



## e-santé.fr

E-santé, a major French website working in the field of health, tests its newsletter subscription form to increase the number of subscribers, and improves its subscription-completion rate by 37%.

### ABOUT E-SANTE.FR

E-sante.fr is an online information portal on health. Today, it is the leading French health website. Its content is mainly fuelled by news about health, guide books and the posts between Internet users on its forum.

### CHALLENGE

Media websites such as E-santé are always willing to improve and increase users' consumption of content. In order to enlarge its audience and its impact, the website tries to gather a significant base of readers through newsletter subscriptions.

### HYPOTHESIS

E-santé explores the hypothesis that displaying visuals and details about the newsletter content distracts users from the main goal of filling out the subscription form. However, the quantity of information must be sufficient enough to catch the eye of the user and demonstrate the newsletter's value. E-santé is willing to work on finding this happy medium.

Original: With pictures

Modified variant: without pictures

**Abonnez-vous gratuitement aux newsletters E-Santé**

**Le magazine**  
voir un exemple  
Hebdo Santé

**Les suppléments**  
voir un exemple  
TOP Bien-être

Email \* :

Prénom \* :

Nom :

Sexe \* :  Femme  Homme

Date de naissance \* : JJ MM AAAA

Pays \* : France

Code postal \* :

Recevez les offres préférentielles des partenaires d'E-santé

**INSCRIPTION GRATUITE**

Si vous avez déjà un compte Mon E-santé, cliquez ci-dessus pour vous identifier.

Je m'abonne gratuitement au magazine  
 Recevez les offres préférentielles des partenaires d'E-santé  
 TOP DIÉTÉTIQUE  TOP BIEN ÊTRE  
 TOP PHARM  TOP INFO SANTÉ  
 Alertes Flash Santé (ex : épidémies...)

Informatique et libertés \* Données obligatoires

**Abonnez-vous gratuitement aux newsletters E-Santé**

Email \* :

Prénom \* :

Nom :

Sexe \* :  Femme  Homme

Date de naissance \* : JJ MM AAAA

Pays \* : France

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Je m'abonne gratuitement au magazine

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TOP DIÉTÉTIQUE  TOP BIEN ÊTRE

TOP PHARM  TOP INFO SANTÉ

Alertes Flash Santé (ex : épidémies...)

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## AB TASTY'S ANSWER

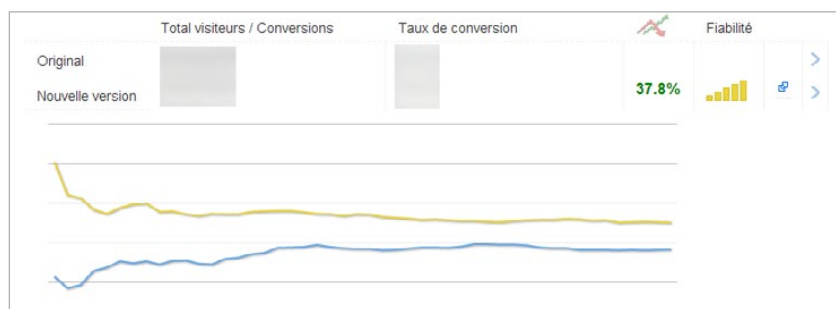
The test's parameters were entered directly on AB Tasty's interface. Several elements were modified and/or deleted to lessen the volume of information displayed to the users and to focus their attention on the newsletter subscription form rather than on secondary information. A variant was created, thanks to the WYSIWIG tool, and was set to target the page dedicated to newsletter subscription.

## RESULTS

The primary goal targets the subscription confirmation page, towards which the user is redirected if they correctly fill out the form.

The variant rapidly shows a conversion rate that is clearly higher than that of the original page. The improved percentage stabilizes at around 37,8%.

Combined with a 100% reliability rate, the subscription rate has therefore been significantly improved.



“The work achieved with AB Tasty enabled us to set up tests quickly and easily on various issues and to concretely measure their impact within a few days. When it comes to the newsletter subscription page, the learning is significant. Once more, it strengthens the observation that on the web, everything must be tested to be optimised.”

Patrice Thiriez  
Directeur général e-sante.fr

## LESSON

On the original version, E-santé displayed secondary information about the newsletter at the expense of the subscription form. We have been able to determine, thanks to this test, that limiting the quantity of information displayed on a page is necessary in order to not lose users' attention.

## CONTACT AB TASTY

38, rue du Sentier  
75002, Paris  
France  
www.abtasty.com  
contact@abtatsy.com  
+33 (0)1 84 17 87 52

## ABOUT AB TASTY

AB Tasty is a SaaS solution that helps data-driven marketers to ease the process of A/B testing. Designed for e-commerce websites as well as media publishers and lead generation players, AB Tasty helps them to increase their sales and conversion rates through A/B testing (comparing the performance of different versions of a page or a customer journey on the company's goals). Our solution is innovative in simplifying to a maximum the implementation of all kind of tests, making them accessible to all marketers, whatever their technical knowledge. Through a visual and interactive editor, they can edit and change, by themselves, their web pages without having to involve their technical department or to mobilize resources for development. Next, they measure, in real time, the impact of these changes on their performance indicators (eg: number of transactions, turnover, average order value, registration rate, user engagement...).

