webmechanix

Presents:

Increasing a SaaS company's demo sign-ups by 50%

A digital marketing case study
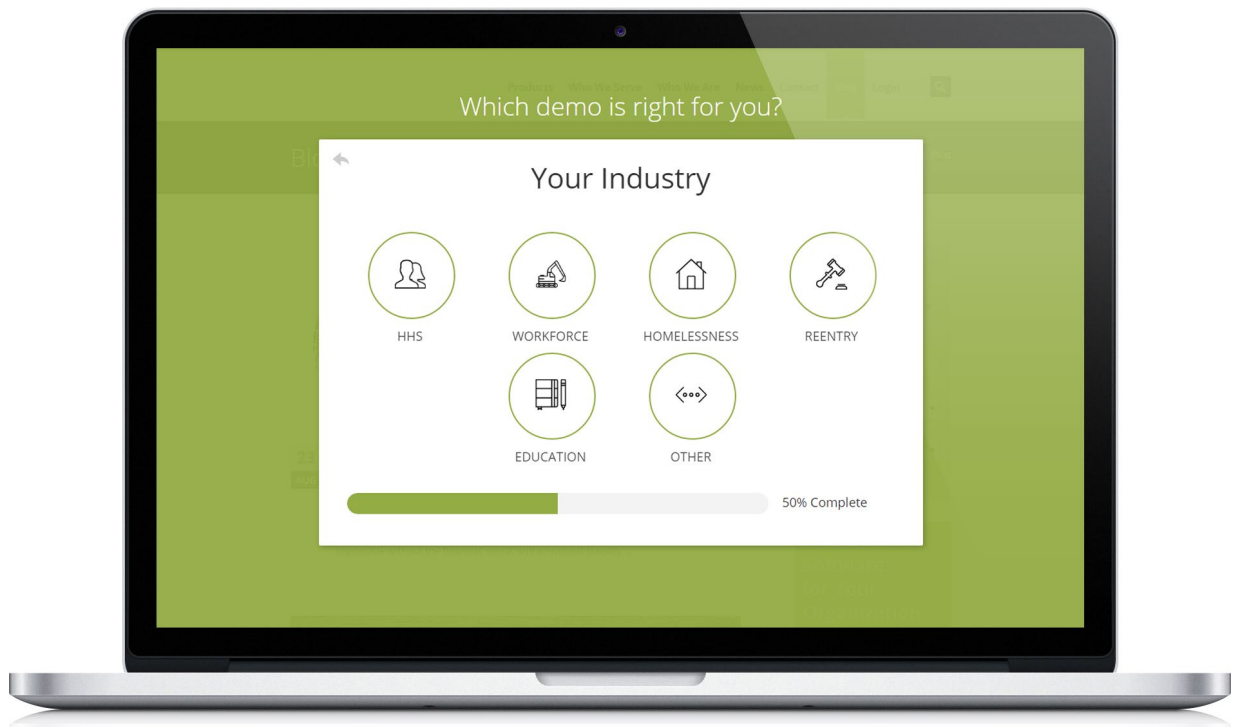
Conversion rate improved
53.15%
for users who interacted with the product wizard.

The problem
Product line expansion caused confusion
Our client, a B2B software company, had recently acquired a competitor in their industry. This acquisition expanded our client's product line from one option to three.

This shift caused a brand confusion issue. Specifically, customers and prospects familiar with the old product weren't familiar with the new ones.

As part of the merger, a new "products" page was created and over a month's worth of baseline data was gathered. While it was understood that there was a potential for a decrease in conversion rate due to this new product mix, we weren't happy to see the metrics go in the wrong direction.

So we asked: how can we clarify these options for users to reduce confusion, boost demo signups, and drive more sales?

The solution
A product wizard quiz
We decided to make the demo sign up experience more intuitive (and enjoyable) for the user by guiding them to the option that was the best fit.

To accomplish this, we created a product wizard to ask users a series of questions that would help them figure out which product was right. As an added bonus, it allowed the user to give us information in a fun way, almost like a game.

At the end of the quiz, the user was offered a free demo version of the right product based on the responses they provided.

The results
Better user experience, less confusion, and a 53.15% increase in demo signup conversion rates
Our usability testing showed that users found the quiz to be easier to understand and use than trying to use our products page or other elements on the site. The clean progress bar helped as well, propelling users through a clear sequence of steps.

The numbers say it all. Users who interacted with the product wizard will convert 53.15% more often than those who view the demo page and do NOT interact with the product wizard.

