



## WIDERFUNNEL MARKETING CASE STUDY

# Hair Club Goes Beyond 'Best Practices' -- and Increases Conversions by 20%

Find out how Hair Club, a leading hair restoration service company, increased retail lead generation conversions by 20% utilizing an A/B testing strategy that beat 'best practices' designs.

### THE CLIENT: HAIR CLUB

Hair Club ([www.hairclub.com](http://www.hairclub.com)) is the world leader in personalized hair loss solutions, providing surgical and non-surgical restoration treatments to men and women in more than 95 Hair Club Treatment Centers across North America. With over 30 years of experience, Hair Club is regarded as the gold standard in all hair loss treatments available and has some of the world's most renowned and respected hair loss physicians as members of their team.

### THE BUSINESS NEED

Hair Club drives traffic to its website through fully integrated online and offline campaigns, centrally capturing leads for its network of Treatment Centers. A call-to-action for a free in-person consultation drives form-fill online conversions. Hair Club's sophisticated use of analytics ensures that web visitors are tracked through their entire lifecycle – from initial click-through to completion of consultation appointments to purchase.

Although Hair Club's paid search strategy was successful at driving highly targeted traffic to the site, the number of visitors who completed the online form was below expectations, resulting in a higher than desired cost per lead.

The Hair Club marketing team knew that improving the persuasiveness of the landing page was an obvious way to impact conversion rates – drastically and quickly.

### THE CHALLENGES

As an experienced, data-driven group, the Hair Club marketing team had already run several tests on various parts of their site and used time-tested web content such as professional photography, video and copy.

Using best practices as a baseline, the team had identified some test elements for the landing page optimization project but felt that a trial-and-error testing approach



would be too time-consuming and, most importantly, not deliver test results with a high degree of certainty.

Hair Club recognized the need for an experienced conversion optimization specialist to propose stronger testing hypotheses that would deliver statistically valid conversion rate improvement fast.

## **THE SOLUTION**

In March 2009, Hair Club worked with WiderFunnel Marketing Optimization, a well-established full-service conversion optimization company, to plan, develop and execute a landing page optimization strategy to lift form-fill conversions on their paid search landing page.

Using its proprietary Kaizen Method™, a holistic approach to optimizing conversion funnels, WiderFunnel reviewed and analyzed:

- Hair Club business goals and key performance indicators
- Overall website performance
- Previous test results
- Google AdWords campaigns
- Web analytics data
- The Current landing page design, copy, layout and graphics

Armed with a broad understanding of the Hair Club business and its conversion challenges, WiderFunnel recommended an A/B/n testing program as a starting point to lift form completion conversions.

WiderFunnel handled the conversion optimization project in its entirety, developing a complete test plan – including hypotheses, wireframes, graphic design and copy – and executing the test.

WiderFunnel narrowed down the testing opportunities to three variations of the landing page, with the main themes listed below:

- Variation A: Video testimonials
- Variation B: Embedded call-to-action form
- Variation C: Before & after photos

## **THE RESULTS: CONVERSION RATE LIFT OF 20%!**

Twenty percent more visitors completed the call-to-action form with Variation A (video testimonials) than with the original, also called the 'Control', page design (see Fig. 1 and Fig. 2 below).

Variation B, which used a clean, best-practice-based design, performed better than the Control landing page but drove fewer conversions than the winning page.

Variation C, without video or an embedded form, underperformed all variations.

In general, using conversion optimization 'best practices' as a baseline for testing is a good starting-point. For Hair Club, however, it is an expert test strategy that produced the top-performing design rather than best practices alone.

<p align="center"><b>Fig. 1:</b> Original (Control) Landing Page</p>	<p align="center"><b>Fig. 2:</b> Winning Test Page = 20% conversion rate lift!</p>

*"We were already well into testing for conversion improvements but the impressive results of WiderFunnel's approach proved that there is more to conversion optimization than meets the eye. The experience that WiderFunnel brings to the table is undeniably valuable and made our team stronger."*

Lee Zoppa  
Vice President, Marketing & Advertising  
**Hair Club**  
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