



make friends online.com



Success at a Glance MakeFriendsOnline.com

Objective

Increase conversion of visitors to members

Solution

Interwoven Multivariable Optimization solution

Test Subject

Friendship and dating site landing page

Results

As a result of the test, MakeFriendsOnline.com was able to increase conversions by 26%

About MakeFriendsOnline

Launched by Martin Bysh and Marcus Hamilton in 2001, MakeFriendsOnline.com is one of the Web's most successful UK-based dating and friendship communities.



Some of the test variables include:

- Headline
- Marketing Message
- Call to Action
- Image
- Form
- Form Background Color
- Opt-In Message
- Submit Button

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.



MakeFriendsOnline.com increased conversion rates by 26% leveraging Interwoven's Multivariable Optimization solution

Launched in 2001 by Martin Bysh and Marcus Hamilton to keep in touch with friends during a period working abroad, MakeFriendsOnline.com services over one million members and is now one of the largest independent friendship and dating sites in Europe.

With visitor growth maximized through extensive advertising, the founders felt that a focus on conversion rates could create significant further growth and appointed Interwoven to conduct a program of A/B and multivariable testing, initially on the landing page.

Three of the multiple variations of the landing page performed well against the control page. One of the three pages was clearly the winner outperforming the original page by 26% and was therefore selected as the new optimized landing page. Interestingly, the page that performed best was not the one that Martin Bysh had thought would win:

"The scary thing about this type of testing is to realize that if we hadn't done it, we could have chosen a new page on intuition that would have performed worse than the original and we'd have lost money. The results were quite counter-intuitive and so we've asked Interwoven to apply the same testing techniques to other key pages on the site."

Some of the key learnings from the test:

- Something as simple as a change of color can make a big difference
- Relying on intuition could lose you money
- Simplifying the conversion funnel by combining the first step form with the landing page increased conversions
- What works for your site today, may not work so well tomorrow. Sites should be regularly tested

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