

[BUTLIN'S]

TEST PLAN #10514

*LMW: Mobile: Sitewide:
Newsletter Pop Up*

BACKGROUND

EVIDENCE:

Insights from a similar test on Butlins mobile site showed that a pop up on the brochure pages offering an incentive increased newsletter sign ups through the mobile site by 2600%.

PAGE(s):

All brochure pages (i.e. excluding booking funnel steps)

MUV:

TBC

TEST TYPE:

AB

OBJECTIVE

Please fill in the areas in <>

HYPHOTHESIS:

By **presenting the newsletter sign up in a pop up and offering an incentive to returning visitors** we will improve its **visibility and also encourage users to sign up to receive a discount**. This results in an estimated uplift of **2600%** in **newsletter signs up on the mobile site**.

TEST GOAL:

Increase newsletter sign ups

KSM(s):

Completed newsletter sign up submissions

VARIANTS

INFORMATION:

Control – N/A

Variation 1 – Newsletter sign up presented in a pop up with an incentive

TARGETING

DOMAINS:

m.bigweekends.com

<https://m.bigweekends.com/>
<https://m.butlins.com>

URL(s):

m.bigweekends.com – substring match

URL's to exclude - mobile.butlins.com/sw/ – substring match

DEVICES:

Devices included in the test and that will be used for QA purposes

✓ Mobile

BROWSERS:

Browsers included in the test and that will be used for QA purposes

✓ iOS
✓ Android

OTHER:

All booking funnel pages to be excluded: mobile.butlins.com/sw/ – substring match

Returning visitors only

Do not show the user the pop up for 3 months once they have closed it

METRICS

All metrics that should be tracked for reporting purposes

NAME	TYPE	DESCRIPTION	STATUS
1. Successful newsletter sign ups	Custom	Users successfully submitting a newsletter sign up	
2. Step 9 Mobile: Booking confirmation	Pageview	Users reaching step 9 of the booking funnel	
3. Steps 1-8 Mobile	Pageview	Users reaching the different funnel steps	
4. Total Revenue	Custom	Revenue from completed booking	
5. Pop Up: Close overlay	Click	Users clicking to close the pop up	
6. Pop Up: email input field engagement	Click	Users engaging with the pop up email field	
7. Pop Up: Title button engagement	Click	Users engaging with the pop up title button	
8. Pop Up: First name field engagement	Click	Users engaging with the pop up first name field	
9. Pop Up: Last name field engagement	Click	Users engaging with the pop up last name field	
10. Pop Up: Subscribe/Sign up CTA clicks	Click	Users engaging with the pop up Subscribe/Sign up CTA	

11. Pop Up: Error message views	Custom	Users that trigger the pop up error message
12. Pop Up: Close overlay step 1	Click	Users that close the pop up on step 1
13. Pop Up: Close overlay step 2	Click	Users that close the pop up on step 2
14. Pop Up: Close overlay step 3	Click	Users that close the pop up on step 3
15. Overall engagement	Click	Users that click on any element on the page
16. WELCOME10 promo code submission	Custom	Users that complete a booking using the promo code WELCOME10
17. Newsletter sign ups from footer	Custom	Users successfully submitting an email sign up from the footer
18. Newsletter sign up from menu	Custom	Users successfully submitting an email sign up from the menu

ATTRIBUTES

Attributes are utilised to segment test results for data analysis

SEGMENT	DESCRIPTION	STATUS
Returning visitors	Visitors that have visited the site for the second time	

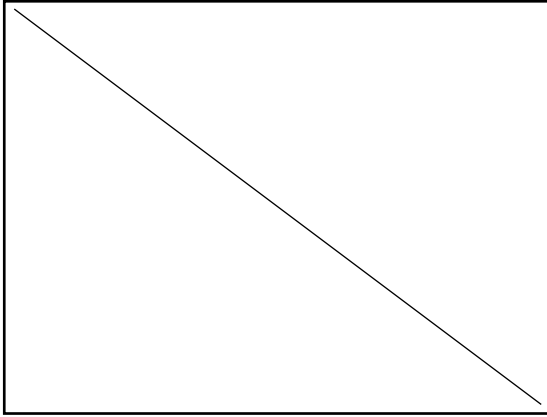
INTEGRATIONS

Any tools that should be integrated with the test e.g. analytics, heat mapping, etc.

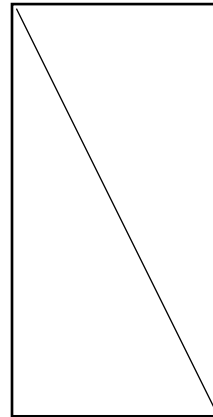
TOOL	SLOT / TAG INFORMATION
NA	NA

CONTROL

DESKTOP:



MOBILE:



DESIGN CHANGES

n/a

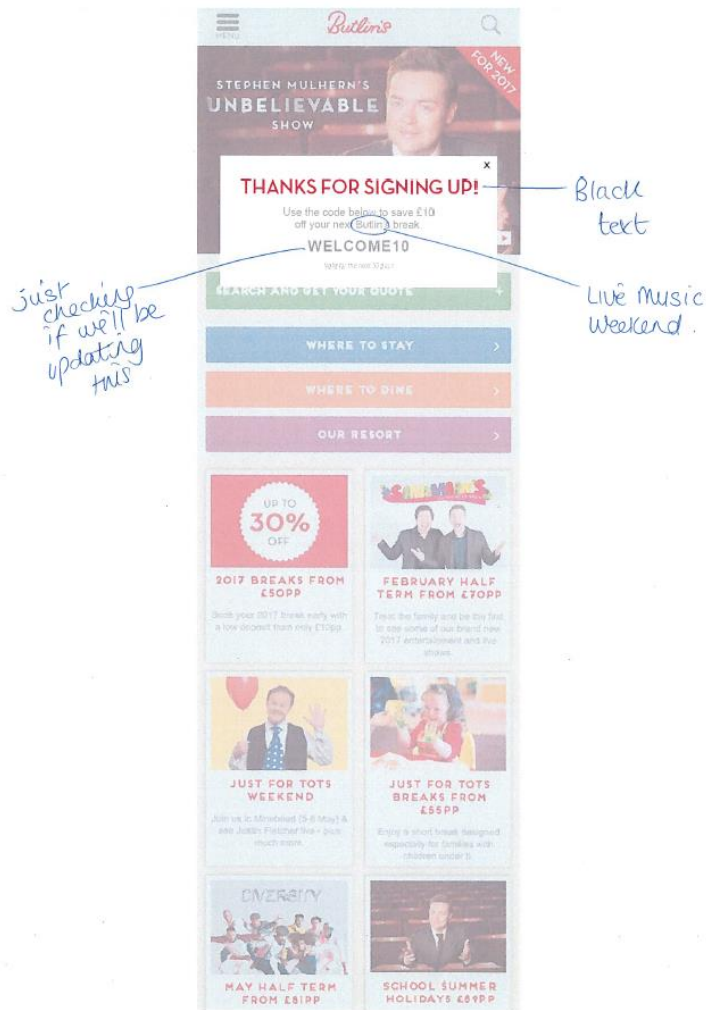
CONSIDERATIONS

n/a

VARIATION #1

Mobile:





DESIGN CHANGES

Use pop up from Butlin's.com test as a template with following changes;

- News and offers heading text black instead of red
- Butlin's copy changed to Live music weekend
- Font in main copy changed to League Gothic Regular
- Black CTA instead of Red

CONSIDERATIONS

QA: VARIATION 1

This area of the test plan is filled in by RedEye's QA Manager.

USER STORY:

n/a

QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
WWW.URL.COM											
Element name											
Element name											
Element name											
Element name											
WWW.URL.COM											
Element name											

SOW

DESIGN:		ESTIMATED HOURS:	NA
TEST PLAN:		ESTIMATED HOURS:	2
DEVELOPMENT:		ESTIMATED HOURS:	12
QA:		ESTIMATED HOURS:	5
ANALYSIS:		ESTIMATED HOURS:	3
DEBRIEF:		ESTIMATED HOURS:	0.5
		TOTAL:	22.5

DELIVERABLES

DELIVERABLE	SCHEDULED	DELIVERED	LINK / NOTES
Designs	NA		
Test Plan	12/07/2017		
Preview links	TBC		

Data extract (Overall)	TBC		
Data extract (Mobile)	TBC		
Insights report (Overall)	TBC		
Insights report (mobile)	TBC		
Debrief Call	TBC		

NOTES:

Preview link: ?optimizely_xExperimentID=variationNumber

QA Videos: www.url.com

Results link: www.url.com

RedEye

Thank You

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