Avangate Client Success Story
Telestream

10-fold ROI through Conversion Rate Optimization

"*We found the Conversion Rate Optimization service to be extremely valuable. Not only did Avangate and WiderFunnel propose new shopping cart designs to stop revenue leakage, they proved that the new designs worked through testing. The numbers speak for themselves. We are very pleased with the results.*"

Barbara DeHart
Vice President of Desktop Business
Telestream

Customer: Telestream

Segment: Software
Vertical: Audio-Video

Project: Acquisition Optimization

Key Results:

- 10-fold ROI through CRO project
- 26% increase in conversion rates
- $2M increase in annual revenue (forecast)

Avangate Solution:
Enterprise Edition/ CRO Service

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The Context

Telestream's customer acquisition strategy is centered around driving traffic to their website to try or purchase software from their online store. Shoppers can buy the software online, download it, and immediately start using it. The software licensing model is based on a perpetual license, although Telestream does offer a few products with annual subscriptions. The customer life cycle also includes paid upgrades to further increase the lifetime value of the customer.

Objectives

- Increase the site conversion rate to bring more traffic to the cart pages
- Increase the cart conversion rate to convert more shoppers to buyers
- Increase revenue

Challenges

After conducting an in-depth analysis of current website performance, the team identified problem areas where revenue leakage was occurring. The optimization strategy would be focused on these key areas with the most impact/traffic in order to maximize revenue potential in the shortest amount of time. The optimization strategy planned to start with the Site & Product pages, then the Cart pages since the majority of the Telestream traffic comes directly into the product pages – and not the homepage.

Solution

Avangate partnered with WiderFunnel, a digital optimization agency, to provide Conversion Rate Optimization (CRO) services to Telestream.

WIDER FUNNEL.

Avangate and WiderFunnel developed a strategy and test plan to focus on areas with the most revenue potential. Several experiments were run during the 6-month project – both on the site and on the cart pages:

- **Site Experiments – Buy Links**
- **Product Page Experiments – Call to Action**
- **Product Page Experiments – Hero Banner**
- **Cart Experiments – Review Order**
- **Cart Experiments – Optimal Number of Steps**

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Site Experiments – Buy Links

The hypothesis was: *"Will removing the friction for users make it easier to buy and increase the conversion rate?"*

Background

The analysis had identified that the Buy Menu was confusing in a few ways: The Call to Action (CTA) under the menu Buy said "Contact", which was inconsistent with the original promise. The links under Buy were opening an email in which the users had to type their requests. In order to buy, users had to go under the Products in the top nav.
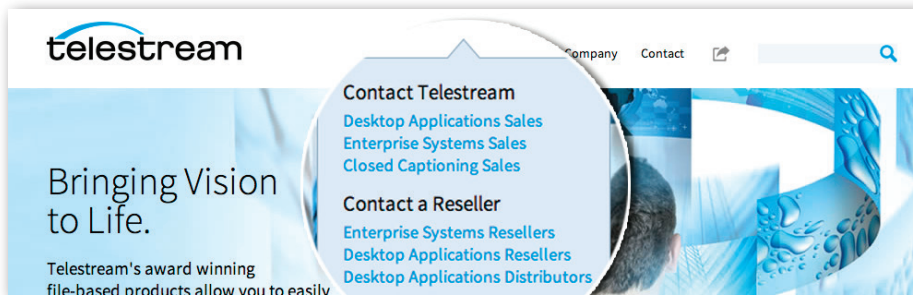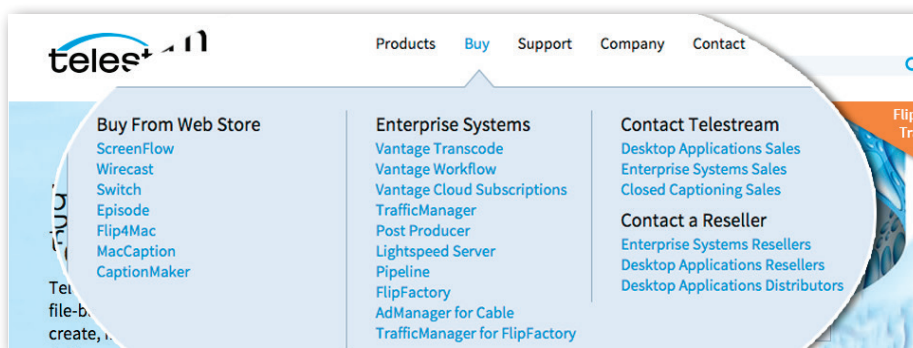
Variations

The Control
In the original site navigation, the Buy menu prompts the user to contact a sales person via email.

