

CXL Agency

Case Studies

CXL
institute

We train

Google

zalando

PROGRESSIVE

CISCO

Deloitte
Digital

BULLETPROOF

cle^{er}bridge

Progress

Symantec

Gartner

hp

Hilton

Quicken
Loans

IBM

Hewlett Packard
Enterprise

CXL
agency

We consult

ADP

Carrefour

Serta

P&G

Marriott

National Allergy

KASPERSKY

GOLFNOW

IRON MOUNTAIN

DIAMOND CANDLES

dermalogica

SoFi

adorebeauty

Problem

Adore Beauty's mobile website was outdated and needed a complete redesign

Solution

CXL combined user surveys with A/B testing to redesign a new customer focused user experience for mobile.

Outcome

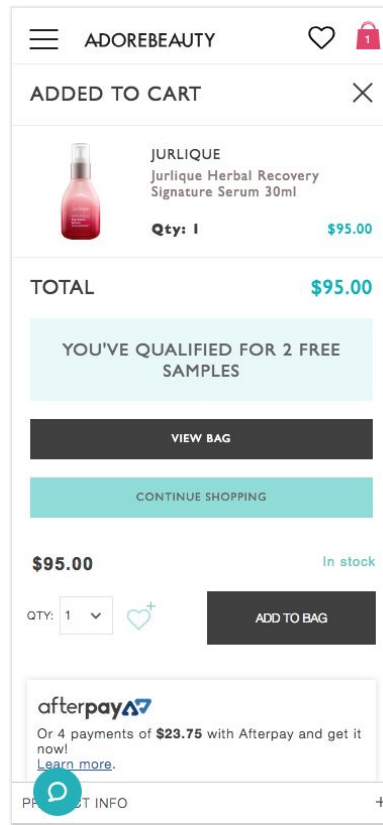
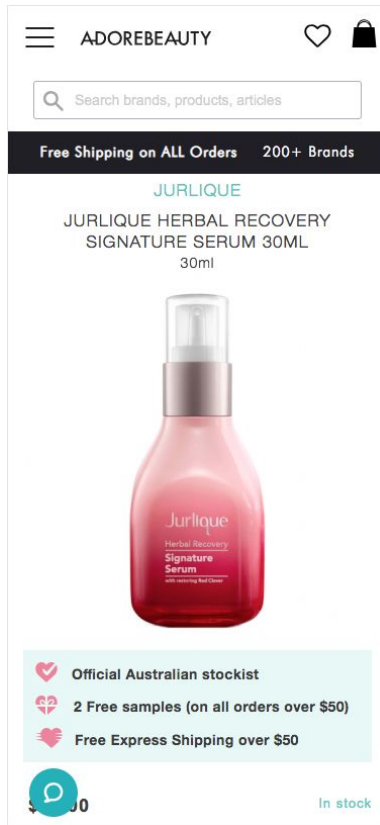
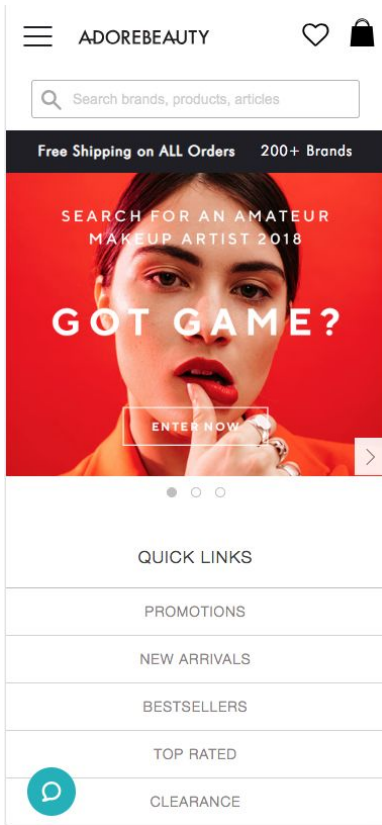
16% increase in mobile website conversions.

Client about our work



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Conversion focused redesign service for Adore Beauty increased mobile conversions 16%



Introducing high-focus cross-sells into the buyer path provided \$1.5 million in annualized revenue.

