SiteSpect

PREPARE FOR TAKE OFF:

TESTING STRATEGIES TO OPTIMIZE THE CUSTOMER JOURNEY

AN ITINERARY FOR SUCCESSS

Understanding your business through the lens of the customer journey is essential to achieving your goals. Whether it takes five minutes or five weeks, every one of your customers will go through each key stage:

AWARENESS > CONSIDERATION > PURCHASE

It's your job to accelerate the pace of the customer journey to achieve bottom line results: average order value, number of sales, or total revenue earned. But this pressure can put the focus too much on optimizing for purchase stage key performance indicators (KPIs). Earlier stage KPIs are key to setting up successes down the road. Neglecting these directional metrics in your testing and optimization strategy will leave you reaching for a life raft in the end.

This eBook shares testing ideas and success stories for each stage of the customer journey. Consider it a flight path to develop an optimization strategy that's guaranteed to deliver results.
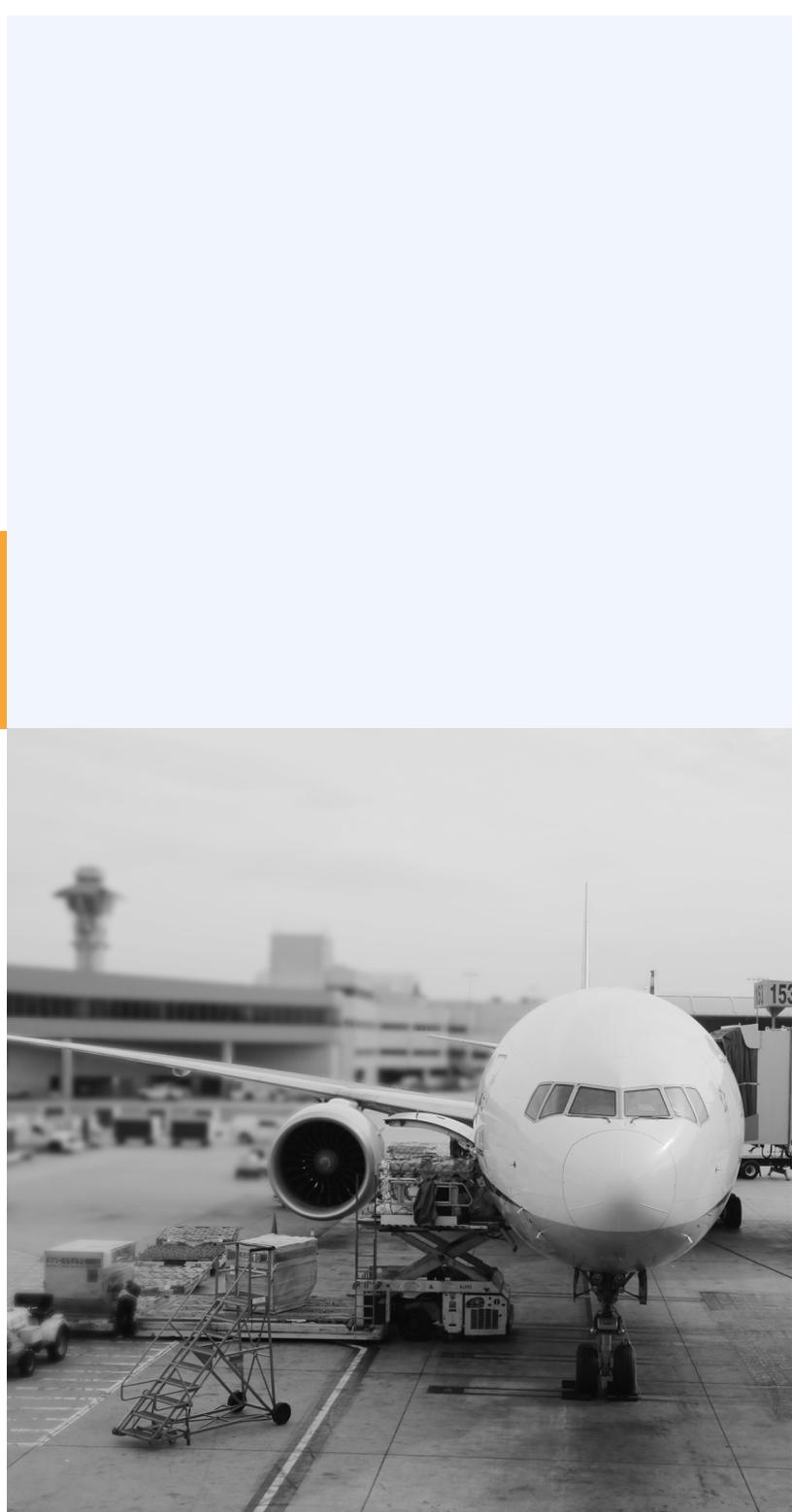
AWARENESS

