

PELAGIC and OMNICONVERT

+25.45% increase in Conversion Rate and
+21.43% increase in Revenue/user

achieved by improving the Create Account page and
making the rewards value clearer

INDUSTRY

APPAREL / OUTDOOR GEAR

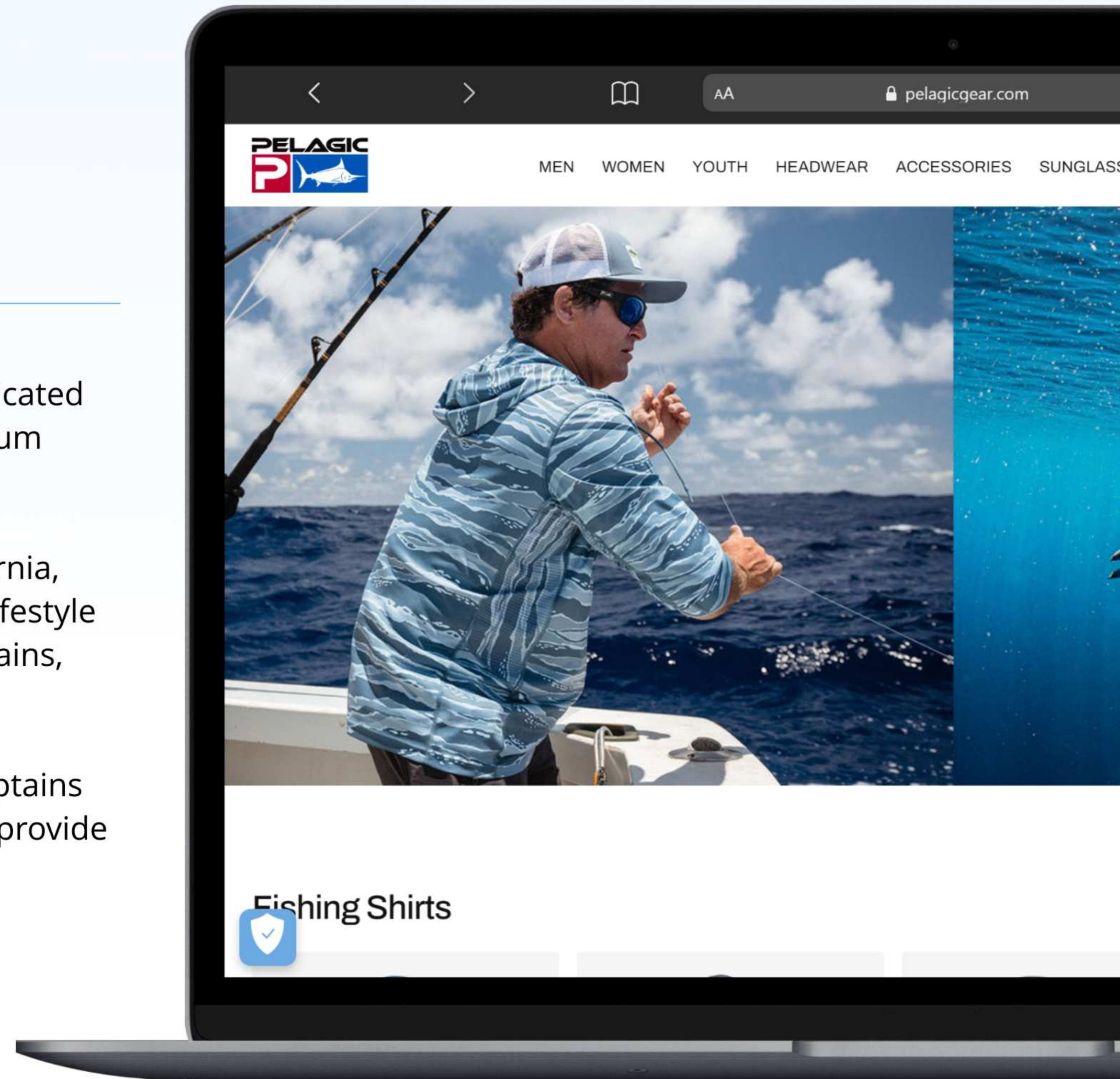


ABOUT PELAGIC

For over 20 years, PELAGIC has provided the dedicated waterman with the best technical apparel, premium polarized optics, and ocean-inspired gear.

Founded in 2002 off the coast of Southern California, PELAGIC was inspired by a love for the offshore lifestyle and the need for products that professional captains, mates, deckhands, and waterman could rely on.

PELAGIC has used years of feedback from top captains and mates from the oceans around the world to provide ultimate performance.