Problem

Native had a highly motivated customer base that wasn't aware of their upsell and cross-sell options

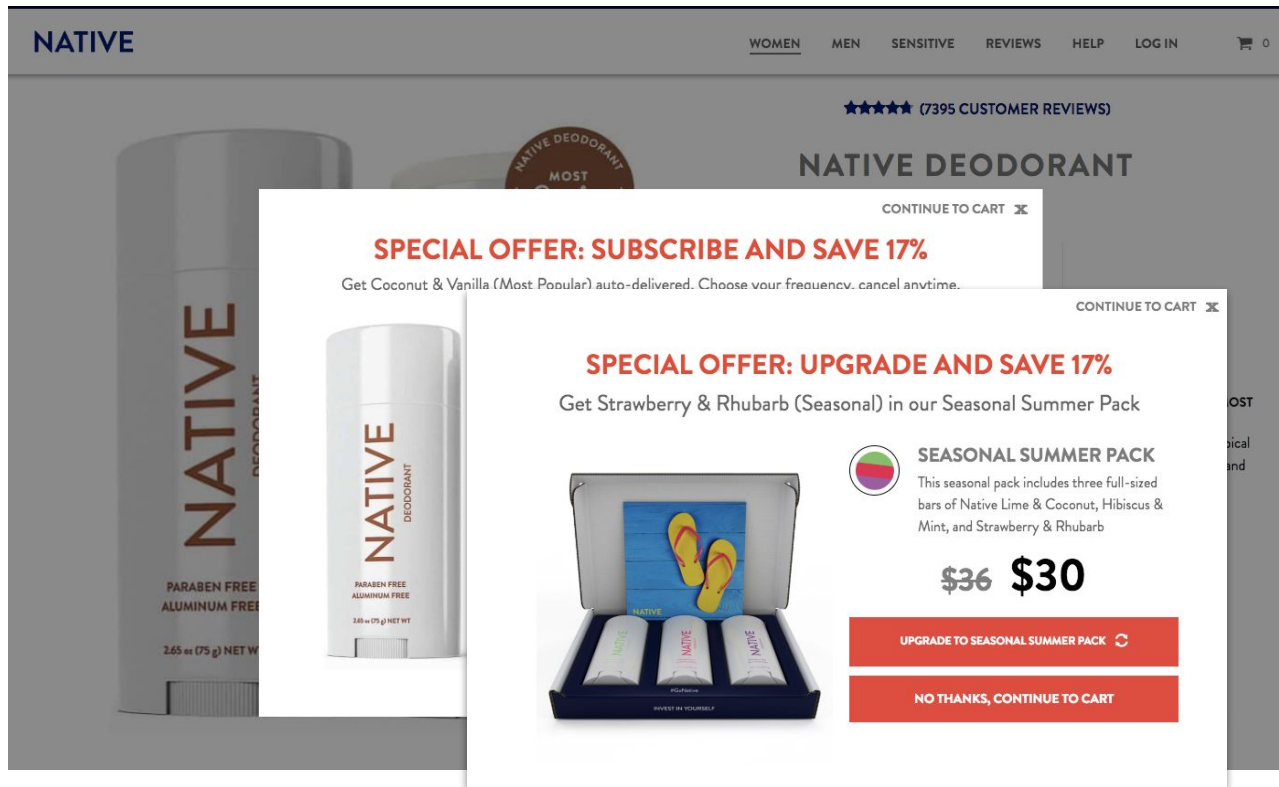
Solution

Surveys and testing on the product page found that people didn't see or respond to on page banner ads or indications of product options, but were open to purchasing. Placing the options inline with typical cart verification functionality solved the issue.

Outcome

Increased revenue per user a large amount at 99% significance, to the tune of \$1.5million in annualized returns.

Client about our work



ResearchXL service for Marriott.com leveled-up their testing roadmap and internal methodology