The very beginning of the customer journey. A period of exploration and preliminary engagement. Metrics like page visits, scrolling depth, mouse hovers, and page load speed among others, are key to indicate higher success down the line. In this section you'll find insights to optimize the following scenarios:

> **REPLATFORMING**
> **BRAND REDESIGN**
> **LOW TRAFFIC CONTENT**
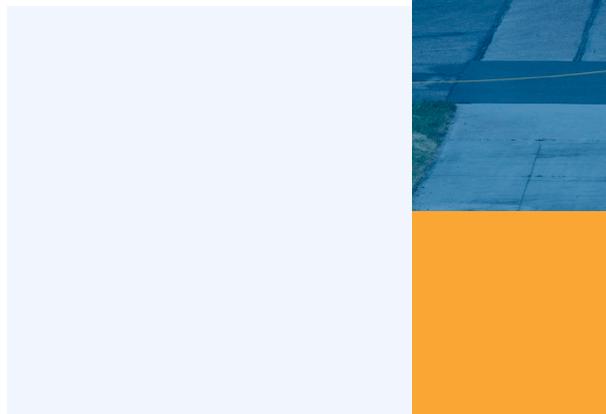
REPLATFORMING

When you undertake a replatforming project, you put a lot on the line: customer experience, user attrition, new user acquisition, and the look and feel of the site. Testing throughout a replatforming effort will give you the insights you need to reduce your risk and ensure your new platform maximizes business outcomes. Plan on executing a series of server side tests alongside your look and feel focused campaigns to achieve the best result.

DID YOU KNOW?

Server side experiments are called Origin Experiments in the SiteSpect platform and give you comprehensive data about how your platform affects customer behavior.

SUCCESS STORY

15.5%

Increase in Average Order Value

INDUSTRY: Clothing Retail
PROBLEM: Replatforming of mobile app
**SOLUTION:** Server side testing at every stage of development

CHECKLIST

☐ **PLATFORM PERFORMANCE**
Page load time and site speed can have a significant impact on customer behavior. Run a series of server side tests to ensure these KPIs aren't impacted by the change.

☐ **NEW FEATURE RELEASES**
New features have a lot of promise, but not all are winners. Test each one to ensure it outperforms original site features.

☐ **VISUAL REDESIGN**
Use multivariate tests to compare old and new versions of pages on your replatformed site to ensure you find the optimal combination to improve time on page and bounce rate.

☐ **LOW RISK ROLLOUT**
Gather performance data on a small percentage of visitors first that increase sample size as you iterate on improvements.

BRAND REDESIGN

Changing your brand's image, messaging, and digital interface presents an exciting opportunity for major growth. But there's a big risk involved, especially with your existing customer base. Innovate without limits to make the biggest impact, just make sure you understand how every change affects your customers. To do this, you'll need to test everything from your font end to your server side function.
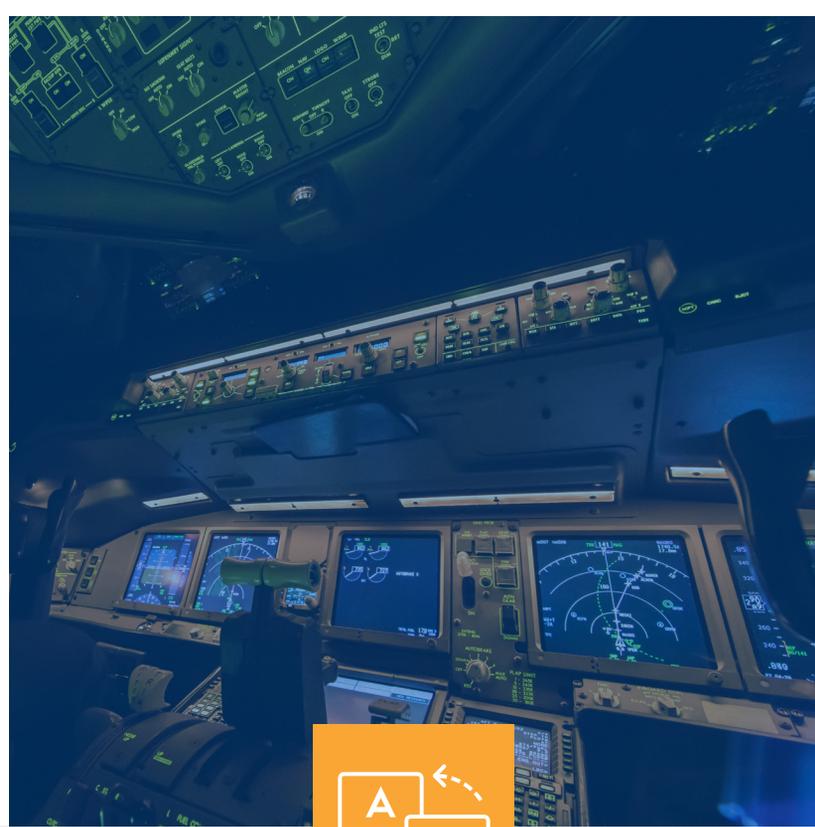
CHECKLIST