The Winning Variation
Buy links for each product moved under the Buy menu instead of the Products menu

Results

By adding clarity and removing frustration, the experiment increased the conversion rate by 4%.

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Product Page Experiments – CTA

Background

The Product pages had significant traffic and were a top priority in the optimization strategy. The Control had three Call-to-Actions (CTAs) and the page was text heavy - which may be overwhelming for the user.

The hypothesis was: *"Will adding clarity and reducing distraction make it easier for users to select the path to conversion?"*

Variations

The Control

Important content is below the fold and the 3 CTAs (Try, Buy, Watch Video) are given the same weight.

The Winning Variation

Content is reduced and information is displayed in order of importance. One main goal is highlighted (Buy) while the other goals are given less prominence.

Results

The experiment generated a 16% lift in conversion rate over the Control for the one product line we tested. More importantly, we gained significant insights into what type of content impacts the buying process, and these insights can be applied to all of the other Product pages on the site.
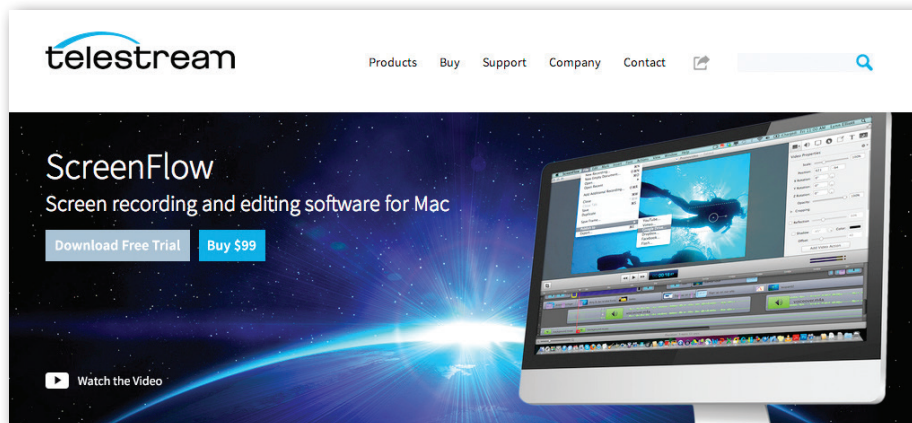
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Product Page Experiments – Hero Banner

Background
In this experiment, the user's sensitivity to the product imagery was tested by changing the hero banner on the Product page. The hero banner on the Control was very futuristic and abstract.
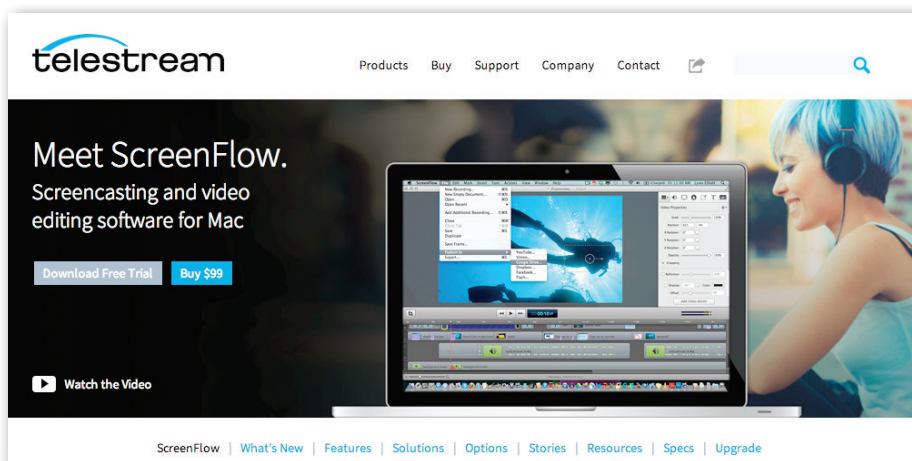
The hypothesis was: *"Will adding a human element make the product more approachable and convert better?"*

Variations

The Control
Futuristic design that can make product seem intimidating and complex.

The Winning Variation
A more approachable design showing the product in context of a typical customer.

Results
The winning variation generated a 26% increase in conversion rate over the Control.

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Cart Experiments – Review Order

Background

There can be a lot of anxiety for shoppers on the checkout page. The objective of this experiment was to build trust and remove any ambiguity that would "*scare*" the users away.

