

# FEWER FORM FIELDS

## EVIDENCE SUMMARY

**+7.6%**  
MEDIAN EFFECT  
(-12% From All Tests)

**4**  
OBSERVATIONS

1 NEGATIVE TEST  8 POSITIVE TESTS

### TEST STRENGTH

**STRONG:** 300+ conversions per variation and a p-value of 0.03 or smaller

**POSSIBLE:** 100+ conversions per variation and a p-value of 0.25 or smaller

### GOODUI EVIDENCE TESTS ( SORTED BY STRENGTH )

Effect & Metric	Change & Test Link	Test #	Author
<b>Strong +7.6% Leads</b> Between 1.3% to 14%	Removal of company field <a href="http://goodui.org/evidence/test028">http://goodui.org/evidence/test028</a>	Test028	Justin Rondeau, Digital Marketer
<b>Strong +2.6% Sales</b> Between 0.55% to 4.6%	Removal of coupon code field <a href="http://goodui.org/evidence/test042">http://goodui.org/evidence/test042</a>	Test042	Herman Klein, Adoramapix
<b>Possible +13% Signups</b> Between -5.5% to 30%	Removal of confirm password & birthdate fields <a href="http://goodui.org/evidence/test011">http://goodui.org/evidence/test011</a>	Test011	Greg Van Horn, Prize Grab

### SECONDARY TESTS ( THIRD PARTY TESTS WITH INCOMPLETE DATA )

Effect & Metric	Change	Test #	Author
<b>+ 11% Signups</b>	Removal of account, phone number & evening phone number fields - <a href="http://tribes.no/2012/10/21/case-study-remove-3-form-fields-increase-customer-registrations-by-11/">http://tribes.no/2012/10/21/case-study-remove-3-form-fields-increase-customer-registrations-by-11/</a>	Test A	Karl Philip Lund, Tribes
<b>+ 12% Sales</b>	Removal of confirm email, address; merging of first & last name fields <a href="http://blog.avangate.com/saas-case-study-improving-conversions-by-12-with-fewer-form-fields/">http://blog.avangate.com/saas-case-study-improving-conversions-by-12-with-fewer-form-fields/</a>	Test B	Shannon Macleod, Avangate
<b>+ 12% Leads</b>	Removal of name field <a href="https://www.leadpages.net/blog/ab-test-how-many-fields-opt-in-form/">https://www.leadpages.net/blog/ab-test-how-many-fields-opt-in-form/</a>	Test C	Matt Thomson, Connect Social Media
<b>+ 20% Leads</b>	Removal of “# of employees” & “industry type” pulldown fields <a href="http://www.marketingexperiments.com/blog/internet-marketing-strategy/lead-generation-testing-form-field-length-reduces-cost-per-lead-by-10-66.html">http://www.marketingexperiments.com/blog/internet-marketing-strategy/lead-generation-testing-form-field-length-reduces-cost-per-lead-by-10-66.html</a>	Test D	Jon Miller, Marketo
<b>- 14% Leads</b>	Removal of “Time of performance”, “Type of event” & “Number of attendees” <a href="http://conversionxl.com/reduce-form-fields/">http://conversionxl.com/reduce-form-fields/</a>	Test E	Michael Aagaard, Unbounce
<b>+ 24% Revenue</b>	Removal of “Special Offer” & “Gift Card” fields. <a href="http://www.com/blog/promo-code-box-ecommerce-website-bleeding-dollars-ab-test/">http://www.com/blog/promo-code-box-ecommerce-website-bleeding-dollars-ab-test/</a>	Test F	Sql