

[GAIN CAPITAL]

[LANDING PAGE HERO ENHANCEMENT – SPREAD BETTING]

TEST PLAN

BACKGROUND

EVIDENCE:

Some of the key information on the page is hidden below the fold therefore users who do not scroll will miss this information. Pages where the demo account CTA is just as prominent as the live account CTA see a lower rate of live account applications overall.

PAGE(s):

- www.cityindex.co.uk/trading/spread-betting-cfd-trading/

MUV:

551 (April 17)

TEST TYPE:

A/B

OBJECTIVE

HYPOTHESIS:

Making use of the space on the right hand side of the hero image will shorten the page and put all the selling points in front of the user without having to scroll. Adding an email capture form will make the call to action more prominent and enable pre-population of this field on the application form. This will lead to more people completing the live account application form. Removing the demo account CTA button will encourage more live account applications.

TEST GOAL:

Increase applications

KSM(s):

- ✓ Applications
-

VARIANTS

INFORMATION:

Default

1. Variation #1 – Remove Demo account CTA, add email capture and USPs in hero
2. Variation #2 – Remove Demo account CTA, add email capture and Application Steps in hero

TARGETING

DOMAINS:

- www.cityindex.co.uk

URL(s):

[https:// www.cityindex.co.uk/trading/spread-betting-cfd-trading/](https://www.cityindex.co.uk/trading/spread-betting-cfd-trading/)
<https://applyforanaccount.cityindex.co.uk/ciuk/sbcfd-step1.aspx> (pre-populated email field)

DEVICES:

- ✓ Desktop
- ✓ Tablet
- ✓ Mobile

BROWSERS:

- ✓ Chrome 45+
- ✓ Firefox 45+
- ✓ IE9+

OTHER:

N/A

METRICS

NAME	TYPE	DESCRIPTION	STATUS
1. Page visits: App form: Step 1	Pageview	Number of users reaching step 1	
2. Page visits: App form: Step 2	Pageview	Number of users reaching step 2	
3. Page visits: App form: Step 3	Pageview	Number of users reaching step 3	
4. Page visits: App form: Step 4	Pageview	Number of users reaching step 4	
5. Page visits: App form: Step 5 Confirmation	Primary		
6. Page visits: Demo form: Step 1	Pageview		
7. Page visits: Demo form: Step 2 Confirmation	Pageview		
8. Landing page: Spread Betting: Top Nav: Logo	Click	Track clicks on the logo	
9. Landing page: Spread Betting: Top Nav: Login	Click	Track clicks on the login button	
10. Landing page: Spread Betting: Hero: Email Field	Click	Track clicks on the email entry field	
11. Landing page: Spread Betting: Hero: Live Account CTA	Click	Track clicks on Open Account/Trade Now CTA	
12. Landing page: Spread Betting: Hero: Demo Account CTA	Click	Track clicks on the Demo Account CTA (button)	
13. Landing page: Spread Betting: Hero: Demo Account CTA	Click	Track clicks on the Demo Account CTA (text link)	

14. Landing page: Spread Betting: Start Trading Section: Create An Account CTA	Click	Track clicks on the Create An Account CTA
15. Landing page: Spread Betting: Start Trading Section: MT4 account CTA	Click	Track clicks on the MT4 trading account CTA
16. Landing page: Spread Betting: Powerful Platforms Section: Open Account CTA	Click	Track clicks on the Open Account CTA
17. Landing Page: Spread Betting: Footer: Overall	Custom	
18. Landing Page: Spread Betting: Live Account CTA: Overall	Custom	Clicks on live account CTAs (blue buttons)
19. Landing Page: Spread Betting: Demo Account CTA: Overall	Custom	Clicks on demo account CTAs (text and buttons)

