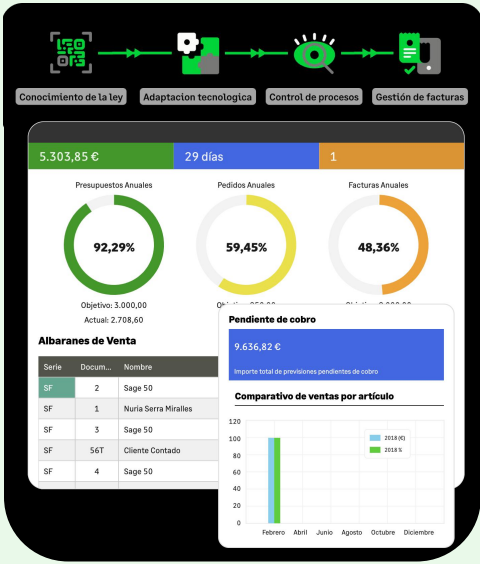




Revamping Sage 50 Hub Pages (Spain) Executive Summary



Objective:

To **increase new customer acquisition** by reducing friction, clarifying product value, and aligning user needs with business goals.



My Role as Lead UX Strategist & Designer

- Defined research objectives with stakeholders.
- Facilitated design-thinking workshops to align product, marketing, & content teams.
- Translated user insights into a clear product education and conversion strategy.
- Directed design execution and A/B testing with a focus on measurable impact.



Key challenges:

- **Trust barrier:** Users hesitant to share personal data before seeing product value.
- **Information clarity:** Confusing pricing & feature differences in tiers.
- **Conversion friction:** Multiple CTAs diluted focus and drove users to competitors.
- **Package recognition:** Prospects struggled to distinguish industry-specific packages from add-ons, leading to low engagement



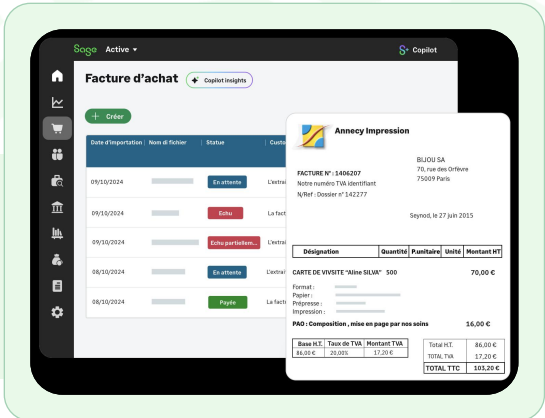
Results (A/B Test, 30 Days, 96% Confidence):



Impact: This redesign accelerated New Customer Acquisition by:

- Expanding the top of funnel with **14.5% more first-time visitors**.
- Converting more prospects into paying customers through **3x higher click-throughs** and **7% fewer drop-offs**.
- **Increasing buyer confidence** and purchase intent with **clearer product value** and pricing clarity.
- Highlighting pre-configured industry packages, which improved understanding of tailored, cost-effective options & **drove engagement** with a previously overlooked acquisition page.

More than a UX improvement, this redesign became a **Revenue engine** for Sage 50's NCA (New Customer Acquisition) strategy.



Sage Active .com Launch Project (France)

Objectives

Design the .com product presence for Sage Active from scratch to drive NCA

My Role

Lead UX Strategist & Designer

- Defined the digital launch strategy & business objectives with PMs & product marketing.
- Built Sage Active .com page IA from the ground up, evolving it quarterly with new feature rollouts.
- Positioned Sage Active against internal competition (Sage 50) and external competitors.
- Directed design, delivery, usability testing, and A/B validation.

Key Challenges:

- From Zero to Market:** Build product trust for a new solution
- NCA Pressure:** .com pages as the primary acquisition channel
- Internal Competition:** Sage 50 accounting Essential tier remained in-market; until it fully replaced by Sage Active
- Evolving Features:** Quarterly updates the product site
- Pricing & Transparency:** Early versions lacked clear tiers, trial logic, and onboarding transparency.