☐ **FRONT-END LOOK AND FEEL**
Test combinations of design to determine what prompts your customers to act. Click through rate could be a KPI for this test.

☐ **OPTIMIZE MESSAGING**
Try different variations of your copy to see what speaks to visitors. Looking at metrics like time on page, scrolling depth, and mouse hovers could be key for analytsis.

☐ **NAVIGATION & SEARCH FUNCTIONALITY**
Conduct a series of server-side experiments to learn if design changes to your platform affect functionality and customer behavior.

☐ **MEASURE EVERYTHING**
Set key metrics for your test, but also track everything you think may be impactful so you can do a more holistic analysis if needed.

DID YOU KNOW?

SiteSpect provides real-time alerts to notify you when your tests perform poorly or do well. You can then take immediate action to minimize risk and maximize success.

SUCCESS STORY

8%
Increase in Revenue

INDUSTRY: Retail
PROBLEM: Redesign brand without impacting add to cart metrics
SOLUTION: Client side testing to compare old and new designs

LOW-TRAFFIC CONTENT

You've optimized your most important web pages for conversions, but your bottom line isn't improving. Here's the problem: Visitors aren't reaching these high value pages. When experiencing low traffic, attempt to analyze up funnel metrics to help determine the success or failure of a test even if there is not enough end conversion data.

DID YOU KNOW?

Site speed improves conversion. SiteSpect users have learned that customers prefer shopping on faster sites.

SUCCESS STORY

15%

Increase In Visits To The High Value Pages From The Homepage Menu

INDUSTRY: Real Estate
PROBLEM: Navigation + Personalized Promotions
SOLUTION: Test + Optimize

CHECKLIST

OPTIMIZE PROMOTIONS
Drive traffic to your key pages by running clickable promotions. Run A/B tests to determine whether these promotions increase traffic and which ones have the highest conversion rate.

NAVIGATE THE MENU
Are some pages buried in your navigation menu? Test new menu arrangements and design to optimize for clicks to key pages.

IMPROVE SEO WITH SITE SPEED
Use server-side tests to measure site speed and performance. Google considers speed for both mobile and desktop sites when determining SEO rankings; improving speed leads to more organic visits to your pages.

CONSIDERATION

If customers can't find what they want, they won't convert. Period. Facilitating an excellent research experience across all your digital channels will accelerate the rate in which your customers see how you can help them. Read on for proven steps to optimize for the consideration stage of the customer journey. Scenarios include:

