

High-Impact Redesign Fuels 27% Conversion Lift

How We Helped HackerOne Launch a High-Impact Site for
Their Biggest Event of the Year

The screenshot displays the HackerOne website interface. At the top, there's a navigation bar with links like 'Login', 'Events', 'Leaderboard', and a 'Contact Us' button. The main content area features a large heading 'Eliminate vulnerabilities.' followed by a paragraph about security programs. Below this, there's a 'Program Overview' section with a 'Submissions by severity' bar chart and a 'Report of XSS Vulnerability in API JS' card. A 'Critical 82' badge is also visible. The bottom of the page has a section titled 'Protecting the world's top innovators' with a list of partner logos including Salesforce, Anthropic, Zoom, PayPal, crypto.com, and Uber.

The new Hacker-powered Security Report is here. [Read Now](#)

hackerone Why HackerOne Platform Solutions Researchers Resources [Contact Us](#)

Eliminate vulnerabilities.

The strongest security programs leverage a defense-in-depth strategy, combining human expertise and AI-powered solutions to identify and address vulnerabilities throughout the software development lifecycle.

[Explore the Platform](#) [Meet your AI copilot](#)

Submissions by severity

Severity	Count
Critical	1
High	25
Medium	145
Low	144
Informational	218
Spam	11
Needs more information	9

Report of XSS Vulnerability in API JS

[Generate summary with Hai](#)

Program Overview
Report activity by activity date

Submissions

Activity	Count
New	1
Open	25
Duplicate	145
Not applicable	144
Informational	218
Spam	11
Needs more information	9

Triaged

Severity	Count
Critical	1
High	1
Medium	9
Low	10
None	1
No rating	1

82 Critical

649

23

Bounty Awarded \$53.3k

Retested 100%

Protecting the world's top innovators

Our partnerships are rooted in trust, powered by innovation, and deliver measurable impact.

ANTHROPIC zoom PayPal crypto.com Uber



HackerOne is a cybersecurity firm that connects organizations with ethical hackers to uncover and fix vulnerabilities through bug bounties, disclosure programs, and pentesting.

FOUNDED
2012

INDUSTRY
B2B SaaS

COMPANY SIZE
200+ employees

SERVICES
Bug bounty programs
Pentesting

HEADQUARTERS
San Francisco, CA

Attack surface management
Vulnerability disclosure programs (VDPs)

HackerOne's Immediate Challenges

HackerOne turned to Cro Metrics for their website redesign, relying on the team's deep expertise and long standing partnership. The challenge? Launch a high-impact site that seamlessly reflected their new rebrand, without compromising quality, on an aggressively tight timeline.

Performance Optimization Concerns

With a complex Drupal site and new design elements, ensuring lightning-fast load times and seamless functionality was critical to the site's success.

Tight Timeline & Execution Pressure

The clock was ticking to launch the fully redesigned site for a major company summit, requiring flawless execution without sacrificing quality.

Brand & Website Alignment

The redesign had to bring HackerOne's bold new brand identity to life, creating the connection between the rebrand and the website experience.

User Experience & Navigation Risks

The redesign had to push the boundaries of fresh design while ensuring it didn't disrupt existing users' ability to navigate smoothly, making it a delicate balancing act between innovation and accessibility.

Our Approach, Process, and **How We Succeed**

Cro Metrics: The Strategic Redesign Partner



Data-Driven Design Excellence

We bring a unique edge — our designers specialize in crafting conversion-driven experiences that are validated through rigorous testing to ensure it drives measurable results.



Operational Insight, Seamless Execution

Every designer on our team blends strategy, efficiency, and streamlined implementation with flawless creativity – delivering projects that are as imaginative as they are impactful.



Tailored Solutions for Maximum Efficiency

We adapted to HackerOne's needs with three flexible solutions, each aligned to their end-goals, while ensuring they understood the requirements and effort needed to meet their tight deadline.

Driving Success with a Tailored, Phased Website Redesign for HackerOne



Discovery & Kickoff

- Stakeholder interviews to guide strategy
- Internal focus groups to guide user-first design decisions
- Brand audit to redefine positioning
- Competitor benchmarking to spot growth opportunities



Design & Testing

- Data-driven UX for high-impact experiences
- Seamless brand integration across all pages
- Scalable templates for long-term flexibility



Build & Launch

- Drupal 11 implementation
- SEO optimization to drive discoverability
- Smooth integrations and rigorous testing
- Effortless content migration
- Hands-on team training for lasting success



Validation

- Final QA to launch with confidence
- Post-launch testing fuel ongoing growth

Scaling Strategic Success Through Agile Execution



Collaborative Workflow

Daily syncs kept Cro Metrics and HackerOne perfectly aligned – fine-tuning priorities, refining designs, and making real-time adjustments.



Component-Based Build

Shifting to a component-based build unlocked long-term flexibility, empowering HackerOne to adapt and grow without limits.



Adaptability

As the project evolved, our team led with precision – balancing shifting scopes and making smart trade-offs to protect timelines and amplify impact.

