

Avangate Client Success Story

Workshare

- 10% Revenue Uplift Estimated from Acquisition Optimization in B2B eCommerce
- Improved Conversions by 36% with Cleaner Design and by a further 12% with Fewer Form Fields and Optimized Payment Methods Display

“We are thrilled with the results of Avangate’s Conversion Optimization Service and have extended the service to continue increasing our conversion rate and revenue. This project is clearly aligned with our strategy to constantly improve customer experience, simplifying online B2B purchases.”



Eleanor O'Neill
Director Commercial Operations
Workshare

Customer: Workshare

Segment: SaaS

Vertical: File Sharing and Collaboration

Target: B2B

Project: B2B eCommerce/
Acquisition Optimization

Benefits & Results:

- 36% & 12% increases in cart conversion rates
- 10% increase in revenue (estimation)
- Project ROI 17 fold

Avangate Solution:

Enterprise Edition & CRO service



Context

Workshare is a leading provider of secure enterprise file sharing and collaboration applications, leveraging their website as a source of client acquisition.

Their online strategy includes options to buy, try or request a demo for their products.

Whether it is people who are ready to buy the software immediately, or prospects converted from trials and demos, all website purchases ultimately go through the shopping cart.

The end-to-end online ordering process, including renewal management for subscriptions is managed via the Avangate Digital Commerce platform, on a global level.

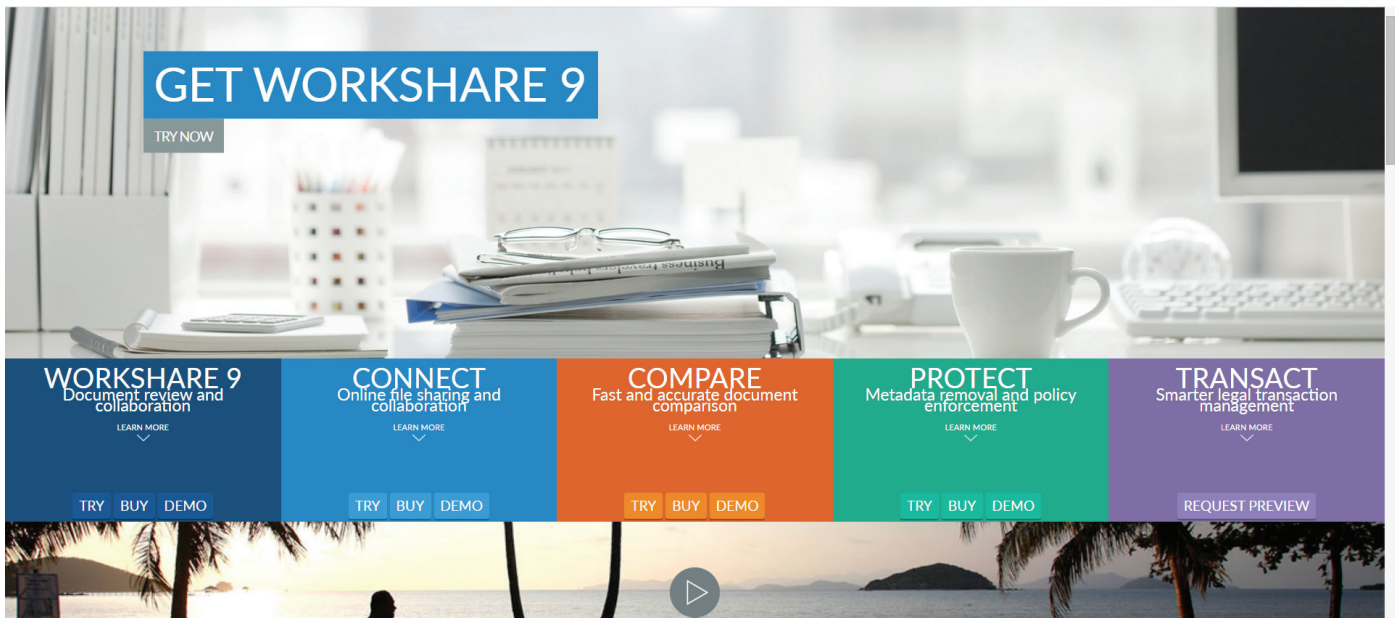
Objectives

This project focuses on optimizing the Workshare shopping cart as part of an overall action to improve the online sales process for their B2B audience.

Solution

Avangate partnered with digital marketing agency Somebody Digital for this project, which consisted of several split tests to optimize the Workshare Checkout page.

SOMEBODY
DIGITAL MARKETING AGENCY



Test 1 - Design Improvement

The first test aimed to compare a contemporary cart design against the existing cart.

