



---

Customer Success Story: How British Gas uses EyeQuant



British Gas is  
**UK's leading energy supplier**

Provides energy and services to around  
**10.8 million homes in Britain**

The company had revenues of nearly  
**£13 billion in 2014**

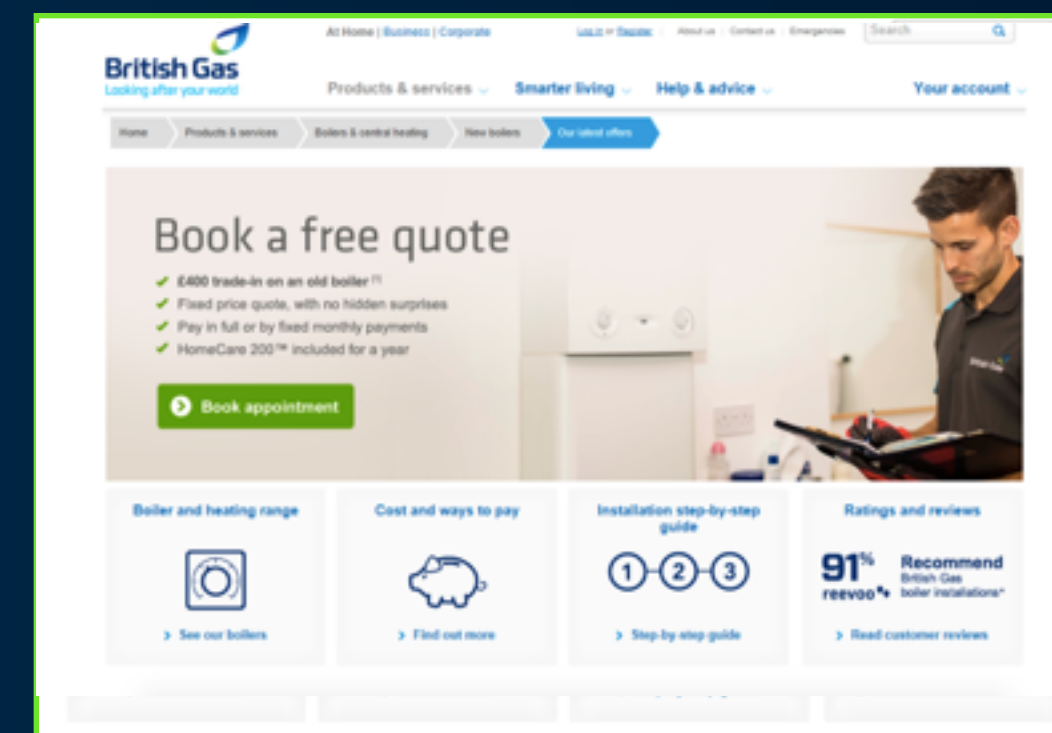
## Business Objective



### Boilers Offer Landing Page

- High traffic
- Conversion rate critical

## Results from using EyeQuant



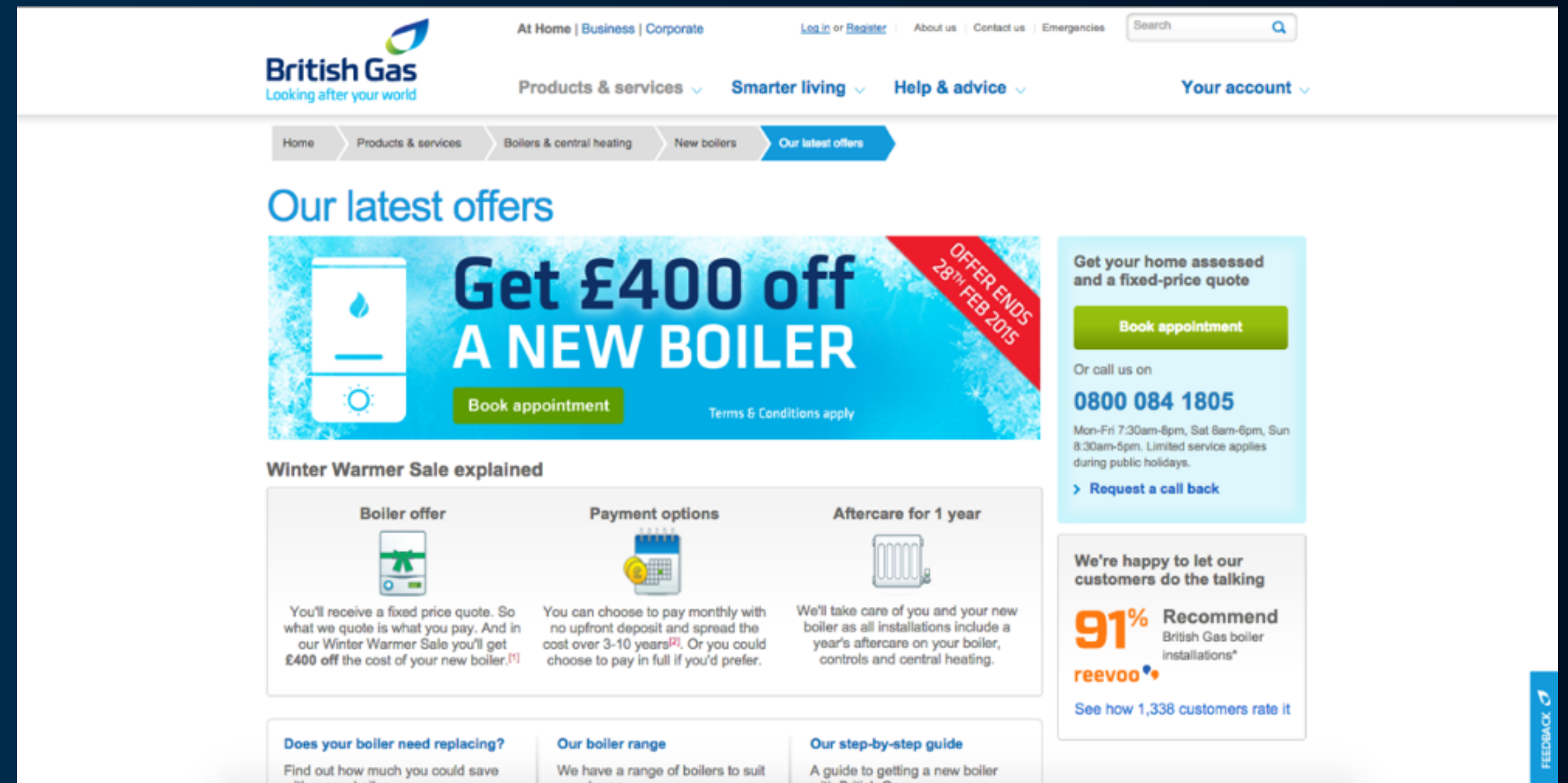
**+50%**  
higher conversion

# Business Objective

## Boilers landing page optimisation

### Boilers are big business for British Gas

Every month, tens of thousands of people across Britain land on this page in search of a great deal on a new boiler. For the digital optimisation team, it's critical to maximise conversion rates on this page.



# EyeQuant in Action

## Identifying optimisation opportunities

A quick EyeQuant test uncovered a couple of potential conversion-killers on the landing page.

The £400 offer overshadows key information like:

- What will I actually get?  
(Hint: a free consultation with a heating advisor)
- What other benefits are there besides a discount?
- The call to action



