

16 EYE-OPENING
SPLIT TEST
WINNERS

FOR

INSTANT CONVERSION
BOOSTS

CONVERSION.

It seems that next to traffic, it's the most talked about and written about topic in the internet marketing world. And why not? All the traffic in the world won't help you if you can't convert visitors into customers on a consistent basis.

Conversion Rate Optimization (CRO) allows you to do more business with less resources. It's more or less free, and with paid advertising becoming increasingly competitive and expensive, it's a great way to both lower your customer acquisition costs and maximize your profits. Not to mention it's a great answer to the chronic scanning behavior and short attention spans of most website visitors.

This report examines 16 different split test case studies in 6 different vital Conversion Rate Optimization (CRO) categories.



1 CALL TO ACTION & BUTTON TEXT



A properly worded call to action can boost conversions dramatically.

Let's take a look at a few eye-opening examples.

TEST 1:



[Source](#)

In this test, switching from “Start your free 30 day trial” which creates the feeling of being spoken to by someone else - to “Start my 30 day trial” resulted in a 90% increase in CTR.

Notice that the winning copy gives you the feeling of talking to yourself instead of being told what to do by someone else.

So what happens when the same tester flips the test, and changes a button from “my” CTA text to “your” CTA text?

TEST 2:



[Source](#)

Switching from, “Create my account” to “Create your account” caused almost a 25% drop in conversion.

Take Away: ‘MY’ beats “YOUR”

The tests agree. Using “my” instead of “your” in your CTA seems to create more of a personal message, and more ownership, resulting in more conversions.

BONUS CONVERSION TIP:

Would you rather **DO** something... or would you rather **GET** something? Would you rather mow the lawn... or enjoy the most beautiful yard on the block? Obviously, we'd all prefer the second one. We like to **GET** things.

It's a slight change in copy that can yield massive results. Always go with **GET** over **DO**.

Get (or synonyms) focus on value and benefit whereas "do" words like Buy, Order, and Click feel more like assignments you have to do, and what you have to give up.

DO Try This at Home:



[Source](#)

Try this test on your site: Amazon mentions their “1-click ordering” in their CTA text. Other sites use text like, “60 second checkout” or, “two step ordering.” When your text tells buyers up front that the process will be fast and easy, are your visitors more likely to click? Try it out on your site.

2. SIMPLE OR CLEVER?



When making an effort to optimize conversions, it's easy to fall into the trap of trying to cram everything you learn about CRO into every offer. What happens when you give your audience too much to do or look at?

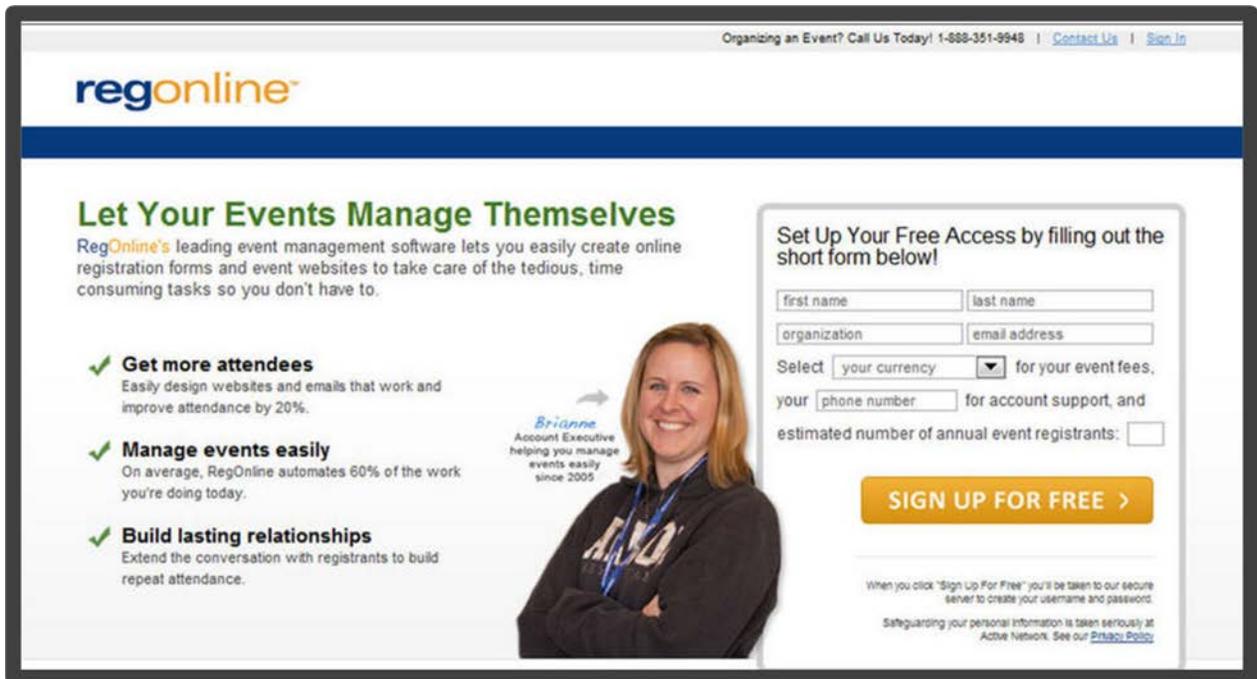
Let's find out...

