

AliveCor® and OMNICONVERT

10.59% increase in Conversion Rate and
10.79% increase in Revenue/user

achieved by testing a homepage redesign

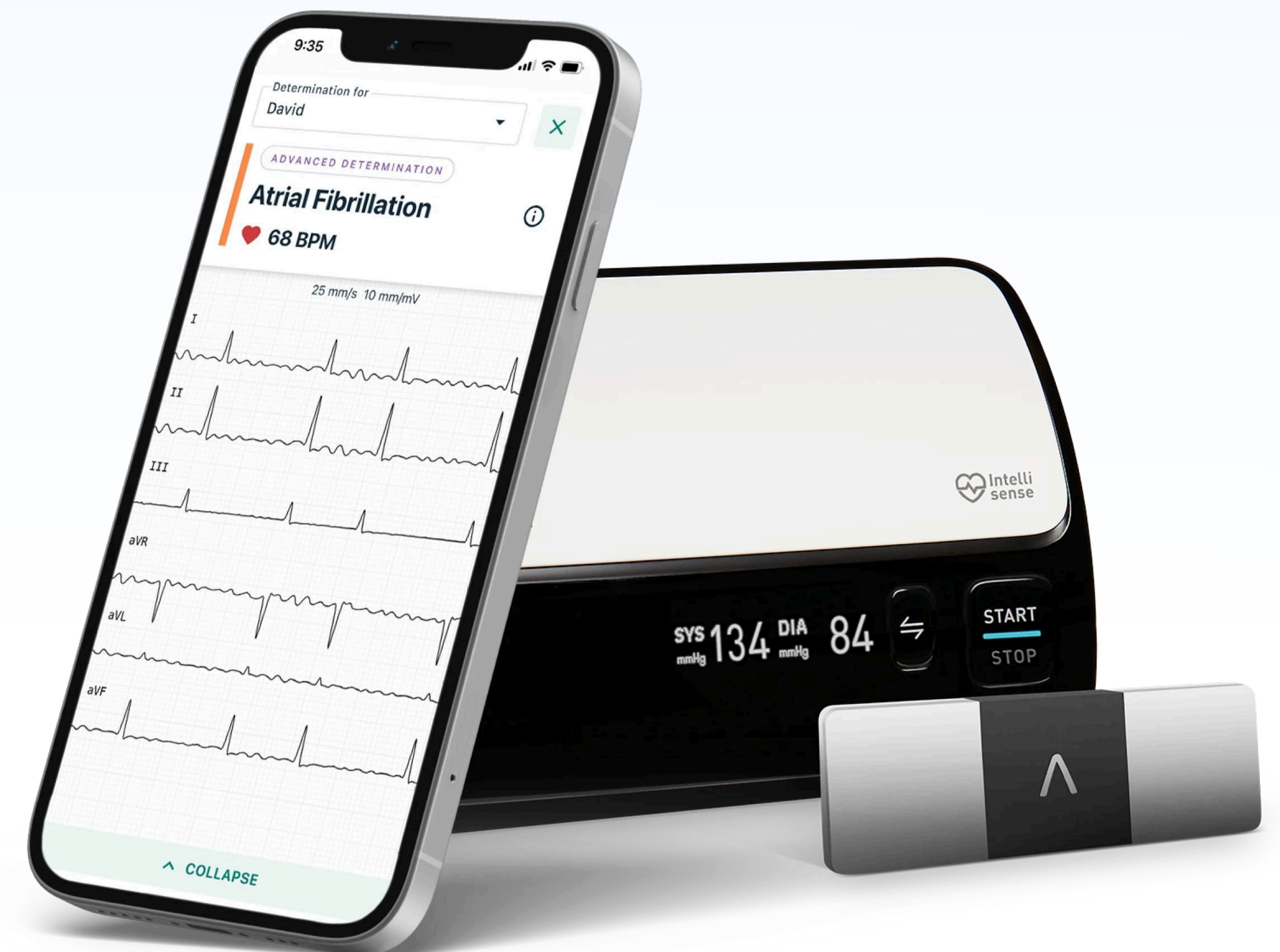
INDUSTRY
HEALTHCARE

ABOUT ALIVECOR®

AliveCor is the market leader in the technology of FDA-cleared mobile electrocardiogram (ECG/EKG).

AliveCor is a pioneering brand at the forefront of digital health technology. Renowned for its innovative solutions, AliveCor specializes in developing portable electrocardiogram (ECG) devices that empower individuals to monitor their heart health easily. By seamlessly integrating cutting-edge sensors with their user-friendly mobile application, AliveCor enables users to take proactive control of their cardiovascular well-being, facilitating early detection and monitoring of arrhythmias. Their devices use machine learning to deliver almost instant single or six lead health reports directly on the user's smartphone. Through its Kardia devices and membership, AliveCor connects patients and clinicians anytime, anywhere.

AliveCor's mission is to be the 24/7 virtual cardiologist for patients when not in front of their physician.



THE CHALLENGE

Optimize the homepage for both mobile and desktop devices so that the content about products and subscriptions is appealing enough to facilitate navigation towards the high converting pages in the website, such as listing pages and product detail pages.

However, in order to achieve this goal, we had to make sure that the newly introduced content fits in well with the existing page content, while determining what pieces of the homepage are redundant and should be removed altogether.

Our challenge was to identify the right mix of content, while finding the right balance between innovation and consolidation of the existing homepage structure.



THE SOLUTION

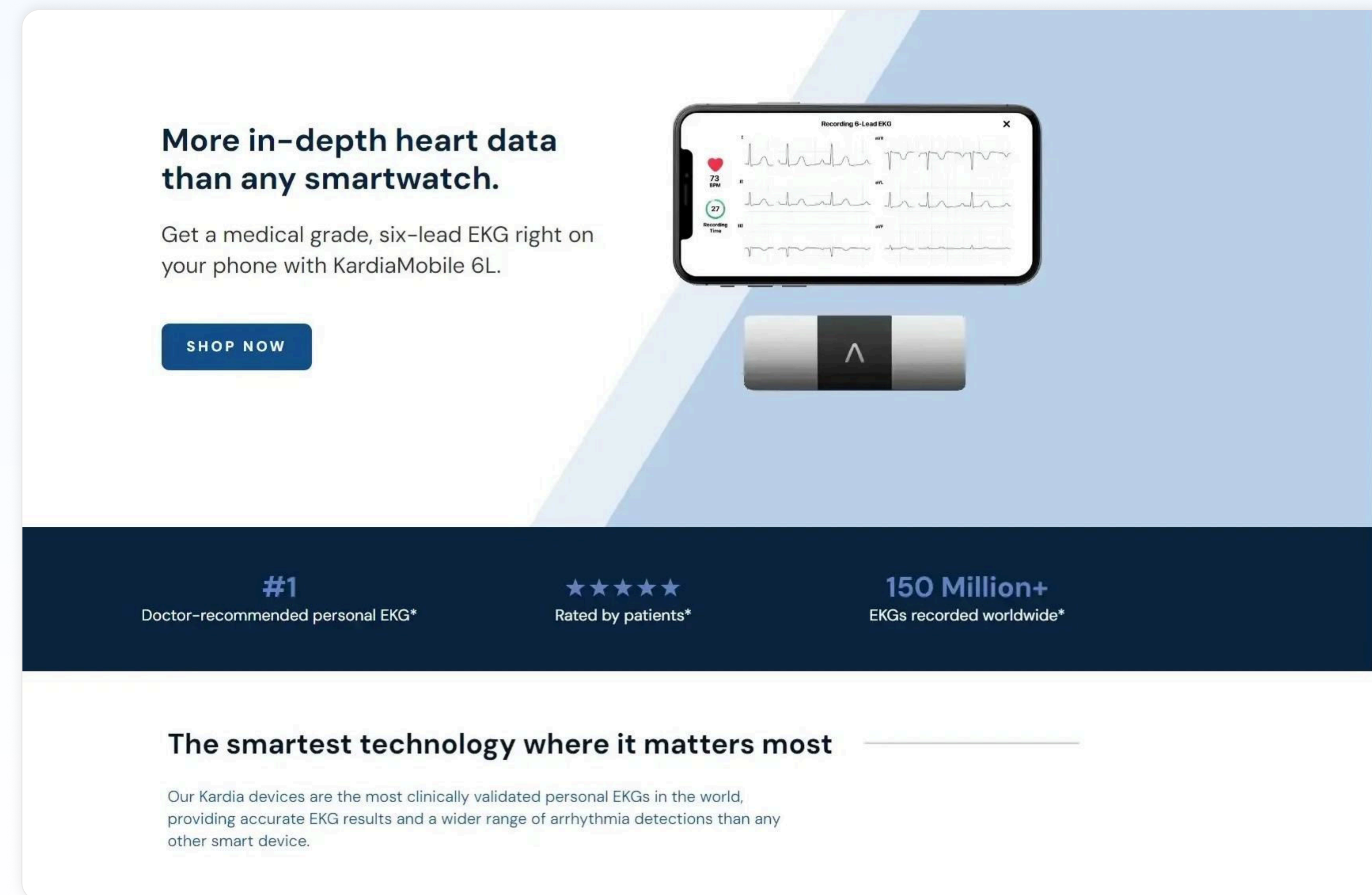
The final winning solution came after three rounds of experimentation. The first involved a thorough homepage redesign, leaving few areas unchanged. In the second stage, adjustments were made to the initial variation to improve the conversion rate.

Our solution was based upon the data and insights drawn from the first 2 homepage redesign experiments. **In the end, the hero banner area remained unchanged, the Kardia devices section was improved by using user reviews & ratings and the “Shop our products section” replaced the features checklist below the devices and KardiaCare sections.**