> IMPROVE SEARCH BAR USE
> ENCOURAGE SIGN-INS & MEMBERSHIP
> OPTIMIZE FOR MOBILE APPS & SITES
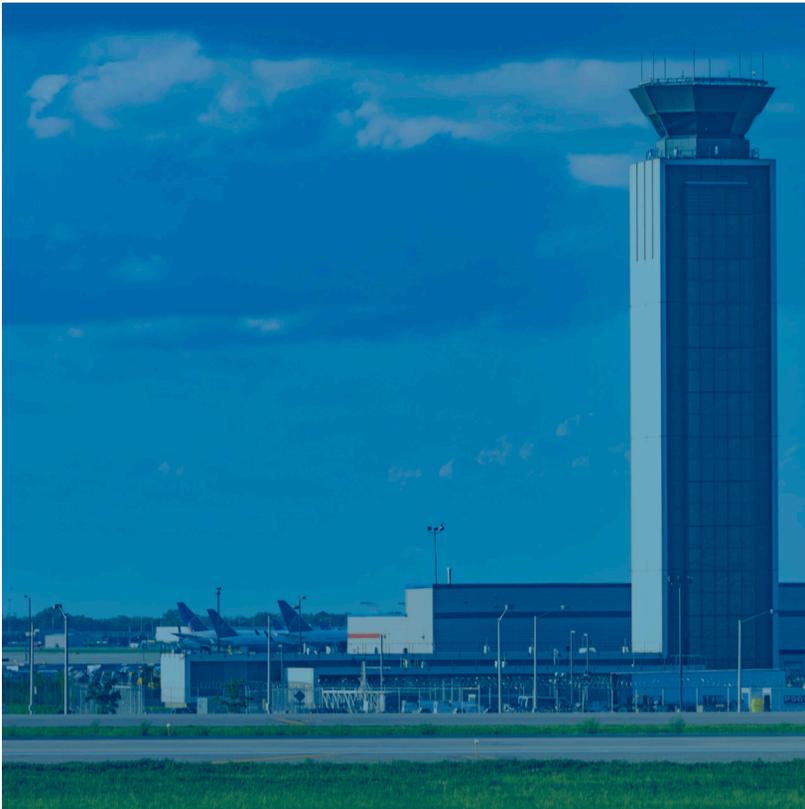
SCENARIO

IMPROVE SEARCH BAR USE

You have a search function on your website, but visitors aren't using the tool, so all of its benefits go untapped. Then, once you have optimized the design of your search function for use, you see a drop in product detail clicks, add to carts, or other engagement with search results. Optimizing your search function requires front end testing, potential vendor comparison, and back-end testing.
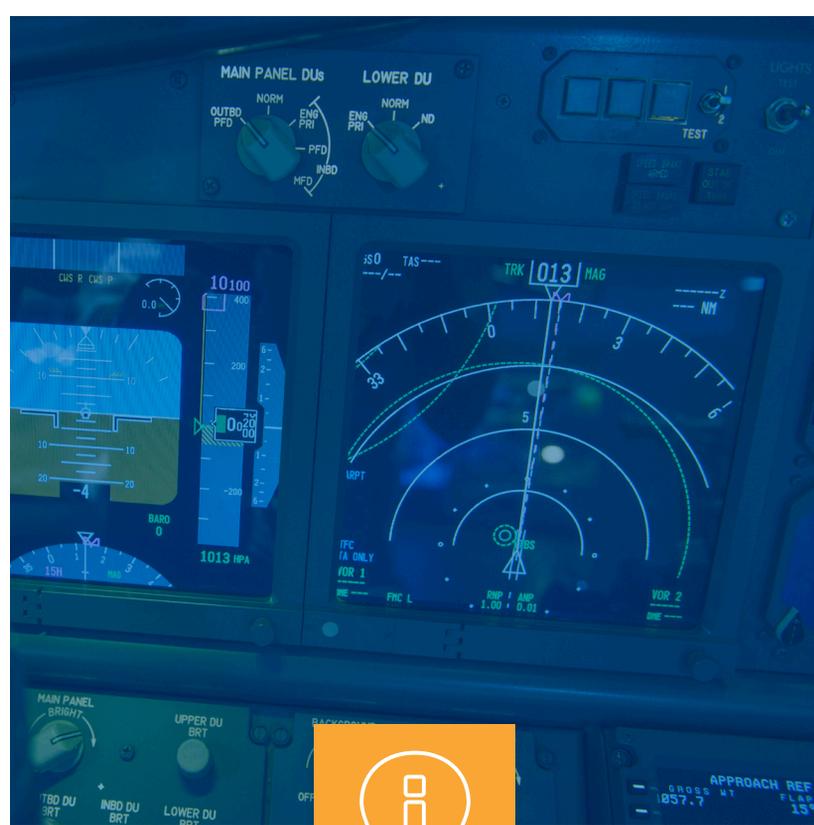
CHECKLIST

DESIGN AND PLACEMENT
Conduct a series of split tests to determine whether moving your search bar or redesigning it increases use.Test the design and placement separately on mobile and desktop devices. KPIs: search bar usage, product clicks from search results page

SEARCH FILTERS FUNCTION
Conduct a series of tests to compare more specific or more general filters to the original. KPIs: product clicks from search results pages, use of filters

PRODUCT COMPARISON BETWEEN VENDORS
If visitors use your search tool, but you notice they either repeat searches or don't click on products, you may want to optimize your search function with a third party vendor. If possible, compare vendors with server side a/b tests before you buy.