TEST 3:

Version A

The screenshot shows the activeNETWORK website. The header includes the logo, a location dropdown for 'United States', a phone number '1-888-351-9948', and links for 'RegOnline Blog', 'Contact Us', and 'Sign In'. A navigation menu contains 'Home', 'See & Try', 'Pricing', 'Clients', and 'Hotel Sourcing'. A prominent blue button says 'Try RegOnline'. The main content area features a large heading 'Why do 10,000 Event Planners Choose RegOnline?'. Below this, a woman points to a 'Try It Free Today' section which includes a testimonial: 'Isn't it time you discovered how the industry's best event registration software can make your life easier?' and a 'Try It Free Today' link. To the right, a 'Try RegOnline for FREE' box contains a form with fields for first name, last name, organization, email address, currency, phone number, and an estimated number of annual event registrants. A large orange button with a play icon says 'Try RegOnline'. Below the button, a disclaimer states: 'When you click "Try RegOnline" you'll be taken to our secure server to create your username and password. Safeguarding your personal information is taken seriously at Active Network. See our Privacy Policy.'

Version B



[Source](#)

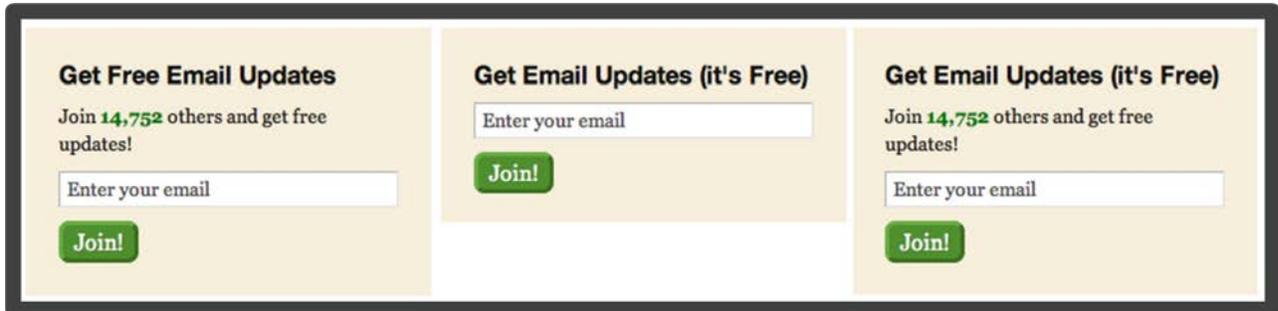
Which do you think converted best?

On one hand, you could argue that *Version A* has more white space and a more interesting design. But *Version B* gets straight to the point, and features 3 simple bold bullets to highlight strong benefits.

In this example, clear beats creative. ***Version B* produced an almost 90% lift in free account signups.**

Let's take a look at another.

TEST 4:



The image shows three email opt-in forms side-by-side, each with a light beige background and a dark border. The first form on the left is titled "Get Free Email Updates" and includes the text "Join 14,752 others and get free updates!" above an input field labeled "Enter your email" and a green "Join!" button. The middle form is titled "Get Email Updates (it's Free)" and features a clean design with an input field labeled "Enter your email" and a green "Join!" button, but lacks the social proof text. The third form on the right is identical to the first, titled "Get Email Updates (it's Free)" and including the social proof text "Join 14,752 others and get free updates!" above the input field and button.

[Source](#)

Which of these optin forms do you think performed best? Conventional marketing wisdom might make you lean towards one of the versions with some social proof on it, right?

But in this case, it seems like the extra text (social proof or not) acted as a distraction - and the clean-looking, simple one in the middle increased opt-ins by over 100%.

Take Away: Sometimes Simple Beats Clever

... and sometimes clear beats creative. It also shows us the value of testing in the first place, because sometimes real-world results defy conventional wisdom.

3. ABOVE THE FOLD STILL MATTERS



So, you might have read that “above the fold” is dead. While making that kind of statement might get attention, there is still a lot of testing being done that indicates that what you do above the fold still matters.