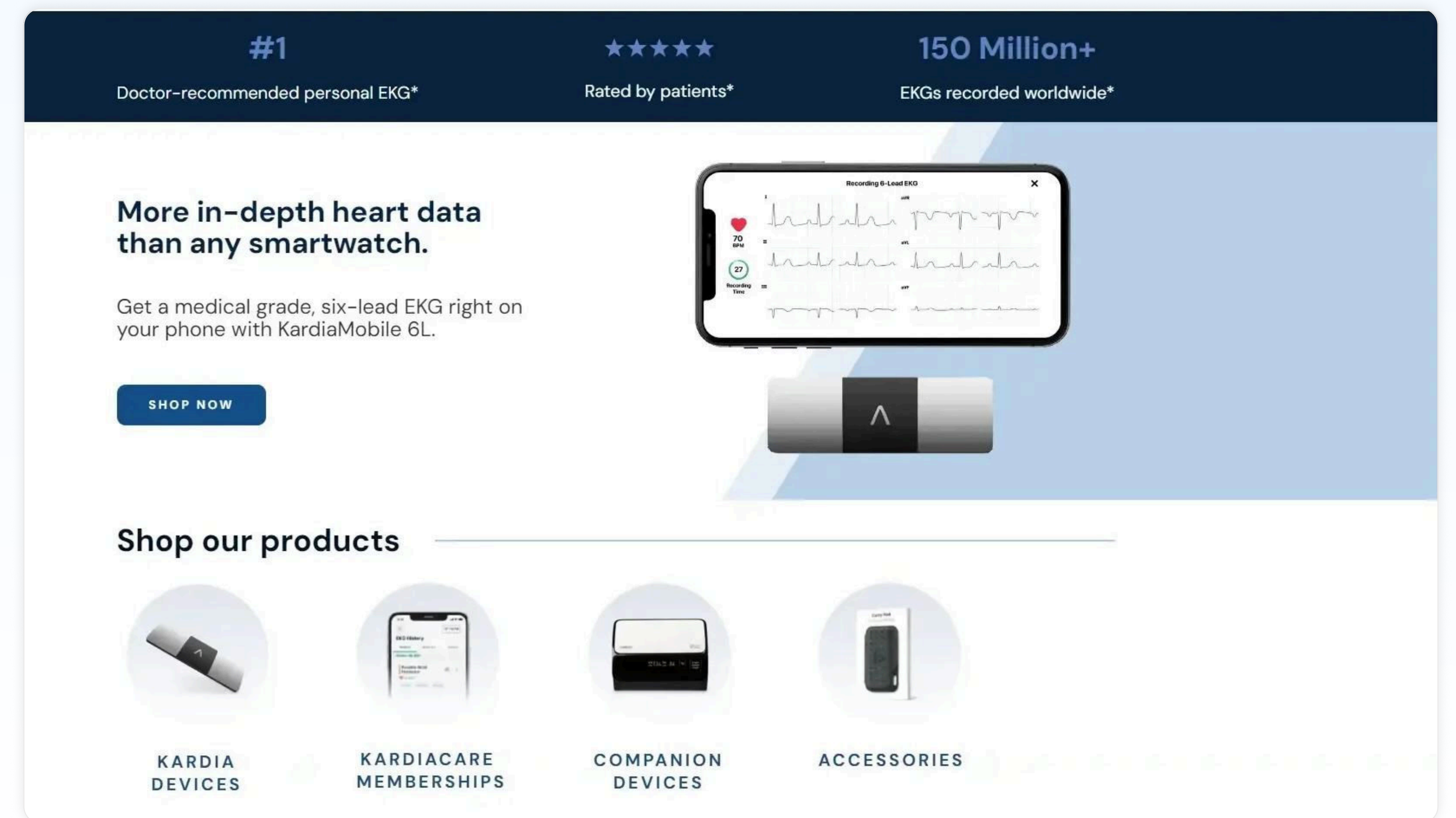


HOMEPAGE REDESIGN V1

CONTROL



VARIATION

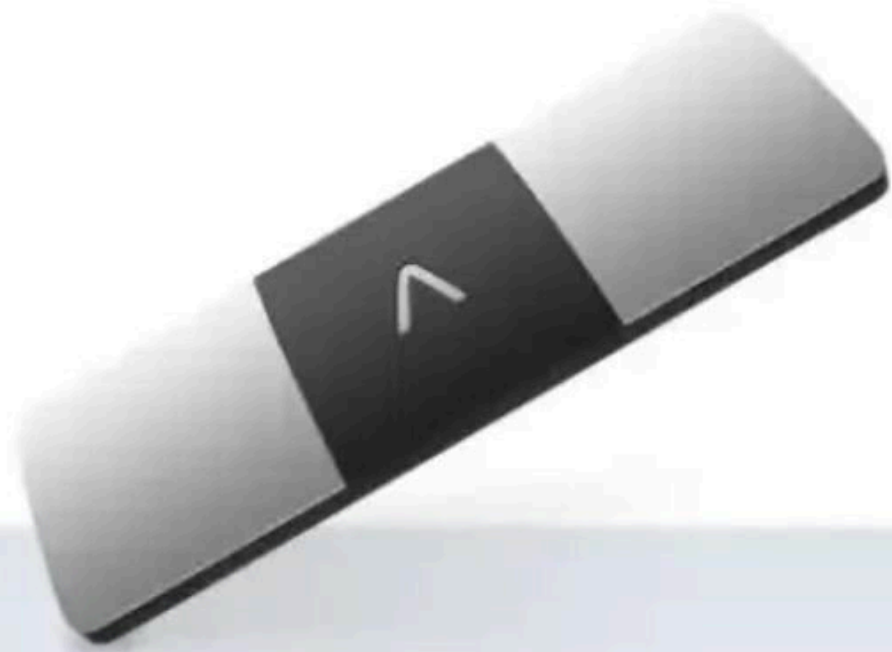


Firstly, the benefits bar was moved on top of the hero banner so that more people can see it (scroll maps revealed that up to 25% of users weren't seeing the benefits bar).

Secondly, the hero banner white space was reduced and we added a quick access section for all product categories, according to best practices.

HOMEPAGE REDESIGN V1

CONTROL



KardiaMobile® 6L

The world's first six-lead personal EKG, KardiaMobile 6L records medical-grade heart rhythm data in seconds and is FDA-cleared to detect up to six of the most common arrhythmias.

[Learn More](#)



KardiaMobile® Card

Our most advanced single-lead personal EKG, KardiaMobile Card is as thin and light as a credit card and fits perfectly in your wallet. Record accurate EKGs from anywhere and get instant results on your phone — no WiFi required.

[Learn More](#)



KardiaMobile®

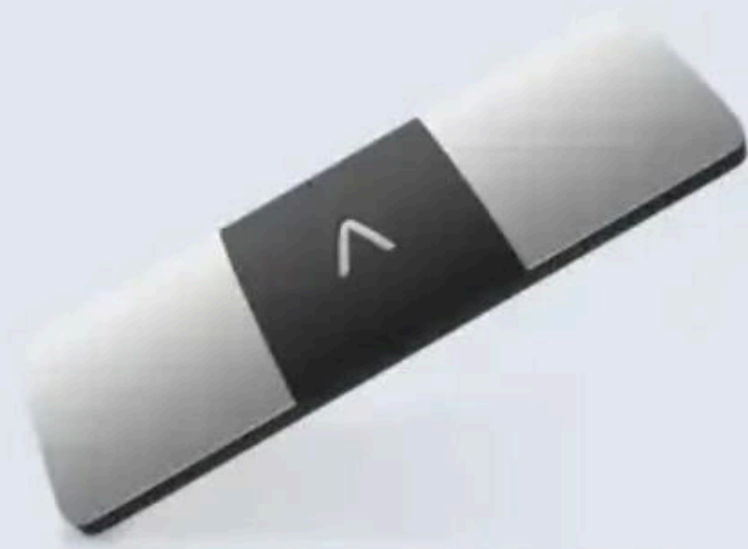
The original KardiaMobile. FDA-cleared, single-lead personal EKG that records medical grade EKGs right on your phone.

[Learn More](#)

VARIATION

Kardia devices

Our Kardia devices are the most clinically validated personal EKGs in the world, providing accurate EKG results and a wider range of arrhythmia detections than any other smart device.



KardiaMobile® 6L

THE WORLD'S FIRST SIX-LEAD PERSONAL EKG

★★★★★ 5 **LJ** 

"I am a cardiac physiologist (with paroxysmal AFib). Very impressed with the quality of the six-lead recordings."

[SHOP KARDIAMOBILE 6L](#)



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OUR MOST ADVANCED SINGLE-LEAD PERSONAL EKG

★★★★★ 5 **LG** 

"Great! Makes it easier to take with me everywhere. I always have my phone and my wallet, so I can just keep this in my wallet for easy use if I need to."

[SHOP KARDIAMOBILE CARD](#)



KardiaMobile®

TAKE AN EKG ANYTIME, ANYWHERE

★★★★★ 5 **BN** 

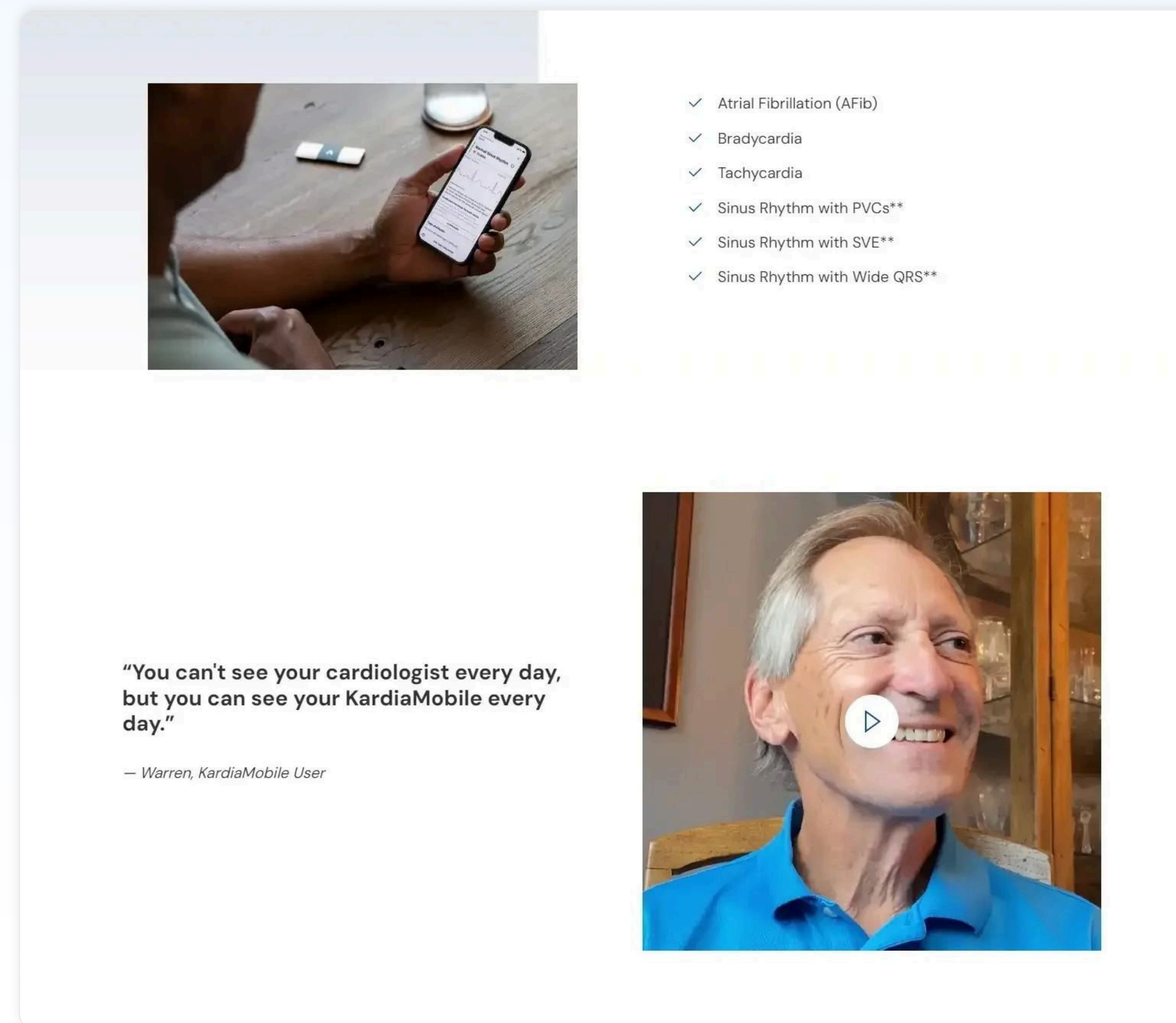
"So thankful my cardiologist told me about this! I use it pretty much daily and it has been so reassuring. For 4 years now I've been told it's just anxiety...but after using Kardia it has detected that I in fact have AFib. Heart monitor couldn't detect it, but this did!"

