

How Movavi Obtained a 15 fold ROI with Shopping Cart Optimization

Avangate & Sellpoints Client Success Story

“Our goal with this project was to increase sales by optimizing the shopping cart. The 15 fold ROI we obtained was much higher than other marketing projects such as paid search and even other optimization projects we’ve done in the past.

The results of the A/B tests helped us not only optimize the cart, but also understand what we need to optimize upstream in the purchase funnel in order to increase overall site conversion.

All in all, we got valuable findings that translated into immediate revenue increase as well as ideas for future optimization projects,”



Evgeniya Ivonina,
Head of Website Development,
Movavi

Customer Name:
Movavi

Segment: ESD

Vertical: Audio-video

Target: B2C & B2B

Project: Conversion Rate Optimization

Benefits & Results:

Over a 9-month period, Movavi increased conversion rate by 5.5% and RPV by 22%.

The CRO program created a 15x ROI.

Avangate Solution:

Avangate Digital Commerce Enterprise Edition & CRO services by Sellpoints

Context

Movavi produces popular multimedia software that makes editing music, videos and photos fun and easy. Since its establishment in 2004, Movavi has grown from a small startup run by three enthusiasts who produced and supported two products to an international business with over 100 employees and an expanding product range sold in over 150 countries.

Movavi is a strong advocate of optimization through A/B testing. Evgeniya Ivonina, Head of Website Development at Movavi, leads a team that optimizes the entire purchase funnel from home page to checkout pages. Evgeniya's internal team focuses on testing Movavi-hosted pages, such as the product pages. Movavi enlisted Avangate and Sellpoints to optimize the Avangate-hosted cart pages. Sellpoints is an Avangate partner agency that delivers conversion optimization services to drive revenue growth.

Objectives

To maximize revenue growth, Movavi ran parallel tests on the product pages and checkout pages. The tests were focused on customer acquisition, and how to maximize conversion rates and RPV (revenue per visitor).





Solution - The CRO Service

Avangate's CRO Service begins with an analysis phase to understand what is driving shoppers to purchase (or to not purchase) from the website. We ran a poll on the checkout page that was triggered after shoppers left the cart without a completing a purchase. The findings of the poll drove the hypothesis list for the subsequent a/b tests.

Test One: Increasing Perceived Value Through Risk-Reduction

The first test centered around increasing perceived value, which can often be accomplished by reducing perceived risk. The hypothesis was "Would reducing the shopper's perceived risk on the cart page increase the conversion rate?"

Avangate and Sellpoints designed a test strategy that included three optimizations:

- Reduce "risk" via money back guarantee (to remove value hesitations)
- Communicate trust worthiness with a well-known security icon
- Communicate customer centricity by giving high visual priority to customer support info

