



## CASE STUDY

### Introduction

Conversion rate optimization (CRO) is the process by which Globe Runner and its team members increase sales and exposure for their clients. Typically, CRO involves increasing the number of visitors to a website that perform a certain action on the page, whether it be making a purchase or filling out a contact form (the respective end results being a sale or capturing a new lead).

As one of the most effective ways to guarantee a win for our clients, CRO is a powerful tool in our box and one that we love to employ.

### Rack Express

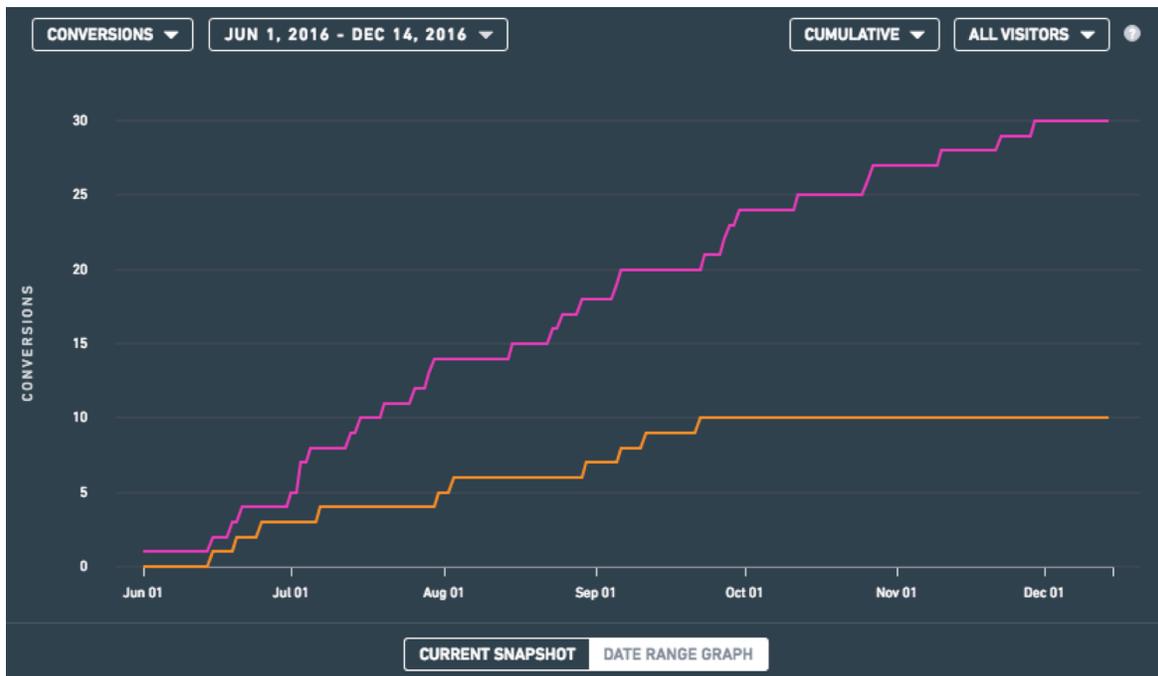
Rack Express is a special case for Globe Runner because their success story represents how a relatively minor change in content can lead to a broad scale shift in results (in this case, a positive result).

Rack Express signed on with Globe Runner with the intent to improve the number of leads they generated through the quotation form on their website.

Globe Runner, with a little bit of creativity and a good deal of insight, simply changed the phrase “get a quote” on the client’s homepage to “build a quote” which then led to a 34% increase in the conversion rate.

A one-word change packed a big punch for Rack Express, evidence that testing, fiddling and restructuring are essential processes in digital marketing.

With the addition of other changes to callouts on the hme page, that positive trend has continued to the present, as pictured in the following graph.



## Conclusion

In closing, this one success story (of many) help teach a few valuable lessons that may inform your approach to CRO. If you're an agency, this could be something to help shake up a stalling account, and if you run your own business, you can make simple, time-efficient changes that improve your marketing.

Don't be afraid to tinker with your website's language. As we found out above, changing one word can lead to an increase of tens of percentage points for your conversion rate. In terms of sales, that's a big deal for most businesses. Using a variation testing website like [VWO](#) (who provided the graphs above) will help you log progress and iterate to find out what does and doesn't work for your content strategy.

## Contact Us

Thank you for reading! If you are interested in similar results for your business, please visit our [website](#) to schedule a meeting or free to give us a call at 877-646-6118.

Our team of digital marketing specialists is ready to bring out the best in your business.