

How British Gas increased conversions by 50%

Boilers are big business for British Gas

Every month, tens of thousands of people across Britain land on this page in search of a great deal on a new boiler. For the digital optimisation team, it's critical to maximise conversion rates on this page.



A quick EyeQuant test uncovered a couple of potential conversion-killers on the landing page.

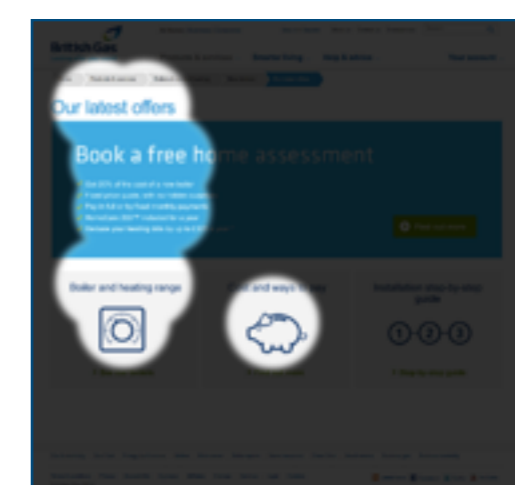
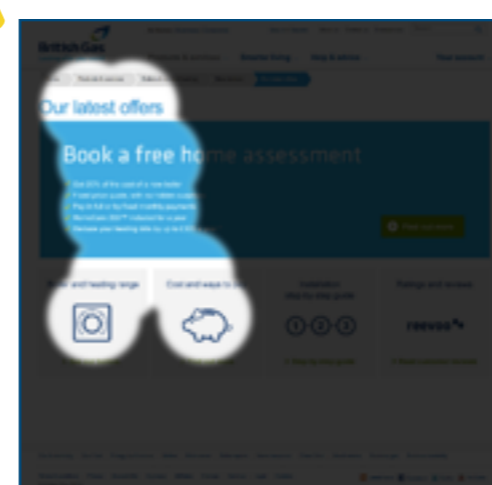
The £400 offer overshadows key information like:

- What will I actually get?
- What other benefits are there besides a discount?
- The call to action

British Gas then started coming up with new designs and tested them with EyeQuant to get immediate objective feedback.

The final variants that were deemed worthy of seeing live traffic had 3 things in common:

- The offer is instantly clear, as user attention is directed immediately to an explanation of what the offer entails
- There is a single call-to-action that's proven to "pop"



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A/B Test Results

Now that the most important information will be seen immediately, British Gas A/B tested the new variant and achieved a 50% uplift in conversions



+50% increase in online bookings

Customer Testimonial



Malcolm Carter, Senior Optimisation Manager

When do you normally use EyeQuant?

“We use it when coming up with A/B tests hypothesis. We upload and analyse rough mock ups and design variations.”

What are the key benefits of the tool?

“EyeQuant is extremely quick and easy to use. It helps us focus on the key message. Too often we are guilty of trying to display too many messages and calls to action. It is part of our test planning process and gives us some tangible facts when discussing designs with stakeholders.”

What other tools do you use, and where does EyeQuant fit in your toolkit?

“We use a range of tools including Maxymiser and Adobe analytics. We use analytics to identify the pinch points in the journey, run some possible solutions via EyeQuant, use these results to tweak the variations before launching an A/B test via Maxymiser.”

Who in your team uses EyeQuant?

“The Digital Optimisation Team uses EyeQuant regularly along with our Digital Experience Managers and Designers