

1

### **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:    | TEST TYPE: |
|---------|------------|
| 962,861 | A/B        |

\_\_\_\_\_

### **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

### **VARIANTS**

### **INFORMATION:**

### Default

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

### **TARGETING**

### **DOMAINS:**

https://www.sixt.com

### URL(s):

https://www.sixt.com/php/reservation/offerselecthttps://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 | $\checkmark$ | Chrome 45+  |  |  |
| $\checkmark$ | Tablet  | $\checkmark$ | Firefox 45+ |  |  |
| $\checkmark$ | Mobile  | $\checkmark$ | IE9+        |  |  |
|              |         | $\checkmark$ | 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

# **METRICS**

| NA | ME   | TYPE     | DESCRIPTION   | STATUS |
|----|--|----------|---|--------|
| 1. | Funnel: 2: Offer<br>Config                         | Revenue  | https://www.sixt.com/php/reservation/offerconfig  |        |
| 2. | Funnel 3:<br>Customer Details                      | Pageview | https://www.sixt.com/php/reservation/customerdetails  |        |
| 3. | Funnel: 4:<br>Confirmation                         | Pageview | https://www.sixt.com/php/reservation/bookingconfirmation  |        |
| 4. | Booking<br>Confirmation:<br>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<br>Select: Pay now<br>CTA: Overall   | Custom   | Clicks on all 'pay now' CTAs  |        |
| 7. | Step 1: Offer<br>Select: Pay later<br>CTA: Overall | Custom   | Clicks on all 'pay later' CTAs  |        |

| 8. | Extras: Overall   | Event  | Extra sales          |
|----|---|--------|----------------------|
| 9. | Step 2: Offer<br>Config: Extras<br>engagement:<br>Overall | Custom | Clicks on any extras |

# **ATTRIBUTES**

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

<sup>\*</sup> Attributes are utilised to segment results' data

# **INTEGRATIONS**

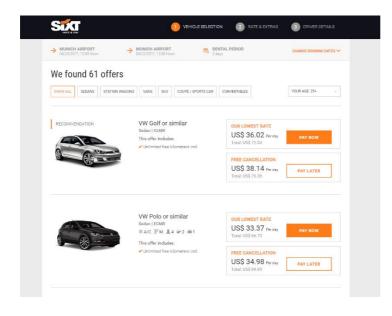
| TOOL    | SLOT / TAG INFORMATION              |
|---------|-------------------------------------|
| Sitecat | eVar51                              |
| HotJar  | optimizely_side_by_side_prices_test |

