



Smoothing the path to registration for valuable first-time visitors

“ We all know that people are impatient online; our new visitors just want to claim their bonus and start playing. Insider really helps us secure long-term relationships with these players by making sure they get a seamless, hassle-free experience. The results of this experiment were noticeable. We didn't have to change our registration offer, simply work with what we already had to make it easier for visitors to access. In the competitive environment every % of improvement counts - thanks to Insider we were able to achieve statistically significant difference.

Łukasz Świerk,
Head of Customer Service



Simplicity is Key

People are easily put off by complex web forms, which is why these pages often have a high bounce rate. The first step for STS was to optimize their registration form, making it appear quick and easy to complete. Using Insider, the original, more complex, form was replaced with a simple three-step version that required minimal effort from users and made it easy for them to claim their bonus and start playing.

After the form had been optimized, the next step was getting new players to visit it. Using Insider, STS created a “first-time visitor” segment for visitors that had not been to the site before. Visitors from this segment were shown a prominent banner, encouraging them to register and claim their bonus. After clicking on the banner, the visitor was taken directly to the new-look form where they could quickly complete their registration.

Results

The activities were a huge success, resulting in a 9% uplift in registrations.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.