



Businesscomparison.com makes mobile work for B2B, boosts conversion rates by 22% using Google’s mobile usability insights

About BusinessComparison.com

- B2B comparison website
- Owned by Digitonomy
- Headquarters in Chester, Cheshire

Goals

- Monetise smartphone users
- Improve mobile site usability and speed
- Drive mobile performance

Approach

- Utilised Google’s PageSpeed Insights and usability principles
- Conducted usability workshops
- Upgraded the mobile experience
- Split tested through Google Analytics to monitor performance gains

Results

- Mobile conversion rate grew by 22%
- Time required to complete tasks dropped by 33%
- Average page value grew by 62%

“There’s a traditional perception that mobile is not a profitable traffic source for B2B verticals, and we’re obviously delighted in having proven this perception inaccurate in our case. We’re now able to make a bigger investment in mobile traffic and believe we’ve established ourselves as the market leader in B2B finance comparison from mobile.”

— Chris Sumner, Director of Marketing, Digitonomy

BusinessComparison.com enables businesses to compare a wide range of products and access the best deals from banking to insurance to energy and more. With over 45% of its traffic coming via mobile, BusinessComparison.com saw a need to rethink how to effectively monetise smartphone users. The core challenge was to improve mobile site usability and speed to drive mobile performance.

BusinessComparison.com turned to Google’s PageSpeed Insights and [mobile website usability principles](#) to understand the components of a great mobile user experience. Usability workshops were conducted to identify smartphone user issues at the grassroots level. This feedback was then applied to upgrading the mobile experience.

Split testing through Google Analytics helped the team to monitor what changes were working and to quantify the difference in performance before and after the usability changes. As it happens, enhancing the user experience led to significant returns in terms of mobile site performance. The mobile conversion rate grew by 22% and time required to complete tasks dropped by a third. With page value defined as the average value for a page that a user visited before landing on the goal page, BusinessComparison.com’s page value grew by 62%.

“As a site that serves busy decision makers and business owners, it’s vital to us that BusinessComparison.com provides a streamlined customer experience on every device type – particularly mobile as more often than not that’s where most of our audience begins their journey”, affirms Chris Sumner, Director of Marketing. “The PageSpeed Insights and usability principles provided us with a simple, clear list of actions to help achieve this.”

