

Your Visualizer, Optimized:

2025 Mid-Year Best Practices

Welcome to series 1 of our **Web Visualizer: Best Practices** newsletter, a collection of data-driven insights designed to help you drive more value from your visualizer experience.

Over the past several months, our team has analyzed user behavior across dozens of client websites and apps, focusing on the most impactful levers for engagement and lead generation. From CTA placement and navigation structure to visualizer link visibility and feature upgrades, the data is clear: **small changes can yield major results.**

In this edition, we've compiled our top four findings, each backed by real usage data, to help you uncover opportunities to optimize your site, increase visualizer traffic, and generate more leads.

Analysis 1: What Call-to-Action Placements and Phrases Drive the Most User Engagement?

Placement Can Improve Engagement, Nearly Ten-Fold

Where your CTAs appear makes a significant difference on what percentage of your total audience selects a call to action:

- Inside the product selection flow: 8.7% engagement rate
- Directly on the visualizer page: 6.3% engagement rate
- Global navigation bar: 2.7% engagement rate
- Modal pop-ups (e.g., "Done Designing" pop-up modals): Just 1.0%

Key takeaway: Position CTAs where users are actively exploring product options on their home. Contextual relevance leads to stronger engagement.

Verbiage Matters... A Lot

We also analyzed the language used for four of the most common CTAs. Here's what performed best:

1. Find a Professional Call to Actions

Best Phrasing (**3.6–9.2%** Clickthrough Rate):

- *“Find a Contractor”*
- *“Locate a Dealer”*
- *“Find a Dealer”*

Underperforming Phrasing (**1.2–1.6%** Clickthrough Rate):

- *“How to Buy”*
- *“Find a Pro”*

2. Request a Sample Call to Actions

Best Phrasing (**7.3–8.6%** Clickthrough Rate):

- *“Request a Sample”*
- *“Free Sample”*

Underperforming Phrasing (**1.6–5.5%** Clickthrough Rate):

- *“Order Sample”*
- *“Order Now”*

3. More Info Call to Actions

- *“More Info”* was the highest-performing label (**6.0%** Clickthrough Rate)
- *“Product Info”* saw less user interest (**3.6%** Clickthrough Rate)

4. Get a Quote Call to Actions

Best Phrasing (**2.1–2.7%** Clickthrough Rate):

- *“Request a Quote”*
- *“Get a Quote”*
- *“Free Quote”*
- *“Budget Estimator”*

Underperforming Phrasing (**0.9%–1.5%** Clickthrough Rate):

- *“Get Started”*
- *“Learn More”* (too vague for users with pricing intent)

Key takeaway: Clear, specific language that aligns with the user’s goal outperforms general or marketing-heavy phrasing.

Turn Insights into Action

If you're curious how your current CTA strategy stacks up, or interested in running AB tests to optimize performance, our Customer Success team would be happy to support.

Reach out to our Customer Success team at customersuccess@renoworks.com to start the conversation.

Analysis 2: Is Your Visualizer Link Easy Enough to Find- or Are You Losing 87% of Potential Traffic?

In this analysis, our data team set out to answer a simple yet important question:

Does the placement and visibility of your visualizer link on your website affect how many users reach it?

The results were clear, and in many cases, dramatic. Websites with optimal link placement drove **8x** more traffic to their visualizer than those with poorly placed or hidden links.

What We Analyzed

To understand this relationship, we evaluated three key data points across our client websites:

1. Visibility of visualizer link placement: Categorized as Poor, Moderate, Easy, or Optimal
2. Website traffic volume
3. Visualizer traffic volume

By comparing visualizer clickthrough rates (CTR) across each visibility category, we uncovered a strong correlation between placement quality and user engagement.

