

SUCCESS FOR EXPERIAN

Double Win: Revenue and Registrations Increased



EXPERIAN JUST REWARDS

Maxymiser enables Experian's B2C brand Just-Rewards to increase online performance by proactively managing conversion rates through adapting site content based on response from live visitors. Through multivariate testing and showing the content proven to be most effective at driving member signups, Just-Rewards are able to greatly reduce cost of customer acquisition.

Just-Rewards' first test gave a 16% increase in completed registrations as a result of improving homepage design and layout. The team wanted to increase the revenue generated from new members by using sponsored co-registration questions.

CO-REGISTRATION

Conventional wisdom suggested that additional co-registration questions would reduce conversion rate. Just-Rewards wanted to challenge that preconception and see if the additional revenue outweighed the drop-off anticipated through adding 3rd party questions to their forms.

Just-Rewards used Maxymiser to discover the optimal way of adding these questions. Multiple approaches to the layout of the co-registration questions were tested against the default with live visitors whilst the success of each was monitored.

The winning page delivered a 4% uplift in registrations compared to default and the co-registration questions will deliver in excess of £300,000 additional revenue per year based on current traffic levels.

SIGNIFICANCE

- Maxymiser's work showed that revenue generating co-registration questions could be added with a **positive impact on registrations**.
- By implementing the winning page, Just-Rewards benefit from **4% more registrations and the increased revenue per member accounts for an ROI of multiple times Maxymiser's fees**.
- Maxymiser allowed Just-Rewards to make an **informed decision in favour of adding revenue-generating co-registration questions**.

Commenting on the result, Patrice Bendon of Experian Just-Rewards added "Maxymiser's work has allowed us to benefit from improved conversion rates and immediate monetisation."

Before:

Enter Now
Complete this survey to enter our prize draw and you could win £5000
When you're done, complete additional mini-surveys for your chance to win more fantastic prizes!

*Title: [-Select One-] *Date of birth?: Day Month Year
*Forename *e-mail address *Password
*Surname *This e-mail is: At home At work Other *Confirm password
*Postcode I accept Just-Rewards and Partner Terms & Conditions as published on this site
*House/Flat No I accept Just-Rewards and Partner Terms & Conditions as published on this site

A chance to win **£5000** with Just-Rewards

After:

Enter Now
Complete this survey to enter our prize draw and you could win £5000
When you're done, complete additional mini-surveys for your chance to win more fantastic prizes!

*Title: [-Select One-] *Date of birth?: Day Month Year Win a trip to Florida for two. Tick the box to confirm your entry today!
*Forename *e-mail address *Password Win a Year's Free Shopping at Tesco. Tick the box to confirm your entry
*Surname *This e-mail is: At home At work Other Would you like free Hot Water? Tick here to find out how
*Postcode *Confirm password
*House/Flat No I accept Just-Rewards and Partner Terms & Conditions as published on this site

A chance to win **£5000** with Just-Rewards