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.

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.

http://www.aconex.com
The Results

1ST WINNER

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.

172% higher conversion rate than the original page

73% more pages per session

10% lower bounce rate

2ND WINNER

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.

For more information about Clever Zebo, contact igor@cleverzebo.com or visit www.cleverzebo.com