



# EchoLogyx helps GoStudent's Growth team to increase test velocity by 10x

## About GoStudent

GoStudent is an online platform providing 1:1 tutoring for students across Europe. They have over 23,000 tutors and have supported over 11mil families.

## The Challenge

The GoStudent marketing team is divided across more than 15 regions, dispersed throughout Europe. They had Optimizely as their testing platform. However, there was no dedicated CRO team and they were struggling to launch experiments frequently due to a shortage of resources to support test design, development and QA.

## The Result

This has created a snowball effect within the organisation where all of the marketing team members from the different regions want to push more ideas based on the results. The data driven performance improvement by running continuous tests enabled the team to make informed decisions to achieve the business KPIs. Since the new optimization program started, Mike and the EchoLogyx team have been able to establish a much more robust culture of experimentation.

## How We Helped

In summer 2022, GoStudent wanted to ramp up their CRO activity. They hired a Head of CRO (Mike) to build a new team, who quickly employed EchoLogyx as their A/B test delivery partner. The team started to communicate and educate about the power of experimentation and created a series of experimentation strategies for the different marketing teams. This included simplified user journeys, personalisations, prioritisation of experiments based on impact, and UX studies of different cultures.

Within a few months, GoStudent started to push experiments based on the new growth strategy findings across different customer journeys, landing pages and registration process. EchoLogyx designed, developed, and QA'd an average of 20 tests per month based on the research findings by Mike and the GoStudent growth team. This has helped the team from different regions to gain more traffic and increase conversion rate.

**Mike F.**  
Head of Experimentation



“Collaborating with EchoLogyx has been a transformative experience for us. Thanks to their efficient team we've been able to operate at an extremely high testing velocity, much higher than I've been able to achieve in any previous companies. The team, with their 100% specialisation in CRO development, enabled us to smash our velocity targets and also overcome many technical challenges, pushing the boundaries of Optimizely. Our work with EchoLogyx has proven invaluable investment. They've been the rocket fuel to our growth.”