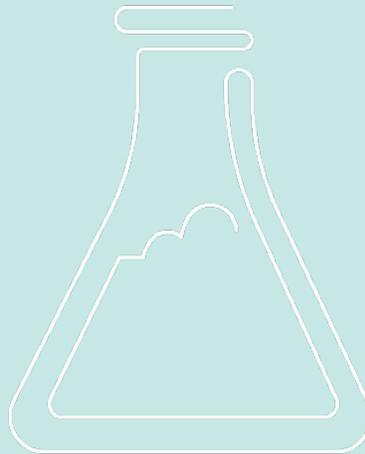


Case Study: Request a Quote Test

Trinity increased a form submission through a more visible quote request CTA for our client.



Awesome Service & Co.*

Industry: Industrial
Location: Minnesota
Size: 12,000 employees

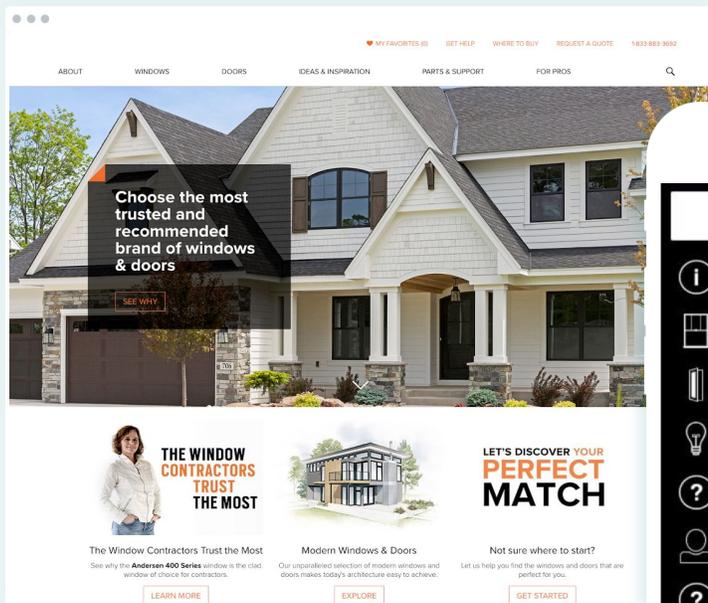
*(*Company name has been omitted to honor our partner's privacy.)*

About

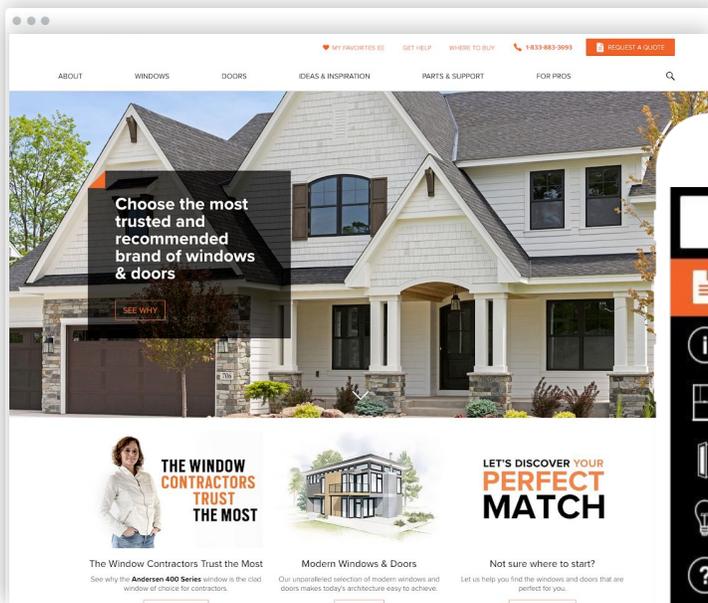
Quote Request CTA Emphasis

The Trinity conversion optimization team hypothesized that our partner's "request a quote" option needed more visibility globally. Swapping out the text link for an actual call to action button increased visibility and lead to an overall increase in lead generation both in form submissions and call volume.

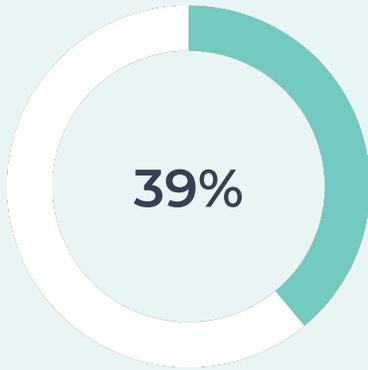
CONTROL



VARIATION



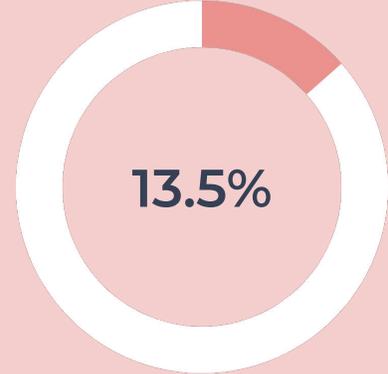
Results



INCREASE IN CLICK RATE

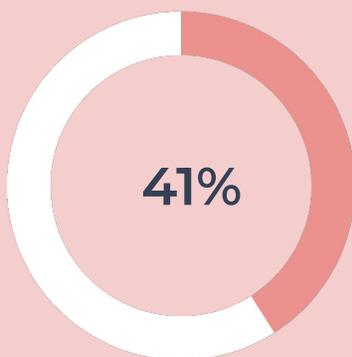
The addition of the CTA led to a **39% increase** in click rate.

Results



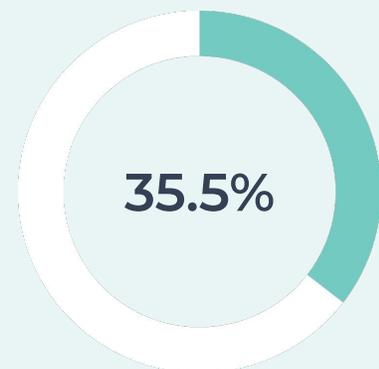
INCREASE IN FORM SUBMISSION

This test increased form submissions **by 13.5%**.



INCREASE IN LEAD GENERATION

This test increased lead generation **by 41%**.



INCREASE IN PHONE CALLS

Phone calls inquiring about a quote **increased 35.5%**.



Visual Web Optimizer (VWO)

VWO

The VWO Experience Optimization Platform improves key business metrics by empowering you to easily discover insights, test ideas, and improve engagement - across the entire customer journey.

+VWO Testing

+VWO Plan

+VWO Engage

+VWO FullStack

+VWO Insights

+VWO Services

About Trinity

Trinity is a web agency dedicated to optimizing online engagement and experiences. Since 2006, Trinity has helped hundreds of brands grow their business.

[More success stories at trinity.one](https://trinity.one)

What Our Partners are Saying

“The digital team at Berkshire Blanket recruited Trinity’s help in UX and website optimizations. We were quickly welcomed by the team, onboarded, and ready to start our testing. The team was responsive, helpful, and thorough. They kept in mind our overall goals, and they made recommendations but always honored our input and requests. They’re a fantastic group of professionals and they were a great asset to us.”



-Stephanie Bruce | Website Administrator
Berkshire Blanket & Home Co.

