

Success at a Glance New Scientist

Objective

Increase subscription revenue through increased landing page conversions

Solution

Interwoven Multivariable Optimization solution

Test Subject

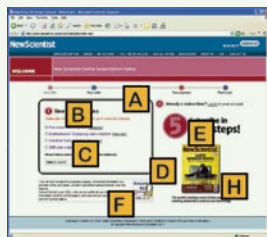
Magazine subscription site & landing page

Results

As a result of the test, New Scientist achieved a 26.7% increase in landing page conversion and a 10.7% increase in subscription revenue

About New Scientist

Operated by Reed Elsevier plc group, New Scientist is the world's leading scientific current affairs magazine. With over 730,000 readers, a growing online audience of 1.6 million unique users, and seven editorial offices worldwide, New Scientist boasts a global reach that no other science magazine can match.



Some of the key learnings from the test:

- A color change and discount offer improves conversion when combined, but not individually
- Changes to the graphics and text significantly increased response
- Stating how quickly the form takes to fill out (e.g., "2 minutes") increased response
- Moving the form to the right hand side of the page decreased response
- There were notable differences in behavior between UK and US audiences

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.

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With Interwoven, New Scientist increased conversion rates by 26%

Launched in 1956 and part of Reed Elsevier plc group, New Scientist is the world's leading scientific current affairs magazine with a worldwide readership of over 730,000 and a growing online audience of over 1.6 million unique users. In the UK, Interwoven was appointed by New Scientist's team of subscription marketers to firstly determine whether a proposed new subscription funnel would perform better than the existing one, and secondly to conduct multivariable testing on the landing page to improve visitor and subscription conversions. The first phase of testing proved that the new subscription site performed 36% better than the original in converting visitors.

"There would obviously have been no point launching the Website if it was less effective than the old one," said Paola Van Den Brande of New Scientist. "Interwoven enabled us to prove that the new one would convert more subscribers and that further improvements to conversion rates were possible." Once the new site was approved, the team tackled the more complex task of testing multiple variations of the crucial first landing page creative. Multivariable testing was conducted on various elements of copy and graphics on the page adding up to 24,196 possible template permutations that were analyzed using the Interwoven Optimal Design methodology and live visitor traffic.

As a result of the test, the winning page generated a 26.7% increase in conversions from the landing page through to the order process, which in turn led to a 10.7% increase in subscription revenue.

"This was a very worthwhile process," said Luise Mulholland, acting subscription marketing manager at New Scientist. "The results were quite counter-intuitive and the value of constant testing really stands out, not just theoretically but in terms of solid ROI."