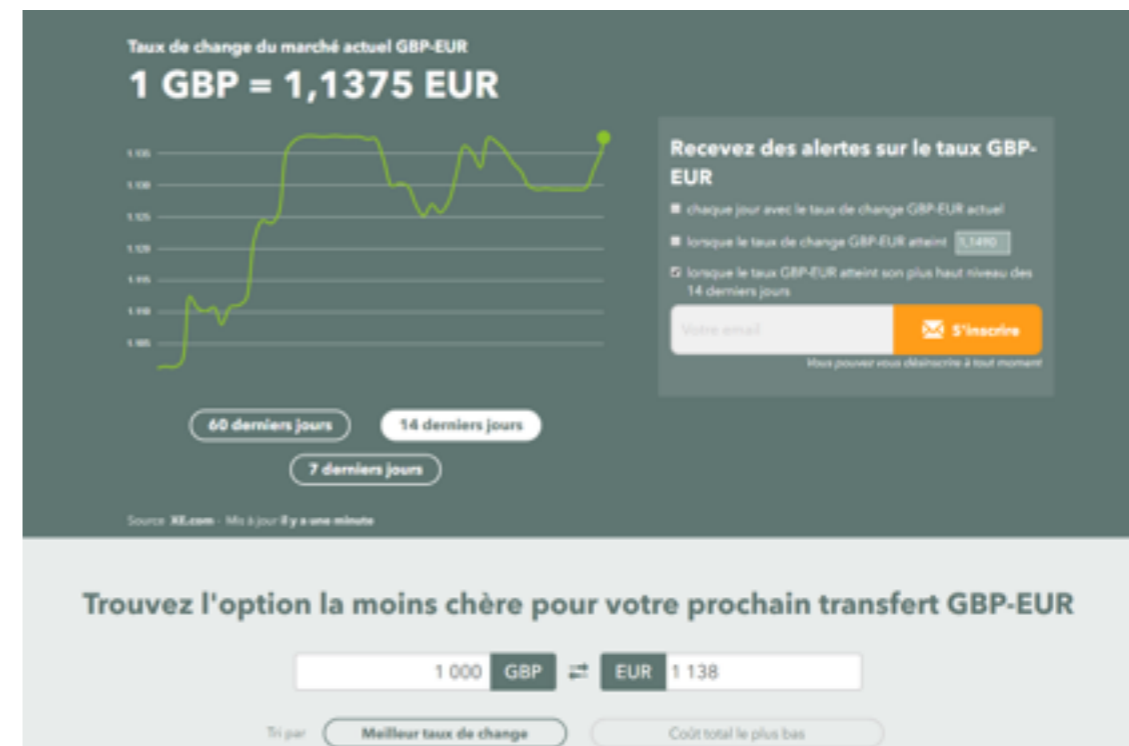


How Monito Tested 12 Designs in One Day

Monito's Landing Pages do the Heavy Lifting

Monito makes sending money across international borders easier for people all over the world. Their website shows users the best time to transfer, and which provider has the best rate. To help visitors make decisions more easily, Monito wanted to use data to improve site performance. However, they needed to find a method that would be both fast and practical.



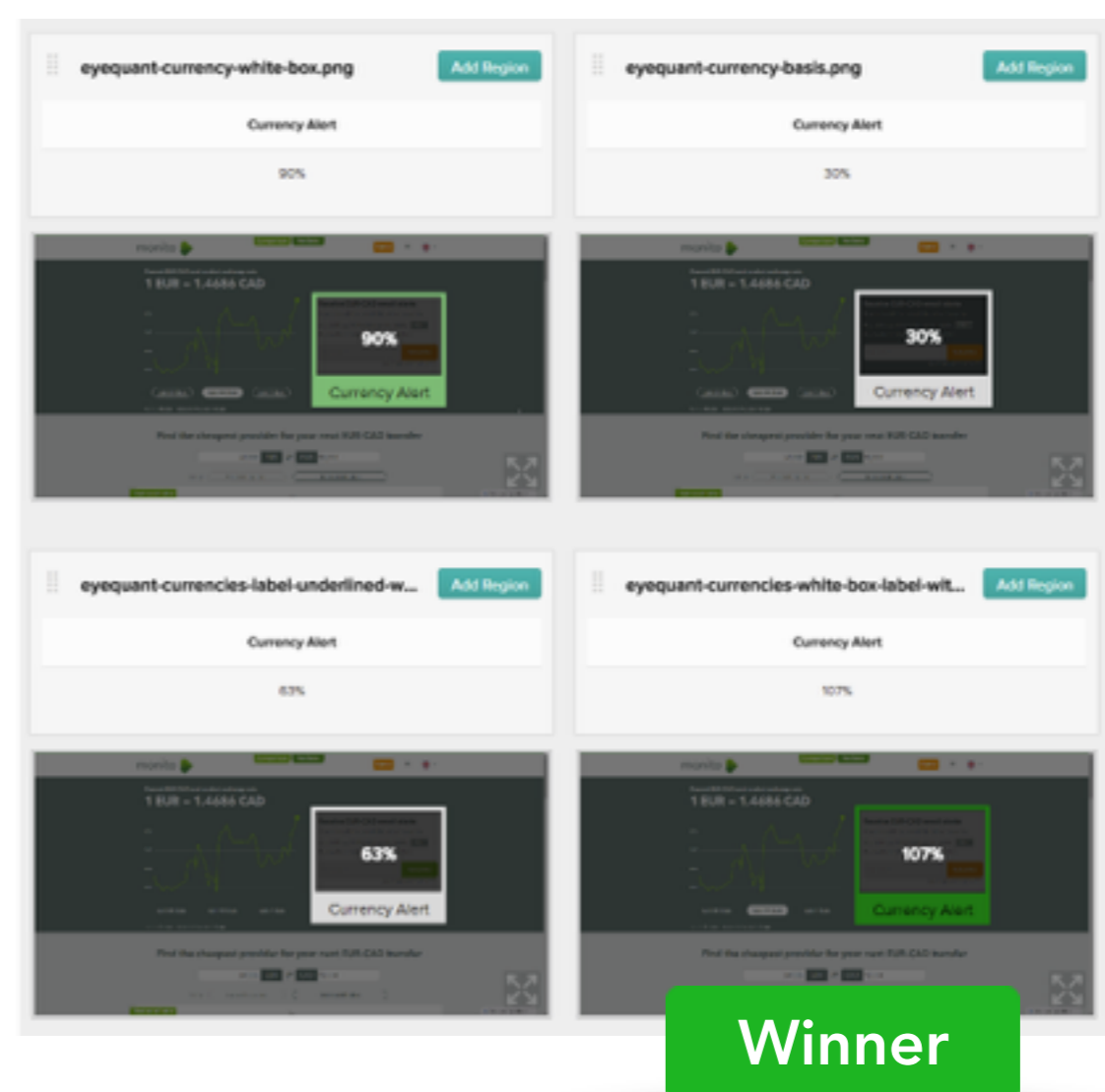
Monito turned to EyeQuant, a technology for predictive design analysis, to test different iterations for their email-subscription landing page and find potential conversion killers.

