

YOXO[®] and OMNICONVERT

32.80% increase in click-through rate towards app/ play stores

achieved by redesigning the porting landing page

INDUSTRY
TELECOMMUNICATION



ABOUT YOXO®

YOXO - 100% DIGITAL, 100% REAL.

YOXO is a digital-only mobile service offered by Orange, one of the leading telecommunications companies in Romania. Launched to meet the growing demand for flexible and user-friendly mobile services, YOXO leverages the robust infrastructure of Orange while providing a fresh, modern, and highly customizable telecommunication experience. This service is designed for tech-savvy users who prefer managing their mobile plans online without the need for physical store visits or lengthy customer service calls.

YOXO's vision is to be the leader in phone and digital services, driven by freedom, non-conformity, and above all, authenticity.

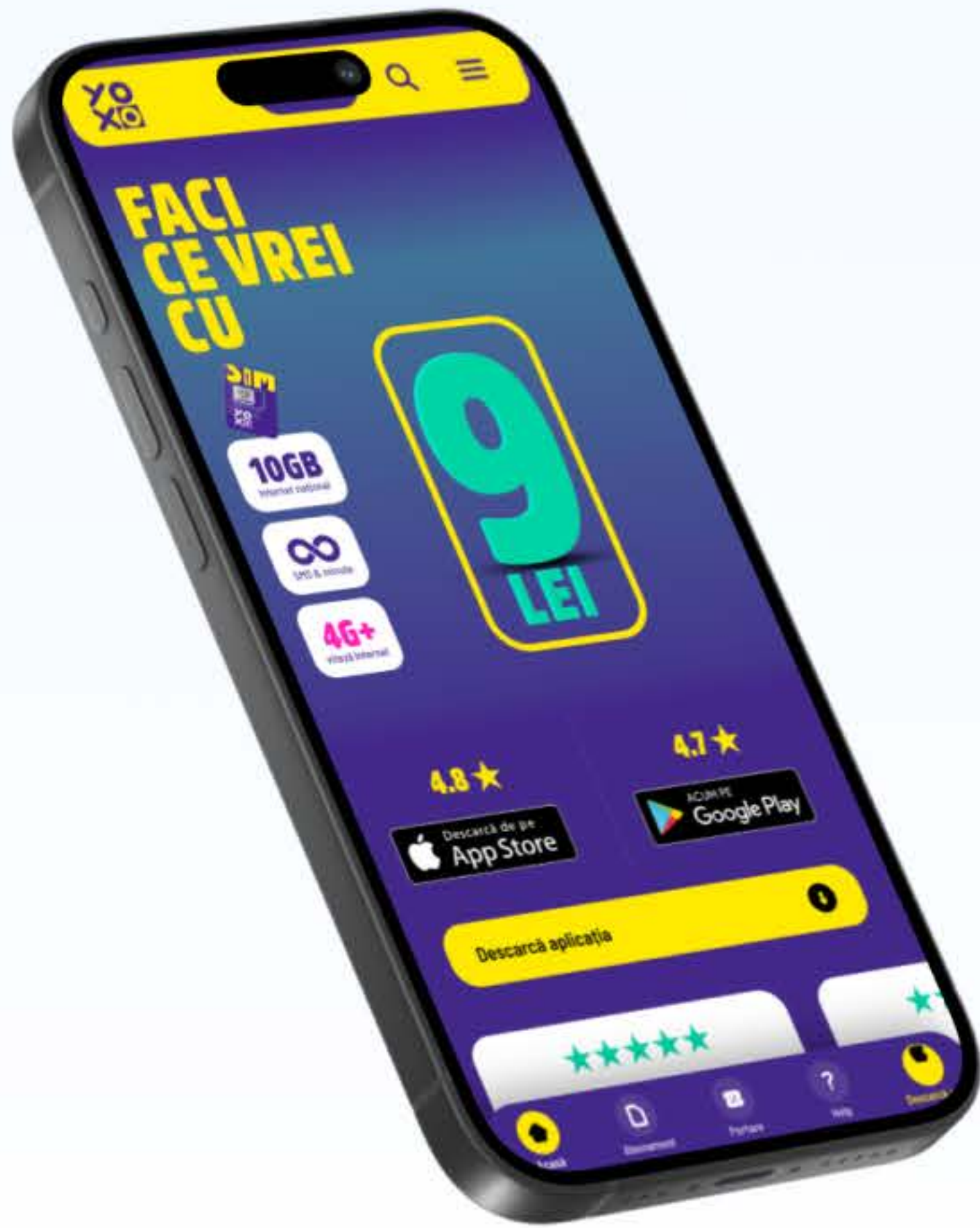
Their mission is to bring people closer together, to deeply understand their connectivity needs, and to provide the most accessible and innovative communication experience.



