

marketingsherpa marketingexperiments

optimization summit 2013

How a long-term optimization strategy increased leads 6,031%

James Coulter

Marketing Optimization Strategist

Sophos

Justin Bridegan

Senior Marketing Manager

MECLABS

Session Speaker



James Coulter

Marketing Optimization Strategist

Sophos

James Coulter is the Marketing Optimization Strategist at Sophos, a leading provider of IT security solutions for businesses. Joining Sophos in 2007, he now leads the website optimization program responsible for converting website visitors into sales leads.

Originally hailing from Yorkshire, England, James now resides in Massachusetts, and enjoys automobiles, investing, pork pies and cat videos.

What I'll be talking about

1. How we increased Quote Leads
2. Gained organizational buy-in
3. Helped drive a testing culture

A little background



Sophos Anti-Virus

Essential antivirus, firewall and application control

Overview

You're safer in our world because we protect all your laptops and desktops without stretching your antivirus budget. We make it easy to install, manage and use—saving you time and money. And, it's all one license that includes unlimited 24/7 support, free security updates and software upgrades.

- ▶ Our antivirus removes viruses and spyware—and it wins awards
- ▶ We protect Windows and Mac
- ▶ Take charge of IM, VoIP, P2P, gaming and other applications
- ▶ We encrypt USB files
- ▶ It's essential protection for businesses with 100 users or less

It's security, made easy

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[Magic Quadrant for Endpoint Protection](#)

[Sophos vs Symantec, McAfee and Kaspersky](#)



FFFFFFF
FFFFFFF
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FFFUU

WEBSITE FEEDBACK

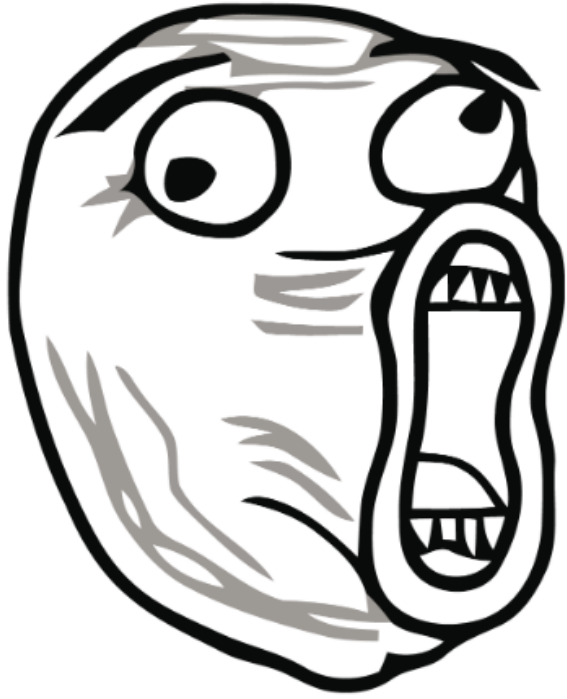
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“When I come to a site to try out software, if I cannot see how much it cost, I will just pass you up and go with someone else”



*“ I don't give a **** about a 30-day demo, I care about not wasting my time. Unless you post prices I'm not going to waste my time demo'ing **** ”*



“Fire your idiot web marketing people and post your price out in the open”

Uh oh...



=

**idiot
web
marketing
people**

Request a Quote!



