



DL4B

Small Business: Desktop: Adding Visible Sub Nav

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Name	Version	Changes
Sarah Cridland	1	Document created
Sarah Cridland	2	Results added

Test Background

Evidence

- The Small Business page has a bounce rate of around 50%. This is considerably higher than the other product pages (Public Liability 31%, Landlord 25%).
- With only 36% of users scrolling down the page the content above the fold needs to grab users attention and help them find relevant content quickly.
- Users arrive at the page with different needs. Many already know the product they are looking for and others need more guidance related to their occupation.

Hypothesis

Introducing a sub nav visible by default on the Small Business page will help more users find relevant content more quickly and prevent users from bouncing. This will result in an increase in Visit to Start Quote.

Test Goal

Increase Visit to Start Quote (undefined)

Targeting

Name	URL
Small Business page	https://www.directlineforbusiness.co.uk/small-business-insurance Please ensure the targeting also includes marketing parameters e.g. https://www.directlineforbusiness.co.uk/small-business-insurance?cmpid=ppc_brand/acqc/op&gclid=CjwKCAiAv_KMBhAzEiwAs-rX1BrDzaEjl1K8kvQxfXIUBGRlLokkexV8QtBbJG9ZoLKIrvORTADuvqRoCHioQAvD_BwE&gclsrc=aw.ds

Audiences

Devices

Desktop

Other

- Exclude internal IPs, browsers excluding legacy IE All Devices

Scenarios & Considerations

QA Tier

- Tier 3

Scenarios & Considerations

- Please ensure the page works when the user has marketing parameters in their URL (see targeting section for example URL).

Variations

Control – Desktop – Top of page



Variation – Desktop – Top of page



Design changes

- A sub nav has been added beneath the top nav in the same style as on the following page:
<https://www.directline.com/car-cover>
- The sub nav items and links are as follows:
 - o Public Liability - <https://www.directlineforbusiness.co.uk/public-liability-insurance>
 - o Professional Indemnity - <https://www.directlineforbusiness.co.uk/professional-indemnity-insurance>
 - o Product Liability - <https://www.directlineforbusiness.co.uk/small-business-insurance/product-liability-insurance>
 - o Employer's Liability - <https://www.directlineforbusiness.co.uk/small-business-insurance/employers-liability-insurance>

Considerations

- N/A

Metrics

Name	Goal Type	Description
Undefined: Start Quote	Custom	User starting quote for Undefined journey
All SME Start Quote	Custom	Combined goal of all the SME journeys Start Quote page
Unknown Trade: Start Quote	Custom	User starting quote for Unknown Trade (Tradesperson) journey
H&B: Start Quote	Custom	User starting quote for H&B journey
B&B: Start Quote	Custom	User starting quote for B&B journey
OP: Start Quote	Custom	User starting quote for Office & Professional journey
R: Start Quote	Custom	User starting quote for Retail journey
All SME Your Quote	Custom	Total SME Your Quotes for all journeys
All SME Payment Confirmation	Custom	Total SME Payment Confirmation for all journeys
Total Get a quote CTA	Clicks	Clicks on any Get a quote CTA on the page
Main nav clicks	Clicks	Clicks on the black top nav bar on control & V1
Sub Nav: All clicks (V1 only)	Clicks	Clicks on any link in the new sub nav on V1 only
Sub Nav: Public Liability (V1 only)	Clicks	Clicks on the Public Liability link in the sub nav on V1 only
Sub Nav: Professional Indemnity (V1 only)	Clicks	Clicks on the Professional Indemnity link in the sub nav on V1 only
Sub Nav: Product Liability (V1 only)	Clicks	Clicks on the Product Liability link in the sub nav on V1 only
Sub Nav: Employer's Liability (V1 only)	Clicks	Clicks on the Employer's Liability link in the sub nav on V1 only
Public Liability	Pageview	URL is https://www.directlineforbusiness.co.uk/public-liability-insurance
Professional Indemnity	Pageview	URL is https://www.directlineforbusiness.co.uk/professional-indemnity-insurance

Product Liability	Pageview	URL is https://www.directlineforbusiness.co.uk/small-business-insurance/product-liability-insurance
Employer's Liability	Pageview	URL is https://www.directlineforbusiness.co.uk/small-business-insurance/employers-liability-insurance

Segments

Name	Values description
LP: Small Business Page	Exists in Audience Library (please check criteria)
LP: IS NOT Small Business Page	Exclude segment above

Results

Start Date	14/12/21
End Date	27/01/22
Test duration	7 weeks
Control visitors	4,077
Variation 1 visitors	4,099
Test Result	Inconclusive

Highlight

Adding a sub nav linking to the main business insurance product pages on the Small Business Insurance page did not result in any significant change in All SME Start Quotes (-1.96%, 49% significance).

Insights

2.93% of users click on the new sub nav

The new sub nav attracted clicks from 2.93% of users. This seems low compared to the main nav which is clicked on by 22.05% of users. This indicates that the new sub nav maybe did not include links to the content the majority of users were looking for. The most popular link was Public Liability (1.59%) followed by Professional Indemnity (0.83%), Product Liability (0.32%) then Employers Liability (0.27%).