THE CHALLENGE

1. The porting page is a top landing page across all devices for users looking to learn more about the service;
2. Significant paid traffic is directed to the porting page and we need to maximise app downloads;
3. The page isn't promoting YOXO's offers in a clear and persuasive manner.

THE SOLUTION



The proposed experiment involved redesigning the entire page to better showcase all the key benefits and offers, along with additional enhancements. The main goal was to improve user engagement and CTR by making the page more comprehensive and appealing.

These are the main elements of the redesigned page that were tested against the initial design:

- Introducing three main features in the hero section to immediately highlight the advantages of using YOXO, capturing user interest right from the start.
- Enhancing the visibility and appeal of the main CTA by using contrasting colours and strategic placement within the hero section to draw immediate attention.
- Adding social proof elements directly beneath the hero section, such as customer testimonials and ratings, to build trust and credibility among new users.
- Replacing the offers carousel with a comparison table. This change allows users to easily compare different plans side-by-side and includes a CTA under each offer, encouraging immediate action.
- Moving the main benefits of porting to YOXO higher on the page, below the comparison table, ensuring the section is more visible
- Splitting the “How to port” section into 4 static sections instead of 12 hidden carousel steps, makes the process clearer, less daunting, and easier to follow.

REDESIGNED /PORTARE PAGE



HYPOTHESIS:

By reshaping the porting page design based on landing page best practices and persuasion principles, such as highlighting the main benefits and including social proof, we expect to increase the click-through rate on all CTAs on the page.



FINDINGS:

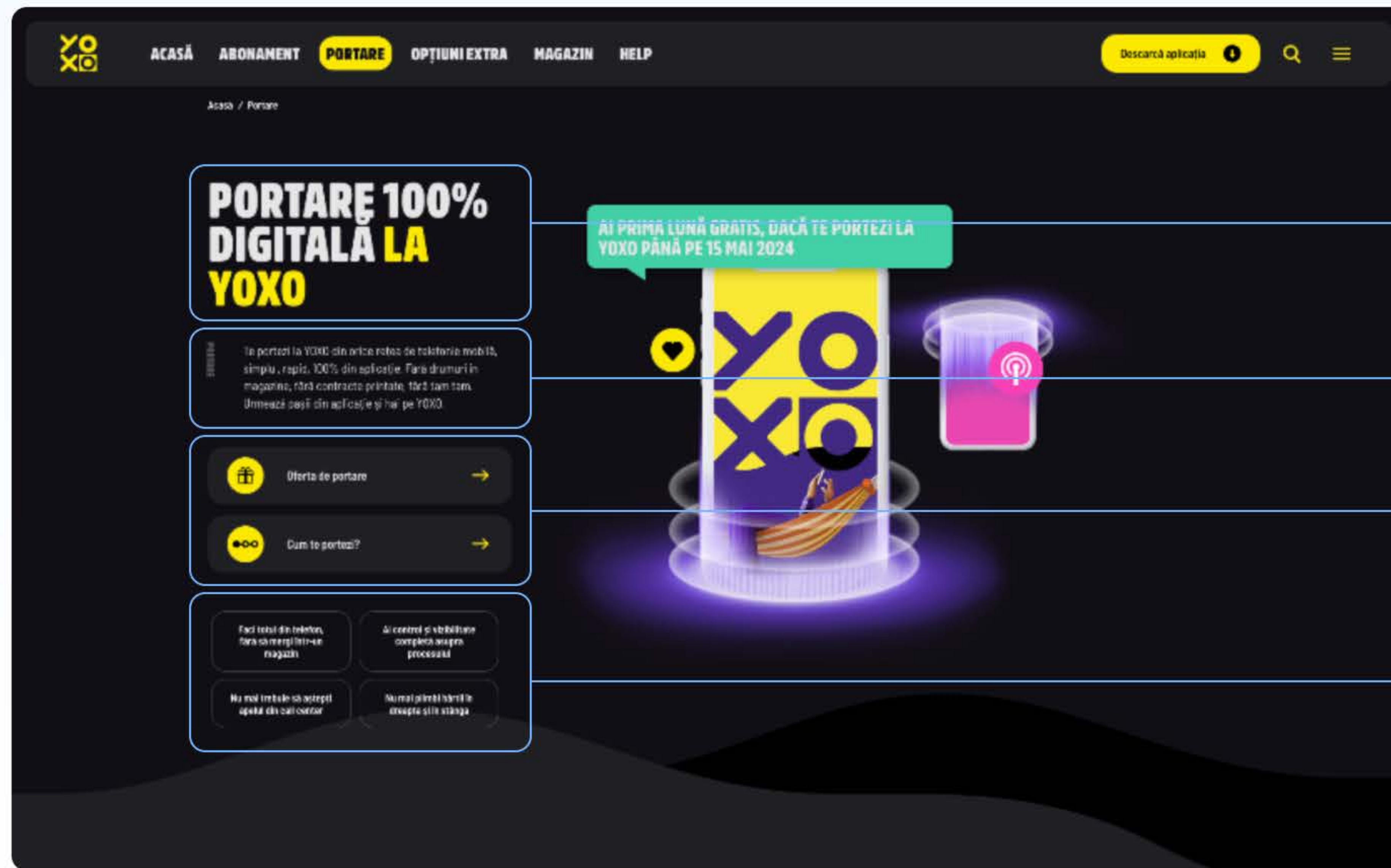
By analysing screen recordings, heatmaps, and click rate analyses, we were able to identify where users struggled and with what sections they were engaging or ignoring, as well as discovering what CTAs were underperforming. These insights confirmed that the page was not fully optimizing the promotion of its offers, leading to lower click-through rate on all CTAs on the page.

