

123FormBuilder's Remarkable Revenue Boost with Shopping Cart Optimization



2Checkout (now Verifone) Client Success Story

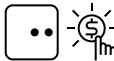
Increase in Conversion Rate

24.7%



Increase in Revenue Per Visitor

55.9%



The screenshot shows the 123FormBuilder website interface. At the top, there's a navigation bar with links for Solutions, Integrations, Templates, Create, Learn, Pricing, and Enterprise, along with a Login button and a 'Try it Free' button. The main heading reads 'One secure form builder' and 'Infinite data collection use cases'. Below this, a sub-headline states: 'Build any type of online form as easy as 1-2-3! Use our free online form builder to create registration forms, order forms, application forms, surveys and more, all fully integrated with your digital tools.' Two prominent buttons are visible: 'GET STARTED - IT'S FREE!' and 'BROWSE 2,000+ FORM TEMPLATES'. The central focus is a laptop displaying a form titled 'Got a question?' with fields for Name, Email, Subject, and Message. To the right, a smartphone displays a 'Sales Lead Form' with fields for Name, First, Last, Title of company, Email, Number of employees, and a question 'How did you hear about us?'. At the bottom of the screenshot, it says 'Trusted by 35,000+ clients, from small businesses to large enterprises'.





Florin Cornianu

CEO at 123FormBuilder

“The Verifone team spotted an opportunity in our checkout process: a chance to make things better.

Their strategic vision aimed not only at improving conversion rates but also at enhancing visibility and trust in the purchase journey.

The outcome was truly remarkable, providing clarity at every step of the purchasing process, culminating with a significant increase in our revenue per visitor.

Verifone's commitment to optimization has undoubtedly elevated our online experience and customer confidence.”

Customer

123FormBuilder



Vertical

Web Tools – online form builder

Website

www.123formbuilder.com

About

123FormBuilder is a trustworthy and user-friendly web form builder that allows organizations to easily and securely build and customize forms or surveys without programming skills. With 123ContactForm anyone can create from simple to complex forms or surveys and start collecting data within minutes. It is the right tool for individuals, but also for small businesses and large enterprises. It integrates with many third-party apps, such as Google Drive, Salesforce, MailChimp, PayPal, and many more. Founded in 2008, 123FormBuilder is among the 5 top form builders in the world used by a wide diversity of businesses and institutions.

More information on www.123formbuilder.com.

Target

B2B, B2sB and B2C

Company Size

SMB



Context & Objectives



Opportunity Spotted by Verifone's CRO Team

While performing a CRO audit for 123FormBuilder, Verifone's CRO Team noticed that their checkout page could be improved in terms of Conversion Rate Optimization (CRO) and they identified an A/B testing opportunity to optimize 123FormBuilder's checkout page.



A/B Testing 1-Column vs. 3-Column Cart Design

To improve the user experience, the CRO team proposed a whole new design and A/B tested the client's 1-column cart versus the new and optimized 3-column shopping cart template.



Optimal Placement, Clearer CTAs, Enhanced Security

This involved strategically relocating the 30-Day Moneyback Guarantee icon to the header of the checkout page; changing the CTA copy text from 'Continue' to 'Place order;,' adding security logos under the 'Place order' CTA to ensure shopper trust in what and from whom they're purchasing.



Client Success with a Social Proof Banner

And last, but not least, adding a social proof banner showcasing clients who've used 123FormBuilder's services.



First A/B Test: Changing the Checkout Page Template to a 3-Column Version



Control

1-Column Cart - Original checkout page

Variation

3-Column Template - The winner



Solution & Results



3-Column Template Triumphs in Global A/B Test

After A/B testing the 3-Column template globally with desktop users, we noticed that it performed significantly better than 123FormBuilder's current shopping cart.



Boosting Conversion and Revenue

Not only did it boost the Conversion Rate (CR) by an impressive 24.67%, but it also showed a significant increase in revenue per visitor (RPV) by 55.93%. Following this successful change, Verifone's CRO team initiated a second A/B test using a hypothesis called 'the Express Checkout.



Introducing Express Checkout

This version aimed to enhance the speed of the checkout experience for shoppers, incorporating the express checkout option as the primary choice for shoppers reaching the checkout page.



Successful A/B Tests

Our primary metrics of interest were (again) the CR and RPV. Ultimately, the variation outperformed the control with a 10.65% increase in CR and a growth of 4.75% in RPV. These two A/B tests proved to be a very successful duo!

Benefits & Results

- Globally maximized Conversion Rate (CR) with an increase of +24.67%.
- Revenue Per Visitor (RPV) also maximized, showing a significant +55.93% increase.

Verifone Solution

2Checkout Monetization Platform



Second A/B Test: 3-Column Template with Express Checkout

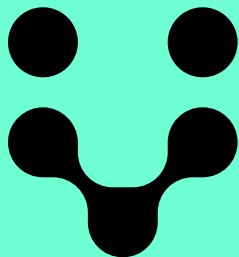
Variation 3-Column Template - The previous winner

Variation 3-Column Template - With Express Checkout

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www.2checkout.com



2Checkout (now Verifone) is the payments architect shaping ecosystems for online and in-person commerce experiences, including everything businesses need – from secure payment devices to eCommerce tools, acquiring services, advanced business insights, and much more. As a global FinTech leader, Verifone powers omni-commerce growth for companies in over 165 countries and is trusted by the world’s best-known brands, small businesses and major financial institutions. The Verifone platform is built on a four-decade history of innovation and uncompromised security, annually managing more than 12B transactions worth over \$500B on physical and digital channels.

Learn more at www.2checkout.com
CS2024Q3123FB | Published May 2024