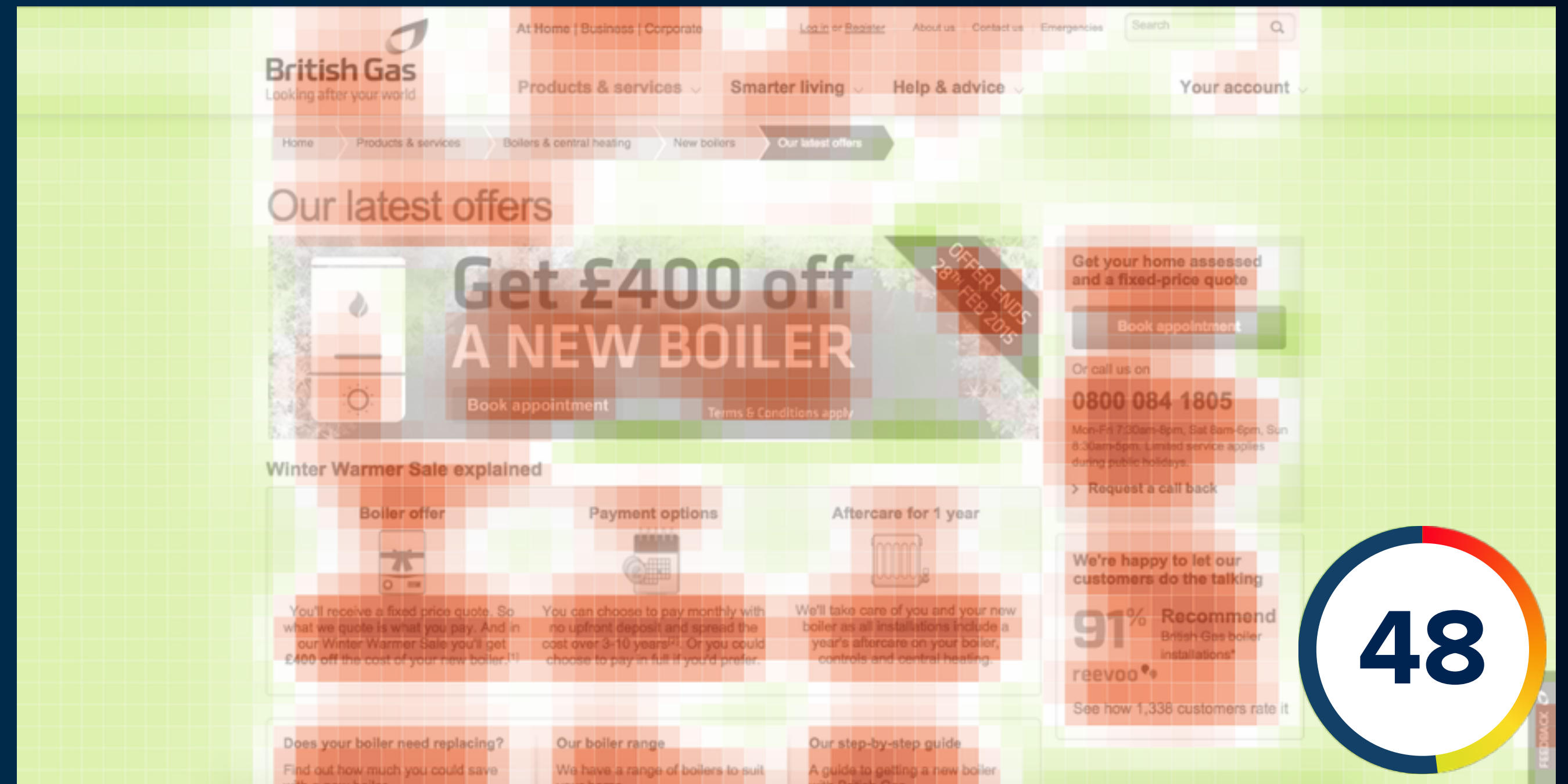
EyeQuant Attention Map

# EyeQuant in Action

## Identifying optimisation opportunities

Also, visitors are likely to perceive this page as cluttered, scoring a 48/100 on EyeQuant's Clarity Index – largely due to the display of duplicate or unnecessary content:

- There are 2 competing call-to-action buttons
- Long-form copy explains concepts that could be conveyed in bullet-points
- There are (potentially) unnecessary headers



