

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

Test Details

Date Duration4/2/24 – 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

| 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