

## Testing conversion pathways

Giving users multiple ways to enter funnels



### The client

Kiwi Wealth, a sister company of Kiwibank, is a NZ owned and operated investment service and KiwiSaver scheme provider. They are working with Catchi to test concepts ahead of going live with their new website, with the goal of improving customer acquisition and user engagement.

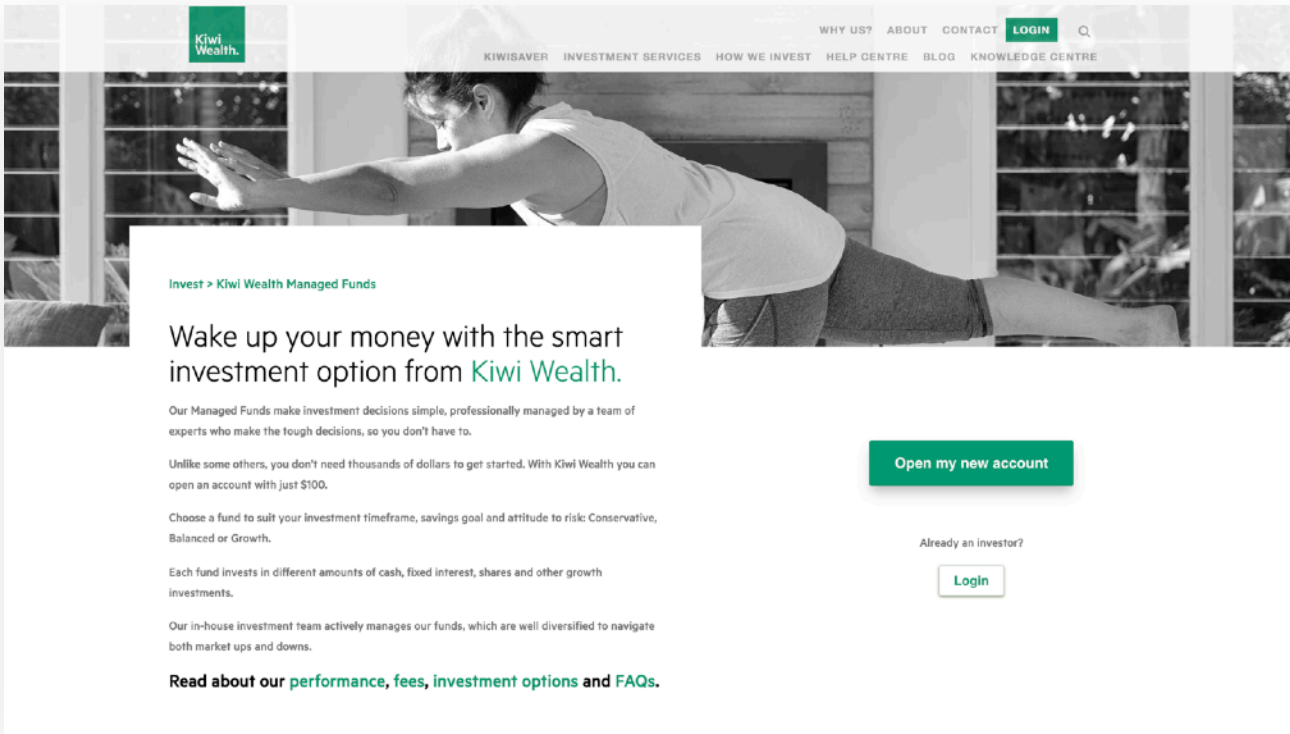
### The challenge

The client's market has many regulations and their range of investment services must accommodate a wide range of users. Unlike typical product lines, this necessitates a rather long conversion funnel with several options. Just before entering the conversion funnel, when users click a Call To Action (CTA) button, it's not always clear what users can expect. *How flexible are these services? What options will be available upon clicking through?*