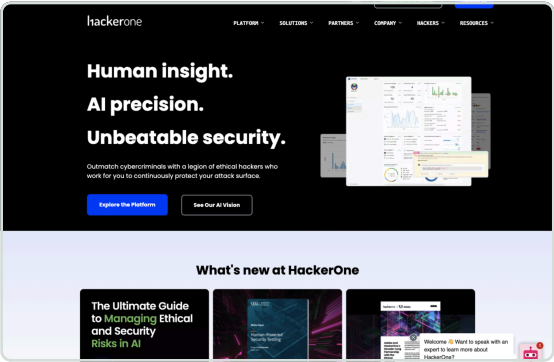


Efficient Internal Coordination

We didn't wait for roadblocks – our team actively tapped internal specialists to keep resources aligned and solutions flowing.

DESIGNING FOR RESULTS: THE NEW WEBSITE IN ACTION

Redesign Reflects New Branding, Providing **Sitewide Consistency**

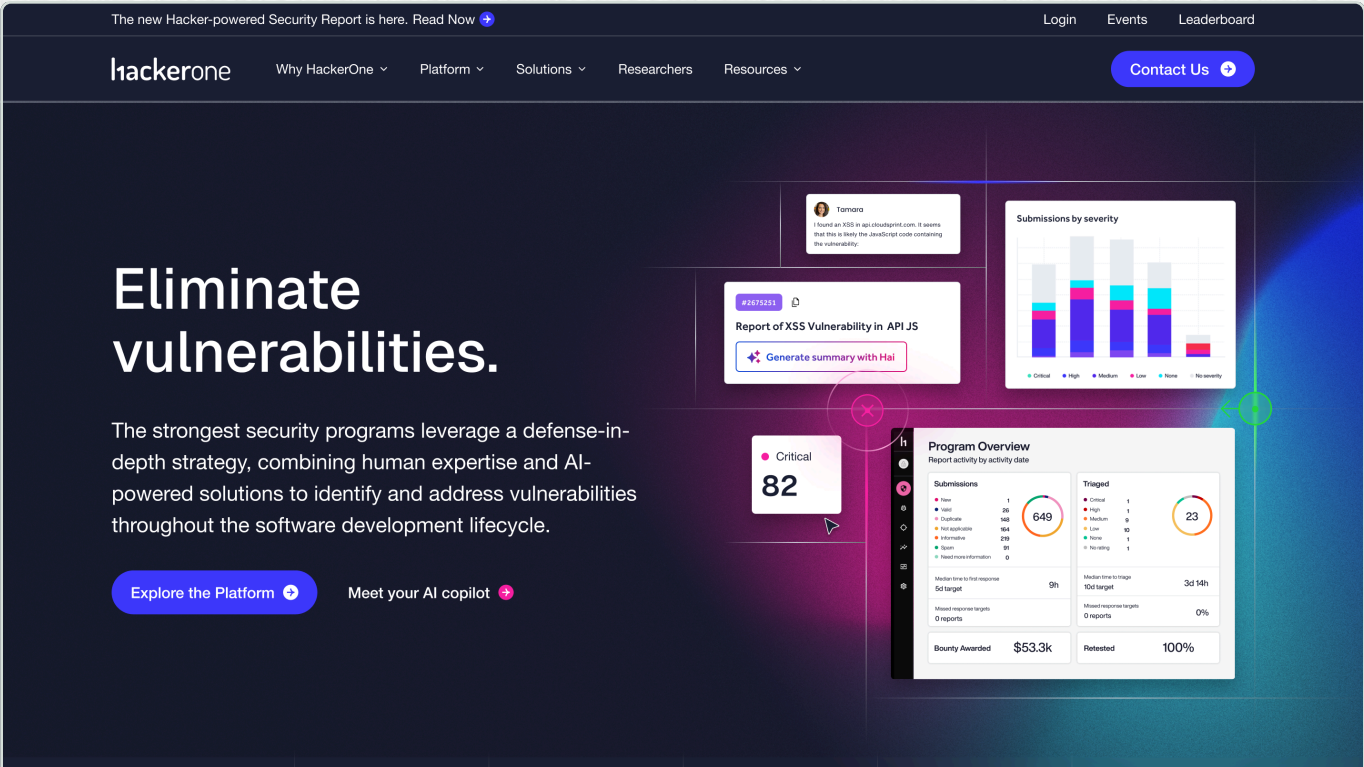


Before

After

Where Bold Design Meets Business Impact

- Dynamic color gradients enhance visual appeal and brand recognition
- Updated copy aligns messaging with customer pain points with strategic storytelling
- Engaging imagery showcases platform capabilities and reinforces credibility
- Refreshed CTA buttons guide next steps efficiently



Protecting the world's top innovators

Our partnerships are rooted in trust, powered by innovation, and deliver measurable impact.



