

A Web Marketing Case Study by:



Client Facts:

- International Furniture Retailer
- >\$200M Net Sales 2010

Goals:

- Increase Engagement
- Raise Number of Catalog Requests
- Collect More Customer Information

Results:

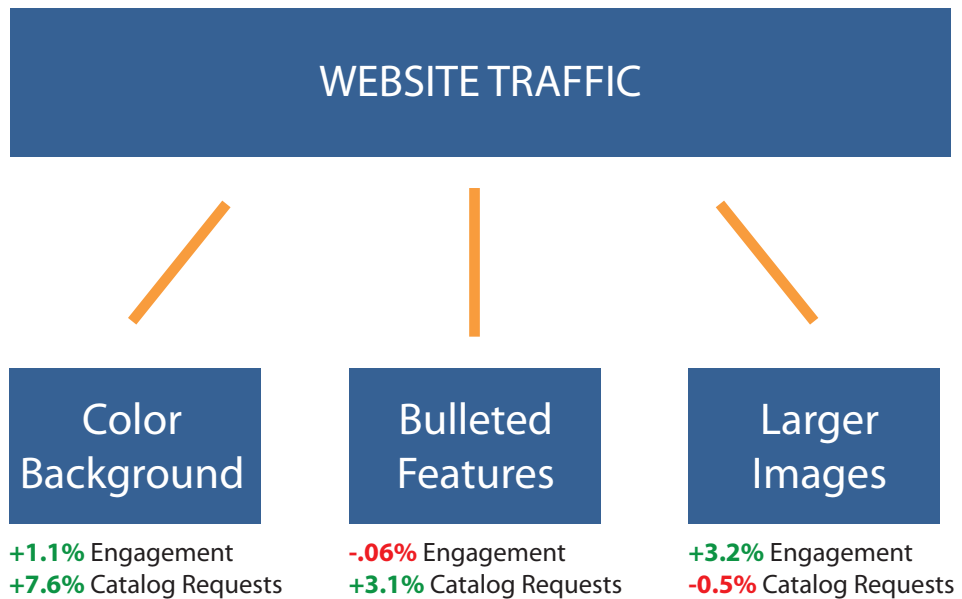
- **+1.1%** increase in Engagement
- **+7.6%** Increase in Catalog Requests

Furniture Company Increases Engagement Through Conversion Optimization

Multivariate Testing gives catalog request landing page a boost.

Challenge: Landing pages containing conversion points should be tested periodically to make sure they are as efficient as possible. Small things like color, placement, or image size can make a surprisingly large difference in engagement levels and conversion rates. The client wanted to test their catalog request landing page since users who requested a catalog proved to be 70% more likely to purchase.

Business Solution: Using conversion optimization software, Beacon set up three tests to run against the original landing page. One version added a color background, another used a bulleted list of catalog features instead of the original paragraph, and the third version had larger images of the catalogs. Each version was created and shown to an equal percentage of site visitors, while engagement levels and catalog requests were tracked.



Results: Once each variation, including the original, were shown to nearly 5,000 visitors each and confidence levels were high enough, we found that a colored background caused the highest increase in engagement and catalog requests. The background color was added to the site.