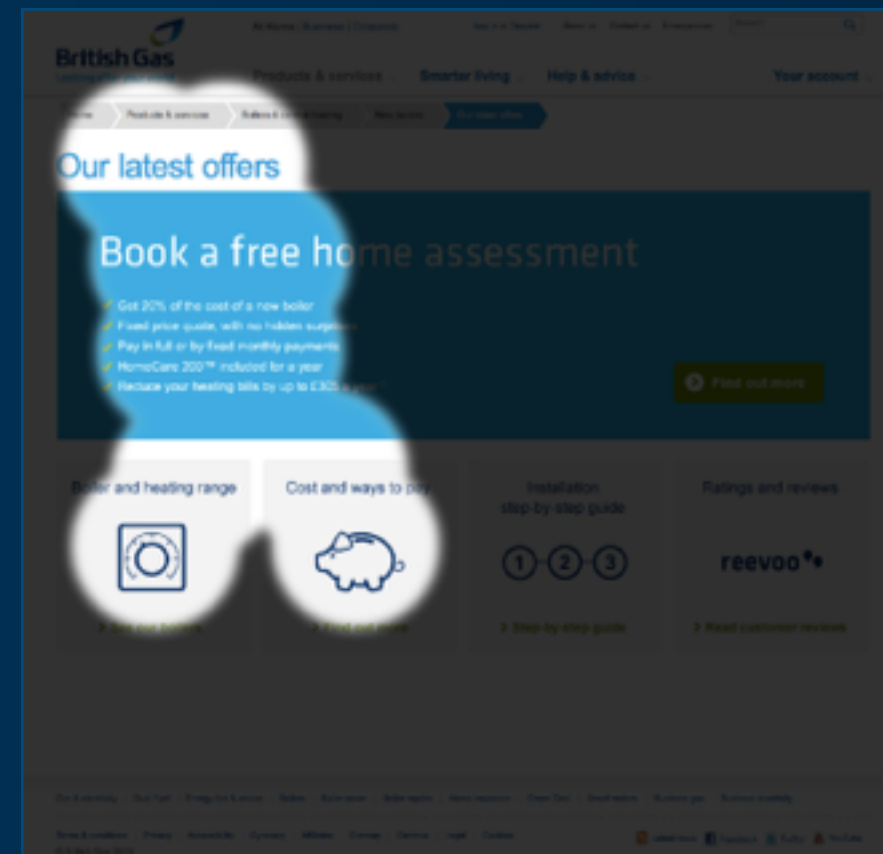
EyeQuant Clarity Map & Score

## EyeQuant in Action

# Testing design variations to create an optimal design

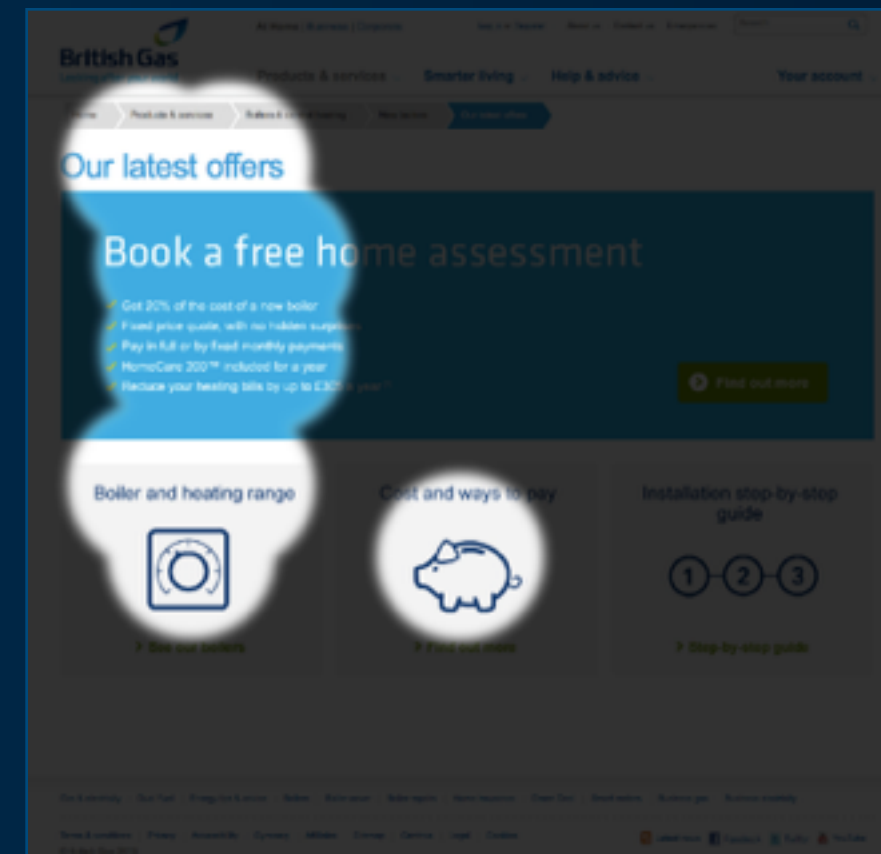
### Design Variant 1

Cleaner design, but needs a stronger CTA



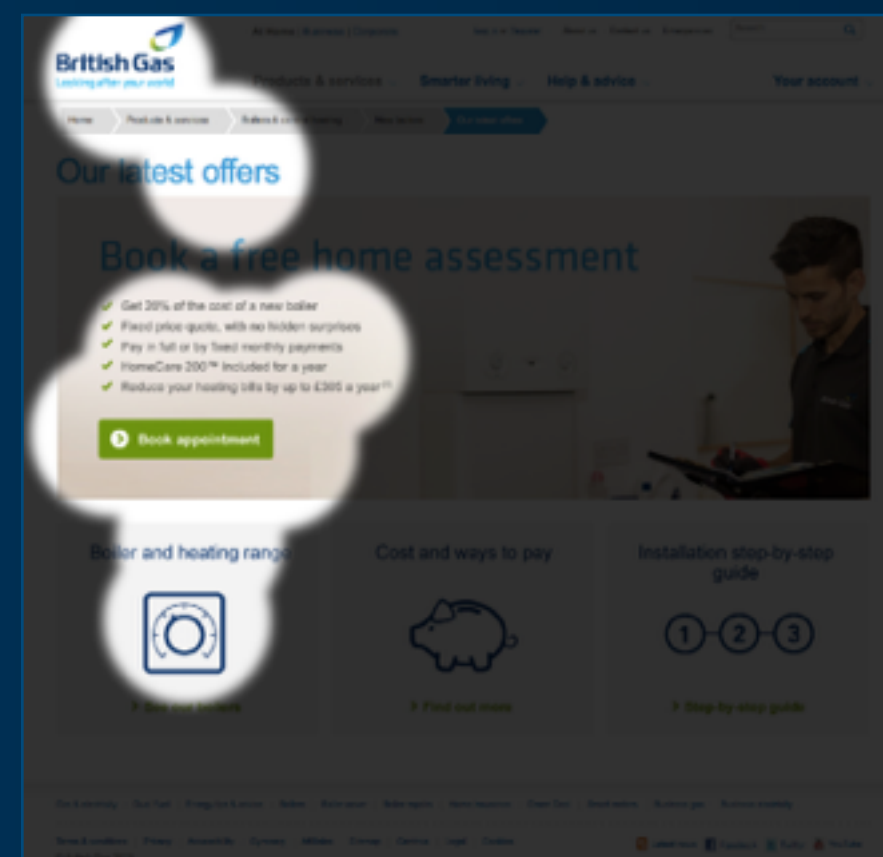
### Design Variant 2

Same as 1, but with reduction in competing content