ANTHROPIC

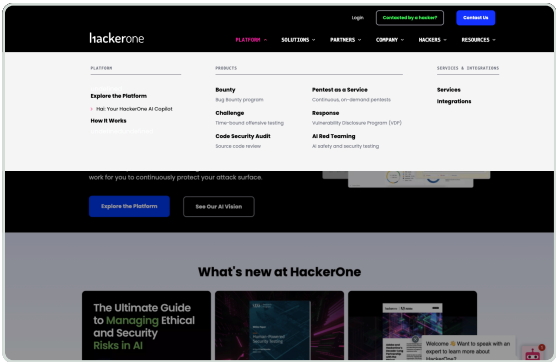
zoom

PayPal

crypto.com

Uber

Crafting a Streamlined Experience Through Intuitive Site Navigation

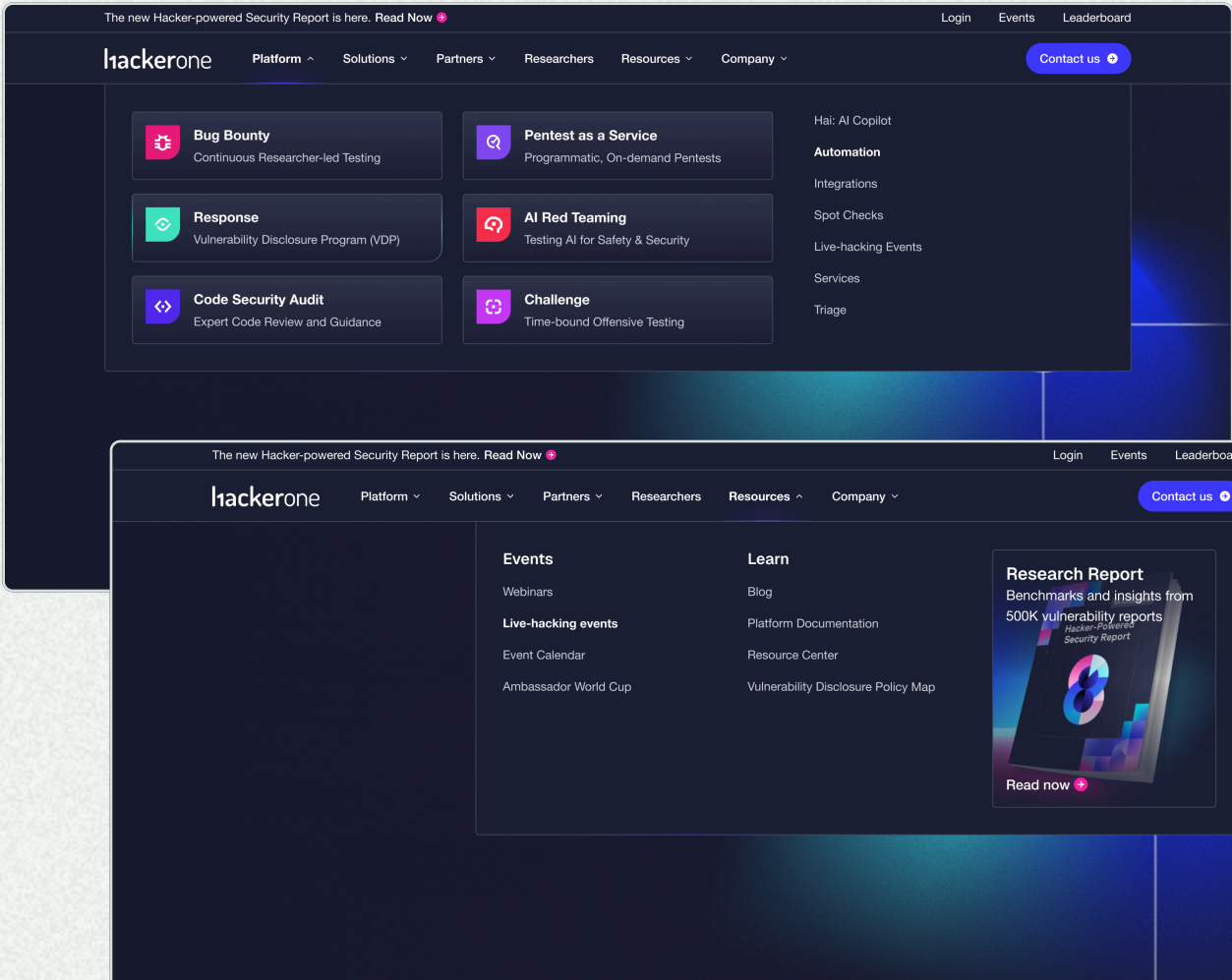


Before

Every Click Counts: A Faster Path to Value

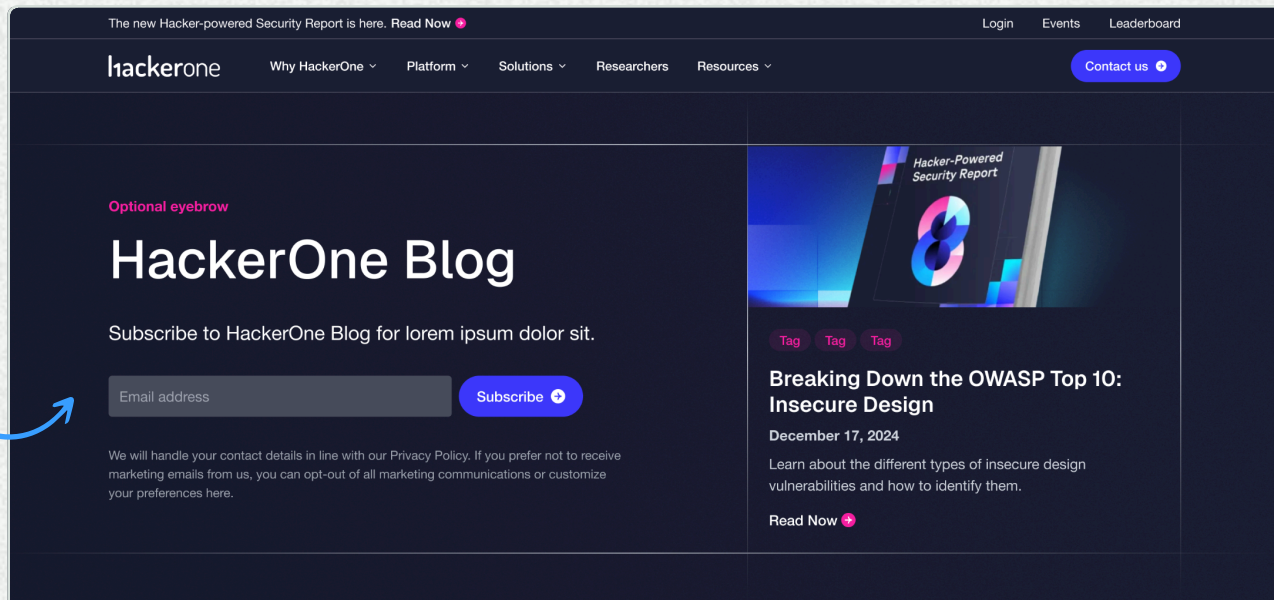
- Streamlined dropdowns help users reach high-value pages faster
- Hover effects reinforce interactivity and modern brand perception
- Visual navigation cards reduce friction and boost content discovery
- Clear hierarchy supports faster scanning and quicker user decisions

