

CLIENT SUCCESS STORY

Devart Improves **Conversion Rate** and Customer Experience Through CRO Project

2Checkout is now







devart	Products ∽	Store	Support	Blog	Company ~	q	Ä	En 🗸	Sign In
Decolvo databa	aco d	0.10		m	ont				

### **Resolve** database de issues faster

## Up to 7% increase in conversion rate

•



#### Data Connectivity

The most trusted solutions for your data connectivity needs: ADO.NET, ODBC, SSIS, Excel, dbExpress, Delphi Components

LEARN MORE



#### Productivity Tools

Write code, create reviews, compare sources, track the working hours with the web app, utilize the power of ORM Solutions

LEARN MORE



#### Data Services

Data integration, online backup, webbased SQL tools, cloud connectivity solution

LEARN MORE







Anton Onufriienko Chief Revenue Officer at Devart

Together with Verifone's CRO Team, we performed two A/B tests that helped us find an optimized cart template and improve the checkout process for our customers. The CRO team was incredibly dedicated and responsive during the two tests, and they gave us thorough updates and suggestions on how to maximize the results.

2Checkout is now



#### Customer: Devart

# devart

Database Management Software and Development Tools

Website: www.devart.com

Target: B2B

**Company Size:** SMB

#### Benefits & Results:

✓ Up to 7% increase in conversion rate

Improved customer experience



2Checkout Monetization Platform Reseller Model | CRO Services







The software provider was looking to increase the conversion rate of the checkout page and improve the customer experience, so they partnered with Verifone's CRO Team to perform two A/B tests. The optimization project aimed to test Devart's current checkout page, consisting of a 1-column cart template, against a 3-column template.

evart		• <b>O• Hotline:</b> +40 31 7101611 (Romania)   English
1 Billing Information	Confirmation and Payment	3 Finish
Products in your shopping cart		Show price in: RON - Romanian Leu $\sim$
Product/Service name	Quantity Unit price Value	The billing currency is RON (LEI)
dbForge Studio for SQL Server		Subtotal: 2.825,90 LEI
(Volume discount prices) Selected options: (edit)	1 2.825,90 LEI 2.825,90 LEI	Total VAT (19%) : 536,92 LEI
Professional 2 years annual subscription included		Total price: 3.362,82 LEI
□ I have a discount coupon		The total price inclusive of applicable taxes will be displayed before the order is transmitted.
ack to shopping		
Secure Checkout	VISA 🌨 💳 🗝	PayPar WA BEFORE
	<b>Control</b> (1-Column T	emplate)

## Test 1 - Objectives

In the first test, the Control (1-column template) was compared to Variation 1 (new 3-column template). The 3-column template cart is the latest shopping cart designed by Verifone's CRO and UX teams based on insights and results from previous A/B tests, UX guidelines, and shopper preferences discovered through screen recordings and data analytics. The test ran globally, in all countries and languages, and aimed to measure the shopping carts' performance in terms of conversion rate and revenue.

At the global level, Variation 1 maximized the conversion rate by 2.8% and the revenue per visitor (RPV) by 2.6% compared to the Control. At the local level, the conversion rate was also maximized by the new 3-column template (Variation 1) for each of Devart's top 5 countries.

2Checkout is now



# devart

## Test 1 - Results





ture checkout				Payment	Q Review	Dorel
	PayPal	VISA 🈂	<u></u>	2008	Select other methods	٠
)rder Summary		Billing Information		Payment De	tails	
ostgreSQL Data ccess Components Quantity	1.275,47 LEI 🌐	OPerson  Company		Card number	r	
- 1 + Options		Last name		Certinglation of Month Security cod	Y Year Y	
<ul> <li>Standard</li> <li>Professional</li> <li>Professional with Source Code</li> </ul>	de	smail	0			
Single Team Site		Address			CONTINUE	
1 year annual subscription in	cluded 🗸	Cannoj: Romania	×			
dbForge Studio for SQL Server	0.058,86 LEI	Tion or province. Please solect	*	W	NNER	
3     +  Options  Ostandard						
Professional Enterprise						
o 1 year annual subscription in 2 years annual subscription 3 years annual subscription	included					
have a discount coupon						
stal VAE (19%) :	1.393,52 LEI					$\searrow$
otal price: Ve also recommend	8.727,85 LEI				BEFOR	۲E

## Test 2 - Objectives

After obtaining the first results, Verifone's CRO Team went further and tested the winning variation from the previous test against a modified version of the same 3-column template. The updates done for Variation 2 included removing the fax number and adding extra features such as a tool tip near the "Different delivery info" section, an SSL Sectigo certificate badge under the main CTA button, and a Money Back Guarantee logo at the top of the checkout page. The second test ran for 29 days and reached 95% statistical significance.

Globally, Variation 2 maximized the RPV by 3%, while Variation 1 recorded an increase in conversion rate of up to 11% compared to Variation 2. At a per-country basis, Variation 1 also outperformed in terms of conversion rates in most top 10 countries (plus others), except Canada and Australia. Regarding the RPV, the results are balanced between the top 10 countries: in five of them Variation 1 led, while Variation 2 outperformed in the other five. For the countries outside top 10, RPV was maximized by Variation 2 by 9%.

2Checkout is now



# devart

devart		30 MONEY BACK GUARANTEE
	PayPal VISA	
Order Summary	Billing Information	Payment Details
dbForge Studio for SQL Serve (Volume discount prices)	Person  Company	Card number
Quantity 2.231,5:	First name	Card expiration date:
- 1 +	Last name	Month
Options	Email	Security code
Professional	Address	Enable auto-i By completing my purchase and i agree to t
have a discount coupon	Country: Romania	× PL4
Total VAT (19%) : 423,9 Total price 2.655,52	9 LEI State or province:	~
		9
AFTER		

## Test 2 - Results

www.2checkout.com

# ard expiration date: l for this order that I am over 16 years of a URED BY PCIDSS





Although Variation 1 and Variation 2 had similar results when viewed side by side with data from both tests combined, the conversion rate was found to be maximized by Variation 1. The two A/B tests showed that Variation 1 performs better than the initial old template cart, recording an overall increase in conversion rate of up to 7% compared to Control.

Therefore, the Verifone CRO Team's recommendation is to implement Variation 1 (new 3-column template) at a global level to increase the conversion rate and boost the customer experience.



2Checkout is now



# Devart

# devart

Established in 1997, Devart is one of the top providers of database management software and ALM solutions for database servers as well as database management applications across the globe. Their solutions have repeatedly earned accolades for their outstanding quality, reliability, practical value, and modern user interfaces. Devart actively engages in integration programs and collaborations with software providers and resellers in the database industry to unleash endless possibilities for more than 500K developers in 120 countries.

For more information, visit www.devart.com.







# About 2Checkout (now Verifone)

Verifone is omnipresent in omnichannel - no matter where you are in the world, no matter where you are with your customer journey. We revolutionize commerce. We make it happen. Simply. Everywhere.

Our leading all-in-one monetization platform allows businesses to quickly expand internationally and optimize recurring revenue streams across channels, by simplifying the back-end complexities that modern digital commerce creates.

Get more information at www.2checkout.com

### NORTH AMERICA (HQ)

### NORTH AMERICA

## Atlanta,

Georgia, USA

Columbus, Ohio, USA

2Checkout is now



#### EASTERN EUROPE WESTERN EUROPE (HQ)

Amsterdam,

The Netherlands

Bucharest,

Romania



