

Whitepages Boosts Subscriptions with AB Tasty's Feature Experimentation

The Whitepages' company mission is to build trusted connections in today's digital world. Since 1997, Whitepages has excelled at meeting customers' needs by providing information designed to help them stay connected, protected, and make informed decisions.

CHALLENGE

The Whitepages' marketing team set a goal to increase conversion rate and boost memberships for their monthly plan by improving the structure of the pricing page and make it easier for customers to compare the different plans.

TEST IDEA

The layout of the price subscription page was changed so that all three plans were more prominently displayed next to each other in the form of expanded vertical menus to clearly showcase what's included in each plan.

Dynamic toggles were also placed at the top so users could compare monthly and annual pricing plans while the bottom of the page featured a larger payment tab under the plans instead of next to them.

RESULTS

With the new layout, the team was able to present a simpler and easier navigation for Whitepages customers to seamlessly compare different plans with just the right amount of information they need to make a decision.

As a result, after one week, the team saw a 23% increase in conversion rate and a 31% increase in monthly membership plans.

23%
Conversion Rate
Increase

31%
Monthly Membership
Plan Increase

ORIGINAL

Sue Smith
Age 69 | Seattle, WA

Cell Phone Numbers | **Addresses** | Public Records | Criminal & Traffic

Available Plans

- ☒ **Premium Standard** \$4.99 /MO
20 contact lookups
+ Save & Export Contacts
- ☐ **Premium Business** \$9.99 /MO
20 contact lookups
+ Save & Export Contacts
+ Speed Search + Property Data
- ☐ **Premium Business** \$20.99 /MO
100 contact lookups
+ Save & Export Contacts
+ Speed Search + Property Data
- ☐ **Premium Business** \$99.99 /MO
500 contact lookups
+ Save & Export Contacts
+ Speed Search + Property Data
- ☐ **All-Access One-Time** \$19.99 /ONCE
For Sue Smith
+ Background Report

Save 50% with an Annual Plan

☐ Click to apply your discount

Premium Standard
20 contact lookups \$4.99 Per Month
+ Save & Export Contacts

Total \$4.99 Before sales tax

Pay with ending in 0528
[Change payment info](#)

Your upgraded plan starts immediately and replaces your current plan.

Confirm Purchase

Interested in a higher lookup plan?
Please [click here](#) for assistance.
For further assistance contact support@whitepages.com

VARIATION (WINNER)

Sue Smith
Age 69 | Seattle, WA

Cell Phone Numbers | **Addresses** | Public Records | Criminal & Traffic

Monthly **Annually** SAVE 50%

Premium Standard
\$4.99 /mo
20 Contact Lookups
Selected
Cancel anytime
Includes:
✓ 20 Contact Info Lookups
✓ Save & Export Contacts ⓘ

Premium Business
\$9.99 /mo
CHOOSE LOOKUPS:
20
Select
Cancel anytime
Includes:
✓ 20 Contact Info Lookups
✓ Save & Export Contacts ⓘ
✓ Email Addresses ⓘ
✓ Property Data ⓘ
✓ Speed Search ⓘ

All-Access One-Time
\$19.99 /once
For Sue Smith
Select
No commitment
Includes:
✓ Background Report ⓘ

Premium Standard
20 contact lookups \$4.99 Per Month
[Change payment info](#)

Total \$4.99 Before sales tax

Pay with ending in 0528
[Change payment info](#)

Confirm Purchase

For further assistance contact support@whitepages.com

TAKEAWAYS

Feature experimentation has given the Whitepages team the ability to quickly make adjustments while running a test, target a specific audience, and turn on or off a test or device type. This has given the marketing team greater flexibility and autonomy without relying on engineering sources which resulted in faster workflows.

The test involved more complex and dynamic elements (such as the inclusion of the contact's record of the current plan to which the user is subscribed). This required each of these elements to interact with the entire IT system, which was only possible through server-side testing. The team plans to continue using server-side experimentation to test pricing pages to drive more conversions for the plan upgrades for current members and new users.