



Cut the Steps, Get the Sign-Ups: How We 4.6x'd Demo Conversions for Upper Hand

CRO

B2C

Upper Hand is a software company helping businesses in sports manage scheduling, payments, and client engagement. Powered by AI tools, they provide advanced analytics and predictive insights to optimize decision-making and enhance operational efficiency.

Challenge



We've been partnering with Upper Hand for over 2 years, helping not only with advertising strategies across multiple platforms but also improving the user experience on their website.

Previously, we shared how the combined efforts of PPC and CRO allowed us to significantly improve the user journey and increase the quality of the customers we bring in.

However, we never settle for just good results. Together with the Upper Hand team, we keep looking for new ways to drive growth and boost performance even more.

During our regular analysis of user behavior, we noticed that the “Request a Demo” page wasn’t converting well enough. The original multi-step form created too much friction, requiring users to first book a call and then fill out a separate form with their details.

This added unnecessary steps and potential hesitation from booking the call immediately, leading to a higher drop-off rate.

Solution



We launched an A/B test by creating two variants of the “Request a Demo” page:

- **Control:** The original page with the multi-step form:

Stage 1

Stage 2

Stage 3

- **Test:** A simplified version featuring five clear fields on a single page:

After

Book a demo of Upper Hand

Schedule a demo of Upper Hand today, and we'll show you how our sports management software can help you grow your business. It's pretty simple, just like our software.

- ✓ Overview of the Upper Hand platform
- ✓ Top ways similar customers use Upper Hand
- ✓ Assessment to see if Upper Hand is right for you

First name* Last name*

Business email* Phone number*

Which Upper Hand product(s) are you interested in?

- ☐ Software
- ☐ WebKit Custom Sports Website
- ☐ Upper Hand AI

protected by reCAPTCHA

SUBMIT

The Upper Hand team would follow up with leads to confirm details. And to reduce the potential for spammy leads, we added a qualifying question in the form to help filter out irrelevant submissions.

Key Test Settings

1. Traffic was split evenly, with a 50/50 ratio between the two variants.
2. The test duration was 3-4 weeks.
3. Results were evaluated using statistical significance.

Results



The impact was immediate:

- **Control:** 0.17% Page View → Customer Rate

PAGE	PAGE VIEW TO CUSTOMER RATE  
upperhand.com/request-a-demo 	0.17%

- **Test: 0.78%** Page View → Customer Rate

PAGE	PAGE VIEW TO CUSTOMER RATE ▲▼
upperhand.com/request-a-demo-short-form ↗	0.78%

That's a **4.6x increase** in customer conversions just by reducing friction in the form — all while maintaining good lead quality!

Next Steps

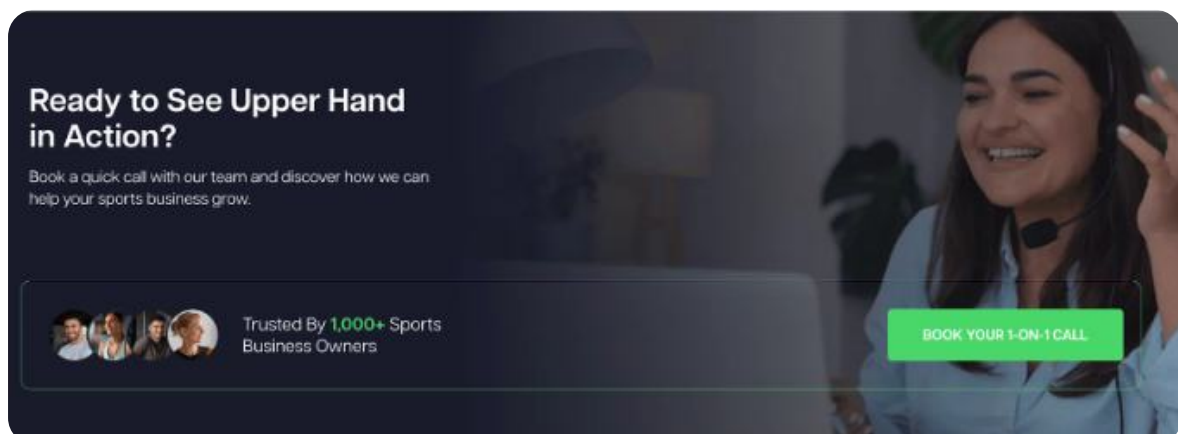


Inspired by the great results, we decided to **implement the simplified form right away**.

The new flow helped:

- Speed up and simplify the process of getting to know the Upper Hand platform
- Remove the barrier that might have stopped users from reaching out—immediate call booking could be off-putting, but the simple contact form encouraged users to proceed.

For those who still wanted to book a call right away, we kept the option in a separate section lower on the page.



However, the main focus remained on the simplified form, which allowed us to create a smoother user journey with fewer steps.

This data-driven approach, where we analyze, build hypotheses, test, and implement them, enables us to consistently identify new opportunities and achieve even better results for our clients.