After

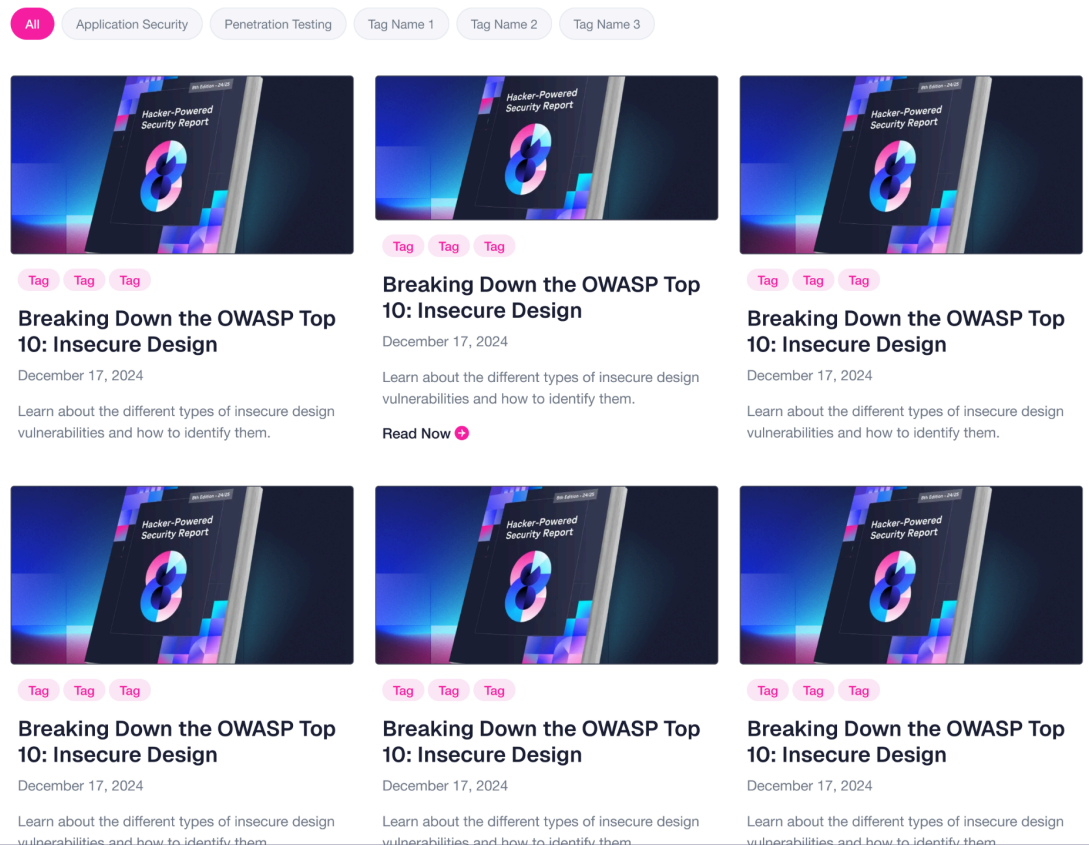


New Blog Page Highlights Key Articles for **Enhanced Content Discovery**

Email capture
allows for easy
subscriptions, so
users never miss
an update



Modular layouts
for smooth
browsing and
seamless
content uploads



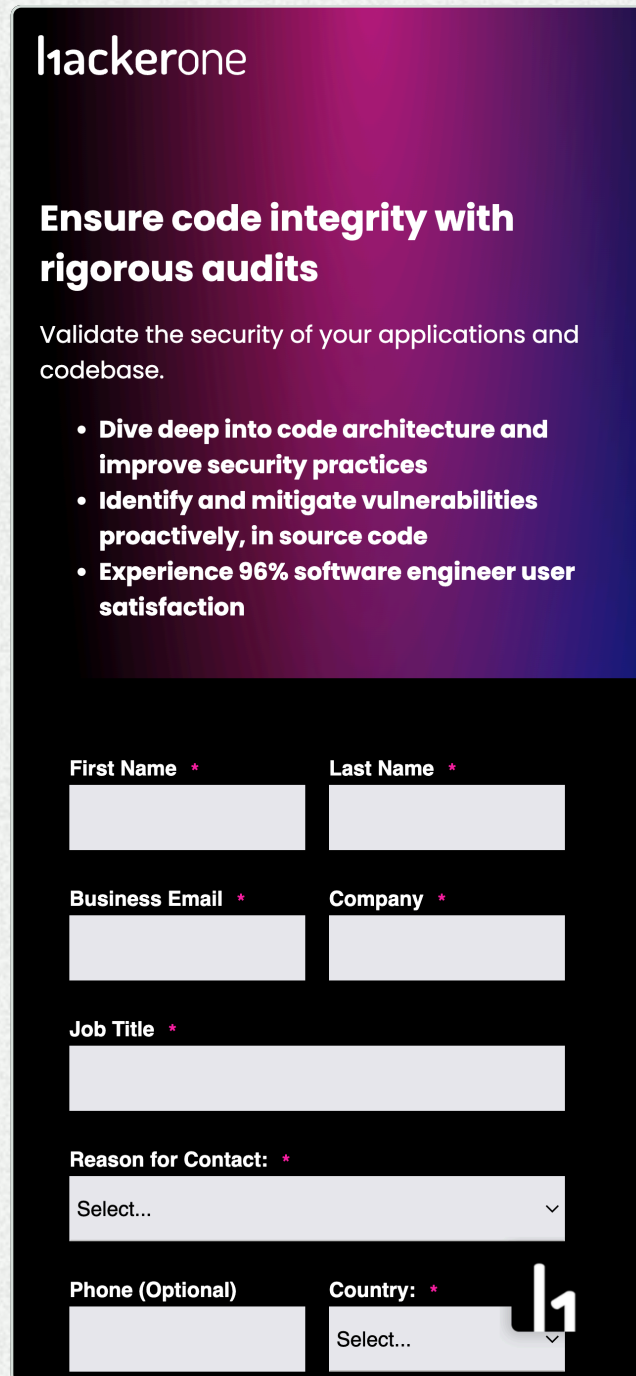
Mobile-Optimized Landing Pages for Peak Performance Across All Channels

Optimized Layouts Enhances User Confidence

- Responsive layouts prevent cut-off content, improving readability and trust
- Above-fold form placement increases visibility and completions
- Mobile formatting ensures consistent experiences across devices

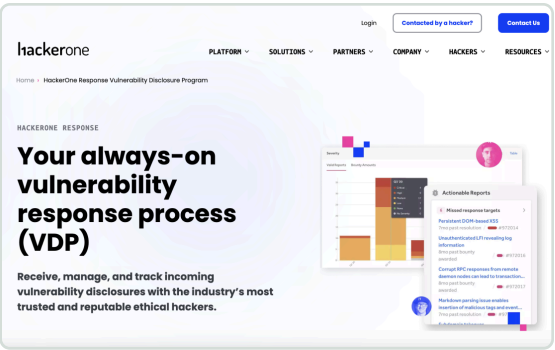


Before



After

Context-Driven Messaging Drives Higher Form Completions



Before


Form Submissions

+60%

✓ Learning

Tailoring the "Contact Us" form to align with users' entry points ensures the messaging resonates with their specific needs, effectively guiding them to complete the form and increasing overall submissions.

After



Strengthen your security response strategy

