RedEye

SIDE BY SIDE PRICES FOLLOW UP – COPY CHANGES

TEST PLAN

BACKGROUND

EVIDENCE:

The previous test showed that by displaying the prices side by side there was no overall uplift in conversions. However, a difference in the distribution of clicks on Pay Now / Pay Later was observed. Pay Now CTA clicks dropped -6.58% whilst Pay Later saw an uplift of 6.55% on desktop. The result was more pronounced on mobile with Pay Now down -10.2% and Pay Later up 8.88%. It is thought that the change in positioning of the Pay Later option has increased the prominence of the free cancellation option. Pay Now is the preferred selection for users to make. Changing the copy could help to counteract this switch to Pay Later.

PAGE(s):

- OfferSelect
- DirectOffer
- OfferConfig
- Customer Details
- .COM

MUV:

962,861

TEST TYPE:

A/B

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OBJECTIVE

HYPOTHESIS:

Changing the orange copy above the prices to downplay the free cancellation option and emphasize the savings on pay now will increase Pay Now clicks and decrease Pay Later clicks.

TEST GOAL:

Increase visits to offerconfig
Increase overall sales
Increase Pay Now sales

KSM(s):

✓ Conversions

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VARIANTS

INFORMATION:

Default
1. Variation #1 - Side by side pricing with copy change to text above price

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TARGETING

DOMAINS:

- https://www.sixt.com

URL(s):

https://www.sixt.com/php/reservation/offerselect
https://www.sixt.com/php/reservation/directoffer

https://www.sixt.com/php/reservation/offerconfig (copy change to follow through to this page)
https://www.sixt.com/php/reservation/customerdetails (copy change to follow through to this page)

DEVICES:	**BROWSERS:**
✓ Desktop	✓ Chrome 45+
✓ Tablet	✓ Firefox 45+
✓ Mobile	✓ IE9+
	✓ Safari

OTHER:

Include both cars and trucks. Same URL but pages can be identified by: sxux object variable ctyp = P for cars and L for trucks.
The following sxux variable is a reliable identifier for the test page: pn = "Reservation-Pkw-Offerselect
Results with one single price option to be included in the test – designs attached

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METRICS

NAME	TYPE	DESCRIPTION	STATUS
1. Funnel: 2: Offer Config	Revenue	https://www.sixt.com/php/reservation/offerconfig	
2. Funnel 3: Customer Details	Pageview	https://www.sixt.com/php/reservation/customerdetails	
3. Funnel: 4: Confirmation	Pageview	https://www.sixt.com/php/reservation/bookingconfirmation	
4. Booking Confirmation: Event	Primary	This goal already exists in Optimizely	
5. Revenue	Custom	Revenue must be captured on the /bookingconfirmation page, use the sxux data layer variable total_gross = "value"	
6. Step 1: Offer Select: Pay now CTA: Overall	Custom	Clicks on all 'pay now' CTAs	
7. Step 1: Offer Select: Pay later CTA: Overall	Custom	Clicks on all 'pay later' CTAs	

8.	Extras: Overall	Event	Extra sales
9.	Step 2: Offer Config: Extras engagement: Overall	Custom	Clicks on any extras

ATTRIBUTES

SEGMENT	DESCRIPTION	STATUS
Device: Desktop	-	
Device: Table	-	
Device: Mobile	-	
Sales: Pay Later	-	
Sales: Pay Now	-	

* Attributes are utilised to segment results' data

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INTEGRATIONS

TOOL	SLOT / TAG INFORMATION
Sitecat	eVar51
HotJar	optimizely_side_by_side_prices_test

NOTES:

N/A

CONTROL

OFFERSELECT DESKTOP:

OFFERSELECT MOBILE:

OFFERCONFIG: PAYMENT OPTIONS SECTION

PAY LATER

this is not a pickup truck

PAY NOW

CUSTOMER DETAILS: CTA SECTION

PAY LATER

Change

Conditions

Rental information

Terms and Conditions

Vehicle Subtotal:	US$ 223.77
Premium location fee:	US$ 48.09
Your total price:	US$ 271.86
Rental Period: 6 days	
Total in local currency ⓘ	€ 242.99

Free cancellation at any time!