The hypothesis was: *"Will users be more likely to complete their order if it's clear that they can review their order before committing?"*
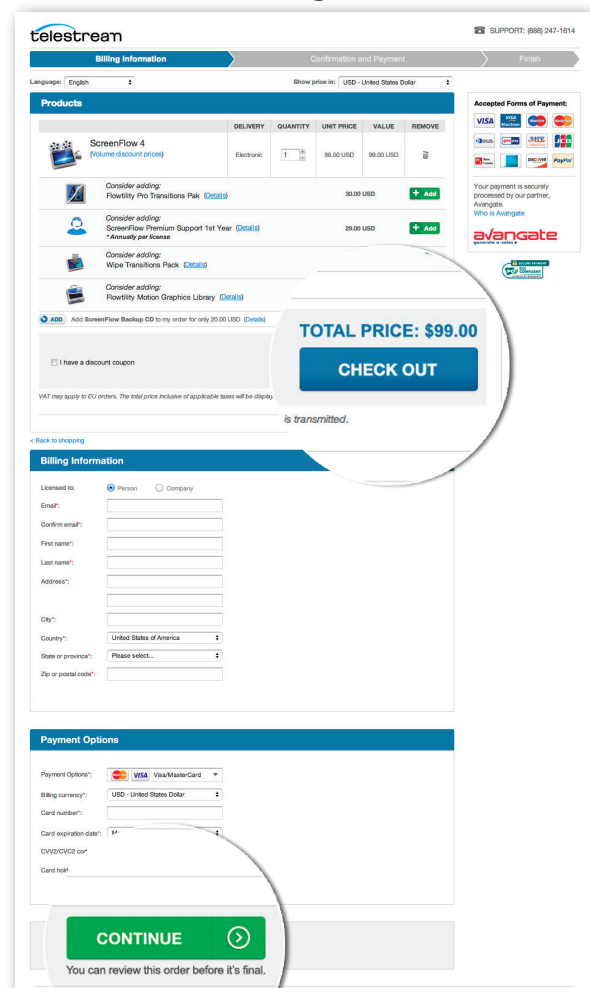
Variations

The Control
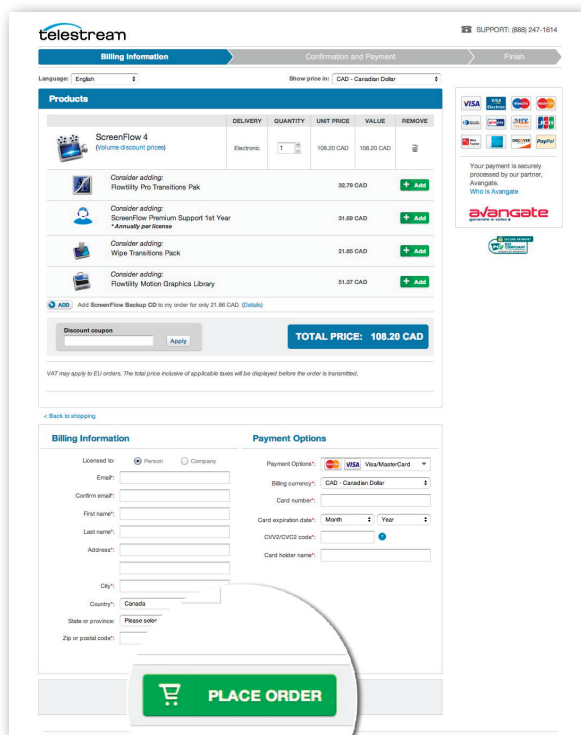
CTA says "Place Order" which is misleading; there is one extra step where users can review and confirm their order.

The Winning Variation

CTA says "Continue" with text "You can review this order before it's final".

Results

The winning variation increased the conversion rate by 6.8% over the Control.

Cart Experiments –
# Optimal Number of Steps

Background

This experiment was designed to identify the optimal number of steps in the checkout process. While there is a best practice that suggests that fewer steps are better, even best practices need to be tested.

