



BAT

# Test Plan – UK: Devices PDP – Compatible Pods

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Name	Version	Changes
Matt Maidment	1	Document created
Matt Maidment	1.1	Results added

# Background

## Evidence

There is currently no way for users to easily navigate from a device PDP to a compatible flavours PLP. Usability testing has indicated that this functionality would be beneficial, particularly for new visitors. We believe the lack of cross-sell between devices and flavours is negatively impacting AOV.

## Hypothesis

By introducing a clear link from devices to compatible pods, we expect to see an uplift in conversion rate and average order value, particularly for new visitors.

## Test Goal

1. AOV
2. Conversion Rate
3. Device PDP Exit Rate %
4. Compatible Pods Content Slot Interaction

## Targeting

Name	Description	Example URLs
UK Devices PDPs	The test should only activate on the product pages for the 3 devices.	<ol style="list-style-type: none"><li data-bbox="1137 268 2007 296">1. <a href="https://www.vuse.com/gb/en/e-cigarette-devices/epod-2-device-kit">https://www.vuse.com/gb/en/e-cigarette-devices/epod-2-device-kit</a></li><li data-bbox="1137 304 1980 333">2. <a href="https://www.vuse.com/gb/en/e-cigarette-devices/epen-device-kit">https://www.vuse.com/gb/en/e-cigarette-devices/epen-device-kit</a></li><li data-bbox="1137 341 2051 370">3. <a href="https://www.vuse.com/gb/en/e-cigarette-devices/etank-mini-device-kit">https://www.vuse.com/gb/en/e-cigarette-devices/etank-mini-device-kit</a></li></ol>

## Audiences

### Devices

Mobile & Desktop

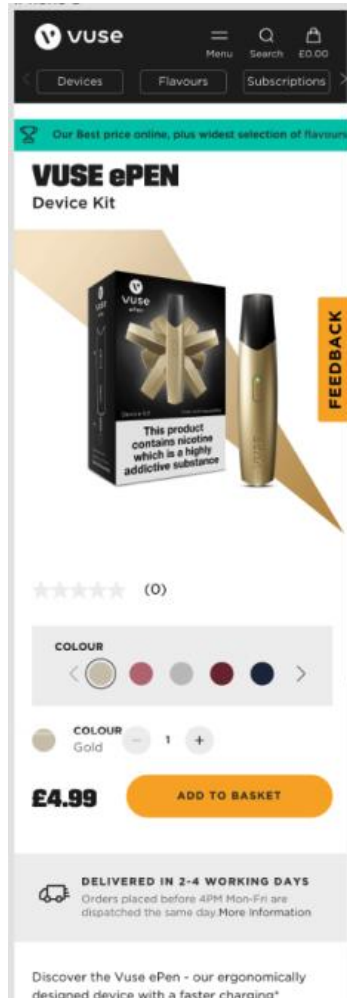
## Scenarios & Considerations

### QA Tier

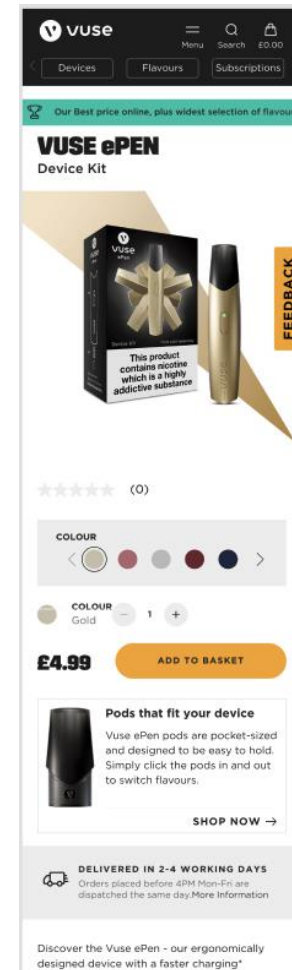
Tier 1

# Variations

Control – Mobile (ePen PDP)



Variation 1 - Mobile (ePen PDP)



## Control – Desktop (ePen PDP)

**vuse** Search for flavours and devices... Account Stores £0.00

SHOP DEVICES SHOP FLAVOURS SUBSCRIBE CUSTOMISE KNOW YOUR VAPE ABOUT VUSE

Get it before Christmas by choosing Next Day Delivery.

★★★★★ (0)  
**VUSE ePEN**  
Device Kit

Discover the Vuse ePen - our ergonomically designed device with a faster charging\*

READ MORE

COLOUR  
Gold

QUANTITY 1

**£4.99** ADD TO BASKET

**NEXT DAY DELIVERY**  
This option is available for orders placed before 3PM Monday to Friday. More Information.

FEEDBACK

**KEY FEATURES**

## Variation 1 – Desktop (ePen PDP)

**vuse** Search for flavours and devices... Account Stores £0.00

SHOP DEVICES SHOP FLAVOURS SUBSCRIBE CUSTOMISE KNOW YOUR VAPE ABOUT VUSE

Get it before Christmas by choosing Next Day Delivery.

★★★★★ (0)

### VUSE ePEN Device Kit

Discover the Vuse ePen - our ergonomically designed device with a faster charging\*

READ MORE ▾

COLOUR

COLOUR Gold QUANTITY 1

**£4.99** ADD TO BASKET

**Pods that fit your device**

Vuse ePen pods are pocket-sized and designed to be easy to hold. Simply click the pods in and out to switch flavours.

SHOP NOW →

**NEXT DAY DELIVERY**  
This option is available for orders placed before 3PM Monday to Friday. More information

**KEY FEATURES**

- Fast Charge
- Easy click pods

**This product contains nicotine which is a highly addictive substance**

FEEDBACK

## Design changes

V1

- A new content slot is added just below the add to basket CTA on both desktop and mobile. There are 3 different designs based on the 3 device product pages. Designs for each are shown below:
  - **ePen Design link:** <https://www.figma.com/file/OYM9XhZusnVYvk4rR7u5Jr/620-BAT%3A-All-Domains%3A-Devices-PDP-Compatible-Pods?node-id=39%3A2>
  - **ePod Design link:** <https://www.figma.com/file/OYM9XhZusnVYvk4rR7u5Jr/620-BAT%3A-All-Domains%3A-Devices-PDP-Compatible-Pods?node-id=0%3A1>
  - **eTank Design link:** <https://www.figma.com/file/OYM9XhZusnVYvk4rR7u5Jr/620-BAT%3A-All-Domains%3A-Devices-PDP-Compatible-Pods?node-id=49%3A3>
- On click of each content slot, user is navigated to the relevant flavours PLP (shown below). The entire content slot should be clickable, not just the Shop Now CTA.
  - ePen Content URL: <https://www.vuse.com/gb/en/e-liquids/pods/epen-pods>
  - ePod Content URL: <https://www.vuse.com/gb/en/e-liquids/pods/epod-pods>
  - eTank Content URL: <https://www.vuse.com/gb/en/e-liquids/bottles>

## Metrics

	Name	Description
3.	Transactions	The total number of transactions
4.	Average Order Value	Average revenue per transaction (GA)
5.	Add to Cart	Event Category = "Ecommerce" + Event Action = "Add to cart"
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> (GA)
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> (GA)
8.	Checkout	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/">https://www.vuse.com/fr/fr/checkout/</a> (GA)

## 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

Start: 01/02/22

End: 25/02/22

Duration: 24 days

Control Visitors: 8,068

V1 Visitors: 7,741

### Highlights

We observed an uplift in overall transactions of **+10.3%** vs. control at 95% statistical significance for visitors to device PDP. We believe this is a direct result of the addition of the compatible pods content slot across all device PDPs. To support this, we saw a **+65%** uplift in the proportion of users that went on to visit a flavours PLP within their session vs. the control experience. The new content slots all linked to relevant flavour PLPs so we can assume that interaction with this content was high.

Furthermore, we observed a **+24%** uplift in orders containing at least 1 flavour product compared to the control experience. There is clear evidence that not only is interaction high with relevant flavour content on device PDPs, but customers are also likely to go on to purchase a flavour as part of their transaction.

### Further Insights

*Increase in visits to flavour PLPs indicates high interaction with PDP content*

As stated above, we observed an overall **+65%** uplift in visits to flavours PLPs compared to the control experience. There is clear evidence that customers are interested in shopping compatible pods when considering a device purchase.

The uplift in visits was split across the 3 flavour listing pages:

- ePod flavours PLP +75%
- ePen flavours PLP +44%
- eTank flavours PLP +19%

*Average order value (AOV) saw an increase of +5.43%*

We observed a significant uplift in AOV of +5.43% vs. the control experience. We believe this is due to the uplift in flavour orders mentioned in the highlights above. The increase equates to an additional £1.39 per transaction thanks to the compatible pods content allowing visitors to easily navigate to compatible products based on the selected device.

## Conclusion & recommendations

Based on the uplift in overall transactions, there is clear evidence that the addition of compatible pods content on devices PDPs enables users to more efficiently navigate to relevant products based on their chosen device type and that this behaviour increases conversion rate. The accompanying uplift in product sales for flavours confirms that users are also more likely to purchase a flavour product as part of their transaction compared to the control experience.

The +10.3% uplift in overall transactions observed in this experiment is worth an estimated **£65k** in annual incremental revenue, from an additional 1.8k transactions. This has been calculated by applying the uplift in conversion rate to the last 12 months of GA revenue data for device PDP visitors. This calculation assumes that the volume of traffic will be level year on year.

We therefore recommend deploying the winning variation to 100% of visitors on both the UK and FR domains, along with a follow up experiment to add a very similar content slot to flavour PDPs to promote the compatible device. Based on the larger traffic volumes to flavour product pages vs. devices, we believe there is a similar if not larger incremental revenue opportunity to allow customer to easily navigate from a flavour to compatible device PDP.

## Raw Data

UK Devices PDP - Compatible Pods (01/02 - 25/02)						
Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Confidence
Transactions	Control	8,068	516	6.40%		
	Variation #1	7,741	546	7.05%	10.28%	95.05%
Add to Cart	Control	8,068	933	11.56%		
	Variation #1	7,741	966	12.48%	7.91%	63.41%
Revenue Per Visitor	Control	8,068	£ 1.59			
	Variation #1	7,741	£ 1.92		20.75%	99.12%
Average Order Value	Control	8,068	£ 25.58			
	Variation #1	7,741	£ 26.97		5.43%	99.12%
Subscription Orders	Control	8,068	499	6.18%		
	Variation #1	7,741	524	6.77%	9.45%	93.21%
Flavours PLP Visit	Control	8,068	1,134	14.06%		
	Variation #1	7,741	1,797	23.21%	65.16%	100.00%