[SHOP KARDIAMOBILE](#)

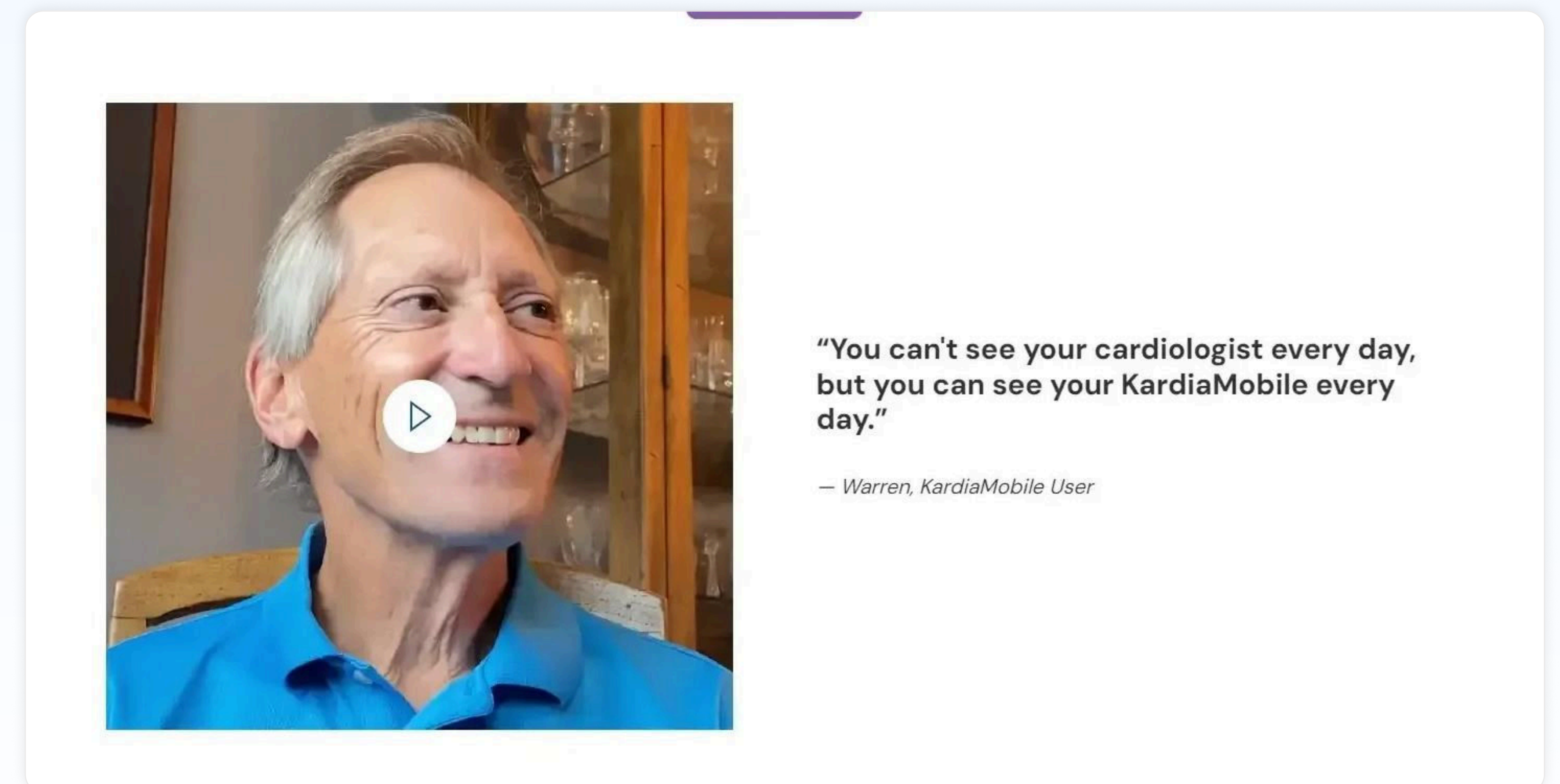
As the device descriptions were deemed long and not compelling enough by the audience (we learned this from a previous survey on user satisfaction with the available device information), it was decided to replace the technical descriptions with hand picked product reviews from cardiologists and regular users alike. The stars are adding a nice touch and help build trust, while the links to the PDPs are also more visible.

HOMEPAGE REDESIGN V1

CONTROL



VARIATION

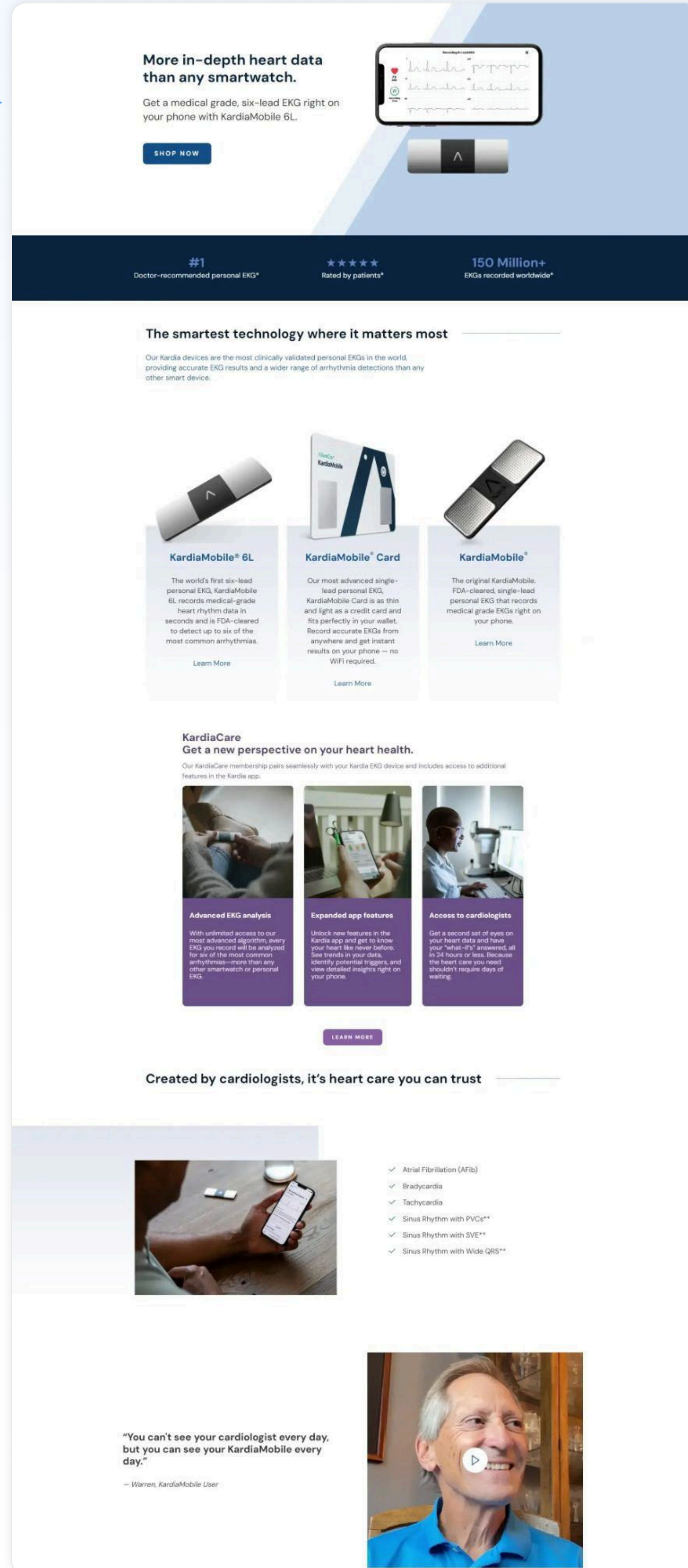


For this area, we removed the technical features, as we learned in the heatmap analysis that there is little to no user engagement with the section.

The video testimonial, on the other hand, was highly appreciated and interacted with by the users, so it remained unchanged.