- Pages Tested: Checkout page and Review page
- Target Audience: All Visitors in UK, USA and Canada (top 3 markets out of 50+ that Workshare sell to via the Avangate Digital Commerce Platform)
- KPIs: Visitors to Checkout page; Visitors to Review page; Conversions, Revenue, AOV
- Test duration: 3 weeks

Control: Original Checkout page

Conclusions

Challenger version won with 36% improvement over the Control. Results were consistent in US and UK markets. The resulting increase in revenue for Workshare was estimated at 8%. Results rationalized by 50% for a conservative estimate to factor in the impact of changes to the storefront, product launches/promotions and seasonality trends, etc.

The Winning Variation -> Challenger:
New Checkout Page with Contemporary Design

Test 2 - Shorter Form with Optimized Payment Methods

- Pages Tested: Checkout Page
- Target Audience: All Visitors in UK, USA and Canada (top 3 markets out of 50+ that Workshare sell to via the Avangate Digital Commerce Platform)
- KPIs: Visitors to Checkout page; Visitors to Review page; Conversions, Revenue, AOV
- Test duration: 5 weeks

The screenshot displays the Workshare checkout process, which is divided into three steps: BILLING INFORMATION (1), CONFIRMATION AND PAYMENT (2), and FINISH (3). The current step is CONFIRMATION AND PAYMENT. The page shows a shopping cart with one item: Workshare Professional 9, priced at 115.00 GBP. The total price, including VAT, is 138.00 GBP. Below the cart, there is a section for PERSONAL INFORMATION with fields for Full name, Country (United Kingdom), and Email. There is also a checkbox for 'Check only if you are a company'. The PAYMENT OPTIONS section includes fields for Card holder name, Card number, Card expiration date (Month and Year), and CVR/CVC2 code. Payment methods listed are Visa/MasterCard, American Express, and PayPal. A 'CONTINUE' button is at the bottom right, and a disclaimer states 'By ticking this box, I confirm I have read and accept Workshare's End User License Agreement'.

The Winning Variation -> Challenger:
Optimized Payment Methods & Shorter Form

Conclusions

Challenger Variation B won with 12.15% higher conversion rate. The additional increase in revenue for Workshare was estimated at 2%. Results rationalized by 50% for a conservative estimate to factor in the impact of changes to the storefront, product launches/promotions and seasonality trends, etc.





Once Test 1 had determined the winning template design, we progressed to doing incremental tests to further optimize.

We started from the hypothesis that “less is more” and split-tested two different checkout forms, one of which required the customer’s full street address, city, and zip code, while the other did not (“Short Form”).

The second variation in this test was the display of the payment methods. On the current checkout design, many payment options were listed to give the shopper maximum choice.

The hypothesis was that by reducing the number of payment methods to only list the most popular ones will reduce the cognitive load for the shopper and therefore will increase the conversion rate.

Avangate performed an analysis based on Workshare’s historical order data to determine the most utilized payment methods on a per country basis. Payment methods that had not been used at all in the past 12 months were hidden.

The Control for this second test was the winner from Test 1. Challenger A was the Control with optimized payment methods. Challenger B was the Control with optimized payment methods and shorter form field.

Summary of Results

- 36% & 12% increases in cart conversion rates
- 10% increase in revenue (estimation)
- Project ROI 17 fold





Takeaway

You can test the “less is more” hypothesis with your own Checkout Page using Avangate’s advanced A/B testing tool, which is included in the platform under “Marketing Tools”. This allows anyone to easily test Short Form and quantify the increase in conversion rate – and revenue. There’s no coding required, and the system automatically calculates statistical significance and generates graphs and reports for presentations.

About Workshare

Workshare is a leading provider of secure enterprise collaboration applications. Workshare allows individuals to easily create, share and manage high-value content anywhere, on any device. Workshare makes collaborating with clients, partners and others easy by enabling content owners to accurately track and compare changes from contributors simultaneously. Workshare also reduces the commercial risk posed by inadvertently sharing confidential or sensitive documents. More than 1.8 million professionals in 70 countries use Workshare’s award-winning desktop, mobile, tablet, and online applications. For more information visit <http://www.workshare.com>

About Avangate

Avangate is the modern Digital Commerce provider that enables the New Services Economy, helping Software, SaaS and Online Services companies sell their products and services via any channel, acquire customers across touchpoints, increase retention, leverage smarter payments, experiment on the fly and optimize their business in order to increase overall revenue. Avangate’s clients include ABBYY, Absolute, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio, Telestream and many more companies across the globe.

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

Oct 2015