Variation results:

32.80% increase in click-through rate towards play/ app stores
100% chance to win

DESIGN CONTROL (DESKTOP & MOBILE)

CONTROL HERO SECTION

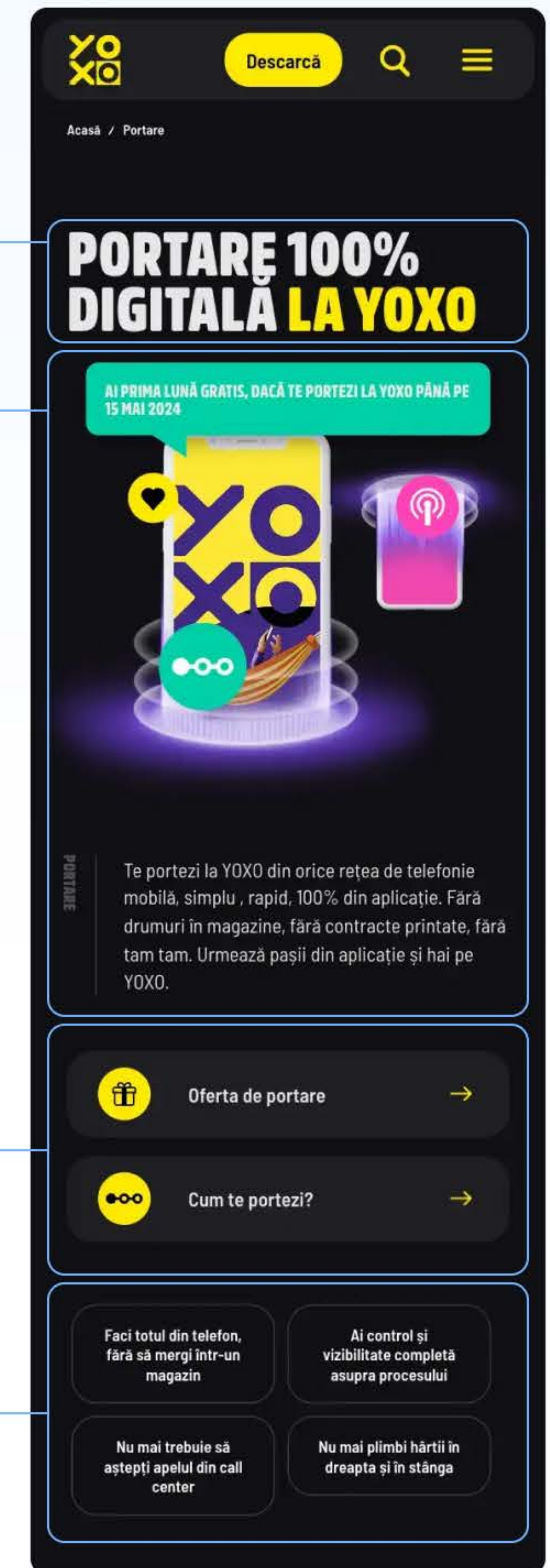


Value proposition is not persuasive

