

CONVERSION CAST

How Ramit Sethi Substantially Increased Email Confirmations With 2 Simple Split Tests

Our Guest:

Ramit Sethi is a New York Times bestselling author of the book, *I Will Teach You To Be Rich*. He studied Psychology and Technology at Stanford and has been writing about the topics of personal finance, business, and psychology for over 10 years. He also shares his knowledge in freelancing and entrepreneurship through 18 products he has created. Ramit's new website, growthlab.com, focuses on helping people of all levels in online business.

Ramit attracts around a million readers a month and has 30,000 paying customers. He says all of this for credibility sake because, from his experience and observation, many people in the marketplace are aggressive and scam-y.

How Ramit Increased Email Confirmations Through 2 Tests:

Ramit and his team are always looking for ways to optimize their funnel and recently found that their email confirmation process was under optimized. They use a double confirmation process when people subscribe to their email list and noticed that many people that subscribed to their list weren't confirming the second part of their subscription through their email.

Before they implemented split tests in an effort to increase confirmations, their original confirmation page consisted of an ugly picture (in Ramit's words) of Ramit with copy that read "I'm Ramit. I'm sad because you haven't confirmed my email. Please go to your email and confirm". The confirmation page was dated and had not been updated in a while (which is common for people in the digital marketing space) and their goal was to improve it and increase conversions.

Ramit and his team first tested simplifying the confirmation page. They recreated it with minimal copy that instantly communicated what people would be getting by subscribing and made it more flexible via multiple sign up flows. This first test produced such astonishing results that they kept the new, simplified version of the page.

However, the team didn't stop there. Ramit decided to use his tactic of stacking a test on top of the previous test because, from his experience, "if there's one win, there's many wins to be had". The second test consisted of adding countdown timers to the confirmation page to give it an element of urgency. Different variants of the countdown timers (design, placement, etc.) were tested, but only one variant was a clear "winner" while the others had marginal results.

Although these first two tests were instant successes, Ramit wanted to set the expectation that this isn't always the case. Testing usually takes more time to find results that work and his team has implemented 10 different AB tests on the home page for the past 6 months and have yet to find a "winner". The redesign of the confirmation page involved quality design, copywriting, and a systematic approach that contributed to favorable results. Ramit explained that testing is in the execution, not just the idea and the little details (like the timer) can make a big difference.

The Result:

The Thank You/confirmation page redesign test increased email confirmations by 19%. The conversion rate went from 63% to 75% after the two AB tests were conducted.

Ramit's Insight & Key Takeaways:

When it comes to conversion optimization, Ramit expressed that "if you focus only on conversion, you will look like every single other page out there". He explained that many pages online use the same techniques through headlines and shape/length/color of boxes, but he strives to make his page different.

He also stated that in certain areas, you don't need to reinvent the wheel. Ramit advised that 80% of what you do online can be similar to everyone else while the remaining 20% of your efforts can be used to make yourself unique.

You also have to decide which test results you will give more weight after implementing testing strategies. For example, Ramit tested his pricing and the results indicated that charging a lower price on his product would earn him more revenue, but this is one area where Ramit was unwilling to act on the results. He explained that he felt his products are too valuable to come down on price because they spend millions of dollars developing them and they are all backed by a guarantee.

Information On Ramit's Growth Lab:

His new course on Growth Lab supports entrepreneurs at any stage in business. The course includes stories about others who have gone through it from beginners to seasoned business owners. The website provides different strategies for people at different levels of business. Ramit educates from startup to advanced strategies including optimization, traffic generation, and tactics his company uses internally for business. He includes their copywriting techniques, webinar strategies, and press tactics for how they get covered routinely by the New York Times. Growthlab.com includes three of Ramit's products 1) Zero to Launch (starting and growing a business), 2) Call to Action (copywriting technique and strategy), and 3) Accelerator (support community for coaching and guidance).