



volusion

Headquarters: Austin, TX

Founded: 1999

Industry: B2B technology

The challenge

Win over prospects in a competitive landscape with clear website messaging

The solution

Paired A/B testing with UserTesting to understand preferences and requirements

The outcome

After adopting optimized messaging, saw a 10% lift in conversion and a 6% lift in trials

Volusion increases on-site conversion by 10% with clearer, more compelling messaging

Innovates based on customer feedback to succeed in a competitive marketplace

The challenge

As an ecommerce platform, Volusion has helped more than 180,000 entrepreneurs build and run online stores—supporting more than 185 million orders and \$28 billion in sales. Operating in an extremely competitive marketplace, it is critical that the company's website clearly convey the benefits of their solution in order to drive engagement and adoption.

The solution

The team leans on a combination of quantitative data, including analytics and A/B testing, as well as the UserTesting platform, for qualitative feedback on the website experience. Using Optimizely for A/B testing and UserTesting for voice of the customer yields the perfect blend of engagement data and contextual information. Pairing these insights, the team better understands what customers prefer, the reason why, and what website changes they should make and test.

After making improvements to website messaging:

10%

lift in conversion

6%

lift in trials

The outcome

The Volusion team ran a series of comparison studies, pitting their website against other solution providers in their industry. The team discovered that it took study participants longer to understand exactly what Volusion offered compared to competitors, and that the website messaging could be optimized to more clearly explain Volusion's products.

The team didn't stop there. They continued testing out new product messaging. Once they deployed the winning option, they saw a 10 percent lift in purchase conversion and a 6 percent lift in trials of the product.

About Volusion

Volusion is a leading e-commerce software company based in Austin, TX. With more than 250 employees and more than 40,000 online stores, Volusion e-commerce sites have processed over \$28 billion in merchant sales worldwide. Volusion proudly puts people before everything else and solves for the customer.

Learn more at www.volusion.com.



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ABOUT USERTESTING

UserTesting enables every organization to deliver the best customer experience powered by human insight. With UserTesting's on-demand Human Insight Platform, companies across industries make accurate customer-first decisions at every level, at the speed business demands. With UserTesting, product teams, marketers, digital and customer experience executives confidently and quickly create the right experiences for all target audiences, increasing brand loyalty and revenue. UserTesting has over 1,200 subscription customers including half of the world's top 100 brands, and has delivered human insights to over 35,000 companies to-date. Backed by Accel and OpenView, UserTesting is headquartered in San Francisco, CA. To learn more, visit www.usertesting.com