

How 123ContactForm Increased Revenue by 18% with an Optimized Upgrade Page

Avangate & InnerTrends Client Success Story

“This case study is yet another testimony to the power of testing and correct interpretation of data. We started out with the wrong assumptions and would have wasted a lot of resources had we not identified the real issue that needed addressing.

We thank the teams at Avangate and InnerTrends for providing the guidance and technical expertise to make our conversion optimization project a success. We were very pleased with the 18% revenue uplift that resulted from this project.”



Irina Bucurenciu
Head of Marketing
123ContactForm

www.avangate.com

Customer:
123ContactForm

Segment: SaaS
Vertical: Web Tools
Target: B2B

Project: Purchase funnel improvement

Benefits & Results:
18% revenue uplift from 21% increase in conversion rates on the upgrade page

Avangate Solution:
Avangate Digital Commerce Enterprise Edition



Solution: Conversion Optimization Project

Cart Conversion Rate: 40% or 85%?

To start with, Insight Catalyst showed a cart conversion rate of 40%. This is the number that 123ContactForm initially wanted to improve. However, this number was session-based (any other classic analytics tool would work in a similar way), so a user who entered the cart and abandoned it twice would yield a 33% conversion rate.

The team took this to the next level and analyzed user behavior, with the help of InnerTrends, which tracks logged-in users instead of sessions; they then discovered a much higher conversion rate – roughly 85%.

Increasing the cart conversion rate from 85% would have required a huge effort for a small potential revenue increase. It is also a rate way above the industry average of 70%, so the 123ContactForm team decided to explore other options, starting with the site conversion rate.

Optimizing Site Conversion: The Pricing Page

Together with 123ContactForm, the specialist teams at Avangate and InnerTrends mapped out the site buyer journey. Once we figured out each step that the customer had to go through, we documented the four-step sales funnel and began tracking the actions that the users performed at each step.

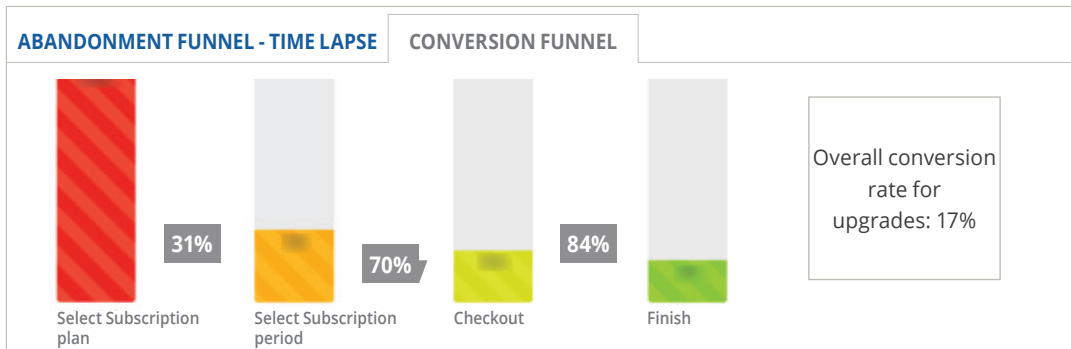
We tracked the funnel for four weeks (to get a relevant amount of data), and found an overall conversion rate of 17%.

Context

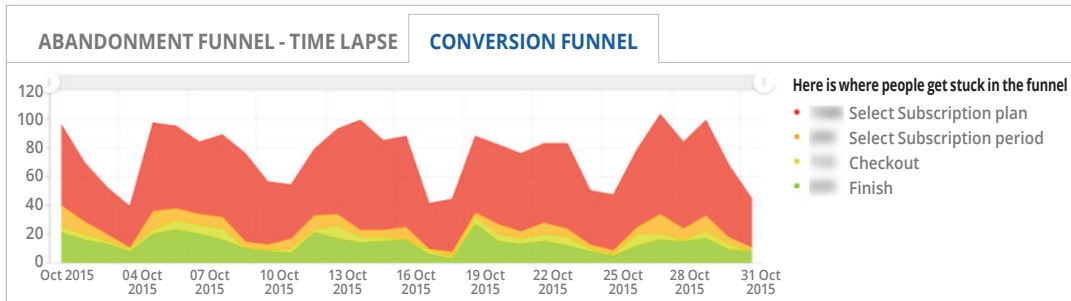
The 123ContactForm marketing team was running programs to generate more traffic, but this wasn't leading to more revenue, so the team decided to find ways to optimize the purchase funnel. Avangate, the company's eCommerce provider, teamed up with InnerTrends, a growth analytics service for SaaS and web apps, to help 123ContactForm figure out what needed to be done in order to increase their conversion rate.



Here's what the data looks like in the InnerTrends Dashboard:



Conversion rates on each step of the purchase



Conversion rates on each step of the purchase (in trended mode, showing daily trends).

The data showed that most users were lost in the first step of the funnel, when they had to select a pricing option. All users in the experiment already had a free account. Because we were dealing with a top of the funnel problem on a page intended to help users choose a package, we decided to treat this as a messaging issue. Our hypothesis was that the copy on the page was not compelling enough to get shoppers to buy.

