

COMPANY:	YouCaring
INDUSTRY:	Crowdfunding
SIZE:	Over \$400M raised, ~30 team members
USE CASE:	Homepage optimizations to increase donations and new campaigns



Homepage Testing Powered by FunnelEnvy

How YouCaring, a crowdfunding website for personal and charitable causes, optimizes their homepage to sign up more campaigns and donors.

Key Results

- > 5% annual increase in revenue from one homepage test
- > 10% lift in donations to featured campaigns
- > Simpler product roadmap
- > Streamlined testing process



Backstory

YouCaring is a free crowdfunding website where anyone can create a campaign to raise money for personal and charitable causes (for example, helping a friend fight an illness, funding an education, or saving a pet). All donations are peer to peer, from friends, family, and the broader YouCaring community.

The YouCaring team calls it "Compassionate Crowdfunding."

"Our mission is to create a world where no one has to face hardship alone," said Aimen Barma, Global CMO and Head of Product at YouCaring. "People who've fundraised say, 'the money was really helpful, but what was even more valuable was knowing that I had a group of people rallying around me and with me.'"

Barma and her team run initiatives to increase the number of fundraising campaigns listed on YouCaring, and to increase the amount of money donated. They are big believers in A/B testing, and had been using Optimizely to test elements of their website and optimize their conversion rates.

But they weren't able to execute all the tests they had been imagining, and tests took longer than they would have liked. This was largely because YouCaring was constrained by internal talent. They had a smart, non-technical employee running tests part-time, but they didn't dedicate more full-time or technical talent to this initiative.

Their search for outside optimization expertise led them to FunnelEnvy.

Outcome

YouCaring engaged FunnelEnvy to ideate and execute A/B tests for their website.

“We knew from our cursory conversations with FunnelEnvy that there was a much more efficient way to do the tests we had been thinking about doing,” said Barma. “On top of that, we wanted to work with a group that has seen optimization opportunities across different businesses and industries. We had some experience, but we didn’t have the breadth and depth of a team that does it all day long every day.”

FunnelEnvy worked with YouCaring to suggest tests, run them through Optimizely, and advise on how to permanently implement the winners into the live YouCaring product.

5% annual revenue increase from one homepage test

The first objective was to improve the conversion rate for people listing their fundraising campaigns on YouCaring.com. The team ran eight to nine homepage tests focused on this effort.

“We moved around elements on our existing homepage, clarified benefits and value propositions, and highlighted them further up on the homepage,” said Barma.

One test gave way to a homepage change that was responsible for a 5% increase in YouCaring’s annual revenue.

A second objective was to increase donations. They ran a test on the homepage’s featured campaigns by adding a red “Donate” button to each one. This resulted in a 10% improvement in donations to those causes.

One test gave way to a homepage change that was responsible for a 5% increase in YouCaring’s annual revenue.



“It was simple to test and implement, and we had a good result quickly. When you run into little things that make a huge difference in revenue, it’s always a good a-ha moment.”

Aimen Barma, Global CMO and Head of Product, YouCaring

A return to design simplicity

“Obviously you want the wins where the revenue goes up,” said Barma. “But knowing what doesn’t work, to me, is also valuable. It helps you streamline your overall roadmap as you’re building out permanent product features.”

For example, the YouCaring team had wanted to highlight more value props higher on the homepage. “For a long time we thought we need to get more of these elements in,” Barma explained. But the FunnelEnvy tests revealed that a simple version of the homepage page performed better, without as many proof points emphasized at the top.

“It was a good reminder and confirmation for us that a big goal for our entire product roadmap is to simplify the experience and the steps for customers. We want to go in with the single focus of getting them to the next step.”

“Sometimes a simple, compelling message with a strong call to action performs best,” said Barma. “It’s not necessarily a new learning, but sometimes we forget, and we think that if we add more bells and whistles it’ll do better.”

A streamlined testing process

YouCaring used FunnelEnvy’s testing process and tools to execute a large number of tests in a way that kept Barma involved—and didn’t add friction to her already busy calendar.

“Having that well oiled process was really important,” said Barma. In her holistic CMO role, which also overlooks product and business analytics, she is implementing and honing many of these types of processes at once. “Finding one that’s reliable and works holds a lot of operational value for me.”

For example, FunnelEnvy and YouCaring used Trello boards to track tests from pre-concept all the way through final analysis. “I call it an assembly line. It was a very defined process.” She would check Trello on her phone during her morning commute to quickly review and approve the tests. “I was able to keep on top of it and I wasn’t the one holding up the process.”

YouCaring was able to execute more tests in a shorter amount of time than before. FunnelEnvy showed them ways to avoid using up their Optimizely allocation and cleverly implement some successful tests in a more permanent way.

“It’s so valuable to have knowledge from people who do this all day long, across a more diverse problem set than we have in our one business,” said Barma. “I felt that I had this ancillary set of staff that has it covered.”



“I have worked with hundreds of agencies of all types over my career, and I’ll tell you, that is hard to find. And the few times you find it, you want to keep working with those people.”

Aimen Barma, Global CMO and Head of Product, YouCaring

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