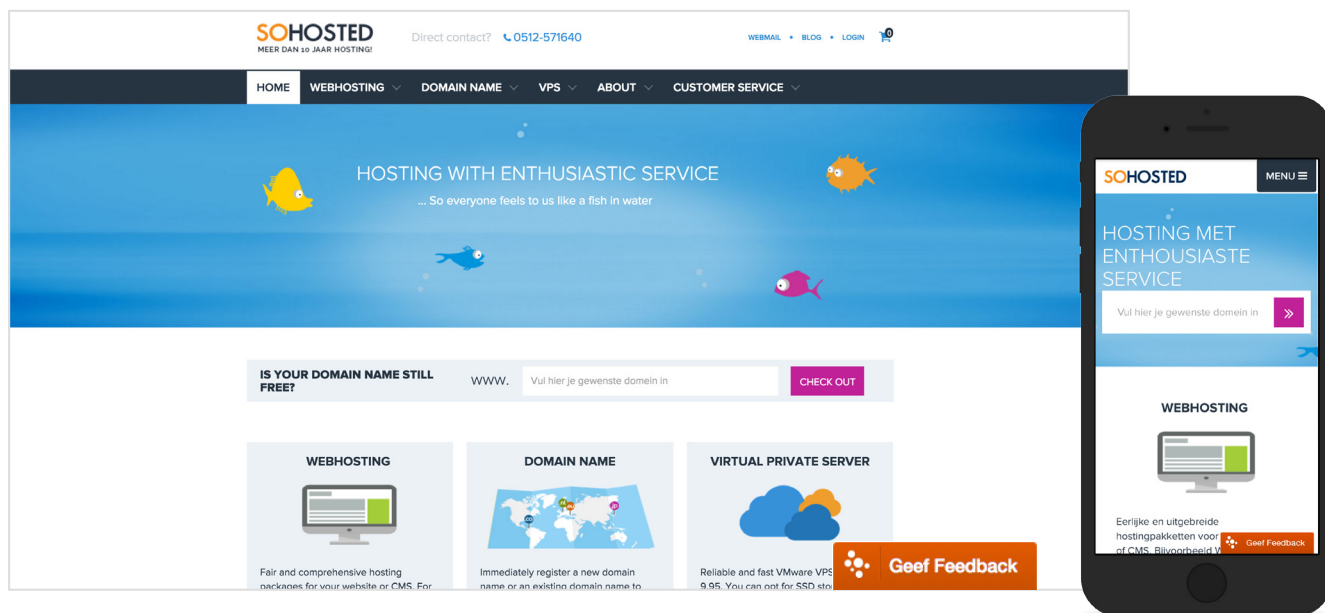# SoHosted Increased Free Trial Conversion Rates by 119% with Usabilla

The Project

SoHosted rolled out a project to redesign their website and make improvements to their backend. They were facing various usability issues and needed to persuade stakeholders of the importance of a well-designed website.

> " *Thanks to the simplicity and effectiveness of Usabilla, we have solved all major usability problems and conversion rates have skyrocketed.* "
>
> LAURIS KOOI
> ONLINE MARKETEER, SOHOSTED

The Challenges

In the context of this project, SoHosted needed to:

• Identify bugs and errors in a timely manner

• Obtain user feedback on their new website and on the services they provide

• Increase conversion rates and improve usability

• Provide users with an easy and engaging way to give feedback

• Improve the percentage of completed SoHosted existing client profiles

The Solution

SoHosted investigated various market solutions and selected Usabilla due to:

• The easy and quick implementation

• Usabilla's screenshot functionality that eliminates guesswork and allows for accurate interpretation of feedback items

• Device and browser specific data that is generated for each feedback item. This information significantly minimizes cross browser and cross device testing.

• The company's responsive support team

The Results

After receiving over 800 individual feedback items and making respective improvements to their website, SoHosted achieved the following results:

Free Trial Conversion Rate Increased by 119%

SoHosted received feedback through Usabilla that their 30-day free trial was not clear enough on their order page. Following this, SoHosted conducted A/B tests adding plain text variations of the free trial offer. Conversion rates skyrocketed by 119%.

Conversion Rates for VPS Products Increased by 10%

Users could not find a Call to Action on certain product pages. Thanks to the feedback received, SoHosted redesigned these pages and placed the CTA above the fold. Click-through rates for their VPS products increased by 40%, and conversion rates improved by 10%.

Domain Name Conversions Increased by 8%

Before registering a domain name, visitors have to check if the domain is available. Feedback from users stated that this process was very slow. SoHosted then prioritized improvements and increased domain lookup speed by 30% . Due to this, domain name conversions increased by 8%.

Improved Overall Customer Satisfaction

SoHosted received feedback that their clients wanted to contact customer service during lunch and on Saturdays. They then adjusted their support times to include lunch hours and made live chat available on Saturdays. This led to a positive impact on overall customer satisfaction and reviews.

FAQ Page Ratings Improved by 25%

SoHosted's FAQ page is one of the most visited pages on their website, both for existing and potential clients. SoHosted received feedback that certain images on the FAQ page were unclear. They updated the images and boosted their FAQ page rating from an average of 3.2 stars to 4.0 stars.

Completed Customer Profiles Increased by 15%

Usabilla helped SoHosted identify that customers struggled to complete their profiles because of delayed error handling. This enabled them to promptly fix the issue and customer profile completion increased from 60% to 75%.