



SINGLE GRAIN



**ProLite**  
AUTO GLASS

CASE STUDY

AUTOMOTIVE SERVICES

# Increasing Free Quote Submissions On ProLite Autoglass' Homepage

December 13

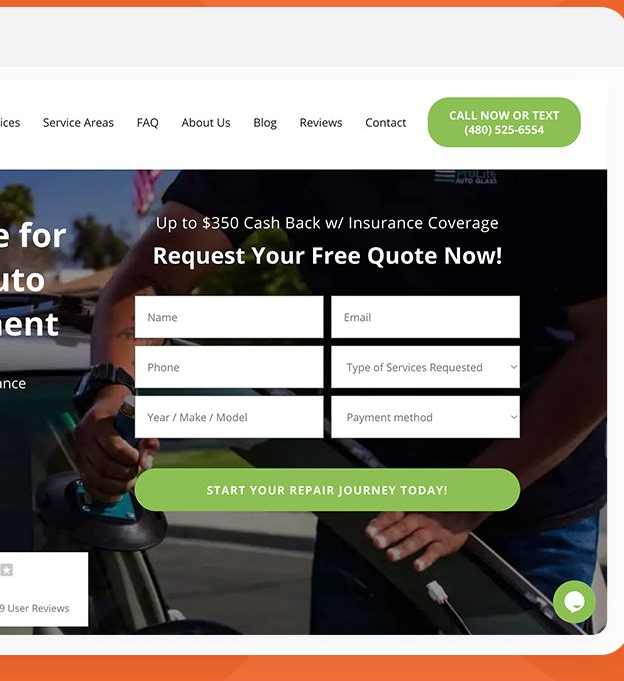
95% increase in form  
submissions

January 16

204% Increase on Desktop →

# Our Goal

**Increase  
Prolite Autoglass Lead  
Form Submissions**

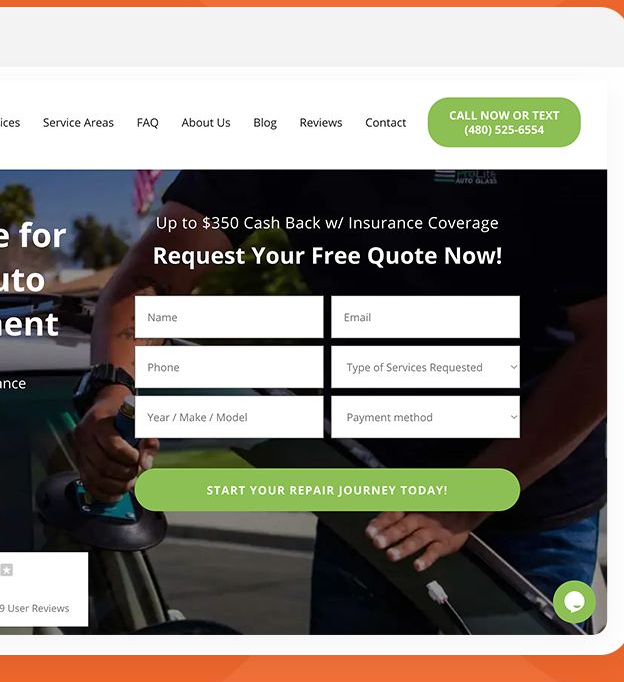


# The Process

**In order to increase lead form submissions, we needed to better guide users to the form through optimizing the content and form in the hero section.**

**We chose to test multiple variables in one variant of the page: In low-traffic scenarios, testing multiple variables simultaneously in an A/B split test framework allows for quicker, more efficient optimization than testing each variable sequentially.**