### The hypothesis

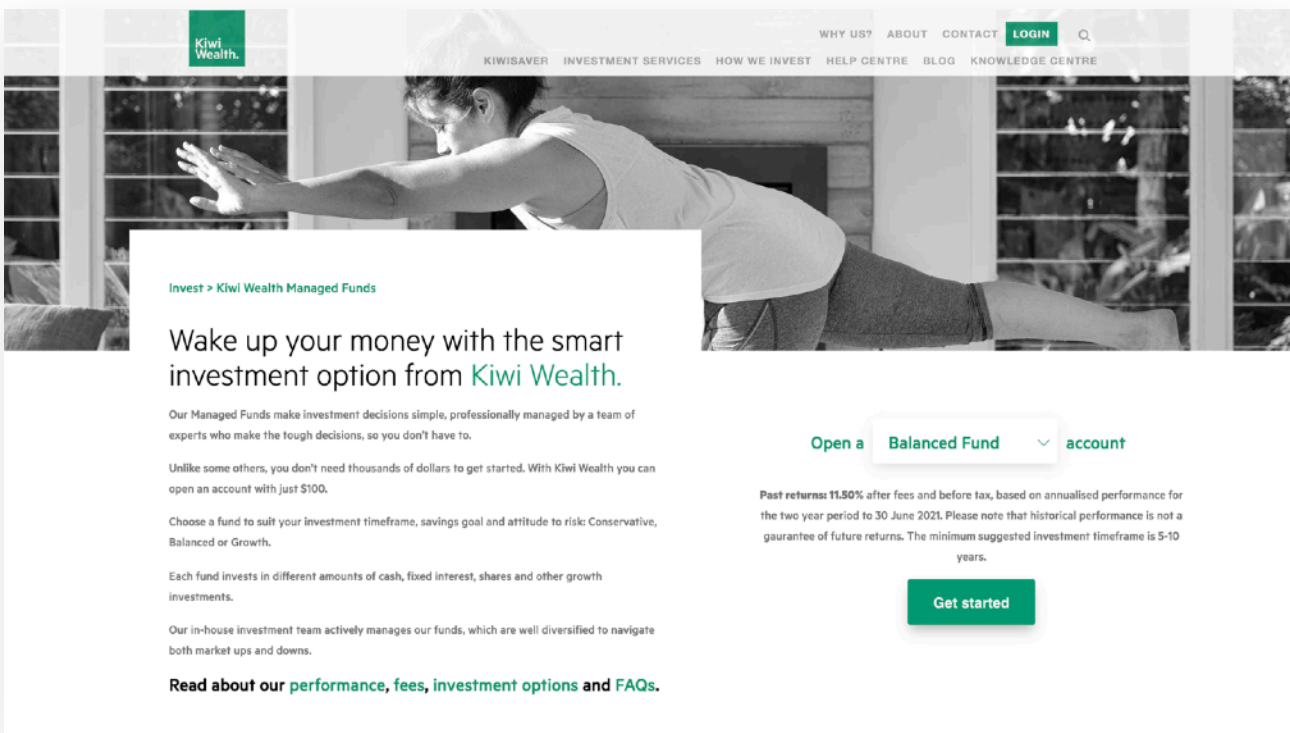
When creating a Kiwi Wealth managed fund account, users can choose different fund types, and a number of other options including individual versus joint accounts. By providing users with multiple CTA buttons, or a 'dynamic' dropdown CTA with supporting information, we hypothesised more users would engage with the webpage, click through to enter the funnel, and (ideally) convert.

## The control design



## The winning variant

We removed the white login button in the control to encourage users to use the green login button in the nav. The white dropdown hosted 3 fund type options which, when selected, updated the text below it with relevant information and figures. We changed the "Open my new account" CTA to "Get started" to help users expect a signup process (not an 'instant' account creation).



## The results

- 99.5%** Probability of win
- +47%** Conversions per user
- +86%** CTA click-throughs per session
- 20%** Scroll to 50% per pageview
- 58%** Bounce rate
- +14%** **Active engagement time**

**Note** — We implemented custom tracking to reliably measure how long users were actually interacting with the webpage's content (e.g. excluding time users were distracted away from their devices). This is known to be much more reliable than standard metrics like 'time on page'.

## The returns

For comparison, Catchi has an average ROI of 10x across all clients. In this case, we can conservatively calculate an ROI of 20x. The variant clearly won after about a month and was set to be shown to 100% of Kiwi Wealth's users. In the meantime, we're working with Kiwi Wealth to implement the variant on their new website, to carry over as much of this return as possible.