BOOK NOW

PAY NOW

Vehicle Subtotal:	US$ 212.69
Premium location fee:	US$ 45.71
Your total price:	US$ 258.40
Rental Period: 6 days	
Total in local currency ⓘ	€ 230.96

Our lowest rate

BOOK NOW

DESIGN CHANGES
n/a

CONSIDERATIONS
n/a

VARIATION #1

OFFERSELECT DESKTOP:

OFFERSELECT MOBILE:

- For v1 an orange copy update must also be made on the next pages in the funnel OfferConfig and Customer Details.

OFFERCONFIG (PAYMENT OPTIONS SECTION):

CUSTOMERS WHO SELECTED PAY LATER ON OFFERSELECT:

Select Extras

Payment Options ⓘ

Basic rental rate   Per day   **US$ 37.29**

STAY FLEXIBLE

✔ Free cancellation at any time
✔ Unlimited kilometers
✔ Third party insurance
   More information ›
✔ Premium class

VW Golf
or VW Beetle, MINI Countryman or similar
Premium-Sedan | CLMR

Pickup

CUSTOMERS WHO SELECTED PAY NOW ON OFFERSELECT:

Select Extras

Payment Options ⓘ

Basic rental rate   Per day   **US$ 3**

SAVE 5% EACH DAY

✔ Rebooking and cancellation (subject to charges)
✔ Unlimited kilometers
✔ Third party insurance
   More information ›

VW Golf
or VW Beetle, MINI Countryman or similar
Premium-Sedan | CLMR - Early bird Promotion
Prepaid

CUSTOMER DETAILS (CTA SECTION):

CUSTOMERS WHO SELECTED PAY LATER ON OFFERSELECT:

Vehicle Subtotal:	US$ 156.20
Concession Recovery Fee:	US$ 13.56
Taxes:	US$ 11.88
Total: Rental Period: 3 days	**US$ 181.64**

Stay flexible, pay later

CONTINUE

CUSTOMERS WHO SELECTED PAY NOW ON OFFERSELECT:

Vehicle Subtotal:	US$ 149.57
Concession Recovery Fee:	US$ 12.90
Taxes:	US$ 11.37
Total:	**US$ 173.84**
Rental Period: 3 days	

Save 5% each day

CONTINUE

DESIGN CHANGES

OfferSelect
- Prices placed side by side – pay now placed on the right
- Removed grey boxes around price types
- Changed the copy in orange text above the price
    - FREE CANCELLATION changed to STAY FLEXIBLE
    - OUR LOWEST RATE changed to SAVE X% EACH DAY

OfferConfig
- Changed the copy in orange text underneath Payment Options
    - FREE CANCELLATION – STAY FLEXIBLE changed to STAY FLEXIBLE
    - LOWEST PRICE – YOU SAVE 5% changed to SAVE X% EACH DAY

Customer Details
- Changed the copy in orange text above the CTA
    - Free cancellation at any time! changed to Save X% each day
    - Our lowest rate changed to Stay flexible, pay later

CONSIDERATIONS

- Please note, that the savings amount in this string "SAVE 5% EACH DAY" must be calculated dynamically, since it's not always 5%. The calculation should be based on the Pay later and Pay now daily price comparison.

- When search results only display one price type, variation should be presented as below. The grey box around the price and CTA has been removed. The orange copy above the price should be changed to STAY FLEXIBLE for pay later and SAVE X% EACH DAY for pay now:

Pay Later

Pay Now

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Client confidential

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											

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SOW

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

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DELIVERABLES

DELIVERABLE	SCHEDULLED	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

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Client confidential

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Thank You

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