Build trust through effective vulnerability handling.

- Proceed confidently with a FedRAMP Authorized Tailored LI-SaaS VDP provider
- Experience the VDP that has powered 50,000 vulnerability reports for the US DoD
- Satisfy compliance regulations like NIST SP800-53 and ISO 29147

First Name *

Last Name *

Business Email *

Company *

Job Title *

Reason for Contact: *

Select...

Phone (Optional)

Country: *

Select...

We will handle your contact details in line with our [Privacy Policy](#). If you prefer not to receive marketing emails from us, you can opt-out of all marketing communications by updating your preferences [here](#).

Test results to be implemented in final design

Enhancing Engagement Through Tailored Customer Journeys

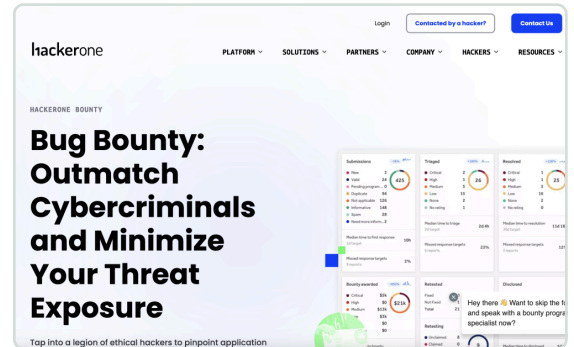
Boost in Contact
Form Engagement

+17%



Learning

Aligning content with the customer journey enhances user engagement by providing relevant, personalized experiences. Customizing landing pages to users keeps them engaged, encourages deeper interactions, and creates a more impactful experience.



