Testing Login Options For Increased Membership

Are you thinking about testing on your digital channels, or have you been running a testing program but are interested in learning more? You've come to the right place. Think of this blog series as a catalogue of optimization tests, where you can learn about what went right, what went wrong, and where you might be able to test your sites for optimal engagement and risk mitigation.

The Brand
A large retailer.

The Project
This website featured a button in the top navigation that said, "sign in / account." The analytics team at this company noticed an extremely high exit rate from the sign-in page, and the product team identified potential missed opportunities to capture additional registered users for targeting and personalization.

The Tests
This brand ran two variations that opened a new dropdown menu with additional options when customers click the "sign in / account" button. Both variations included a link to "create an account", one at the top of the list, one at the bottom.

The Results
The winning variation increased new account creation by almost 600%, and increased conversions by almost 20%.

Next Steps
The brand rolled out the winner to 100% of traffic.