THE CHALLENGE

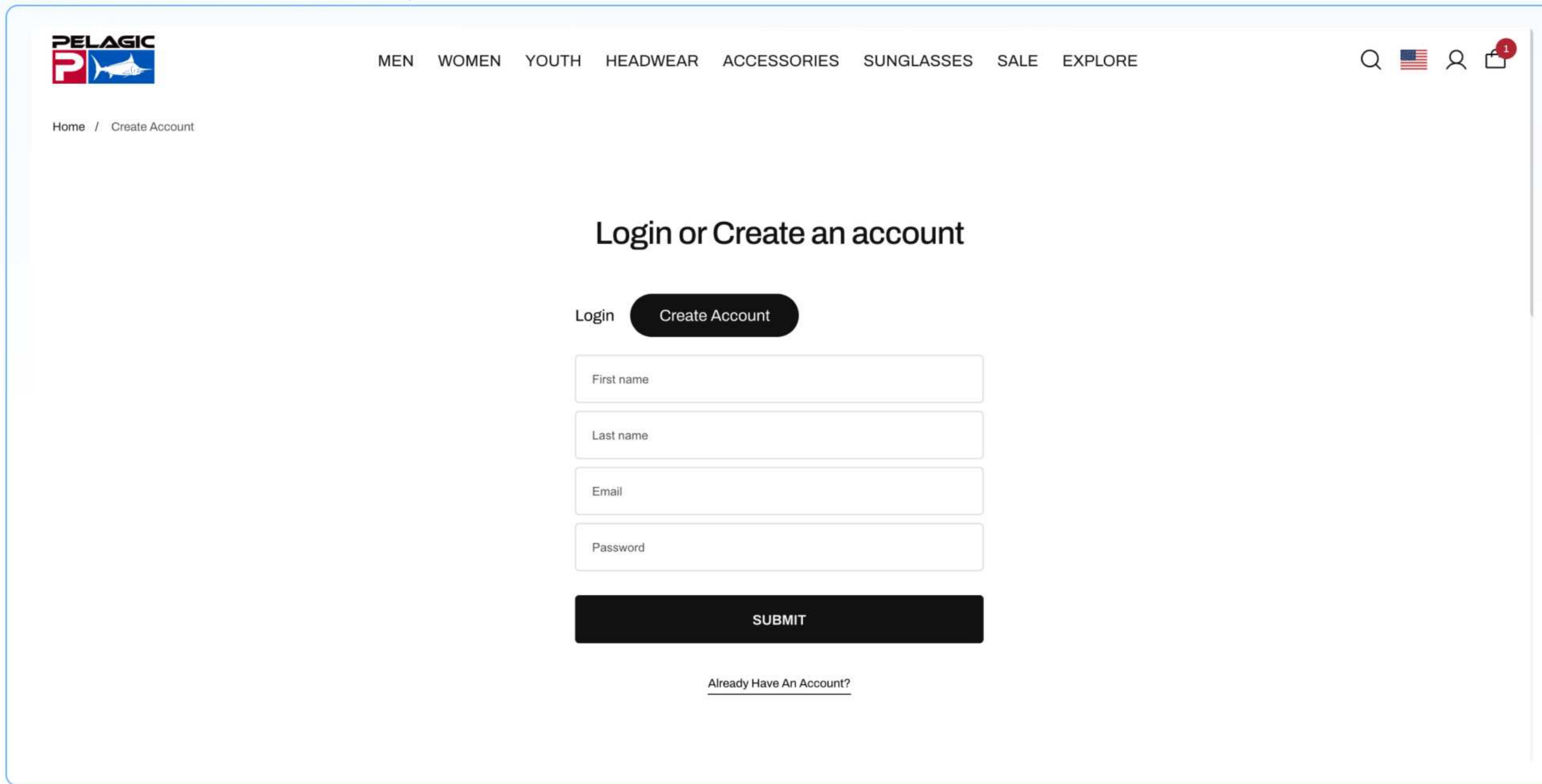
Creating an account is an important step in building a stronger relationship with customers, especially for brands with a loyalty or rewards program. However, PELAGIC's original Create Account page was very minimal and did little to communicate why users should sign up.

The page included only the form, a toggle between login and create account, and a small text link below the main CTA. While functional, it lacked persuasive content and did not highlight any of the benefits users would receive by creating an account.

The challenge was to increase the number of account creations without negatively impacting the overall eCommerce performance. More specifically, we wanted to improve form completions while protecting Conversion Rate and Revenue/user.

