

SaaS Company Tests Brand Validation and Social Proof

Improving customer testimonials on product pages increased conversions by 69%

Challenge: As comScore's Director of Web Marketing, Ferry Gijzel is always looking for new ways to build on their online business. His team is responsible for optimizing to drive a high volume of leads to comScore's sales team. When deciding what to test, he focuses primarily on each page's content and design, building hypotheses based on web analytics, user interaction analysis, or audits against the latest B2B industry best practices.

During a recent audit of comScore's website, Ferry found that leads generated from comScore's software product pages - measured by total demo requests - were lower than expected. He wanted to find a way to optimize these pages to drive more site visitors to comScore's sales team.

Hypothesis: Ferry hypothesized that improving brand validation and social proof would increase the number of leads generated from comScore's product pages. To test his hypothesis, Ferry opted to put greater emphasis on client testimonials - hoping improved validating factors would remind site visitors that comScore's software tools were also adopted by brands they know and trust.

Test: Ferry and his team built an experiment testing three variations of client testimonials against the original. Each variation tested design orientation and logo placement.

At a Glance:

Customer:



Website: www.comScore.com

Industry: SaaS

About: comScore is an internet analytics company providing marketing data to many of the world's largest enterprises, publishers, and agencies.

Goal: Increase software purchases through improved brand validation

Test: Making customer testimonials more prominent to increase social proof

Results: 69% increase in conversions

“ Optimizely makes building and running A/B and multivariate experiments fast and easy, which enables us to run more tests and optimize our site at a higher pace.

Ferry Gijzel
Director of Web Marketing,
comScore

ORIGINAL VARIATION

An ad that never had an opportunity to be seen by its target audience can't deliver its intended impact. Nor can an ad that was delivered in the wrong geography, next to questionable content or subject to non-human traffic.

validated Campaign Essentials (VCE) is a holistic ad delivery validation solution that provides deep campaign insights, in-flight reporting and daily alerting for convenient and effective campaign management.

Unlike existing single-point solutions, VCE provides an unduplicated accounting of impressions delivered across a variety of dimensions, such as ads delivered in-view, in the right geography, in a brand safe environment and absent of non-human traffic. It also evaluates the degree to which validated impressions reached the campaign target audience.

The ad validation suite in VCE, which includes viewability, brand safety, in-country geographic delivery, engagement, and removal of non-human traffic, is accredited by the Media Rating Council (MRC).

To learn more about how comScore can help you compete and succeed in the digital world, contact us today.

comScore's new validated Campaign Essentials product is a step forward in addressing several fundamental issues surrounding the current state of counting online ad impressions. comScore's introduction of validated ad impressions and vGRPs is aligned with the IAB's recommendations of moving the industry to a viable impression standard. VCE is an innovative solution that adds a level of transparency that is welcomed.

John Kahan
GM, Data and Analytics

VARIATION ONE

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Microsoft

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John Kahan GM, Data and Analytics, Microsoft's Online Services Division

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The original product pages displayed a vertically-aligned customer testimonial and no customer logo. Variation 1 displayed a vertical testimonial and a customer logo. Variation Two displayed a horizontal testimonial with no customer logo. Variation Three displayed a horizontal testimonial that included a logo as well.

Approximately 2,500 site visitors were entered in the experiment, with traffic divided equally among each variation. Ferry and his team tracked several engagement, click, and pageview goals, with the primary conversion goal being views of the “Demo requested” page. This page was displayed after a site visitor successfully signed up for a comScore demo, making them a new lead for the comScore sales team.

Integrating with Digital Analytix

Integrating Optimizely with comScore’s Digital Analytix tool helped Ferry apply custom segments and filter the experiment results to analyze how each social proof variation performed for clients versus prospects. Filtering out existing clients from the test results gave Ferry a clearer picture of how the test was performing in terms of new leads generated.

Results: The vertical testimonial that included a logo outperformed all the other variations – increasing leads generated by 69%.

Variations	Conversion Rate	Improvement
Original Variation	3.3% (±1.4%)	---
Variation 1	5.5% (±1.8%)	+69.0%
Variation 2	3.8% (±1.5%)	+14.8%
Variation 3	4.3% (±1.6%)	+30.5%

Takeaways:

- *Use segmentation to hone in on results.* Ferry applied user segments to zoom in on experiment results for the target group for his test – new leads. “We wanted to filter out all existing clients who only use the page to login to the product and focus on the effects the changes had on prospective customers,” he said. Drilling into specific user groups can provide more detailed insights from test results and can shape ideas for future tests.
- *Small changes can offer a big lift.* Not every test needs to be drastic, like a website redesign. Testing minor differences to the social proof display on comScore’s product pages yielded a significant lift in conversions. When building experiments, test both large and small aspects of your site to maximize conversion rates across the board.
- *Track what matters.* Ferry used Optimizely to track several types of conversions on comScore’s site, setting goals around engagement, click-throughs, and pageviews. Tracking both macroconversions (actions that directly drove comScore’s lead generation, like views of the “demo requested” page) and microconversions (actions that revealed more nuanced information about site visitors’ behaviors, like engagement) for each experiment can help paint a fuller picture of how users interact with your site and inform future experiments.

See Results Today.

Businesses testing with Optimizely achieve major conversion increases for key business objectives.

Media

29.2%
pageviews

14.38%
reader engagement

Online Retail

21.19%
revenue

13.41%
shopper engagement

SaaS

28.91%
pageviews

17.52%
user engagement

Source: Survey of baseline-beating Optimizely experiments since October 2010.

Happy Customers:

