Website UX & Lead Conversion Optimisation
– Huq Industries

Case Study

> "Since we implemented Waypoint's recommendations our inbound enquiries have seen a four-fold increase.
>
> *Alexander Fairfax, CMO, Huq Industries*

ó | waypoint
digital marketing

The Background:

Huq Industries is one of the world's leading providers of mobility data, providing accurate real-time mobility data insights for its customers throughout Europe, Asia and the US.

Since its inception in 2014 Huq has enjoyed strong growth through a mixture of outbound and inbound marketing activities, with its website acting as a central hub for information and lead generation.

The Issue:

In early 2020 the Huq marketing team asked Waypoint to carry out a full UX audit and analysis of their website, across desktop and mobile devices, to further optimise lead conversion.
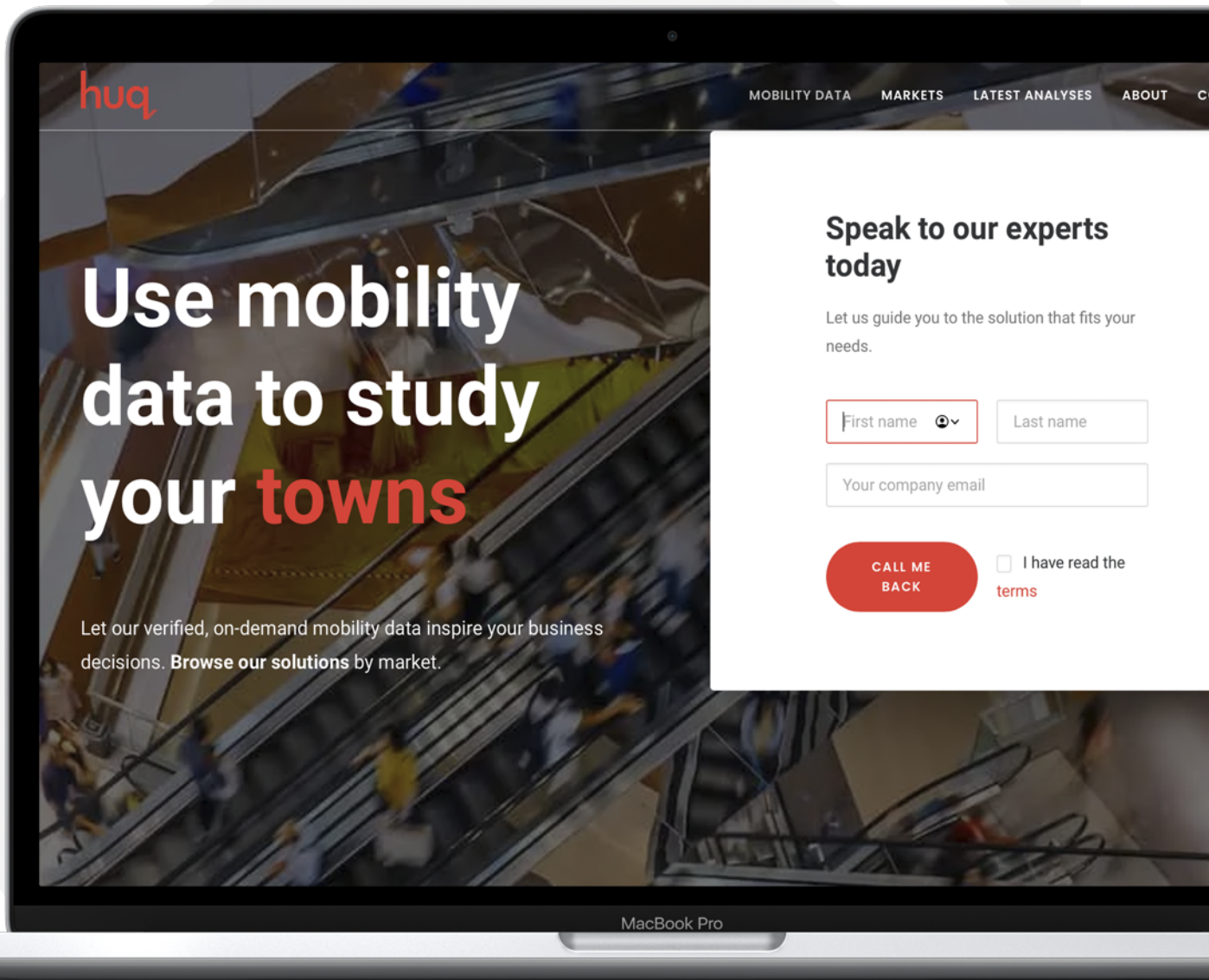
The Solution:

In order to conduct our analysis and provide specific recommendations to drive conversion, we broke the work into three distinct phases:

1

Qualitative Analysis

Using the Hotjar tool, we recorded and watched over two hundred user sessions to understand how visitors were navigating and consuming the website. This meant unearthing U-turns, bottlenecks, missing content and calls to action, to build a visual picture of where shortcomings might be hindering conversion.

2

Quantitative Analysis

Google Analytics gave us quantitative metric driven data so that we could analyse the popular pages and see where the major drop-offs were in the user journey. This analysis in conjunction with the qualitative Hotjar findings enabled us to arrive at a hypotheses to further optimise conversions and enquiries.

3

Subjective Analysis

The final phase was a subjective one carried out by the UX specialists in team based on their knowledge and experience of optimising web performance. We looked at the user journey, the funnelling, signposting, navigation, messaging, accessibility, pop ups, imagery and styling issues to improve conversion.

Findings & Recommendations:

Following this 3-phase process we were to provide evidence and a detailed set of recommendations to improve conversion performance.
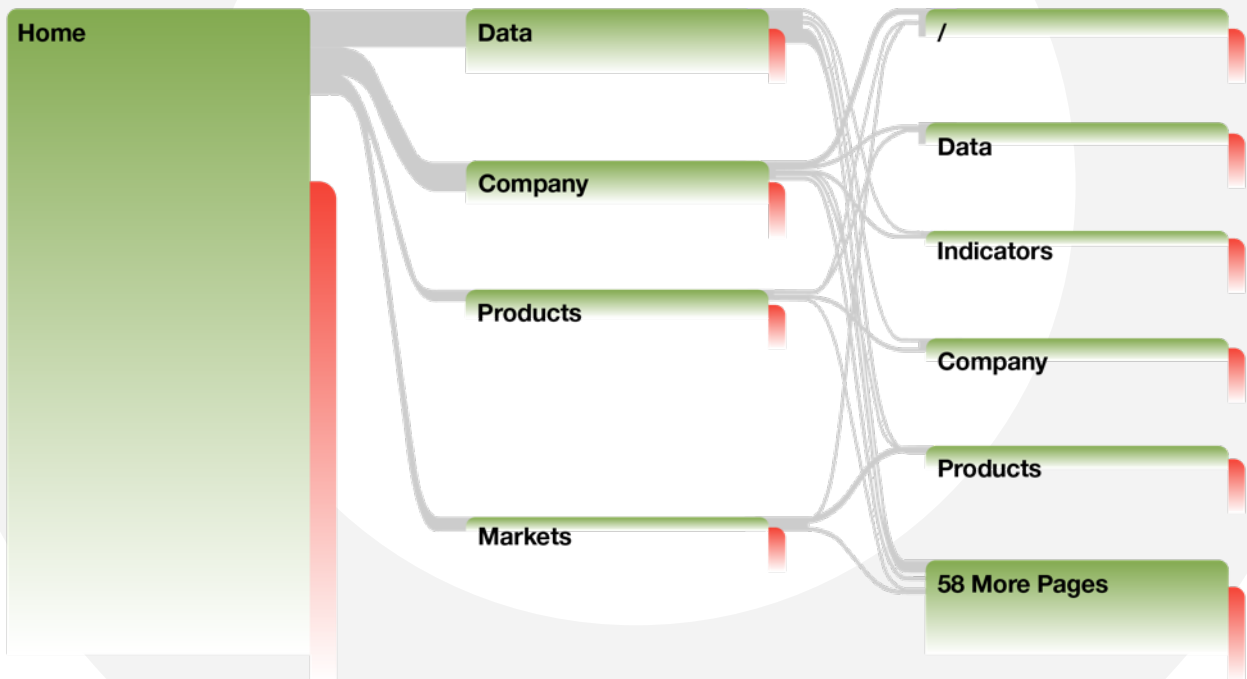
Funnelling