The hero section fails to capture interest right away

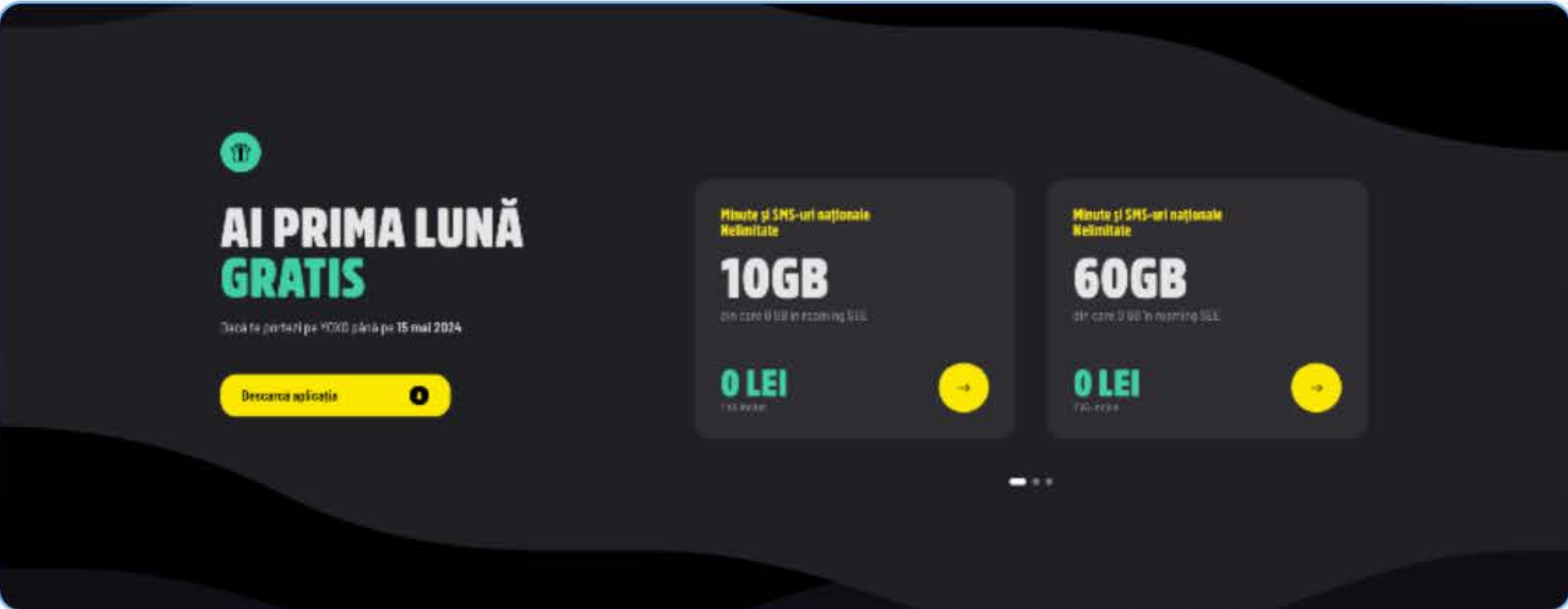
Difficult to distinguish which one is the main CTA

The benefits are not very visible



DESIGN CONTROL (DESKTOP & MOBILE)