-11.26% fall in main nav clicks

Showing links to some of the product pages upfront in the sub nav meant that a portion of users clicked directly on the sub nav rather than using the main nav. As a result, clicks on the main nav fell by -11.16% reaching 99% significance.

Increase in users reaching sub nav product pages

All but one of the pages linked to from the sub nav saw increases in pageviews. Public Liability increased +18.3%, Professional Indemnity increased +44.46%, Product Liability increased +98%. Employer Liability was the exception and dropped by -14.75%. Users reaching these pages represented a very small percentage of total users (0.29% to 3.24% on control).

-20.32% fall in Unknown Trade: Start Quote

A -20.32% fall in Unknown Trade: Start Quote was observed. We know that tradespeople primarily look for Public Liability insurance and so perhaps the increased prominence of the link to the Public Liability page prevented them proceeding to the Tradesperson page instead. Any users who clicked Start Quote on the Public Liability page instead of the Tradesperson page would reach the undefined Start Quote rather than the Trade Start Quote. This would explain the fall in Trade Start Quote.

No significant change in Start Quote overall

The addition of the sub nav doesn't seem to have had any significant impact on users progressing to Start Quote. Users reaching Undefined: Start Quote fell -1.94% and All SME Start Quote combined fell -1.96%. Neither result reached significance.

Conclusions

- A fairly low percentage of users engaged with the sub nav compared to the main nav.
- Public Liability was the most popular link to click.
- A prominent Public Liability link attracts clicks from tradespeople who would otherwise have proceeded to the Tradesperson page. This caused a slight shift from Unknown Trade Start Quotes to more Undefined Start Quotes.
- Adding the sub nav did not result in any significant change in undefined Start Quotes or All SME Start Quotes overall.
- Signposting to individual business insurance product pages has very little impact on user behaviour.

Next Steps

- As there was no significant change observed in Start Quote it is recommended to keep the control.
- Consider testing an occupation based sub nav to see if this attracts more clicks than individual product links and helps users to progress to more relevant content for their profession.

Test Data

Desktop – All Users

DESKTOP	Unique Visitors
Control	4,077
V1	4,099

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Undefined: Start Quote	A - Control	1,351	33.14%	n/a	n/a
	B - Variation	1,332	32.50%	-1.94%	46.31%
All SME Start Quote	A - Control	1,465	35.93%	n/a	n/a
	B - Variation	1,444	35.23%	-1.96%	49.45%
Unknown Trade: Start Quote	A - Control	181	4.44%	n/a	n/a
	B - Variation	145	3.54%	-20.32%	96.28%
H&B: Start Quote	A - Control	7	0.17%	n/a	n/a
	B - Variation	7	0.17%	-0.54%	0.80%
B&B: Start Quote	A - Control	6	0.15%	n/a	n/a
	B - Variation	5	0.12%	-17.11%	24.39%
OP: Start Quote	A - Control	49	1.20%	n/a	n/a
	B - Variation	49	1.20%	-0.54%	2.14%
R: Start Quote	A - Control	55	1.35%	n/a	n/a
	B - Variation	61	1.49%	10.31%	40.52%
All SME Your Quote	A - Control	540	13.25%	n/a	n/a
	B - Variation	526	12.83%	-3.12%	42.04%

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
All SME Payment Confirmation	A - Control	209	5.13%	n/a	n/a
	B - Variation	189	4.61%	-10.05%	72.11%
Total Get A Quote CTA	A - Control	1,125	27.59%	n/a	n/a
	B - Variation	1,088	26.54%	-3.81%	71.50%
Main nav clicks	A - Control	899	22.05%	n/a	n/a
	B - Variation	803	19.59%	-11.16%	99.39%
Sub nav clicks (V1 only)	A - Control	n/a	n/a	n/a	n/a
	B - Variation	120	2.93%	n/a	n/a
Sub nav: Public Liability (V1 only)	A - Control	n/a	n/a	n/a	n/a
	B - Variation	65	1.59%	n/a	n/a
Sub nav: Professional Indemnity (V1 only)	A - Control	n/a	n/a	n/a	n/a
	B - Variation	34	0.83%	n/a	n/a
Sub nav: Product Liability (V1 only)	A - Control	n/a	n/a	n/a	n/a
	B - Variation	13	0.32%	n/a	n/a
Sub nav: Employers Liability (V1 only)	A - Control	n/a	n/a	n/a	n/a
	B - Variation	11	0.27%	n/a	n/a
Public Liability Pageview	A - Control	132	3.24%	n/a	n/a
	B - Variation	157	3.83%	18.30%	85.32%
Prof. Indemnity Pageview	A - Control	42	1.03%	n/a	n/a
	B - Variation	61	1.49%	44.46%	93.68%
Product Liability Pageview	A - Control	12	0.29%	n/a	n/a
	B - Variation	24	0.59%	98.93%	95.34%
Employer Liability Pageview	A - Control	28	0.69%	n/a	n/a
	B - Variation	24	0.59%	-14.75%	43.53%