

Success at a Glance LetsTalk

Objective

Increase online revenue for mobile phone and service plans

Solution

Interwoven Multivariable Optimization solution

Test Subject

Key landing page that sells multiple mobile phones and service plans

Results

As a result of the test, LetsTalk increased its annual online revenue by over \$2 million

About LetsTalk

Founded in 1999, LetsTalk serves as an independent resource for wireless products and services for consumers and enterprises.



After testing with Interwoven, LetsTalk increased its annual online revenue by over \$2 million

LetsTalk is an independent reseller of wireless products and services for consumers and enterprises. The company helps their customers research, compare and purchase mobile phones and service plans in a user-friendly environment.

An analysis of their online sales funnel revealed that over 90% of LetsTalk's visitors were abandoning the sales process prior to completing an order. LetsTalk knew they needed to test different elements on their site, but the Website's rapid price changes and cross-carrier product selection required a dynamic content solution to maintain landing page relevancy. Therefore, their testing solution needed to be flexible enough to handle a wide variety of inventory and offer combinations.


To address these issues, LetsTalk turned to Interwoven to help them optimize and improve the performance of a key landing page. The dedicated project team worked with LetsTalk to develop a test plan that included 10 variables and 74 different values (versions of the variables). Based on this test plan, the Interwoven Optimost engine quickly identified and generated over one billion possible permutations of the page.

Using its advanced methodology, Interwoven was able to conduct multivariable tests on a subset of these possible permutations of the test page. The winning creative resulted in a 7.7% increase in order completion, which translated to an increase in annual online revenue of over \$2 million.

Along with this dramatic improvement in sales, multivariable testing enabled the company to understand how each variable impacted the behavior of their Web visitors.

Some of the key learnings from the test:

- Changes to the offer presentation had impacts on conversion rates
- It is important to increase the prominence of rational decision factors
- Changes to peripheral elements did not yield significant results
- It is important to clarify user expectations



Some of the 10 Test Plan Variables Included:

- Page Header
- Provider Logo
- Phone Image and Name
- Phone Details and Pricing
- Order Button

Over 1 billion different versions of the product page were generated and tested using Interwoven Optimost!

About Interwoven

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments.

Interwoven, Inc.
160 East Tasman Drive
San Jose, CA 95134 USA
(408) 774-2000