



BAT

# Test Plan – Mobile PLP Choose CTAs

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Name	Version	Changes
Matt Maidment	1	Document created
Matt Maidment	2	Results added

# Background

## Evidence

The average PLP exit rate for mobile is much higher than desktop, at 22.3% vs. just 12.0% on desktop (+85%).

A major contributing factor appears to be the “Taux de Nicotine” CTA, which is not clickable on page load and is greyed out yet sees a high level of engagement. This CTA is consistently the most clicked element within each product tile.

There is also evidence of significant click recurrence on this CTA, indicating that there is confusion around why it’s not clickable. This suggests that it’s not clear enough that users must choose a nicotine level before being able to add to basket. We believe this friction is significantly impacting the overall conversion rate of mobile PLPs.

## Hypothesis

By amending the PLP copy to more clearly specify that users need to “choose” either a nicotine level or device colour and remove the inactive CTA we expect to see an uplift in add to basket.

## Test Goal

1. Add to Basket
2. Conversion Rate

# Targeting

Name	Description	Example URLs
Liquids PLP	Liquids PLP	<a href="https://www.vuse.com/fr/fr/e-liquides">https://www.vuse.com/fr/fr/e-liquides</a>
E-cigarette PLP	E-cigarette PLP	<a href="https://www.vuse.com/fr/fr/cigarettes-electroniques">https://www.vuse.com/fr/fr/cigarettes-electroniques</a>

## Audiences

### Devices

Mobile

## Scenarios & Considerations

### QA Tier

Tier 1

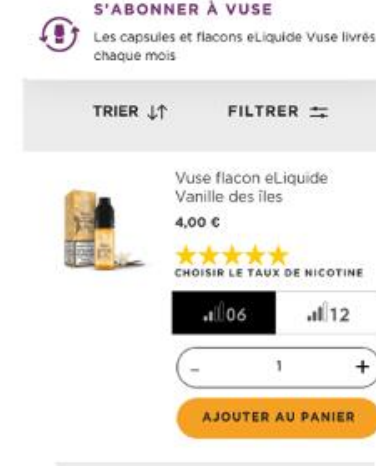
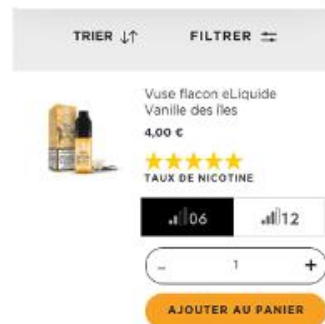
### Considerations

- Grey inactive CTAs should be removed for all products on PLP on page load.
- Yellow add to basket CTA appears for the relevant product once device colour/ nicotine level has been selected. The remaining products on the page still have grey inactive CTAs hidden.

# Variations

## Control – Mobile (Liquids)

## Variation 1- Mobile (Liquids)



## Control – Mobile (E-Cigarettes)

## Variation 1 - Mobile (E-Cigarettes)



## Design changes

V1

- On page load of PLP, the grey inactive CTAs below each product are removed.
- User must select either product colour (E-Cigarettes) or nicotine level (liquids) before the yellow add to basket CTA appears.
- On E-Cigarettes PLP, the "Couleur: None" text is removed until a colour is selected. It then appears displaying the currently selected device colour.
- Also on E-Cigarettes PLP, on page load before a colour is selected, the "Choisissez votre couleur" text is displayed to indicate that a colour must be chosen before add to basket can take place.
- Once colour is selected, the message is replaced with the appropriate colour as described above.
- On Liquids PLP, the "Taux de Nicotine" copy is updated to "Choisir le taux de Nicotine" to clearly indicate that a nicotine level must be chosen before add to basket can take place.

## Metrics

	Name	Description
1	Add to Cart	The number of sessions with unique add to cart
2.	PLP Exit Rate %	The number of sessions with PLP as exit page
3.	Subscription Orders	The number of subscription orders completed
4.	Transactions	The number of transactions
5.	PDP Views	The number of unique PDP views
6.	Basket Views	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/cart/">https://www.vuse.com/fr/fr/checkout/cart/</a>

7.	Checkout – Login	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/customer/login/">https://www.vuse.com/fr/fr/checkout/customer/login/</a>
8.	Checkout	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/">https://www.vuse.com/fr/fr/checkout/</a>

## Segments

Name	Values description
N/A	No segments required within Google Optimize

## Integrations

Name	Values description
Google Analytics	Experiment ID is generated automatically and available within GA.