Catchi is looking forward to running one or more very similar tests on other product pages of Kiwi Wealth's new website. In doing so, we can validate these results even more and apply learnings from our analysis (below) to make further improvements.

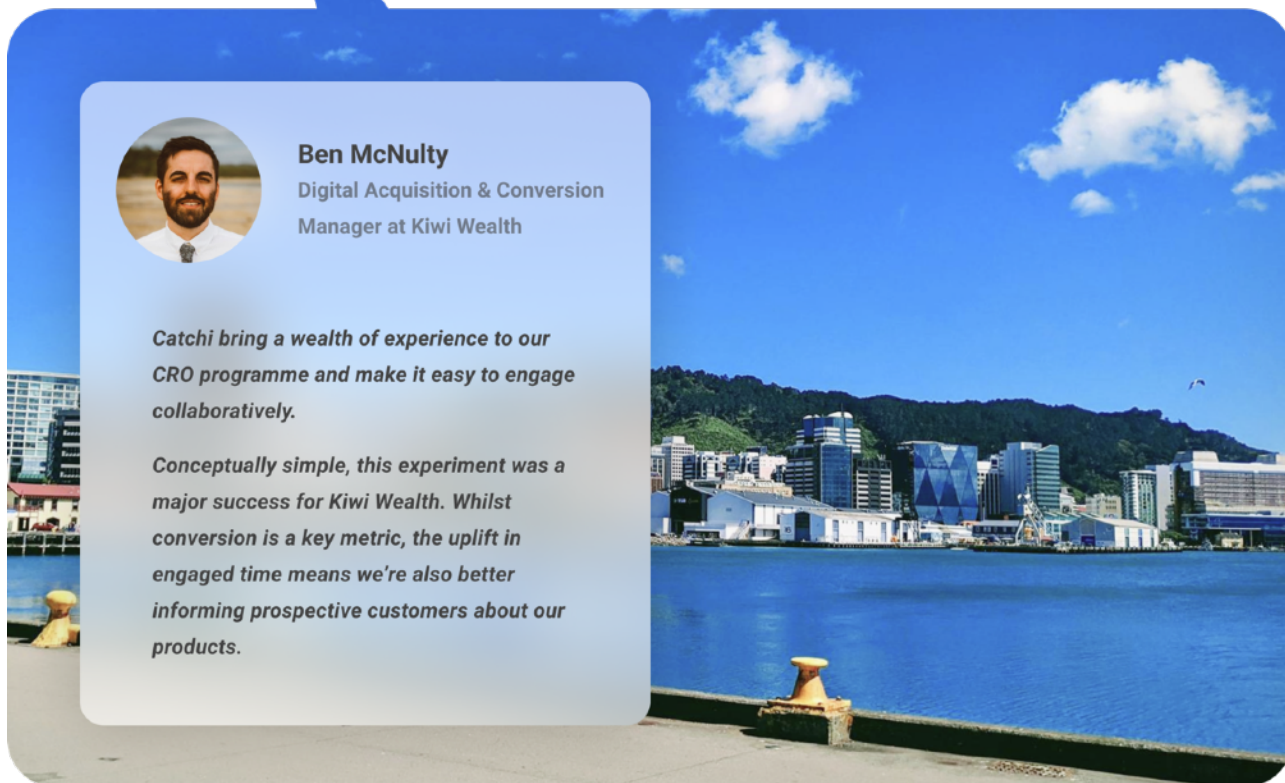
## The feedback



**Ben McNulty**  
Digital Acquisition & Conversion  
Manager at Kiwi Wealth

*Catchi bring a wealth of experience to our CRO programme and make it easy to engage collaboratively.*

*Conceptually simple, this experiment was a major success for Kiwi Wealth. Whilst conversion is a key metric, the uplift in engaged time means we're also better informing prospective customers about our products.*



