EZ-LEVEL FUNNELYTICS PERFORMANCE CASE STUDY

How EZ-Level Increased Purchase Conversions by 80% Through Iterative CRO Optimization

CLIENT OVERVIEW

EZ-Level manufactures and sells cabinet leveling hardware used by both professionals and homeowners. The brand is known for its ease of installation, durability, and strong educational content that supports purchasing decisions.

Despite healthy traffic volumes and strong product-market fit, EZ-Level identified an opportunity to improve how visitors progressed from the homepage through the store and into purchase—especially on mobile.

THE CHALLENGE

While EZ-Level had consistent traffic, their core funnel was underperforming due to structural and UX inefficiencies:

- Homepage messaging did not clearly guide users toward the store.
- The store page introduced friction before purchase.
- Conversion losses compounded across funnel steps.
- Previous pages were not optimized through structured testing.
- The team needed **statistically valid CRO improvements,** not cosmetic redesigns.

The goal was not a full site redesign—but **measurable conversion lift through controlled iteration.**

FUNNELYTICS OPTIMIZE APPROACH

As part of the **Optimize Plan,** we focused on continuous **CRO execution,** not one-off changes.
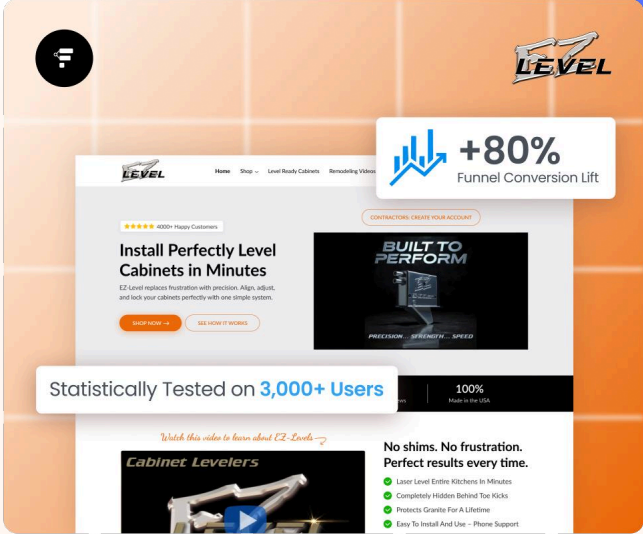
Our process:

- Designed controlled **homepage and store page variants**
- Ran statistically significant A/B tests
- Measured performance using **end-to-end funnel tracking**
- Optimized step-by-step to isolate what actually drove conversions

Rather than changing everything at once, we focused on **high-impact UX improvements** tied directly to user behavior.

TEST STRUCTURE & DATA CONFIDENCE

The results are backed by strong sample sizes, making the findings reliable and actionable:

- Nearly **2,000 users per homepage variation**
- Nearly **1,000 users per store page variation**
- Clear statistical significance across both funnel steps

KEY RESULTS

1. Homepage → Store Conversion Lift

- **New homepage CVR**: 27.91%
- **Old homepage CVR:** 23.68%

+17.9% lift in homepage-to-store conversion (27.91 ÷ 23.68)

The new homepage more effectively guided users into the shopping experience.

2. Store → Purchase Conversion Lift

- **New store CVR:** 13.01%
- **Old store CVR:** 8.62%

+50.9% lift in store-to-purchase conversion (13.01 ÷ 8.62)

The optimized store page significantly reduced friction and increased buyer confidence.

3. Total Funnel Impact

When combining both steps:

- **Old funnel CVR:** 23.68% × 8.62% **= 2.0%**
- **New funnel CVR:** 27.91% × 13.01% **= 3.6%**

Total homepage-to-purchase lift: 80%

This means EZ-Level now converts nearly twice as many buyers from the same traffic volume.

WHY THIS WORKED

- Iterative CRO instead of full redesigns
- Changes grounded in **real user behavior**
- Controlled testing with clean attribution
- Optimization focused on **decision clarity, not aesthetics**

Each improvement compounded across the funnel, producing outsized results.

OUTCOME

With the Optimize plan, EZ-Level achieved:

- Higher conversion rates at every key funnel step
- Strong statistical confidence in winning variants
- A scalable CRO framework for future tests
- Meaningful revenue gains without increasing traffic spend

CONCLUSION

This case demonstrates the power of **iterative CRO optimization.**

By improving the homepage and store experience through structured testing, EZ-Level unlocked an **80% increase in purchase conversions**—proving that small, data-driven changes can outperform large, risky redesigns.

The Optimize roadmap now gives EZ-Level a repeatable system to continue compounding growth.

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