

“Google Analytics showed us that the checkout process was leaking sales and allowed us to calculate the extra sales revenue PayPoint.net would convert if we plugged the leak”

Doug Hall
Head of Internet
Marketing & Conversions

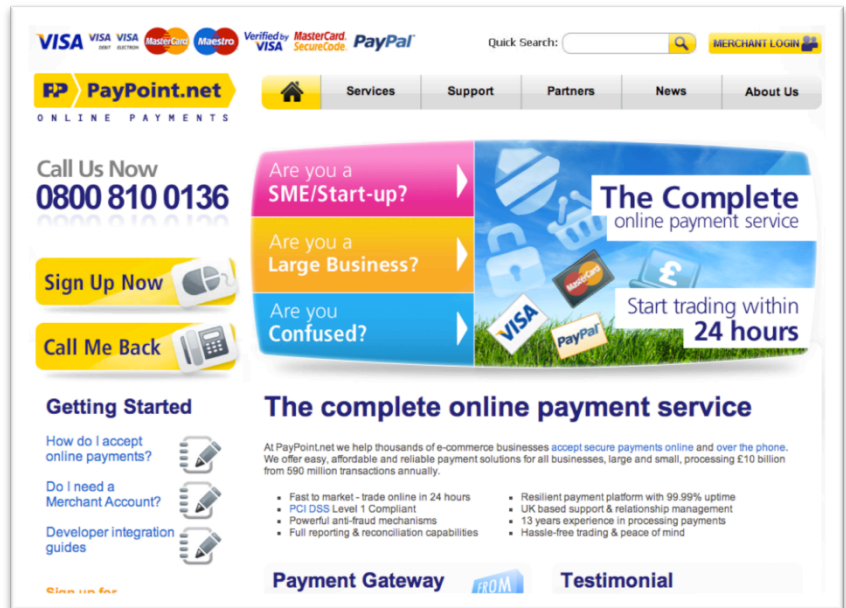
Checkout optimisation increases conversion rate by 159% for PayPoint.net

PayPoint.net is one of the UK’s biggest credit and debit card payment providers – allowing website owners to take card payments on their website.



ConversionWorks partnered with PayPoint.net to run a conversion rate optimisation programme to optimise their website and increase the number of online applications (sales). With the website being such an important driver of new customers to the business any increase in sales performance would be extremely profitable.

Identifying Where to Test



“What we really wanted to understand was which specific areas of the website were underperforming and if improved could help us to increase sales.

Using Google Analytics and a usability audit, ConversionWorks identified key pages for us to improve using multivariate and A/B testing. One of the main targets was the checkout process which could yield some big wins if we got the design, usability and wording just right.”

Etienne Clergue, Online Marketing Manager at PayPoint.net

Google Analytics

Google Analytics is a free tool which shows you which sites, search engines, and keywords refer your traffic and how visitors interact with your site

<http://www.google.com/analytics/>

Checkout Optimisation

“Google Analytics showed us that the checkout process was leaking sales and allowed us to calculate the extra sales revenue PayPoint.net would convert if we plugged the leak.

Our conversion designers reworked the data collection page which we could see was our biggest opportunity. We spent time really focusing on the flow of the form and the small details which are easily missed yet are so important to the end user.”

Doug Hall, Head of Internet Marketing and Conversions at ConversionWorks

A/B variations of the ‘Your Details’ page

Original (version A)

New Design (version B)

The Results

The winning variation increased the conversion rate of PayPoint’s online application process by a staggering 159%.

<input type="checkbox"/> Combination	Status [?]	Est. conv. rate [?]	Chance to Beat Orig. [?]	Observed Improvement [?]	Conv./Visitors [?]
Original	Enabled	5.96% ± 2.6%	—	—	13 / 218
★ Combination 2 has a 99.7% chance of outperforming the original. Run a follow-up experiment >					
<input type="checkbox"/> Combination 2 - var 2	Enabled	15.4% ± 3.8%	99.7%	159%	35 / 227
<input type="checkbox"/> Combination 1 - var 1	Enabled	6.45% ± 2.7%	57.1%	8.19%	14 / 217