

SUCCESS FOR FREEDOM FINANCE

44% Increase in Conversion Rate Using Maxymiser Content MVT

FREEDOM FINANCE

Founded in 1983, Freedom Finance is now one of the UK's leading national finance brokers in personal loans to homeowners. Freedom Finance's clients apply for loans online or via its call centres.

The company wanted to drive more online applications and introduced content that increased applications from visitors to the website by 45 per cent. Freedom Finance was then eager to encourage the rest of its website visitors to begin applications.

THE BRIEF

Commenting on Maxymiser's initial strong results, John Pickering of Freedom Finance added "we felt that by pushing the application form harder, we could drive more of that website traffic to convert".

Improving the performance of the two-page quote request form was defined as the next goal. A number of different approaches to the pages were developed and tested with live site visitors. Elements tested included:

- Removing text from the progress indicator
- Presentation of 'proceed' buttons

The winning layout increased the number of visitors completing the quote process by 44 per cent, delivering significantly more qualified leads to the Freedom Finance call centre team.

SIGNIFICANCE

- Maxymiser's results allowed Freedom Finance to make an **informed decision on the best form layout to drive conversions.**
- Freedom Finance benefitted from an **increased number of completed applications.**
- The learnings can help to improve all form processes within the site.

Commenting on the results, John added "By putting numbers to the performance of page content, Maxymiser enabled us to make the most of our traffic, to the benefit of our bottom line."

Freedom Finance has plans to test more elements within the winning form page with the aim of achieving a further increase in conversion rate.

Before:

After: