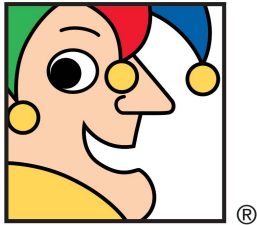


The Motley Fool increases order page conversion rate by 26% with Optimize 360



The Motley Fool

About

- The Motley Fool is dedicated to helping the world invest—better. The company's wide-ranging products include a website, top-ranked newsletters, podcasts, books, and premium investing services.
- Headquarters: Alexandria, VA
- www.fool.com

Summary

- Used existing Analytics 360 goals as Optimize 360 experiment objectives
- Reduced the time needed to deploy website experiments from 2-3 working days to less than 10 minutes
- Increased a newsletter's order page conversion rate by 26% with an Optimize 360 experiment

The Motley Fool was begun by brothers Tom and David Gardner in 1993 as a simple investing newsletter for family and friends. Two decades later, Motley Fool websites, podcasts, books, and premium investing services are helping millions of people around the world reach financial freedom.

Newsletters remain one of The Motley Fool's key products today, and one of its marketing team's main goals is to attract new visitors to its content and convert them to paid newsletter subscribers. In order to measure how they are performing against this important goal and to better understand customer behavior on their website, The Motley Fool uses Analytics 360.

During regular reviews of their Analytics 360 data they began to see a weak link in the sales chain—email campaigns were driving visitors to the newsletter order page, but “we could see that a high percentage of those sessions weren't leading to an order,” says Laura Cavanaugh, Data Analytics Manager for The Motley Fool.

To improve the conversion rate, her team decided to try a new approach that was already integrated with Analytics 360: website testing with Optimize 360, part of the Google Analytics 360 Suite.

A better way to test

“Since the newsletter order page is the last touchpoint in the funnel for our prospects to become members, we knew that even a small win there would have a significant business impact,” says Cavanaugh. “We started to think about new ways to make it as simple and as easy as possible for our customers to complete their subscription.”

Optimize 360 helps businesses test and improve exactly those kinds of customer experiences.

The Motley Fool team began by re-imagining the simplest design elements on their order page and then working outward. For instance, would more visitors order a newsletter if the order button was changed to be more prominent on the page? What if some form fields on the order page were rearranged or removed? Or what if the order page was completely redesigned?

“The ability to use our existing Analytics 360 data in a testing platform was huge for our team. Our server-side event tracking for key metrics like leads and orders is 99% accurate—far better than with other sources.”

**—Laura Cavanaugh
Data Analytics Manager,
The Motley Fool**

After using Optimize 360 to create a new test variant of their order page, The Motley Fool needed to set the objective of the experiment—more newsletter subscriptions. With Optimize 360's native integration with Analytics 360, The Motley Fool was able to easily select the Analytics 360 goal that was already measuring newsletter subscriptions on their website.

“The ability to use our existing Analytics 360 data in a testing platform was huge for our team. Our server-side event tracking for key metrics like leads and orders is 99% accurate—far better than with other sources,” says Cavanaugh.

Once The Motley Fool designated what page of their website they wanted to test the new variant against, Optimize 360 handled the rest, sending users either to the new new variant or to the original.

From the start, says Cavanaugh, Optimize 360 saved valuable time and resources. In the past, a new test meant a formal request for designer time, coordination with other teams, and 2 or 3 working days to get everything set up. “Now one of our marketing managers can set up a test from start to finish in less than 10 minutes,” she says.

Driving results

The results of early testing with Optimize 360 were clear and powerful.

“We saw a 26% lift in conversion rate after running an initial test for 33 days,” says Cavanaugh.

With those numbers in hand, The Motley Fool is now testing new elements for many different audience segments, like better landing pages for new prospects and custom experiences for loyal customers. And having the combination of Analytics 360 and Optimize 360 gives them a more complete view of the greater business impact each of their changes have.

“Optimize 360 has been very helpful in not only finding meaningful landing page wins leading to positive outcomes for our business, but it also saves us a significant amount of time and resources along the way,” says Cavanaugh.

“And we’re learning faster than we ever have before.”

About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure and improve the impact of your marketing across every screen, channel and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the “aha” moments are simple to discover and share. Move from insight to impact faster with the Analytics 360 Suite.

For more information, visit g.co/360suite