morevisibility

THE LORD'S PLACE
Breaking the Cycle of Homelessness

The Lord's Place
www.thelordsplace.org

About The Lord's Place

The Lord's Place is dedicated to breaking the cycle of homelessness by providing innovative, compassionate and effective services to men, women and children. The Lord's Place offers comprehensive services designed to end homelessness. For close to 40 years, the organization has been changing the lives of families and individuals experiencing homelessness.

Non-Profit Improves CTR, Bounce Rate, and Donations with Google Optimize

The Problem / Challenge

Although mobile was the primary traffic type, it had the lowest conversion rate of all device types. MoreVisibility sought to assist The Lord's Place on better capitalizing on this traffic.

The Solution

By making the "Donate" button available on every page of the site for mobile users, site visitors are always one click away from making a donation. MoreVisibility deployed an A|B test to mobile users to present a global donation call to action (CTA) across the site on the bottom of the screen (with the exception of the Donation page).

baseline · Variation 1 · Variation 2
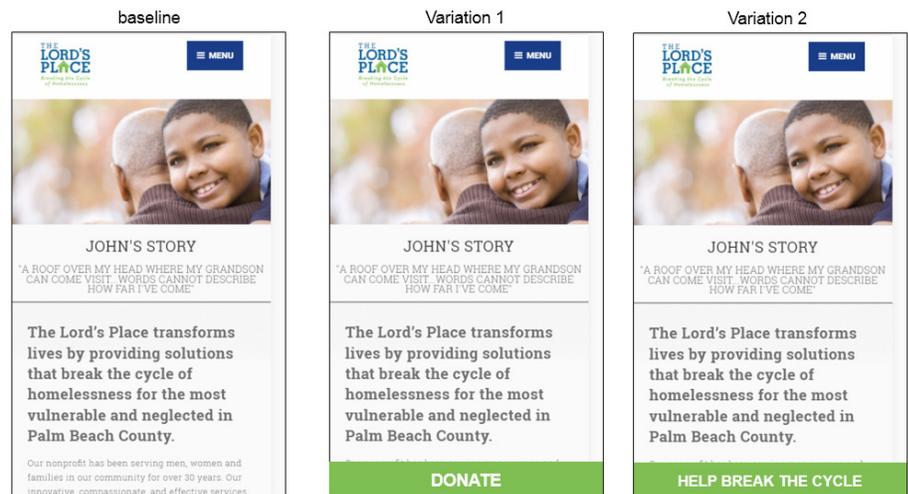
MoreVisibility
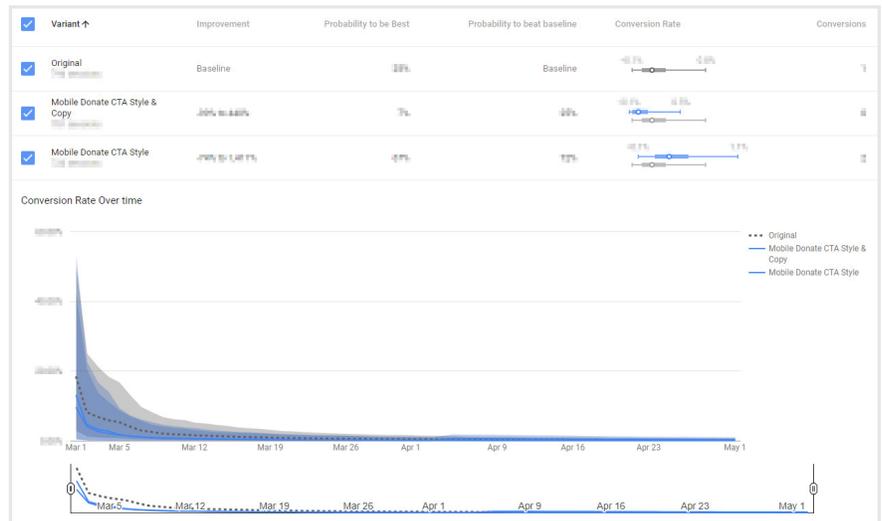www.morevisibility.com

About MoreVisibility

Founded in 1999 and based in Boca Raton, FL, MoreVisibility is one of the nation's leading Online Marketing agencies specializing in SEO, Interactive Advertising, Social Media, Web Design, and Analytics. MoreVisibility is a Google Analytics Certified Partner focused on Google Analytics, Google Tag Manager, Google Optimize and Google Data Studio. The agency works with diverse clients on attribution and data intelligence insights including Henry Schein, RSM, Miami Dolphins, Boise State, & The Children's Hospital of Philadelphia.

Google Marketing Platform
Certified

Google Analytics Certified
Partner
Services

The Results

After running the AB test for 3 months, the test showed a +95% probability that the test variations would beat the baseline by up to 125%. Variation 2 of the CTA button showed a 59% probability that "Help Break The Cycle" would improve the bounce rate by 27%.
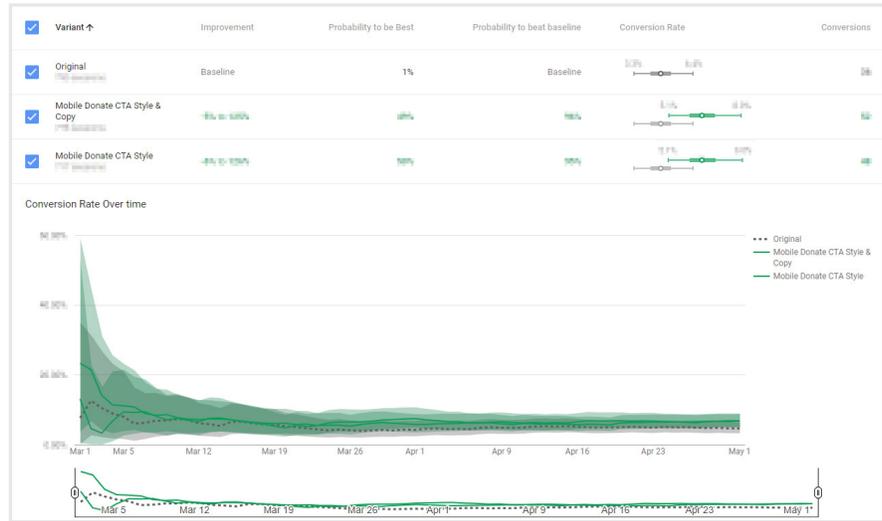
Variation 1 of the CTA button showed a 67% probability that "Donate" was the best for improving conversions and donations.

Based on the results from the test, MoreVisibility and The Lord's place deployed the "Donate" mobile CTA to the live site since it demonstrated the best improvement to click-through rate, bounce rate, and conversions.