Our analysis identified that drop-off rates could be reduced by creating clear user journeys through the website. As a consequence we recommended a much more structured approach, with clear signposting, value propositions and calls to action in order to funnel the user journey towards conversion.
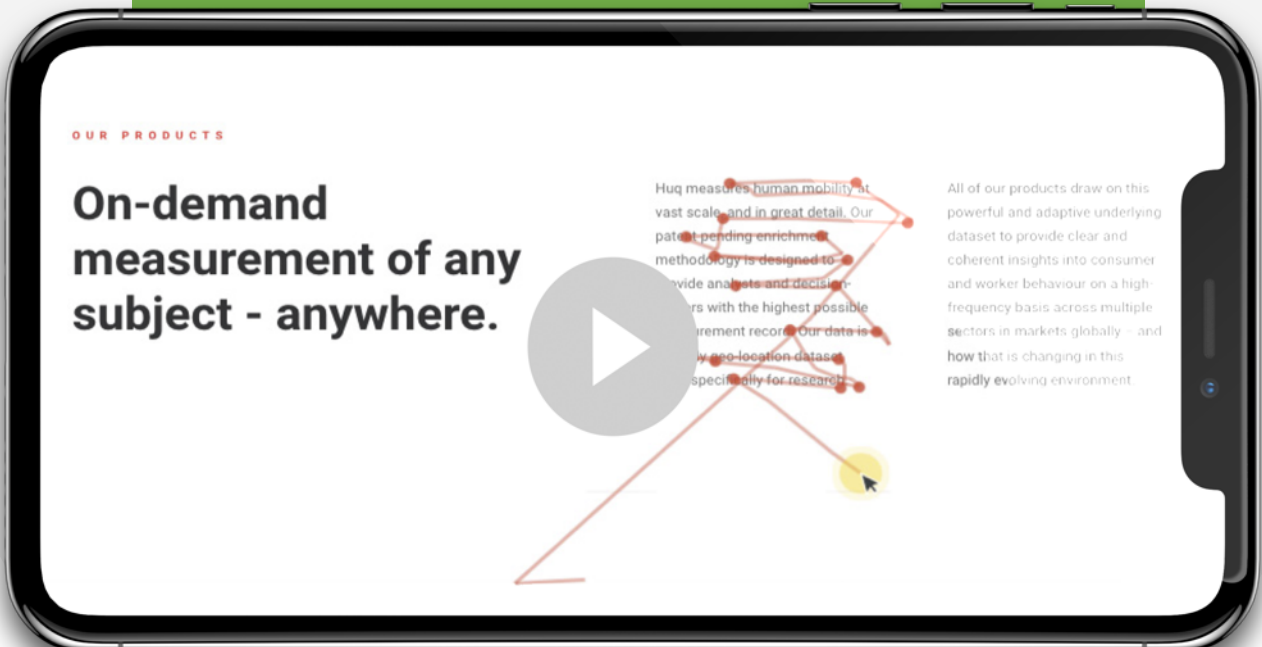

Drop off points =

Messaging & Content

Digging into the website copy we discovered that descriptors were feature heavy as opposed to benefits and that calls to action were not generating any conversions. To change this we suggested benefit-centric copy and recommended the deployment of desirable downloadable content in exchange for email addresses.

