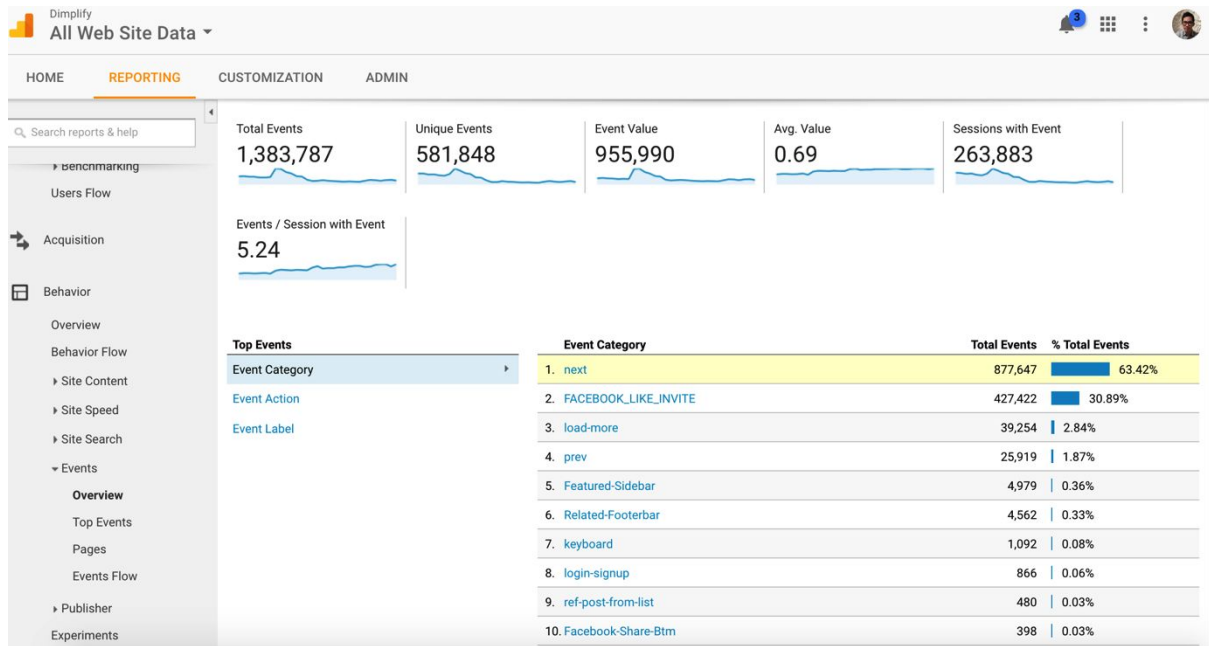


CASE STUDY: [DIMPLIFY.COM](https://dimplify.com)

Dimplify.com is a content publishing platform having millions of traffic a month. The goal is increase the user engagement, the ad click conversion and of cause the ROI. And users are strange....



We've injected custom event on almost everything to observe how user behave on Dimplify. Such as mouse movement video capturing, scroll event tracking, onclick event etc.

The Next and Previous Button

The finding is kind of strange that we find that user are clicking more on the previous button compared with the next button. I want them to click more on Next button because the ads are on the right column!

By removing the previous button the ad CTR increased by at least twice. So are the revenue.

The Red Next Button

Why the button is red? Well it used to have blue next button, just because by changing the button to red the CTR of the NEXT button increased.

The Next button CTR

There is roughly 30% of the users are clicking on the NEXT button and each user clicked twice averagely. We wanted them to click more, how?

We implemented the preload content on JSON, so the next article pretty much preloaded and almost instantly shown when a user click on the NEXT button. 67% of the users are now

clicking the NEXT button. Each user will click the NEXT button 5 – 9 times averagely. Conversion doubled.

Automated Report

We find the Google Analytic report is less automated in a way, we want more intelligent, actionable and automated report.

We import all the raw data into the excel sheet, craft our own formula to see the numbers we want. We want to make sure the numbers doesn't drop when we move on to the next optimization.

A	B	C	D	E	F	G	H	I	J
	Users	Unique Next	Total Next	Next per User	Next Type	Next Type	Unique User Click Next %	Next per user	FB Invite
		next	next		FastEntriesBtn	FastEntries			SHOWN
12/7/2016	726	539	4,222	7.83	312	227	74.24%	7.83	397
12/6/2016	4,111	2,645	21,127	7.99	1,553	1,092	64.34%	7.99	2,415
12/5/2016	5,497	3,260	24,891	7.64	1,877	1,383	59.31%	7.64	3,602
12/4/2016	4,325	3,096	24,076	7.78	1,819	1,277	71.58%	7.78	2,809
12/3/2016	3,962	2,539	20,246	7.97	1,498	1,041	64.08%	7.97	2,384
12/2/2016	4,866	2,893	23,421	8.10	1,585	1,308	59.45%	8.10	2,819
12/1/2016	5,851	3,178	24,951	7.85	1,516	1,662	54.32%	7.85	3,531
11/30/2016	4,740	2,475	19,656	7.94	1,206	1,269	52.22%	7.94	2,837
11/29/2016	2,869	1,723	15,020	8.72	910	813	60.06%	8.72	1,747
11/28/2016	3,099	1,822	15,937	8.75	955	867	58.79%	8.75	1,923
11/27/2016	3,389	1,922	16,827	8.75	1,001	921	56.71%	8.75	2,211
11/26/2016	3,458	1,809	15,247	8.43	903	906	52.31%	8.43	2,177
11/25/2016	3,781	1,970	16,720	8.49	1,077	893	52.10%	8.49	2,375
11/24/2016	4,468	2,211	17,972	8.13	1,167	1,044	49.49%	8.13	2,925
11/23/2016	5,047	2,281	20,236	8.87	1,149	1,132	45.20%	8.87	3,278
11/22/2016	5,856	2,743	22,595	8.24	1,319	1,424	46.84%	8.24	3,901
11/21/2016	4,250	2,320	21,314	9.19	1,270	1,050	54.59%	9.19	2,593
11/20/2016	4,516	2,139	18,898	8.83	1,175	964	47.36%	8.83	2,769