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CRO - Form Optimization

ROI Case Study

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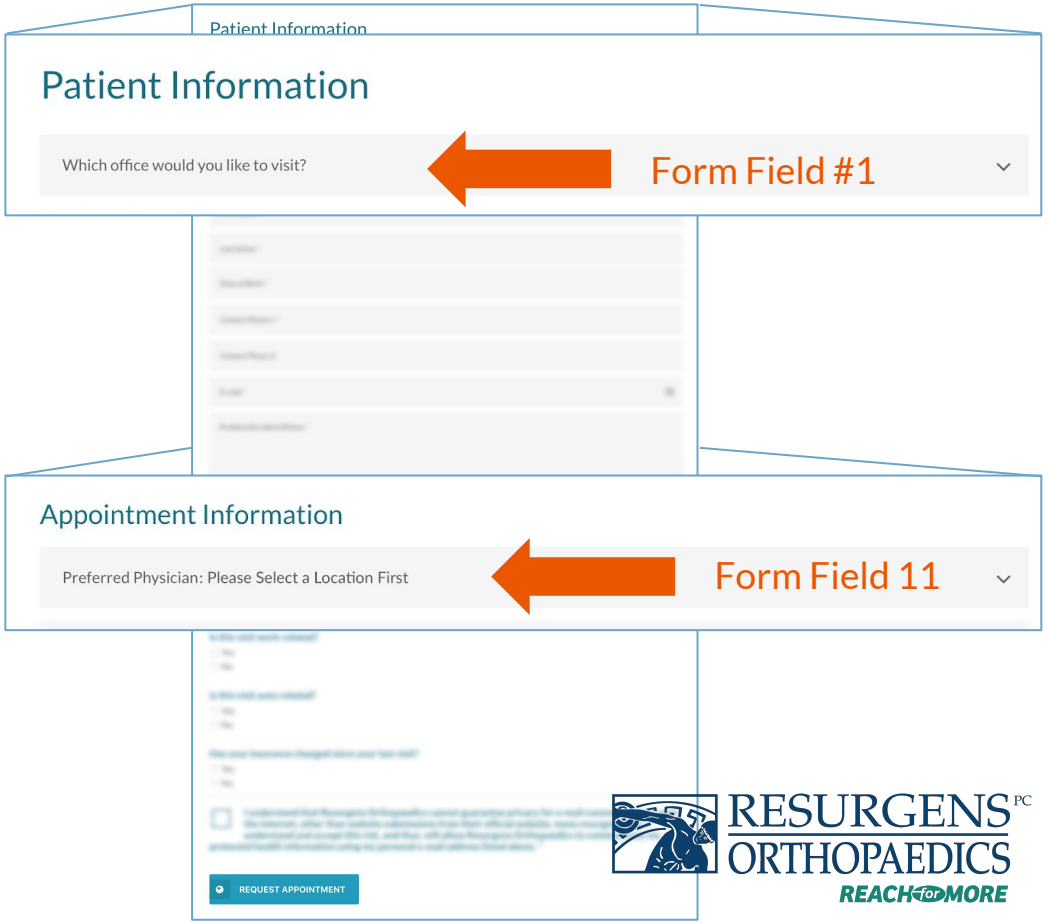
The Observation

Users struggled to complete form field 11 of the Request an Appointment form.

Form field #1 was skipped and in result was impossible to complete form field #11 of the Request an Appointment form.

Field #11 is dependent on filling out field #1.



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The Data

1. **25.68%** of users **abandoned the form** at field #11
2. Users spent an average of **43 seconds trying to complete** field #11
3. Field #11 had the **highest "refocus" rate** across the form (users are leaving this field to visit another field and then returning)
4. **Session replay** showed users trying to click field #11 and not being able to because they haven't filled out a prior required field.

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The Hypothesis

Users who overlook the first question “Which office would you like to visit” are stumped by question eleven, a “Preferred Physician” drop down that they can’t fill out because they haven’t previously selected an office in question one.

We hypothesized that by pushing form field #1 down to form field #10, we will reduce the confusion associated with the form’s drop off rate, and therefore increase conversions.

