

Case study- Improving web site conversion

William Hill strike gold with RedEye tracking

'RedEye have added significant, measurable benefit to the business'

Alex Holt , Internet Marketing Controller, William Hill

Before anyone can bet online with William Hill they must by law register to prove they are over 18, to provide bank details and to submit name and address details.

Of course this information also provides valuable data that can be used to target those who have registered but not converted to purchase, and to enter customers into a relationship management programme.

William Hill suspected that the registration process was one of the largest barriers to buy. They wanted to test this, and many other alternative site processes. However they recognised that first they and needed a new, accurate way to measure the results.

After exhaustive analysis of available tracking systems William Hill choose RedEye who placed their tracking code onto every page of the web-site. To make sure its reporting is as accurate as possible RedEye extensively cleans all raw data to exclude non-customer activity like spiders, William Hill staff, Agencies and testing systems.

The results

The registration process, unchanged for some time, included four steps:

1. Link from Home Page
2. Accept Terms & Conditions
3. Complete Registration
4. Thank You

Two alternative registration processes were tested over successive weeks and the results measured until a statistically significantly number of new people had visited the site.

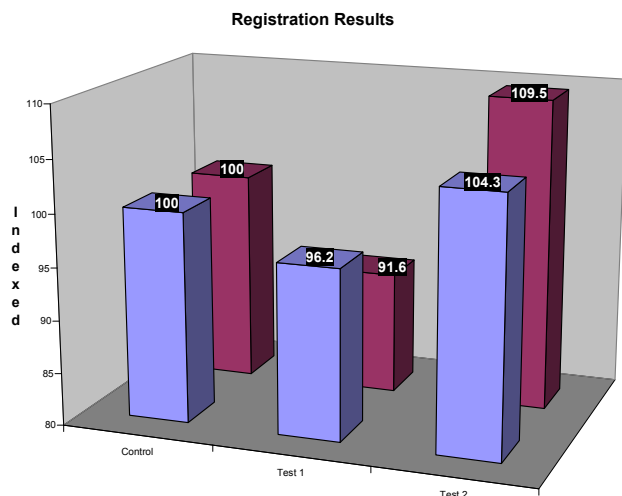
The first alternative registration process was devised by

William Hill and in it the Ts & Cs were reduced to a pop-up which the user needed to click through before going on to the registration page.

In the second visitors clicked straight from the homepage to the registration page. Ts & Cs were reduced to an option on the registration page that could be viewed if desired.

RedEye tracking enabled William Hill to quickly establish that test 2 had significantly improved registrations and revenue. They were also able to quickly end test 1 that **reduced** revenue.

Test 2 improved daily customer value by 10%, a very significant impact for the business



Case study

The results

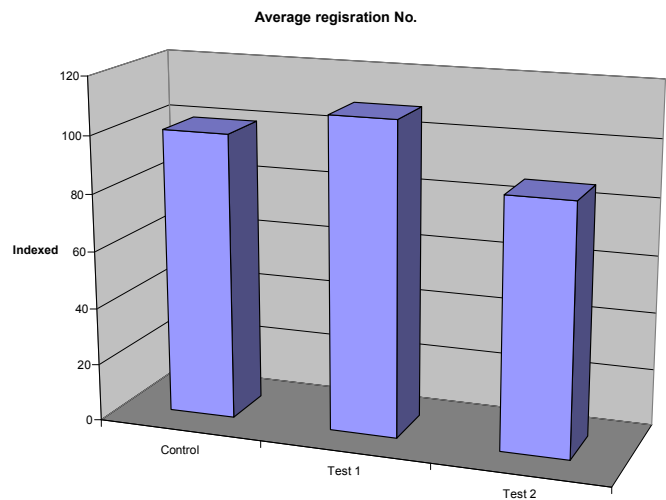
Surely William Hill could have detected the same result without RedEye?

To evaluate the value RedEye adds the same data was also analysed using two other common methods.

The first method looks only at the average number of registrations per day.

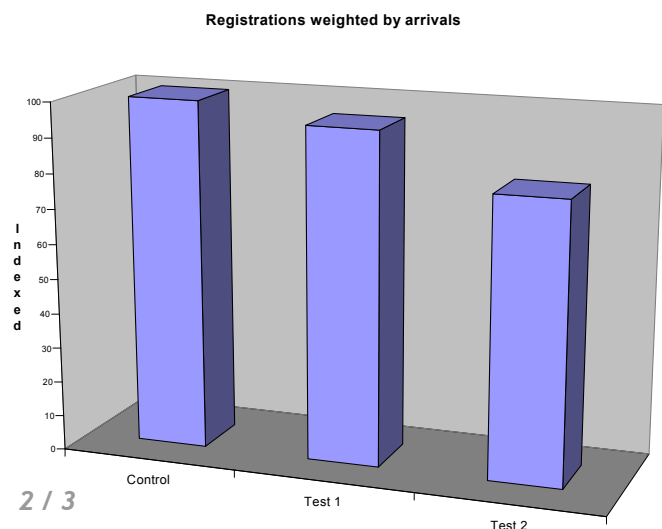
However the tests were run back-to-back over a short time scale. In these circumstances Companies often assume fluctuations in the numbers of new and repeat visitors to be small. They therefore also assume that the number of new registrations will give a reliable indicative result without the necessary cost of RedEye's comprehensive tracking, cleaning and reporting service

This measure would have lead William Hill to have chosen test 1 a process that actually reduces income.



The second common measurement is to look at what percentage of homepage arrivals generate a registration. The assumption is that the **proportion** of new and repeat arrivals is relatively consistent and so that the conversion rate should also be consistent.

Using this measurement William Hill would have concluded that the Control was the best process missing a profitable change



Case study

The results

Alex Holt, William Hill's Internet Marketing Controller, points out that as the website grows and develops, it is important to continue running such tests on the site architecture, and to be able to react to the information quickly and with confidence:

'We invest a great deal in making sure that users are able to navigate our site as successfully as possible, and in this way are driven to purchase. Working with RedEye, we are able to follow behavioural patterns closely, with confidence in the data, and most crucially, to react to customer trends swiftly, providing the best possible solution.'

The next step

If you want to find out how RedEye can help you get more out of your online business, or if you would like further information, then please feel free to call on 020 7953 0275 and ask to speak to a member of our sales team. Alternatively you can email us at sales@redeye.com. Further information about the full range of RedEye's products and services is also available in PDF format. Please email your request to sales@redeye.com, indicating your areas of interest.