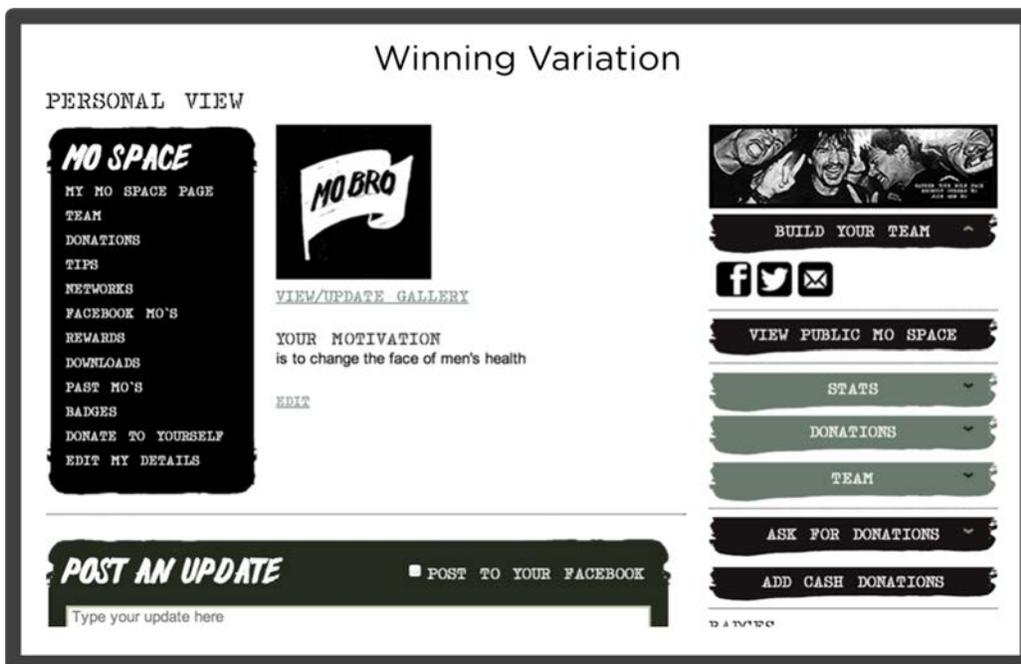
TEST 5:

This heat map capture from DigitalMarketer.com illustrates the point well. Although the world of wide screens, tablets, and other mobile devices has redefined what “above the fold” may mean, you can still see that while there’s measurable activity on the top and bottom CTA, the number of “hits” on the one above the fold is **much** heavier.

In this case, a 598% difference. So as a smart marketer, you’ll still want to pay very close attention to what you do above the fold.

Let’s look at a couple more examples...

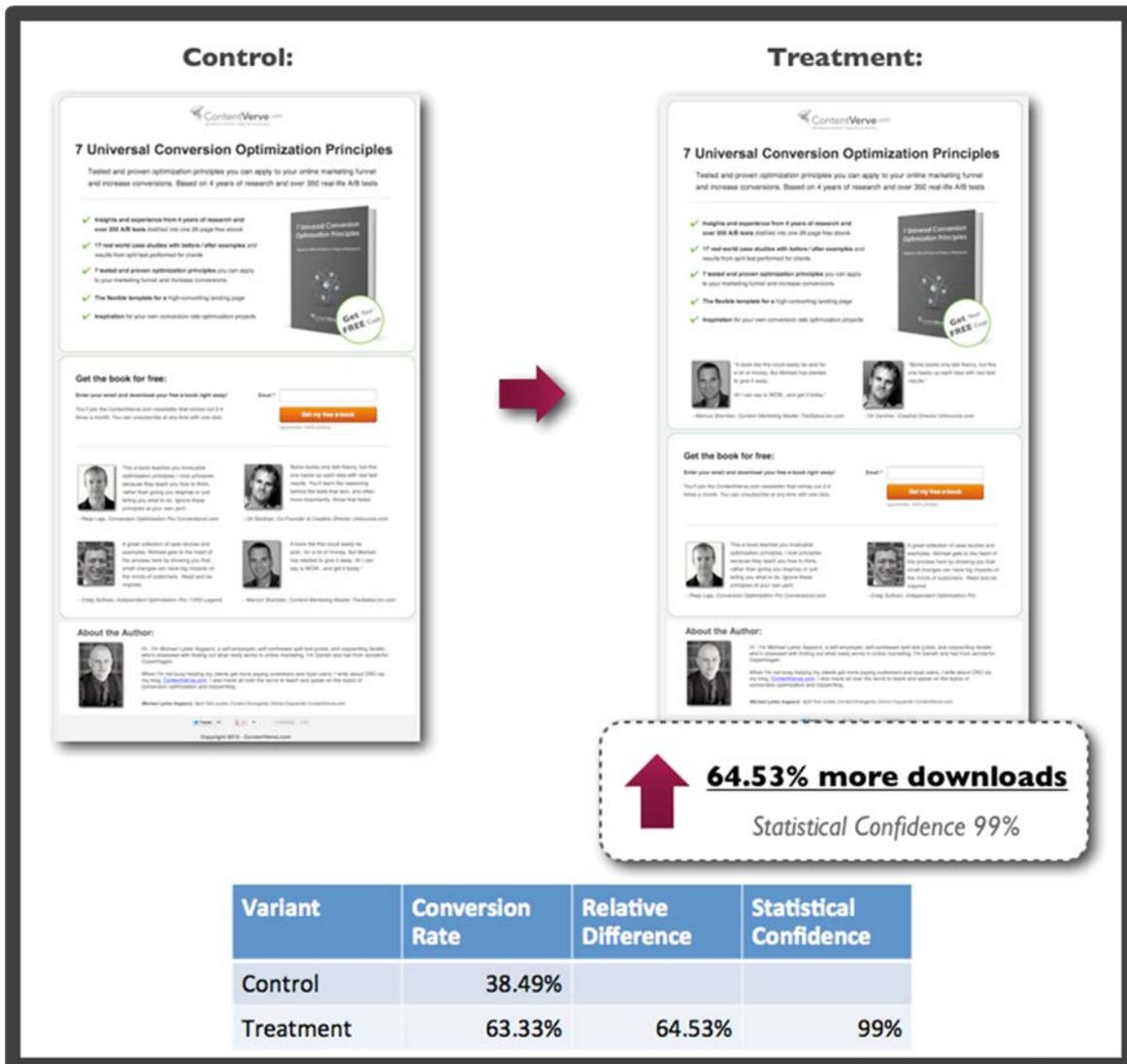
TEST 6:



