



Button Color Change

January 1, 2017 – January 18, 2017

What We Saw

The download conversion rate from users who land on the home page is under 3%, which is less than our goal of at least 3%.

What We Think

People don't notice the button so making the color of the Download button darker will make it more obvious.

How We Measured It

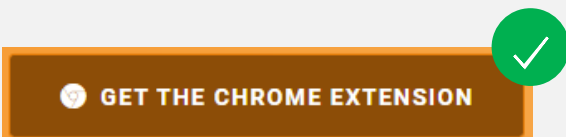
Success would yield a higher click-through rate.

What It Looked Like

Control



Variant



What Changed

Click-Through Rate

+ 5%

(from 2.5% to 2.7%)

Bounce Rate

+ 0%

Incremental Downloads

500

Annually

How We'll Change

Button color affects click-through rate, which means we'll permanently change the download button color to uglier orange and also test other button color treatments on the site.