

CASE STUDY

HOW A CRO TEAM INCREASED PEAK SEASON REGISTRATION RATE BY 15% THROUGH A/B TESTING AND PERSONALIZED DIGITAL EXPERIENCES

Taxfix is using behavioral data from A/B testing to consistently improve how they engage customers and fulfill their mission of simplifying tax declaration.



BACKGROUND

FULL BRAND NAME:

Taxfix

LOCATION(S):

Berlin, Germany

COMPANY SIZE:

450

DESCRIPTION:

Taxfix, the leading finance platform for tax filing, founded in 2016, is on a mission to fix finance for all, starting with breaking down barriers and helping people file their taxes easily, fast, and securely.

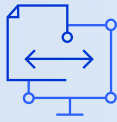
CHALLENGE

The marketing team at Taxfix understood that in order to improve performance they would need personalization and A/B testing solutions that enabled them to run experiments across mediums and devices while leveraging existing web pages to deliver, measure, and optimize.

The chosen solutions must have no impact on page speed and rarely require engineering resources.

As German taxes are complicated, the team was confident that personalization of their digital experiences could instill security and trust, increasing conversions.

FACTORS:



Cross-device experimentations

Taxfix offers a mobile app and browser product, therefore the functionality to perform tests across devices and offer insight into experiences at the component level was required.



Tax declaration process

Even with the aid of technology, German tax declaration is a complex, belabored process, increasing the likelihood of users bouncing prior to completing registration and submission.



Multi-use landing pages

Existing landing pages were used for both SEO and paid campaigns, creating an obstacle in maintaining data integrity.



No visual editing

At the time of research, no solutions vetted could generate a visual preview of the experiences being built, including Uniform. The content team designed and published experiences blindly, updating and iterating after publication.

SOLUTION

After a lengthy research process, Taxfix found that Uniform—with its native personalization feature—was the only solution to possess the customization necessary to implement complex experiments in the existing environment. A/B testing was required as well; while alternative products were assessed to solve this, the Uniform workspace included both tools in its subscription and allowed users to employ them in tandem, making it the clear all-in-one solution.

With Uniform in place, the team would begin implementing a series of tests on both the mobile app and browser product, making data-driven iterations as findings reached significance.

In addition to website testing, they would leverage Uniform's personalization and A/B testing features to experiment with paid traffic, delivering segmented, alternating content on the same URL based on medium.

Personalization would be leveraged to enhance user engagement: encouraging users throughout the process to increase registrations and submissions.

Additionally, the team saw an opportunity to use Uniform's functionality to personalize the experience for visitors who were re-engaging, returning them to their place in the sales cycle.

Once a beta release of the live preview was available, Uniform would introduce Taxfix to its functionality.

RESULTS

The digital team at Taxfix used Uniform's native features to accomplish goals well beyond their initial scope. With experiments able to run simultaneously and performance cleanly tracked on the component level, testing expanded to assess navigation call-to-actions, pop-ups, even A/B testing by device of the components themselves. As Taxfix also operates in Spain, personalization was used to optimize the experience for Spanish customers.

Results from the marketing site tests arrived quickly, bringing key insights for future optimization. Confidence in data-driven marketing decisions grew with a clear distinction between SEO and paid test data collected on multi-use landing pages.

Reengaging returning visitors with personalized content that directed them to their incomplete conversion fixed a leak in the funnel and led to a significant increase in registrations and submissions.

Taxfix was thrilled with Uniform's new live preview functionality, becoming the first customer of what would become the Uniform Visual Workspace.

WHAT TAXFIX GAINED:



Registration rate

Optimizations from testing increased visit registration rate by 15% during peak season.



Autonomy

The number of experiments increased 500% from the previous year as Uniform's no-code publishing and ease of testing allowed creation to be distributed across the team.



Company-wide accessibility

Through Uniform's friendly UI, and with engineers removed from the publication workflow, the volume of Uniform users increased as more members from different departments were comfortable implementing their own experiments.



Insight & Direction

Taxfix is using behavioral data from A/B testing to consistently improve how they encourage customers, and fulfill their mission of simplifying tax declaration.