[Source](#)

See the Facebook, Twitter, and email share buttons at the top right? They used to be below the fold. After moving them above the fold where they could be easily seen, this site realized a 490% increase in clicks on the Facebook button, and 75% increase in clicks on the email button.

TEST 7:



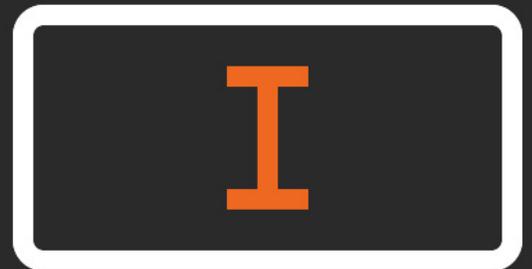
Source

The control on this test lumped all the testimonials together below the CTA button... and also below the fold for most devices. When they split the testimonials so half of them were above the CTA button (and above the fold where visitors had to interact with them), they realized a 64.53% increase in downloads. Not too shabby.

Take Away: Embrace the Fold

Yes, it's changed because of mobile. But the top part of your potential customer's screen still matters... a lot. They can't click what they can't see, and they'll only give you a few seconds to grab their attention in the first place.

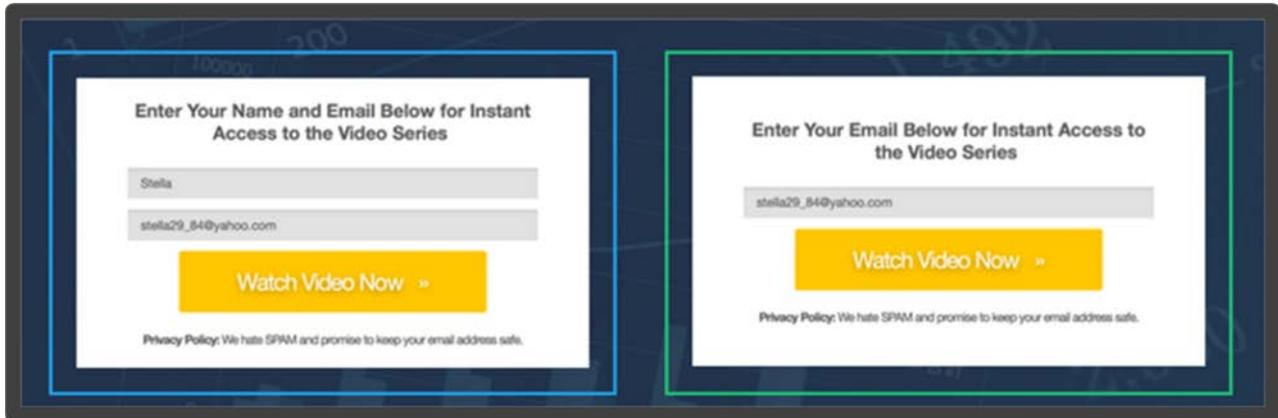
4. FIRST NAME FIELD



Hey, [FirstName], do you enjoy getting emails that are obviously pre-written, but for some reason, [FirstName], really want you to believe were written just for you, [FirstName]?

Other than the level of annoyance from the overuse of [FirstName], it might be costing you opt-ins.

TEST 8:



[Source](#)

In this simple test, when the first name field was removed from the opt-in form, actual opt-in's were increased by 12.44%.

TEST 9:

But before you start changing all your opt-in forms, you might want to take a look at [this study](#) from MarketingSherpa...