DID YOU KNOW?
Most ecommerce sites that use SiteSpect find that filters drive greater site interaction and deeper page scrolling.

SUCCESS STORY

4.93%
Increase In Search Use

INDUSTRY: eCommerce
PROBLEM: Low Search Bar Use
SOLUTION: Search Bar Design

ENCOURAGE SIGN-INS & MEMBERSHIP

The benefits you and your customers get from using a membership or sign-in form are important to you, but abandonment can be high when customers are prompted with an account creation step. There are many reasons this might be the case, but there are just as many ways to encourage account creation with a good optimization strategy.

DID YOU KNOW?

SiteSpect customers find that fewer information fields almost always lead to more form completions.

CHECKLIST

MESSAGING AT SIGN IN
Try communicating the sign-in process differently to your customers. Maybe it sounds like a burden to them instead of benefit. A change in copy could make all the difference in your key numbers and encourage more engagement.

CHANGE REQUIREMENTS FOR SIGN IN
How many fields do you require customers to complete? Try a shorter form, improve autofill capabilities, and ask for different information. Compare these tests against your original requirements to find the optimal result for your KPIs.

INCREASE OPTIONS
Test a login-as-guest option instead of requiring memberships. If it lowers your adandonment rate, you can then work on alternative tactics to encourage membership creation from this audience.

SUCCESS STORY

600%
Increase In Account Creation

INDUSTRY: National Retail Chain
PROBLEM: Turnover On Sign-In Page
SOLUTION: Test + Optimize New Messaging

OPTIMIZE FOR MOBILE APPS & SITES

With mobile traffic on the rise, are you spending enough time optimizing your mobile-specific interface? Customers behavior is unique on every device and creating an optimization plan specifically for your mobile traffic is essential to improving the customer experience.

CHECKLIST

IMPROVE ERGONOMICS
How can your site be more touchscreen friendly? Test design options around key points like thumb reachability and swipe friendliness to see an impact on your KPIs like clicks on page and time on site.

IMPROVE SEO WITH MOBILE SPEED
The speed of your mobile site is an imporant factor not just for customer experience but also for SEO. Testing can provide the quality assurance you need to ensure your page load time aren't negatively impacting your search results.

OPTIMIZE APP PERFORMANCE
Single Page Apps (SPAs) are growing in popularity for mobile sites but they come with their own set of performance issues. Use your testing platform to gather all the data you need to make sure your SPA is providing a positive expeirence for your customers.

DID YOU KNOW

Mobile users are impatient. SiteSpect customers find speed an important factor in purchase rates, revenue, and customer engagement.

SiteSpect's platform has the least effect on mobile speed of any platform since our unique architurectrure dosn't require redirects to run testing variations. Oh, and we integrate with any framework.

PURCHASE

Customers rarely take a direct flight through the buying process. So then how do you optimize for the unpredictable to ultimately influence the end goal of purchase rate, average order value, or total revenue? Read on for key straegies for the following scenarios:

> MAXIMIZE PRODUCT DETAIL PAGES
> DETERMINE SPECIAL OFFER THRESHOLDS
> DETERMINE THIRD-PARTY PAYMENT METHOD
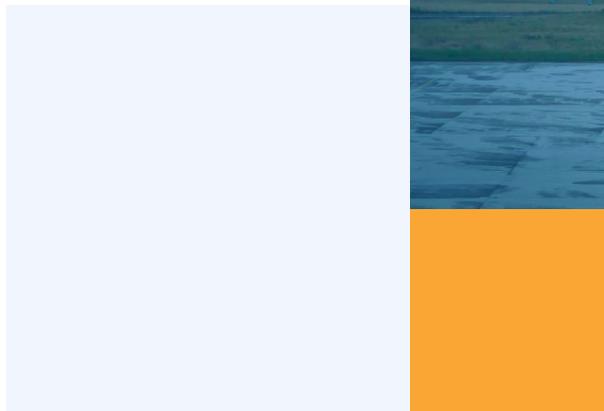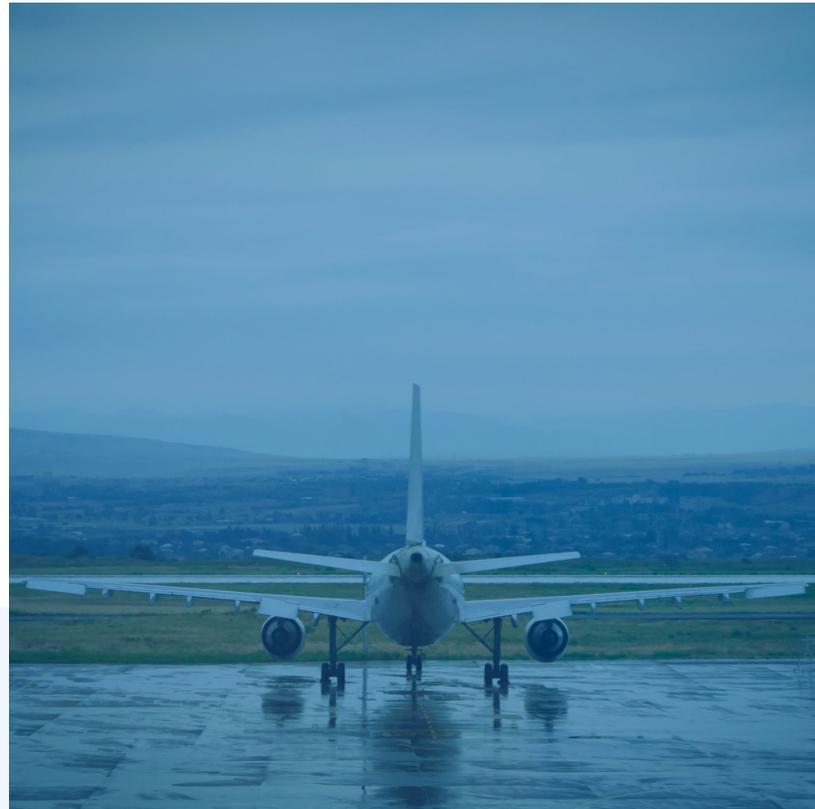
MAXIMIZE PRODUCT DETAIL PAGES

Your product detail pages get a lot of traffic but conversions directly from them are lower than you would like. There are so many components of these pages — copy, image, layout, zoom options — that figuring out where to begin can be overwhelming. Testing systematically gives you the information you need to make impactful changes.
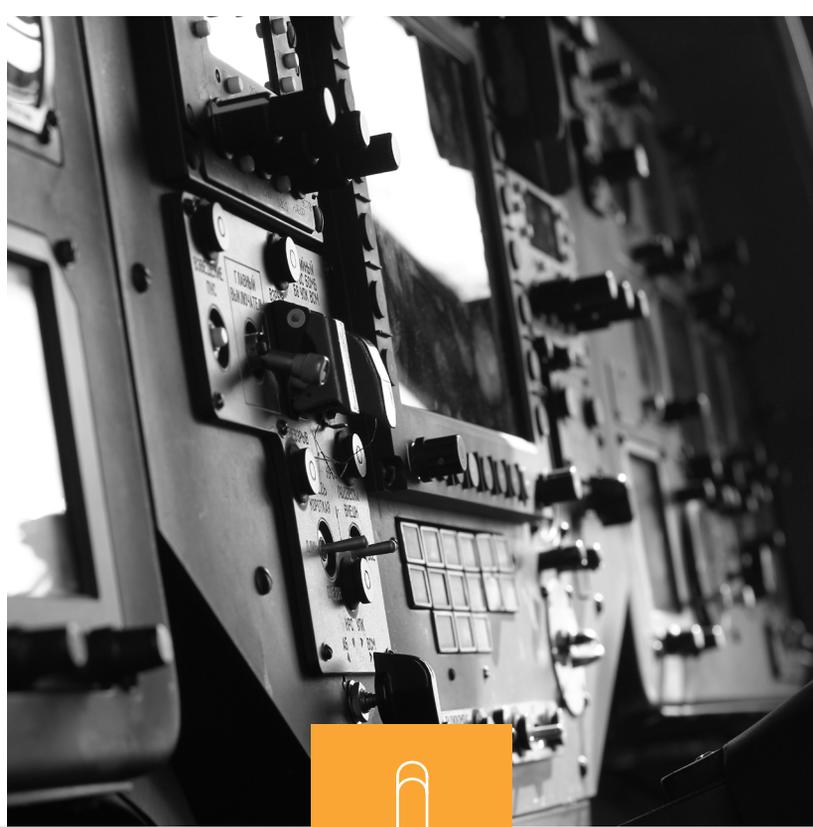
CHECKLIST