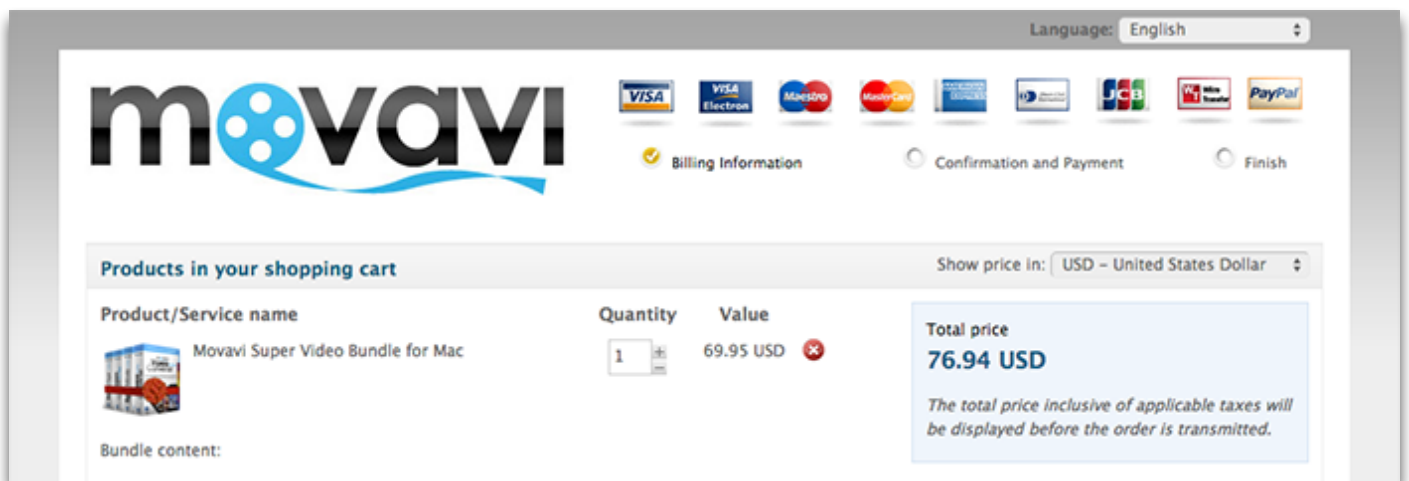
Sales objections given by shoppers

Issue	Percentage
Activation Key	6.5%
Discount	7.9%
Download Insurance	11.6%
Error	8.8%
Free Download	3.7%
Payment Options	1.9%
Product Delivery	4.2%
Product Information	19.1%
Renew Yearly	5.6%
Return Policy	0.5%
Trust	0.5%
Value	27.0%
VAT	2.8%

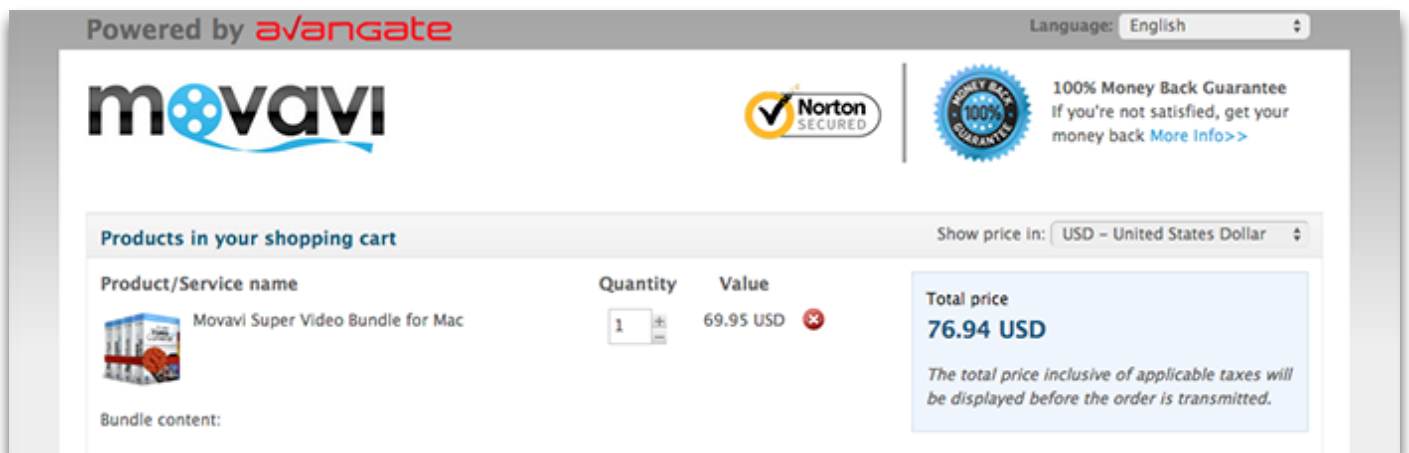


The split-test included the Control and three variations:

- Control, with the original header with payment method icons and progress map (below)
- Variation A, with a new header with customer support number and money-back guarantee
- Variation B, with a new header with the Norton Security icon and customer support number
- Variation C, with a new header with the Norton Security icon and money-back guarantee (below)



Control (Original Header with Payment Method Icons and Progress Map)



Variation C (New Header with Norton Security Icon and Money-Back Guarantee)



Test One Results

The split-test ran for 21 days until it reached 95% confidence. Two of the variations showed an improvement over the Control, with Variation C producing the largest lift, a 5.5% increase in conversion rate.