HOMEPAGE REDESIGN V1

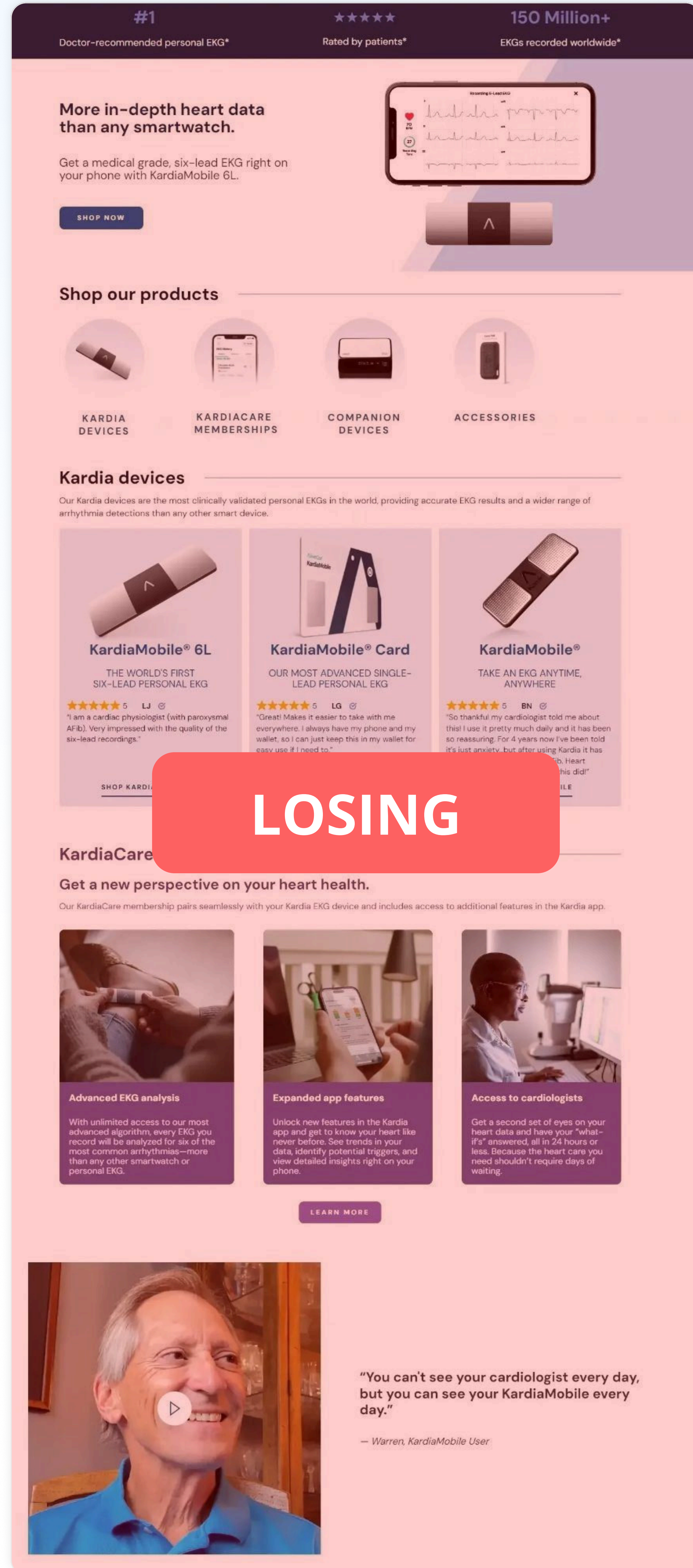
CONTROL



VARIATION

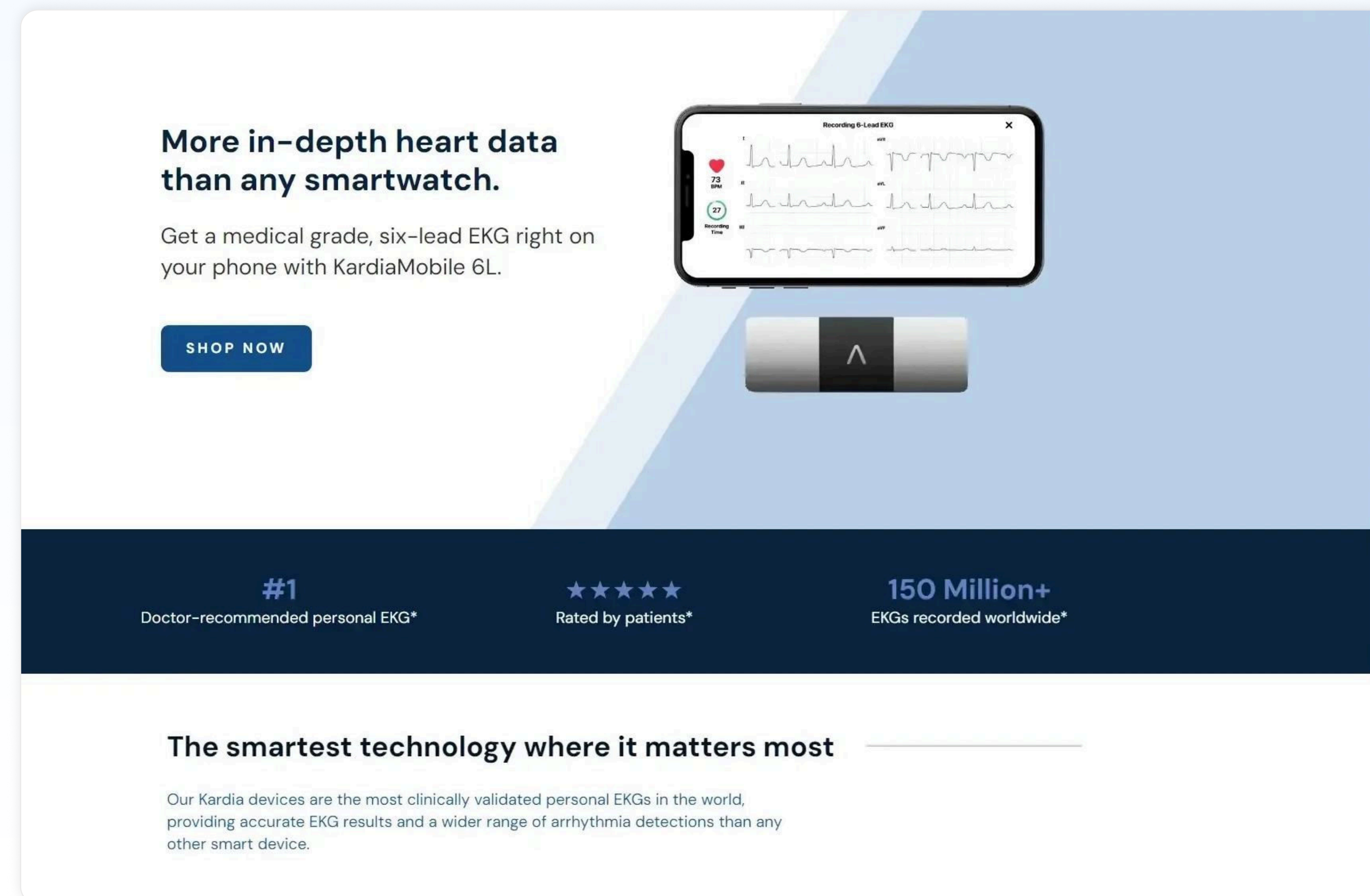
-18.52% CR
-33.16% Rev/user

LOSING

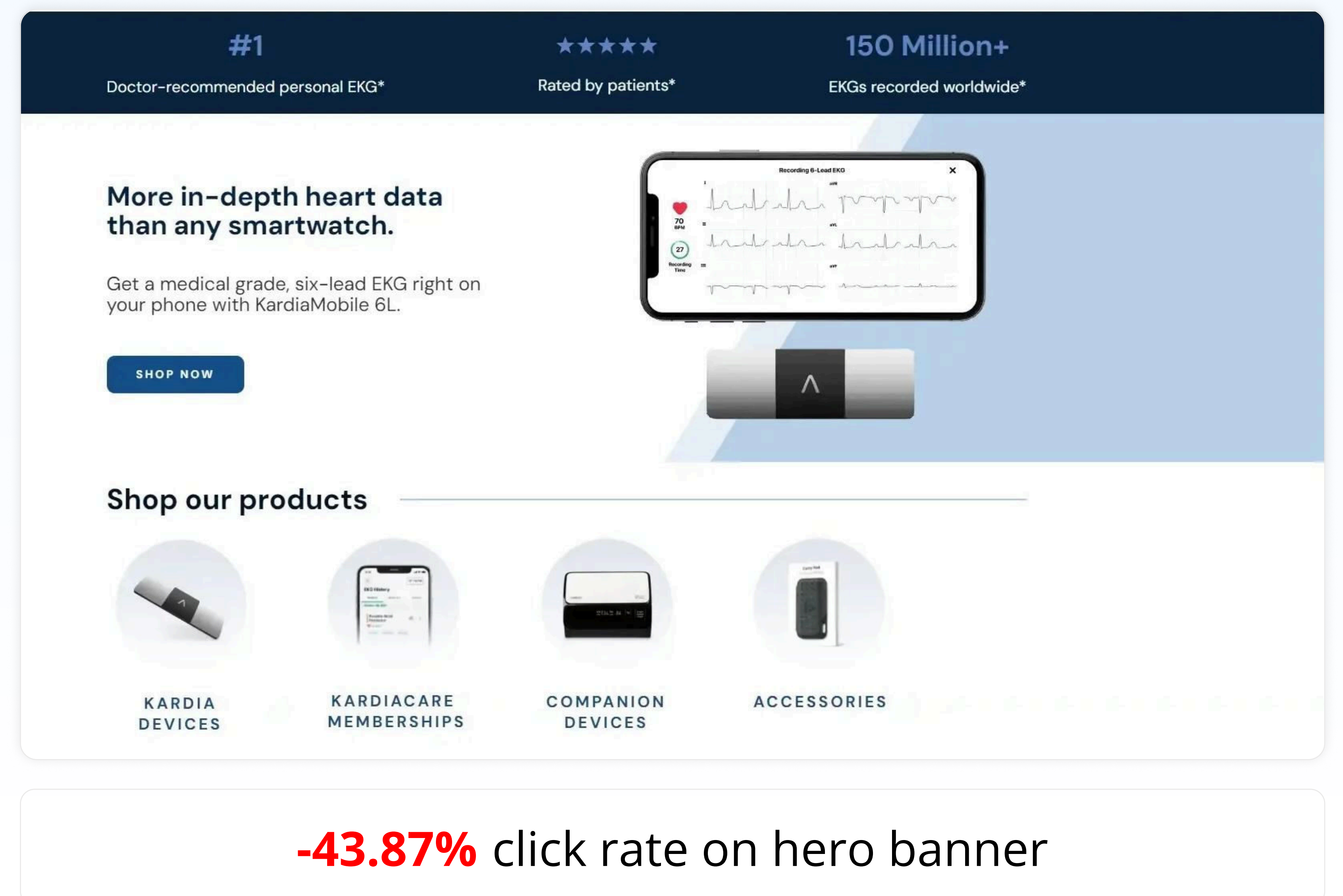


HOMEPAGE REDESIGN V1

CONTROL



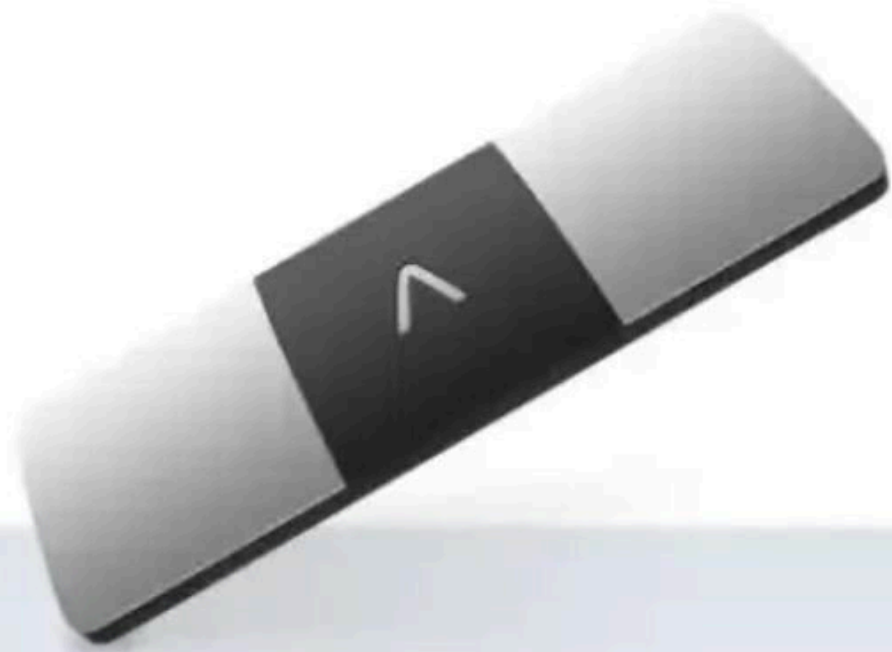
VARIATION



The impact on the top homepage area was not at all what was initially expected, as a lot of users weren't even scrolling past this section and the clicks on the main CTA had dropped by over 43%. The decrease in clicks on the hero banner was caused by the fact that the CTA size was decreased and that the benefits, now placed on top of the banner, were shifting user focus away from the CTA.