Problem

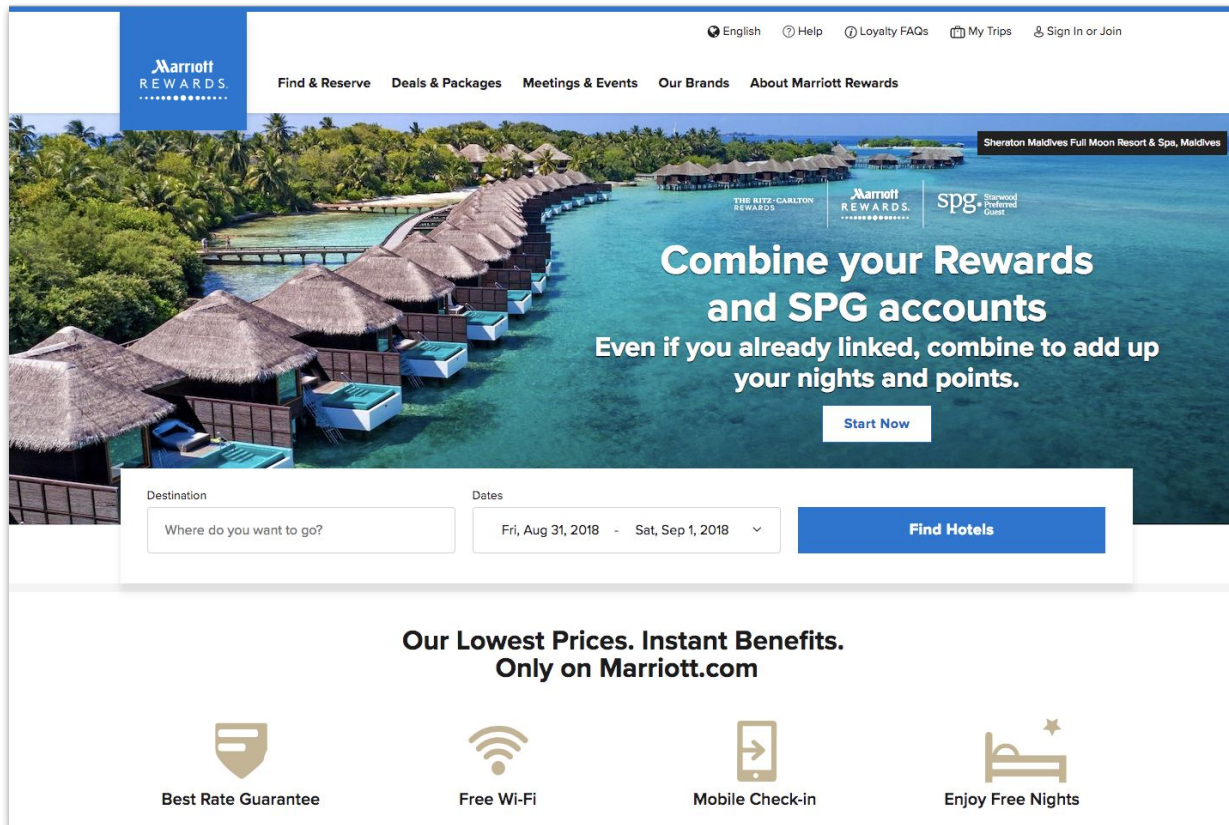
Marriott's large CRO team lacked a structured research process and method to update their test plan

Solution

CXL's team of UX researchers have twice completed the ResearchXL service for Marriott to update their test plan and provide fresh rounds of prioritized test ideas.

Outcome

CRO program test velocity objectives were reached and Marriott's internal methods and skillsets improved with the service and associative trainings



Problem

Web analytics, qualitative surveys and mouse tracking heatmap tools showed us that visitors had difficulties finding content relevant to them, it had an automatic slider changing the content every few seconds. There was too much non-functional copy, users were not moving down the sales funnel.

Solution

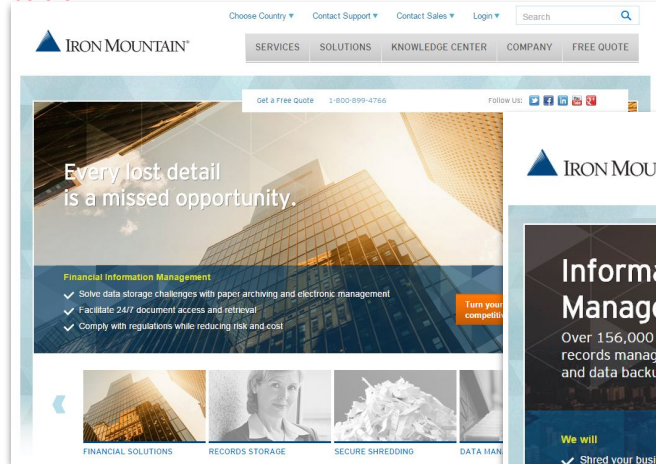
CXL combined conversion focused design with with A/B testing to redesign a new customer focused user experience for the homepage, specifically increasing clarity and motivation.