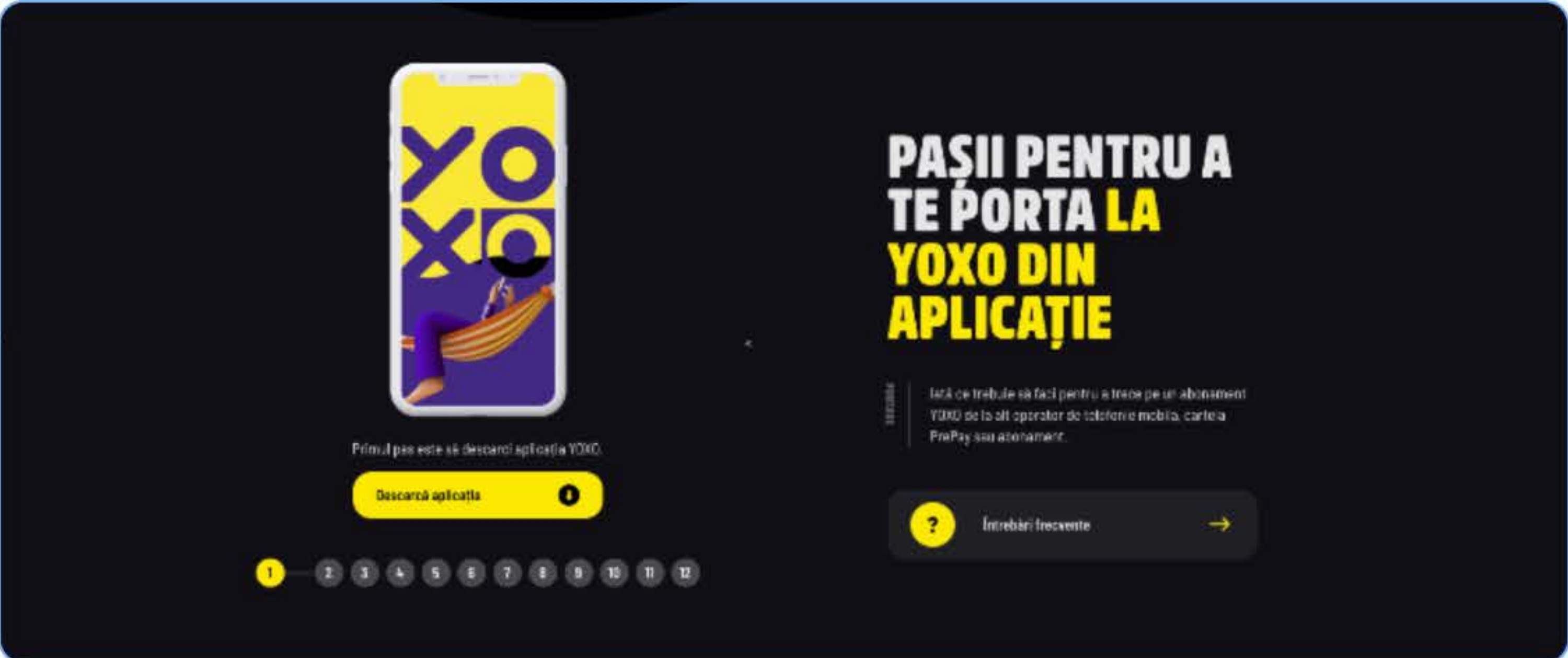
CONTROL OFFERS SECTION



Difficult to compare the plans effectively



Daunting and hard to follow "How to port" steps section



DESIGN CONTROL (DESKTOP & MOBILE)

