



DL4B

Landlord: All Devices: Emotional Hero Copy

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15/12/2021

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

Test Background

Evidence

- Direct Line are looking to move away from discount based promotional messaging.
- A recent test on life insurance showed that by displaying more emotive language around being protected should the worst happen resulted in an +3.7% uplift in VTSQ.
- Single property landlords are likely to be more emotionally invested in their property as it is either a property familiar to them or represents a significant personal investment.
- Competitors Admiral and LV are using hero copy around the protection and peace of mind theme.

Hypothesis

Displaying messaging around being protected if something goes wrong will resonate with users on a more emotional level and result in an uplift in VTSQ.

Test Goal

Increase Visit to Start Quote (Landlord)

Targeting

Name	URL
Landlord product page	<p>https://www.directlineforbusiness.co.uk/landlord-insurance</p> <p>Please ensure the targeting also includes marketing parameters e.g. https://www.directlineforbusiness.co.uk/landlord-insurance/award-winning-landlord-insurance?cmpid=ppc_generic/acqc/landlord/43700003960750340/GOOGLE/landlord+insurance/kwd-90571765/9045006/c&gclid=Cj0KCQiAweaNBhDEARIsAJ5hwbcOKiFTsrzGkG_rhpHpo1BbNZpX9IF_dmqP64aba3XBiGx80KKxyPUaAmOFEALw_wcB&gclsrc=aw.ds</p>

Audiences

Devices

Desktop, Tablet, Mobile

Other

- Exclude internal IPs, browsers excluding legacy IE All Devices

Scenarios & Considerations

QA Tier

- Tier 3

Scenarios

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

Considerations

- This control for this test is the new version of the Landlord product page which is being rolled out to the live site by DL4B on 15/12/21.

Variation 1

Control – Desktop

Terms & Conditions.', and two buttons: 'Get a quote' and 'Retrieve a quote'."/>

Direct Line® Personal Insurance | Contact

Landlord Insurance ▾ Van Insurance Tradesman Insurance ▾ Small Business Insurance ▾

LANDLORD INSURANCE

We won't be beaten on price

We guarantee to beat your new quote or renewal premium from any other insurer.

New customers only. Cover on an equivalent basis to ours. Qualifying criteria apply. Doesn't apply when Rent Guarantee or Landlord Emergency Cover is added. [Terms & Conditions](#).

[Get a quote](#) [Retrieve a quote](#)

We're proud of our Reevoov customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance [click here](#).



Variation 1 – Desktop

Direct Line® Personal Insurance | Contact

Landlord Insurance ▾ Van Insurance Tradesman Insurance ▾ Small Business Insurance ▾

LANDLORD INSURANCE

Problem at your property? We're on it.

Our Landlord Emergency claims line is open 24/7, so we can send help when you need it.

Landlord Emergency is an optional cover that can only be added at new business and renewal for an additional premium. Extreme weather conditions may extend response time. Residential properties only. Only insured emergencies are covered.

[Get a quote](#) [Retrieve a quote](#)

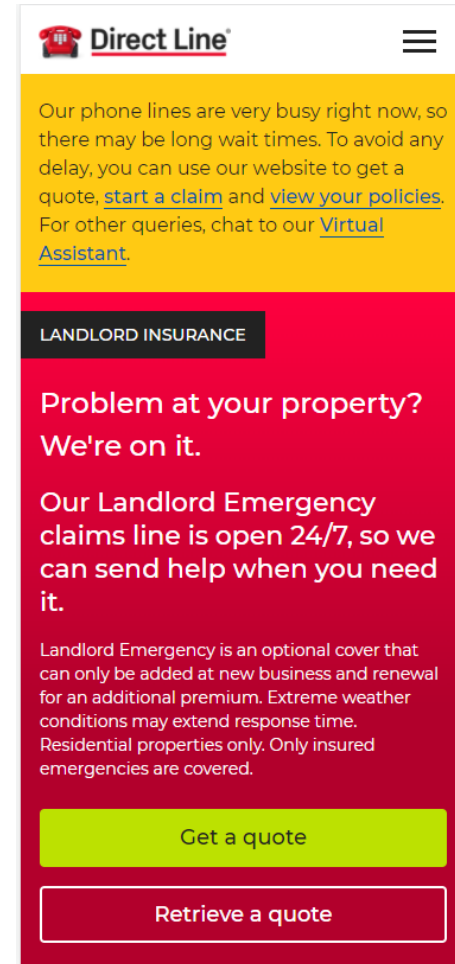
We're proud of our Reevoov customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance [click here](#).



Control – Mobile



Variation 1 – Mobile



Design changes

- Hero copy has been changed to the following:

Problem at your property? We're on it.

Our Landlord Emergency claims line is open 24/7, so we can send help when you need it.

Landlord Emergency is an optional cover that can only be added at new business and renewal for an additional premium. Extreme weather conditions may extend response time. Residential properties only. Only insured emergencies are covered. Underwritten by UK Insurance Limited.

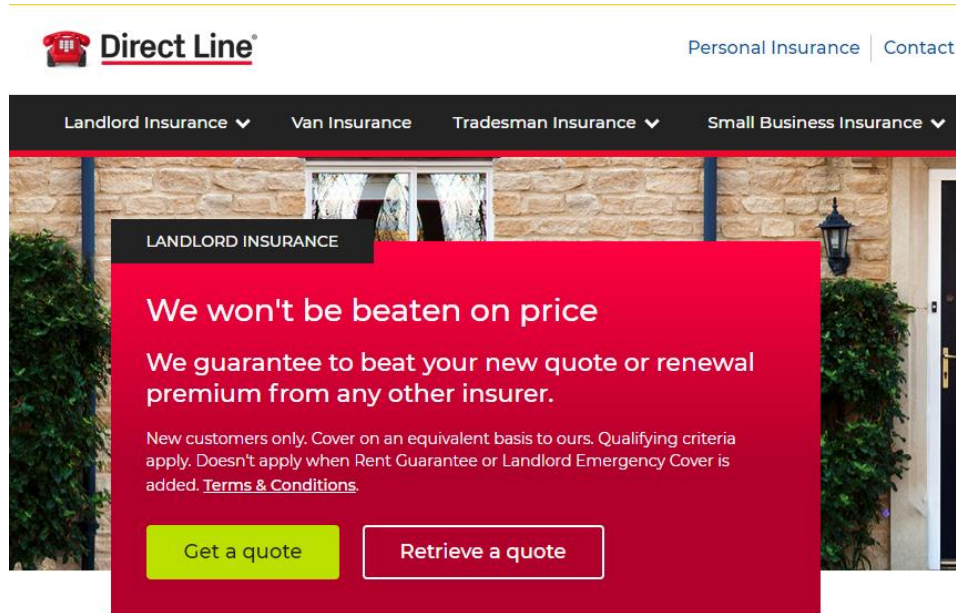
- Please ensure the font sizes match the design.

Considerations

- N/A

Variation 2

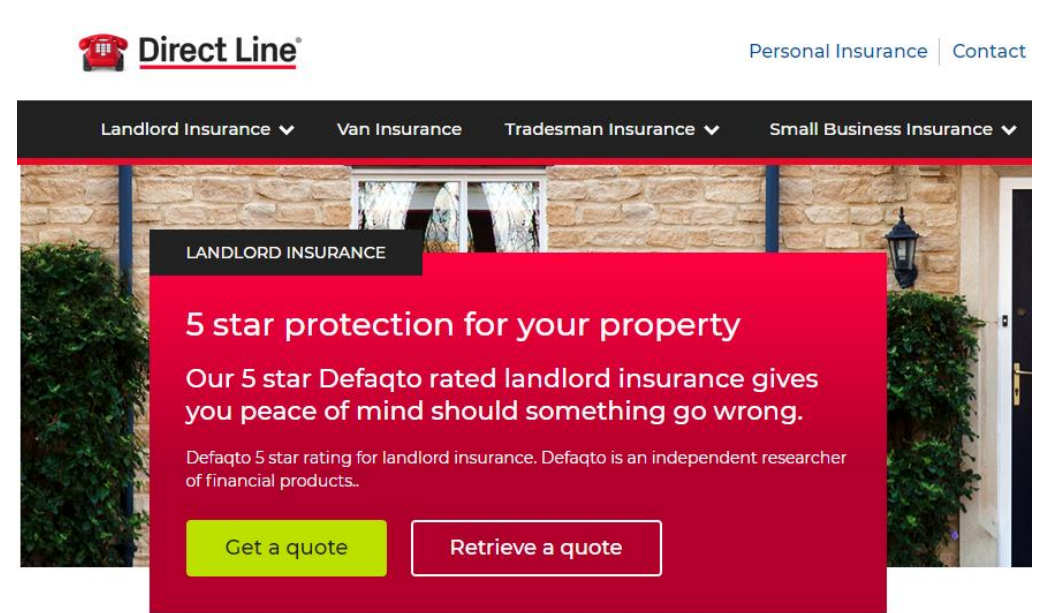
Control – Desktop



We're proud of our Reevoo customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance [click here](#).



Variation 2 – Desktop



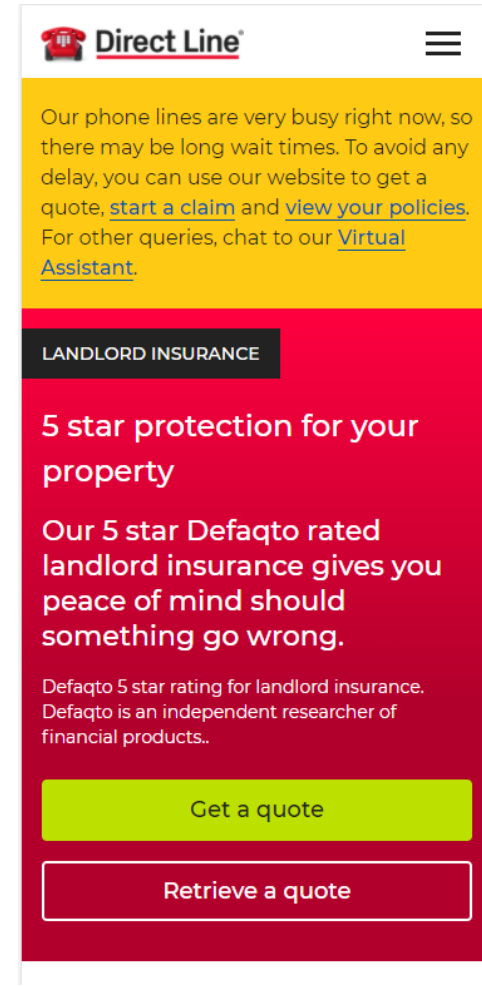
We're proud of our Reevoo customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance [click here](#).



Control – Mobile



Variation 2 – Mobile



V2 Design changes

- Hero copy has been changed to the following:

5 star protection for your property

Our 5 star Defaqto rated landlord insurance gives you peace of mind should something go wrong.

Defaqto 5 star rating for landlord insurance. Defaqto is an independent researcher of financial products.

- Please ensure the font sizes match the design.

Considerations

- N/A

Metrics

Name	Goal Type	Description
Landlord: Start Quote	Custom	User starting quote for Landlord journey
Landlord: Your Quote	Custom	User has reached Your Quote for Landlord journey
Landlord: Payment Confirmation	Custom	User has completed purchase of Landlord policy
Hero: Get a Quote	Click	Track clicks on Get a quote CTA in the hero
Hero: Retrieve Quote	Click	Track clicks on Retrieve a quote CTA in the hero
All: Get a quote	Custom	Track clicks on all Get a quote CTAs on the Landlord page

Segments

Name	Values description
Desktop	
Tablet	
Mobile	

Results

Start Date	12/01/22
End Date	10/02/22
Test duration	30 days
Control visitors	9,210
Variation 1 visitors	8,978
Variation 2 visitors	9,072
Test Result	Inconclusive

Highlight

Changing the Landlord landing page hero copy from a price beat guarantee message to a peace of mind message did not result in any significant impact on Visit to Start Landlord Quote for both V1 Problem at your property? (+1.14%, 44% sig.) and V2 5 star protection (-0.73%, 29% sig.).

Insights

-5 to -7% fall in users clicking on hero Get a Quote CTA

Changing the hero copy to the new peace of mind messaging seemed to have a negative impact on users clicking the Get a Quote CTA in the hero. The V1 *Problem at your property?* copy saw a -6.98% fall in hero Get A Quote clicks with 96% significance. The V2 *5 star Defaqto* message produced a slightly lower fall of -5.26% and did not reach full significance (88%).

-5 to -14% fall in users clicking on hero Retrieve Quote CTA

A fall was also seen in users clicking to retrieve their quote. Hero Retrieve Quote CTA clicks on V1 fell -13.9% and -5.28% on V2, but neither reached significance.

No significant impact on Start Quote

Despite the fall in engagement with the hero Get a Quote CTA we did not see an overall drop in users clicking all the Get a Quote CTAs combined or reaching the Landlord Start Quote page. V1 had a +1.14% increase and V2 had a -0.73% fall in Start Quotes with neither reaching significance. This suggests that the fall in users clicking Get a Quote in the hero was made up by users clicking Get a Quote elsewhere on the page or the site. It indicates that users may have been more likely to scroll down the page and read the content.

No significant impact on Landlord Quotes or Sales

Minimal changes were seen in progression to get a Landlord Quote and purchase a Landlord policy with neither metric reaching significance.

Conclusions

- The peace of mind messaging was less effective at persuading users to click Get a Quote and Retrieve a Quote in the hero than the price messaging.
- No overall impact was seen on users starting a Landlord Quote which suggests that users were simply more likely to scroll down the page and click Get a Quote elsewhere on the page rather than the hero.
- The change in messaging had no impact on the user's decision to get a quote or purchase a policy.

Next Steps

- As the variation caused a drop in clicks on the hero Get a Quote and Retrieve a Quote CTAs it is recommended to keep the control.

Test Data

All Devices

ALL DEVICES	Unique Visitors
Control	9,210
V1	8,978
V2	9,072

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	3331	36.17%	n/a	n/a
	B - Variation 1	3284	36.58%	1.14%	43.55%
	C - Variation 2	3257	35.90%	-0.73%	29.15%
Landlord: Your Quote	A - Control	1619	17.58%	n/a	n/a
	B - Variation 1	1586	17.67%	0.49%	12.19%
	C - Variation 2	1628	17.95%	2.09%	48.33%
Landlord: Payment Confirm	A - Control	733	7.96%	n/a	n/a
	B - Variation 1	701	7.81%	-1.89%	29.40%
	C - Variation 2	723	7.97%	0.14%	2.16%
Hero: Get a Quote	A - Control	1437	15.60%	n/a	n/a
	B - Variation 1	1303	14.51%	-6.98%	96.00%
	C - Variation 2	1341	14.78%	-5.26%	87.79%
Hero: Retrieve Quote	A - Control	224	2.43%	n/a	n/a
	B - Variation 1	188	2.09%	-13.90%	87.49%
	C - Variation 2	209	2.30%	-5.28%	43.18%
All: Get a Quote	A - Control	2990	32.46%	n/a	n/a
	B - Variation 1	2972	33.10%	1.97%	64.08%
	C - Variation 2	2935	32.35%	-0.35%	12.90%

Desktop

DESKTOP	Unique Visitors
Control	4,854
V1	4,644
V2	4,800

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	1965	40.48%	n/a	n/a
	B - Variation 1	1884	40.57%	0.21%	6.83%
	C - Variation 2	1904	39.67%	-2.01%	58.63%
Landlord: Your Quote	A - Control	1110	22.87%	n/a	n/a
	B - Variation 1	1047	22.55%	-1.41%	29.24%
	C - Variation 2	1093	22.77%	-0.42%	9.03%
Landlord: Payment Confirm	A - Control	525	10.82%	n/a	n/a
	B - Variation 1	486	10.47%	-3.24%	42.05%
	C - Variation 2	519	10.81%	-0.03%	0.42%
Hero: Get a Quote	A - Control	928	19.12%	n/a	n/a
	B - Variation 1	810	17.44%	-8.77%	96.55%
	C - Variation 2	852	17.75%	-7.16%	91.70%
Hero: Retrieve Quote	A - Control	156	3.21%	n/a	n/a
	B - Variation 1	108	2.33%	-27.64%	99.18%
	C - Variation 2	135	2.81%	-12.49%	75.13%
All: Get a Quote	A - Control	1774	36.55%	n/a	n/a
	B - Variation 1	1705	36.71%	0.46%	13.40%
	C - Variation 2	1709	35.60%	-2.58%	66.53%

Mobile

MOBILE	Unique Visitors
Control	3,931
V1	3,876
V2	3,876

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	1194	30.37%	n/a	n/a
	B - Variation 1	1188	30.65%	0.91%	20.90%
	C - Variation 2	1192	30.75%	1.25%	28.40%
Landlord: Your Quote	A - Control	426	10.84%	n/a	n/a
	B - Variation 1	448	11.56%	6.66%	68.78%
	C - Variation 2	464	11.97%	10.47%	88.50%
Landlord: Payment Confirm	A - Control	177	4.50%	n/a	n/a
	B - Variation 1	184	4.75%	5.43%	39.29%
	C - Variation 2	183	4.72%	4.86%	35.49%
Hero: Get a Quote	A - Control	447	11.37%	n/a	n/a
	B - Variation 1	434	11.20%	-1.53%	19.20%
	C - Variation 2	431	11.12%	-2.21%	27.49%
Hero: Retrieve Quote	A - Control	61	1.55%	n/a	n/a
	B - Variation 1	64	1.65%	6.41%	27.35%
	C - Variation 2	64	1.65%	6.41%	27.35%
All: Get a Quote	A - Control	1071	27.24%	n/a	n/a
	B - Variation 1	1092	28.17%	3.41%	64.05%
	C - Variation 2	1083	27.94%	2.56%	50.86%

Tablet

TABLET	Unique Visitors
Control	411
V1	455
V2	387

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	165	40.15%	n/a	n/a
	B - Variation 1	212	46.59%	16.06%	94.44%
	C - Variation 2	157	40.57%	1.05%	9.67%
Landlord: Your Quote	A - Control	77	18.73%	n/a	n/a
	B - Variation 1	90	19.78%	5.58%	30.32%
	C - Variation 2	69	17.83%	-4.83%	25.91%
Landlord: Payment Confirm	A - Control	30	7.30%	n/a	n/a
	B - Variation 1	31	6.81%	-6.66%	21.95%
	C - Variation 2	20	5.17%	-29.20%	78.79%
Hero: Get a Quote	A - Control	59	14.36%	n/a	n/a
	B - Variation 1	58	12.75%	-11.20%	50.94%
	C - Variation 2	56	14.47%	0.80%	3.69%
Hero: Retrieve Quote	A - Control	7	1.70%	n/a	n/a
	B - Variation 1	16	3.52%	106.47%	90.84%
	C - Variation 2	10	2.58%	51.72%	60.80%
All: Get a Quote	A - Control	139	33.82%	n/a	n/a
	B - Variation 1	175	38.46%	13.72%	84.47%
	C - Variation 2	139	35.92%	6.20%	46.55%