lytx®

Lytx®, harnesses the power of video and data to enable fleets to improve safety, efficiency, and productivity. They're trusted by more than 3,000 fleets that log billions of miles worldwide each year, contributing to a vast and ever-growing database of driving data they use to refine the accuracy and effectiveness of their solutions.

24%
Increase in
Contact Us Completions

10%
Increase in
Demo Bookings

101%
Increase in
Gated Content Downloads

Background

Lytx launched a newly redesigned website in September 2019 and in October, they collaborated with Wakefly on a plan to improve site conversions. The key areas that they wanted to us to focus efforts on were increasing micro conversion opportunities and direct-to-sales conversions.

Goals

Lytx wanted to present more opportunities for micro conversions (newsletter subscriptions, gated content, etc.) and looked to Wakefly to help determine other areas of opportunities. They also wanted to increase direct-to-sales conversions which mapped to 'contact sales' and 'book a demo' forms on their website.

The specific objectives of our Conversion Rate Optimization engagement were:
- Increase the number of Newsletter Sign Up completions
- Increase the number of Gated Content completions
- Increase the number of Contact Us: Sales completions
- Increase the number of Book a Demo completions
- Increase Contact Us/Book a Demo to Sales conversions
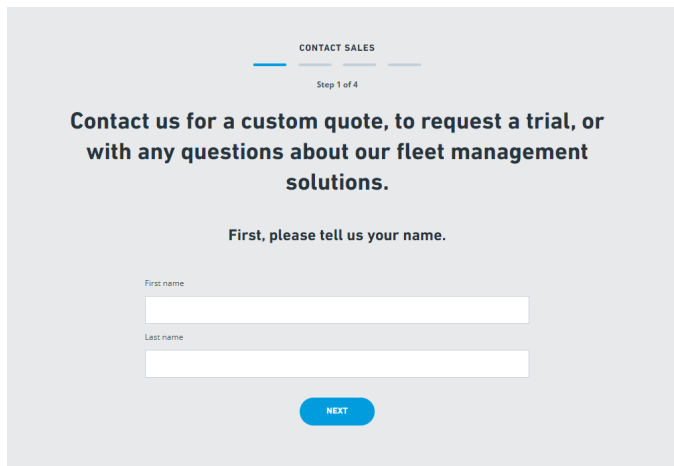
Solution

Reduce Text Field and Messaging
During our research, we found that even though a majority of users (87%) landed on the these key conversion landing pages, most did not engage or interact with the forms. We also found that most of the traffic for these pages came from mobile users, yet almost all of the conversions were coming from desktop users, which suggests that the mobile experience was less than ideal.

In order to improve conversions, we recommended the following approach:
- Focus on the layout of the content on mobile devices
- Reduce/simplify messaging; this also helps move form fields up into a more prominent position on the screen
- Bullet items if needed to make the information more consumable for the user

Update Messaging in the Footer
Most of the newsletter sign-ups were occurring on the 'book a demo', homepage, and 'get started' pages. This indicates that most users sign-up using the footer element across the site.

In order to improve conversions, we recommended using clear, action-oriented language. We suggested the form heading change from "Keep up with Lytx" to "Subscribe to our Newsletter."

Remove "Download PDF" and Simplify Form Process
Lytx has a large library of gated content within the Resources section of their site. The existing functionality was such that users were able to start reading content but after a set amount of time, it became grayed out and a multi-step form popped up where they must submit personal information to continue reading. Alternatively, there was a "download PDF" link they could click to download a PDF of the presentation without submitting information.

Wakefly recommended removing the option for a user to download the PDF immediately without providing information, while also simplifying the form process and reducing the number of fields so that users would be more likely to follow through with the submission.

Results

Lytx implemented Wakefly's recommendations during the time period of November - December 2019. After a statistically significant amount of time had passed, we reviewed Google Analytics and Marketo data to measure the impact of our conversion optimizations.

Contact Sales and Book a Demo landing pages were both areas where we had reduced the amount of text, simplified the messaging and improved the mobile experience. After a little over a full month of having these changes live on the site, Lytx reported a 23.6% improvement in Contact Us: Sales conversions and a 9.8% improvement in Book a Demo completions through Marketo.

The suggested changes to the Newsletter form header language in the footer were also measured to determine impact on sign-ups. While there was a slight improvement of 1.3%, these remained fairly steady.

The area where we saw the most success was in the streamlining of the Gated Content. By eliminating the method for users to get the content without submitting information, while also making the form process itself much easier, Lytx saw an increase of 101.2% in Gated Content form submissions.
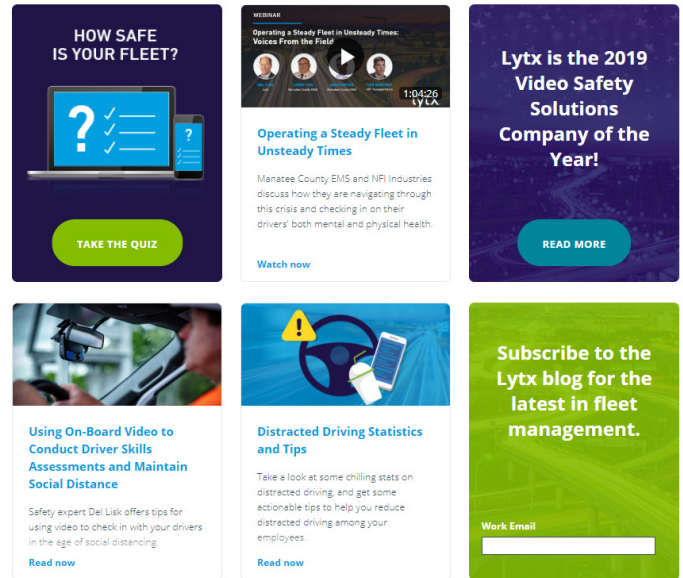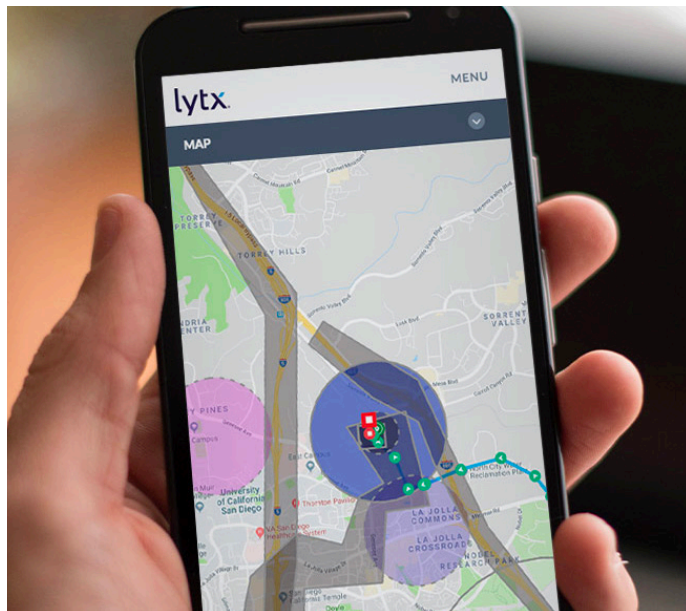
Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.