



To Show or Not to Show



MEGAPATH | LANDING PAGE OPTIMIZATION

BACKGROUND

MegaPath is an industry leader in the telecommunications space, providing small, medium and enterprise-sized businesses with customized telecommunication packages. More than just an internet or VOIP service provider, MegaPath prides itself on guaranteed service delivery, and U.S.-based customer service and technical support.

SERVICES PROVIDED

UX / UI
CREATIVE DESIGN
USER TESTING
PAID/EARNED MEDIA

CHALLENGE

MegaPath provides customized quotes to its customers based on their individual business needs, so showing boilerplate pricing directly on the website doesn't make the most sense. Doing so risks going against its consultative value proposition. Despite that risk, there is pressure from internal stakeholders and competitors to list product-specific prices on the website. Frequently in the past, MegaPath advertised prices in hopes of driving more leads to the Sales organization and to complete in the marketplace online. However, prices often vary and may not reflect the customer's unique needs or complete service desired.

“Quoting services to IT professionals is critical in our business and pricing is very competitive. Where to deliver that pricing in the buyer's journey, given the desire to generate sales demand, is not always clear. Using the Optimizely platform, we were able to test our hypothesis and increase our overall performance.”



Randy Laub
VP, Online Marketing & Lead Generation, MegaPath



CONTROL

The control landing page features a header 'Speeds That Fit Your Business' and four service cards: Ethernet (10 Gbps), T1 (12 Mbps), ADSL (75 Mbps), and Cable (1 Gbps). Each card lists features and pricing. A red button at the bottom says 'CHECK FOR AVAILABLE SERVICES'.

Service	Speed	Price
Ethernet	10 Gbps	\$370/mo.
T1	12 Mbps	\$190/mo.
ADSL	75 Mbps	\$85/mo.
Cable	1 Gbps	\$90/mo.

TEST VARIATION

The test variation landing page features a header 'Our Most Popular Options' and four service cards: Ethernet (10 Gbps), T1 (12 Mbps), ADSL (75 Mbps), and Cable (1 Gbps). Each card lists features and pricing. A red button at the bottom says 'Check for Available Services'.

Service	Speed	Price
Ethernet	10 Gbps	\$370/mo.
T1	12 Mbps	\$190/mo.
ADSL	75 Mbps	\$85/mo.
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QUICK FACTS:

122% increase to Check For Available Services (first step in the conversion funnel and secondary CTA) interactions

28% increase to on-page lead form interactions and lead qualification pages

47% increase in attributed lead submissions (90% confidence)

99% statistical confidence unless otherwise stated

SOLUTION

MegaPath turned to Atypical Digital to test the case for showing (or not showing) pricing on Paid Media landing pages. Atypical Digital leveraged the Optimizely testing platform to accomplish this. Our hypothesis was that not showing pricing would result in more engagements with Sales resulting from users completing a form requesting a more precise quote.

With a deep understanding of the MegaPath traffic channels and the nuances of paid media messaging and networks, Atypical Digital CX/CRO team ran three separate, congruent tests -- each paired to a different paid media channel and associated landing page, with one of the tests deemed the leading test as it receives the most amount of traffic and has most amount of impact.

For the leading test (and a secondary test), pricing was present on the control and pricing removed from the test variation.

The hypothesis was by removing pricing we will increase page engagement and site metrics all the way through the sales funnel. Tracking these site-wide goals was important as well as we were changing the way prospective customers consumed information and engaged with MegaPath.

RESULTS

For the main test, landing page metrics were dramatically improved, with secondary KPI interactions on the landing up 122% and lead form interactions -- the page's main KPI -- up 28%. Additionally, by tracking goals along the funnel, we were able to observe a 28% increase to lead qualification page visits and a subsequent increase to lead submissions by nearly 47%.

FINAL THOUGHTS

If you change the way a user consumes information by showing (or not showing) something as critical as pricing, it is important to track goals along the conversion path.