Testing Messaging

The next step was to segment the users and display different messages based on how long ago the user had created an account:

- Within 10 days (62% of those visiting the upgrade page)
- Between 10 days and a year ago (25% of those visiting the upgrade page)
- More than a year ago (13% of those visiting the upgrade page)

The tactic was to A/B test the plan selection page with messages customized for each of the above segments. But because a full A/B test would require dev time from 123ContactForm, we decided to run a Minimum Viable Experiment first to get some preliminary data that would help us better prioritize resources. We used a Google Tag Manager setup and created three different headlines for each of the customer profiles above, testing each new headline against the old one.

Here are some of the headlines we tested:

Upgrade your account
Upgrade takes less than 60 seconds. Pick a plan to get started.

<p>GOLD</p> <p>\$14.95 /month or \$149.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 1 User 20 Forms 5,000 Submissions / month 500 MB Storage for uploads No links to 123ContactForm 3rd Party Apps integration 	<p>BEST VALUE PLATINUM</p> <p>\$29.95 /month or \$299.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 5 Users Unlimited Forms 20,000 Submissions / month 2 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption Domain aliasing 	<p>DIAMOND</p> <p>\$59.95 /month or \$599.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 20 Users Unlimited Forms 100,000 Submissions / month 10 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption Domain aliasing 	<p>ENTERPRISE</p> <p>***</p> <p>GET A QUOTE</p> <ul style="list-style-type: none"> Unlimited Users Unlimited Forms White Label Control Panel 3rd Party Apps Payment integration ExactTarget Data Extension Tailored Plans & Limits
--	--	---	--

Control – Half A: All Segments

Don't run out of submissions or forms
Upgrade Now

<p>GOLD</p> <p>\$14.95 /month or \$149.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 1 User 20 Forms 5,000 Submissions / month 500 MB Storage for uploads No links to 123ContactForm 3rd Party Apps integration 	<p>BEST VALUE PLATINUM</p> <p>\$29.95 /month or \$299.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 5 Users Unlimited Forms 20,000 Submissions / month 2 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption 	<p>DIAMOND</p> <p>\$59.95 /month or \$599.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 20 Users Unlimited Forms 100,000 Submissions / month 10 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption 	<p>ENTERPRISE</p> <p>***</p> <p>GET A QUOTE</p> <ul style="list-style-type: none"> Unlimited Users Unlimited Forms White Label Control Panel 3rd Party Apps Payment integration ExactTarget Data Extension Tailored Plans & Limits
--	---	--	--

Variation A – Half B: Accounts created within 10 days
Message focus: Urgency and ability to collect more data

Unlock Advanced Functionalities
Upgrade now and get more submissions, more forms, more settings, more integrations!

<p>GOLD</p> <p>\$14.95 /month or \$149.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 1 User 20 Forms 5,000 Submissions / month 500 MB Storage for uploads No links to 123ContactForm 3rd Party Apps integration 	<p>BEST VALUE PLATINUM</p> <p>\$29.95 /month or \$299.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 5 Users Unlimited Forms 20,000 Submissions / month 2 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption Domain aliasing 	<p>DIAMOND</p> <p>\$59.95 /month or \$599.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 20 Users Unlimited Forms 100,000 Submissions / month 10 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption Domain aliasing 	<p>ENTERPRISE</p> <p>***</p> <p>GET A QUOTE</p> <ul style="list-style-type: none"> Unlimited Users Unlimited Forms White Label Control Panel 3rd Party Apps Payment integration ExactTarget Data Extension Tailored Plans & Limits
--	--	---	--

Variation B – Half B: Accounts created between 10 days and 1 year ago
Message focus: More benefits for upgrading

We have something special for you!
You've been around for some time.
Let us give you this little present: **20% OFF** on any plan!
Discount will apply automatically on the payment page

<p>GOLD</p> <p>\$14.95 /month or \$149.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 1 User 20 Forms 5,000 Submissions / month 500 MB Storage for uploads No links to 123ContactForm 3rd Party Apps integration 	<p>BEST VALUE PLATINUM</p> <p>\$29.95 /month or \$299.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 5 Users Unlimited Forms 20,000 Submissions / month 2 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption 	<p>DIAMOND</p> <p>\$59.95 /month or \$599.95/year</p> <p>UPGRADE</p> <ul style="list-style-type: none"> 20 Users Unlimited Forms 100,000 Submissions / month 10 GB Storage for uploads 3rd Party Apps integration Payment integration SSL encryption 	<p>ENTERPRISE</p> <p>***</p> <p>GET A QUOTE</p> <ul style="list-style-type: none"> Unlimited Users Unlimited Forms White Label Control Panel 3rd Party Apps Payment integration ExactTarget Data Extension Tailored Plans & Limits
--	---	--	--

Variation C – Half B: Account created more than a year ago
Message focus: 20% off discount

However, the data didn't reveal any clear winner from any of our variants. Even when we went ahead and offered discounts of up to 20%, there wasn't a big difference in conversion rate between the before & after message for the three categories.