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Testing Strategy



Identified goal



Created cross-functional team



Drew up initial hypotheses

1. Identified goal



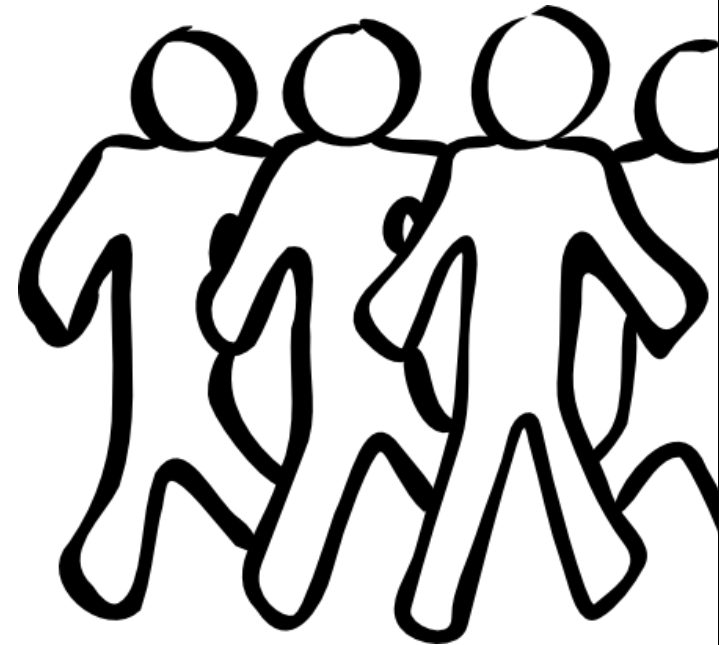
- Gathered feedback from Sales
- Reviewed all Lead sources: Avg \$ per Lead, Lead/Opportunity %
- Where can we have the greatest impact on revenue?



2. Created cross-functional team



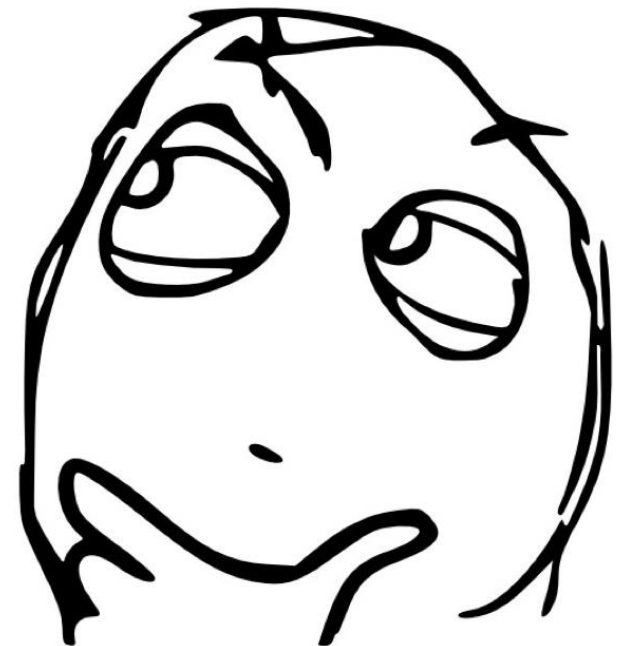
- Sales, Marketing and Product Management
- Shared ownership and success
- Some of the best ideas didn't come from James



3. Initial hypotheses



- Mapped entire Quote funnel
- Identified potential opportunities
- Entire team brainstormed test ideas



Experiment 1: Request a Quote form



Background: Testing “Request a Quote” form

Objective: Increase Quote leads by mitigating common objection

Primary Research Question: Does reinforcing Sales won’t harass them increase conversion rates?

Test Design: A/B split test

Experiment 1: Request a Quote form



Request a quote

Please enter your details and we will contact you

Enter your details

Email *

First name *

Last name *

Common question

Will I get bugged by Sales?
No, we'll only contact you to provide your custom quote.
This allows us to give you the most accurate price possible with all applicable discounts applied.

Experiment 1: Request a Quote form



19% decrease in Form Submissions

Decrease in Request a Quote form submissions

| Version | Quote Conv. % |
|--|---------------|
| Control | 20.3% |
| Treatment: Will I get bugged by Sales? | 16.4% |
| Relative Difference | -19.2% |



What You Need to Understand: Calling it out raised awareness and drew attention. Distracting users from the benefits of submitting the form.

Experiment 2: Request a Quote CTA



Background: Testing “Request a Quote” CTA

Objective: Increase Quote leads


Primary Research Question: Which CTA copy results in the most leads?


Test Design: A/B split test

Experiment 2: Request a Quote CTA




Control


Try now for free 

Request a quote 

Learn more
Datasheet
System requirements

Treatment

Try now for free 

Request pricing 

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System requirements

Experiment 2: Request a Quote CTA



77% increase in Form Submissions

Increase in Request a Quote form submissions

| Version | Quote Conv. % |
|----------------------------|---------------|
| Control: Request a quote | 1.03% |
| Treatment: Request pricing | 1.83% |
| Relative Difference | +77.6% |



What You Need to Understand: Be direct, use the same terminology as your users/prospects.

