



BAT

Test plan - Checkout E-mail Opt In

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Test background

Evidence

Hypothesis

By making the marketing preferences section more accessible on mobile and adding benefit information we expect to see an uplift in opt-in behaviour for new visitors at registration.

Test Purpose

Improve Performance

Core targets

Name	Description	Example URLs
UK Checkout Registration	New account registration page within checkout funnel	https://www.vuse.com/gb/en/create-account

Audiences

Devices

All Devices

Other

Only first time visitors should be included in the audience targeting for this experiment.

QA

QA Tier

Tier 1



Scenarios and considerations

- To track e-mail opt in rate we will need to create a metric for this in both control and variation as there is no existing event tracking for this. Metric should be based on unique visitors triggering the email opt-in tick box.

Variations

Design change notes

- The marketing preferences section at the bottom of the page is given a new title and sub-title:
 - Title - “Stay up to date with all things Vuse”
 - Sub-title - “New products, exclusive offers and weekly tips delivered straight to your inbox.”
- Privacy policy copy is reduced. Link to see privacy policy remains as per control - <https://www.vuse.com/gb/en/privacy-notice>
- When privacy policy link is clicked, this should open a new browser tab.
- E-mail and SMS toggles are replaced by larger tick boxes. Both are unchecked by default on page load as per control.
- Selected state remains as per control.

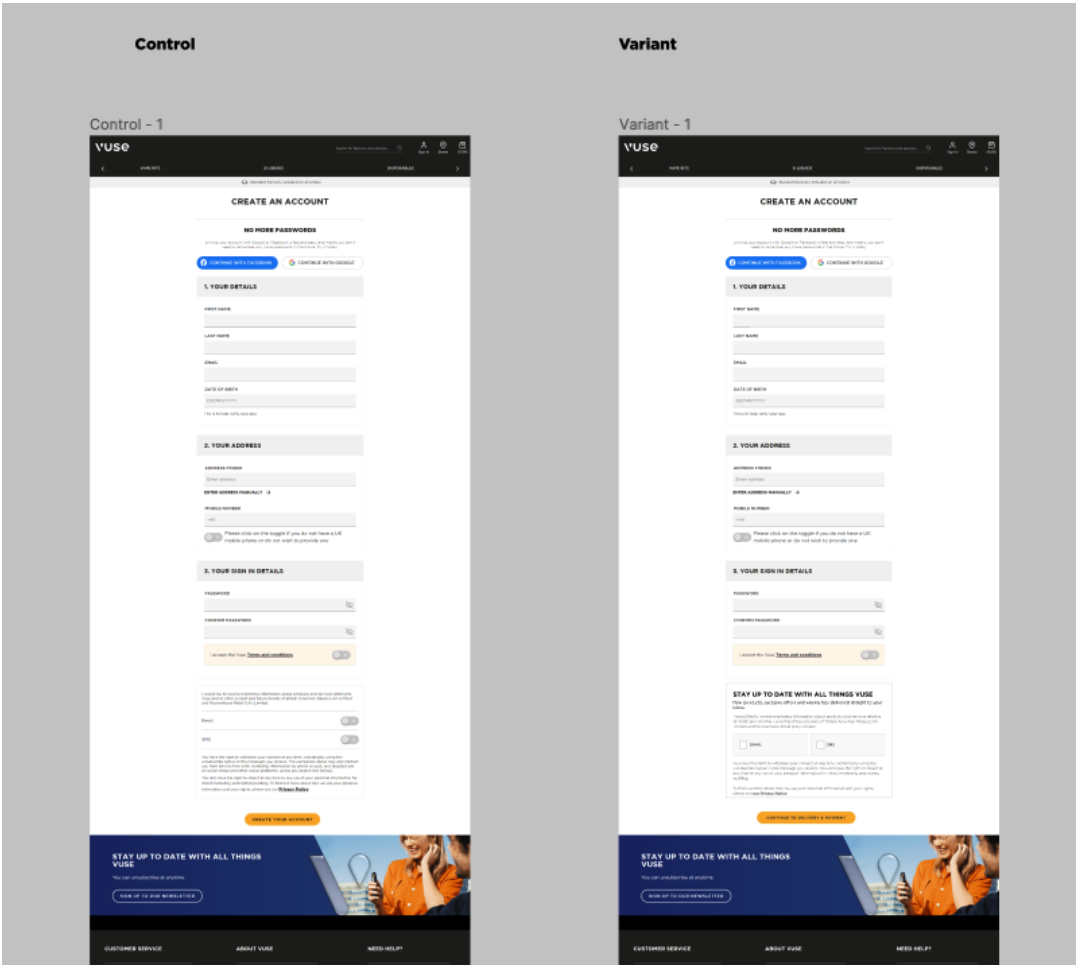
Design

[View detailed designs in Figma](#)



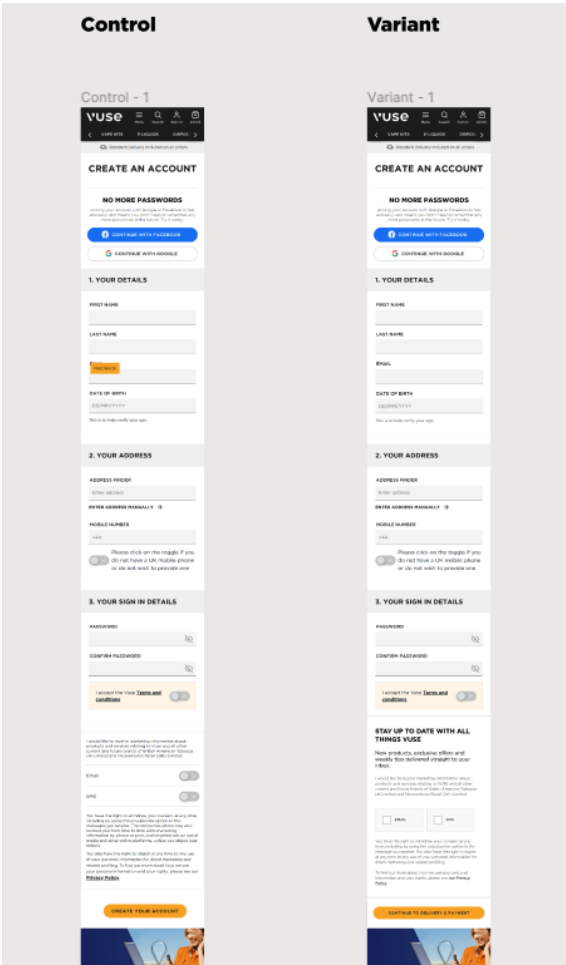
Desktop design

[View detailed desktop designs in Figma](#)



Mobile design

[View detailed mobile designs in Figma](#)



Primary metric

E-mail Opt In Rate %

Core metrics

Number	Name	Type	Description
	Transactions	Custom	Unique orders/transactions
	Revenue	Custom	Total revenue

Test-specific metrics

Name	Type	Description
E-mail Opt-in Rate %	Custom	Unique completed transactions from customers that have opt-ed in to e-mail marketing at checkout