



QualitySmith Optimizes Customer Information Collection to Increase Order Completion Rates

Results with SiteSpect:

- 8.75% increase in form completion
- Visitors who received the optional address field completed it 69.6% of the time.

Challenge:

Many online businesses wrestle with optimizing customer registration forms on their web sites. Given that every additional field can depress registration rates, how much information is enough and how much is too much? That was the conundrum facing QualitySmith (www.qualitysmith.com), a free service that provides estimate appointments with local home improvement contractors.

Solution:

With SiteSpect's multivariate testing solution combined with its professional services, QualitySmith was able to test multiple variations of the address collection form to determine which information collection approach was optimal, leading to an increase in form completion rates of 8.75%.

QualitySmith specializes in matching qualified customers looking for a wide variety of home improvement services with professional and reliable service providers. With QualitySmith, consumers fill out an online form outlining their project and are matched with 2-3 reputable local contractors for free written estimates.

Collecting address information is important to QualitySmith to help pinpoint the right contractors for estimate appointments. Also, some contractors were asking specifically for that information, but QualitySmith was concerned that requiring addresses would depress response rates, leading to fewer completed forms and fewer appointments for contractors.

"Over the years we had developed a form that we felt provided the least amount of friction for the consumer to give us their information. The problem was that we had no way to know for sure that was actually true," said Jane Buck, Vice President of Marketing, QualitySmith.

Addressing the situation.

Enter SiteSpect, the leading provider of non-intrusive multivariate testing technology. With SiteSpect, companies can quickly and easily determine what content will have the greatest impact on a visitor's behavior. SiteSpect optimizes a site's effectiveness by testing everything from forms to landing pages, layouts, variations of copy, different offers, photos, navigation elements, links and buttons, as well as various creative approaches.

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"We set up a test in SiteSpect with an information request form requiring the address, a form with the address optional, and a control form with no address field," noted Thyra Hinshaw, QualitySmith's Director of Analytics. "As expected, the required address field hurt the visit-to-order rate by 4.5%. But, to our surprise, optional address collection increased our order completion rate by 8.75%. We also found that visitors who received the optional address field completed it 69.6% of the time."

Now that the test results are in, QualitySmith will roll out the optional address form and continue to optimize other elements of the site.

"QualitySmith's results illustrate what customers can achieve with SiteSpect," said Eric J. Hansen, President, SiteSpect, Inc. "They were able to improve their form completion and address collection rates by testing which form worked best for their site visitors. With SiteSpect, web marketers can make confident, quantitatively backed decisions about how to increase conversion rates based on actionable reports and analysis."

Designed for web marketers, SiteSpect makes testing and optimizing your entire site easy and cost-effective. Tests that were time- and cost-prohibitive become possible. Creative concepts, copy, promotional offers, fonts, colors, page layouts -- SiteSpect enables you to optimize everything on your site, from landing pages through the conversion funnels, all without having to change your existing site. So you don't have to rely on guesswork anymore. SiteSpect is literally changing the way marketers think about web site optimization.

- Only SiteSpect lets you run A/B and multivariate tests in combination with one another that can be launched in hours instead of days.
- Only SiteSpect tests dynamic elements like personalized content and internal site search results, not just static content.
- And only SiteSpect requires no time-consuming tagging, no software integration, and no web site changes of any kind.

About SiteSpect, Inc.

SiteSpect enables web marketers to optimize website effectiveness through multivariate testing and behavioral targeting. By testing variations of landing pages, product descriptions, search results and buy-flows, SiteSpect allows marketers to fine-tune every aspect of their website on a segment-by-segment basis. As the first and only non-intrusive solution available, SiteSpect empowers marketers to optimize their sites without the need for ongoing IT involvement. SiteSpect's patent-pending technology is used by some of the world's largest and most successful e-commerce sites, including Cabela's, iProspect, Overstock.com, ShopNBC, and VEGAS.com. For more information, visit www.SiteSpect.com or call 617-859-1900.

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