	Description	Improvement Over Control
Variation A	Customer Support number and Money-Back Guarantee	+4.0%
Variation B	Security icon and Customer Support number	-1.9%
Variation C	Security icon and Money-Back Guarantee	+5.5% (winner)

The insights learned from this test is that more users are persuaded to buy when we “reverse risk” with a money back guarantee, thus improving the perceived value, and when we communicate the security of the site, thus improving the perceived trust worthiness of the site.

Test Two: Maximizing Revenue with Download Insurance

Since 12% of polled shoppers listed “Download Insurance” as a reason for not completing their order, we wanted to better understand the impact that download insurance has on shoppers.

Download Insurance (DIS) is an Avangate product that allows shoppers to download the software again anytime within in 2 years of their order. Many software companies choose to offer Download Insurance as an optional add-on product, or they include it in an order to increase the AOV, and allow shoppers to remove it as desired.

Our hypothesis for this test were:



- If we better explain Download Insurance and allow the user to “opt-in” to DIS, would that result in more revenue or higher RPV?
- If we better explain DIS to users, would that result in more revenue or higher RPV?
- If we remove DIS entirely to remove any confusion, will conversion rates increase enough to recover revenue lost from decreased DIS sales?






The split-test included the Control and three variations:


- Control, with the Original Cart with DIS as Opt-Out (below)
- Variation 1, where DIS is opt-in. Description of DIS was added
- Variation 2, where DIS is opt-out. Description of DIS was added (below)

Powered by **avangate**

movavi   100% Money Back Guarantee
If you're not satisfied, get your money back [More Info>>](#)

Products in your shopping cart Show price in: USD - United States Dollar

Product/Service name	Quantity	Value
 Movavi Super Video Bundle for Mac	1	69.95 USD
Bundle content:		
 Download Insurance Service	1	6.99 USD
 Movavi Video Editor for Mac Personal - 2	1	29.95 USD



 Add Movavi Backup CD to my order for only 10.00 USD [\(Details\)](#)

I have a discount coupon



Total price
106.89 USD
The total price inclusive of applicable taxes will be displayed before the order is transmitted.


Control (Original Cart with DIS as Opt-Out)

Powered by **avangate**

movavi   100% Money Back Guarantee
If you're not satisfied, get your money back [More Info>>](#)

Products in your shopping cart Show price in: USD - United States Dollar

Product/Service name	Quantity	Value
 Movavi Video Editor for Mac Personal - 2	1	29.95 USD
 Download Insurance Service (What's this? >>)	1	6.99 USD

 Add Movavi Backup CD to my order for only 10.00 USD [\(Details\)](#)