Outcome

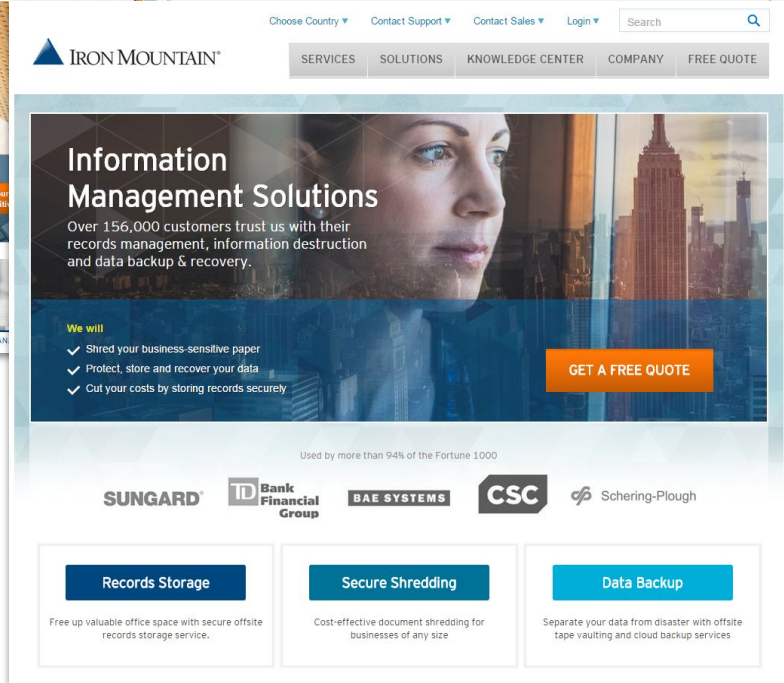
18% increase in qualified website lead conversions.

Conversion focused Homepage redesign for Iron Mountain increased lead conversions 18%

before



after





Softening the lead gen approach provided a 58% CR lift in *qualified* leads for ADP Payroll pages

Problem

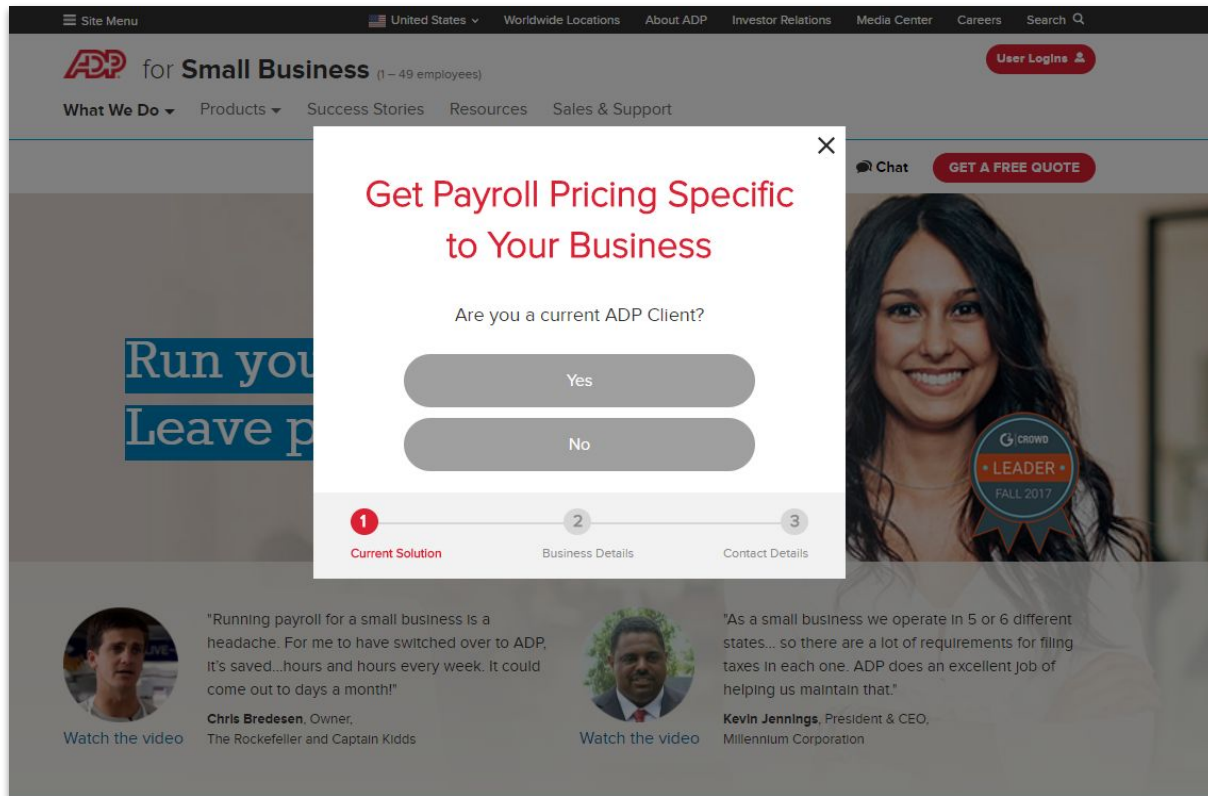
ADP wasn't getting sufficient numbers of leads from visitors who clicked on the 'Get a Quote' CTA.