Experiment 3: Request a Quote form



Background: Testing “Request a Quote” form

Objective: Increase Quote leads

Primary Research Question: Which form messaging results in the most leads?

Test Design: A/B split test

Experiment 3: Request a Quote form



Control

Request pricing
Enter your details to request a quote

Enter your details

Email *

First name *

Last name *

Treatment

Request pricing
Enter your details for a no obligation quote

Enter your details

Email *

First name *

Last name *

Experiment 3: Request a Quote form



44% increase in Form Conversion

Increase in Request a Quote form submissions

| Version | Form Conv. % |
|----------------------------|---------------|
| Control | 26% |
| Treatment: No Obligation | 37.5% |
| Relative Difference | +44.2% |



What You Need to Understand: Prospects fear commitment, “no obligation” helped mitigate some of this.

Testing Summary



Fear of Commitment and Sales Calls

Using “no obligation” helped relieve this perception

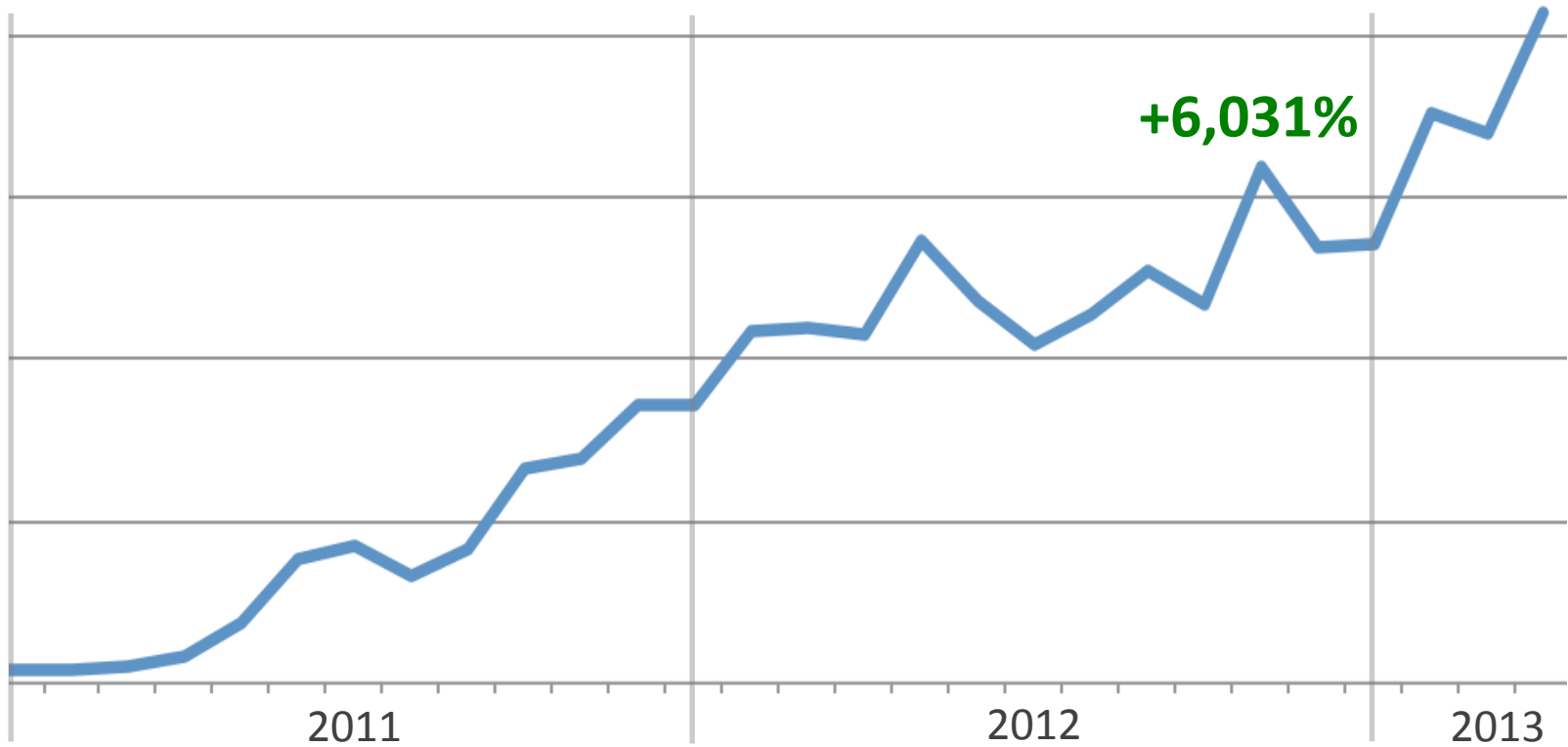
Language and Tone

Be direct, use the same terminology as your users/prospects

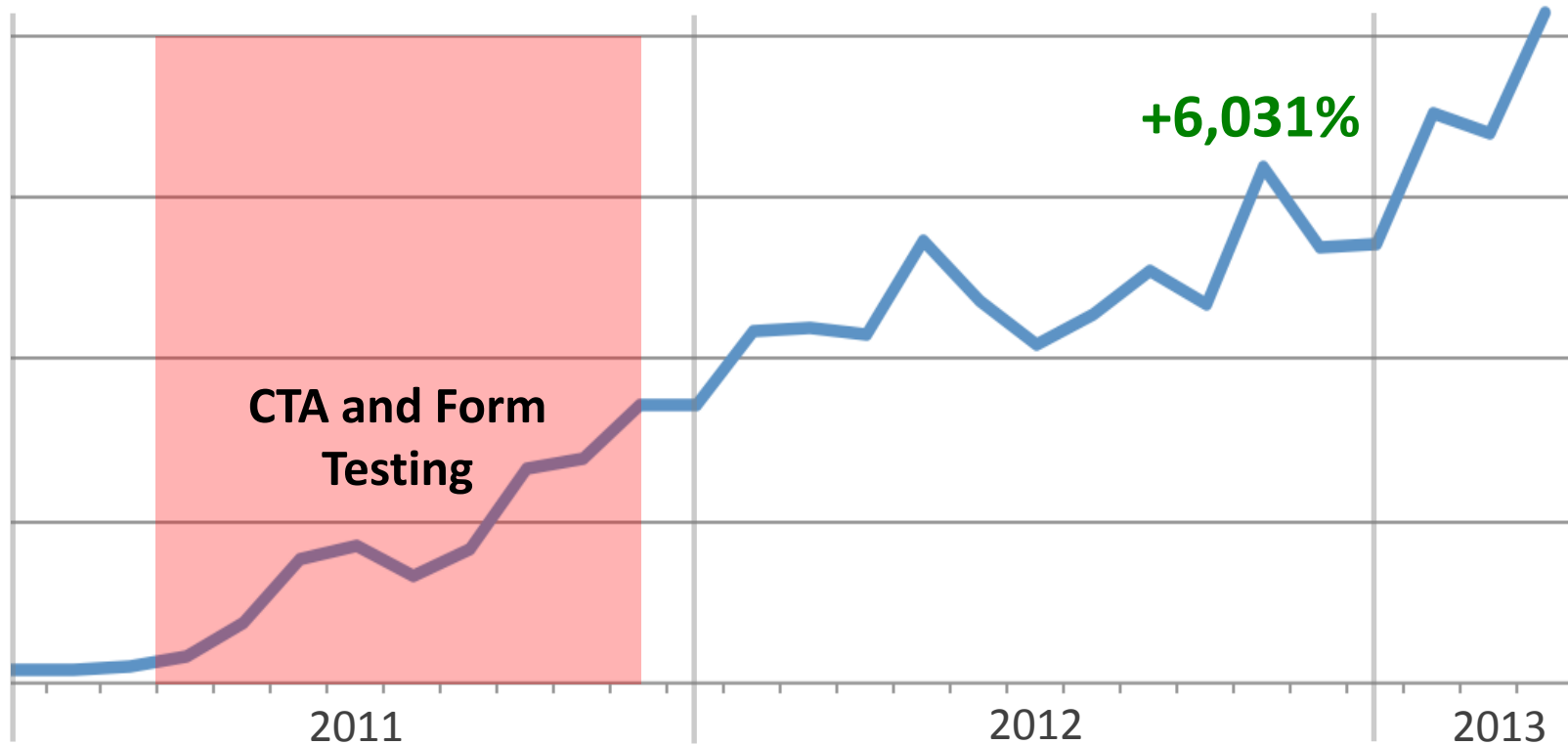
Anxiety

Need to be subtle, could increase while attempting to relieve

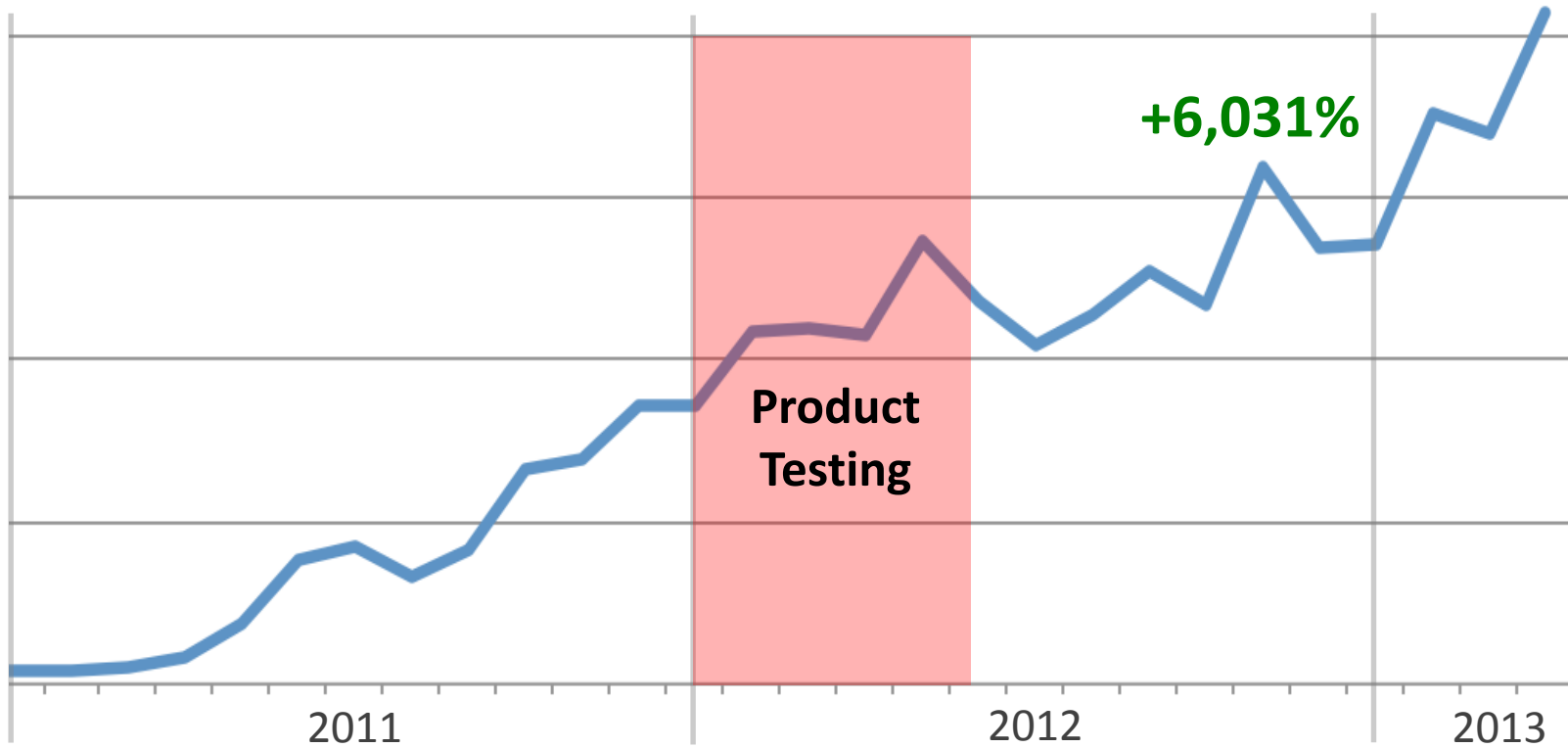
Overall Results



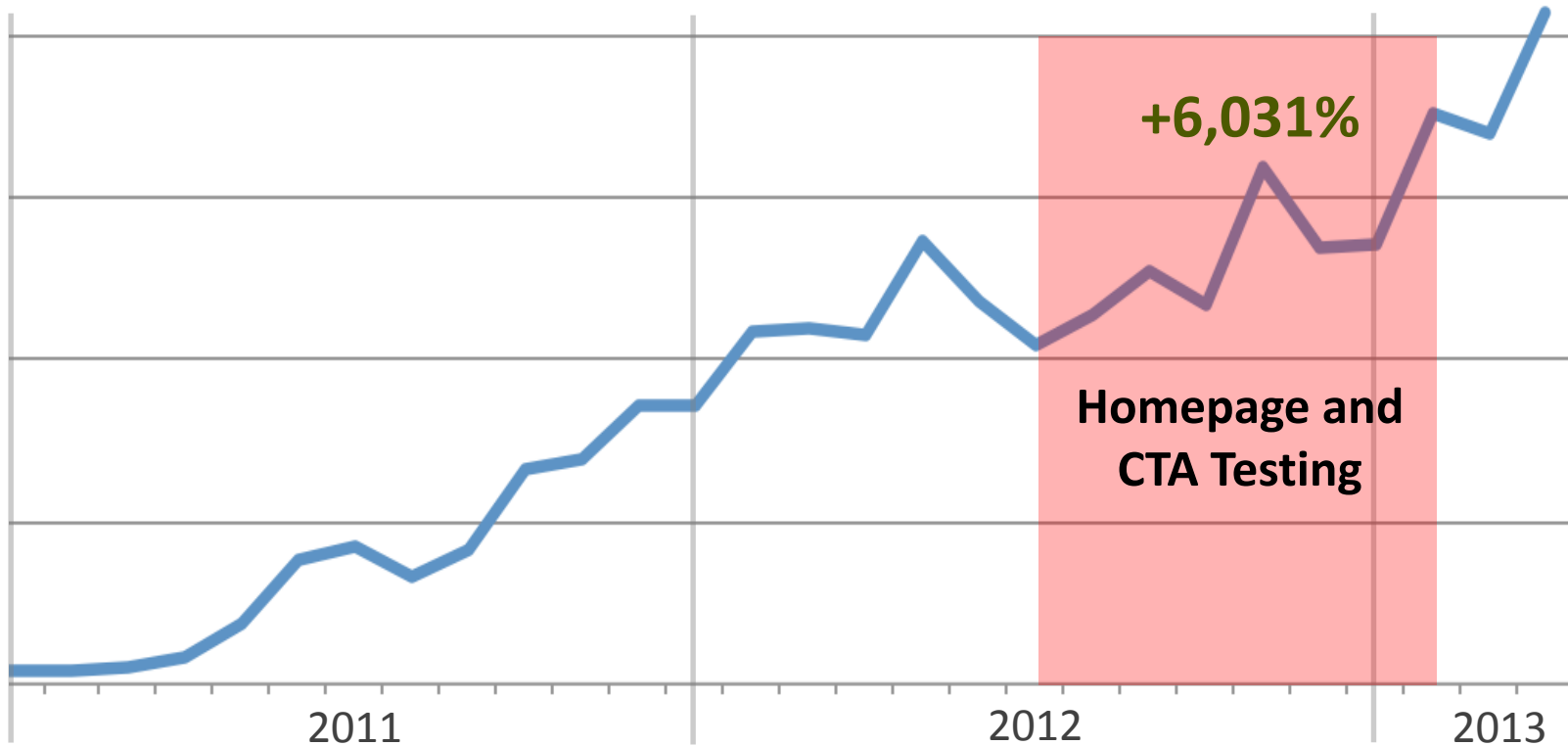