$(26.22-17.12)/17.12 = 53.15\%$ lift in conversion rates (!)

Advanced event tracking = bonus wins (remarketing & conversion)
The product quiz also gave us a hidden benefit: the ability to perform "event tracking" on users who interacted with the different steps & elements of the quiz.

This gave us two distinctive advantages over the old form-based demo request (above and beyond the healthy conversion boost!)

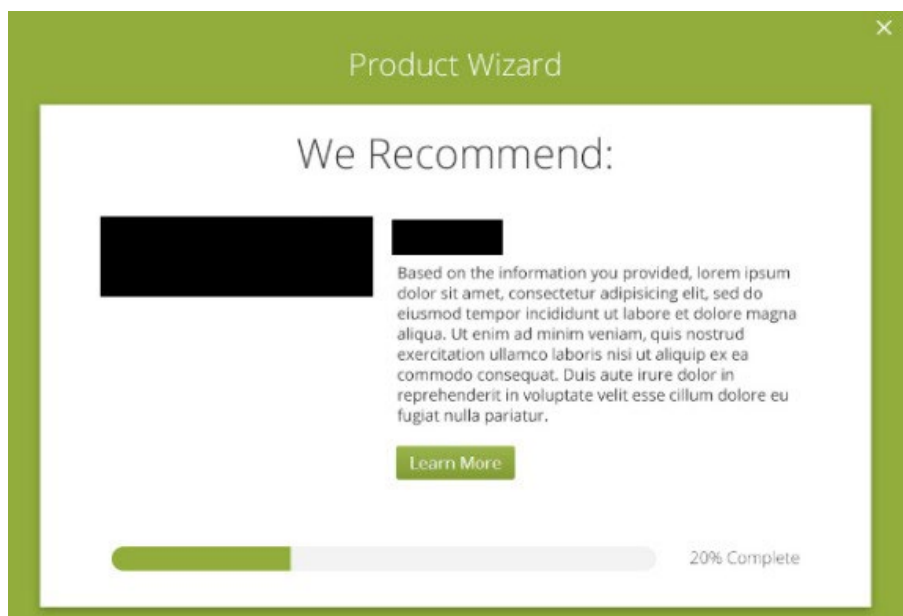|	Medium ?	Avg. Session Duration ? ↓	All Demos	All Demo Conv. %
☐	**Demo Pageviews - Non Interactors of Product Wizard**	00:04:16 Avg for View: 00:01:23 (208.02%)	423 % of Total: 68.67% (616)	17.12% % of Total: 1,908.03% (0.90%)
	Product Wizard Users	00:08:54 Avg for View: 00:01:23 (544.01%)	177 % of Total: 28.73% (616)	26.22% % of Total: 2,922.71% (0.90%)

1. **Hyper-Targeted, Bottom-of-the-Funnel Remarketing**: With event tracking in place, we could now show remarketing ads to users that went through our product quiz but did not complete the form. The best part? Because we had collected profile data on that user through the quiz, we could use highly-targeted ads to appeal to specific prospects' pain points.

2. **Funnel Abandonment Analysis**: The event tracking also allowed us to see what specific questions or points in the quiz were causing users to drop off in the multi-step quiz funnel. This level of user data would make optimizing the performance of the quiz much easier over time by showing us exactly where users are getting stuck and what needed to change to improve results.

Conclusion

If there's any chance your customer is confused by your product offerings, a product wizard quiz could be the solution you're looking for.

	up to $1M	$1M to $8M	$8M+ or Gov't
Operational Budget			
Data Management	✔	✔	✔
Case Management	✖	✔	✔
Outcomes Management	✖	✖	✔
Helps You…	Improve efficiency of data management and reporting	Measure outcomes and demonstrate results	Manage to outcomes and engage in continuous quality improvement
	Learn More	Learn More	Learn More

Product Wizard

We Recommend:

Based on the information you provided, lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Learn More

20% Complete

And if you're looking to segment your audience in any way, a quiz may very well be the perfect tool for you to test.

Here's why:

- It provides an immediate value proposition and clear path to solving your user's problem.
- Users get a chance find out exactly which of your solutions work best for their unique situation.
- It removes distraction and makes it clear what the user's next action step is.
- It helps and delights your audience, which is what you should always strive for.
- It leads prospects to buying a conclusion rather than telling them what to buy — a powerful strategy (it's also more honest and ethical.)

The truth is, your users don't want to think; they want you to tell them what options are best for their needs. By offering a more interactive and intuitive approach to buying, you could end up with happier users, more leads and more qualified sales opportunities.

Contact Us
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