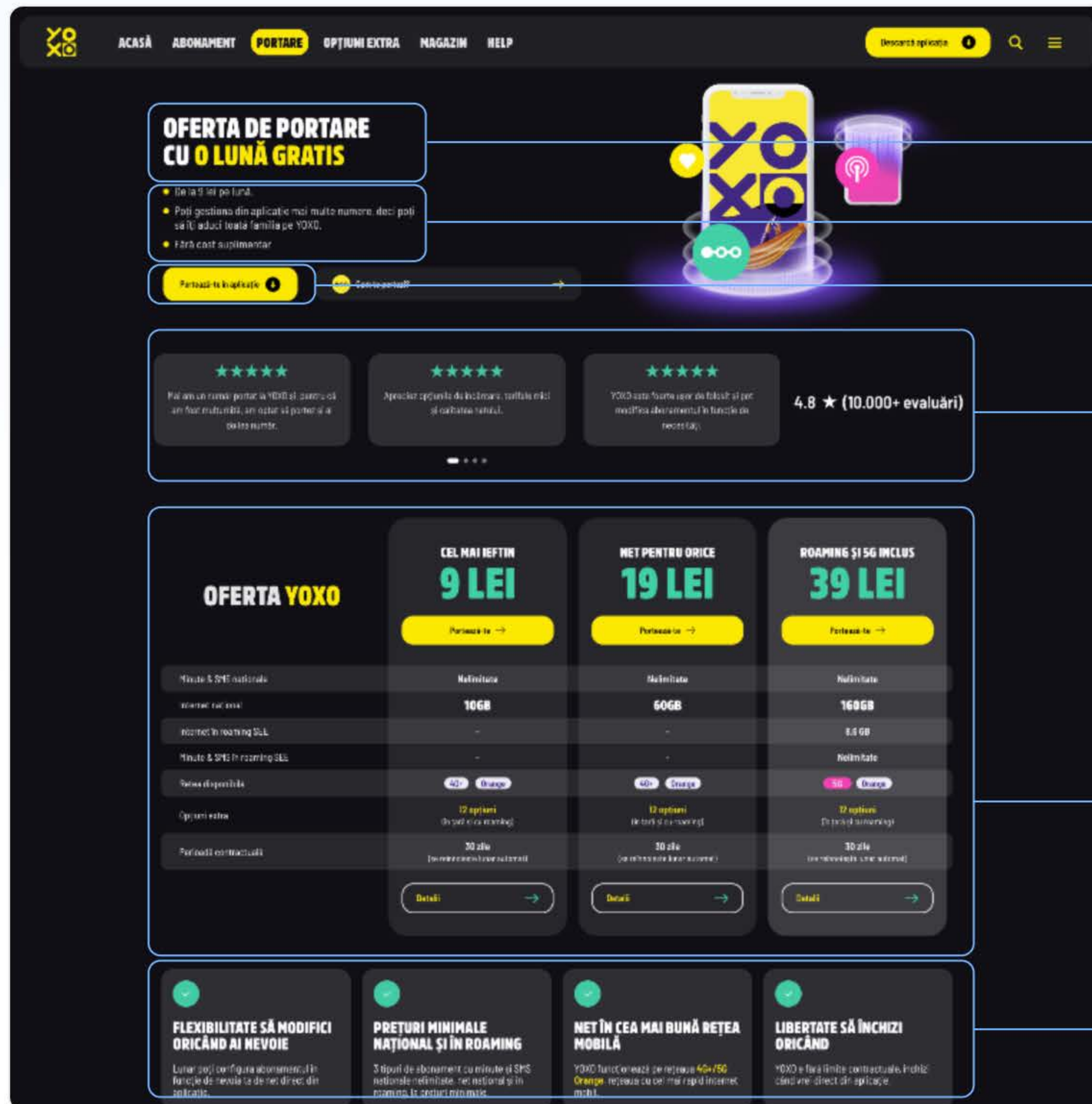
CONTROL OFFERS SECTION



The benefits are placed too low on the page

DESIGN VARIATION (DESKTOP & MOBILE)

