



CUSTOMER PROFILE

Headquarters: San Francisco, CA
Founded: 2000
Industry: Ticket Resale
URL: www.stubhub.com



THE GOAL

Discover why customers are not completing their path through the sales funnel.



THE RESULT

2.6% increase in conversion and millions of dollars in extra revenue.

StubHub Boosts Revenues by Millions of Dollars

StubHub Reports a 2.6% Increase in Conversion After Discovering Unclear Purchase Path with UserTesting.com

UserTesting.com services used by StubHub

- Mobile testing
- Desktop testing
- Prototype testing
- Research team

Faster Feedback Through UserTesting.com

After running hundreds of thousands of usability tests, UserTesting.com has uncovered a very common theme among e-commerce sites: many customers are confused about the path they need to take to complete their purchase. StubHub, the world's largest fan-to-fan ticket marketplace, uncovered a similar challenge as many ticket buyers were not making it through the purchasing funnel.

By collecting user feedback from UserTesting.com, and thereafter implementing a small design fix, StubHub achieved a 2.6% increase in conversion and millions of dollars in extra revenue.



"The user feedback that would have taken me two weeks to compile, UserTesting.com could deliver in just 20 minutes."

Christine Young | UX Research Senior Manager, StubHub

"Due to the enormous amount of evidence UserTesting.com was able to gather for us in a very short timeframe, making the change on our site was an easy decision – a cross-functional meeting of the minds," said StubHub's Christine Young, during her presentation at the Internet Retailer Conference. "The user feedback that would have taken me two weeks to compile, UserTesting.com could deliver in just 20 minutes."

The "Go Button" Story

By listening to and watching UserTesting.com panels on their site, StubHub discovered that a link, labeled "See Details," was causing confusion and in need of some improvement to boost conversion rates. The "See Details" link's function was to take buyers to the ticket purchase page, which contained all the information necessary to make the final purchasing decision; however, this critical page was buried in an ambiguous link. "Buyers were not getting to the purchase page because the link looked like the fine print, or the terms and conditions, that no one wants to read," continued Young.

With numerous UserTesting.com video clips exposing the confusing link in hand, Christine had the evidence she needed to make the case to update this specific step in the purchasing funnel. After launching a few more tests, StubHub decided to change the "See Details" link to a bright, orange button labeled with the word, "Go".

Conversion Rate & Revenues Go Up

Soon after implementing the change, StubHub realized a 2.6% increase in conversion rate, which resulted in millions of dollars in extra revenue. Today, the "Go Button" is on every event page on StubHub's website.



"Most e-commerce websites unknowingly confuse their customers and make it difficult to place an order. Forrester Research estimated 50% of potential sales are lost because users can't find information. That's why it's vital to frequently get your website in front of real people with fresh eyes who can deliver unbiased feedback."

Darrell Benatar | CEO and CoFounder, UserTesting.com

Ready to Try UserTesting.com Enterprise?

UserTesting.com Enterprise is a web-based, full service research platform, so no IT support is needed. Our experienced research team administers tests, bookmarks key findings in your videos, and even delivers an actionable report showing you what's working and what needs improvement.



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About



StubHub is the world's largest ticket marketplace, enabling fans to buy and sell tickets for tens of thousands of sports, concert, theater and other live entertainment events. The company's unique online marketplace, dedicated solely to tickets, lets all fans buy or sell their tickets in a safe, convenient and highly reliable environment.

All transactions are processed and delivered by StubHub and backed by the company's FanProtect Guarantee. Company partners include the San Francisco Giants and University of Texas, along with over 60 teams in the NFL, MLB, NBA, NHL, MLS and NCAA, complemented with companies such as ESPN, Paciolan, AEG, and Tickets.com. StubHub is an eBay company (NASDAQ: EBAY). For more on StubHub, visit www.stubhub.com, twitter.com/stubhub or facebook.com/stubhub.

About **UserTesting.com**

UserTesting.com provides the fastest and most affordable web, desktop and mobile app testing in the market. The company gives marketers, product managers and UX designers, on-demand access to users in their target audience, who deliver audio, video and written feedback on websites or apps in less than one hour.

Used by the top 10 web properties in the U.S., UserTesting.com has run hundreds of thousands of usability tests. UserTesting.com is headquartered in Mountain View, CA. User panels are currently available in the U.S., Canada, and the UK. For more information, visit www.UserTesting.com.