HOMEPAGE REDESIGN V1

CONTROL



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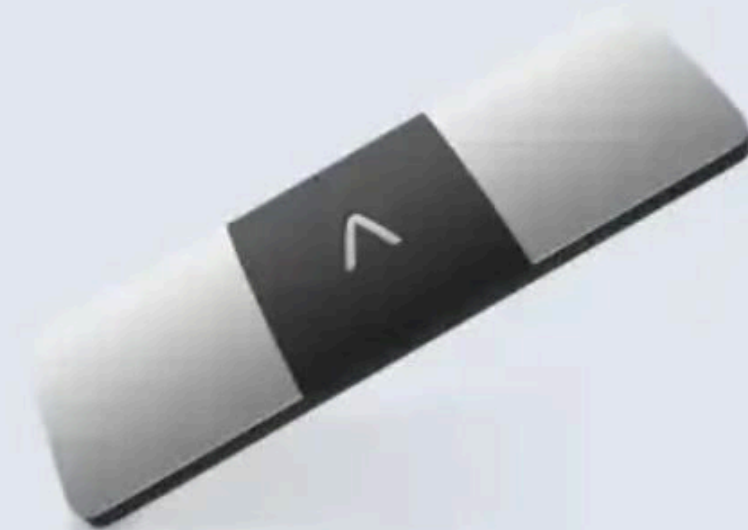
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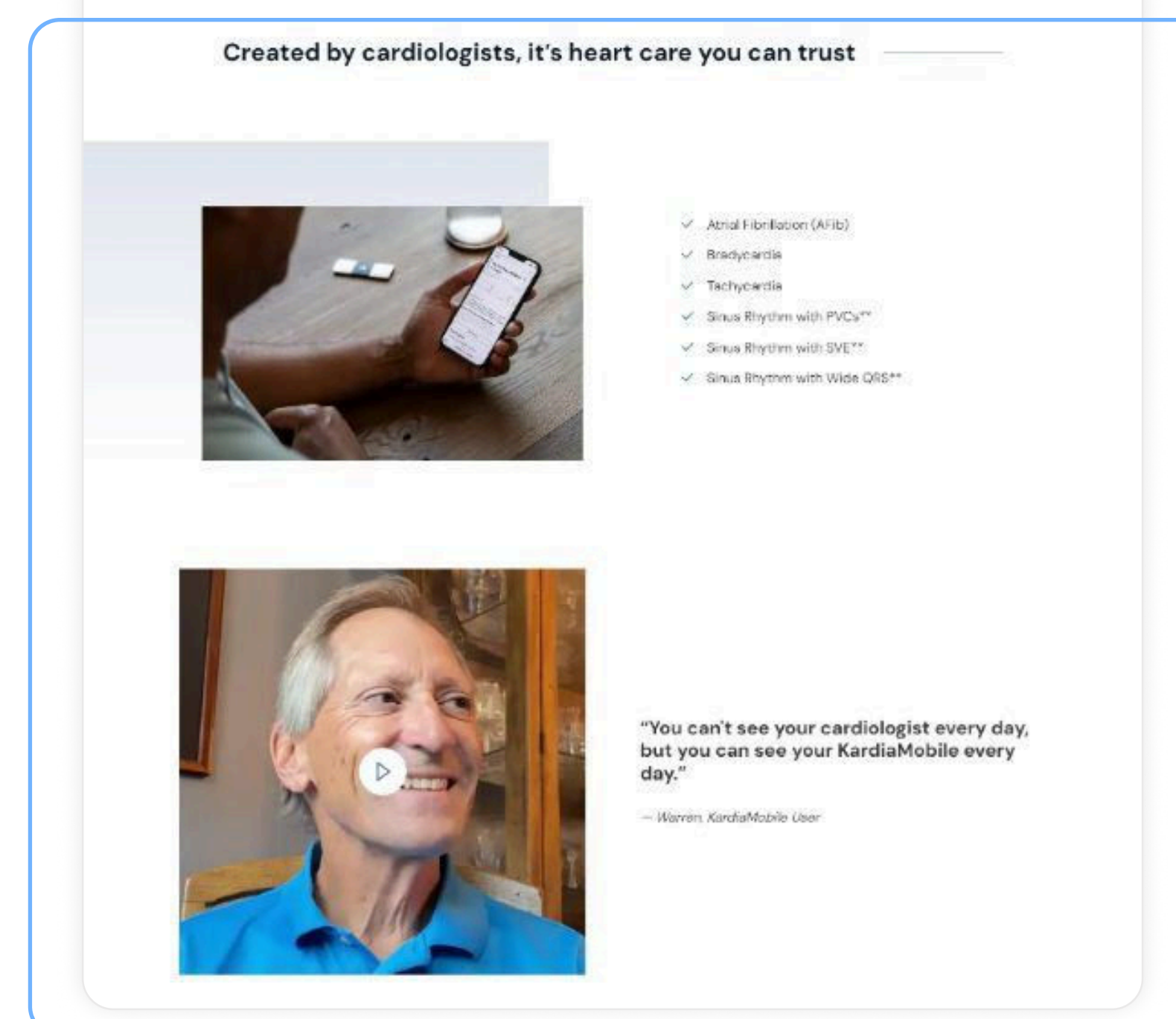
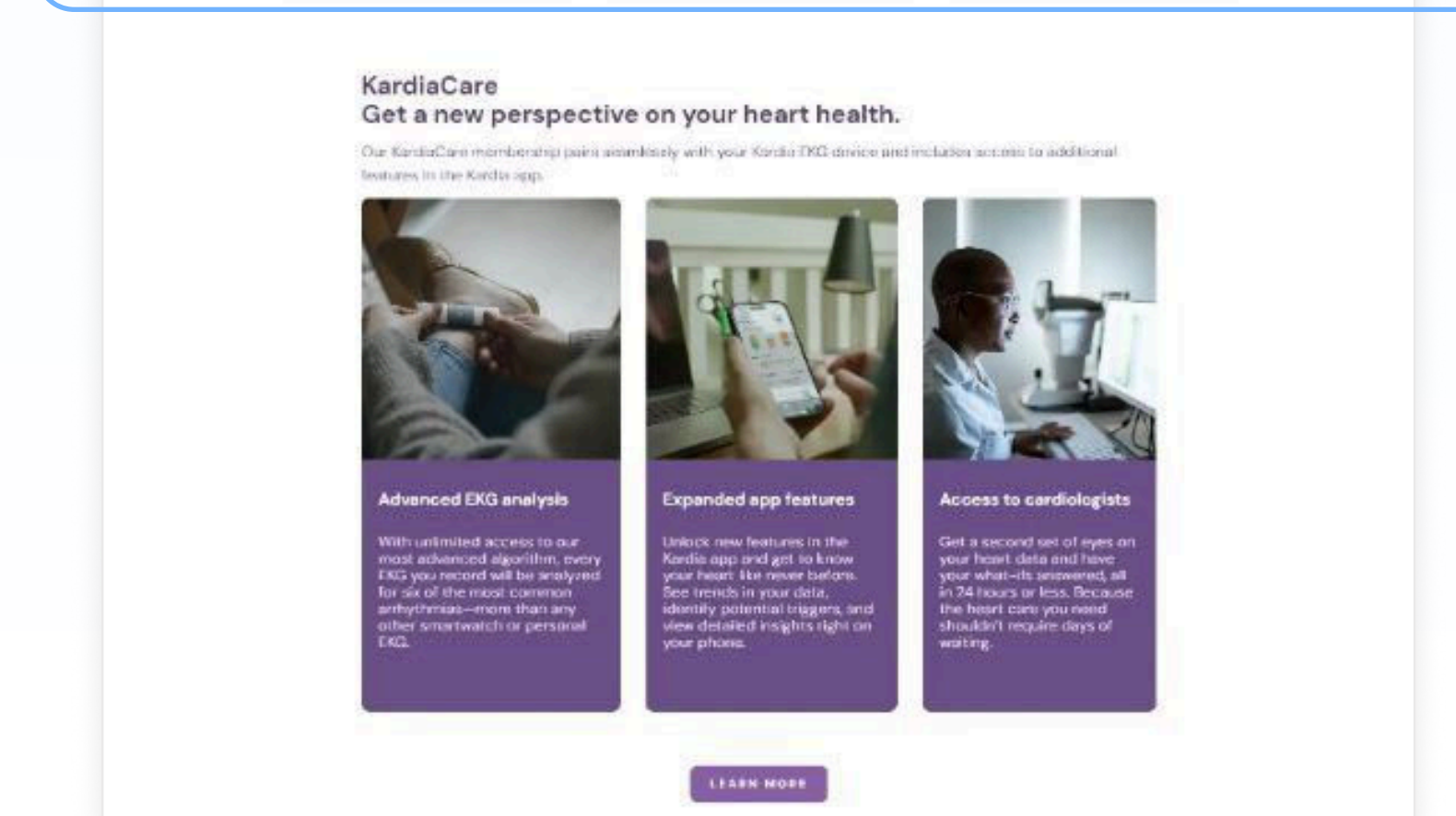
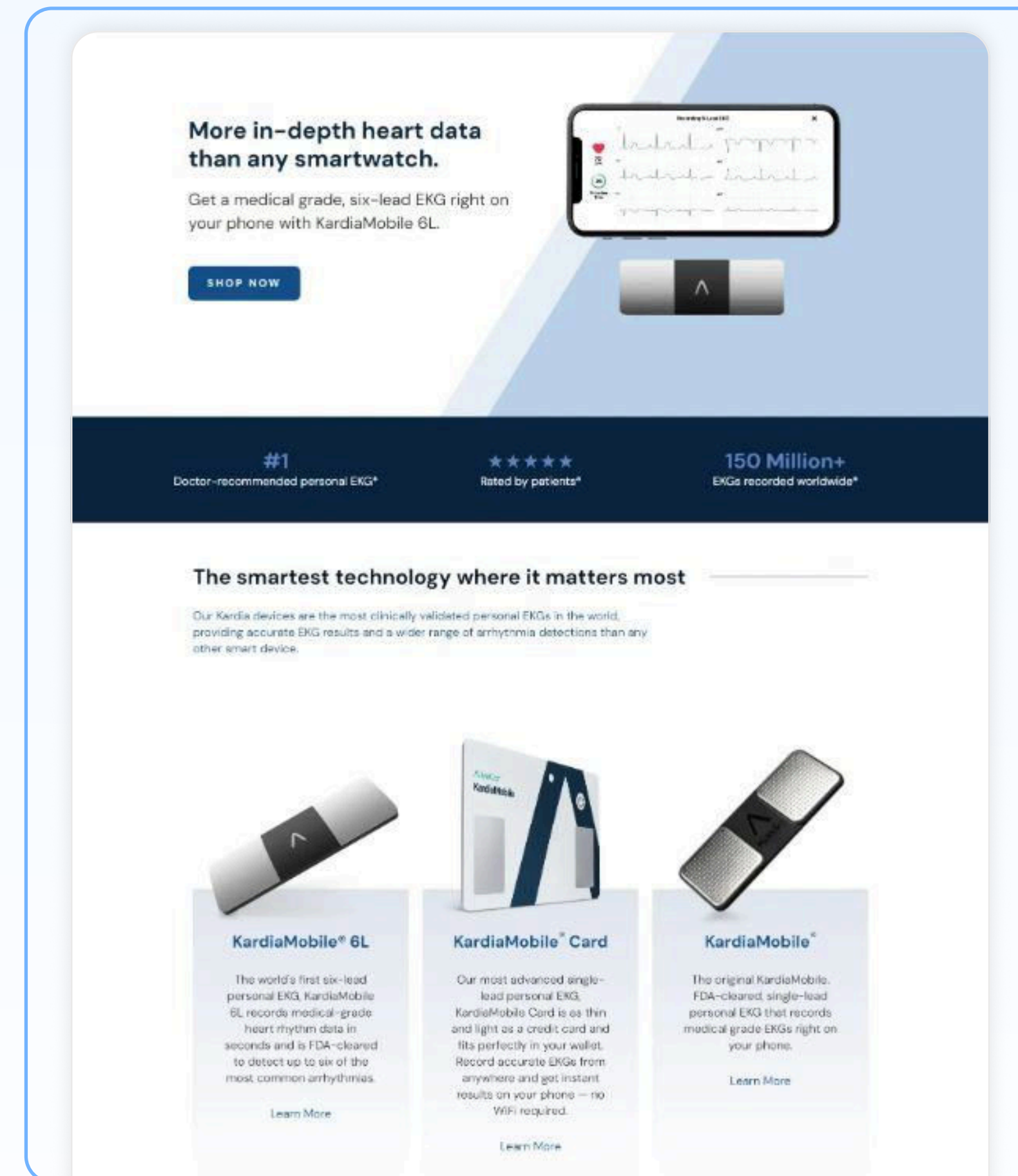
[SHOP KARDIAMOBILE](#)

