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.

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience

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