Key Findings

1. Optimal Visibility

Average Visualizer Clickthrough Rate: **13.4%**

These websites made it nearly impossible to miss their visualizer link. Common traits included:

- Multiple prominent links to the visualizer
- Front-and-center call to action buttons
- Dedicated landing pages for the visualizer

2. Easy Visibility

Average Visualizer Clickthrough Rate: **8.6%**

These websites offered strong visibility with:

- A clear global navigation button to the visualizer
- On-page links (though slightly less prominent than optimal visibility scoring client sites)
- Multiple reference points to the visualizer within content

3. Moderate Visibility

Average Visualizer Clickthrough Rate: **6.4%**

These websites made the visualizer accessible, but not obvious. Common patterns included:

- Visualizer link in a sub-menu or dropdown
- A call to action above the nav bar or in a less visible section
- “Camouflaged” links with low contrast or vague language

4. Poor Visibility

Average Visualizer Clickthrough Rate: **1.7%**

Websites in this group often buried or minimized access to their visualizer, including:

- Links placed in hard-to-find sections
- Small or unreadable text
- No visual cues or hierarchy to draw attention

Why This Matters

On average, **12%** of users who access your visualizer become leads, giving you valuable insights into:

- Who they are
- Where they're located
- What products and colors they're most interested in

That means increasing the number of users who navigate to your visualizer doesn't just drive more engagement — it directly fuels your lead pipeline and sales potential.

Want to See How Your Site Stacks Up?

If you're unsure how visible your visualizer link is or think there's room for improvement, our team can help. We offer customized visibility audits and recommendations based on your current site structure and user behavior.

Reach out to our Customer Success team at customersuccess@renoworks.com to start the conversation.

Analysis 3: Are Global Navigation Labels Helping or Hurting your User Engagement?

In this analysis, we focused on the global navigation bar, the top-level menu that guides users through your visualizer experience. While often overlooked, changes to the wording of global navigation buttons can significantly impact how users interact with your site.

Here's what our analysis revealed:

Global Navigation Usage: Low Averages, Big Opportunities for Growth

On average, **1 in 10** users select one or more global navigation button across client visualizers. While this may seem modest, it aligns with industry-wide click-through benchmarks (typically 5–15%). More importantly, optimized wording and button choices can meaningfully increase interaction.

Here's the average engagement rate for specific navigation buttons across client apps:

- My Properties – 17.2%
- Sample Homes – 15.4%
- Get Started – 14.2%
- AI Automasker – 14.0%
- Landing Page (Home) – 11.6%
- DIY Upload – 11.2%
- Landing Page Logo – 7.3%
- Design Services – 6.5%
- Help – 0.8%

Key Takeaway: Global navigation buttons see a wide range of user engagement but how does wording push a navigation button from underperforming to high-engagement? - this brings us to our next finding.

Wording That Works: High- and Low-Performing Phrases

Across all client apps, we found that clear, user-centered language significantly improves engagement. Below is a breakdown of optimal and underperforming phrases for each major button.

Reach out to our Customer Success team at customersuccess@renoworks.com to start the conversation.

1. AI Design Tool

Best Phrasing (**16.2%–32.9%** Clickthrough Rate):

- *"New Project"*
- *"AI Instant Design"*
- *"Quick Design"*
- *"Use Your Home"*
- *"Your Design"*
- *"Design Your Home"*
- *"Use Quick View"*

Underperforming Phrasing (**1.0%–9.3%** Clickthrough Rate):

- *"Upload your Image"*
- *"Upload an Image"*
- *"Automatic Preparation"*
- *"Your Home"*
- *"Upload"*

2. Sample Homes

Best Phrasing (**16.9%–24.4%** Clickthrough Rate):

- *"Sample Gallery(s)"*
- *"Select Sample Home"*
- *"Start New Design"*
- *"Sample Scenes"*
- *"Sample Homes"*

Underperforming Phrasing (**1.9%–9.9%** Clickthrough Rate):

- *“Go to Gallery”*
- *“Design Sample Homes”*
- *“Design a Sample Home”*
- *“Sample Projects”*
- *“Start Designing”*
- *“Sample Photos”*
- *“Project Layouts”*

3. Design Services

Best Phrasing (**8.0%–21.1%** Clickthrough Rate):

- *“Create your Design”*
- *“Image Preparation Services”*
- *“Start Project”*
- *“Custom Designs”*
- *“Order Custom Services”*
- *“Design Services”*

