



Aimers™

How a Demo Video Drove User Engagement for Propello website

CRO

EdTech

+21%

increase in CTA
click-through rate

+27%

increase in average
session duration on
the hero section

Propello is an EdTech company providing a teaching and learning platform for secondary schools. The platform offers a customisable, standards-aligned curriculum with a strong focus on personalised learning across subjects such as **Science, English, Geography, and History**.

It is designed to support teachers and enhance student engagement with tools for lesson preparation, delivery, and assessment. A key strength of Propello is the built-in support for diverse learners (SEND, EAL) and varying student needs.

Challenge



When Propello approached us, their homepage was underperforming in terms of user engagement. The hero section featured a GIF, which failed to capture attention or communicate the product's value effectively.

We suggested running an A/B test in order to improve the first impression users get when landing on the site and encourage visitors to spend more time exploring the platform.

Solution



We recommended replacing the static GIF with a short demo video that showcased the product in action. Instead of running a traditional A/B test, the client agreed to implement the video directly on the homepage.

Step-by-step approach:

- **Creative Development:** Produced a concise and dynamic demo video highlighting Propello's core value proposition (YouTube link: https://www.youtube.com/watch?v=FwX_QWG3rKM)
- **Implementation:** Embedded the video on the homepage via a **YouTube link**, which not only improved homepage engagement but also contributed to growing traffic on Propello's YouTube channel. This integration opens the opportunity to leverage **Google Video campaigns** for additional traffic acquisition and brand visibility.
- **Tracking Setup:** Configured GA4 and GTM to monitor CTA clicks and session duration specifically for organic search traffic.
- **Performance Monitoring:** Compared user behavior before and after the video launch, focusing on the week of August 28–September 4 vs. September 4–11.
- **Analysis:** Evaluated CTR and session length to measure the impact of the new creative asset.

Results

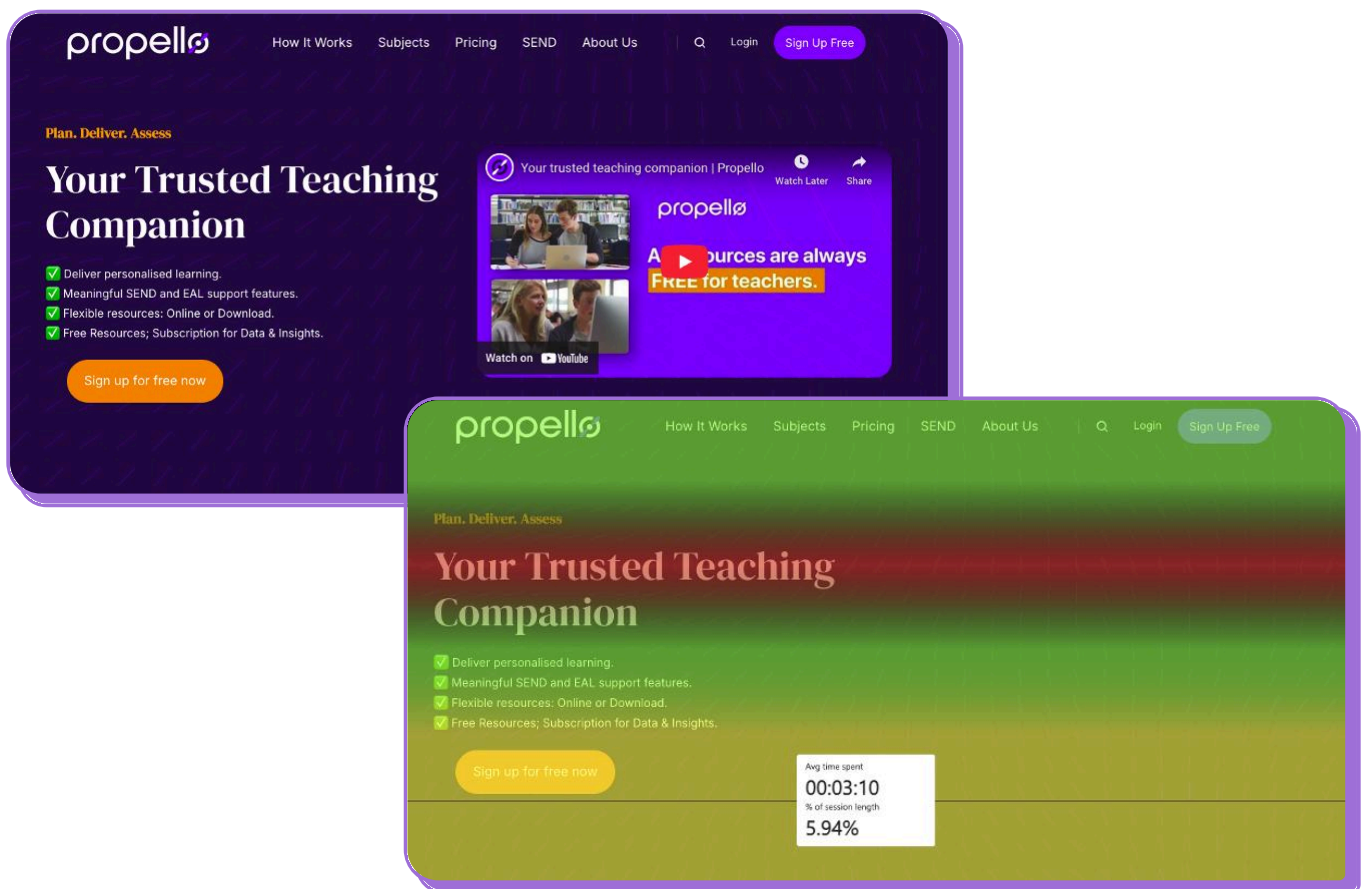


The introduction of the demo video delivered immediate improvements:

- **CTA CTR:** Increased by 21% compared to the previous week.
- **Session Duration:** Average time spent on the hero section rose by 27%.
- **User Engagement:** Visitors interacted more with the page, signaling stronger interest in the product offering.

These results confirmed that a dynamic, product-focused video can significantly outperform static creative in driving engagement and conversions.

Visual Impact



Conclusion



By replacing a simple GIF with a demo video, Propello achieved measurable improvements in homepage engagement. This CRO initiative not only increased CTR and session duration but also provided a stronger foundation for future conversion optimization efforts.