Signposting & Navigation

The HotJar recordings demonstrated some confused user journeys, with individuals flicking back and forth between pages, performing U-turns or 'rage clicks' whereby users repeatedly clicked or taped an area in quick succession. To negate these events we outlined a streamlined menu navigation, the deletion of duplicate pages and embedded enquiry and contact forms to reduce conversion friction.

OUR PRODUCTS

On-demand measurement of any subject - anywhere.

Huq measures human mobility at vast scale, and in great detail. Our patent pending enrichment methodology is designed to provide analysts and decision-makers with the highest possible measurement record. Our data is the only geo-location dataset specifically for research.

All of our products draw on this powerful and adaptive underlying dataset to provide clear and coherent insights into consumer and worker behaviour on a high-frequency basis across multiple sectors in markets globally – and how that is changing in this rapidly evolving environment.

Accessibility & Readability

Recordings showed that some visitors repeatedly clicked and highlighted text to read it – a signal that the text was difficult to read. They also demonstrated behaviours relating to reading difficulties, primarily down to colour contrast and language issues making the copy hard to digest. On the Hemmingway scale some of the home page copy was rated 14, where best practice is 9 or lower, and to remedy this we provided some modified copy to improve comprehension.
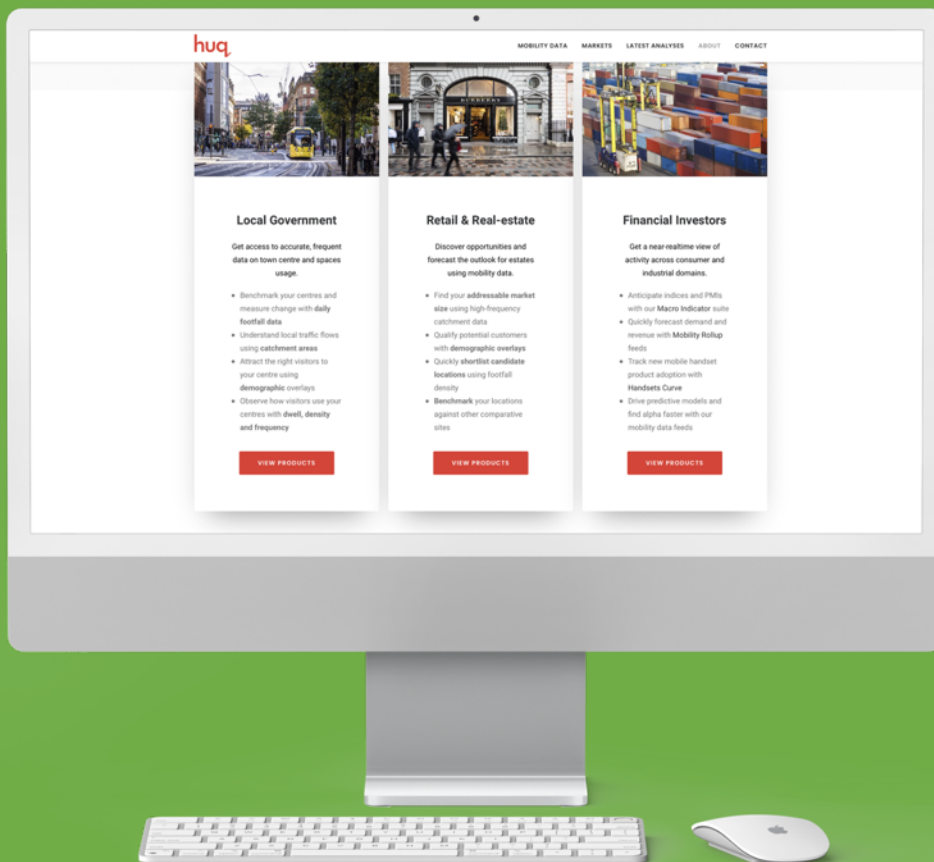

Pop-ups & Chatbots

Email capture pop-ups can be great conversion tools but can suffer if not implemented strategically. We recommended adding a delay to the pop-appearance at either half the average page view time or when the visitor actioned to leave the page. Similarly, we recommended using an AI chatbot to answer common questions, establish a user flow and increase conversion.