Feb. 2

Subject line A: PadiAct Takes Your Targeted Subscriptions to a New Level

Open rate: 13.86%

CTR: 2.41%

Subject line B: [First name], PadiAct Takes Your Targeted Subscriptions to a New Level

Open rate: 14.79%

CTR: 3.03%

Open rate increase: 6.67%

CTR increase: 25.31%

Feb. 7

Subject line A: Improve Deliverability In Two Simple Steps

Open rate: 14.05%

CTR: 3.07%

Subject line B: [First name], Improve Deliverability In Two Simple Steps

Open rate: 14.71%

CTR: 3.39%

Open rate increase: 4.71%

CTR increase: 10.54%

Feb. 14

Subject line A: Don't Kill the Romance: 7 Email Marketing Buzzkills to Avoid

Open rate: 13.57%

CTR: 3.1%

Subject line B: [First name], Don't Kill the Romance: 7 Email Marketing Buzzkills to Avoid

Open rate: 14.54%

CTR: 3.68%

Open rate increase: 7.15%

CTR increase: 18.76%

[Source](#)

This was a 7 email study, and while you can see only two days in the image, there is an obvious trend appearing that remained consistent throughout the entire study.

Overall, using a personalized email subject line increased opens 5.13%, and increased clickthroughs 17.36%.

Take Away: This is Why We Test!

So on one hand, **test 1** shows us that you'll get more opt-ins by dropping the name field from your opt-in forms. But then **test 2** comes along and proves that personalized email subject lines (that you NEED the first name field to create) increase both open and clickthrough rates.

So what to do?

First, as is true with any A/B or split test, you need to do your own testing on your own site with your own list to know for sure. And in this case, if your results mirror these two split tests, you choose between targeting more opt-ins or shooting for higher email engagement.

5. BACKGROUND COLOR



Not the color debate! Well, yeah. We're going to look at a couple different angles of the color debate, actually. Starting here with background colors.

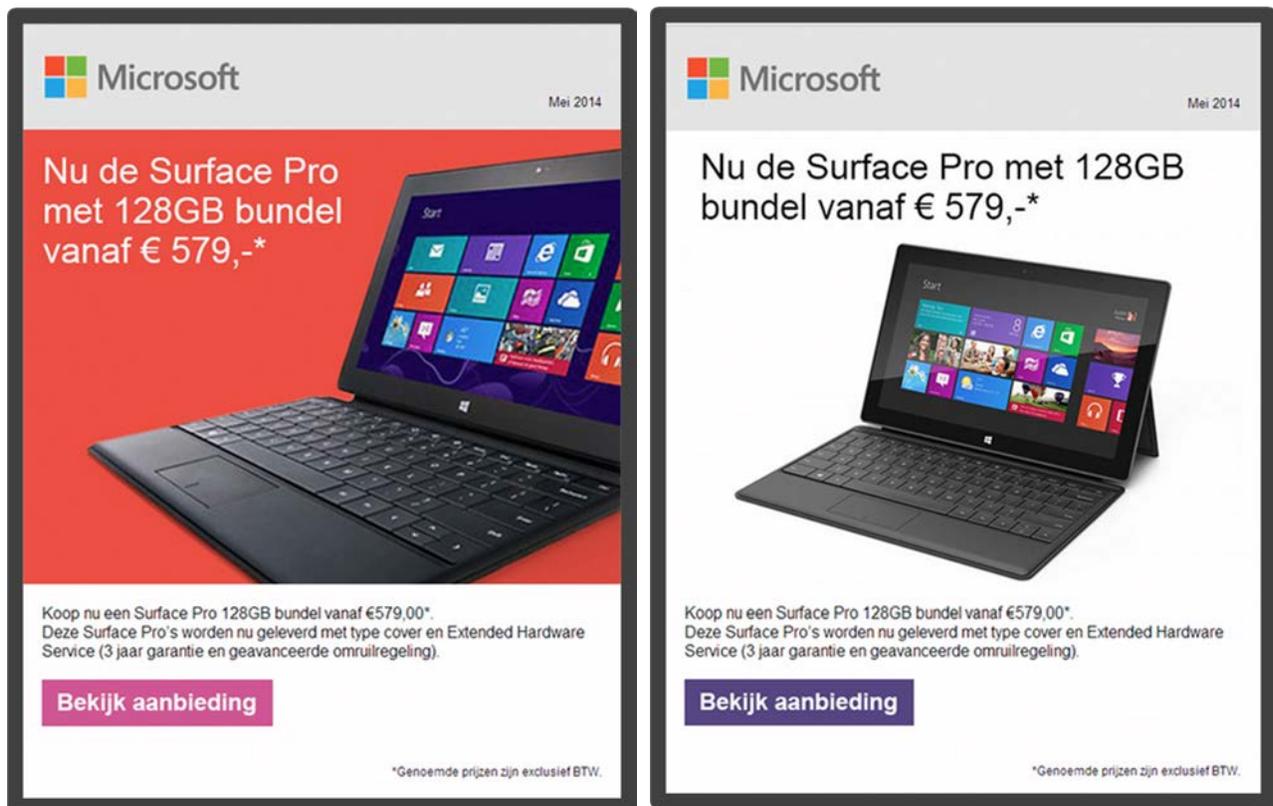
TEST 10:



[Source](#)

In this LeadPages test, which of these webinar registration pages do you think performed better? The text and design of these two variations are identical... and yet in this case, the grey background increased opt-ins over 113%!

