

Enhancing webform performance: Exatom form analytics boosts conversion rate for Kia Germany by 55%

Introduction

Kia Germany, a prominent automobile manufacturer, is known for its innovative vehicle designs, electrification and commitment to customer satisfaction. Recognizing the significance of website optimization, Kia Germany aims to enhance user experience and maximize conversions. With a strong online presence, they partnered with Exatom to improve the efficiency of their web forms, specifically test-drive forms. This collaboration resulted in substantial improvements in conversion rates.

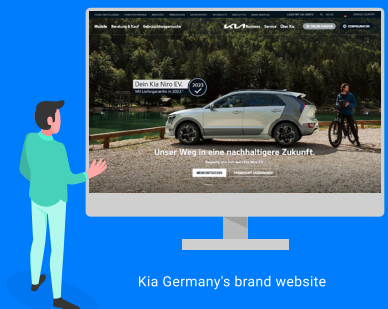


Exatom, a Zeta Global partner

Kia Germany leverages Zeta Global marketing technology to strengthen their marketing endeavors. This powerful platform equips them with advanced tools to effectively target and engage their audience. To further optimize their marketing strategies, Kia Germany combines Zeta Global with Exatom form analytics. This integration offers valuable insights and data-driven optimizations for their web forms, resulting in an improved user experience.

Challenge

Kia Germany aimed to increase web form conversions and reduce visitor friction. Despite steady web traffic, a considerable number of users abandoned the forms without completing desired actions, a common challenge for websites. This issue, known as form abandonment or webform leakage, is caused by user experience friction. By reducing friction, Kia Germany could enhance the customer journey and improve the return on investment (ROI) of their marketing efforts. Understanding user behavior and optimizing web form design were identified as key solutions to tackle this issue.



Kia Germany's brand website

Solution

Kia Germany partnered with Exatom, a leading form insights and optimization provider, to address the challenge. Exatom's analytics platform provided valuable insights into visitor behavior, identified pain points in the web forms, and enabled data-driven improvement strategies. With a single tag, Exatom implemented a range of tools and techniques to gather relevant form & field metrics and key performance indicators (KPIs) for Kia Germany's web forms. This led to a detailed list of recommendations related to technical, design and content changes, which Kia applied to this test-drive form. These included:



USER INTERACTION ANALYSIS

Exatom analysed webform interactions (start, failed submits, resubmits, errors, etc.) to pinpoint areas of difficulty and hesitation for visitors.



FORM FIELD METRICS

Exatom provided in-depth metrics for form fields, including interaction time, autofill usage, hesitation time, and errors, revealing bottlenecks and usability problems.



FORM SESSION RECORDING

Kia Germany used form session recordings to visualise the user journey, identifying friction points and drop-offs for targeted improvements.

“Using both tools from Zeta and Exatom, helped us to first understand the customers behavior better on our CRM but as well improving the UX and CX from several forms. The results are higher as the expectations which encourage us to search for additional partnerships with Zeta/ Exatom.”

JEAN-PHILLIPE POTTIER – MANAGER DIGITAL PLATFORMS KIA DEUTSCHLAND GMBH



Outcomes

Through the partnership with Exatom, Kia Germany was able to significantly improve their web form performance, which led to a 55% increase in conversion rate. Four improvements can be credited with this increase:

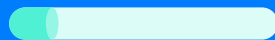
+21%

Higher start-rate



+16%

Higher submit-rate



Less abandoners after start

+22%

Higher autofill-rate



More fields are populated automatically by the browser

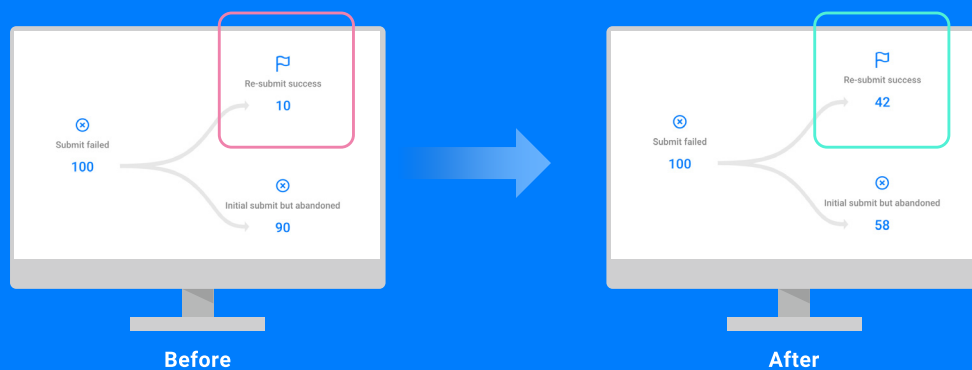
4x

Higher resubmit-rate



Higher success rate for users with an initial submission error

The key outcomes achieved by Kia Germany killed two birds with one stone: users found it easier to navigate and complete the forms, resulting in a smoother and more enjoyable experience. At the same time, Kia Germany witnessed a substantial 55% increase in their web form conversion rate. This improvement translated into a higher number of quality leads and a positive impact on business growth.



4x more Kia visitors were able and willing to make a correction after an error (failed submit) and requested the test-drive successfully



Next steps

Kia Germany recognises the significance of webform optimisation as an ongoing endeavour to enhance user experience and maximise form completion rates. One of the innovative approaches involves experimenting with smart tooltips, which provide contextual guidance and gentle nudges to users, facilitating a smoother and more intuitive form-filling experience.