FIRST ITERATION: THE SOLUTION

CONTROL



PELAGIC

MEN WOMEN YOUTH HEADWEAR ACCESSORIES SUNGLASSES SALE EXPLORE

Home / Create Account

Login or Create an account

Login **Create Account**

First name

Last name

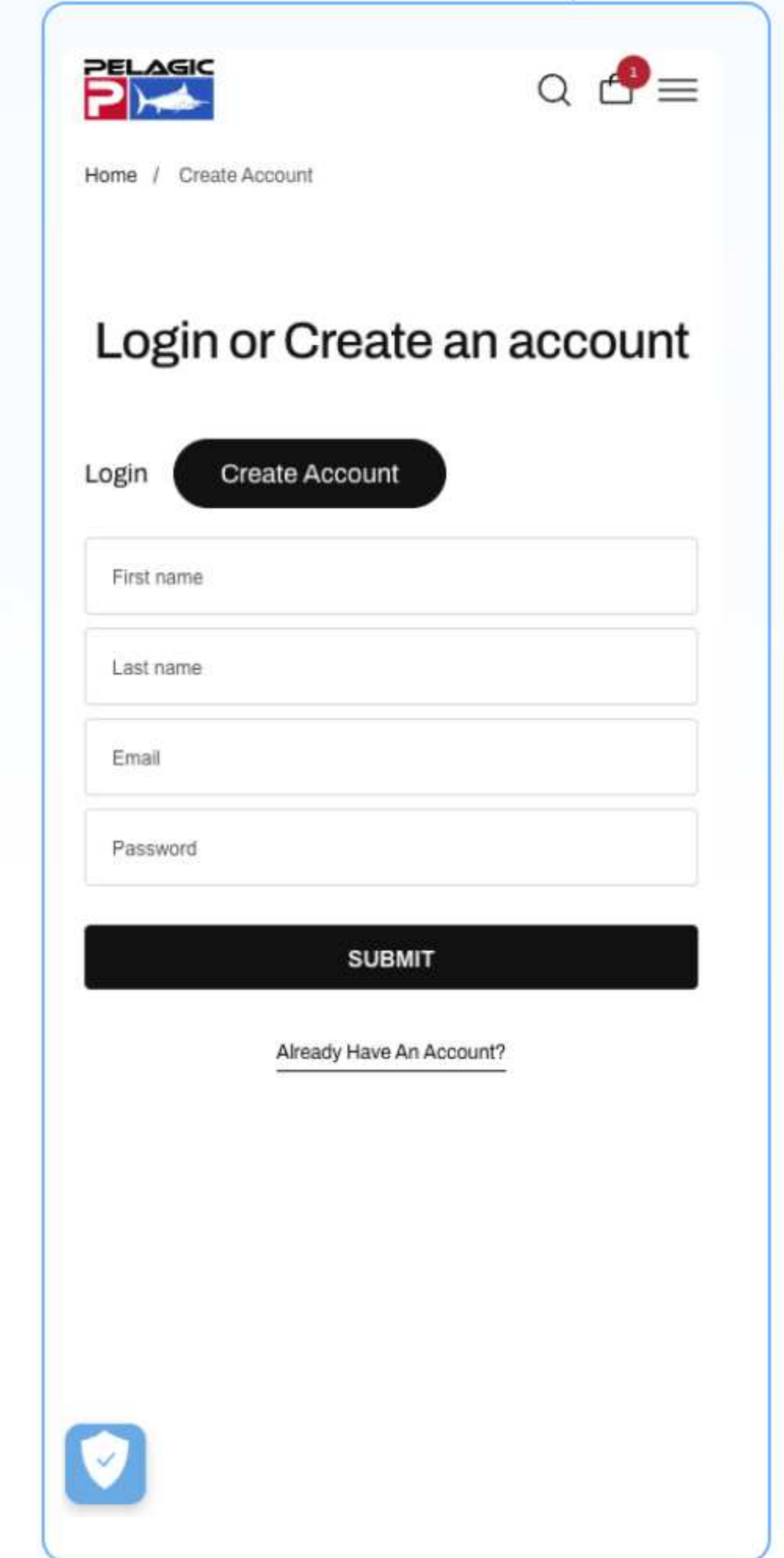
Email

Password

SUBMIT

[Already Have An Account?](#)

CONTROL



PELAGIC

Home / Create Account

Login or Create an account

Login **Create Account**

First name

Last name

Email

Password

SUBMIT

[Already Have An Account?](#)

FIRST ITERATION: THE SOLUTION

VARIATION

PELAGIC
MEN WOMEN YOUTH HEADWEAR ACCESSORIES SUNGLASSES SALE EXPLORE

Home / Create Account

PELAGIC REWARDS

Join the crew for free and get \$25 off your next order over \$100

- BIRTHDAY REWARD, JUST FOR MEMBERS
- SPECIAL BONUS REWARDS THROUGHOUT THE YEAR
- REFER FRIENDS AND EARN DISCOUNTS FOR BOTH OF YOU
- EARLY ACCESS TO SALES

Create an account

First name

Last name

Email

Password

SUBMIT

[Already Have An Account?](#)

VARIATION

PELAGIC

Home / Create Account

Create an account

First name

Last name

Email

Password

SUBMIT

[Already Have An Account?](#)

PELAGIC REWARDS

Join the crew for free and get \$25 off your next order over \$100

- Birthday reward, just for members
- Special bonus rewards throughout the year
- Refer friends and earn discounts for both of you
- Early access to sales

FIRST ITERATION: THE SOLUTION

Our first hypothesis was that **the page was too bare and did not give users a strong enough reason to create an account. PELAGIC already had a valuable rewards program, but none of its benefits were communicated on the page.** At the same time, the original interface created unnecessary ambiguity by presenting both login and create account options in the same area. To make the page more focused, we removed the toggle from the variation and changed the title from “Login or Create an account” to simply “Create an account.”

