

# Increasing lead generation signups with conversion rate optimisation

## Your Baby Club

### your baby club

#### About

YourBabyClub is a website dedicated to finding the best FREE mother and baby offers.

• Headquarters: London, UK

• yourbabyclub.co.uk

#### Goals

• Increase customer acquisition (lead generation)

• Reduce cost per acquisition from Facebook Ads

#### Approach

• Expert review of the landing page experience

• Behavioural user research with heatmaps & video recordings

• New design in desktop and mobile formats

• Coding and launch of A/B test

• Reporting and evaluation of test results

YourBabyClub provides good, samples and discounts for mums-to-be and new mums in the UK.

The business wanted to increase conversion on the website. Signups from the homepage are the primary driver of business revenue, with the vast majority of traffic coming from mobile devices, driven by Facebook Ads.

Host Digital was approached to increase the conversion of lead signups, and deploy an A/B test to quantify the conversion uplift. Based on our research, the test was based on three data-driven hypotheses:

**Hypothesis #1:** Changing the signup process from a long vertical form to a step-by-step would reduce perceived level of effort (form-filling).

**Hypothesis #2:** Expressing the 'why' (rather than the 'what') would give mums a compelling reason to signup.

**Hypothesis #3:** Featuring top-tier brand logos would visually communicate the value proposition and better endorse credibility.

## 01

### Results

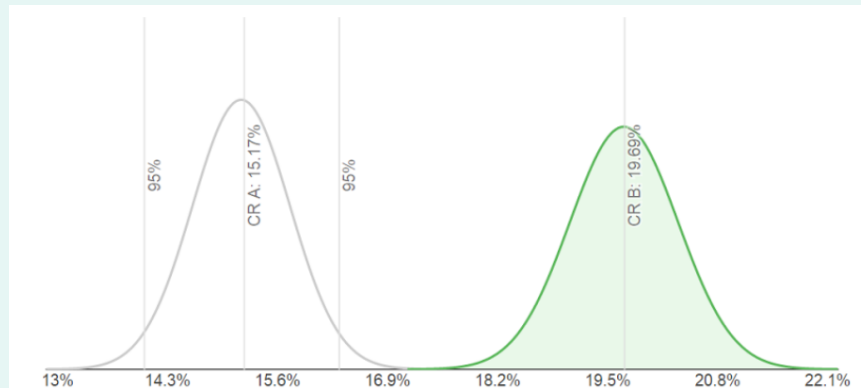
Conversion Uplift: **+30%**

Statistic Confidence: **100%**

Total Test Conversions **1,350**

#### Confidence Intervals: Original vs Variation

Where you see 'clear daylight' between two distribution curves (the confidence interval), it is suggestive of statistically confident results.



## 02

### Key Performance Indicators

**Primary KPI's** (leads): lead volume, conversion rate.

**Secondary KPI's** (engagement): bounce rate, average time on site.

## 03

### What We Did

**Development of a one-speed landing page above-the-fold**

Reconfiguration of the landing page, creating a new persuasive narrative and form functionality.

## 04

### Reducing perceived friction

#### Signup process - what we learnt

Reducing user perception about the length of form increased form completion rates

#### Original

#### Winning Variation

## 05

### Enhancing the value proposition

#### Value proposition - what we learnt

Mums want to understand the *benefits* of the service. Explaining *what* they get - the features - is only part of the value proposition.

#### Original

#### Winning Variation