EXPERIMENT CASE STUDY

ALIVECOR® & OMNICONVERT

16.74% increase in Conversion Rate
12.98% increase in Revenue/user

achieved by testing a lead collection overlay with a discount

INDUSTRY

HEALTHCARE

ALIVECOR®

OMNICONVERT

ABOUT ALIVECOR®

AliveCor is the market leader in the technology of FDA-cleared mobile electrocardiogram (ECG/EKG).

AliveCor is a pioneering brand at the forefront of digital health technology. Renowned for its innovative solutions, AliveCor specializes in developing portable electrocardiogram (ECG) devices that empower individuals to monitor their heart health easily. By seamlessly integrating cutting-edge sensors with their user-friendly mobile application, AliveCor enables users to take proactive control of their cardiovascular well-being, facilitating early detection and monitoring of arrhythmias. Their devices use machine learning to deliver almost instant single or six lead health reports directly on the user's smartphone. Through its Kardia devices and membership, AliveCor connects patients and clinicians anytime, anywhere.

THE CHALLENGE

Drive more sales on their online store, while also growing AliveCor’s email subscribers list in the process.

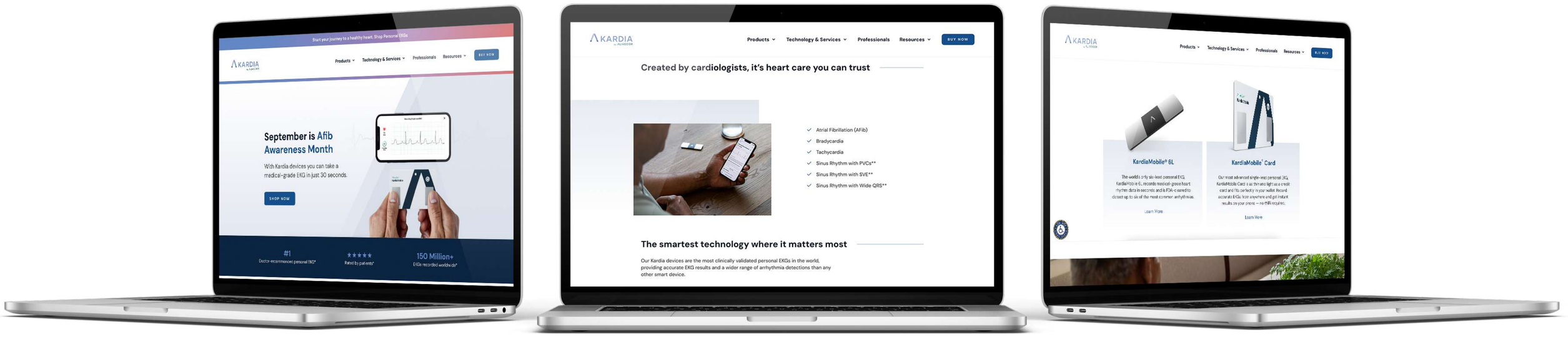
A common, yet effortful challenge.

Our task was to find **the best way of achieving both these goals at the same time, without damaging the desktop user experience.**

