

### Objective

Increase conversions and therefore reduce online marketing costs for Money2India, an ICICI service that facilitates the transfer of money from any international bank into any bank in India.

### Solution

Autonomy Optimost Website Optimisation solution, using multivariable testing (MVT).

### Test Subject

The Money2India landing page, used by visitors who arrive after clicking on a banner or text advertisement.

### Results

The six-week experiment was conducted across more than a dozen countries and resulted in a creative that delivered 34.82% more conversions than previous landing pages.

### About ICICI and Money2India

- ICICI Bank Limited is India's largest private sector bank and the nation's second largest bank.
- It has a network of 1,416 branches in India and presence in 18 countries.
- Money2India was established by the Bank in 2001 as an online remittance portal.
- It now facilitates remittances into India from over 40 countries.

#### Areas tested:

- Button text
- Endorsements
- Button colour
- Overall layout
- Button style
- Disclaimer

From the resulting 4,320 possible creative permutations, Optimost was able to generate a short-list of values and variables resulting in a much smaller set of creatives for experimentation.

#### About Autonomy Optimost

Autonomy Optimost helps companies with one of their biggest challenges: creating a compelling, engaging and relevant online experience that delivers measurable business results.

The solution optimises virtually every online marketing element, including landing pages, registration pages, shopping carts, credit card pages, banner ads, email creatives and web applications as well as every content type within them, including headlines, copy, forms, images and rich media.

Autonomy Inc.  
One Market, Spear Tower, 19th Floor,  
San Francisco, CA 94105, USA  
Tel: +1 415 243 9955  
Fax: +1 415 243 9984  
Email: info@us.autonomy.com

Autonomy Systems Ltd  
Cambridge Business Park,  
Cowley Rd. Cambridge CB4 0WZ, UK  
Tel: + 44 (0) 1223 448 000  
Fax: + 44 (0) 1223 448 001  
Email: autonomy@autonomy.com

### Autonomy Optimost increases Money2India conversions by over 34 per cent

Given the spread of Indians across the globe, their distinct preferences and the peculiarities of global payment systems, the ICICI Group's Money2India remittance product suite goes far beyond the traditional offerings in the banking sector. The suite offers mass scale as well as niche remittance products that leverage the local payment systems in the sending countries. While it sounds simple, it involves a complex web of infrastructure and relationships that spans the originating international banks and every possible disbursement channel in India.

It's a service that is reliant on technology and as such, it has grown in popularity and in reach along with the spread of the Internet.

Money2India's customer base is primarily male, aged 25-45 years, and almost seventy per cent of users are IT professionals who have left India to work abroad.

In late 2008 the company's management engaged Autonomy Optimost to help identify ways of improving the conversion rate for visitors who arrived at the site as a result of an advertising click-through. Given the widespread location of customers, management was also keen to better understand the differences in consumer behaviour between markets.

A combined Autonomy Optimost and Money2India team identified six key variables on the existing landing page and created a list of alternative values for each variable. Over a six week period, the team used Autonomy Optimost multivariable optimization to deliver and measure the response of multiple creatives against multiple user personas. Success was determined by the number of click-throughs on the Money2India registration button. From the resulting 4,320 possible creative permutations, Autonomy Optimost was able to generate a short-list of values and variables resulting in a much smaller set of creatives for experimentation.

The experiment showed that simple changes—such as amending the wording of the registration button to "Click here to register" or "Get started"—could produce noticeable conversion improvements. Yet other changes that seemed intuitive—such as alterations to button style and colour—made no difference at all. Throughout the experiment, Autonomy Optimost managed the delivery of creative and monitored, measured, and recorded the results.

At the end of this experiment, Autonomy Optimost had helped Money2India to identify a winning creative; one that produced 34.82 per cent more clicks on the register button and which was successful across all geographies. In the process, the ICICI Bank gained a better understanding of consumer preferences, obtained valuable data to help determine future steps, priorities and action points for its Money2India website, and had learned that seemingly minor changes can deliver a major impact.

#### Other Offices

Autonomy has additional offices in Antwerp, Barcelona, Beijing, Bogota, Boston, Buenos Aires, Calgary, Cambridge, Chicago, Dallas, Darmstadt, Kuala Lumpur, London, Madrid, Mexico City, Milan, Munich, New York, Oslo, Paris, Pleasanton, Rome, San Francisco, San Jose, Shanghai, Singapore, Santiago, Sao Paulo, Stockholm, Sydney, Tokyo, Utrecht and Washington, D.C.