Solution

Research found many people either did not fill out the long lead form or stopped midway. Qualitative surveys indicated people had many unanswered questions. We 'softened' the lead gen approach with a modal wizard 'breadcrumb' approach that slowly ramped up the capture of information instead of presenting the request all at once.

Outcome

Lead conversion rate increased 57.8% at 98% significance.





Qualitative surveys & research TomorrowSleep.com provided a data-driven path to a funnel redesign

Problem

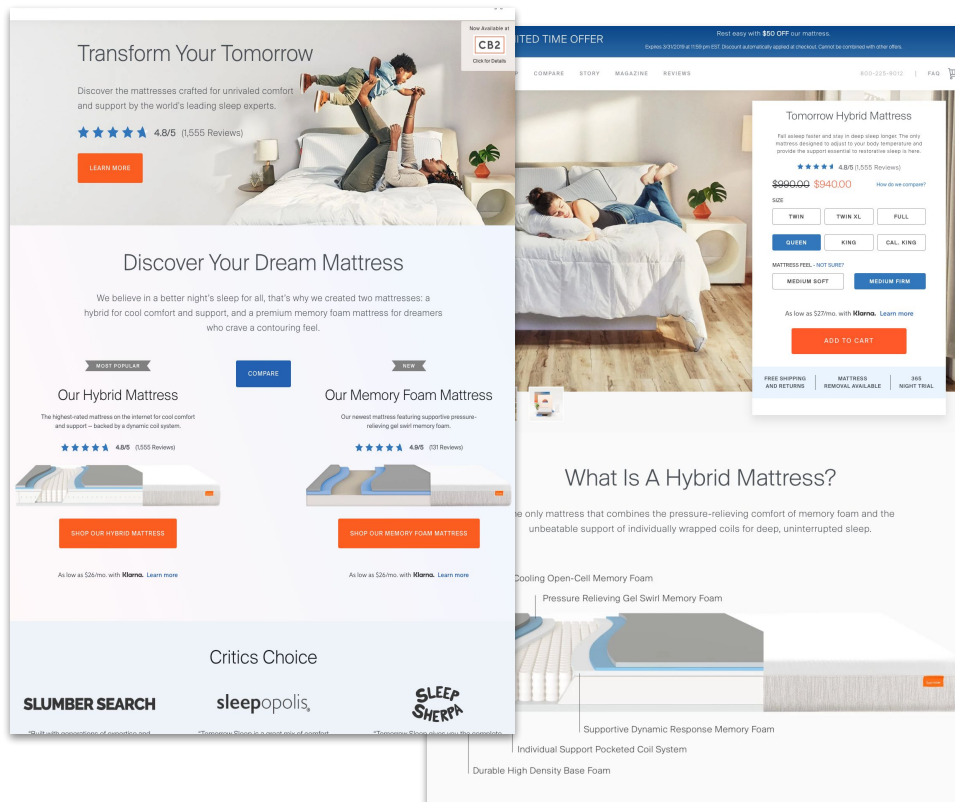
TomorrowSleep's CRO team lacked qualitative data for understanding why customers weren't progressing through the sales funnel.

Solution

CXL's team of UX researchers completed rounds of polls and surveys to generate actionable changes to copy and layout of primary benefits and value proposition. A new funnel test was developed.

Outcome

The new funnel design test resulted in 2X revenue per user at 99% statistical significance.



Describe the value you received from the research presented. How did your team receive it?

"Overwhelming (in a good way) and high value, quickly actionable and directly correlated to realistic lift."



Ryan Bonifacio,
CMO Serta