

# A/B TESTING STRATEGY FOR LANDING PAGE CONVERSION OPTIMIZATION IN A SAAS STARTUP

## Assignment Type:

Digital Marketing Assignment / UI-UX Analysis Report

## Subject Focus:

Experimentation through A/B testing, landing page optimization, user journey simplification, and conversion rate uplift.

## 1. Background

A SaaS productivity tool, **TaskPilot**, was struggling to convert traffic from a performance marketing campaign into actual trial users. The team redesigned the landing page using user behavior data and implemented an A/B test to assess which version performed better.

## 2. Objective

- Increase **trial sign-ups** from the homepage
- Reduce **bounce rate** and **form abandonment**
- Use **data-driven decisions** to validate design assumptions

## 3. A/B Test Setup

Element Tested	Version A (Old)	Version B (New)
Hero Image	Abstract UI screenshot	Real person using the product
CTA Button	"Start Free Trial"	"Try for Free – No Card Required"
Form Fields	Name, Email, Company, Phone	Email only
Testimonial Placement	Bottom of the page	Directly below CTA
Page Length	Scroll-heavy layout	Compact, focused layout

- **Traffic Split:** 50% each
- **Test Duration:** 15 days
- **Sample Size:** ~24,000 visitors total

## 4. Metrics Used

Metric	Definition
CTR	Click-through rate on the CTA button
CVR	Conversion rate from visitor to trial signup
Bounce Rate	% of visitors leaving without interaction
Form Completion Rate	% of users completing signup form
Time on Page	Average time spent by visitor

## 5. Results Summary

Metric	Version A	Version B	Uplift (%)
CTA Click-Through Rate	4.8%	7.1%	+47.9%
Trial Sign-Up Rate	2.2%	4.6%	+109.1%
Bounce Rate	59.3%	38.7%	-34.7%
Form Completion Rate	41.7%	77.2%	+85.2%
Avg. Time on Page	31 seconds	46 seconds	+48.4%

## 6. Heatmap and Clickmap Findings

- **Version A:** Most activity centered around the image slider; low scroll depth
- **Version B:** High engagement around testimonial area and CTA button; deeper scroll tracked

## 7. Visuals Provided

- **Figure 1:** Side-by-side screenshots of Version A and B
- **Figure 2:** Line chart of cumulative conversions over 15 days
- **Figure 3:** Heatmaps showing user activity and scroll
- **Table A1:** Metric-by-metric comparison

## 8. Key Learnings

- Reducing form fields drastically improves conversions
- Human-centered imagery outperforms abstract design in SaaS space
- Testimonials placed near CTAs reinforce credibility and increase user trust
- Clear, benefit-oriented CTA text improves click intent

## 9. Recommendations for Marketers

- Always A/B test layout, copy, and form elements—never assume
- Minimize distractions and cognitive load for first-time visitors
- Emphasize frictionless trials (no credit card)
- Reuse high-performing sections (like testimonials) across all campaigns

## 10. Deliverables to Student

- 2,500–3,000 word marketing report
- Editable comparison table and funnel chart
- Annotated screenshots of both versions
- Figma/Canva visuals (if design was part of the coursework)
- Step-by-step A/B test setup guide in Google Optimize