TEST 11:

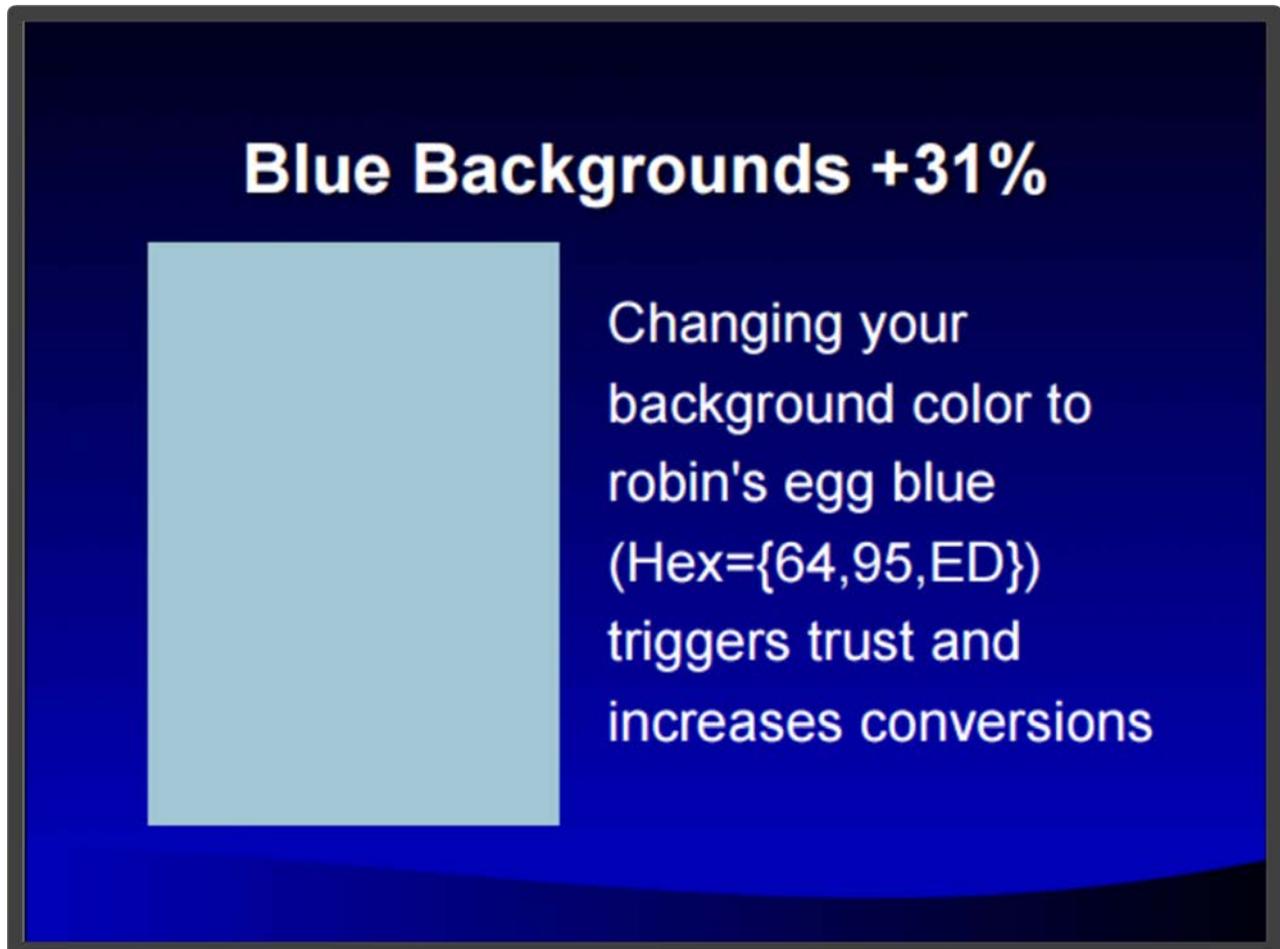


[Source](#)

In this Microsoft ad, which version do you think performed better - the bright, attention-grabbing red background, or the plain white one?

The dull one wins again. The white background outperformed the red one by 325%.

TEST 12:



[Source](#)

This test shows a 31% increase in conversions when the source changed from a dark background color to this light blue one.

Take Away: Go Light

The more you research this topic, the more you'll see that the lighter colors, like grey, white, and light blue seem to beat darker colors and more bright, attention-grabbing colors.

Does that mean they're magic "trust colors?" Maybe. Or maybe it's a design-related issue and lighter backgrounds simply distract less from your copy.

6. BUTTON COLOR



Ah, button color. The Holy Grail of split testing debate. When you have a can of worms like this one sitting right in front of you, you have to open it, right?

So here it goes...

What's the "magic" button color?

The folks over at [Wider Funnel](#) will tell you their good buddy BOB (Big Orange Button) is the only way to go. And you can find some pretty compelling studies from several sources that back up the notion that orange buttons convert best.