I have a discount coupon

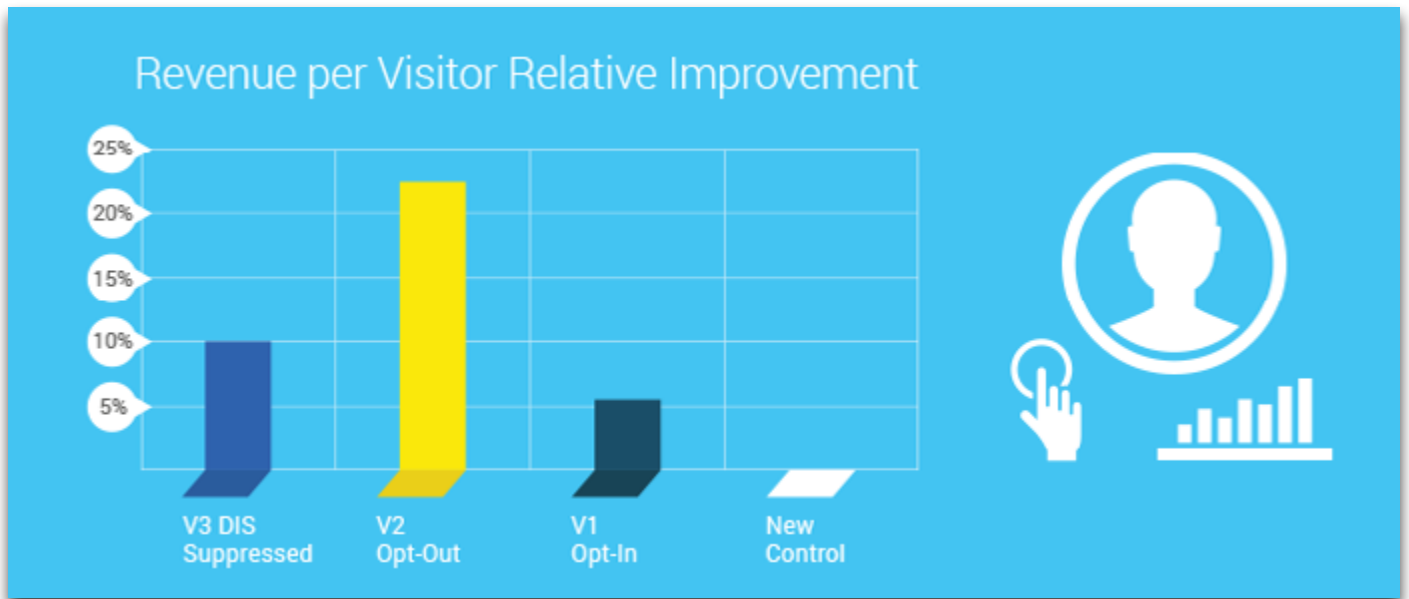
Total price
36.94 USD
The total price inclusive of applicable taxes will be displayed before the order is transmitted.

Variation 2 (DIS Is Opt-Out. Description of DIS Was Added)



Test Two Results

All three variations showed an improvement over the control, with Variation 2 producing a 22% increase in RPV (Revenue per Visitor).



Looking at all of the KPIs, Variation 2 was the best performer: highest attach rate for Download Insurance, highest attach rate for Backup CD, highest RPV, similar user experience to Control (low risk change).

	DIS Attach Rate	Backup CD Attach Rate	Revenue Per Visitor	Conversion Rate
Control	31%	8.9%	\$20.56	53.82%
Variation 2 (Winner)	54%	9.8%	\$25.21	57.08%





The insight from this test was that shoppers don't necessarily respond negatively to having DIS automatically added to cart, they just respond negatively to having it automatically added to cart without a detailed explanation.

These learnings allowed Movavi to continue offering Download Insurance as a product and maximize both conversion rates and average order value.

Summary

Together, Avangate and Sellpoints have delivered CRO Services that produced a 15x return on investment for Movavi.

	Hypothesis	Uplift
Test 1	Risk Reversal	+5.5% increase in conversion rate
Test 2	Download Insurance & Backup CD	+22% increase in revenue per visitor
	TOTAL	15x ROI

Movavi is continuing to poll their shoppers for additional insights and optimize the product pages upstream in the purchase funnel for further revenue uplift.





About Movavi

Movavi produces a wide range of multimedia programs that ensure you can have fun with your videos, music, and photos on any platform and any device. We develop easy-to-use, powerful and effective programs that inspire people to process, enhance, and share their content. Our key expertise is seamless video conversion across all popular multimedia formats.

Since its establishment in 2004, Movavi has grown to an international business with over 100 employees and an expanding product range for PC and Mac sold in 150 countries.

Read more at: www.movavi.com

About Sellpoints

Based in Emeryville, Calif., Sellpoints is the only pre-marketing conversion engine that helps brands orchestrate sales online. Delivering both market intelligence and increased sales to its customers, the Sellpoints' consumer insights platform enables brands and retailers to see the impact of their product selling methodologies live—as it happens.

Their platform builds your custom audience from their network of 251 retailers, touching 130M unique consumers each month.

Read more at: www.sellpoints.com

About Avangate

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



Mar 2016