

# Website Conversion Optimisation Case Study



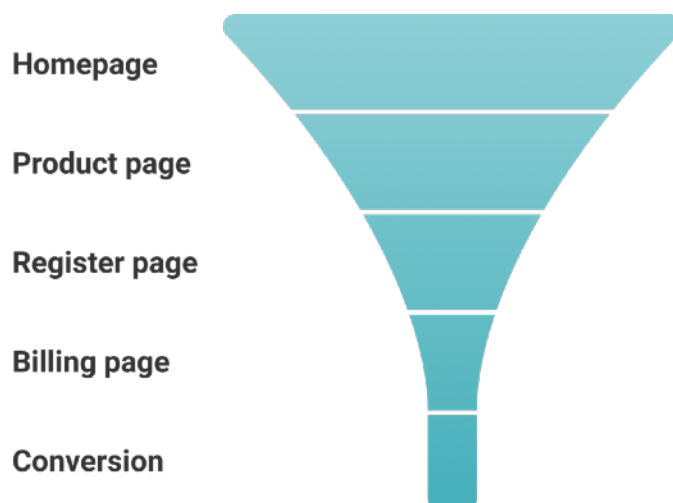
## The client

A Little Bit Yummy is a growing Kiwi-owned and operated business that helps people globally who struggle with symptoms of Celiac Disease and Irritable Bowel Syndrome. They provide valuable digital resources and dietician-certified recipes via a subscription. Some recipes and resources are made for free as well.

They offer two tiers of paid subscription. One is more affordable with access to premium recipes only (i.e. their *Recipe Club*), and the other includes additional resources and support (i.e. their *Wellness Club*).

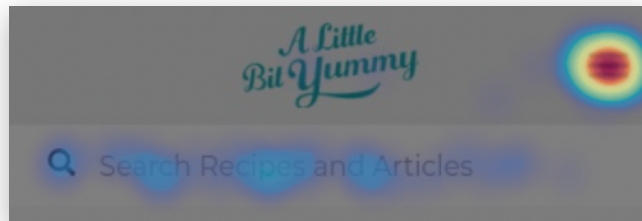
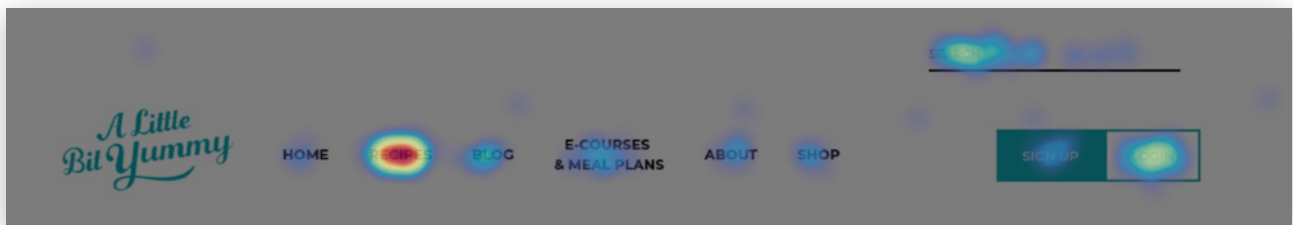
## The challenge

A Little Bit Yummy is currently in a growth phase. They partnered with Catchi to optimise their funnel for new subscriptions as they offer significant life-time value. Below is a graphic depicting their conversion funnel.



## The approach

Having installed heatmaps and event tracking in Google Analytics, we learned how mobile and desktop behaviour differed. Most mobile users were arriving organically for the free recipes, only to leave before learning about A Little Bit Yummy's premium offerings. The heatmaps below show the clicks on "Recipes" as a red dot as that's where most users click on on the homepage.



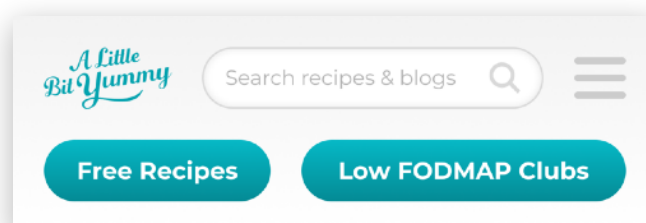
In general, mobile users tend to consume more and desktop users tend to convert more (i.e. the cross-device journey principal). Additionally, users tend to convert more when they have first been given something of value (i.e. the reciprocity principal).

Combining these two principals, by simultaneously raising the awareness of both the free recipes and the premium resources, we hypothesised we could get more people in need of the resources to subscribe, especially on mobile.

## The solution

Knowing that all mobile menus have their pros and cons, we decided to simply pull the free recipes page and product page out of the menu dropdown. Deepening our hypothesis, we wanted to test if mobile users would be receptive to being 'recommended' a page or two to start their journey, rather than having to expand the menu dropdown before seeing (too) many pages to choose from (i.e. the over-choice paradox).

Below is an image of our test menu variation as it appeared when non-subscribers on small mobiles landed on the website. Note that (1) 'Low FODMAP' is a dietary term that the large majority of people struggling with CD or IBD symptoms are familiar with, and (2) the website consistently refers to its subscriptions and communities of members as 'clubs'.



## The outcome

With 95% confidence, the menu variation resulted in a greater percentage of non-subscribers moving down the conversion funnel (without any significant changes in bounce rates). Naturally, due to the website's relatively low traffic, statistical significance could not be reached at the very bottom of the funnel. The menu variation performed well across almost every metric, so the decision was made to implement the design early to leverage the large uplift in revenue observed. Below is a breakdown of the various results achieved:

- **+39% more mobile users navigated to the product page** where they could learn a lot more about A Little Bit Yummy's premium offerings and prices.
- **+69% more mobile users completed their payment** and activated their subscription.
- **+76% increase in revenue from mobile users, equating to an +18% increase in total revenue.**  
Note that these are conservative figures that only take into account users' first payment for their subscriptions (since total lifetime value could not be incorporated into testing metrics).

Below is an image showing how this test improved the entire funnel, including both desktop and mobile. The blue bars show, to scale, the percentage increases across all users (mobile and desktop). Before this test, the majority of conversions were completed on desktop.