TEST 13:

| KPN 1 jaar | |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 100 minuten/sms |
| € 18,50 /mnd |
| internet € 7,50 | internet € 2,50 |
| GRATIS 8520 | GRATIS 6700 |
| INFO/BESTEL > |

[Source](#)

In this test, orange comes out on top with a 5% win. I guess orange really is the magic button color. That was easy.

(Not so fast!)

TEST 14:

[Source](#)

In this test, the source tested blue vs orange on a product details page. What do you think? did "Big Orange" take out the trash?

Not this time. Blue won out with a 9% lift, leaving orange in the dust, licking its wounds.

Ummm, so... blue is the magic color?

Let's find out...

TEST 15:



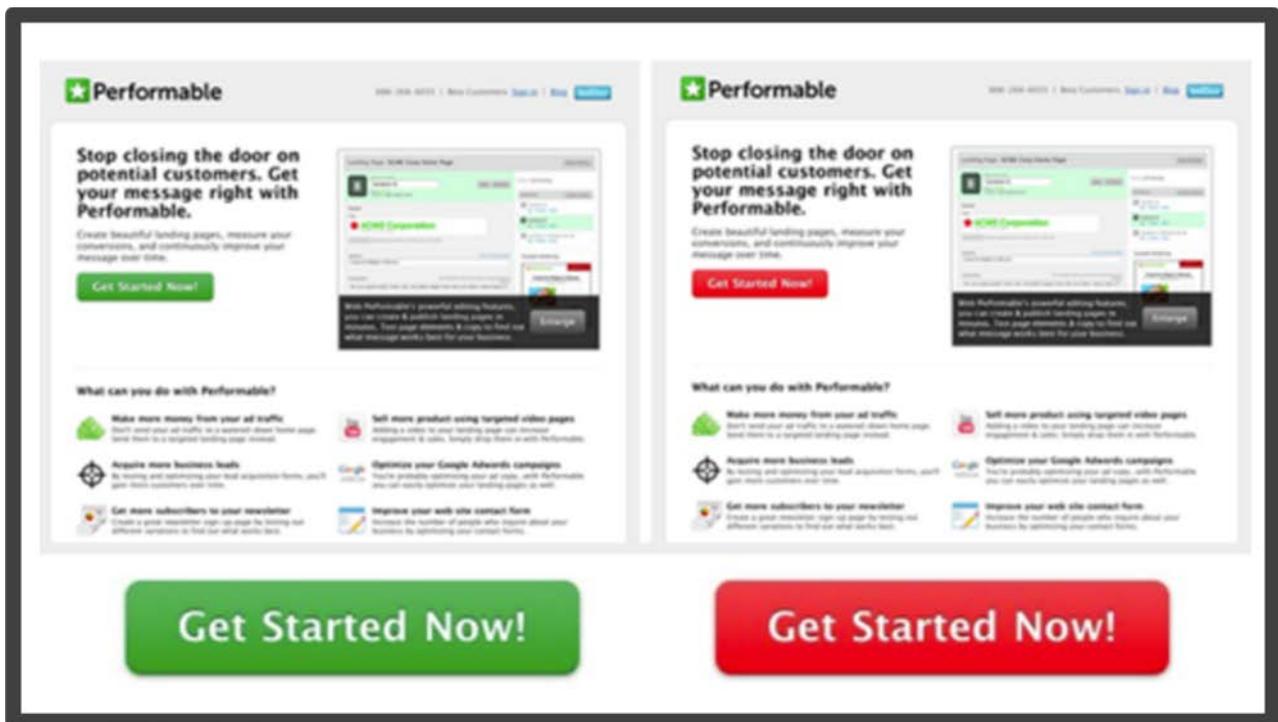
[Source](#)

Whoops. In this test, green beats blue by almost 36%. So maybe green is the magic button color.

That must be it. Green. Green is the magic button color.

And now that we know that, surely "Magic Greenie" will mop the floor with red...

TEST 16:



[Source](#)

Sonofa...

Look at that. Green takes a whipping' in this one. Red outperforms it by 21%.

We could go on and on like this in circles forever. 5 minutes on Google and you could find a test "proving" that orange beats red... and then

we'd be right back in this endless loop of "what's the magic button color?"