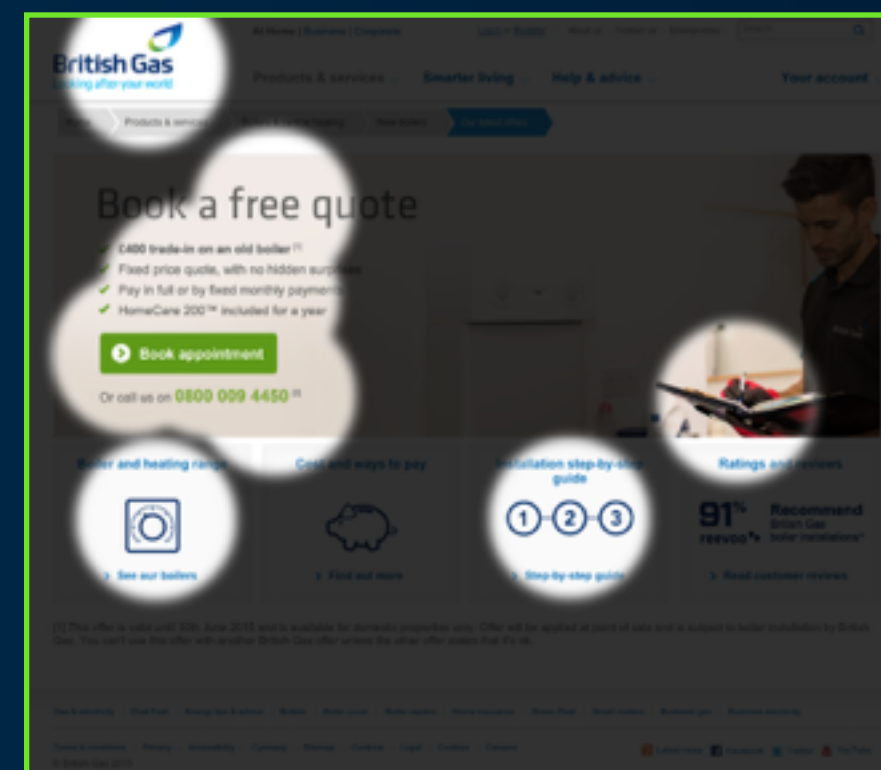
### Design Variant 3

Better focus on benefits but headline doesn't stand out enough



### Design Variant 4

Clean design, clear headline and a clear CTA



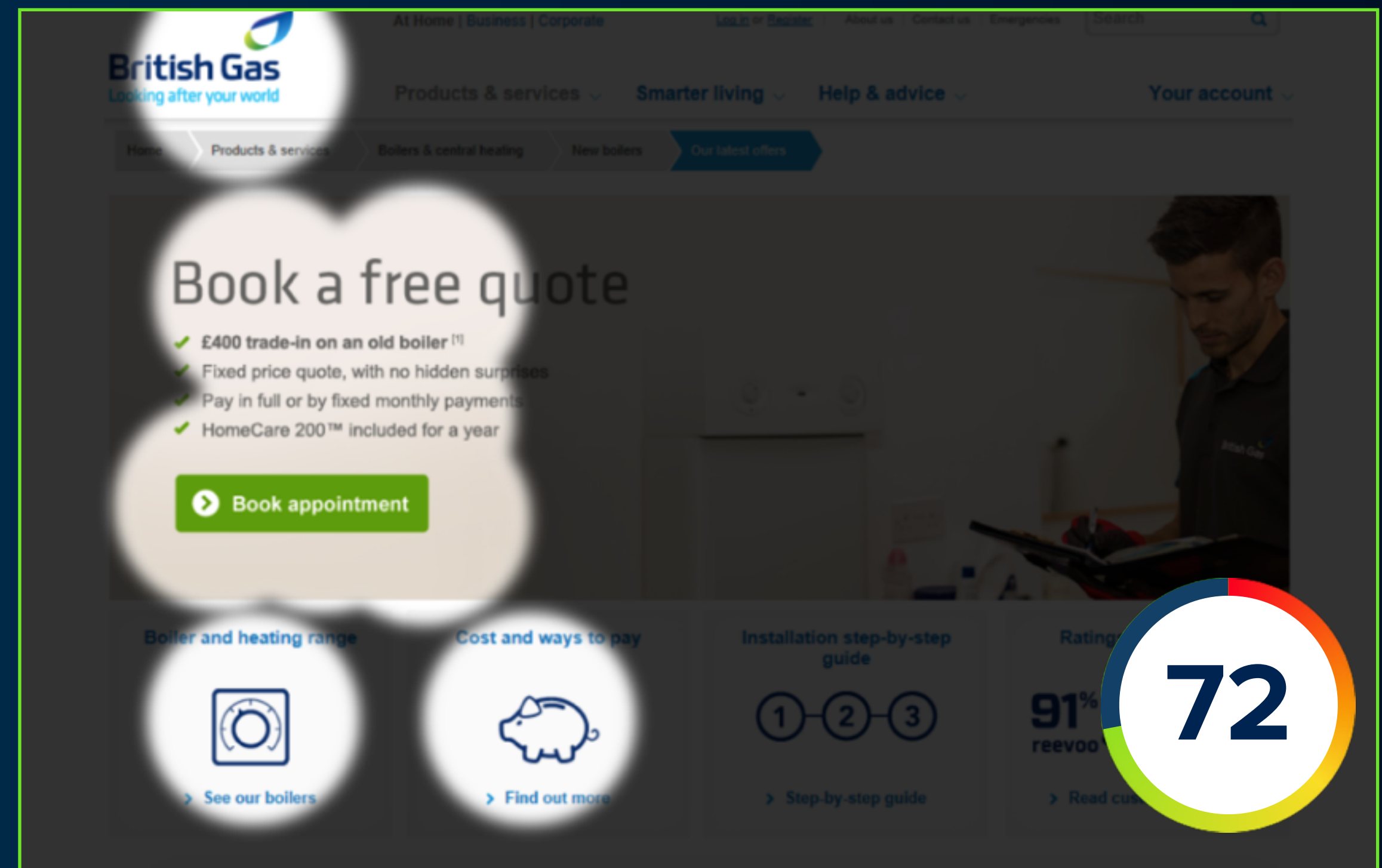
Design qualified to the live test

## EyeQuant in Action

### Final test variants

**The final variants that were deemed worthy of seeing live traffic had 3 things in common:**

- The offer is instantly clear, as user attention is directed immediately to an explanation of what the offer entails
- There is a single call to action that's proven to “pop”
- The design is radically cleaner than the control, with clarity scores around 70.

