CLIENT SUCCESS STORY

driver easy

Driver Easy Increases Overall Revenue by 8% Following CRO Project

8% Increase in Revenue

7% Increase in Conversion Rate

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Kevin Zheng
CEO and Founder at Easeware

> We are always eager to try new ways to optimize the customer experience and boost our sales. For example, the A/B test we did in collaboration with the Verifone CRO Team proved that the 3-column cart template performs better than our existing checkout page. So naturally, we made the switch. This optimization project helped us get an 8% increase in revenue, so we were very pleased with the result.

Customer:
Easeware

Creator of Driver Easy

driver easy

Vertical/ Industry:
Utility Software

Target:
B2C & B2B

Website:
www.drivereasy.com

Company Size:
SMB

Benefits & Results:

- ✓ 8% overall boost in online sales (estimated)
- ✓ 7% increase in conversion rate
- ✓ 8% increase in revenue per visitor

2Checkout Solution:

2Checkout Monetization Platform
Reseller Model | CRO Services

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Context & Objectives

driver easy

Driver Easy is always looking for new opportunities to improve their checkout process and boost sales at a global level. The utility software provider collaborated with Verifone's CRO team to test their existing checkout page, which consisted of a 1-column cart template, against a new 3-column template with different placements for the payment methods. The goal of the A/B test was to increase the global conversion rate and the RPV (revenue per visitor).

The test ran globally for 28 days and compared the Control (current cart) with three new variations of the shopping cart.

Control
(1-Column template)
Current

Variation 1 (3-Column template)
With all payment methods above the Payment Options column

Variation 2 (3-Column template)
With Express payment methods above the Payment Options column

Variation 3 (3-Column template)
With Express payment methods below the total price

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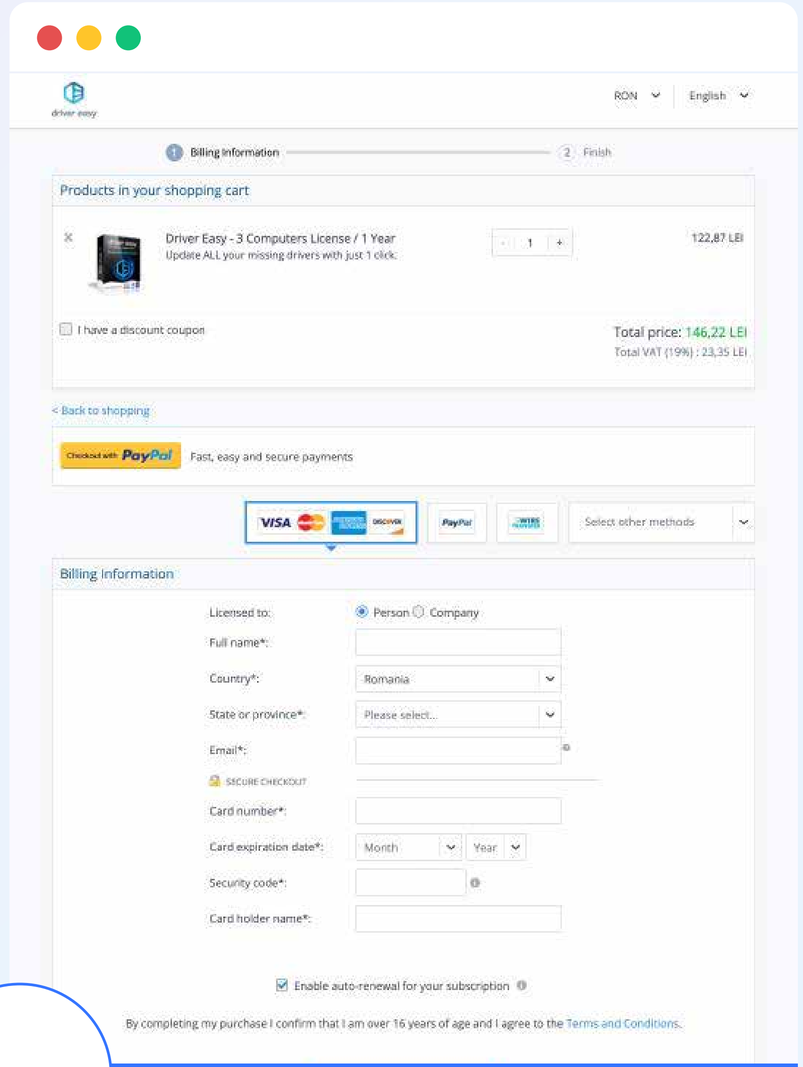
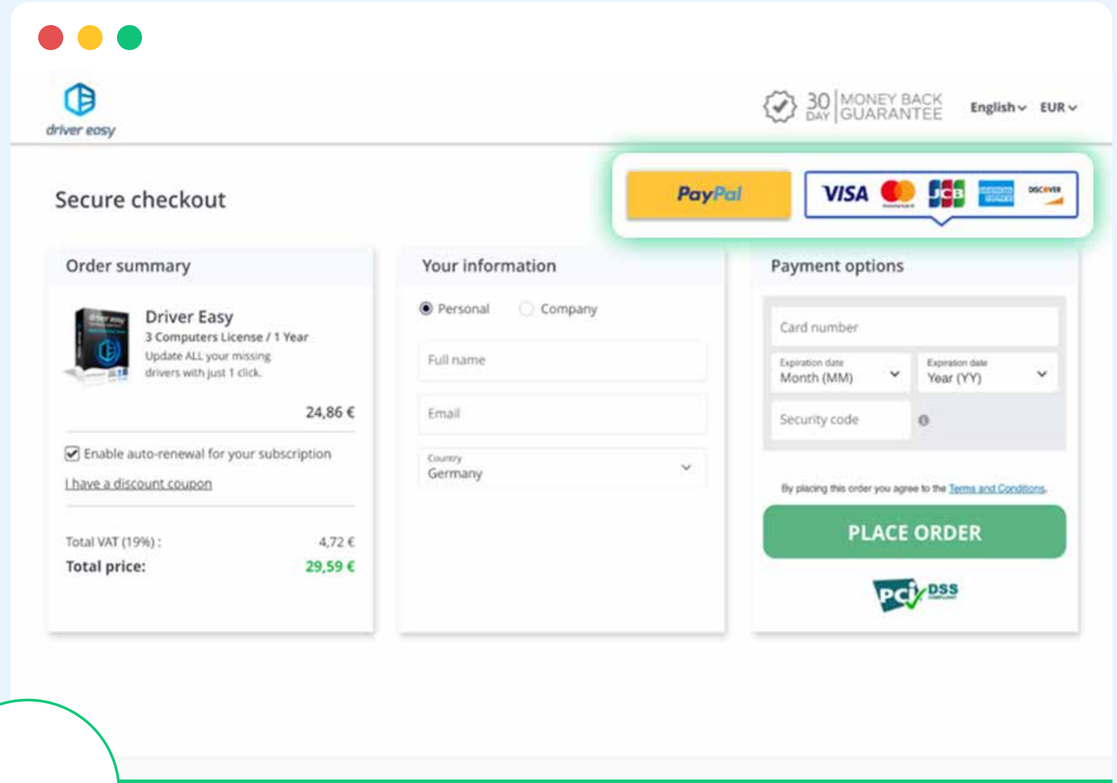


