

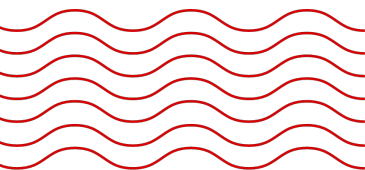


Toggle to Clarity: Lexware Boosts Conversions by Introducing Toggle Feature on Product Comparisons

Lexware

office.lexware.de

A product of Lexware • Germany



The Challenge

On the Lexware Office ["Preise" page](#), the pricing comparison table included a wide range of functionalities across all four product sizes (S, M, L, XL). However, for some users, this extensive information felt overwhelming and difficult to navigate. The challenge was to make the table more user-friendly by providing a clear, streamlined view that highlighted the differences between the product sizes.

The Approach

To address this challenge, a toggle feature was introduced to the pricing table, allowing users to display only the differences between the four product sizes with a single click.

The hypothesis was that integrating this option would improve the user experience by simplifying the table layout, making it easier for users to navigate and identify relevant information. The success metrics included an increased click-through rate (CTR) to the checkout page and a higher number of purchases.

Partnering with TRKKN

TRKKN oversaw all aspects of the experiment, from concept and design to development and consulting. By managing both the creative and technical work, TRKKN ensured a seamless execution that aligned with the client's goals.

During the test, over 8% of users engaged with the toggle feature, showcasing its positive impact on user experience.

The Result

The introduction of the toggle feature led to measurable improvements in user behavior and conversions. A significant increase was observed in the CTR to the checkout page, views of the checkout page itself, and purchases. Users who interacted with the toggle found the streamlined view helpful, contributing to improved usability and overall conversions.

“By simplifying the comparison process for users, we’ve seen a clear lift in engagement and conversions. This small but impactful change demonstrates the value of focusing on user experience enhancements.”

— Simon Reuvers, Marketing Manager, Lexware

+ 5%

Checkout Entries

100%

Probability of Being a Winner

+ 4%

Purchases

95%

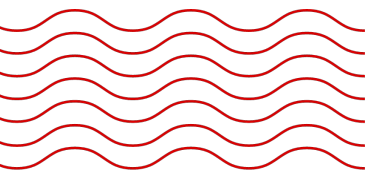
Probability of Being a Winner

Screenshots

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Original

New
Toggle
Feature
(Variation)

Vergleich: Finden Sie jetzt die passende Version

E-Rechnung (Pflicht ab 01.01.2025)	S	M	L	XL
E-Rechnung erfassen	●	●	●	●
E-Rechnungen erstellen und übermitteln	●	●	●	●
Auftrag und Buchhaltung	S	M	L	XL
GoBD Langzeitbelegarchiv	●	●	●	●
Lexware App (inkl. Belegcamer & Belegprüfung)	●	●	●	●
Offene Posten Übersicht	●	●	●	●
Rechnungen mit 1 Klick in Lexware Office teilen	●	●	●	●
Automatisches E-Rechnungsmanagement	●	●	●	●

Vergleich: Finden Sie jetzt die passende Version

Zeige nur Unterschiede an

E-Rechnung (Pflicht ab 01.01.2025)	S	M	L	XL
E-Rechnungen erstellen und übermitteln	●	●	●	●
Auftrag und Buchhaltung	S	M	L	XL
Rechnungen, Angebote, Lieferscheine, Auftragbestätigungen	●	●	●	●
X-Rechnung	●	●	●	●
Standardprodukte und -services	●	●	●	●
Mahnungen & Zahlungserinnerungen	●	●	●	●
USt-Voranmeldung & Zusammenfassende Meldung	●	●	●	●
Elektronisches Kassenbuch	●	●	●	●
GüV & EUR Berichte	●	●	●	●

Nach oben

Vergleich: Finden Sie jetzt die passende Version

- Serienrechnungen
- Abschlagsrechnungen
- EU-Rechnungen
- Kundenakte und Umsatzstatistiken
- Public API

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Zeige nur Unterschiede an

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