Before

After

hackerone

Protect your attack surface with a bug bounty program

Call on the world's largest community of ethical hackers.

- Attract diverse skill sets for exhaustive vulnerability discovery
- Deploy human-powered security that pays for itself with one report
- Reduce recurring vulnerabilities by up to 98%

First Name *


Last Name *

Business Email *

Company *


Job Title *

Reason for Contact: *

Select... 

Phone (Optional)

Country: *

Select... 

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Test results to be implemented in final design

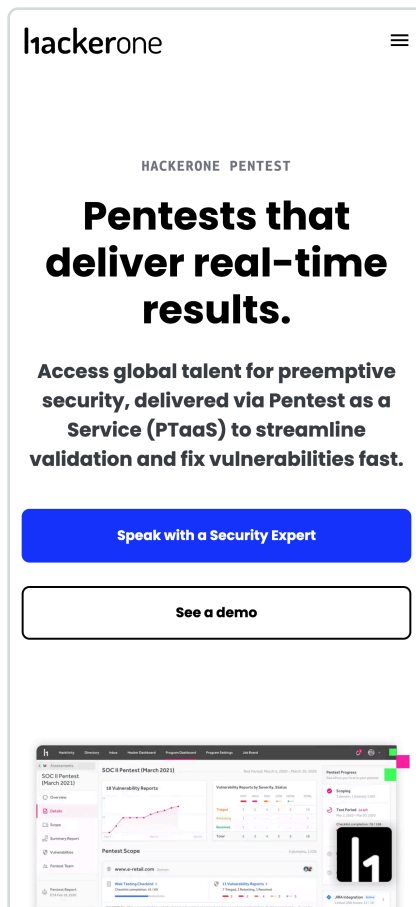
Reducing Drop-Off with Personalized Content Strategy

Drop-off rates

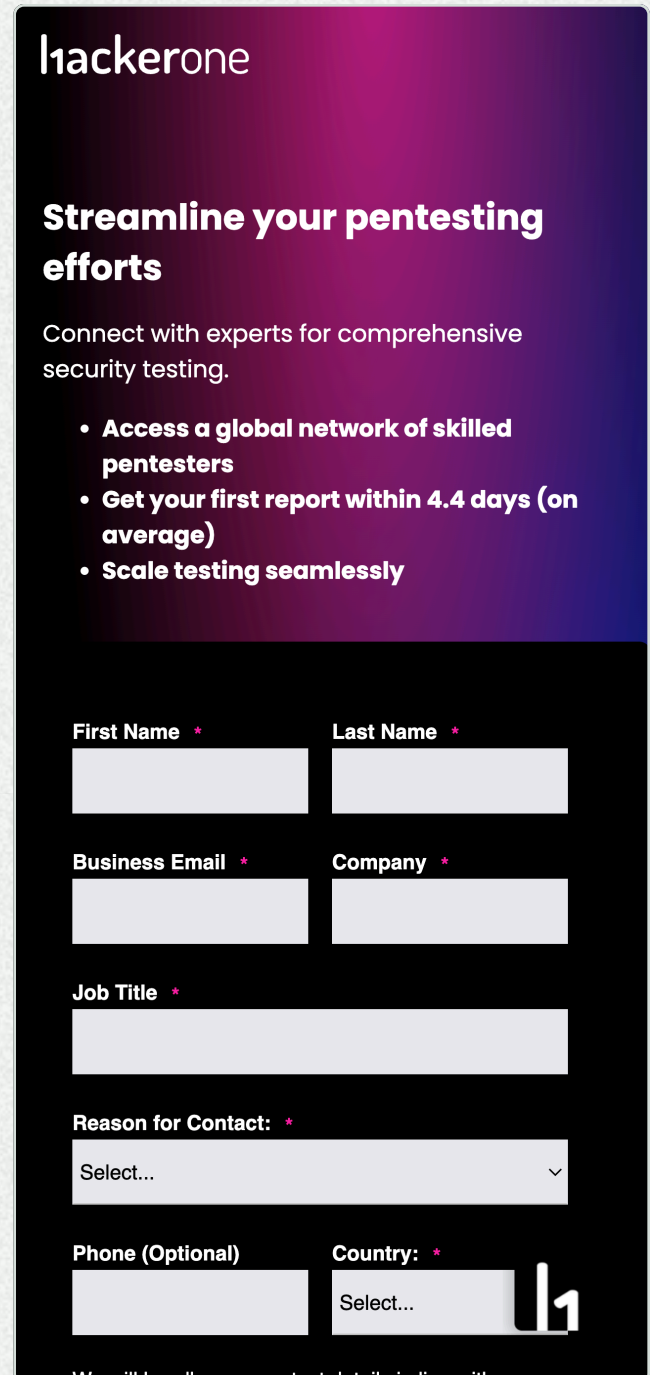
-1.6%

✓ Learning

Through a personalized content strategy that aligns with the customer journey, we tailor messaging on key pages to address specific user needs, effectively reducing drop-off rates.



