



**Laura
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CASE STUDY

DESIGNING FOR ACTION: 250% CRO IN 2 MONTH TURNAROUND

Client Name

IBM

Industry

B2B, SaaS, Technology,
Financial Services, AI

Work

Content strategy, IA, Data-
driven CRO

250%+

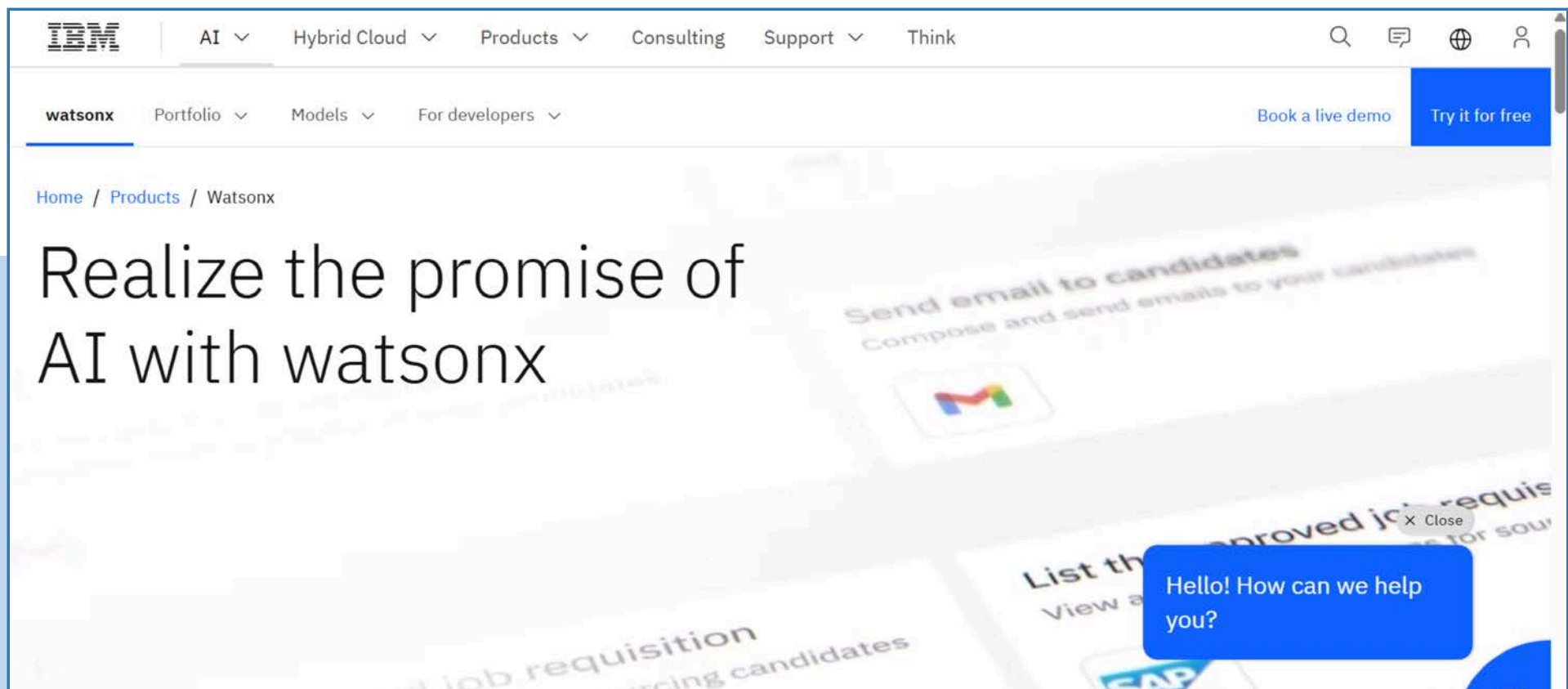
Conversion lift

50%+

Engagement increase

2

month turnaround



Research-backed content strategy allowed small changes to reap huge rewards in quick turn-around pilot

IBM's impressive product lines have the power to transform entire industries—but that transformation hinges on one critical factor: helping customers quickly understand what the product does, why it matters, and how to get started. IBM's web teams were already doing this well, but there was an opportunity to make it even better—and scale those improvements across all product lines.