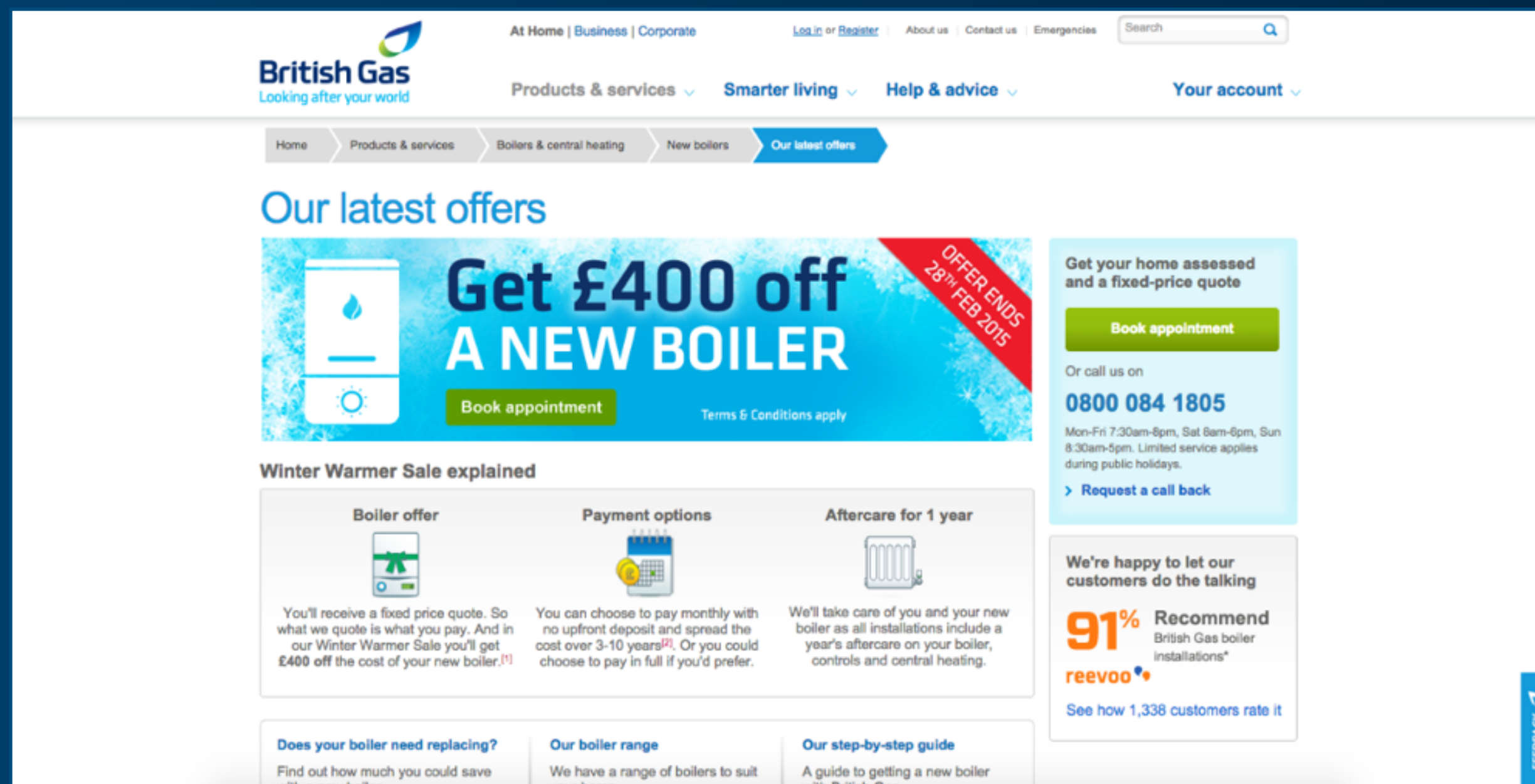


EyeQuant Perception Map and Clarity Score

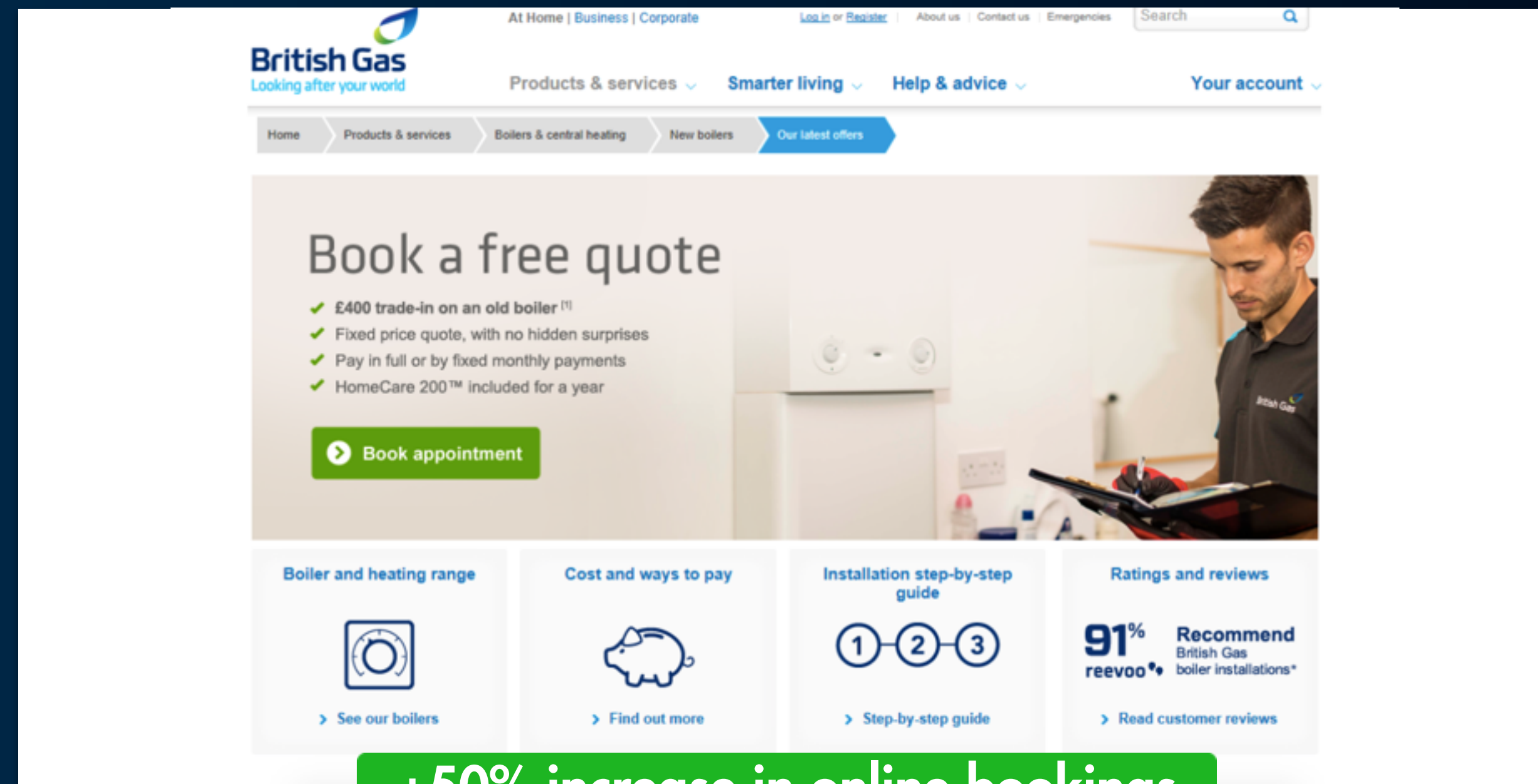
# EyeQuant in Action

## A/B Test Results

### Control



### EyeQuant-Approved Design



## Customer Interview



# Malcolm Carter, Senior Optimisation Manager

### When do you normally use EyeQuant?

"We use it when coming up with A/B tests hypothesis. We upload and analyse rough mock ups and design variations."

### What are the key benefits of the tool?

"EyeQuant is extremely quick and easy to use. It helps us focus on the key message. Too often we are guilty of trying to display too many messages and calls to action. It is part of our test planning process and gives us some tangible facts when discussing designs with stakeholders."

### What other tools do you use, and where does EyeQuant fit in your toolkit?

"We use a range of tools including Maxymiser and Adobe analytics. We use analytics to identify the pinch points in the journey, run some possible solutions via EyeQuant, use these results to tweak the variations before launching an A/B test via Maxymiser."

### Who in your team uses EyeQuant?

"The Digital Optimisation Team use EyeQuant regularly along with our Digital Experience Managers and Designers."



# Contact

Kurtis Morrison  
VP, Client Services

---

[kurtis@eyequant.com](mailto:kurtis@eyequant.com)

+49 306 0989 9795