Markzware Increases Conversion Rate by 11% with 2Checkout CRO Services

11% increase in conversion rate
2Checkout designed a shopping cart to create a seamless user experience with our new website. We preferred the modern design of the new cart, then through a/b testing we proved that it performed better too. We couldn’t be happier with the quality of the CRO Service and the final results.

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Markzware develops software for printing and publishing companies which they market using an annual subscription model, as well as a lifetime option. They sell products in more than 50 countries, using 2Checkout’s Avangate Monetization Platform. Markzware partnered with 2Checkout’s CRO Team to optimize their conversion rate. The goal of the project was to increase the global cart conversion rate by 10%.

The CRO team performed a Heuristics Analysis of each page in the purchase funnel to identify opportunities to improve the user experience and therefore increase the cart conversion rate.
Heuristics Analysis

Checkout Page

- The logo on the cart page is different than the previous page in the purchase funnel, which creates friction
- The gifting option is not relevant for the target audience
- The discount coupon is highly visible, and may drive shoppers to exit the cart and look for a coupon
- The Billing form asks for street address, city, etc. This is not required by the payment processor, and these fields can be hidden
- The payment options are not highly visible. For example, AMEX is hidden in the "select other methods" drop-down menu
- The email opt-in is quite long and is not being used by Markzware
- A progress map showing a 2-page checkout is not displayed
- The call-to-action is red, which subconsciously means STOP/ERROR
- The security icons are not highly visible in the footer
Heuristics Analysis

Review Page

The shopper enters their payment details on the Review page, instead of the industry best practice to enter on the Checkout page.

There are 4 lines of text the shopper must read above the call-to-action.

The 3D Secure instructions apply only to a small percentage of shoppers and could cause confusion to shoppers who are not familiar with it.

The credit card logos at the bottom of the page distract from the call-to-action.

The call-to-action is red.

There are no security icons or money-back guarantee displayed to reduce risk in the mind of the shopper.
Test Strategy

2Checkout designed a new shopping cart that would address all of the issues identified in the Heuristics Analysis. Instead of implementing the new design without testing it first, Markzware and 2Checkout a/b tested the new template and the original template to know for certain which shopping cart design maximized revenue. The test ran globally in all countries and languages.
New cart layout is one-column with payment buttons and streamlined payment form.

Card details are entered on Checkout page instead of Review page.

When PayPal is selected, all fields are hidden and PayPal window opens directly over the cart.

The coupon field is less visible.

Security logos were added to both Checkout and Review page.

Review page has been simplified with cleaner layout and shorter page height.

There is a clear call-to-action without distractions.

**Variation: New Design and Cart Flow**

- New Checkout Page
- New Review Page
Solution & Results

After 6 weeks of testing, the Variation globally out-performed the Control at 90% statistical significance.

Detailed Results (New Template)

- **Conversion rate Improvement**: +10.78%
- **RPV Improvement**: +13.45%

The conversion rate of the new Checkout page was 15% higher. More shoppers were completing the Checkout page and landing on the Review page.
The conversion rate of the new Review page was 7% higher. More shoppers were completing their order after landing on the Review page.
Markzware provides desktop search, data conversion and preflight solutions for content and print. Specialising in the ability to read and write complex DTP (Desktop Publishing) file formats, products include FlightCheck, Q2ID, PDF2DTP, MarkzTools and more. You can think of file formats like Adobe InDesign, Illustrator, Photoshop, QuarkXPress, Microsoft Publisher, PDF and so forth. Markzware became a sole-proprietorship in 1992 and incorporated in 1995.


Markzware exceeded their original objective and increased the global cart conversion rate by over 10%. They achieved an 18x return on investment for CRO Services.
About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at www.2checkout.com