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CASESTUDY / **MICROSOFT**

# Webtrends Optimize increases conversions for Microsoft Office Live Small Business through multivariate testing

## OVERVIEW

Microsoft Office Live Small Business provides easy-to-use tools to promote and manage a small business online. Customers start for free with everything needed to create a professional Web presence, including simple site building tools, hosting, business e-mail, and 20+ business productivity applications.

## Objectives

- Strengthen click-through performance
- Increase sign-ups
- Understand which specific factors drive sign-ups and why

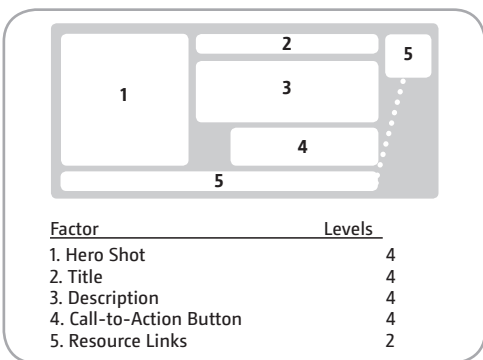
Demand-generation activities drive traffic to the service’s portal home page – including PR, PPC search, and e-mail. Though it is one of the fastest-growing small business services available with over 850,000 customers, the Office Live Small Business team felt performance could improve further and sought to understand specific elements that drive sign-ups. They partnered with Webtrends to strengthen click-through performance for traffic generated from PPC activities to the portal.

## SOLUTION

Webtrends executed a comprehensive optimization program which included a new page layout design as part of a multi-step multivariate test.

**Step 1:** Design and execute the first multivariate test run. An existing control page was tested against versions which modified the page layout in addition to content elements. Specifically, a new Hero Shot was created to understand its impact on conversions.

The multivariate test included 5 individual factors (page elements); 4 of the factors with 4 levels (versions) and 1 factor with 2 levels.



**Step 2:** Execute a second multivariate test run to optimize even further. New content was created for the 5-factor matrix.

Using the advanced Webtrends optimization platform greatly reduced the number of experiments and test duration to pinpoint the optimal page and maximize conversions.

## RESULTS

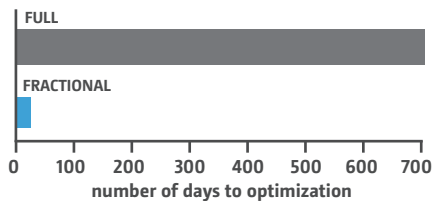
Overall, conversion rates improved more than 60% over the baseline control page.

### The factors with the highest influence included:

- Call-to-Action Button
- Resource Links
- Hero Shot

Interestingly, only two of the original content levels in the baseline were part of the optimal combination. Optimal for the other three factors were in fact new and different from the original baseline, including the introduction of a Hero Shot factor.

The second multivariate test run improved results by introducing a product review quote from the New York Times and honing the Call-to-Action Button to further boost conversions.



Using a fractional factorial approach, test duration was 24 days for both runs. By comparison, a full factorial approach would take 704 days – almost 2 years!

## About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. You can learn more about Webtrends products and services at <http://www.Webtrends.com/> or call 1.877.932.8736.