THE SOLUTION

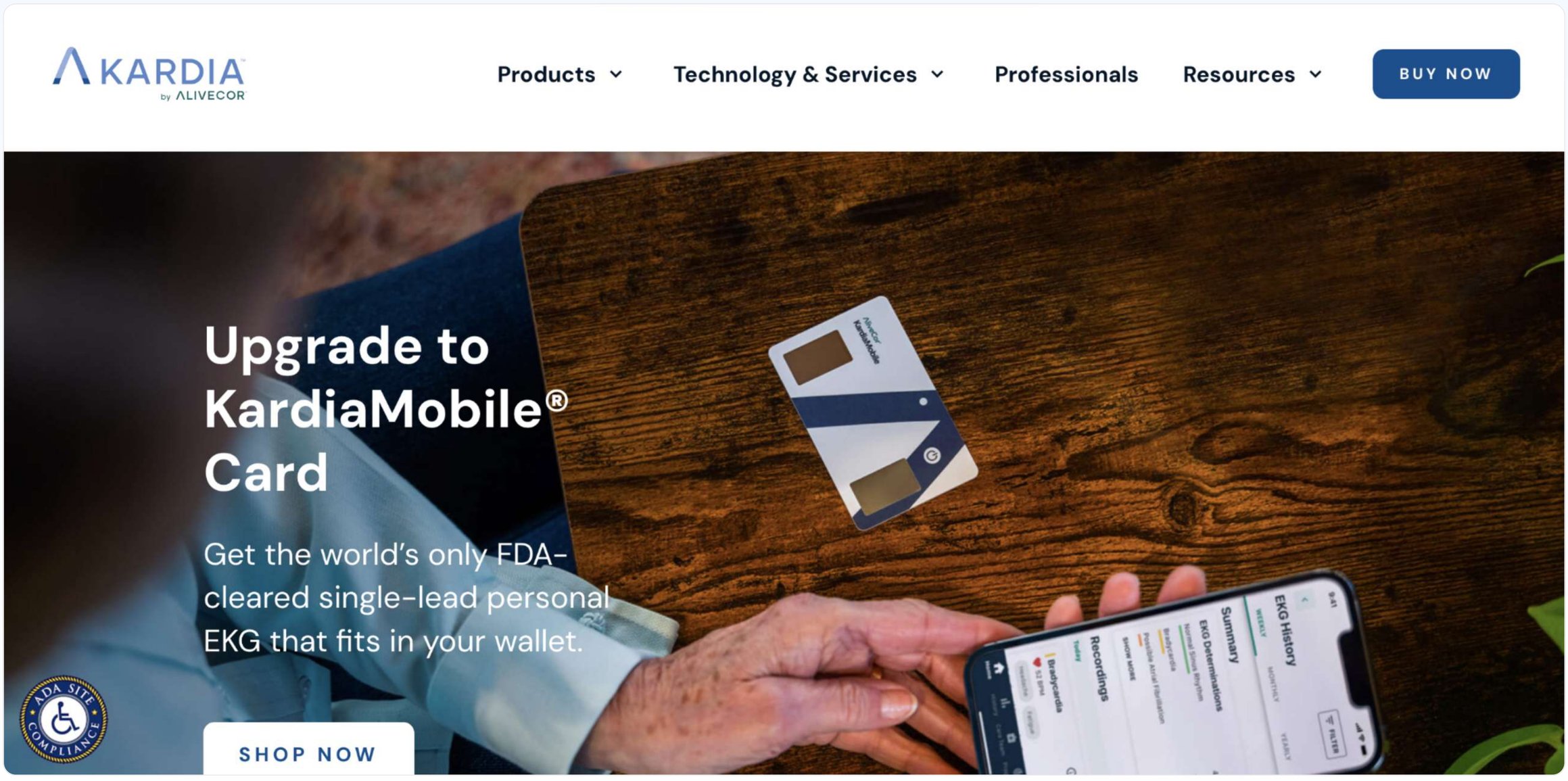
After analyzing different approaches for increasing both the amount of sales and leads collected, we proposed **testing an overlay that is shown to all users 5 seconds** after landing on any kardia.com page.

Our solution displayed this overlay once per session to all users who had not yet completed their email address in this overlay. **When inputting their email address, users would receive a one time 10% discount on their next order.**



LEAD COLLECTION OVERLAY WITH DISCOUNT COUPON

BEFORE THE EXPERIMENT:



FINDINGS:

This experiment was the first of its type for AliveCor, meaning that it was difficult to predict the impact it would have on the measured metrics.

However, **the lack of a motivating lead magnet was a great opportunity** we could seize.

Using the "reciprocity" persuasion principle on a segment that is sensitive to product discounts meant that a lead magnet could perform very well.