A cross-functional team spanning UX, research, IA, design, and content strategy came together to pilot a new content experience and IA strategy for Watsonx product pages. The goal: create a clearer, customer-first narrative and page structure that boosted conversions while setting a scalable standard for future IBM product experiences.

Challenges

Even with strong digital teams, IBM's product ecosystem created opportunities to refine how product value was communicated and experienced.

- **Complex product ecosystem**
Customers navigated hundreds of offerings, making clear pathways to value essential.
- **Technical language vs. customer clarity**
Messaging often leaned toward deep technical features; reframing around benefits improved accessibility and storytelling.
- **Inconsistent navigation patterns**
Pricing, demos, and documentation content structure and links surfaced differently across product pages, creating friction for users.
- **Overly busy pages led to cognitive overload**
Customers were overwhelmed by the amount of content on the page, resulting in frustration and high bounce rates.



Solution

We needed to rethink what “content” meant—not just words, but purpose-built assets made to guide the user through a clear, intentional journey.

The pilot aimed to clarify value, simplify journeys, and create reusable components that scaled across IBM's product ecosystem.

Strategic principles that fill the gaps

Based on the research and analysis, we created a storytelling approach to transform our product pages.



A single big idea should spark the page narrative, guiding the customer through the journey



Confidence in what we have to say and what we are selling should shine through each

Approach

We anchored the pilot in one principle: meet customers where they are and guide them clearly to what's next. We based "where they are" on our user research and behavioral data, as well as industry analysis from Forrester, Evans Data, McKinsey.

- > **Behavior-driven research**
Used heatmaps, top-task analysis, and competitor benchmarks to prioritize high-impact actions and address friction points.
- > **Narrative re-architecture**
Shifted from feature-first to value-first storytelling: What is it? Why does it matter? How do I get started?
- > **Scalable content hierarchy**
Built reusable page structure and components for value props, proof points, and CTAs adaptable across product pages
- > **Navigation simplification**
Standardized top-level and subpage menus and linking for features, pricing, and resources to match customer journey expectations.
- > **Cross-functional collaboration**
Partnered with UX, design, research, and product marketing to launch MVP in just eight weeks.



Spotlight

We evaluated 9 competitors and best-in-class B2B SaaS product experiences and found the best experiences:

- Land with impact**
- Explain the why**
- State the what**
- Prove success**
- Evoke confidence**

	Jas.	Snc	Mo.	Git	Hu.	Coh	Seb
Landing	●	●	●	●	○	●	○
Features	●	●	●	●	●	●	●
Benefits	●	●		●	○	●	●
Use Cases	●	●	●	●	●	○	○
Industry	●	●	●	●	○	○	●
Pricing	○	●	●	●	●	●	●
Case Studies/Customer Stories	●	●	●	●	○	○	●
Resources, Ebooks, & tutorials	●	●	○	●	●	●	●
Analyst Report	○	○	○	●	○	○	○
Demo	○	○	○	○	○	○	●
Trial	○	○	○	○	○	○	○

Results

The pilot delivered immediate wins and set a scalable foundation for future product experiences.

- **250%+ conversion lift**
Trial/demo signups increased more than 2.5x within two weeks of launch.
- **50%+ engagement boost**
Users scrolled deeper and explored more pathways, signaling clearer journeys and higher intent.
- **Scalable framework adoption**
Templates and IA patterns became the model for additional IBM product pages.
- **Accelerated timelines**
Achieved strategy, content, and launch-ready pages in under two months.

Signal vs Noise insight



Our audit uncovered that critical user signals—benefits, pricing, and journey crucial CTAs—were buried beneath technical descriptions and long scrolling pages if they were there at all. By surfacing the most relevant information early and reducing noise, we created a clear, conversion-focused experience.

Supporting research: McKinsey's Consumer Decision Journey shows that early clarity in value propositions accelerates consideration and conversion.

Key Deliverables

- Scalable content and IA frameworks for Watsonx product pages
- Rewritten value propositions and benefit-led messaging
- Simplified navigation
- Consistent page and content hierarchy structure
- Content guidelines for value props, proof points, and CTAs
- Pilot framework adopted for future product-led growth initiatives

Tools used

- Airtable
- PowerPoint
- Mural
- GA4
- Xcel
- Medallia




On the Web

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