

Want to improve conversions rates?

Stop cycling important messages in Flash!

A client case study

Presented by:
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The Issue

- Our user testing shows few people watch an animation long enough to see multiple messages
- In fact many people in our testing don't remember even a single message in a Flash animation.

Client Background

- A diet plan with a very well known celebrity endorsement
- Flash animation on home page that cycled through multiple messages

Stopping the animation leads to increase in sales!

- Started a Google Adwords Campaign
- “Froze” animation so only the most important message loads fast and stops

Results: Freezing" animation on one message

	Clicks	Conv. Rate	Cost/Conv.	Conversions
Adgroup 1				
Week Before	213	1.90%	\$33.20	4
Week After	263	4.60%	\$15.55	12
Increase				300.00%
Adgroup 2				
Week Before	618	2.40%	\$36.98	15
Week After	635	3.30%	\$24.53	21
Increase				140.00%
Total Campaign				
Week Before	831	2.20%	\$36.18	19
Week After	898	3.60%	\$21.26	33
Change		163.64%	58.76%	173.68%

Rough Annual ROI estimate

based on this client's data

1,500,000 unique visitors @ 1.52% conversion rate = 22,800 signups/YR

If improve Conversion rate by 60% to 2.42% then,
1,500,000 visitors at 2.42% would = 36,300 signups =

An additional 13,500 signups / Year!

With an estimated gross profit of \$50 each signup =

\$675,000 additional gross profit!



Best Practices

What Our Testing Suggests

- Animations can distract from other, more important messages
- Avoid cycling important messages in animations - Use static images and text
- If you do, then just one message that loads very fast and animation stops

Best Practices

- “Disappearing messages” are a problem
- Automatic start up with Audio
- Give the User Control
- Test. Test. Test!!!
 - Ideally A/B, Time Series if needed
 - Also User testing (Do they remember the message?)

For More Info

www.evisionsem.com/blog

Use Blog Search to search for -

- "Cycling Multiple Messages" for this case study
- "Distracting Cycling Images" for another article on the topic

Presented by George Aspland

George founded eVision in 1998 and has been developing and optimizing web sites for large and small companies and organizations around the world since. He speaks regularly on the subject of Search Engine Optimization and has written a book on the subject, *The Guide to Search Engine Marketing*, a step-by-step guide to search engine marketing used by organizations who wish to optimize their own web sites.

George has led the effort over recent years to develop eVision's advanced methodology known as Conversion Point Architecture to insure that a web site delivers an effective persuasive path, provides a successful branding experience and communicates appropriate messages while insuring that visitors can complete conversion interactions successfully, with minimal errors and frustration and in minimal time. eVision employs the Conversion Point Architecture methodologies to increase the business a web site generates.

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