

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.

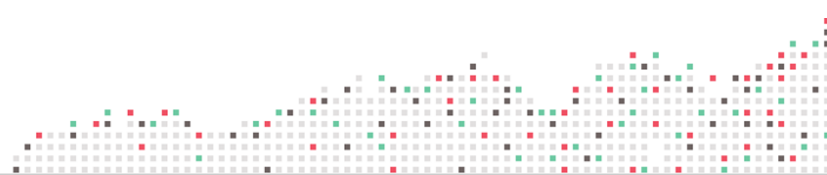
Checkout optimisation increases conversion rate by 159% for PayPoint.net

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.

159%
Increase in
conversion rate

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."



PayPoint.net



"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, Director of Analytics

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

Checkout optimisation

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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, Director of Analytics



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A/B variations of the 'your details' page

Original (A)

Winning variation (B)

Results

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

