

# SUCCESS FOR IX

\$½ Million Revenue Uplift

## OUR CLIENT

IX Web Hosting, a leading provider of business web hosting, engages Maxymiser to increase online performance by proactively managing conversion rates through the adaptation of site content based on live visitor response.

## INCREASING CUSTOMER VALUE

IX Web Hosting faced a common challenge: they needed to increase average customer value without reducing conversion rate. The existing product select page performed exceptionally well against industry benchmarks thanks to a process of continuous improvement. The objective of the test was to increase customer value without reducing conversion rate.

The team at IX prepared a number of changes to price, product and promotion. To remove the risk of adopting a new variant without knowing its impact on conversion, the variations were tested with live visitors while success against the default was monitored.

At the conclusion of the test, the winning page (illustrated lower right) had delivered a significant uplift in customer value and an increase in conversion rate. The winning variant leads with a higher value product and very effectively highlights the discount offered.

## SIGNIFICANCE

- IX Web Hosting will benefit from **\$½ million uplift in revenue over 12 months** as a result of adopting the winning page design.
- Maxymiser enabled IX Web Hosting to remove subjectivity and reduce risk by **making an informed decision on the best offer to improve performance.**
- A “test & improve” methodology enables IX Web Hosting to grow their business by proactively managing site performance

Commenting on the result, Bimo Wijoyo, Business Development & Creativity Co-Manager at IX Web Hosting added *“The results of this test to our product page are fantastic, we hoped to improve customer value and preserve conversion rate but we increased both and expect \$½ million uplift in revenue over 12 months as a result! Testing changes with a live audience ensures that we create a site that delivers a great experience for our customers and achieves our sales goals.”*



Before:

Feature	Unrivaled Hosting Plan (\$12.95/month)	Upgraded Hosting Plan (\$6.45/month)	Starter Hosting Plan (\$3.95/month)
FREE Site builder	VIEW DEMO	VIEW DEMO	VIEW DEMO
Host Multiple Domains	UNLIMITED	UNLIMITED	UNLIMITED
Disk Storage	UNLIMITED	UNLIMITED	UNLIMITED
FREE Domain Registration	3	2	1
Dedicated IP Addresses	16	8	1

After:

Feature	Unrivaled Hosting Plan (\$7.95/month)	Upgraded Hosting Plan (\$7.95/month)	Starter Hosting Plan (\$3.95/month)
FREE Site builder	VIEW DEMO	VIEW DEMO	VIEW DEMO
Host Multiple Domains	UNLIMITED	UNLIMITED	UNLIMITED
Disk Storage	UNLIMITED	UNLIMITED	UNLIMITED
FREE Domain Registration	2	3	1
Dedicated IP Addresses	3	15	1