Therefore, we concluded that the header itself wasn't the problem, and that our hypothesis that the messaging was wrong had been incorrect. Instead, something within the pricing offer must be causing the users to abandon the process. So we went to the next phase of the project, looking at the page design and package content.

Testing Packaging

Our second hypothesis was that making the package description and package display more clear would increase the page conversion rate. Ruling out messaging as a potential issue made it easier to get buy-in on the testing process from the 123ContactForm dev department, which was more willing to allocate resources for this second trial.

In addition, because there hadn't been a significant difference in the behavior of the three segments in the previous test, the second test was run on the overall, unsegmented population.

The new design focused on better outlining the features included in each upgrade package. Cleaner design, with improved look & feel.

Here's the pricing page redesign that was tested against the control:

Results

The new design yielded a 21% increase in conversion rate (from 17.4% to 21%) for the whole buying process, all the way from the upgrade page to finalizing the purchase. The conversion optimization translated into an 18% revenue uplift.

Upgrade your account
Upgrade takes less than 60 seconds. Pick a plan to get started.

Monthly | Yearly (save 15%)

GOLD	PLATINUM	DIAMOND	ENTERPRISE STARTING FROM
\$ 19/month	\$ 39/month	\$ 79/month	\$ 349/month
CHOOSE PLAN	CHOOSE PLAN	CHOOSE PLAN	GET A QUOTE
✓ 1 User	✓ 5 Users	✓ 20 Users	✓ Unlimited Users
✓ Unlimited Fields	✓ Unlimited Fields	✓ Unlimited Fields	✓ Unlimited Fields
✓ 20 Forms	✓ Unlimited Forms	✓ Unlimited Forms	✓ Unlimited Forms
✓ 5,000 Submissions/mo	✓ 20,000 Submissions/mo	✓ 100,000 Submissions/mo	✓ White Label Control Panel
✓ 500 MB Storage	✓ 2 GB Storage	✓ 10 GB Storage	✓ 3rd Party Apps Integration
✓ No Links to 123CF	✓ 3rd Party Apps Integration	✓ 3rd Party Apps Integration	✓ Payments Integration
✓ 3rd Party Apps Integration	✓ Payment Integration	✓ Payment Integration	✓ Exact Target Data Extension
✓ Live Chat Support	✓ Live Chat Support	✓ Live Chat Support	✓ Live Chat Support
Read More >>	✓ SSL Encryption	✓ SSL Encryption	✓ Tailored Plans & Limits
	✓ Domain Aliasing	✓ Domain Aliasing	Read More >>
	Read More >>	Read More >>	

30 DAY MONEY BACK GUARANTEE

Upgrade your account with a 30-day money-back guarantee

Variation: New design of the Upgrade page

Conclusions

Clearly defining the purchase funnel and the steps that the users had to go through went a long way in identifying the core problem that 123ContactForm was facing. Breaking the funnel down into four steps made it easier for us to know what to look for and test.

Setting up an analytics tool and tracking user actions are tactics that every business is using nowadays. But even more important than these basics is asking yourself if you're looking at the correct numbers, the correct way. This point alone could render your tests useless, and make or break your business.

There will be situations where you won't be able to get a helping hand from the dev team to set up A/B tests. This is where being a resourceful growth hacker comes in. You might need to figure out a way to run initial tests that will convince the rest of the team that you've stumbled across a very important issue with the product – one that deserves their attention.

After you implement the growth hacks and run your experiments, the data might reveal that the issue was caused by something completely different than what you were expecting. Testing confirmed that 123ContactForm had no problem with the shopping cart or the headline on their pricing page.

Once the real issue was identified, the dev team knew exactly what they had to do in order to fix it. With all the facts in front of us, we went ahead and implemented the fix quickly and achieved an increased conversion and purchase rates for 123ContactForm.

“Ask yourself if you're looking at the correct numbers, the correct way. Data might reveal that the issue is something completely different than what you were expecting.”





About Avangate

About 123ContactForm

123ContactForm is a trustworthy and user-friendly web form builder that allows organizations to easily and securely build and customize forms or surveys without programming skills. With 123ContactForm anyone can create from simple to complex forms or surveys and start collecting data within minutes. It is the right tool for individuals, but also for small businesses and large enterprises. It integrates with many third party apps, such as Google Drive, Salesforce, MailChimp, PayPal, Stripe and many more. Founded in 2008, 123ContactForm is among the 5 top form builders in the world used by a wide diversity of businesses and institutions. For more information, visit 123contactform.com

About Innertrends Inner Trends

InnerTrends helps SaaS companies accelerate growth by tracking, analyzing and optimizing customer onboarding.

More information on www.innertrends.com

Avangate, a Francisco Partners portfolio company, is the digital commerce provider that enables the new services economy, helping Software, SaaS and Online Services companies to sell their products and services via multiple channels, to acquire customers across multiple touch points, to increase customer and revenue retention, to leverage smarter payment options, and to maximize sales conversion rates. Avangate's clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky Lab, Telestream and many more companies across the globe.

Learn more about how Avangate can help your business at www.avangate.com

August 2016