

CaringBridge Case Study

Focused Testing Leads to Conversion Lifts for Nonprofit Organization, CaringBridge

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BACKGROUND

CaringBridge provides personal and private sites that connect people experiencing a health event to family and friends. Each day over half-a-million people use CaringBridge to send out health updates or show support for friends or loved ones. CaringBridge uses paid search and Facebook ads to help build awareness of their free services to families in need.

THE CHALLENGE

CaringBridge is a nonprofit organization that is funded by the generosity of donors. Like all nonprofits, they have to accomplish a lot with limited time and resources. CaringBridge has a small IT department that focuses their time supporting the service by developing new features, ensuring up-time and supporting priority organizational projects. This meant that it could take months to create a landing page for a marketing campaign and that online testing wasn't even an option.

THE SOLUTION

In March 2011, CaringBridge started using the ion platform and their online conversion rates soared. Using ion, the CaringBridge marketing team was able to create landing pages for their pay-per-click (PPC) advertising that segmented their PPC traffic into those visitors who were interested in building their own website and those who were interested in recommending the service to someone else. Not only could CaringBridge make landing pages more quickly, but now they also had the ability to test and optimize landing pages. Using ion's A/B testing features to test different layouts, CaringBridge was able to quickly increase their online conversion rate.

THE RESULTS

Since launching their first ion platform campaign four months ago, CaringBridge has seen a 20% increase in online conversion rates for one of their Google AdWords campaigns, and a 100% percent increase in their Facebook ads conversion rate over the previous year.

ion's platform gave the CaringBridge marketing team the ability to immediately implement their ideas, the tools to test and, ultimately, the power to reach more people who could benefit from the free CaringBridge services.

"ion provided a turn-key solution that helped us close the time-to-marketing, testing and reporting gaps in our landing page development and management processes. More importantly, ion helps us reach more families in need and fulfill our mission to make each health journey easier," explained CaringBridge Interactive Marketing Manager, Anna Squibb.

Not only did the platform give CaringBridge the ability to test, but it also made landing page testing easy.

"We like that fact that the platform makes that statistical significance determination on its own. It's really nice to be able to just go in [to the platform] and see how pages are performing without manual calculations."

WHAT'S NEXT?

CaringBridge has caught the test bug and they have plans to implement multivariate testing (MVT) on their ion pages.