# Results

## Winner (V1)

Start: 23/08/21

End: 13/09/21

Duration: 21 days

Control Visitors: 11,251

V1 Visitors: 11,379

## Highlights

We observed an **+8.9%** uplift in overall conversion rate (transactions) for users exposed to Variation 1. This metric reached 93% statistical significance. The removal of the inactive "Taux de Nicotine" CTAs and amending the "Taux de Nicotine" subcopy above the nicotine/colour selection module had a clear impact on propensity for users to complete a purchase.

The uplift in overall conversion rate was to driven by a reduction in PLP exit and bounce rates for both the e-liquids and e-cigarettes PLPs. For example, exit rate at Liquids PLP was **-4.28%** vs. control along with a **-2.46%** improvement in bounce rate. As suggested in the original hypothesis, more products are visible on page load by removing the inactive CTAs, which we believe has reduced a significant amount of friction for users at PLP. Data for these metrics is shown below. Note that the majority did not reach statistical significance, however the trend in these results is very positive.

Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Statistical Significance
Liquids - PLP Exit Rate %	Control	5342	1,373	25.70%		
	Variation #1	5574	1,371	24.60%	-4.28%	89.43%
Liquids - PLP Bounce Rate %	Control	5342	196	3.66%		
	Variation #1	5574	199	3.57%	-2.46%	77.16%
Devices - PLP Exit Rate %	Control	5150	874	16.97%		
	Variation #1	5281	875	16.57%	-2.36%	64.21%
Devices - PLP Bounce Rate %	Control	5150	461	8.96%		
	Variation #1	5281	341	6.45%	-28.01%	95.09%



## Further Insights

There was no observable impact on add to basket rate vs. control. As mentioned above, the uplift in transactions instead appears to be driven by the reduction in PLP exit and bounce rate for both liquids and e-cigarettes.

We did observe an uplift in unique PDP views of +3.1%, indicating that users were more likely to navigate through to PDP by interacting with the product image. Note that this uplift only reached 82% significance. We believe that this change in behaviour is also linked to the removal of the inactive “Taux de Nicotine” CTAs featured from the control, which during usability testing caused confusion with users expecting this button to link to PDP.

We also observed a +5.7% uplift in the proportion of visitors that reach the checkout funnel. This metric hit 90% statistical significance. Again, the improvement in funnel progression indicates that the improved PLP layout in variation 1 reduced confusion at PLP level which encouraged more users to progress further with their transaction.

## Conclusion & Next Steps

The +8.9% uplift in overall conversion rate observed in this experiment is worth an estimated €85.1k in annual incremental revenue, from an additional 2.1k transactions. This has been calculated by applying the uplift in conversion rate to the last 12 months of GA revenue data for mobile PLP visitors. This calculation assumes that the volume of mobile traffic will be level year on year.

Our recommendation is therefore to deploy Variation 1 to 100% of mobile visitors and to raise a ticket for the changes featured in this experiment to be implemented.

## Full Results Data

Mobile PLP Choose CTAs: 23/08/21 - 13/09/21						
Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Statistical Significance
Add to Basket	Control	11,251	2,626	23.34%		
	Variation #1	11,379	2,646	23.25%	-0.37%	43.86%
Transactions (Overall)	Control	11,251	583	5.18%		
	Variation #1	11,379	642	5.64%	8.88%	93.07%
Revenue Per Visitor	Control	11,251		€ 2.12		
	Variation #1	11,379		€ 2.19	3.30%	70.88%
Transactions - One Time	Control	11,251	443	3.94%		
	Variation #1	11,379	491	4.31%	9.59%	92.33%
Transactions - Subscription	Control	11,251	140	1.24%		
	Variation #1	11,379	151	1.33%	6.64%	70.95%
Unique PDP Views	Control	11,251	4,438	39.45%		
	Variation #1	11,379	4,627	40.66%	3.09%	82.12%
Unique Checkout Views	Control	11,251	942	8.37%		
	Variation #1	11,379	1,007	8.85%	5.70%	89.96%