

JWU Online Knows *Exactly* What Visitors Expect Before Going Live



As part of a larger strategic initiative, the College of Online Education of Johnson & Wales University (also, “JWU” or “JWU Online”) made the decision to develop strategic corporate partnerships. The plan was for these companies to increase employee retention and satisfaction by offering a Johnson & Wales University education as a benefit. At the same time, JWU Online would receive the benefit of increased online student enrollment. The key challenge for the College of Online Education was learning how to effectively reach this new audience

The Problem

The standard procedure would be to design a new set of digital properties based on existing data and best practices, then tweak the design based on how real visitors reacted to what was displayed. With limited opportunities to reach these employers and the importance of growing employee partner enrollment quickly, Joshua McCarthy, Director of Online Enrollment Management, turned to WEVO to get the answers he needed before the launch.

I love audience expectations. It makes it really clear where the site is performing, where it's not performing, and what issues we need to address

–Joshua McCarthy,
Director, Online Enrollment Management

The WEVO Solution

Utilizing WEVO's comprehensive audience targeting, JWU Online tested two of its key web pages with an exact lookalike audience. What would've taken a consulting firm several months and tens of thousands of dollars to deliver, WEVO was able to provide in just 15 days for a fraction of the cost. With statistically significant results, WEVO identified a number of disconnects between the target persona and the web page as it was designed:

- The WEVO Qualitative Heatmap revealed that the Request For Information form, built according to industry best practices, was far too aggressive for this new persona.
- WEVO Driver Scores determined that since many visitors were unfamiliar with the JWU brand (only knowing what their company told them) visitors needed much more background information on the University before making an enrollment decision.
- WEVO's team of expert analysts uncovered that due to their busy lives, visitors needed content that was straight to the point without the usual fluff of stock images and content. This persona needed to see themselves represented on the page.



The Results

Utilizing WEVO's unique pre-live testing capabilities, Johnson & Wales University revised and launched a mission-critical component of their new strategic initiative to great success. The team moved forward with the confidence that they were [listening to and addressing the needs of their new target customer](#).

By providing the marketing team with direct insight into what their customers think, [WEVO helped JWU shift from subjective to actionable decision making](#). WEVO is baked into JWU's marketing stack and is an essential step in launching new digital materials. From understanding the gap in audience expectations and page delivery to uncovering persona specific issues before launch, JWU continues to use WEVO to improve their digital experiences.

We now know directly from our audience that affordability and time balance are the key, and we need to answer those questions right up front. **WEVO has changed how we think about a landing page.**

–Joshua McCarthy,
Director, Online Enrollment Management

Stop Guessing. Optimize Website Experiences Before Going Live.

WEVO is the first company to optimize website experiences BEFORE going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources, and guesswork in an attempt to increase conversion rates.

Leveraging Artificial Intelligence and a proprietary behavioral model, WEVO diagnoses webpages without the need for live traffic or integration, pinpointing the reasons preventing more customers from converting.

Get in touch with the WEVO team today

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