

Case Study

Optimized the user experience of a rapidly expanding telecom provider to increase in-bound inquiries



Industry: B2B Telecommunications

Location: Cleveland, OH

Project Opportunities

Everstream, the business only fiber network, is rapidly expanding its service area throughout the Midwest. As they expanded their footprint, Everstream looked to improve the user experience on their site to drive more inbound leads.

Services Utilized:

Digital Marketing

- Conversion Rate Optimization
- Lead Generation

Web Design

- Responsive Website Design
- User Interface Design (UI)
- User Experience Design (UX)

Development

- Responsive Website Development

The Strategy

VividFront recommended optimizing the high-value touchpoints on the Everstream site: their network map page and their contact us form.

VividFront designed and developed a custom map using a GIS API, HTML, CSS, PHP, and JavaScript. The new network map experience was designed to decrease conversion friction and gather business intelligence. The new network map leveraged a GIS API to allow customers to look-up their business address and see how close to Everstream's fiber line they are. From there, their address could automatically be passed into a request a quote form, reducing friction to conversion for those individuals. Further, the new network map allowed Everstream to more accurately track the queries of address searches, providing their team with valuable business intelligence.

VividFront then conducted an A/B test of a 2-step vs. 1-step contact form experience. Prior to executing the test, VividFront worked closely with Everstream's internal marketing and sales teams to design the 2-step experience in a manner that allowed Everstream to collect partial form fills. By leveraging marketing automation in Pardot, VividFront enabled Everstream to programmatically collect the fields that were not completed initially.

Conversion Rate

Percentage of users or customers that complete a desired goal

The Results

Network Map Page

73.6% 

Increase in Conversion Rate

1,500 Avg.

Monthly Business Addresses Queried

Contact Us Page

207% 

Increase in Conversion Rate

42% 

Partial Form Fills Converted to MQL