We also introduced a rewards-focused banner that highlighted the main incentive and the broader membership benefits:

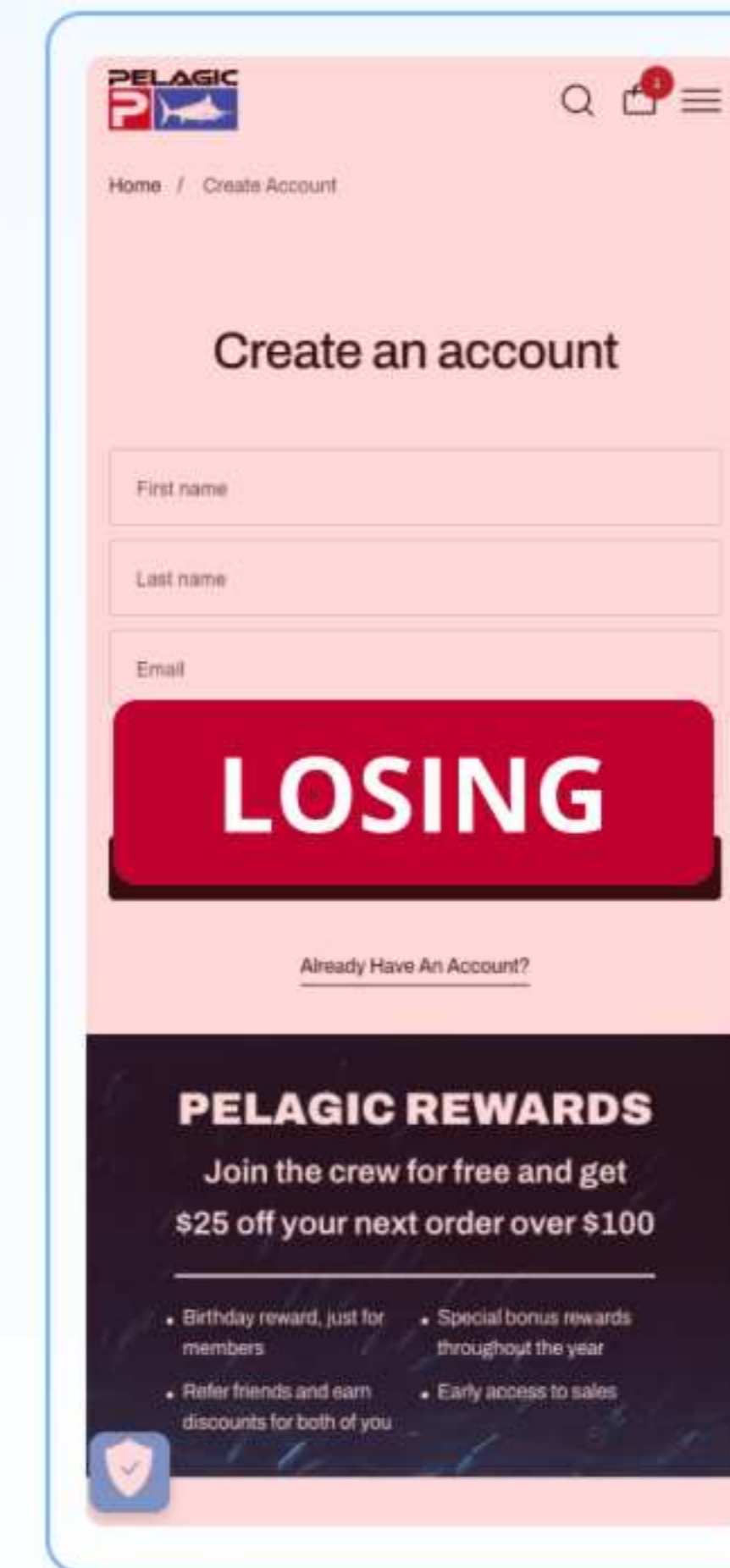
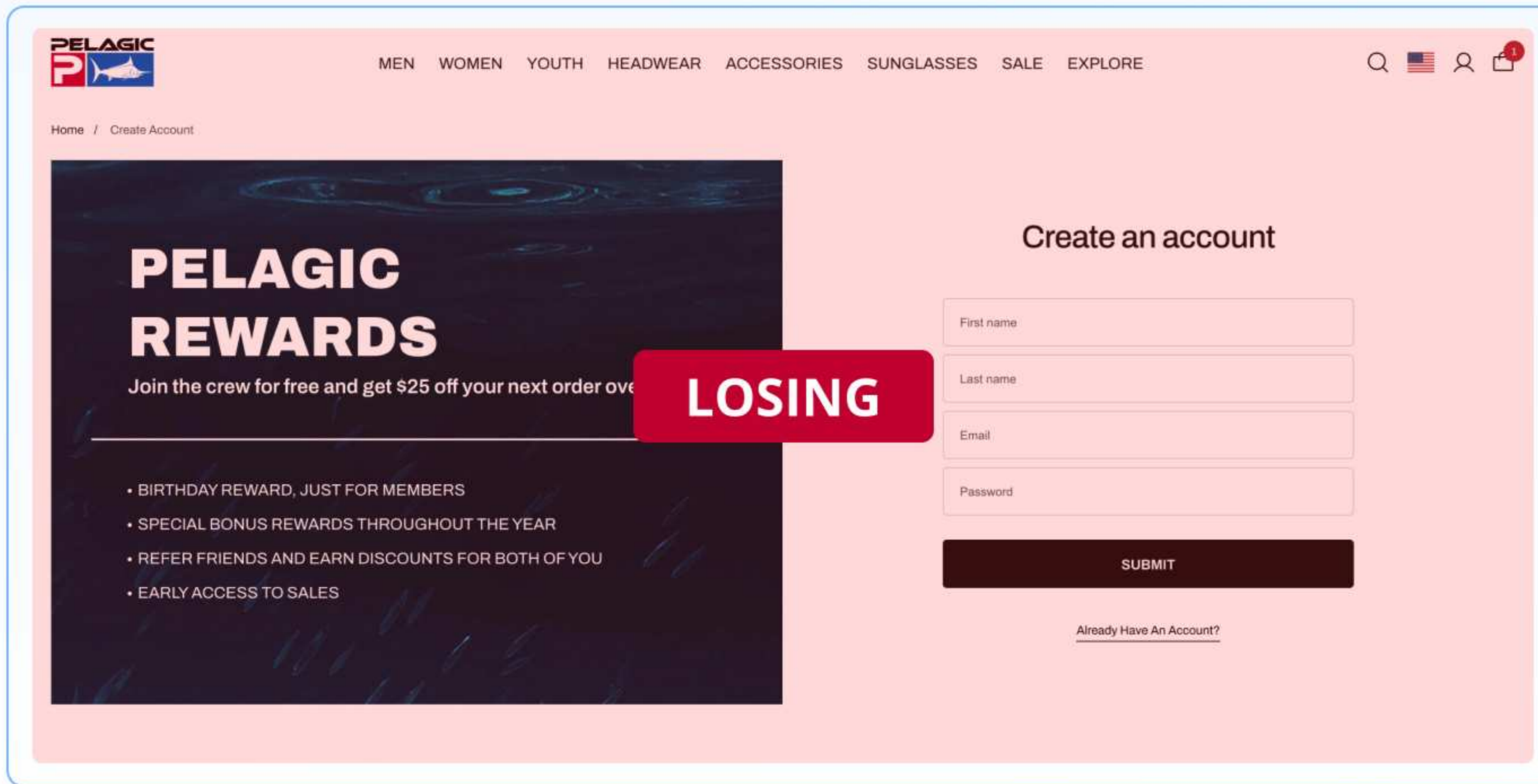
PELAGIC REWARDS

