

SUCCESS FOR EMARKET

Multivariate Testing Delivers 39% Increase in Leads

EMARKET

emarket, the leading Ukrainian free-ads site receiving over 3 million unique visitors per month engages Maxymiser to proactively manage conversion rate through continually testing to discover winning content to improve performance based on live visitor response. Multivariate testing enables emarket to discover the most compelling content to drive increases in users both placing and responding to adverts. Maxymiser also plays a critical role in emarket's strategy to monetise its site by testing to discover the most successful calls to action to sell premium ad listings.

BUYER LEADS

emarket had been successful in acquiring advertisers but response rates were an area for concern. Maxymiser was handed the challenge of increasing the number of enquiries from buyers.

Web analytics data showed that large numbers of buyers were browsing adverts but that only a very small percentage were making an enquiry. A multivariate test was designed for the advert page template with the aim of increasing enquiries.

A number of changes to the page were created, signed off, and tested with live visitors while their performance was monitored. Elements tested included:

- the presentation of contact information
- pricing in US \$ vs. Ukrainian Hryvnia
- variations on the layout of information tabs

The winning page delivered a 39% increase in buyers contacting sellers. Clearer presentation of contact options, improved tab layout and pricing in the local currency all made a significant contribution to the increase.

SIGNIFICANCE

- emarket will benefit from a **39% increase in enquiries to buyers across the site.**
- **Advertisers will receive more response** and are more likely to use the site again.
- Maxymiser empowered emarket to **take effective action to improve site performance.**

Commenting on the results, Alexis Babachenko at emarket added *“Maxymiser has enabled us to remove the elements of guesswork and assumption from our design process. As a result of being able to base our decisions on quantitative data, we are better serving our customers and improving performance.”*

Before:

Winner: