

Using A/B Testing to Boost Lead Generation

Webinar with Julian Kleinknecht & Steffen Schulz

Short Summary with Testing Ideas

Watch the full [Webinar here](#)

What to test?

- Homepage
- Detail pages
- Landing pages (for example, specifically for Google Ads)
- price pages
- processes like signups, registration, etc

Challenge: Different templates [if different products]

Important: are the detail pages actually the same? Difficult Example: different products for a bank

Ideas for Landing Pages

Move first step of form onto the landing page

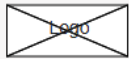
Hypothesis: Displaying the first part of the form on the landing page, leads to more conversions

Research: GA4 funnel (very high dropoffs on first step of form), psychological effect (“foot in the door”)

Type: Motivation

Applicable for: More than just a few form fields

Control

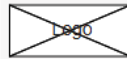


Request Initial Assessment from a Lawyer

- ✓ Free of charge and non-binding
- ✓ No time-consuming search
- ✓ Answer within 2 hours

Get Free Quote

Variant



Request Initial Assessment from a Lawyer

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Describe your legal situation

Get Free Quote

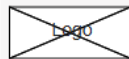
Promise quick reply to users

Research: Analysis of review

Type: Motivation

Applicable for: Lead gen with good processes

Control

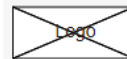


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Get Free Quote

Variant



Within 2 hours: Request Initial Assessment from a Lawyer

- ✓ Free of charge and non-binding
- ✓ No time-consuming search

Get Free Quote

Are expensive trust elements actually needed?

Research: Tests we've run for other clients

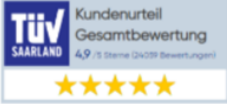
Type: Trust

Applicable for: Companies that pay for expensive trust elements

Kontrollvariante

Sofortkredit beantragen

Flexible Rück- und Sonderzahlung



Kundenurteil
Gesamtbewertung
4,9 / 5 Sterne (24259 Bewertungen)

★★★★★

Gewünschter Betrag 10.000 €

—————○—————

Laufzeit 12 Monate

—————○—————

Ihre monatliche Rate 450 €

Kredit beantragen

Testvariante

Sofortkredit beantragen

Flexible Rück- und Sonderzahlung

Gewünschter Betrag 10.000 €

—————○—————

Laufzeit 12 Monate

—————○—————

Ihre monatliche Rate 450 €

Kredit beantragen

Addressing users' concerns

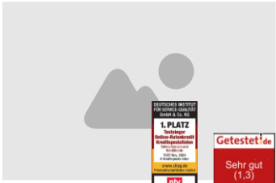
Research: concerns voiced with Customer Support (phone, email, chat)

Type: Trust

Applicable for: almost everybody

Control

Make Your Dream a Reality With Our Loan



Desired amount 10.000 €



—————○—————

Time 12 Monate

—————○—————

You Monthly payment 450 €

Request Loan

Variant

Make Your Dream a Reality With Our Loan

Use our loan for

- ✓ Overdraft repayment
- ✓ Moving or renovation
- ✓ Debt consolidation
- ✓ Fulfilling a consumer wish
- ✓ Purchasing a vehicle
- ✓ Dental costs
- ✓ and much more

Desired amount 10.000 €



—————○—————

Time 12 Monate

—————○—————

You Monthly payment 450 €

Request Loan

Compare to alternatives

Research: Interviews with customer service and Sales team

Type: Motivation

Applicable for: Offers that's not widely known

Why so many people choose us

List most important benefits here

Brand	
<input checked="" type="checkbox"/>	Benefit 1
<input checked="" type="checkbox"/>	Benefit 2
<input checked="" type="checkbox"/>	Benefit 3
<input checked="" type="checkbox"/>	Benefit 4
<input checked="" type="checkbox"/>	Benefit 5

Comptetitor	
<input type="checkbox"/>	Benefit 1
<input type="checkbox"/>	Benefit 2
<input type="checkbox"/>	Benefit 3
<input type="checkbox"/>	Benefit 4
<input checked="" type="checkbox"/>	Benefit 5

Comptetitor	
<input type="checkbox"/>	Benefit 1
<input checked="" type="checkbox"/>	Benefit 2
<input type="checkbox"/>	Benefit 3
<input type="checkbox"/>	Benefit 4
<input type="checkbox"/>	Benefit 5

Ideas for pricing pages

Communicate prices for different time frames

Research: Onsite survey (prices are too high)

Type: Price

Applicable for: Subscriptions

Control		Variant	
<input type="checkbox"/> Promo 7 Day <small>Your ad get promoted for 7 days</small>	2 €	<input type="checkbox"/> Promo 7 Days <small>Your ad get promoted for 7 days</small>	2 € <small>only 0.28 € per day</small>
<input type="checkbox"/> Promo 15 Days <small>Your ad get promoted for 15 days</small>	4 €	<input type="checkbox"/> Promo 15 Days <small>Your ad get promoted for 15 days</small>	4 € <small>only 0.26 € per day</small>
<input type="checkbox"/> Promo 30 Days <small>Your ad get promoted for 30 days</small>	6 €	<input type="checkbox"/> Promo 30 Days <small>Your ad get promoted for 30 days</small>	6 € <small>only 0.20 € per day</small>

Radically simplify pricing table

Research: Remote Usability Test and Session Recordings

Type: Price

Applicable for: Subscriptions

Testvariante		
Einstieg <small>Für kleine Online-Shops</small>	Profi <small>Für mittelgroße bis große Online-Shops</small>	Profi+ <small>Noch mehr Komfort & Service</small>
<ul style="list-style-type: none">✓ Cookie-Consent-Tool von Usercentrics✓ Shop-AGB + dauerhafte Updates✓ Widerrufsbelehrung✓ Sofort einsetzbare Generatoren✓ Websie Scanner Premoum	<ul style="list-style-type: none">✓ alle Einstiegs-Features+ Top 10 Muster & Verträge+ Social Media rechtssicher umsetzen+ Newsletter & Marketing	<ul style="list-style-type: none">✓ alle Profi-Features+ VIP-Erstberatung+ Notfallbutton bei DSGVO Panne
20 € <small>je Monat zzgl. 19% USt.</small>	35 € <small>je Monat zzgl. 19% USt.</small>	45 € <small>je Monat zzgl. 19% USt.</small>
Paket wählen	Paket wählen	Paket wählen

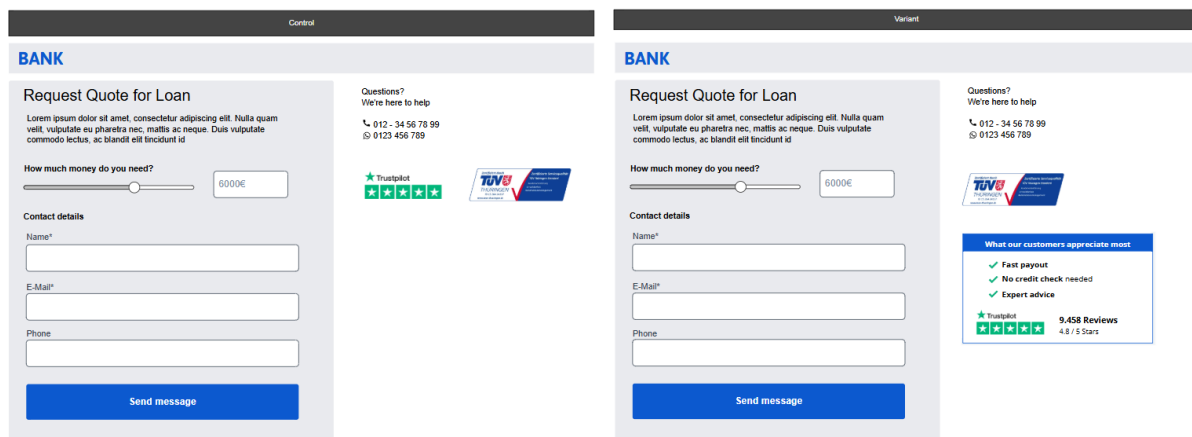
Ideas for Lead Process

Display specific customer reviews instead of just seal

Research: Analysis of reviews (their content wasn't present on the current website)

Type: Trust

Applicable for: Lots of customer reviews available

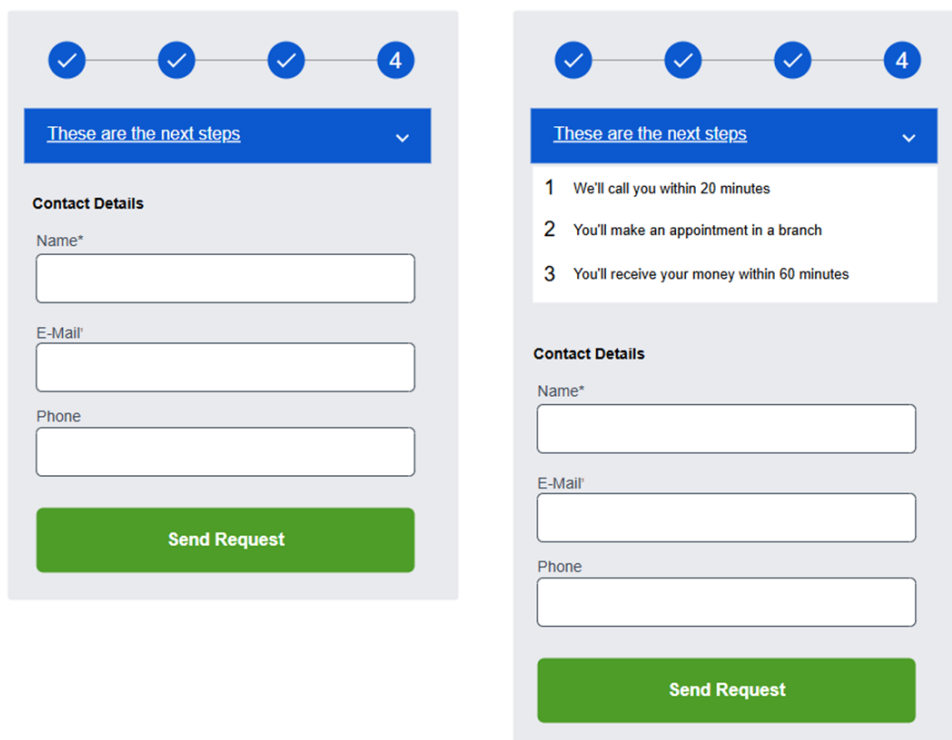


Add explanation for next steps after filling out the lead form

Research: GA4 (very high drop-offs for last step)

Type: Trust

Applicable for: Offers that's not widely known // anybody with high drop-offs




Display who will take care of you

Research: Survey of leads that turned into sales

Type: Trust

Applicable for: Everyone with photos of Sales team

Control	Variant
<p>LOGO</p> <p>✓ — ✓ — ✓ — 4</p> <p>Name*</p> <input type="text"/> <p>E-Mail*</p> <input type="text"/> <p>Phone</p> <input type="text"/> <p>Send Request</p>	<p>LOGO</p> <p> "I'll take care of your fast payout" Name Surname Manager at Munich branch</p> <p>✓ — ✓ — ✓ — 4</p> <p>Name*</p> <input type="text"/> <p>E-Mail*</p> <input type="text"/> <p>Phone</p> <input type="text"/> <p>Send Request</p>

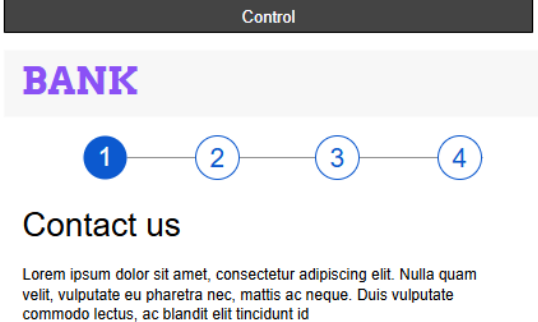
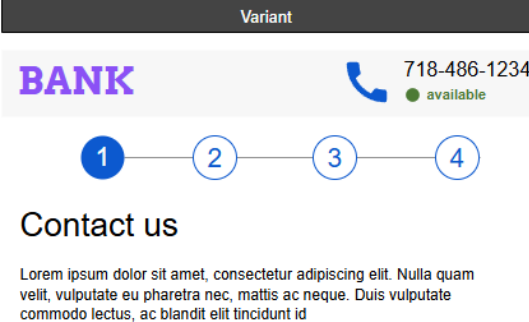
Ideas for registration process

Show additional phone number for trust

Research: Tests we've run for other clients

Type: Trust

Applicable for: Good customer service that can handle additional calls

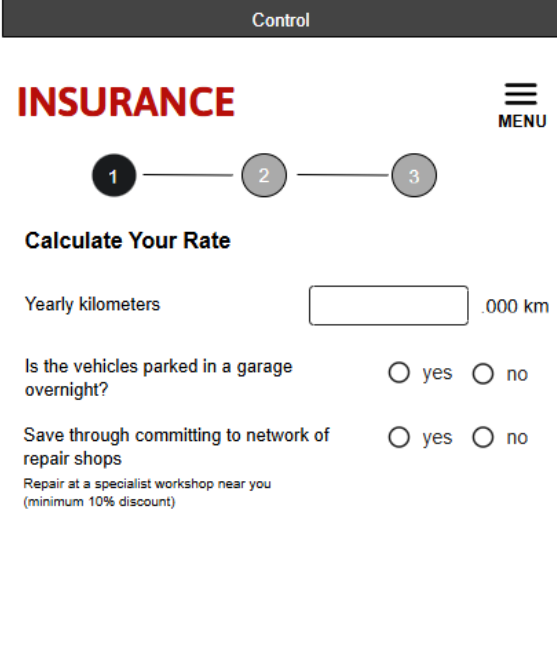
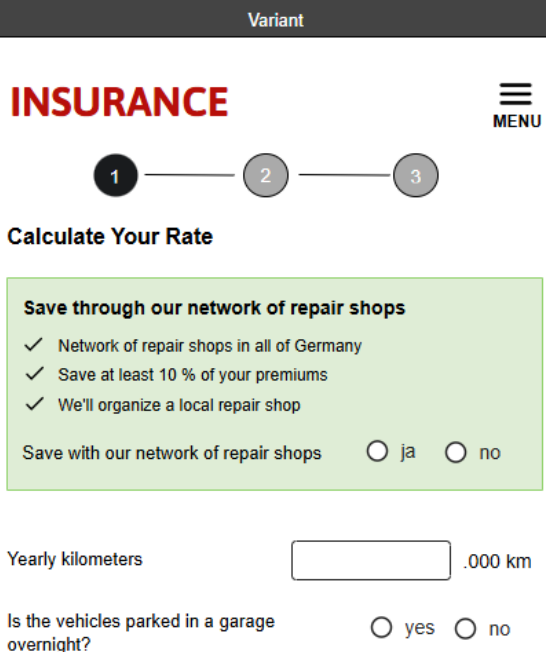
Control	Variant
	

Upsell: Prominently communicate benefit of upsell

Research: Client wanted to sell more upsells

Type: Motivation

Applicable for: anybody with upsells in the process

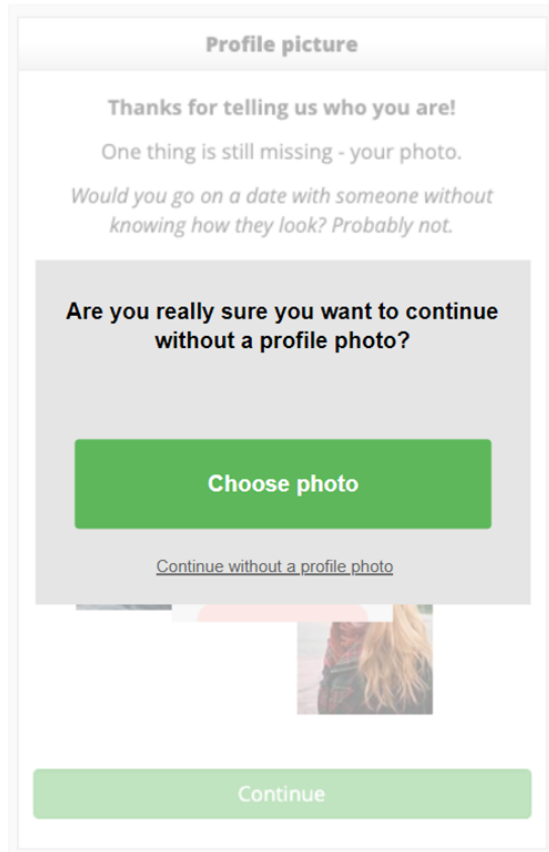
Control	Variant
	

Ask if users are sure they don't want to do X

Research: Tests we've run for other clients

Type: Pattern interruption

Applicable for:



Conversion Tracking

Challenge: Quality of Leads

Do more leads also lead to more sales / higher revenue?

Possible solution: Save test variation into CRM. Then, analysis of test there

Important: Check sales cycle when to "call" a test

Challenge: The test variant is "lost" between Single- and Double-Opt-in

Because: Confirmation links are often opened in the Gmail or Mail app (on iOS). These do *not* share cookies with the regular browser

Possible solutions:

- only track single optin
- Set up user_id for GA4
- Append the test variant to the Double-Opt-in link

Challenge: Calls are not being measured

The influence of the test variants on the number of calls is missing.

Possible solution:

- Assign separate phone numbers for v0 and v1
- Track clicks on phone numbers (and assume similar distribution for call attempts > actual calls)

Challenge: Different types of conversions have different values

Suppose a test variant leads to more calls, but fewer submitted contact forms. Is it successful?

Solution: Calculate the value per type of conversion by consulting the conversion rate from lead to sale (or qualified lead).

Find more resources [here](#).