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### About Cashstore

- [www.cashstore.fr](http://www.cashstore.fr)
- French shopping engine with cash back service

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### Goals

- Increase homepage click-throughs to the site signup page
- Boost new registrations to Cashstore.fr

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### Approach

- Launched A/B testing of the homepage
- Measured the funnel conversion rate from homepage to signup confirmation

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### Results

- Created a new homepage optimized to facilitate registrations
- New conversions from homepage increased 25%

# With Google Analytics, Google Website Optimizer and expertise from AWE, Cashstore.fr increases homepage conversion rates by 25%

## Background

Created in 2004, Cashstore is a shopping engine that allows members to earn money on each purchase they make via the site. The scheme offers a cash back service to its community members when they buy from one of Cashstore's hundreds of e-commerce partners, effectively paying back part of its own commission-based affiliation to the end user. To develop its groundbreaking approach and build the business further, Cashstore needed to register new members.

## Bring it on home

Using Google Analytics, Cashstore's search Marketing agency AWE discovered a critical issue. While 90% of Cashstore's visitors were browsing through the homepage, the Google Analytics conversion funnel revealed that the homepage click-through rate to the registration form was too low.

This insight enabled AWE to set a baseline for their key performance indicators. The original homepage click-through rate to the signup page was 2% and the conversion rate for the form was 23%. Applying logic to the data, the team hypothesised that the homepage had usability problems around the fact that visitors did not clearly understand how to use Cashstore in their online shopping. Their theory was that the original Flash animation was too complicated.

## Testing, testing

AWE approached the problem by designing an A/B test of two versions of the homepage, which they ran through Google Website Optimizer. In the original homepage, the Flash animation took a full minute to display a call to action to the signup form. A new design focused on presenting easy information on how to use Cashstore with a more visible call to action.



Advertising & Webmarketing for E-commerce

## About AWE

- [www.awe.fr](http://www.awe.fr)
- Search marketing agency
- Google Analytics Certified Partner



Original homepage; homepage version one; homepage version two

*"Google Website Optimizer allowed us to test which product presentation was more profitable for Cashstore. The Google Analytics metrics helped us to pick the right version of the homepage that is of critical importance in terms of business impact. Used together, both tools are very powerful!"*

**- Alexis de Charentenay, Online Marketing Manager,  
Cashstore.fr**

## Bank on it

During the course of the experiment, the first version of the homepage actually achieved the highest click-through rate to the signup form at just over 4%, but recorded an extremely low signup conversion rate - just 3%. The second version produced the highest final conversion rate on the signup form (20%), which more than compensated for its lower CTR, which was under 4%. Thanks to Google Analytics, AWE was able to see that their new homepage design in fact generated a 25% increase of new signups for Cashstore from the homepage.

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### About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit [google.com/analytics](http://google.com/analytics).

