Bouygues Telecom

Thanks to improvements in the visibility of customer advantage, Bouygues increases its conversion rate on a comparative page by 60%.

ABOUT BOUYGUES TELECOM

Bouygues Telecom is a French mobile phone operator and Internet access provider. With more than 13 million customers and 9000 employees, the enterprise has become one of the three biggest French operators. Its website records more than 5 million unique visitors each month.

CHALLENGE

Pages comparing products and offers necessitate large quantities of information. Working on the display is essential in highlighting the decisive elements for the user. This perspective guides Bouygues' A/B testing approach.

HYPOTHESIS

Bouygues put forth the hypothesis that the "One month free" discount on every product is not visible enough, especially as it determines the conversion on this page and the access to the product page. A better display of this customer benefit should lead to a better click-through rate on the call to action, "Choose a product".

Version A "Check marks"


Version B "One Month for free"

AB TASTY'S ANSWER

The test consisted of replacing the graphic "ticks" in the comparison table with the call to action, "One month for free". The AB Tasty online editor was used to set the test up easily. All visitors to the Bouygues Telecom store were shown the new variant. Different goals were set to analyse the variant performance: bounce rate, global conversion rate, click-through rate on the call to action, "Choose a product", number of page views...

RESULTS

As soon as the test started, it became apparent that the new variant was improving the click-through rate of the call to action button, with more visitors reaching the next step in the buying process. This positive trend increased and eventually stabilized at around a 60% increase in conversion, combined with a maximum reliability rate (100%).

The test also significantly improved some of the secondary conversion metrics. The bounce rate of the page was reduced by more than 12% and the average number of pages viewed per visit increased by 15,6%.

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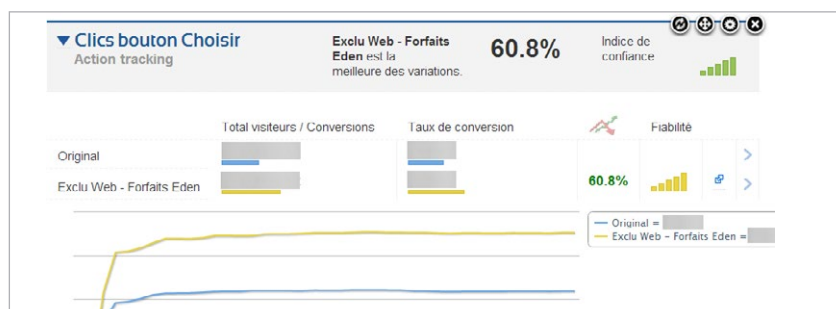
LESSON

Results from this test suggest that web content, which is designed to reassure users during the purchasing process, needs to stand out on the page much more than the surrounding informative content about the product.

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ABOUT AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

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