Strategy

- Foundational IA & Content** for Sage Active as a scalable hub
- Onboarding Transparency:** Introduced freemium flows, personalized product tours, and clear onboarding steps
- Pricing Clarity:** Scannable tier comparison tables, clear distinction between discounts and free trial
- Competitive Positioning:** Clarifying differences between Sage Active, Sage 50, and SBCA
- Product-led Marketing:** Embedded product storytelling directly into onboarding journeys

Results

Content Engagement
+63%

Price Clarity
+13%

Infos Clarity
+26%

Needs Understanding
+11%

Search Visibility

Brand Search
+61%

Organic
+42%

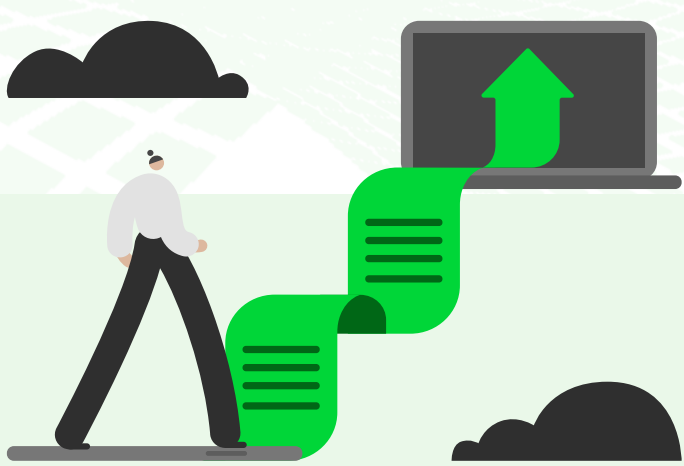
Paid
+34%

Impacts

- Successfully established Sage Active as a growth engine for NCA
- Improved acquisition funnel efficiency through transparency and clarity.
- Strengthened Sage positioning as a long-term product
- Delivered a scalable, evolving .com hub to continuously introduce new features to users

From Educational Page to Conversion Hub

Sage E-Invoicing (France)



Project Goals:

- Transform a single educational page into a conversion-focused hub that:
- Drives **new customer acquisition** (NCA)
 - Improves **discoverability** through SEO
 - **Helps businesses** understand e-invoicing obligations & how Sage solutions enable compliance

My Role:

Lead UX Strategist & Designer

- **Defined** business objectives with e-invoicing specialists & product marketing
- **Conducted** competitive analysis & design a new IA that positioned Sage ahead of competitors in search results
- **Directed** design delivery, validation, & cross-team alignment

Key Challenges:

- **Low engagement:** The old page was informational, not conversion-oriented
- **Unclear value:** Users couldn't connect e-invoicing obligations to Sage solutions.
- **Navigation gaps:** No holistic view showing which Sage products supported e-invoicing.
- **SEO gap:** Limited keyword optimization allowed competitors to outrank Sage on Google's first page.

Strategy:

- **IA Redesign:** Expanded from 1 page to a **5-page hub**
- **Conversion Optimization:** Reduced to 3 clear CTAs (Choose solution, Learn about Sage PDP, Join a webinar)
- **Content & SEO Optimization:** Designed infographics to explain legal obligations, tailored content for enterprises
- **Navigation & Cross-Linking:** Kept users engaged within the hub, reinforcing Sage ecosystem.

Results:

- **136% Conversion Rate growth** in less than 30 days
- Sage **appeared on Google's first page**, outranking competitors (Cegid, Tiim, Pennylane)
- **More time** spent on site, **stronger retention** across the hub
- **Greater clarity** for new customers

Impacts:

- Shifted Sage e-invoicing presence **from education to acquisition engine**
- Captured **high-value search traffic** and converted it into new customers
- Strengthened **Sage competitive positioning** in France market.