+23.7% click rate on hero banner

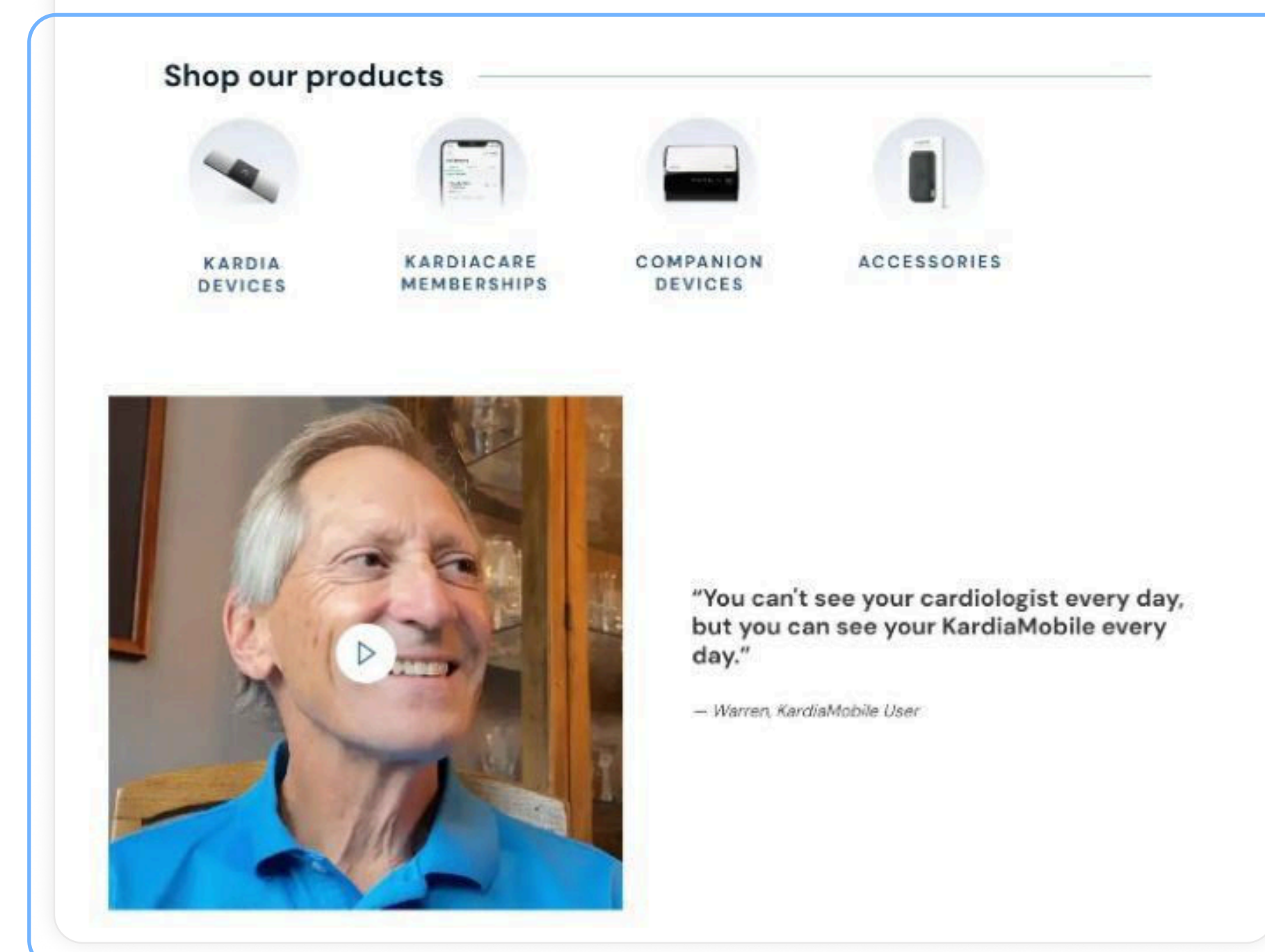
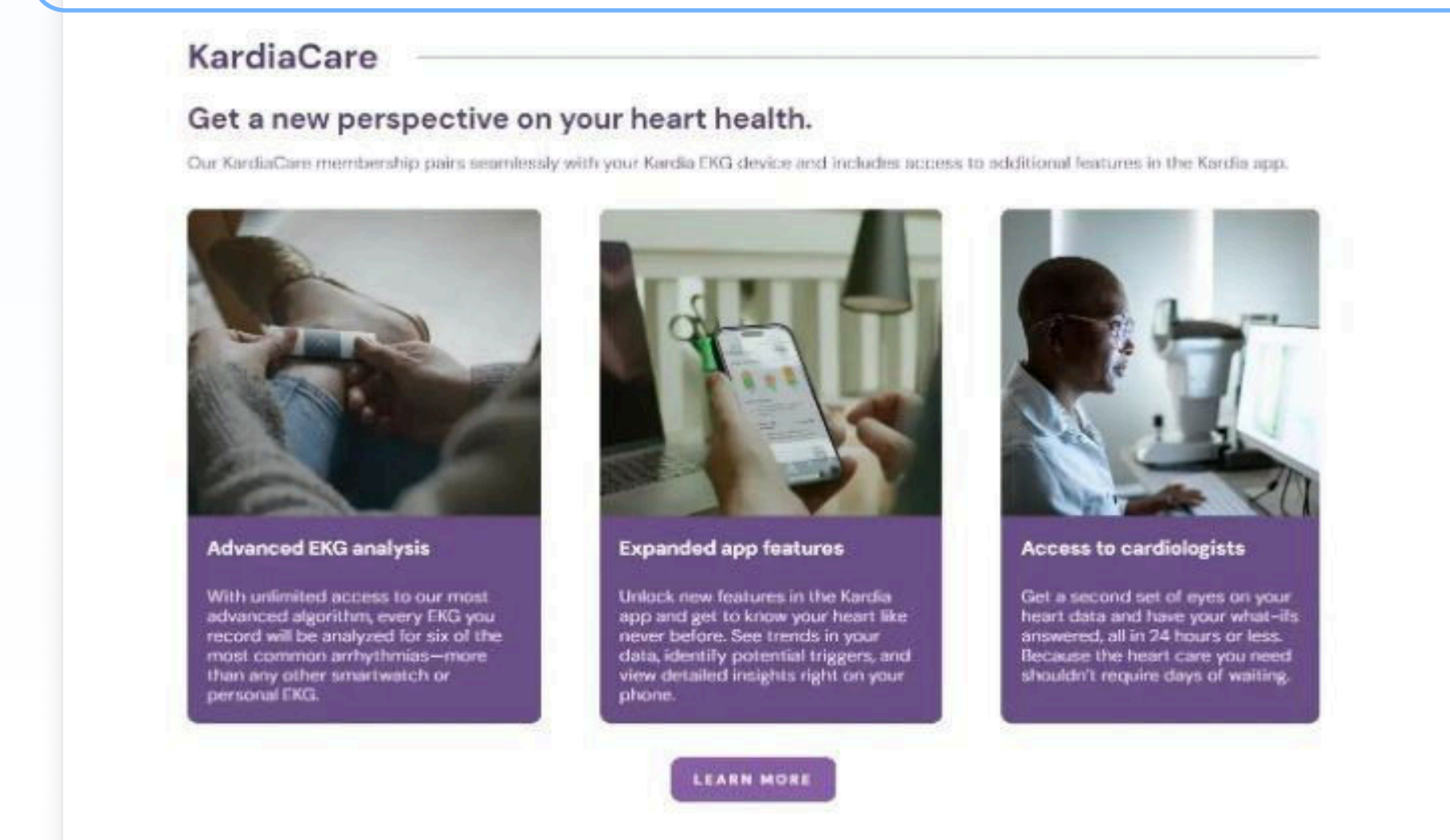
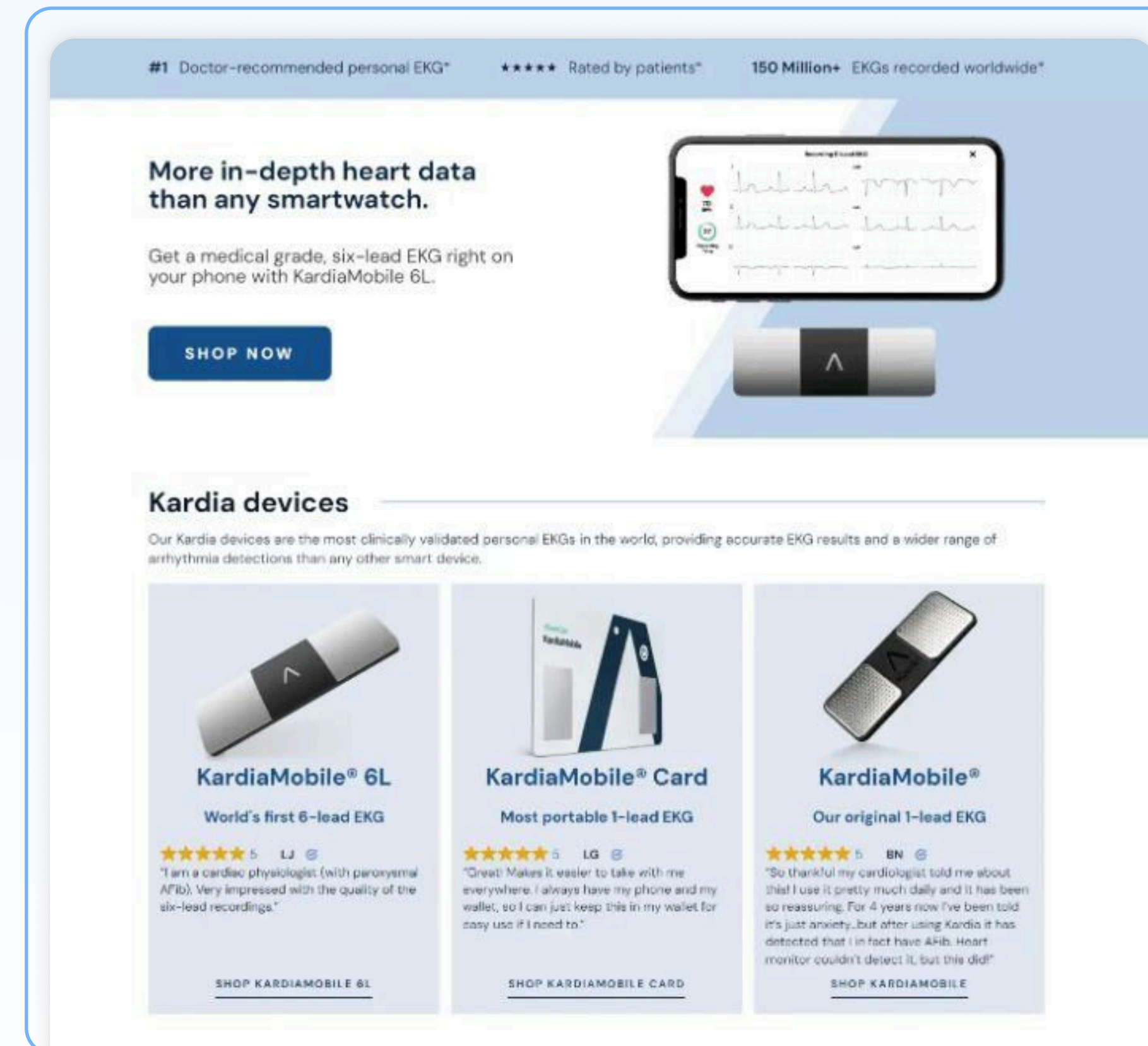
However, for users who did scroll past the top area, there was a clear increase in interactions with the modified areas. For example, the Kardia devices section saw a 23.7% increase in clicks on the PDP links. On top of that, users who interacted with the section on variation had a better conversion rate than on control.