Join the crew for free and get \$25 off your next order over \$100

- Birthday reward, just for members
- Special bonus rewards throughout the year
- Refer friends and earn discounts for both of you
- Early access to sales

On desktop, we placed this banner on the left side of the page, next to the form. On mobile, to avoid interfering with form completion, we placed the rewards banner below the form.

FIRST ITERATION: THE RESULTS



Although the variation gave the page more context and a clearer focus on account creation, the results were not positive:

-2.91% Conversion Rate
-24.32% Revenue/user
-5.35% Account Creations

After reviewing the results, we identified an important issue: users appeared to perceive the rewards section as something separate from the Create Account flow rather than as part of it.

The wording “Join the crew” also introduced confusion. While the intention was to make the message feel fun and on-brand, users did not immediately understand that this meant creating an account and receiving a reward.

This first iteration gave us an important insight: simplifying the page structure by removing the toggle helped make the page more focused, but the main value proposition still needed to be much clearer and more tightly connected to the form itself.

SECOND ITERATION: THE SOLUTION

VARIATION

PELAGIC
MEN WOMEN YOUTH HEADWEAR ACCESSORIES SUNGLASSES SALE EXPLORE

Home / Create Account

PELAGIC REWARDS

Create an account now and get a unique \$25 off coupon by email for orders over \$100

- BIRTHDAY REWARD, JUST FOR MEMBERS
- SPECIAL BONUS REWARDS THROUGHOUT THE YEAR
- REFER FRIENDS AND EARN DISCOUNTS FOR BOTH OF YOU
- EARLY ACCESS TO SALES

Create an account

First name

Last name

Email

Password

SUBMIT

[Already Have An Account?](#)

VARIATION

PELAGIC

Home / Create Account

Create an account now and get a unique \$25 off coupon by email for orders over \$100

First name

Last name

Email

Password

SUBMIT

[Already Have An Account?](#)

PELAGIC REWARDS

- Birthday reward, just for members
- Special bonus rewards throughout the year
- Refer friends and earn discounts for both of you
- Early access to sales

In the second version of the experiment, we kept the more focused structure from the first variation. We again removed the toggle and kept the form dedicated only to account creation, instead of mixing login and sign-up in the same interface.

