

A/B TESTING RESULTS IN 45% INCREASE IN PHONE CALL CLICKS



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Overview

Our telecommunications client faced high website traffic but struggled with conversions. With A/B testing, we implemented a "How It Works" video and a quick navigation menu, making it easier for users to engage and convert. These changes significantly boosted form submissions and phone clicks, significantly growing their sales.

Challenge/Opportunity

- High traffic but low conversion rates.
- Users abandoned forms before submission and weren't calling..
- Mobile navigation hid key information.

Strategy & Tactics

- Added New "How It Works" Video
 - A/B tested with two variations.
 - Measured form submissions and phone clicks.
- Added a Quick Navigation Menu
 - Introduced a phone icon for easy access.
 - Measured impact on engagement and conversions.

Results

The "How It Works" video led to a **+7.42% increase in form submissions** and a **+14.81% boost in phone clicks**.

The mobile quick navigation update improved user engagement, with a **+9.41% increase in form submissions**, a **+45.18% increase in phone clicks**, plus **higher page views** for key sections.

Work With Ignite Visibility

Optimizing content placement and navigation drove major engagement and conversion improvements. If you want to boost your website's performance, contact Ignite Visibility for expert CRO solutions!