The Result:

Following our presentation in June 2021, the Huq marketing team implemented our recommendations and pushed the new content and layout live in September. The impact was immediate and dramatic as shown in the graph below with inbound enquiries increasing four-fold by the end of October.

Inbound Leads by Week

NEW WEBSITE LAUNCHED

March 2021   May 2021   July 2021   September 2021
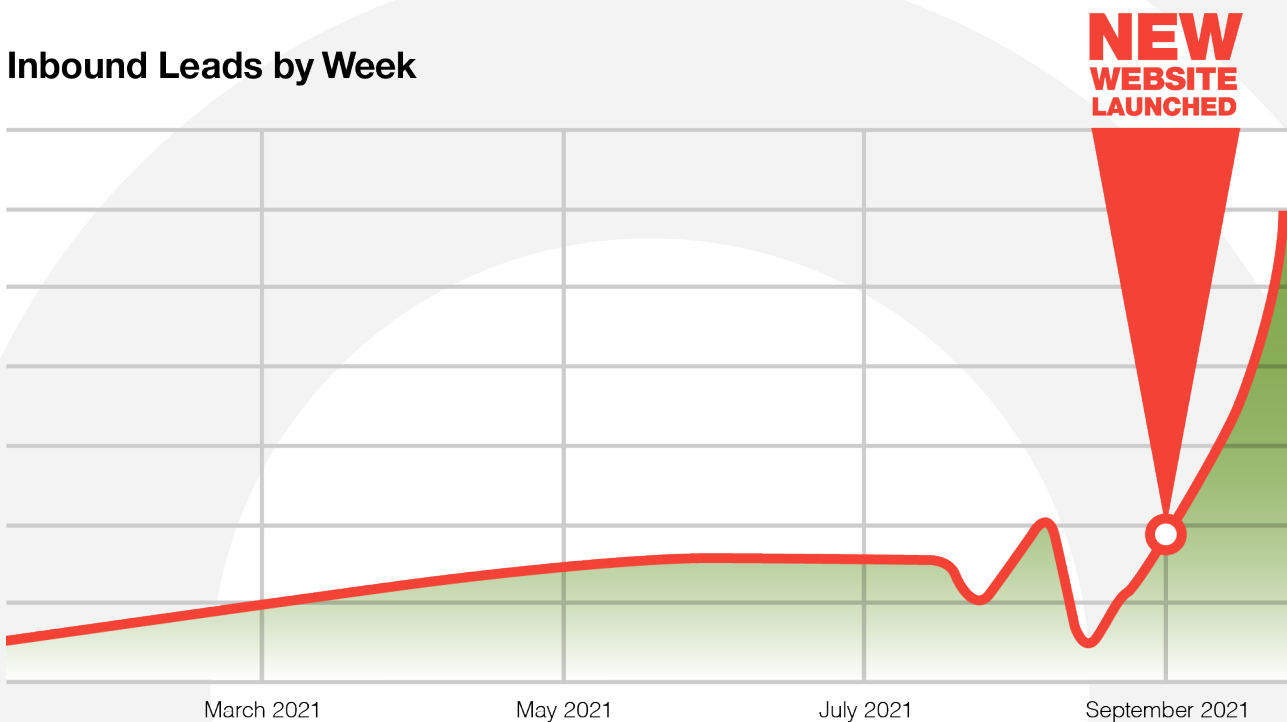
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> Through clear signposting and funnelling we are providing visitors with a much clearer user journey and as a result the quality of our leads has improved.
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> *Alexander Fairfax, CMO, Huq Industries*
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