SECOND ITERATION: THE SOLUTION

We also made the key messaging much clearer.

We replaced the vague copy with a direct and action-oriented value proposition:

Create an account now and get a unique \$25 coupon by email for orders over \$100

This made the benefit much easier to understand. Instead of using brand language that required interpretation, we clearly explained what users had to do and what they would receive in return.

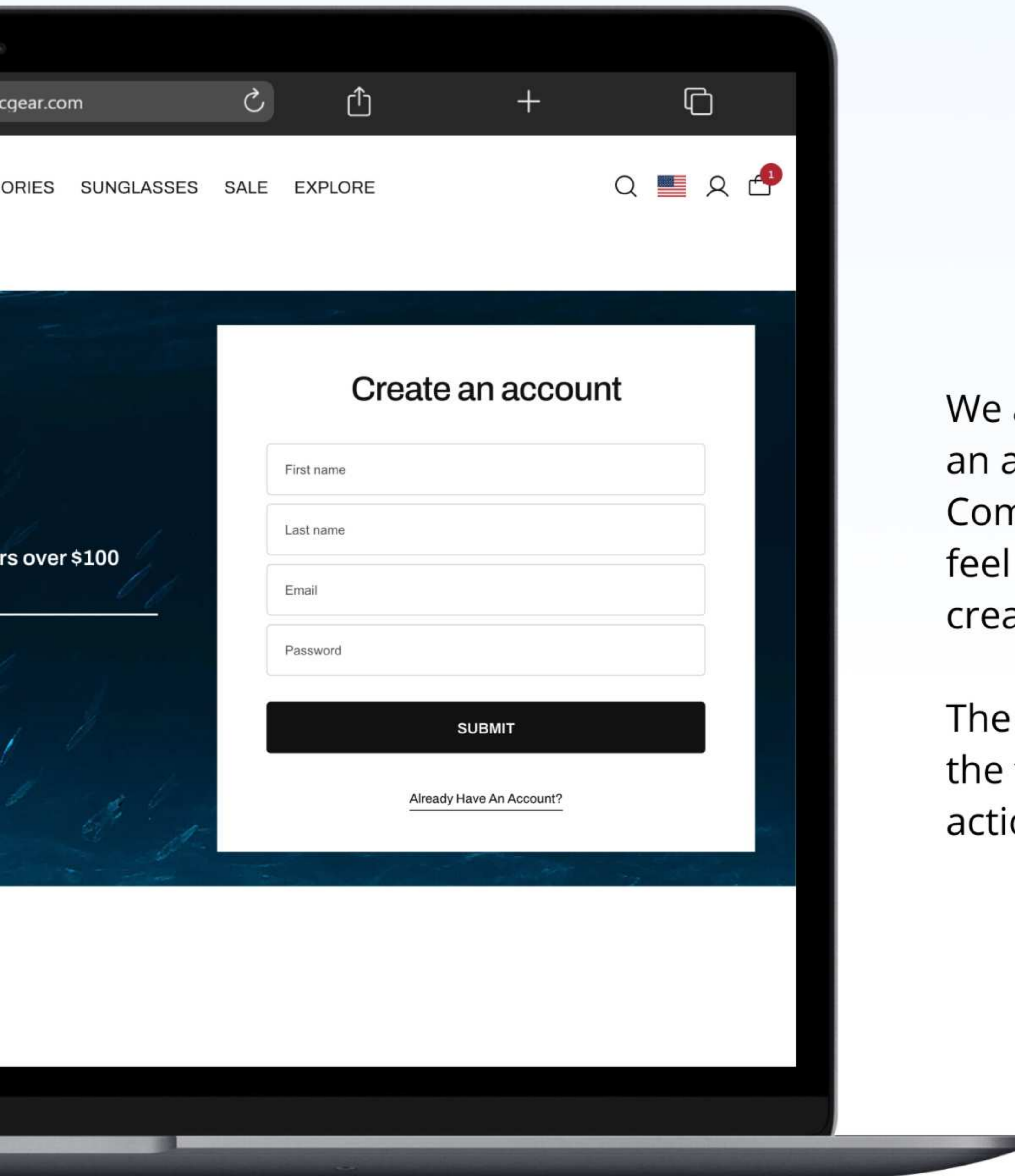
This change helped remove ambiguity and created a much stronger connection between the form and the offer.