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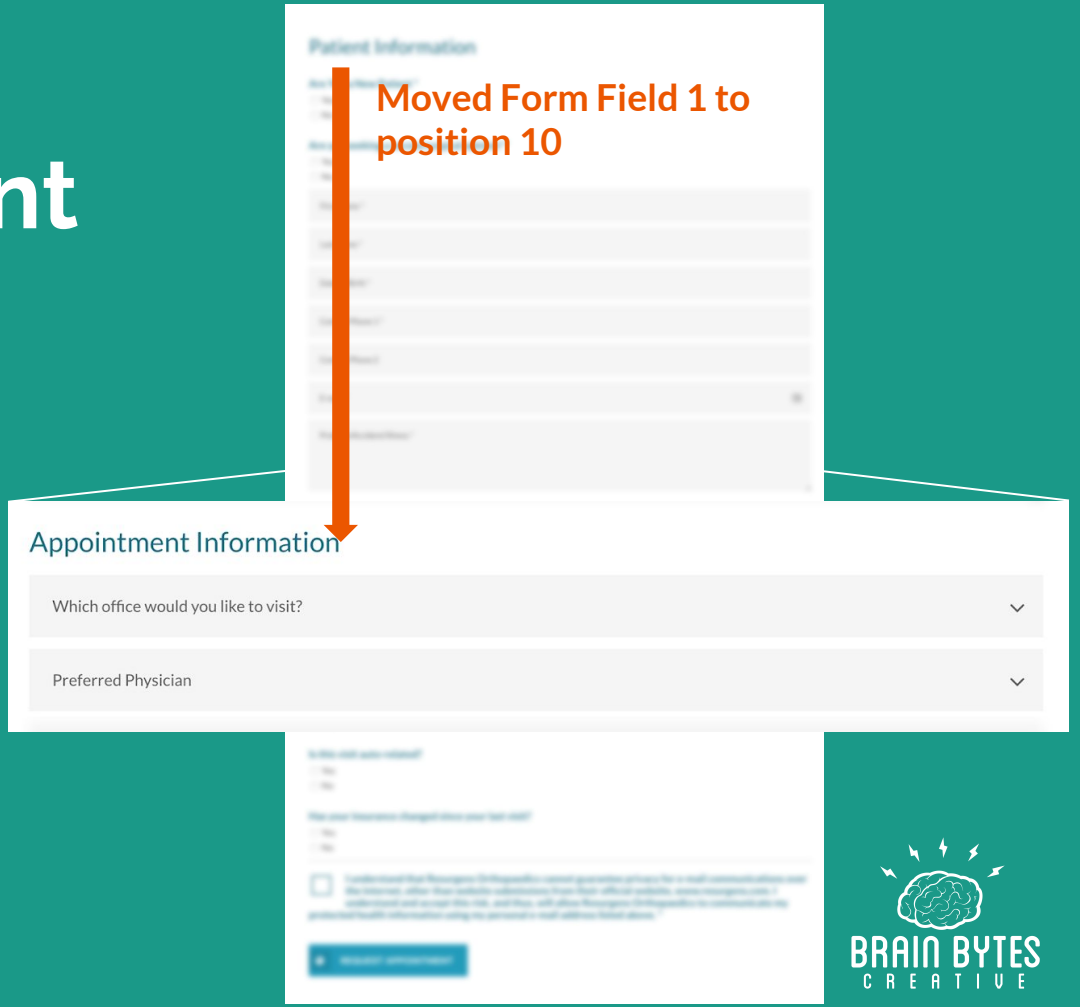
The Experiment

We moved the first field “Which office would you like to visit” down to position 10, prior to the “Preferred physician” prompt and conducted a split test.



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The Results

Page Conversions/Goals Analytics

- **Conversion Rates** increased by **46.95%**
- **Goal Completions** increased by **43.73%**
- **Goal Value** increased by **43.75%**

Landing Page Performance Analytics

- **Bounce rates** decreased by **6.57%**
- **Page value** increased by **19.99%**

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2018 Q1 Results

Conversion Rates increased from **15.88% to 19.97%**, a **26% increase**.*

*We looked exclusively at high intent traffic source, paid and organic.

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Q1 - 2018	Traffic	Conversions	Conversion Value
Old Conversion Rate	1963	312	$78,000
New Conversion Rate	1963	392	$98,000
Net Increased Conversions		(+) 80	$20,000

The Return

- With a pre-established goal value of $250/conversion, these 80 additional conversions created a return of $20,000 over the course of one quarter. See calculation below.
- Extrapolated across 2018, and assuming similar traffic patterns, the approximate return will be $80,000 for the year.
- Extrapolated across 2022, and assuming similar traffic patterns, the approximate return will be $400,000 over the next five years.
- Please note that this optimization will continue to deliver a return every day that this page is in existence, making the lifetime return infinite. Also, as traffic increases, the power of this return will also grow.

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The Investment

The CRO program costs $2,970/month. Over the course of the quarter where these optimizations were discovered and implemented, the client spent $8,910 on the program.

The Return on Investment**

Q1	Year 1	Year 3	Year 5	Year “Y”
224%	896%	2,688%	4,480%	896% x “Y”

**Also, not all individual optimizations have this big of an impact. Sometimes, it takes several optimizations compounded to yield a percentage increase of this size. That said, we will continue to identify and make optimizations throughout the year.