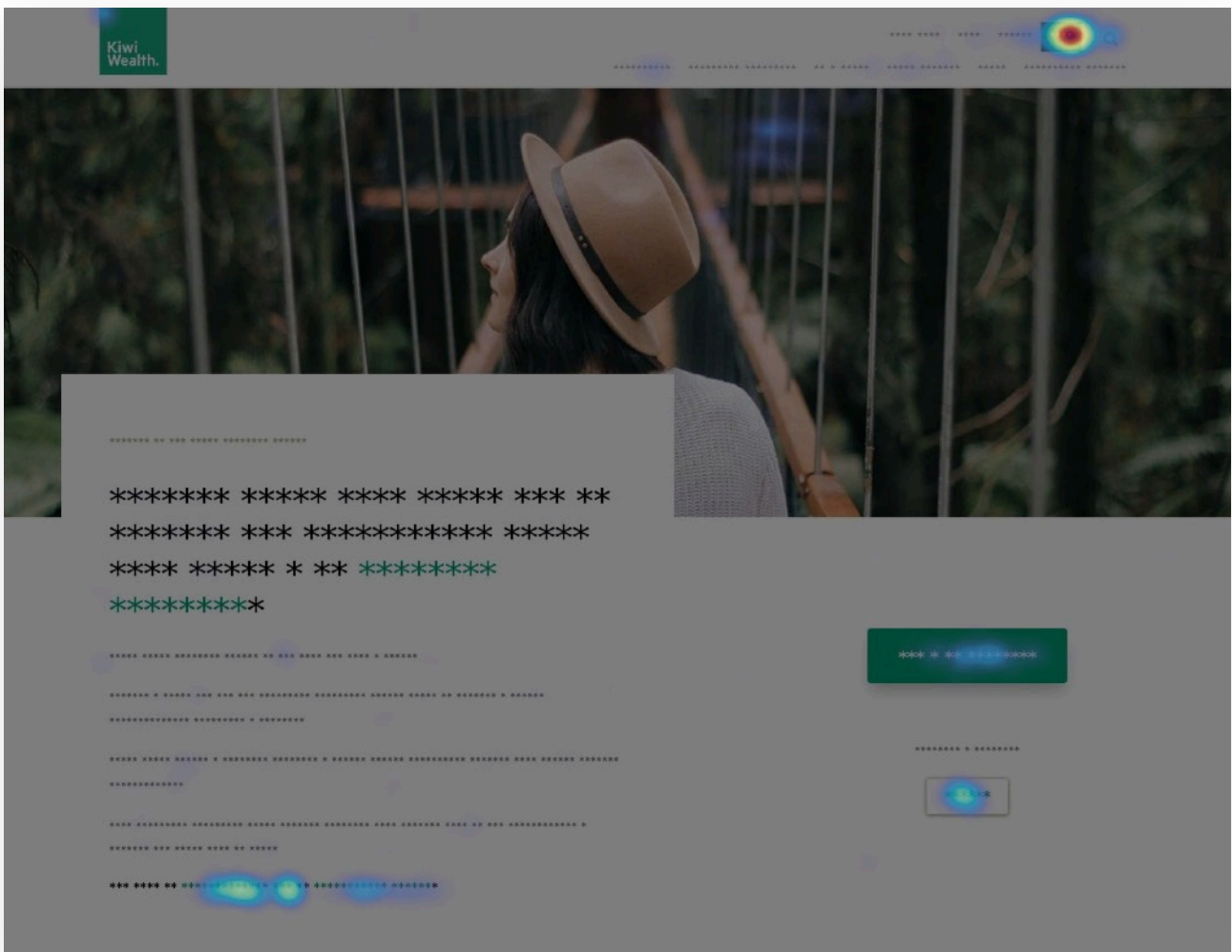
## The analysis

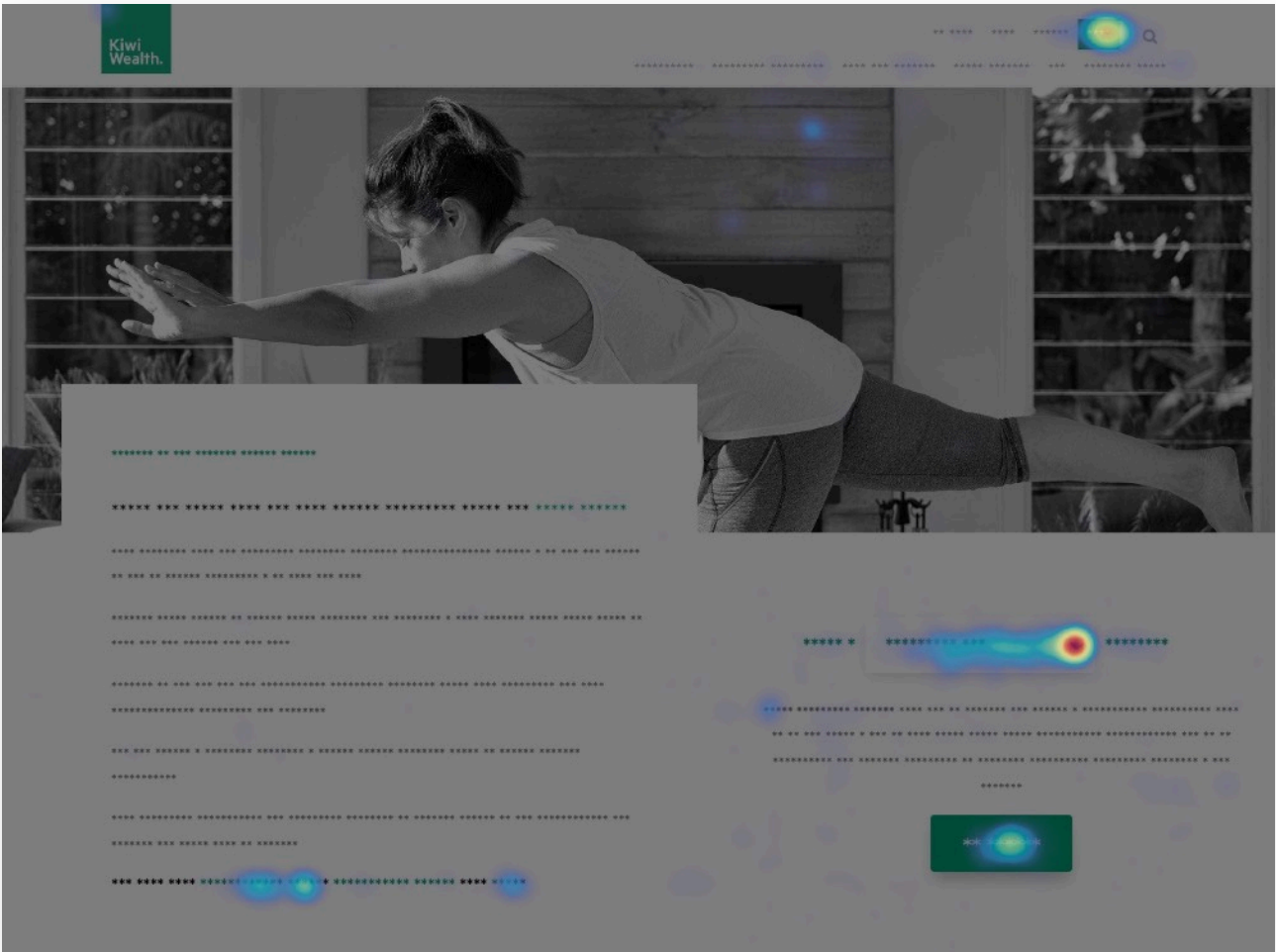
We set up a custom trigger to collect heatmap data for the control and variant designs. The images below reflect the other data we collected and analysed. It also illustrates how users responded positively to using the green “Login” button in the nav after we removed the secondary “Login” button below the CTA. Following this test, we also conducted statistical analysis to investigate how click-throughs and conversions correlated with several metrics.

‘50% scroll’ had a low yet consistent correlation with conversions across both designs. Its correlation with click-throughs was non-existent for the control, but low-to-moderate for the variant. For some users, simply because they saw the dropdown options and supporting information in the variant design, they were more likely to engage with other content on the page and click-through.

The ‘average time on page’ and ‘bounce rate’ metrics had almost no correlation with click-throughs and conversions, for both the control and variant designs. This was expected as they are much less reliable than the engagement tracking we implemented.

Our ‘active engagement time’ metric had the greatest correlation with both click-throughs and conversions, for both the control and variant designs. As expected, the correlation between active engagement and click-throughs was noticeably higher for the variant design.





### The key takeaway

The 'Principal of Reciprocity' describes how users are more likely to do something that benefits a business if the business first does something that benefits them. Trust isn't a given for new and potential customers. In the meantime, we can give them more control. Instead of trying to get more users to take a particular path down a funnel, give them options and learn from the extra insights.