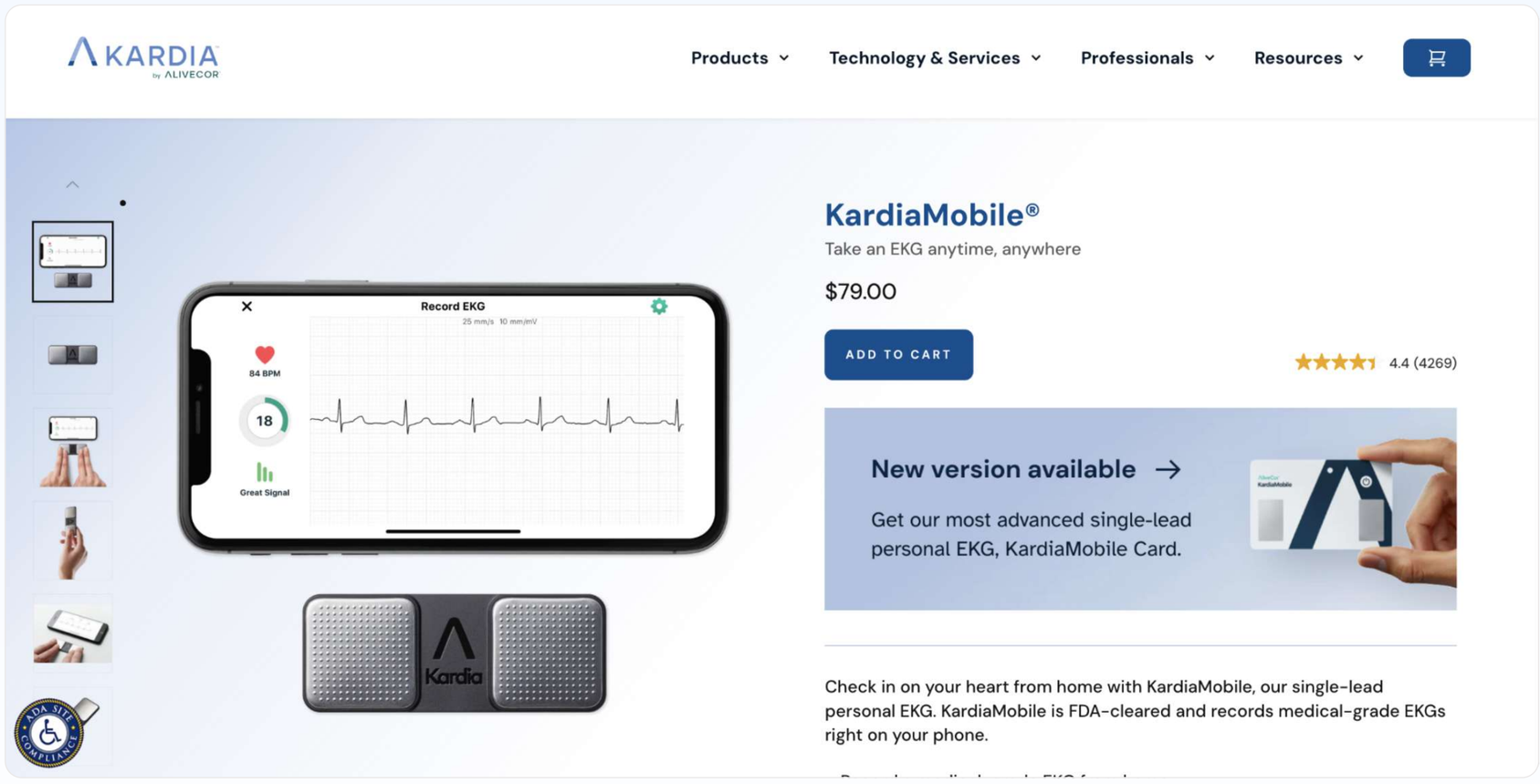
HYPOTHESIS:

By displaying an overlay that encourages users to input their email address in exchange for a 10% discount on their next purchase, we can grow AliveCor's email subscriber list and increase their Conversion rate and Revenue/ user.