HOMEPAGE REDESIGN V2

CONTROL

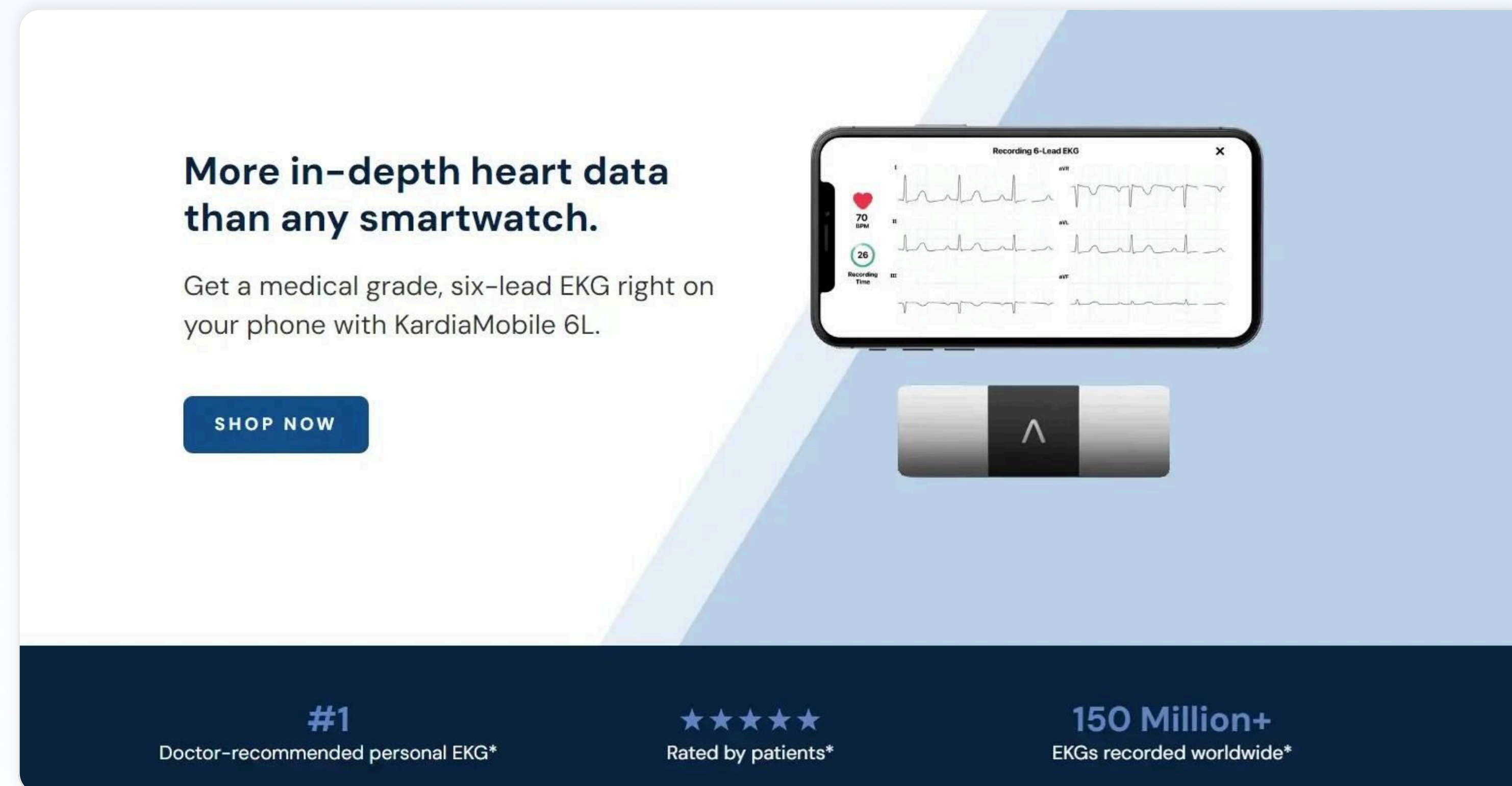


VARIATION

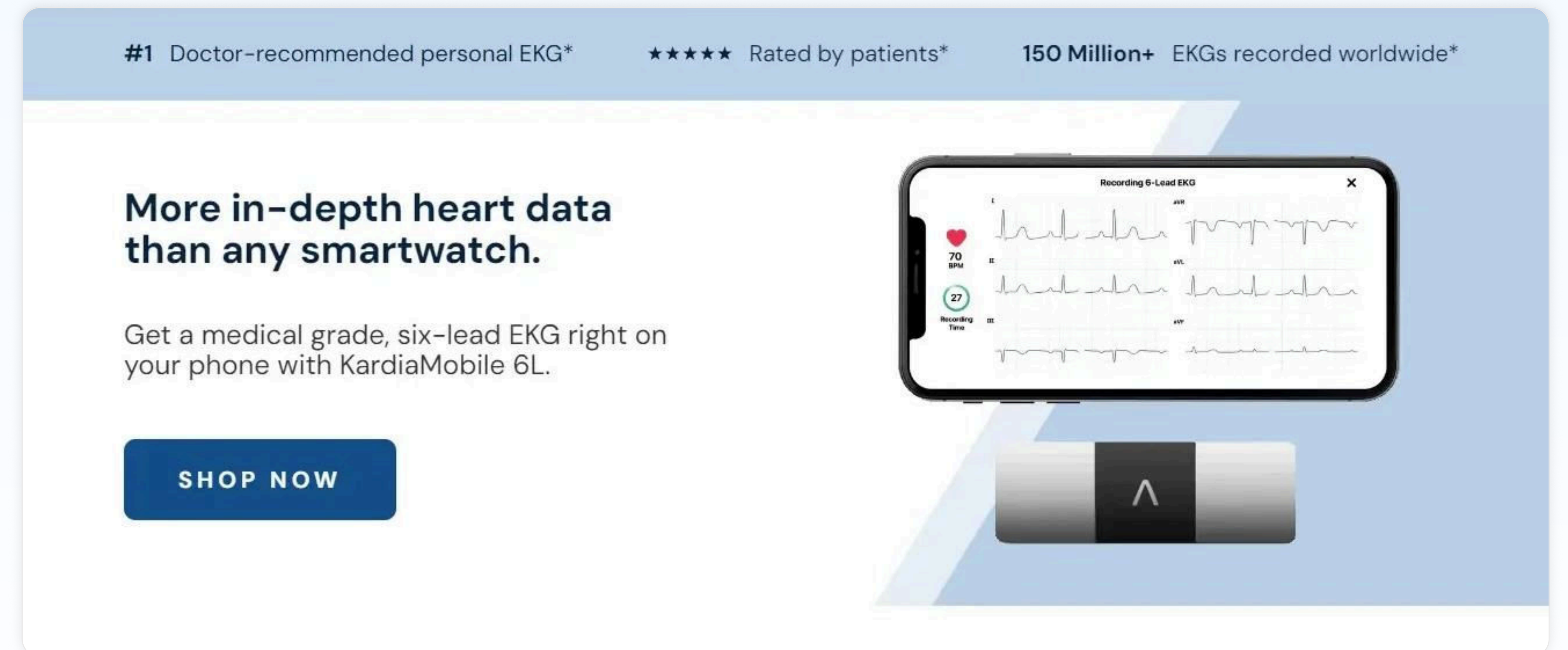


HOMEPAGE REDESIGN V2

CONTROL



VARIATION

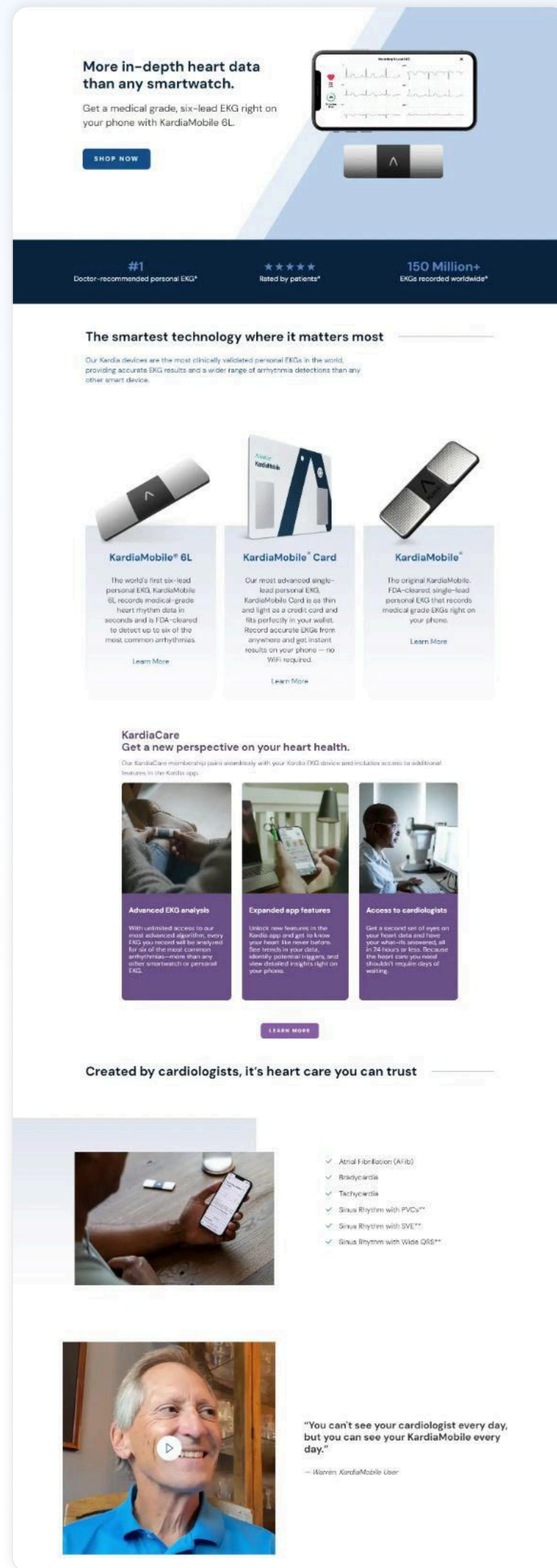


Using the learnings from the V1 experiment, we increased the CTA size and hero banner text to be more visible for the website audience. The benefits bar background color was edited so that it has the appropriate contrast and its height was reduced in order to avoid taking the focus away from the CTA.

Moreover, the "Shop our products" section was moved lower in the page hierarchy in order to prompt the top performing devices section higher up on the page.