Before



After

Test results to be implemented in final design

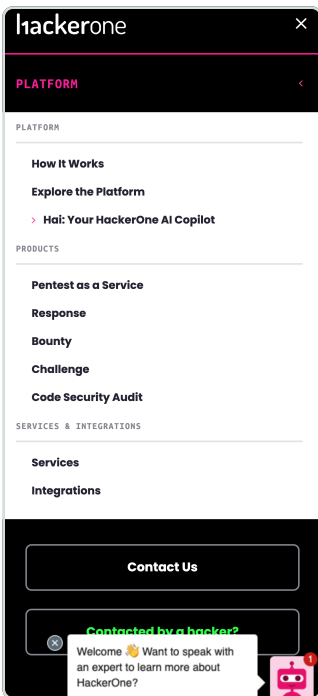
Harmonize Product Display with User Behavior For Quicker Discovery

Aligning UX with User Intent

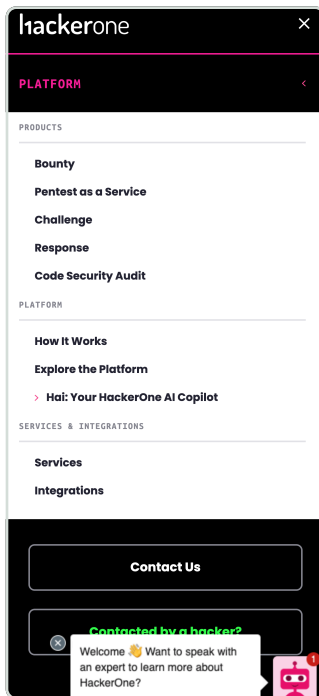
- Aligning product order with user behavior makes it easier for users to find what they were looking for, increasing conversions.
- The user experience felt more personalized and intuitive, keeping users engaged longer.
- Behavior-led ordering can scale across additional site pages, maximizing performance gains across the site.

Product Page Visits **+2.32%**


Contact Us Form Submissions **+11.26%**



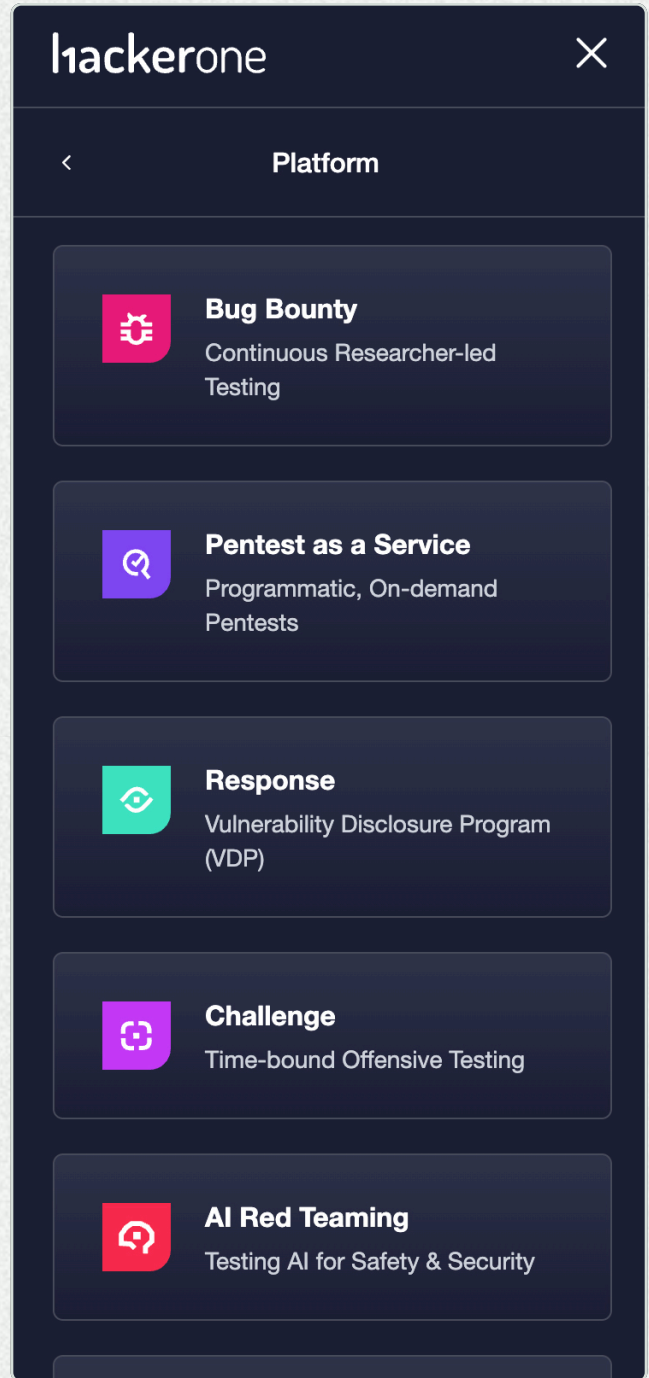
Before



Test

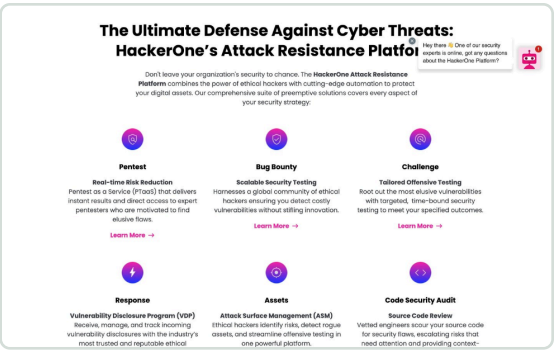

Learning

Displaying products in the order users naturally explore them creates a more intuitive browsing experience, better aligning with their interests and leading to improved engagement and conversion.