On desktop, we also changed the visual structure of the page to make the experience feel more cohesive.

Instead of showing the rewards content in a separate block that occupied half of the screen, we extended the background image behind the form.

This made the promotional area feel integrated into the same experience rather than like a separate banner competing for attention.

SECOND ITERATION: THE SOLUTION



We also updated the form title so that instead of “Login or Create an account,” users saw a much clearer sign-up-focused heading. Combined with the removal of the toggle, this made the page feel far more intentional: it was now clearly built for account creation, not for choosing between two different actions.

The result was a more unified layout in which the form remained the focal point, while the rewards messaging supported the action instead of distracting from it.

SECOND ITERATION: THE SOLUTION

For mobile, we took a slightly different approach.

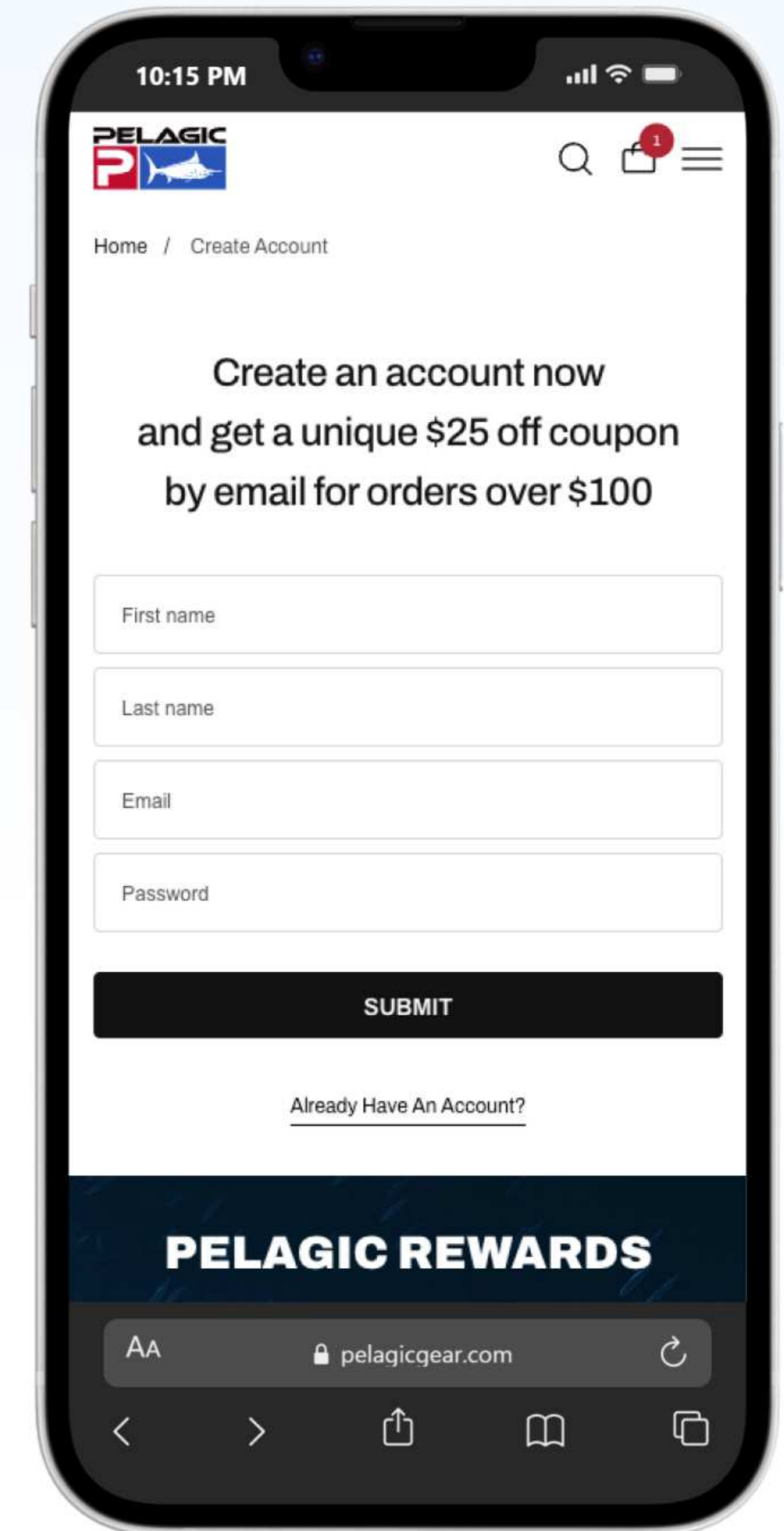
We did not want to place a large banner above the form, as this could have pushed the fields too far down the page and created unnecessary friction. Instead, we integrated the value proposition directly into the form title.

