

How a Leading National Tax Co. Got Rapid A/B Testing Results, Without Ever Going Live

A case study featuring
Jackson Hewitt



The Problem

Euan Campbell started his journey as CMO of Jackson Hewitt with a mission: dramatically increase the speed and efficiency of his team's A/B testing of digital communications. Every year from spring to fall the marketing team planned, evaluated, iterated, and re-evaluated concepts until they were armed with an arsenal of strong digital campaigns for their short marketing window. When tax season approached, the team feverishly tested hundreds of pre-created assets, honing in on the ones that actually converted.

With a highly seasonal service offering and a small marketing window, Euan realized that his team needed to enhance their pre-live testing process to make the most of their marketing efforts. He needed a solution that was fast, accurate, and didn't require any live A/B or multivariate testing.

The WEVO Solution

With WEVO, the Jackson Hewitt team was able to test their most creative ideas without taking them to market first. They simulated a live test of six different landing page designs and more than a dozen creative concepts all without going live.

Not only was WEVO able to provide the Jackson Hewitt team with data-backed insight into their landing pages, but the test was completed in days rather than weeks or months. By providing direct prospective customer feedback on landing page designs and analyzing customer likes and dislikes, sentiment reactions, and more, WEVO compiled a comprehensive assessment of the webpages using AI technology. At the end, the Jackson Hewitt team learned which landing page designs and creative concepts were the test winners without ever needing to push a page live and in a fraction of the time.



Jackson Hewitt[®]
TAX SERVICE



The Results

By knowing exactly which landing pages and creative concepts would perform best when pushed live for the busy season, Campbell and his team were able to launch out of the gates with higher converting landing pages.

Furthermore, the team was able to leverage WEVO's insights and recommendations to inform the creation of additional high-performing landing pages. By enlisting WEVO to enhance their testing process, Jackson Hewitt achieved faster test results along with highly optimized landing pages and creative, all before going live.

WEVO is unlike any other solution in the A/B testing space. Their methodology is uniquely fast, accurate and requires no live testing.

—Euan Campbell,
CMO

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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