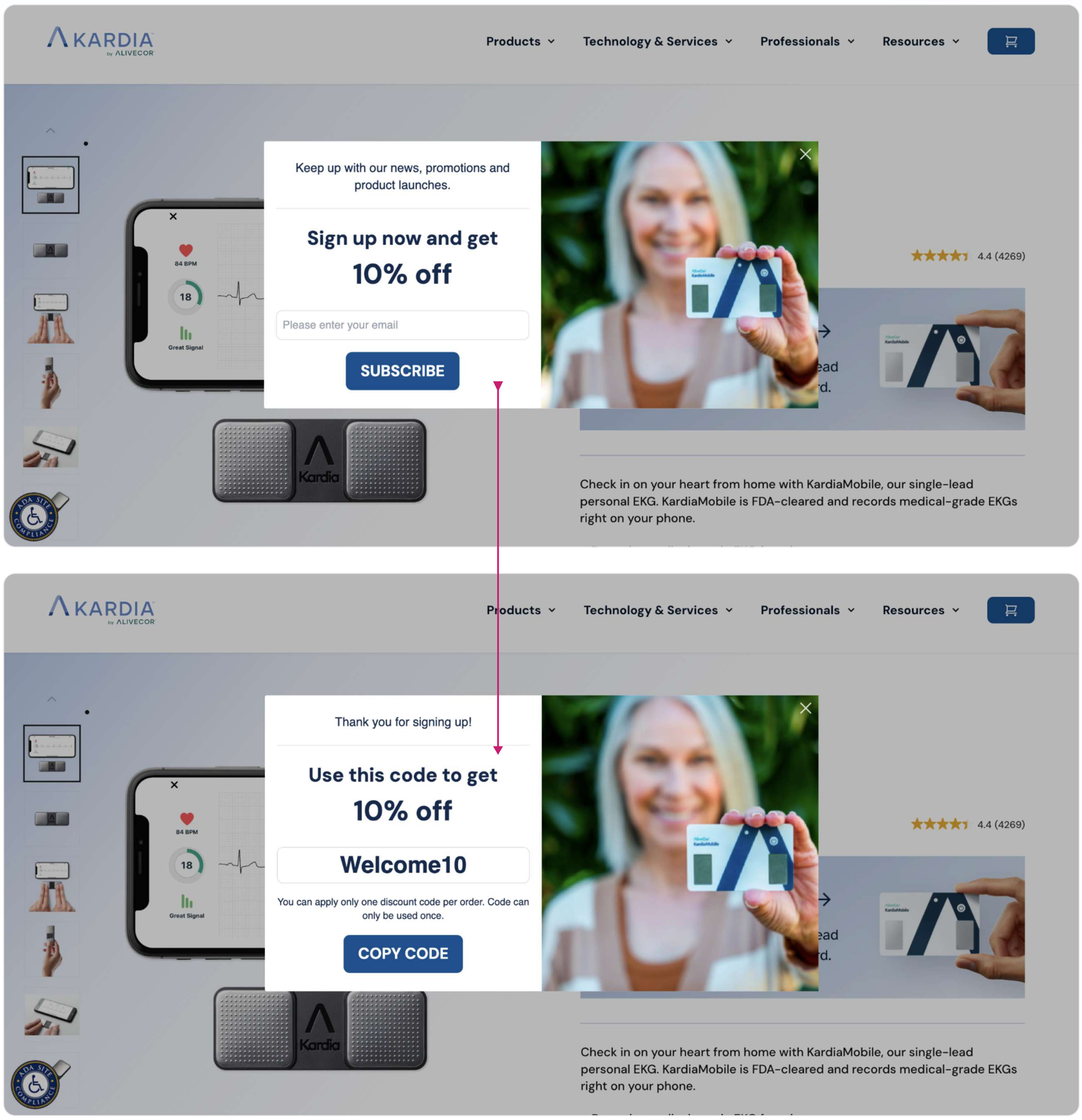
16.74% increase in Conversion Rate
12.98% increase in Revenue/user
98.1% chance to win

DESIGN (DESKTOP)

CONTROL



VARIATION



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CONCLUSIONS

The experiment was declared winning, displaying a high chance to win, alongside significant uplifts in the Conversion rate.

Moreover, the **overlay proved to be a highly effective method of collecting leads,** which can later be converted into sales.

Some might argue that offering a 10% discount will increase sales but hurt Revenue. However, **the experiment shows some users will use the discount to purchase higher-value products** when receiving a discount.

This test demonstrates that **the "reciprocity" persuasion principle can be highly motivating** and significantly improve the overall Conversion rate and Revenue per user.

"By offering a 10% discount to everyone who visited our site upon signing up for email marketing, we witnessed an increase in both completed purchases and the average order value (AOV). An added bonus was the growth of our email list for future marketing efforts. This strategic move not only enhanced immediate sales but also expanded our reach for long-term success."

Emily Kowalsky, Consumer Marketing Director
AliveCor

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

Schedule a call and let's work together to reduce guesswork, prioritize analysis and testing, and achieve better results.

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