After

Making Exploration Easy - and Conversion Even Easier

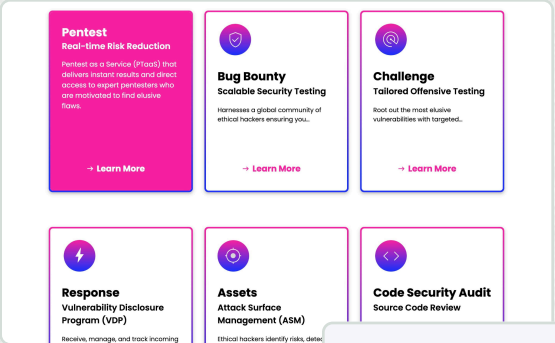


Before

Unlocking Product Discovery with Intuitive Design

- Interactive card design encouraged deeper exploration of HackerOne's offerings.
- The redesign kept form performance strong while driving more user actions.
- A clearer layout guided users from interest to exploration and conversion.

Test



✓ Learning

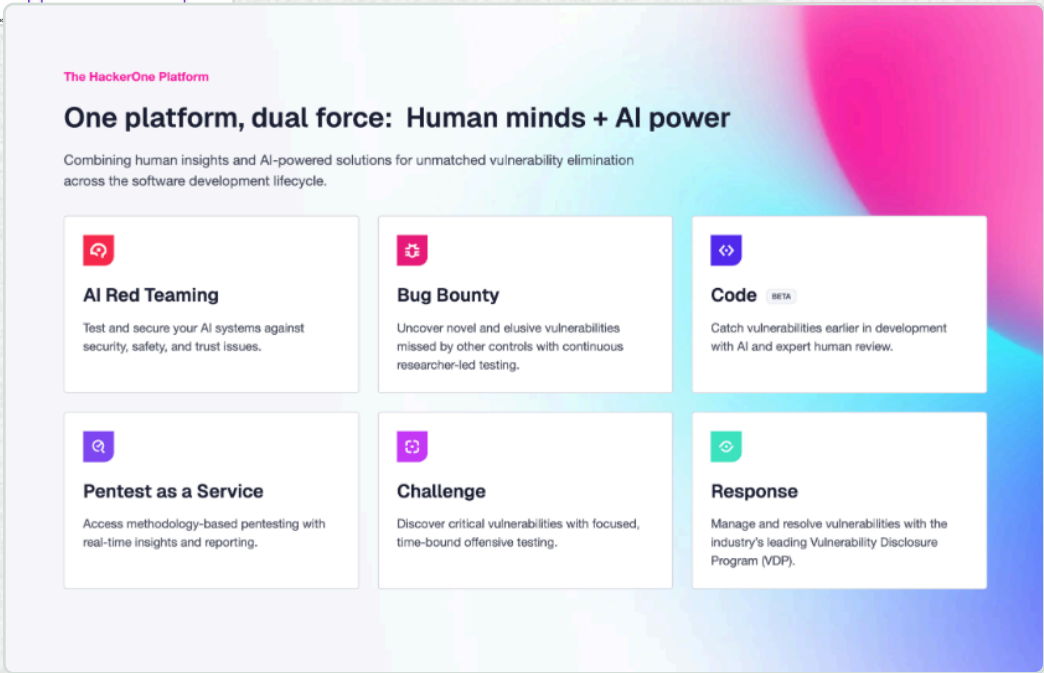
Redesigning the page with clearer, clickable tile-style cards and hover states improves both form submissions and product exploration - helping users take high-value actions while discovering more of HackerOne's offerings.

+9%

More Clicks

+8.4%

Lift to Form
Submissions



After

From Vision to Execution: The Redesign **Delivered**



Successful On-Time Launch

We delivered the redesigned site exactly when it mattered most – aligning with HackerOne’s on-site company event to amplify excitement.



Flawless Execution

The site launched in peak condition, avoiding costly disruptions and ensuring HackerOne’s brand rollout stayed smooth, polished, and impactful.



27% Increase in Conversion Rates

Early analytics showed a surge in conversions, validating strategic design choices and laying the groundwork for future growth.

A FUTURE OF GROWTH: STRATEGIC PARTNERSHIP AND CONTINUOUS OPTIMIZATION

Beyond the Redesign: Ongoing Growth



Unlocking New Potential

What started as CRO with HackerOne grew into a dynamic design and development partnership – a testament to our team’s versatility and drive to deliver more.



Collaboration That Fuels Success

Daily syncs, crystal-clear expectations, and smart trade-offs weren’t just processes – they were the foundation of a trusted, high-impact partnership.



Crushing Deadlines, Elevating Impact

We thrive under pressure, turning tight timelines into opportunities to shine with seamless execution and strategic precision.



Relentless Optimization, Always

Insights from past CRO wins shaped every design decision, and we built a post-launch testing roadmap to keep performance climbing.