The hypothesis was: *"Does having a larger number of shorter pages/steps avoid overwhelming the user and ultimately increase the conversion rate?"*
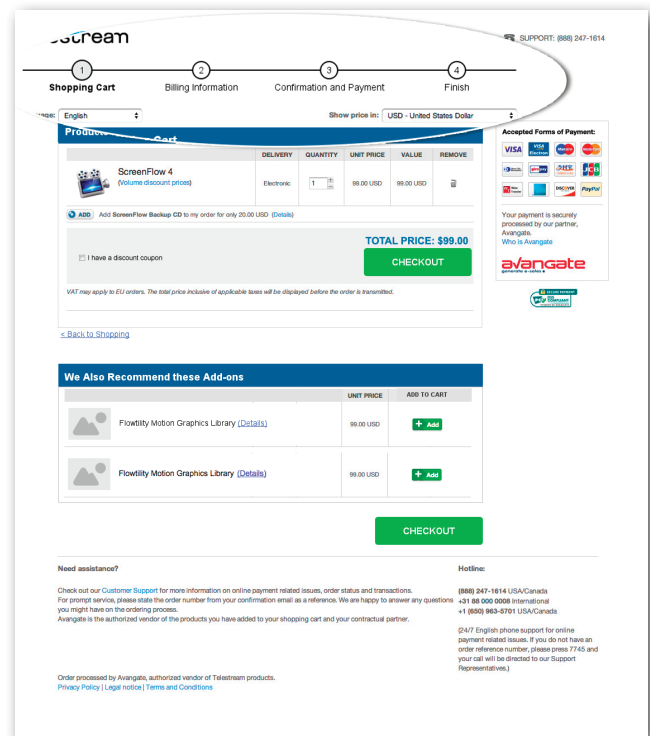
Variations

The Control
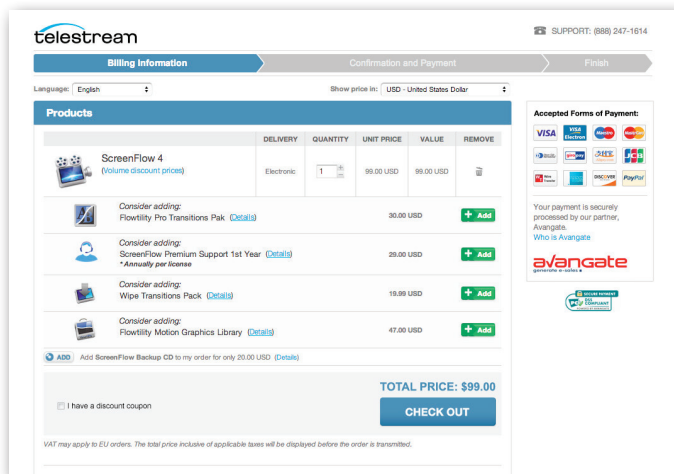
Displayed 3 steps at the top of the page, although the steps are not numbered.

The Winning Variation

This design shows four numbered steps at the top of the page, and each page is shorter and appears less overwhelming.

Results

The winning variation improved the conversion rate 5.5% over the Control. Having more steps in the checkout process increased the conversion rate when each step was shorter and easier for the user to complete.

Summary of Results

Over the 6-month optimization program, Telestream achieved a 10x return on their investment and increased their cart conversion rate by 26%.
This improvement translated into a total $2M in additional revenue per year (forcasted revenue). Telestream also gained valuable insights about their customers buying behavior, which now can be applied to their website and other cart templates to further increase revenue.

About Telestream

Telestream® specializes in software that make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Their flagships products include ScreenFlow (screen recording and editing) and Wirecast (video streaming and production). Telestream customers include millions of consumers, businesses, and the world's leading media and entertainment companies.
More info on www.telestream.net

About WiderFunnel

WiderFunnel is a different kind of company. We're purely a best-in-class conversion services agency focused solely on improving results for our clients by laying our strategy and full service A/B testing on top of your website operations. With 7 years of proven results and industry experience, along with thousands of successful tests we know what really works for lifting profits. WiderFunnel's LIFT Model for continuous improvement will take your current testing and conversion strategy to the next level. We work with Fortune 500 companies to small owner-operators of high traffic websites. Whether you need strategic guidance or to completely outsource your conversion operations WiderFunnel can help.
More information can be found on www.widerfunnel.com

About Avangate

Avangate powers modern Digital Commerce, finally solving the complexity of online commerce, subscription billing, and global payments for Software, SaaS and Online Services companies. Backed by a proven cloud platform, unmatched expertise and a depth of digital commerce services, Avangate helps digital business leaders drive the fastest path to revenue, maximize the value of every customer, and expand global reach. Over 4,000 of the most demanding digital businesses in over 180 countries trust Avangate including Absolute Software, Bitdefender, Brocade, FICO, HP Software, Kaspersky, Metaio, Telestream.

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

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