

CRO Showcase | FiveStones

A Well-Known Licensed Bank in HK Optimises CTA to drive growth

Objective

The client wanted to improve user engagements, including:

- Clicks on CTA leading to product application form
- Product application form page visit
- Product application form submission

Our Approach

FiveStones proposed an A/B test for the CTA button, incorporating a sticky bar variant with a promotional offer to attract prospects and facilitate easy access to the form.

Results

The test resulted in a very clear winner, indicating that position of CTA button affects user engagement & conversions.

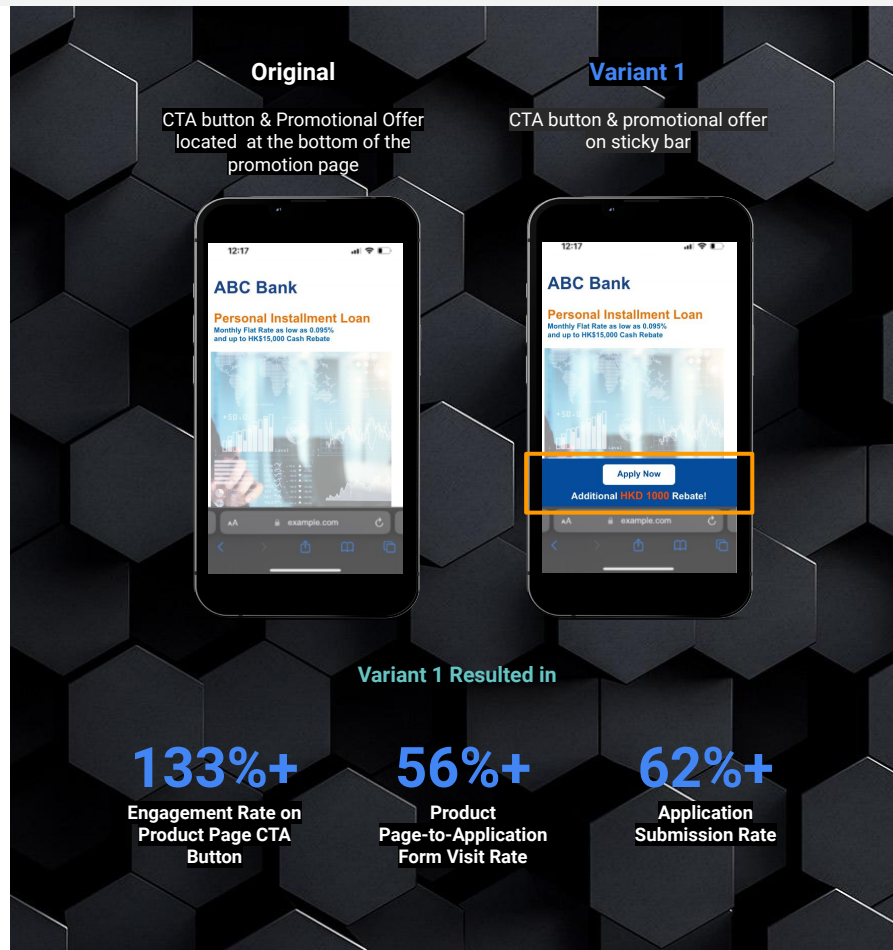


Illustration of the A/B test

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