BEFORE

1-Column Template



VARIATION 1

3-Column Template
All payment methods above the Payment Options column

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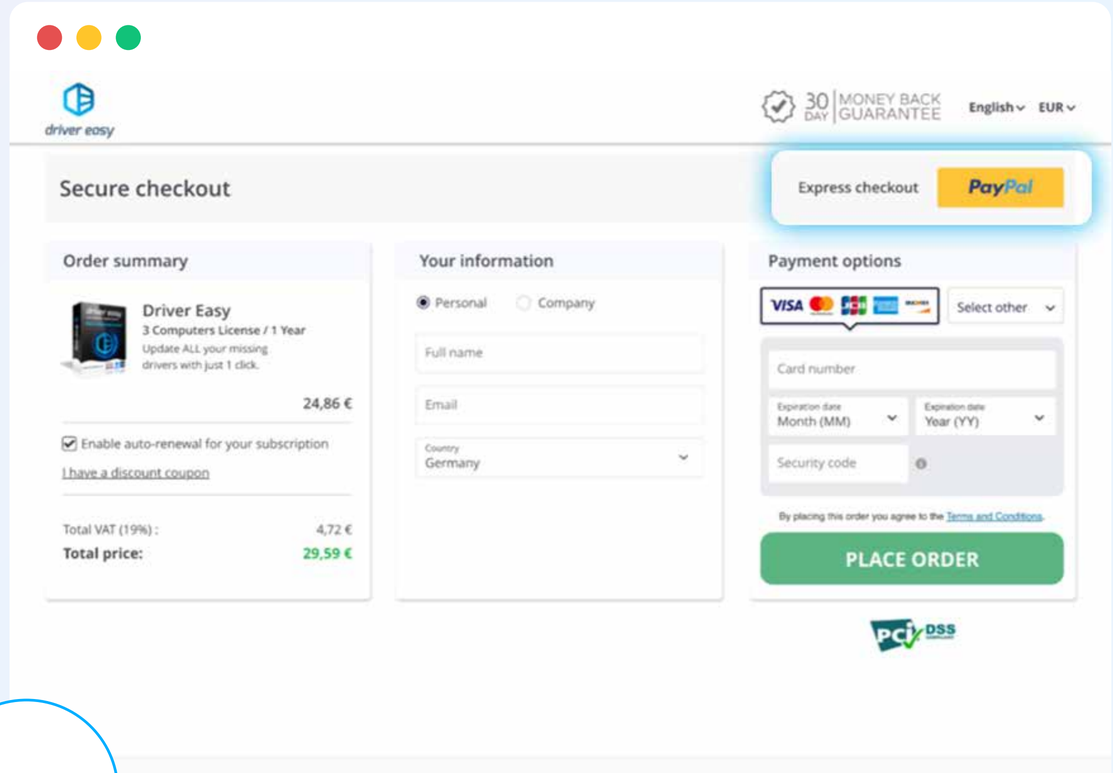
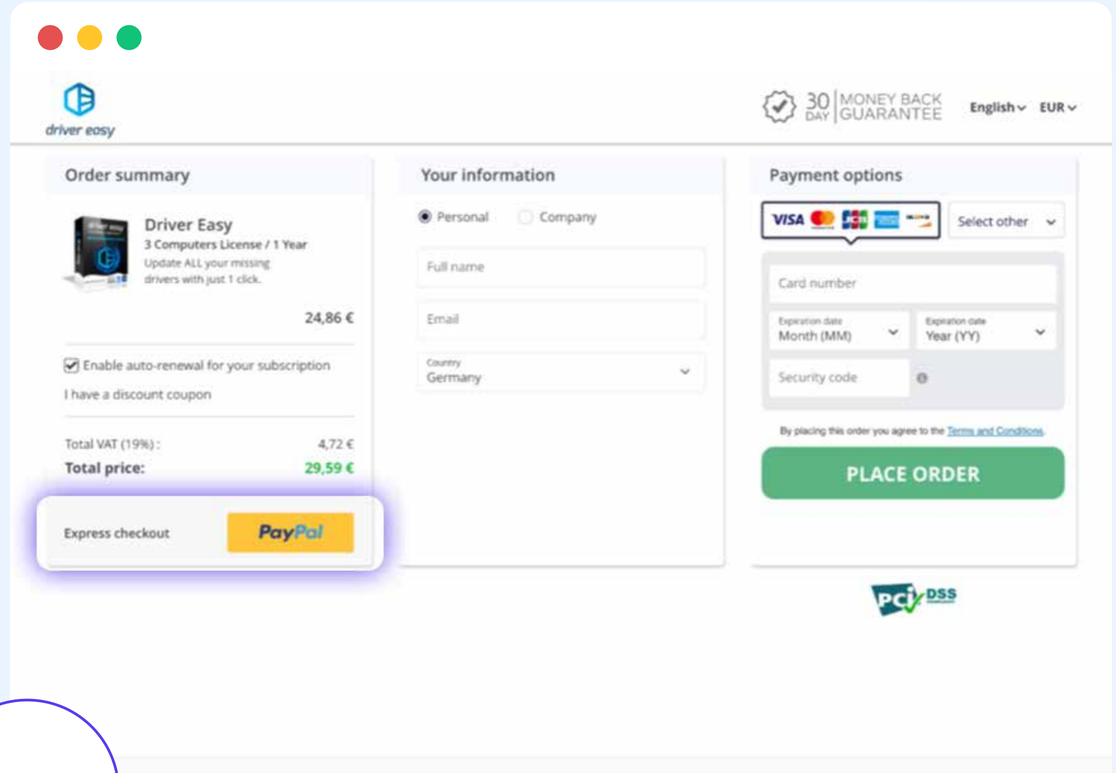


VARIATION 2

3-Column Template
Express payment methods above the Payment Options column



VARIATION 3

3-Column Template
Express payment methods below the total price

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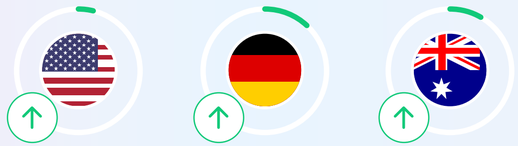
Test Results

The test showed that all three versions of the 3-column template performed better than the 1-column template, regardless of the location of the payment methods. At a global level, **Variation 1 (new template with all payment methods above the Payment Options column)** maximized the conversion rate by 7% and increased RPV by 8% at 100% statistical significance.

At a per country level, three of Driver Easy's top selling countries (US, Germany, Australia) preferred Variation 1, while most of the other countries showed conversion rate improvements using Variation 3. None of the top countries preferred Variation 2 over the Control.

VARIATION 1 - WINNER



USA
+4%

Germany
+12%

Australia
+8%

VARIATION 3

Most of the other countries preferred Variation 3 with Express payment methods under the total price.

Based on the global and top market preference, the CRO team's recommendation for Driver Easy was to implement **Variation 1**. The optimized checkout page is estimated to boost Driver Easy's global online sales by 8%, with a 31x return on investment for the CRO Services.

Customer:
Easeware

Creator of Driver Easy

driver easy

Easeware is the company behind Driver Easy, a driver updater program that helps you update drivers automatically. Since its release in 2009, Driver Easy has become a well-known driver update tool that has over three million users around the world. Driver Easy uses only genuine drivers, straight from your hardware manufacturer. They employ a strict testing process to ensure they're safe, stable, robust, up to date, and compatible with Windows and all the most popular combinations of hardware and software.

For more information, visit www.drivereasy.com.

About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at www.2checkout.com

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Georgia, USA

NORTH AMERICA

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