Overall Results



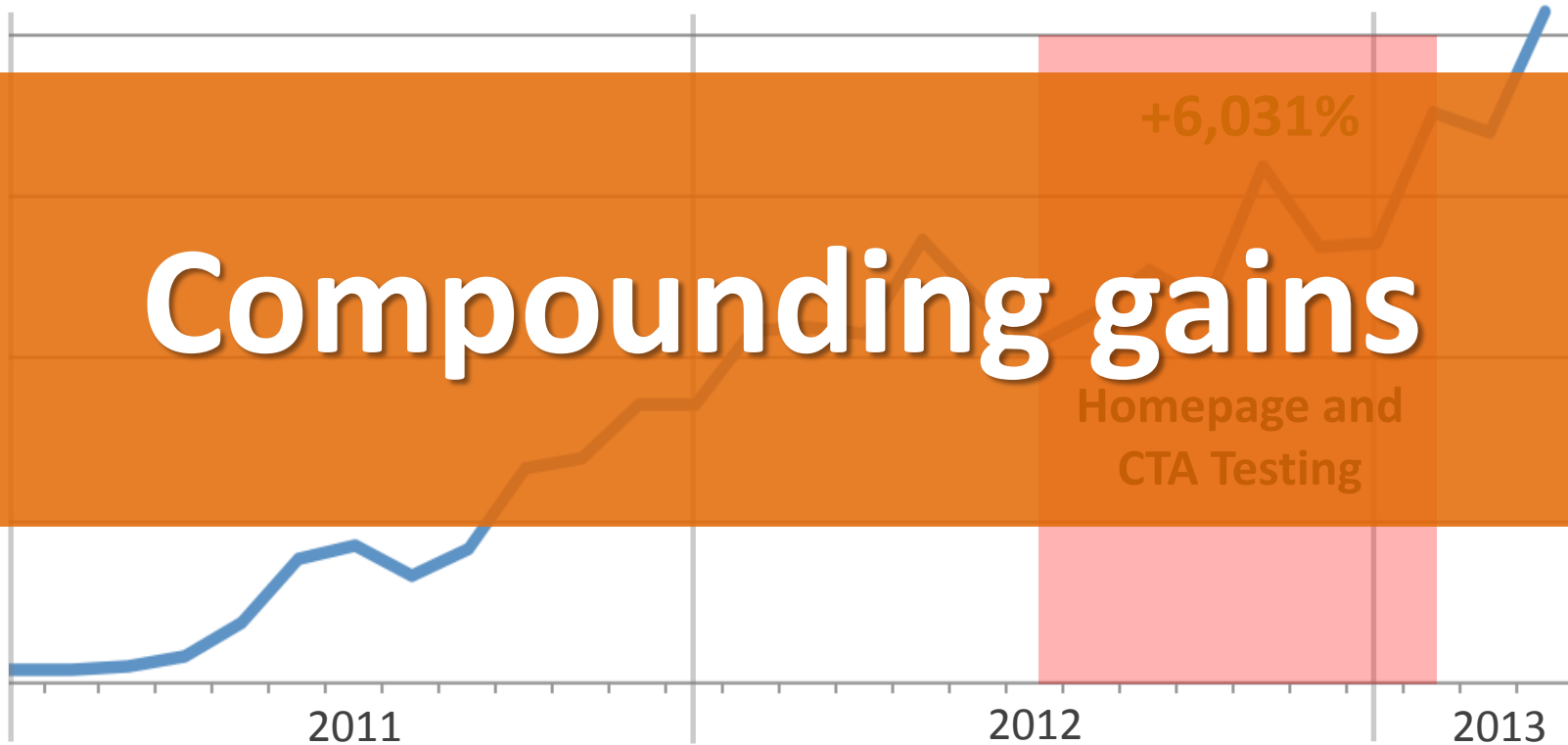
Overall Results



Overall Results



Overall Results



Key Takeaways/Summary



Continuous testing

- Compounding gains and insights.
- Helped testing become part of our everyday process, not a one off project

Focus

- Kept focused on our ultimate goal: Increased revenue through increasing Quote leads.

Key Takeaways/Summary



Cross-functional team

- Helped drive buy-in and awareness within organization
- Team members became advocates

Listening to users and our Sales team

- Feedback from website visitors influenced testing strategy
- Sales provided insight into the minds of prospects
- Helped us understand why more weren't saying 'Yes'

Thank You

James

Marketing Optimization Strategist

Sophos

jamesrcoulter@gmail.com



Justin Bridegan

Senior Marketing Manager

MECLABS

justin.bridegan@meclabs.com