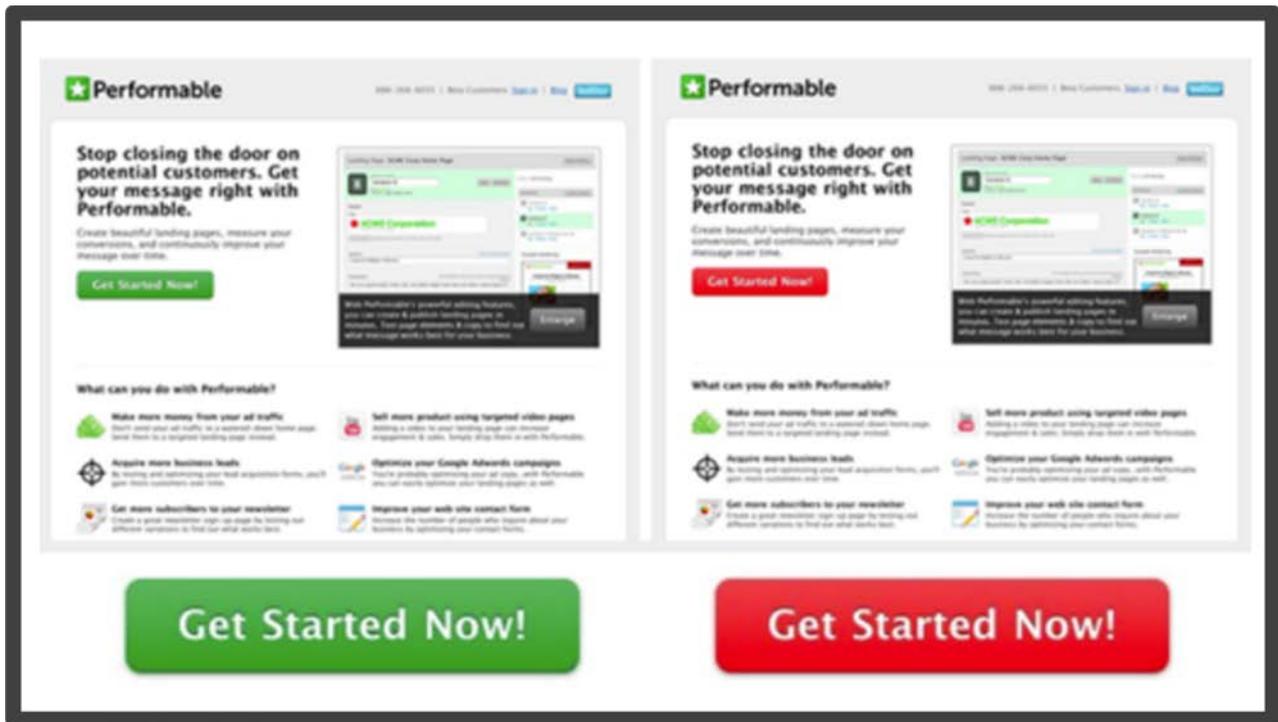
Confusing, right? Maybe the button color in and of itself isn't really the issue, you think?

What's Really Going on With Button Color

There's more going on in these tests than meets the eye. There are an endless number of variables that could influence a test like this. Let's look at a couple of them.



Notice that in this test, the dark blue button blends into the grey/blue background - whereas the green button leaps off the page at you. So is green really magic, or is the real winner "contrast?"



Similarly, in this test, the primary color of the website is green, so the green button is almost camouflaged in version 1. The red button, on the other hand, stands out like a sore thumb. Could it be that in this case the red button won because it's much more noticeable on a green web page than a green button?

The evidence suggests that the color itself isn't as big a factor as the way the color of the button interacts with and contrasts from the rest of the page and the offer. Simply put, more visible buttons get seen... and therefore get more attention.

The question becomes:

Whether we're talking landing pages, buttons, optin forms, or anything else...

... what is YOUR specific audience going to respond to the most?

Why You Need to Test Yourself

On one hand, the internet is full of solid tests conducted by very bright people that provide huge quantities of valuable data. You could just go with what the pros tell you.

But as you can see by many of the split tests cited in this report, there's much more to Conversion Rate Optimization than the shape of a button, its color, or the color you choose for the background of your landing page.

Things like...

- Your specific audience
- Your product or offering
- Your website design, colors, or theme
- Your pricing

...and many other variables that are **specific to you** and your audience.

The Problem With Split Testing

While the payoff of split testing can be huge, it also comes with a set of challenges. Testing can be time consuming, it's often difficult to even know which variables to test, and not everyone has the skillset or the inclination to split test consistently or accurately.

So you need to do it, but when you're starting from scratch or doing it yourself, testing can be an intimidating task.

That's why you need the [right tools](#) to make your testing easier and more accurate.

Your CRO Shortcut

At DigitalKickstart.com, we're in the business of creating products that help you be more successful in all your internet marketing efforts.

And that's why we've created a very powerful tool to help you cut out all the guessing and the busy work in your testing and conversion rate optimization.

[HeatMapTracker](#) is a powerful tool that will allow you to triple your leads and sales without having to create additional traffic. It achieves this by letting you ethically spy on your existing visitors, so you can see where they click, where they move their mouse, how far they scroll on your pages, and how they interact with your content in every way.



Having access to this information will tell you exactly what is and is not grabbing the attention of your visitors. And when you know that, you know what to focus on in your testing and CRO.

[HeatMapTracker](#) is also invaluable in validating your tests as they happen. If you changed a button, or a call to action, you can pull up heat maps from time frames you specify to compare where your visitors are looking and clicking, thereby either validating your changes, or showing you that they're not working.

It eliminates all the guesswork, saving you time, effort, and money in the process.

Ready to ethically spy on your website visitors?

Use the private link below to grab lifetime access to Heat Map Tracker at a \$100.00 discount! (normally \$397)

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