VARIATION



Clearer and more powerful value proposition

Summarized features using 3 bullet points

Main CTA with message matching copy above the fold

Added social proof above the fold

Replaced the offers carousel with a comparison table

Moved the main benefits higher on the page, below the comparison table

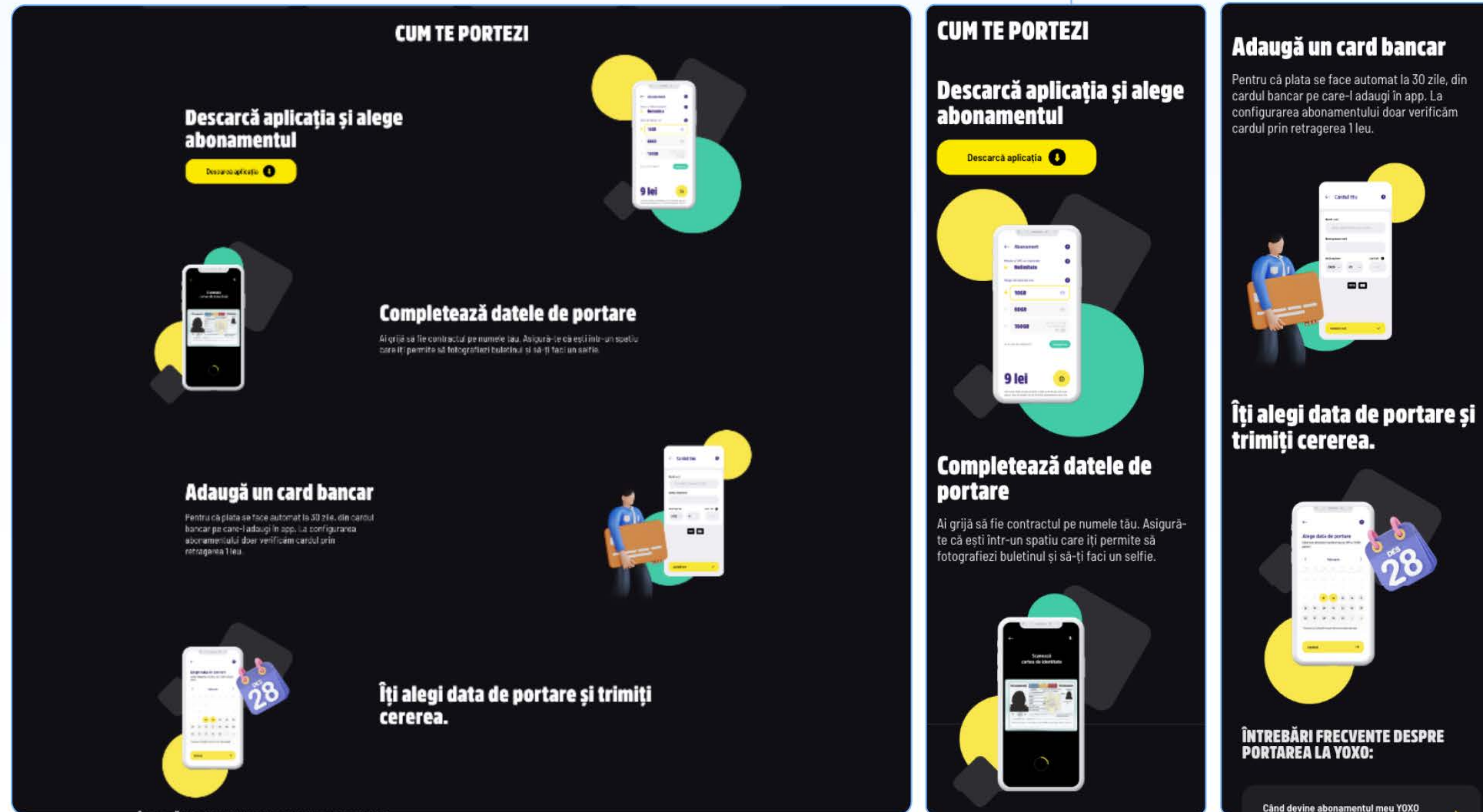


Variation results:

32.80% increase in click-through rate towards play/ app stores
100% chance to win

DESIGN VARIATION (DESKTOP & MOBILE)

VARIATION



Split the “How to port” section into 4 static sections instead of 12 hidden carousel steps

Variation results:

32.80% increase in click-through rate towards play/ app stores
100% chance to win

CONCLUSIONS



The variation showed a significant uplift compared to the control, achieving a 32.80% increase in the click-through rate towards app/ play stores.

The winning variation demonstrates that a comprehensive redesign can yield substantial results, especially when based on best practices and persuasion principles.

Reshaping an entire page is sometimes frowned upon by stakeholders, who might perceive radical redesign experiments as risky. However, results like these show that strategic redesigns can lead to remarkable enhancements in user engagement, validating the approach and mitigating perceived risks.

"Our team at YOXO wanted to boost user engagement and app downloads on our porting page. With Omniconvert's help, we redesigned and tested the page using A/B testing, and the results were impressive. The thoughtful design and careful testing led to big increases in user interactions and click-through rates. Omniconvert's expertise and smooth collaboration made all the difference, and we can't recommend them enough for anyone looking to achieve outstanding CRO results."

Raluca Vidrascu, Team Lead Manager, YOXO



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](#)