

# Conversion Rate Optimization (CRO) Testing: Home Page – America-Centric H1



Tested 3 variants of more America-centric H1s to better align with UHOne's ideal customer profile. The test resulted in **+5.1% Quote Start Rate**.



## Objective & Hypothesis

**Objective:** Improve Quote Start Rate by better aligning UHOne's H1 on Home to its ideal customer profile.

**Hypothesis:** UHOne's customers are more conservative, and therefore patriotic. Identifying with patriotic themes in website content will improve conversion rate.

## Results

Version	Sessions	Quote Start Rate	Lift
A (See if you can save)	72,556	7,663 (10.56%)	
B (Proudly insuring)	71,322	7,550 (10.59%)	+0.23%
C (Keep Americans healthy)	71,817	7,768 (10.82%)	+2.41%
D (Generation after generation)	71,112	7,890 (11.10%)	*+5.05%

\* Indicates 95% Statistical Significance

Version	Quote Submit	Stat Significance?
A (See if you can save)	3,129	No
B (Proudly insuring)	3,078	No
C (Keep Americans healthy)	3,117	No
D (Generation after generation)	3,135	No

## Action Items & Next Steps

### Night Market:

- Direct 100% of traffic to Variant D
- Communicate results for expanded use cases
- Prioritize next Home test

### Night Market Testing Opportunities:

- Additional Hero image options that appeal to conservative values
- Comparison of H2 value to H1 value
- Expand patriotic concept to product pages
- Stronger statement headlines

## Test Details

**Date Duration** 4/2/24 – 5/1/24

### Target URL

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

### Primary KPI

**Quote Start Rate** : Rate at which shoppers enter the Census form

### Guardrail KPI

**Quote Submit Rate**: Rate at which shoppers complete the Census form

### A – Control – See if you can save

#### See if you can save on health insurance

Compare plans that have the coverage options you need within your budget

Zip Code

See Your Options

### B – Test – Proudly insuring

#### Proudly insuring Americans for more than 80 years

Compare plans that have the coverage options you need within your budget

Zip Code

See Your Options

### C – Test – Keep Americans healthy

#### Coverage to help keep Americans healthy

Compare plans that have the coverage options you need within your budget

Zip Code

See Your Options

### Winner

### D – Test – Generation after generation

#### Helping Americans stay healthy generation after generation

Compare plans that have the coverage options you need within your budget

Zip Code

See Your Options