COMPARE IMAGE OPTIONS
Test features such as 3D imaging versus carousel style close ups. Control the release of the new images and split test against the control page to measure impact.

VIRTUAL TRY ON FEATURES
Conduct a product comparison between virtual try-on software providers. Phase the release of the new feature before a general release to understand its usage and impact. KPIs: add to bags, purchase, use of try on feature, add to bags from try on feature

EDIT PRODUCT DETAIL TEXT
Does your product page have enough information on it? Does it have too much? Is it the right information? Vary your copy on product detail pages and see how it affects customer behavior and your add to bags KPI.

HELPFUL TIP
Don't forget to check how product reviews affect purchase rates. Should they be perennially visible or a separate page?

SUCCESS STORY

1.9%
Average Order Value Increase

INDUSTRY: Online Grocery
PROBLEM: Needed to increase product detail views
SOLUTION: Tested product zoom on detail pages for mobile

DETERMINE SPECIAL OFFER THRESHOLDS

Special offers are a major selling point for online consumers, but at what point do these perks actually make a difference? Run a series of tests to determine where you can offer extras to increase engagement and revenue and where they fall flat.

DID YOU KNOW

While urgency generally improves conversions, SiteSpect customers find too much urgency or pressure too far in advance can have the opposite effect.

SUCCESS STORY

21.5%
Increase In Revenue

INDUSTRY: eCommerce
PROBLEM: Need to increase add to bags on promoted products
SOLUTION: Test urgency threshold

CHECKLIST

☐ **TEST FREE SHIPPING THRESHOLD**
At what price point does offering free shipping increase a sale? Test offering free shipping at various price points to see where the biggest impact is.

☐ **MEASURE URGENCY THRESHOLD**
Limited time offers are marketing staples, but testing thresholds for when customers respond to urgency can maximize the impact. KPIs: add to bags, enrollments, revenue, average order value, clicks on promotions

☐ **TEST LOW INVENTORY ALERTS**
Notifying customers when items are low in stock can help your add to cart and purcahse KPIs because no one wants to miss out on their chance. Test to makes sure this tactic motivates and doesn't discourage customers.

DETERMINE THIRD-PARTY PAYMENT METHOD

Remember when the prevailing assumption was that people wouldn't trust online shopping? Neither do we. But customers can still be cautious about what payment method they engage with. Before you invest in any particular third party payment service, conduct tests to see what your customers prefer.

CHECKLIST

☐ **PRODUCT COMPARISON**
Segment your audience and direct one portion to a page using a service such as PayPal, another to Shopify, another to MasterPass, and another to your control. See which page results in the most completed purchases.

☐ **"BUY WITH ONE CLICK" FEATURE ROLL-OUT**
Test a one-button check out process. Best to segment your audience based on whether the customer has an account or not for best results.

☐ **BUY BUTTON PLACEMENT**
If you have a feature or payment service that you are happy with, test the placement of its button. Is the design and location of the button impacting completed purchases?

HELPFUL TIPS

If you try a new feature or product, make sure your KPI exists on both the variation and the control. If you try a new feature, what does it accomplish in common with your control page?

SiteSpect can integrate with any third-party platform, so whatever product you choose, we can help test it.

ABOUT SITESPECT

SiteSpect is leading the advancement of customer experience optimization solutions for the world's most successful businesses. Only the SiteSpect patented solutions enable customers to optimize the entire digital experience from the front end (client side) to the back end (server side) while centrally managing across channels, business units and product lines. SiteSpect's unique technology sits in the flow of your digital traffic for full visibility of requests and responses allowing for real time business impact. Visit www.sitespect.com to see how top companies such as Sam's Club, Esurance, Eddie Bauer, Staples and Urban Outfitters have leveraged SiteSpect's technology and expertise to grow their businesses.

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