HOMEPAGE REDESIGN V2

CONTROL



VARIATION

+4.97% CR

+6.14% Rev/user

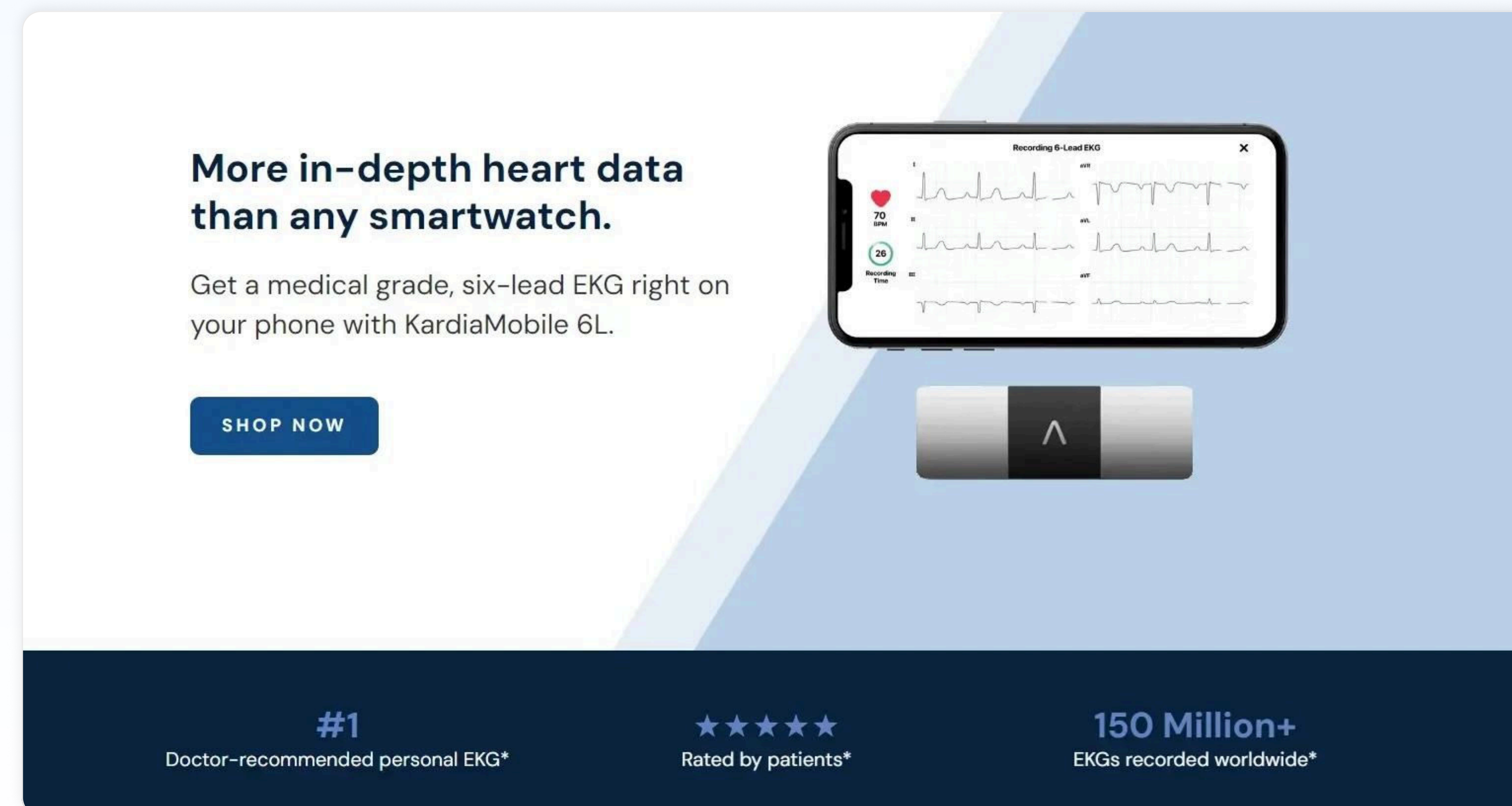
69.59% chance to win

INCONCLUSIVE

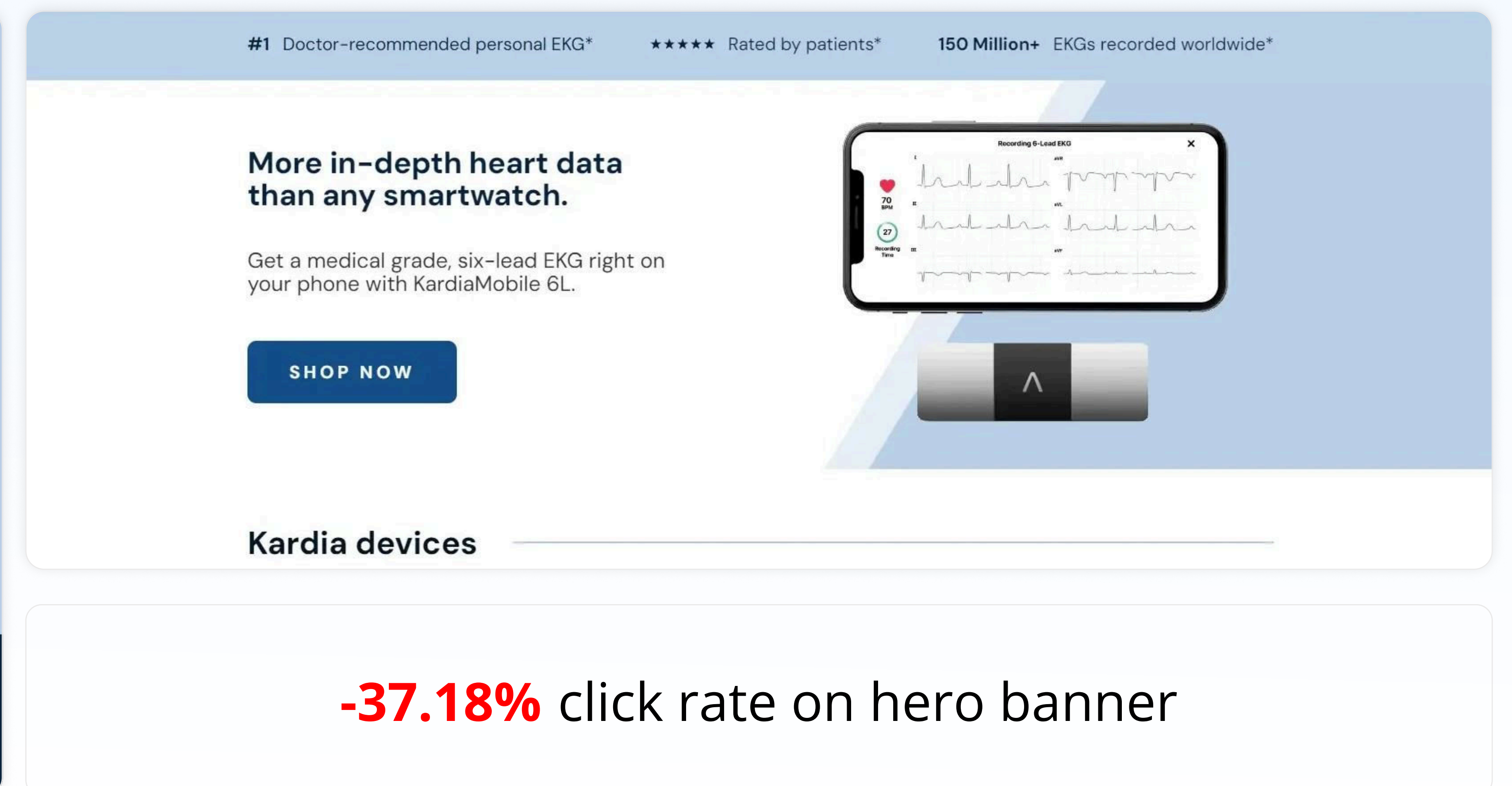


HOMEPAGE REDESIGN V2

CONTROL



VARIATION



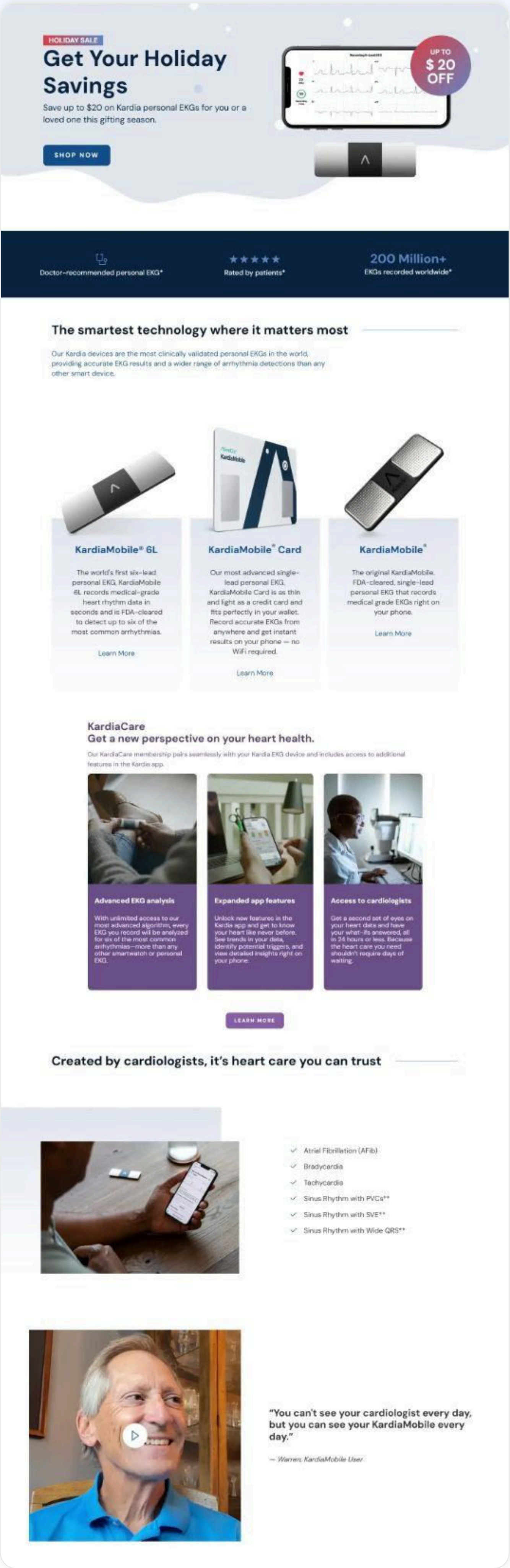
Although the overall CR impact was positive in this second experiment (the chance to win was not enough for declaring the experiment winning, but the improvement was there), the amount of clicks on the hero banner CTA weren't positively impacted.

We used the "Scroll 25%" goal to filter all data for users who scrolled past the top 25% area of the homepage. The filtered data was substantially improved compared to the regular data - over 52% increase in CR and over 43% in revenue / user. This hinted that the updated hero banner and benefits bar was a change that dragged down the experiment results.

Homepage Redesign V3

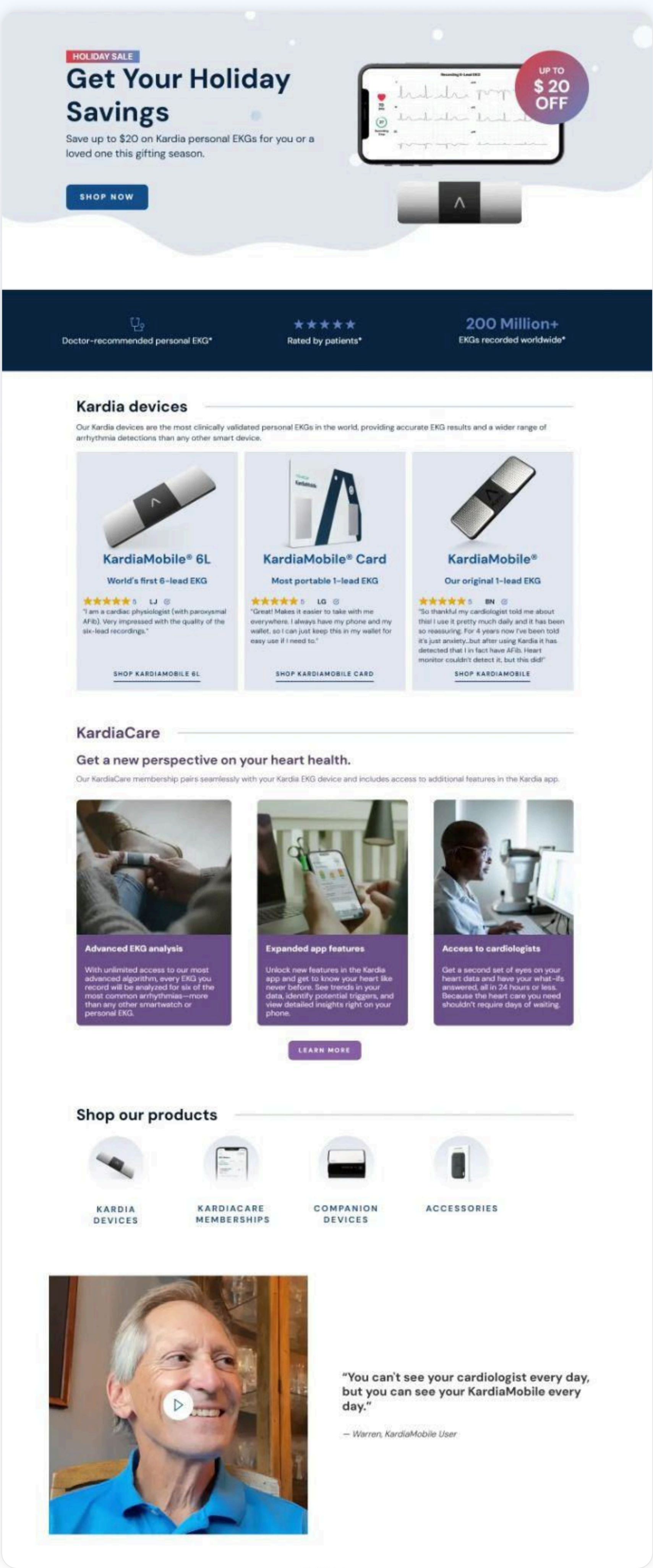
CONTROL

It was decided to revert back to the original benefits bar and hero banner structure. The rest of the changes from the Homepage Redesign V2 were maintained, as it was concluded that the impact of those updates were mainly positive.



VARIATION

+10.59% CR
+10.79% Rev/user
95.25% chance to win



CONCLUSIONS

The experiment was declared winning, displaying a high chance to win, alongside significant uplifts in the Conversion rate.



This series of experiments underscores the importance of **establishing a clear relationship between physical products and their associated subscriptions**. Additionally, **incorporating a main categories section can effectively guide users toward high-conversion areas of the website**, enhancing overall navigation and user engagement.

Furthermore, the test results emphasize the necessity of critically evaluating assumptions about seemingly "obvious improvements" before implementation. Each proposed enhancement should be rigorously tested to validate its actual impact. Additionally, precise experiment tracking and well-defined goals play a crucial role in optimizing variations, ensuring that changes demonstrably enhance the existing website performance.

"Omniconvert took the initiative to improve our homepage, bringing forward insights from previous tests, customer surveys, and a clear goal to enhance our conversion rate by delivering the right information in the most effective way. Their strategy of continuous testing, refining, and testing again, combined with their collaborative approach, played a crucial role in the success of this experiment."

Emily Kowalsky

Sr Director, Growth Marketing - AliveCor



Need help with the entire CRO process, from research to final results? Look no further - we've got your back!

Schedule a call with us, and together we'll reduce guesswork and achieve great results.

[Book a Call Here](#)