

# Success Story: How Talkspace Increased Conversions by 60% With Web A/B Testing



**Client: The #1 Couples Therapy Program** — Lasting is the #1 couples therapy program from Talkspace, the world's leading telebehavioral health company and pioneer in online therapy. Talkspace has grown to have over 1.5 million clients and includes therapists in all 50 states.

## Goal: Increase Conversions & New User Activation

To increase the efficiency of their user activation funnel on the web, Joshua Petrovani Miller - Product Lead for Lasting, identified increasing landing page conversion and sign-up completion as a priority. By optimizing the entire user experience and connecting their SEM campaign to the in-product experience, they would drive ROAS and revenue growth while decreasing acquisition costs.

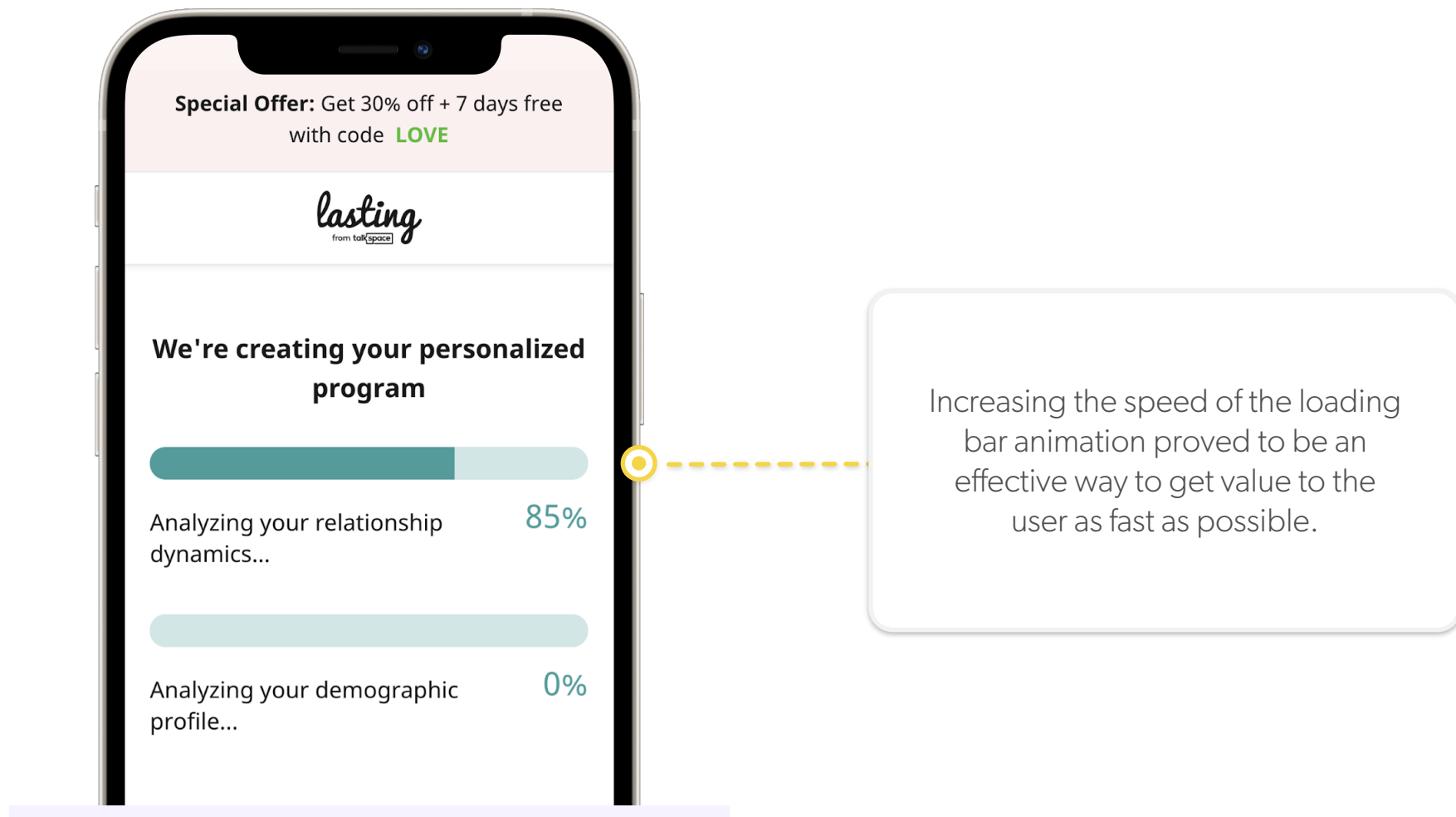
## Strategy: Minimize Time To Account Creation

Once a user enters the Lasting site they are prompted to start a relationship quiz. The purpose of the quiz is so Lasting can create a tailored plan that provides the most value possible for their users. At the end of the quiz, users are shown an animation informing them that their custom plan is being constructed.

## Solution: A/B Test Activation Flow

Josh's hypothesis was that shortening the time to value would lead to higher conversions since

they would provide value to their users sooner. By reducing the duration of the animation and removing friction from the sign-up process, he would be able to maximize ad spend and directly impact CAC and ROAS by increasing landing page conversion rates.



## Results:

Web A/B testing is a key component of Lasting's growth strategy to optimize their web user acquisition funnel. Using A/B testing to reduce friction and improving speed to value resulted in a 60% increase in conversions. An increase in trial sign-ups leads to their user base growing and higher revenue.

This web experiment of increasing speed to value resulted in a 60% increase in conversions simply by tweaking the timing of an animation. Consistent A/B testing creates incremental gains that lead to increased ROI and revenue. This experiment provided a foundation for learning and future iterations. Lasting regularly uses A/B testing as part of their experimentation process. This is one of the many experiments they have in their roadmap since making small changes such as removing friction allows them to consistently reap incremental gains and iterate for future experiments.



**Josh Petrovani Miller** — Product Lead at Lasting

*“Anytime we ship a feature it's wrapped in an experiment with Taplytics. We don't ship anything with the expectation that we'll just do well, we always want to know how this is impacting behavior.”*