

10 Things You Should A/B Test To Get Higher Conversion Rates on Your Opt-in Forms



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- 1. Test different opt-in offers:** Just like on the EOFire Case Study, you might already have an opt-in offer on your website that converts higher than the one you're showing all your visitors today.
- 2. Test multiple-choice opt-in forms:** Why not let your visitors decide what opt-in they want to pick with a multiple choice opt-in form? We've seen very good results on the Thrive Themes website with this method! If you're not sure how to use these, [check out this blog post](#).



3. **Test different value propositions for the same offer:** Why is your opt-in offer awesome? Find different angles to “sell” it to your audience. E.g. “take this webinar course, because webinars are an amazing teaching tool” or “take this webinar course, because webinars are an amazing sales tool”

4. **Test radically different designs** (i.e. not just a different button color but two totally different templates): In Thrive Leads you have access to loads of different designs. Use this to your advantage, by testing forms that have a totally different look and feel against each other.



5. **Test 1 Step Opt-in Forms against Multi-Step Opt-in Forms:** Getting the micro commitment from the first click might help you get higher conversions. You can get more detailed information about multi-step opt-in forms [here](#).

6. **Test different levels of “annoyingness”** (for example a discreet little ribbon vs. a big and bold screen filling overlay): The biggest difference between the different types of opt-in forms is the level of interruption (or annoyingness) for your visitors. Don't be afraid to test and see what works best on your site and for your specific audience. [Click here](#) for an overview of the different types of opt-in forms and when to use them.



7. **Test design and copy that appeals to different personas.** For example: “You will dominate your competitors with our marketing strategies” vs. “You will reach more people and bring more value to the world with our marketing strategies”. These two messages will appeal to a different crowd. You should test to know what resonates most with your visitors.

8. **Test for the best timing:** When you show your opt-in offer at the right time, you’ll get more conversions. This might be immediately on page load or after a certain period of time or after a certain % of scrolling on the page. You should test to find out what your visitors respond to most.



9. Test for relevance/targeting: After testing different offers or value propositions site wide, see if the best one can still be beaten with something more targeted, shown on relevant content.

An example of this can be seen on imimpact.com, where the site wide opt-in offer is for a case study report. However, in posts that are closely related to video marketing, the opt-in offer that shows up is about video tools. This video tools opt-in offer isn't shown on many posts, but does really well where it is shown because of the relevancy to the content.

10. Test different animations: Counter-intuitive, because you wouldn't expect animations to make a big different. However, we've seen animations have a significant effect on conversions on several occasions, so it's worth testing.



Now it's your turn to start testing!



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