Underperforming Phrasing (**0.7%–4.5%** Clickthrough Rate):

- *“Professional Photo Prep”*
- *“Order Measurements”*
- *“Do it for Me”*
- *“ProView”*
- *“Let Us Help”*
- *“Pro Services”*
- *“Order My Project”*
- *“Measurements”*
- *“Professional Services”*

4. DIY Upload

Best Phrasing (**11.7%–24.6%** Clickthrough Rate):

- *“Do it Yourself”*
- *“Upload Home”*
- *“DIY Design Tool”*
- *“Prepare Manually”*
- *“Prepare Your Home”*
- *“New Project”*
- *“Prepare Home”*

Underperforming Phrasing (4.3%–5.9% Clickthrough Rate):

- *“Prepare Photo”*
- *“Prepare your Own”*
- *“Upload Project”*

5. Get Started

Best Phrasing:

- *“Design Your Home”* – 15% Clickthrough Rate

Underperforming Phrasing:

- *“Get Started”* – 12% Clickthrough Rate

6. My Projects

Best Phrasing (17.3%–20.6% Clickthrough Rate):

- *“Saved Project”*
- *“My Projects”*

Underperforming Phrasing (4.0%–6.0% Clickthrough Rate):

- *“Open a Saved Project”*
- *“Open Saved Photo”*

Key Takeaway: Clear, action-oriented, and user-centric language consistently drives higher engagement across all major buttons.

Phrases that directly speak to the user's goals (like *“Design Your Home”* or *“Start New Project”*) significantly outperform generic or technical language (like *“Upload”* or *“Professional Services”*). Avoid vague or passive phrasing, and instead use language that reinforces user control, immediacy, and relevance.

What Could These Improvements Unlock for You?

If your visualizer navigation isn't performing as well as you'd like, or if you're curious about how even small copy changes might help, we're here to support. Our team can run a custom analysis on your navigation or help you design an A/B test to compare new variations.

Reach out to our Customer Success team at customersuccess@renoworks.com to start the conversation.

Analysis 4: Can Upgrading to Tier 2 Really Double Your Monthly Leads?

In this fourth analysis, we focused on the measurable impact of upgrading your visualizer from Tier 1 to Tier 2.

Many of our clients have made this upgrade to unlock enhanced features, one of the most impactful being the addition of a mandatory gated AI form. This form, required before our AI masking software masks a user's home, unlocks the ability for capturing valuable lead data up front.

But just how much of a difference does this upgrade make?

The Results: A 125% Lift in Leads

To find out, we analyzed a set of clients who transitioned from Tier 1 to Tier 2 and compared their monthly lead generation before and after the upgrade.

On average, these clients saw a **125%** increase in leads per month. That's the equivalent of going from **100** to **225** monthly leads, a substantial improvement driven by the increased data capture that the gated AI form enables.

Why This Matters

The gated AI form acts as a natural checkpoint in the visualizer journey. Before the AI begins masking a user's home photo, they're prompted to fill out a short form, often collecting information like:

- Contact details
- Location
- User type (contractor, homeowner, contractor working with a homeowner)

You won't just get more leads, you'll get better ones, with clear data on who they are and how to convert them.

Want to Explore Tier 2?

If you're currently on Tier 1 and are curious about what Tier 2 could do for your lead pipeline, we'd love to walk you through the feature set.

Reach out to your Customer Success team at customersuccess@renoworks.com to schedule a meeting. We'll provide:

- A detailed feature breakdown
 - A custom quote tailored to your needs
 - A free ROI analysis based on your current app usage and custom quote
-

Final Thoughts: Small Changes, Big Gains

Whether it's fine-tuning your CTA language, making your visualizer easier to find, or upgrading your feature set, the data is clear: small, intentional changes can drive meaningful results. Across the board, we've seen that when brands align their visualizer experience with user behavior, engagement and lead volume can rise dramatically.

If you're looking to apply any of these insights, or explore what's possible with a smarter, more optimized visualizer, our team is here to help. Let's work together to turn these best practices into better performance.