plan consisting of targeted research techniques and a rigorous testing process to drive impressive results that weren’t possible for the client to achieve on their own.