

Building A Data-Driven Testing Culture From the Ground Up

THREE TYPES OF TESTING WINS TO SELL ANY COMPANY ON OPTIMIZATION

BACKGROUND: The switch to Optimizely

In early 2013, Lifeproof turned to Digital Operative to build out a cost-efficient conversion rate optimization (CRO) program. At the time, Lifeproof was using a testing platform built and operated in-house, but found that the homegrown solution was difficult to develop and lacked the functionality they needed to test quickly and frequently.

They wanted a way to scale their CRO offerings more efficiently. That's why they started using Optimizely. "Optimizely has vastly improved the process by facilitating the test set-up, flexibility, analysis and reporting," explains Eric Hanser, Director of Digital Strategy and Planning at Digital Operative.

With Optimizely in place, Digital Operative introduced Lifeproof to three different types of testing wins. Each win helped solidify Lifeproof's testing program and prove the value of optimization across the organization.

TEST 1: LOW-HANGING FRUIT: "In creating a culture of optimization with a brand, it is important to show value early on in the process to ensure buy-in from decision-makers," says Eric. "In deciding what to test first on a site, utilizing data is key."

While general best practice recommendations might seem like the easiest place to start, it can be more effective to analyze where there are specific problems or opportunities on the site. We call these opportunities the "low-hanging fruit" - quick, easy wins that produce major improvements.

"One of the simplest tests we ran on Lifeproof's site has had significant impact," explains Eric. "The global navigation button read 'Shop' - but many people either didn't notice it or did not understand where it would lead or what it meant."

Digital Operative tested the original 'Shop' button against two variations - 'Shop Now' (focusing on the imperative nature of shopping and increasing the size of the button slightly) and 'Store' (a noun describing where the button would take site visitors).

'Shop Now' equated to a 16% lift in monthly revenue projections.

While seemingly a small change, they found that users were 12.8% more likely to click on the 'Shop Now' CTA than the original 'Shop' CTA. Those users also performed far better in across other e-commerce metrics.

TEST 2: INTANGIBLE WINS: Not every test will result in revenue gains. Other intangible wins are also important.

Digital Operative team ran an early test on Lifeproof's calls-to-action. They tested the original CTAs ('Buy Now' and 'Learn More') against a few other variations including: 'Purchase' and 'Explore' (less direct options), 'Choose Your Case' and 'Find Out More' (more explanatory options), and 'Get It Now' and 'Check It Out' (more "on brand" options).

The original variation and the "on brand" variations performed equally well. Without worry of any drops in conversions or average

Overview:

CUSTOMER:



LIFEPROOF
LET'S GO!

WEBSITE:

www.lifeproof.com

SOLUTIONS PARTNER:

Digital Operative

INDUSTRY:

eCommerce

ABOUT: Lifeproof is an electronics accessory company specializing in cases that protect smartphones and tablets from extreme conditions. Digital Operative is an Optimizely Solutions Partner, working closely with Lifeproof to build and implement testing strategy across their organization.

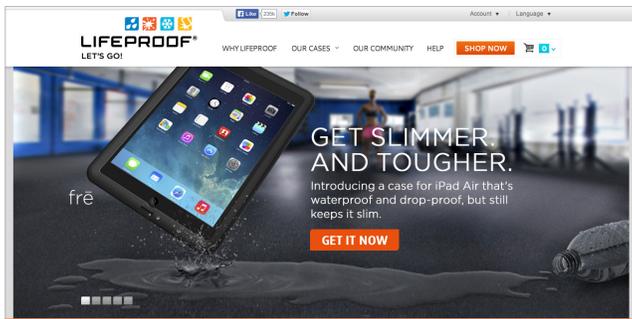
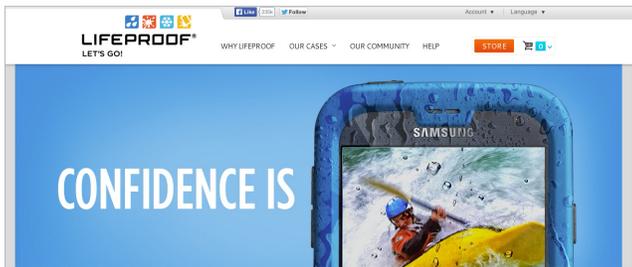
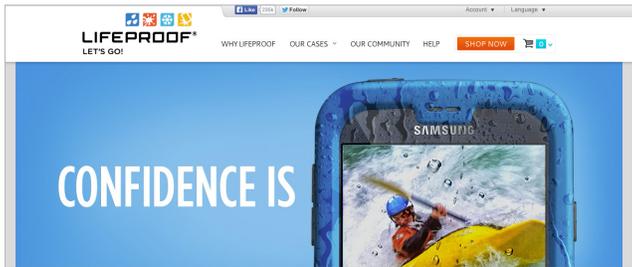
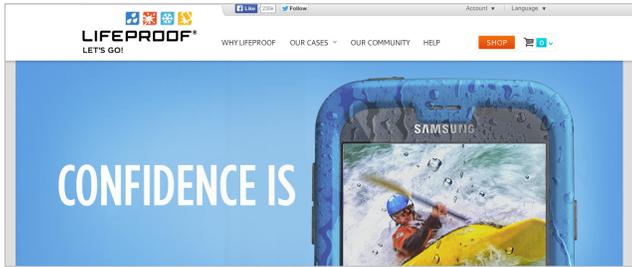
GOAL: Implement a testing culture at Lifeproof

TEST: Digital Operative helped Lifeproof launch a series of tests on the site's product pages

RESULTS:

- Scalable testing program
- 19% lift in revenue
- Strengthened branding

TEST VARIATIONS



About Optimizely:

Optimizely is a world-class website optimization platform that enables users with and without technical expertise to make dynamic changes to their websites, test the variations to live traffic, gather immediate results and start achieving goals.

Optimizely helps more than 6,000 clients drive more leads, sales and conversions through simple website testing and optimization.

Optimizely By the Numbers

(As of Oct. 2013)

2.2 Billion visitors tested across all customer websites

300,000+ experiments run since launch

6,000+ customers

order value, Digital Operative and Lifeproof were able to make a change that would strengthen both conversions and the overall site branding, which could have positive implications beyond the confines of the test.

TEST 3: FAILURES = WINS: Other successes come from testing proposed site changes before pushing them live.

“By simply making changes to the site without first testing, we run the risk of hurting site performance and not understanding what has contributed to that poorer performance until damage had already been done,” explains Eric.

In hopes of increasing purchases of Lifeproof’s Total Water Protection (TWP) feature, the team wanted to experiment by automatically pre-checking that upsell on the product page.

But after only 5 days, it became clear that pre-checking TWP was causing more harm than good. Users who saw the pre-checked variation were actually more likely to remove the feature, resulting in a drop in overall conversion rates. Pre-checking TWP equated to an 11% decrease in monthly revenue projections.

RESULTS: After several months of regular testing with Optimizely, the culture at LifeProof has shifted dramatically. Lifeproof’s Analytics, Marketing, Design, UX, and Strategy teams are always on the lookout for information that would support possible site changes and optimizations.

“Both in regular status meetings and with on-the-fly site changes, the folks at Lifeproof almost always ask ‘can we test that?’,” says Eric. “Testing is used to validate requests to upper management and aesthetic design choices on a regular basis.”

By testing this hypothesis before setting it live on the full site, Lifeproof was able to avoid making a costly, long-term decision.

See Optimizely in action. Schedule a demo today. www.optimizely.com/demo