In this example, the main CTA on the right did not receive enough attention. Other more visible elements distracted from the main content.

Based on this insight, Monito designed multiple iterations and tested them with EyeQuant to get immediate, objective feedback.

In total, Monito tested 12 different designs and rated them based on the visibility of their main conversion element: the lead box.

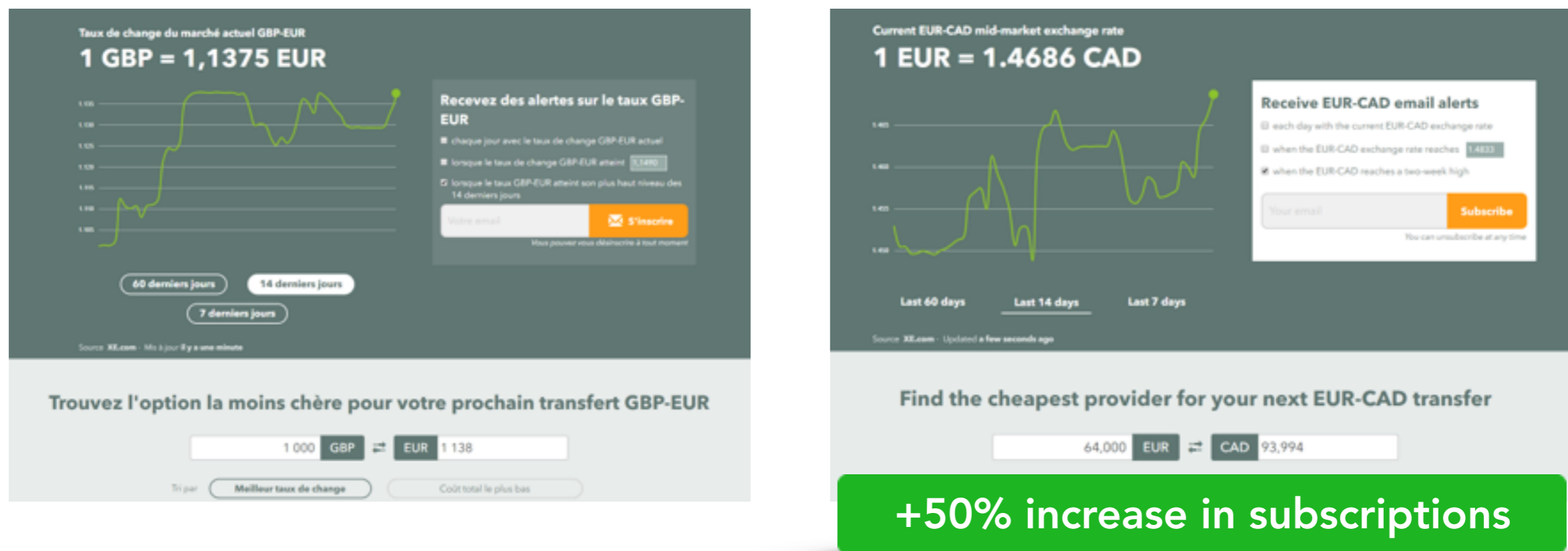
EyeQuant's ability to measure the visibility of a specific region meant Monito could quickly determine which variant would be better to test with actual users. They didn't need to test each iteration and expend excess traffic and resources on weaker variants.



How Monito Tested 12 Designs in One Day

A/B Test Results

After testing the different design variants to maximize visibility of key elements (ensuring the next step is immediately visible), Monito was able to increase sign-ups by 50%.



Customer Testimonial



Pascal Briod, Head of Product Development & Co-Founder at Monito

Monito.com is a comparison website for international money transfer services. They compare and review more than 450 money transfer operators, to help people find the best option for each of their international transfers.

When do you normally use EyeQuant?

“There are two main use cases I use EyeQuant for. The first is to diagnose and test small variations of the current version of our product, the second is early-on in the prototyping phase to test different designs. ”

What are the key benefits of the tool?

“Having very quick and quantitative feedback on a design; to help make faster decisions about which options to develop and test in real conditions.”

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

“I use EyeQuant in combination with remote-user testing solutions. I use UserBrain for weekly videos of users testing Monito and UsabilityHub to quickly receive small pieces of layout feedback from a panel of users.”