

case study



Aconex provides a leading cloud collaboration platform for the global construction industry. With more than 60,000 user organizations and over \$1 trillion of project value delivered in more than 70 countries, Aconex is the industry's most widely adopted and trusted platform.

<http://www.aconex.com>

THE CHALLENGE

Aconex, already the market leader, knew it could leverage its web presence even more effectively for converting curious visitors into sales-ready leads. Most aspects of their web presence had not been rigorously A/B tested and needed attention.

THE SOLUTION

Aconex tasked Clever Zebo with uncovering critical steps in the marketing funnel that created conversion friction. Clever Zebo, after extensive investigation, proposed A/B testing concepts and wrote, designed and implemented the new variants.

KEY TESTING DETAILS:

- 2 radical redesign tests
- Testing via Google Experiments
- Minimum 95% confidence level

In both tests, the new variant was unambiguously successful.

The Results

1ST WINNER



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Manage information & processes across the most ambitious projects.

EASILY RUN PROJECTS WITH:

- Thousands of participants
- Millions of documents & models
- Insight & control every step of the way
- Access from anywhere

It's met all our expectations for the job, and that's pretty impressive.
Jonathan Scott, Engineering Manager
Project name: Helios Terminal

Request a live demo form fields: First name, Last name, Company, Job title, Country, Please select, Work email, Phone, Typical project value (USD), Please select, Is there anything else you can tell us about your projects?

WITH ACONEX, YOU'RE IN GOOD COMPANY.

15,600 projects of all sizes	\$800 BILLION worth of projects use Aconex	9/10 nine of the top ten EPC and EPCMs	FORTUNE 500 the top Fortune 500 firms in construction and engineering
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2ND WINNER



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3-MINUTE DEMO
Take Control with Our Project-Wide Cloud

Ready to know more?
Get in touch now and we'll set up a short demo of how Aconex can help reduce risk and increase return on your next project.

Request Demo form fields: First name, Last name, Company, Job title, Country, Please select, Work email, Phone, Typical project value (USD), Please select, Is there anything else you can tell us about your projects?

With Aconex, you can control projects with thousands of participants as well as millions of documents, 3D models, processes and decisions while maintaining insight and control each step of the way. And no matter where you are - in the office, field or trailer - your project is always at your fingertips. This short video shows why we've delivered more projects than any other platform. When you're ready to know more, complete the form to the right and we'll set up a friendly, no-obligation demo.

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172%
higher conversion rate than
the original page

73%
more pages per session

10%
lower bounce rate

57%
higher conversion rate than
the original page

27%
lower bounce rate

18%
longer session duration

Clever Zebo is a team of smart marketers who help companies perfect their conversion path through A/B testing and optimize digital advertising to perform awesomely.