

# MAXIMIZING REVENUE THROUGH WEBSITE REDESIGN

## Turbotax Website ROI Study Paid for Itself in 3 Hours

### THE CHALLENGE

Intuit wanted to understand the effectiveness of key elements of TurboTax.com and needed specific recommendations to increase conversion of new prospects and decrease loss of at-risk customers.

Software companies marketing tax preparation have a big opportunity to attract new customers as the days of pen-and-paper tax returns are dwindling. However, there is a lot of competition in the digital space.

### THE SOLUTION

Nielsen Consumer Neuroscience\* evaluated target conversion pages and identified the precise online content that emotionally resonated with consumers through the use of biometrics and eye tracking.

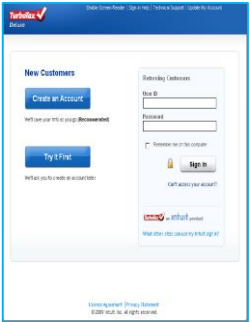
### THE RESULTS

Nielsen’s research provided insights for Intuit to achieve the best redesign of the TurboTax website in 5 years. The redesign, aimed at transforming key pages on the website, helped build consumer confidence and increase user registrations.

The new TurboTax.com website resulted in a 10% increase in revenue during the height of tax season. Intuit noted that the research provided by Nielsen paid for itself through improved returns in just 3 hours.

\* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

### WEBSITE DESIGN CASE STUDY



ORIGINAL HOMEPAGE



OPTIMIZED HOMEPAGE

**For more information contact your Nielsen representative or visit [www.nielsen.com/consumerneuroscience](http://www.nielsen.com/consumerneuroscience)**