ATTRIBUTES

SEGMENT	DESCRIPTION	STATUS
Device: Desktop	-	
Device: Table	-	
Device: Mobile	-	

* Attributes are utilised to segment results' data

INTEGRATIONS

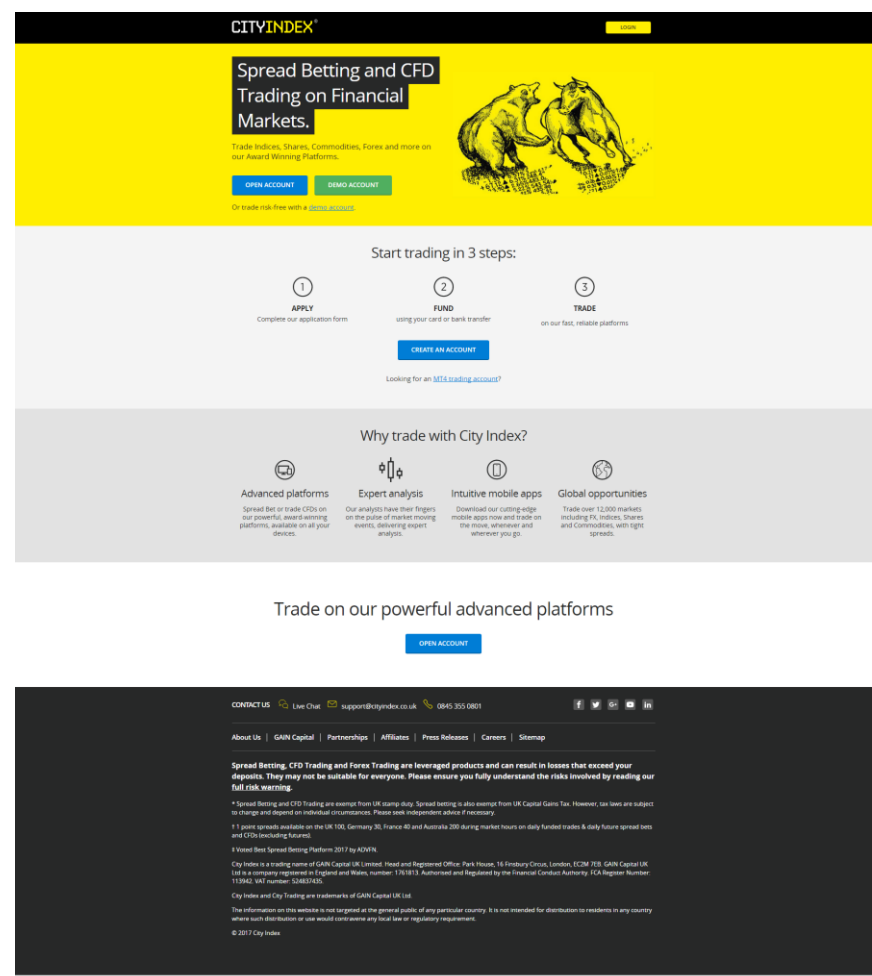
TOOL	SLOT / TAG INFORMATION
N/A	

NOTES:

N/A

DEFAULT

DESKTOP:



DESIGN CHANGES

n/a

CONSIDERATIONS

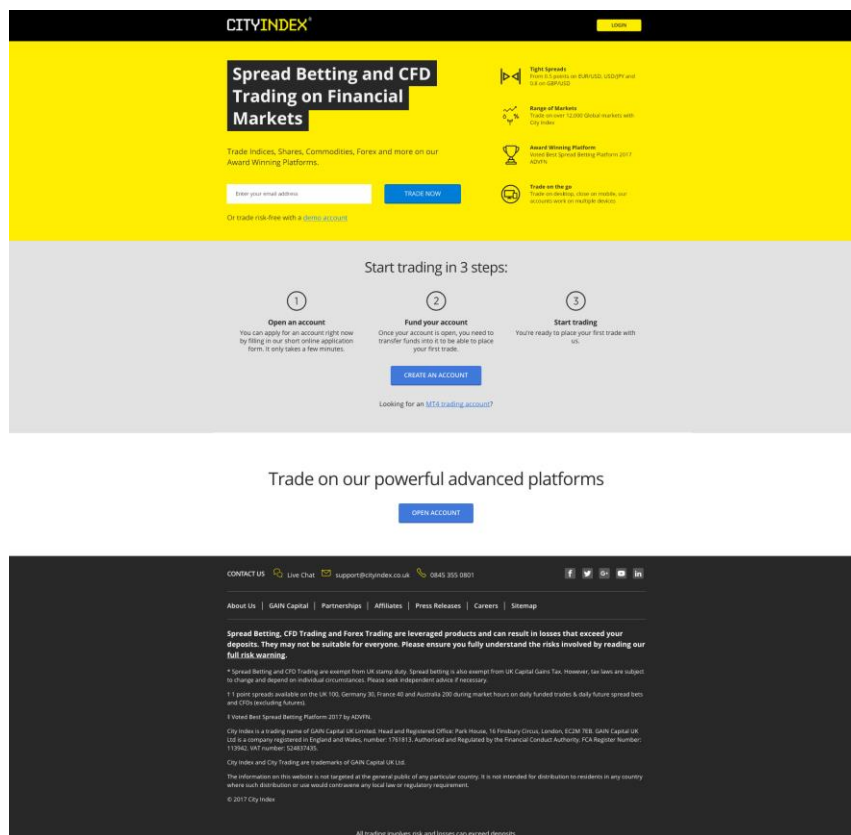
n/a

MOBILE:

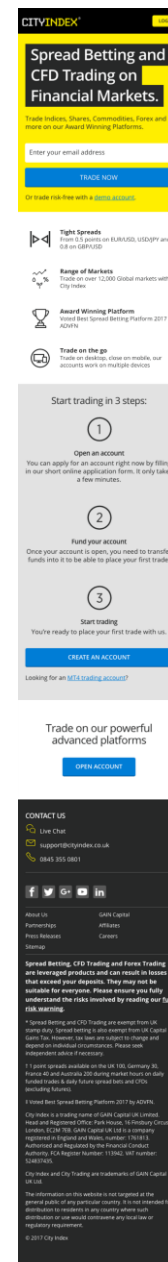


VARIATION #1

DESKTOP:



MOBILE:



DESIGN CHANGES

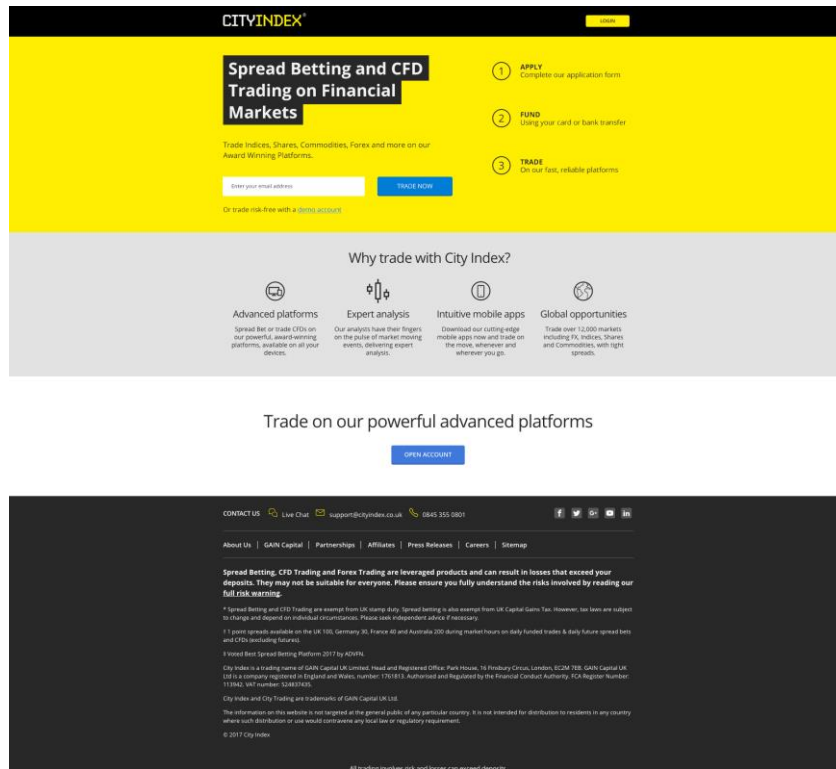
- Replaced bear/bull image with 4 x USPs
- Removed green demo account CTA in hero
- Added email address capture field
- Changed hero live account CTA from Open Account to Trade Now
- Removed USPs below account application steps

CONSIDERATIONS

- Users that fill in the email capture will have their email address pre-populated on the first page of the application funnel

VARIATION #2

DESKTOP:



MOBILE:

Design to follow same format as V1 (white background for right hand side hero content)

DESIGN CHANGES

- Replaced bear/bull image with Account Application Steps
- Removed green demo account CTA in hero
- Added email address capture field
- Changed hero live account CTA from Open Account to Trade Now
- Removed Account Application Steps below hero
- Removed Create An Account CTA
- Removed MT4 CTA

CONSIDERATIONS

- Users that fill in the email capture will have their email address pre-populated on the first page of the application funnel

QA: VARIATION 1

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											

QA: VARIATION 2

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:	
TEST PLAN:		ESTIMATED HOURS:	
DEVELOPMENT:		ESTIMATED HOURS:	
QA:		ESTIMATED HOURS:	
ANALYSIS:		ESTIMATED HOURS:	
DEBRIEF:		ESTIMATED HOURS:	
		TOTAL:	

DELIVERABLES

DELIVERABLE	SCHEDULED	DELIVERED	LINK / NOTES
Designs			
Test Plan			
Preview links			
Data extract (Overall)			
Data extract (Mobile)			
Insights report (Overall)			
Insights report (mobile)			
Debrief Call			

NOTES:

Preview link: ?optimizely_xExperimentID=variationNumber
QA Videos: www.url.com
Results link: www.url.com

RedEye

Thank You

For further information or to ask any questions, please contact:

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