



# SUCCESS FOR MONEYNET

22% Increase in Conversion Rate Using Maxymiser Content MVT

## MONEYNET

Money net are a leading provider of information in the finance and insurance markets. Maxymiser engaged with the goal of increasing the number of highly qualified leads delivered to Money net's partners.

## QUOTE PAGE OPTIMISATION

Visitors arrive at the Life Insurance quote page after following a link from one of Money net's highly targeted marketing emails. With such well qualified inbound traffic, it was felt that the conversion rate could be improved by optimising the form's layout and design.

Elements tested with live visitors included:

- numerous layouts of the form fields
- different styles of 'proceed' button
- page length

The winning layout **increased the number of visitors completing the form by 22%**, significantly increasing the number of monetised clicks out to insurance partners.

## SIGNIFICANCE

- Maxymiser's results allowed Money net to make **an informed decision on the best form layout to drive conversions.**
- Money net benefitted from a **significant increase in bottom line revenue** thanks to the increase in highly qualified leads passed to partners.
- Other form processes within the site can now benefit from similar treatment.

Commenting on the results, Richard Brown, CEO at Money net concluded *"By testing this landing page form with live site visitors, we have discovered a new layout that will drive significantly higher returns from our future marketing activity"*.

Before:

After: