



esure

Test Plan – ES Add-ons CTAs (MLP)

Matt Maidment
01/08/2022

Name	Version	Changes
Matt Maidment	1	Document created

Test Background

Evidence

We know that progression from the first to second add-ons (MLP to PIB) sees the highest abandonment rate, with a recent Usabilla survey suggesting that 25% of abandoners faced navigation issues when trying to proceed to the next available add-on.

Hypothesis

By making the 2 CTAs below the MLP comparison table clear and removing the inactive “Next” CTA, we expect to see an uplift in progression to PIB and therefore an overall uplift in add-on uptake due to the simplified navigation.

Test Goal

Uplift in progression from MLP to PIB

Uplift in overall add-on uptake

Targeting

Name	Description	Example URLs
ES Add-ons page	The add-ons step within the Esure Q&B journey.	https://www.esure.com/motor/cover-options

Audiences

Devices

Desktop & mobile devices. Exclude tablet.

Other

Exclude internal Ips

Include Global Holdback

Optimizely project number/name

ES - QnB - Motor

Variations

Control - Mobile

esure

Your quote
£1,378.88
Annual payment (change)

Step 2 of 4 - Optional extras

Enhance your cover with our optional extras.

Motor Legal Protection
£31.00/yr

Feedback

If you had an accident that wasn't your fault or was partially your fault, then would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?

	Included as Standard	Motor Legal Protection
Access to 24/7 motoring legal advice helpline	✓	✓
Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00

Choose your cover

No, continue without Motor Legal Protection

Yes, add for £31.00/yr

Insurance Product Information Document

Don't forget you may already have Motor Legal cover with another provider such as your Bank.

Next >

Back

Variation 1 – Mobile

esure

Your quote
£1,378.88
Annual payment (change)

Step 2 of 4 - Optional extras

Enhance your cover with our optional extras.

Motor Legal Protection
£31.00/yr

Feedback

If you had an accident that wasn't your fault or was partially your fault, then would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?

	Included as Standard	Motor Legal Protection
Access to 24/7 motoring legal advice helpline	✓	✓
Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00

No, continue without Motor Legal Protection

Yes, add for £31.00/yr

Insurance Product Information Document

Don't forget you may already have Motor Legal cover with another provider such as your Bank.

No, continue without Motor Legal Protection

Yes, add for £31.00/yr

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Variation 1 – Mobile (MLP added)

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Your quote
£1,378.88
Annual payment (change)

Step 2 of 4 - Optional extras

Enhance your cover with our optional extras.

 Motor Legal Protection
£31.00/yr

Feedback

If you had an accident that wasn't your fault or was partially your fault, then would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?

	Included as Standard	Motor Legal Protection
Access to 24/7 motoring legal advice helpline	✓	✓
Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00

 Insurance Product Information Document

Don't forget you may already have Motor Legal cover with another provider such as your Bank.

No, continue without Motor Legal Protection

Yes, add for £31.00/yr

Back

Control – Desktop

Enhance your cover with our optional extras.



Motor Legal Protection

£31.00/yr

If you had an accident that wasn't your fault or was partially your fault, then **would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?**

	Included as Standard	Motor Legal Protection
Access to 24/7 motoring legal advice helpline	✓	✓
Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00
Choose your cover	No, continue without Motor Legal Protection	Yes, add for £31.00/yr

Insurance Product Information Document

Don't forget you may already have Motor Legal cover with another provider such as your Bank.

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Next >

Variation 1 – Desktop

Enhance your cover with our optional extras.



Motor Legal Protection

£31.00/yr

If you had an accident that wasn't your fault or was partially your fault, then **would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?**

	Included as Standard	Motor Legal Protection
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Up to £100,000 legal costs to help recover your uninsured losses after an accident caused by someone else	✗	✓
Up to £100,000 legal costs to defend you against a motoring prosecution	✗	✓
Up to £10,000 to represent you in a motoring database dispute	✗	✓
Price	£0 (included in standard policy)	Monthly £2.58 Yearly £31.00

Insurance Product Information Document

Don't forget you may already have Motor Legal cover with another provider such as your Bank.

No, continue without Motor Legal Protection

Yes, add for £31.00/yr

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Variation 1 – Desktop (MLP added)

Enhance your cover with our optional extras.



Motor Legal Protection

£31.00/yr

If you had an accident that wasn't your fault or was partially your fault, then would you need help with legal costs to recover uninsured losses, such as loss of wages or personal injury compensation?

	Included as Standard	Motor Legal Protection
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Design changes

V1

- "No" and "Yes" CTAs are now positioned outside of the table on page load and sit below the Insurance Product Information Document text.
- As per control, on click of either CTA, the CTA and corresponding column of the table are changed to green to indicate that a selection has been made. As per control, user is then anchored down to the Personal Injury Benefit section of the same page.
- Inactive "Next" CTA is removed.
- "Back" CTA navigates users back to the quote page <https://www.esure.com/motor/quote>

Considerations

- All other functionality remains same as the control

Link to Designs

[https://www.figma.com/file/LOCiG1Cz486NfXUFLTTYTX/000851-ESU%3A-Add-ons-CTAs-\(MLP\)?node-id=1%3A2](https://www.figma.com/file/LOCiG1Cz486NfXUFLTTYTX/000851-ESU%3A-Add-ons-CTAs-(MLP)?node-id=1%3A2)

Metrics

Name	Description
Click - "Yes" on MLP	Unique clicks on "Yes.." CTA to add MLP add-on to the policy
Click - "No" on MLP	Unique clicks on "No.." CTA to not add MLP to the policy.
Visit page: Breakdown	Existing metric
Visit page: Confirmation	Existing metric
Sales: MLP	Existing metric
Sales: Overall Add-ons	Existing metric

Integrations

Name	Values description
Adobe Analytics	eVar TBC