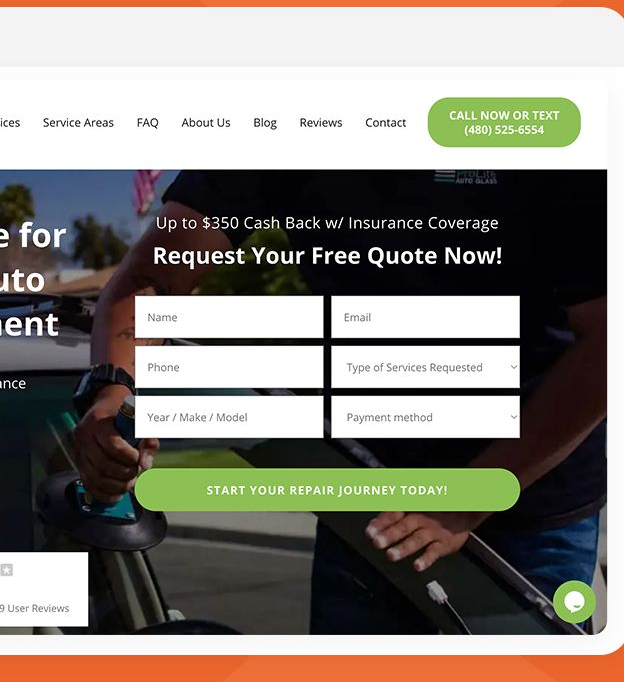


# Hero Section Improvements

Single Grain optimized the following content in the hero section:

- ✓ Reduced value propositions from 7 to 3, keeping the strongest ones
- ✓ Strengthened and expanded the headline
- ✓ Added Google and Yelp review stats





# Form Improvements

Single Grain improved the form by:

- ✓ **Creating a stronger headline using a \$350 rebate incentive**
- ✓ **Reducing friction points in the form by removing VIN# field for Year/Make/Model field**
- ✓ **Optimizing for mobile so that the form was visible on the first screen**



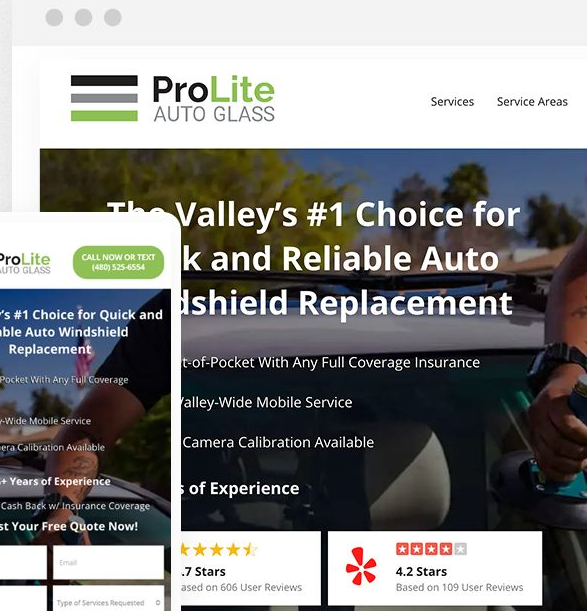
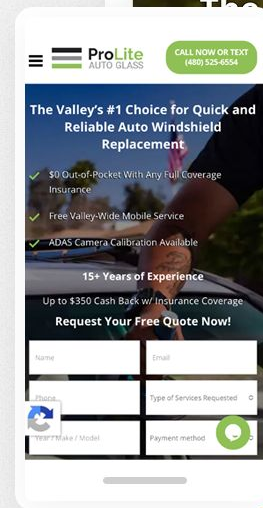
# The Results

By optimizing the content that users first see and providing a streamlined form, Single Grain was able to increase form submissions on the page, allowing for the client's call center to close more deals.

✓ **95% increase in form submissions (5.91% to 11.56%)**

✓ **69% increase on mobile (6.52% to 11.04%)**

✓ **204% increase on desktop (4.35% to 13.24%)**





# Final Notes

**This approach, while not a multivariate test, helps identify which combination of changes yields the most significant improvement in conversion rates despite the challenge of achieving statistical significance due to limited data. It's a practical strategy designed to expedite the optimization process, enabling faster decision-making and implementation of changes that can positively impact user behavior and conversion rates in environments where data collection is slow.**



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# Thank You

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