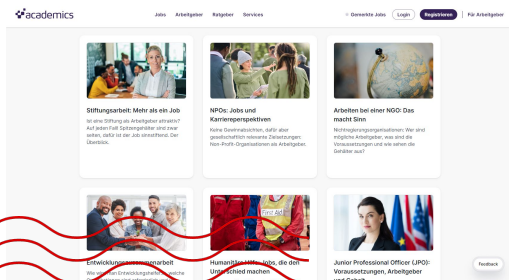




Academics Increases Click-through-rates With Interest-based Sorting



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The Challenge

To gain deeper insights into its users, academics aimed to analyze the various customer journeys across its job portals (e.g., academics.de and ZEIT ONLINE Stellenmarkt) and better understand user behavior. For instance, all portals feature quick links to job searches via category CTAs on their homepages, which follow a consistent order across all Academics platforms.

The Approach

The academics team partnered with TRKKN to analyze and understand customer journeys, aiming to optimize the user experience across various job portals and touchpoints. TRKKN conducted an analysis using Mapp analytics data and user insights from VVO Insights, including heatmaps and clickmaps. This revealed significant differences in how users interact with homepage elements across the portals. Notably, the current order of category CTAs did not align with actual user preferences.

Partnering with TRKKN

TRKKN leveraged these insights to design optimizations through A/B tests, which were implemented using Academics' testing tool, VVO. The results and insights from these tests will enable Academics to further enhance the user experience on its various job portal homepages and present more relevant content to users.

The Result

The collaboration with TRKKN led to valuable insights into user behavior, revealing major differences in how users interact with homepage elements across the academics' job portals. By implementing A/B tests based on these findings, academics can now optimize the order of category CTAs and deliver a more tailored user experience, ensuring content better aligns with user preferences.

“Our partnership with TRKKN has helped us to analyze and identify different user interests on our various platforms. As a result, users can now get from the homepage to their desired destination more quickly which is elementary to our product.”

— Tim Vahlenkamp, Product Manager

+6%

Increase of CTR on academics.de*

+2%

Increase of CTR on ZEIT ONLINE Stellenmarkt*

TRKKN

VVO

*Results achieved during Sep./Oct. 2024 in two tests using VVO Testing.