Rather than showing “Login or Create an account” together with a toggle, the variation removed that extra choice entirely and replaced it with a single, focused heading:

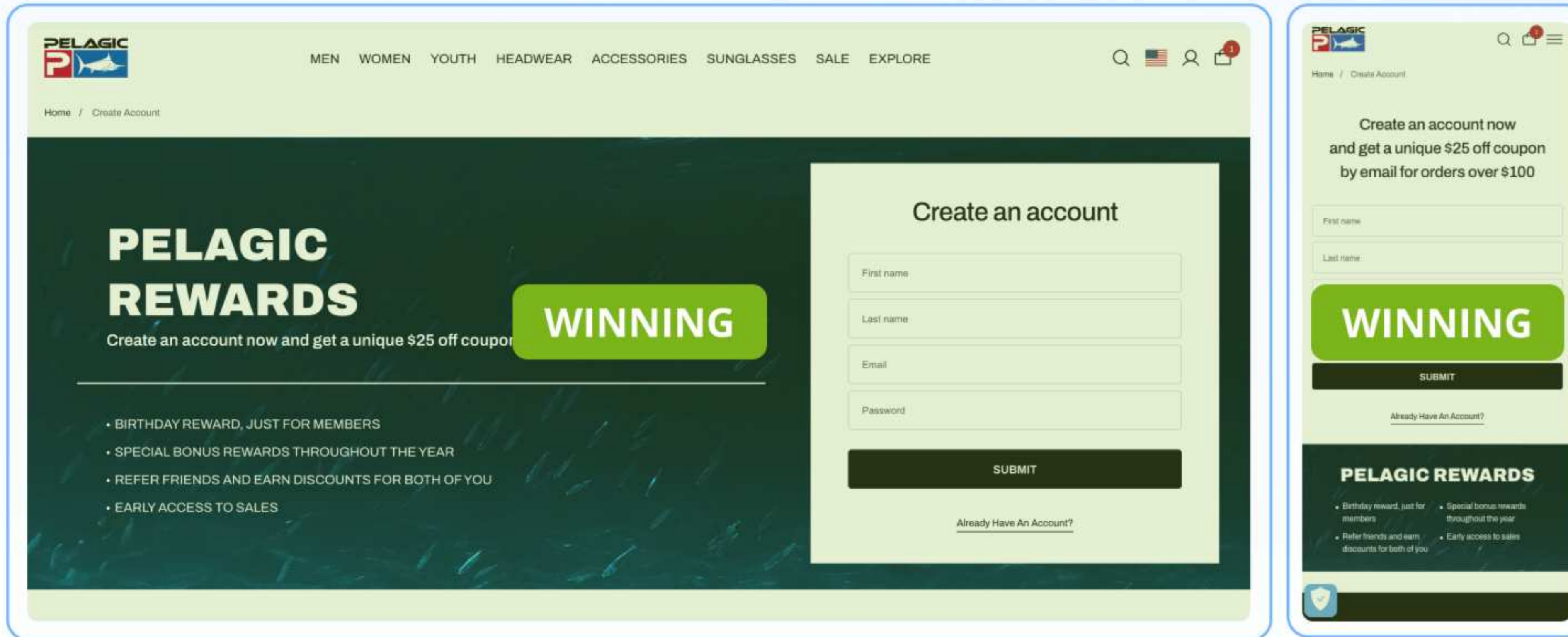
Create an account now and get a unique \$25 coupon by email for orders over \$100

This ensured that users immediately saw the main incentive without having to scroll or interact with any additional content first.

The rest of the rewards information remained below the form, where it could still reinforce the message without distracting from the primary goal of completing the form.



SECOND ITERATION: THE RESULTS



The second iteration delivered a strong positive impact across the metrics that mattered most:

- +25.45% increase in Conversion Rate**
- +21.43% increase in Revenue/user**
- +30.86% increase in Account Creations**

These results showed that the issue was not the rewards proposition itself, but how it was communicated and integrated into the page experience.

Removing the toggle helped create a more focused sign-up journey, while the clearer copy and more unified design made the benefit easier to understand. Together, these changes drove significantly more account creations while also improving overall business performance.

CONCLUSIONS



This experiment showed that even when a brand already has a strong value proposition, the way that value is presented can dramatically influence performance.

The first iteration helped us validate two important ideas. First, the page benefited from being more focused on a single action, which is why removing the login/create account toggle was an important improvement. Second, users needed a much clearer connection between the action they were being asked to take and the benefit they would receive.

When that connection was weak, performance dropped. When the page became both more focused and more explicit — through a dedicated Create Account flow, clearer messaging, and a more integrated design — the results improved significantly.

For PELAGIC, the winning version did more than increase sign-ups. It improved Conversion Rate and Revenue/user at the same time, proving that a better Create Account experience can support both customer acquisition and short-term revenue goals.

This was also a strong reminder that effective experimentation is often iterative: the first test does not always win, but it can uncover the insight that leads to a much stronger second version.



Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

Schedule a call with us, and together we'll reduce guesswork and achieve great results.

[Book a Call Here](#)