

CASE STUDY

Intuit Quickbooks Enterprise Testing & Optimization

OVERVIEW

Intuit Quickbooks Enterprise (QBES), the premier accounting software, is supported by a marketing team that uses web-analytics data to optimize the customer's journey and drive product sales. Understanding specific audience behavior is key to optimizing the website experience for customers and boosting Conversion Rate Optimization (CRO).

CHALLENGE

Gain a deeper understanding of audience behaviors and use findings to develop a testing strategy that increases CRO.

Intuit's thorough culture of testing, and its hyper-optimized website already supersede industry best practices. However, as the QBES marketing team constantly strives to sharpen their competitive edge, it became apparent that if they could dig deeper into customer insights, gain greater visibility into behavior, and conduct advanced experimentation, they would potentially take the customer experience to the next level and increase CRO.

SOLUTION

Quickbooks partnered with Evolytics for a saturation-dive analysis of audience insights and bulletproof A/B testing process to develop a successful UX strategy.

1. Analysis: Evolytics used Adobe Analytics and heatmapping technology to identify where the most churn occurred in the funnel. Analysis discovered that specific form fields caused site visitor hesitation, and high-impact pages were buried in the top navigation.
2. A/B Testing: Using insights from the analysis, an A/B testing roadmap was developed which focused on reducing friction and streamlining decision-making (conversion) options in the customer journey.

RESULTS

Massive increases in customer lifetime value.

Critical friction points discovered by implementing Evolytics' A/B Testing Framework and the IDEA method were removed. Following this strategy produced significant results within two quarters, including a multi-million dollar increase in customer lifetime value.

Evolytics continues to partner with QBES to optimize customer experiences by helping visitors find the information needed to make purchasing decisions. The team maintains a robust testing mindset and is always on the lookout for new "winning ideas" for optimizing the customer journey and improving customer experiences.