

Conversion Rate Optimization (CRO) Testing: Home Page - Control vs Hero appealing to American Idealism



Tested updating UHOne's Home Page Hero imagery to be more aligned with American idealism to encourage shoppers to click a CTA to enter the Census form. **This resulted in a 2.1% increase in Quote Start Rate.**



Objective & Hypothesis

Objective: Encourage users to click a CTA and enter the Census form by using imagery more aligned with customer values

Hypothesis: By using Hero imagery that is more aligned with customer values, UHOne can encourage users to engage with their site and enter the Census form

Results

Version	Sessions	Quote Start Rate	Lift
A (Control - Beach)	97088	11338 (11.68%)	
B (Warehouse)	94651	11291 (11.93%)	2.15%
C (Farmer)	93604	11157 (11.92%)	2.07%

Version	Sessions	Quote Submit Rate	Lift
A (Control - Beach)	97088	4095 (4.22%)	
B (Warehouse)	94651	4143 (4.38%)	3.78%
C (Farmer)	93604	4157 (4.44%)	*5.29%

* Indicates 95% Statistical Significance

“Designer’s Choice”

In some cases, we are confident in no negative impact despite not achieving the predetermined statistical significance threshold.

When this occurs, we give teams the “Designer’s Choice”: the option to proceed with a variant despite it not achieving outlined goals.

Variation C achieved 92% statistically significant lift on our primary KPI and 98% statistically significant lift on our secondary KPI.

Action Items & Next Steps

Night Market:

- Direct all traffic to the C Version of the page
- Launch patriotic marketing H1

Night Market Testing Opportunities:

- Higher impact patriotic marketing ideation
 - Look to make more impactful changes to reach statistical significance
- Test imagery with blue and green colors

Test Details

Date Duration 2/12/24 – 3/13/24

Target URL

<https://www.uhone.com/>

Primary KPI

Quote Start Rate: The rate at which shoppers enter Shop

Secondary KPI

Quote Submit Rate: The rate at which shoppers complete the Census form

A – Control – Beach Image



B – Warehouse Image



Iterate / Win

C – Farmer Image