### **NOTES:**

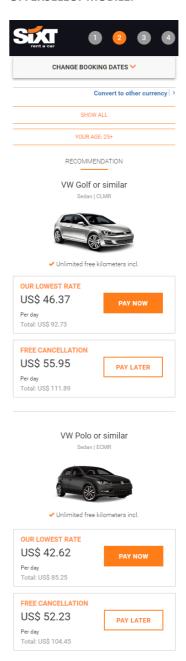
N/A

# **CONTROL**

### **OFFERSELECT DESKTOP:**

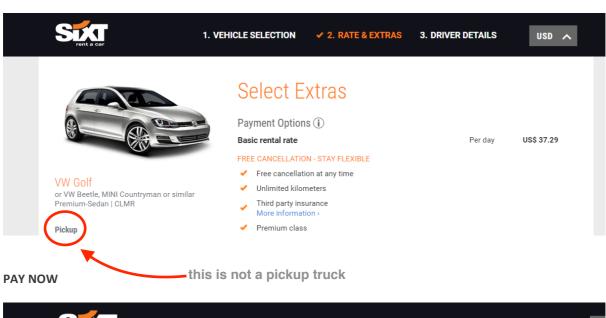


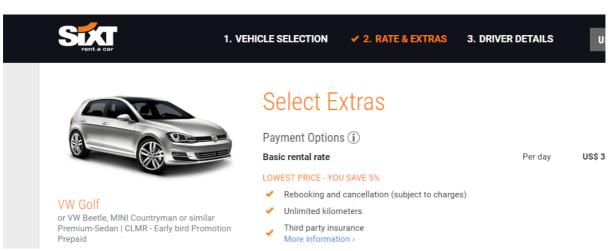
### **OFFERSELECT MOBILE:**



### **OFFERCONFIG: PAYMENT OPTIONS SECTION**

### **PAY LATER**

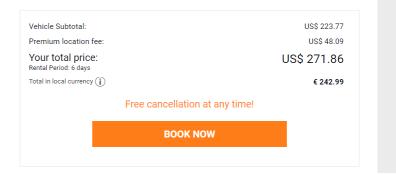




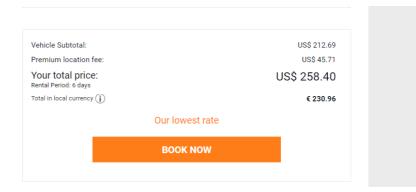
### **CUSTOMER DETAILS: CTA SECTION**

### **PAY LATER**





### **PAY NOW**



### **DESIGN CHANGES**

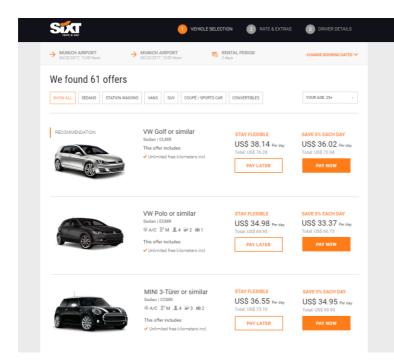
n/a

### **CONSIDERATIONS**

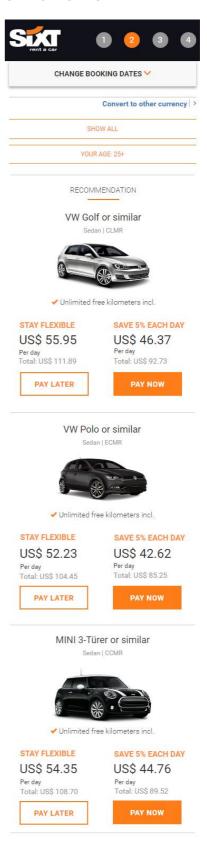
n/a

### **VARIATION #1**

### **OFFERSELECT DESKTOP:**



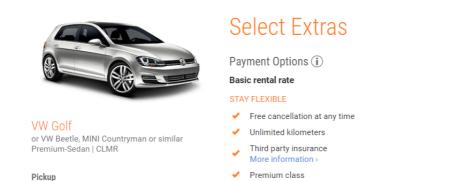
### **OFFERSELECT MOBILE:**



• 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:



### CUSTOMERS WHO SELECTED PAY NOW ON OFFERSELECT:



### VW Golf

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

# Select Extras

Payment Options (i)

Basic rental rate

**SAVE 5% EACH DAY** 

Rebooking and cancellation (subject to charges)

Per day

Per day

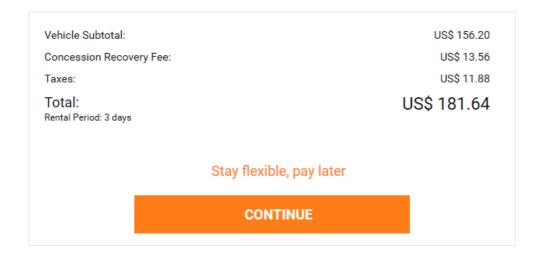
US\$3

US\$ 37.29

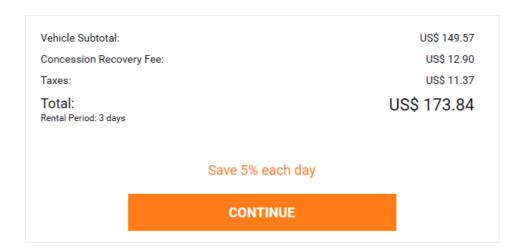
- ✓ Unlimited kilometers
- Third party insurance More information >

## **CUSTOMER DETAILS (CTA SECTION):**

CUSTOMERS WHO SELECTED PAY LATER ON OFFERSELECT:



### CUSTOMERS WHO SELECTED PAY NOW ON OFFERSELECT:



### **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
  - o 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
  - o FREE CANCELLATION STAY FLEXIBLE changed to STAY FLEXIBLE
  - LOWEST PRICE YOU SAVE 5% changed to SAVE X% EACH DAY

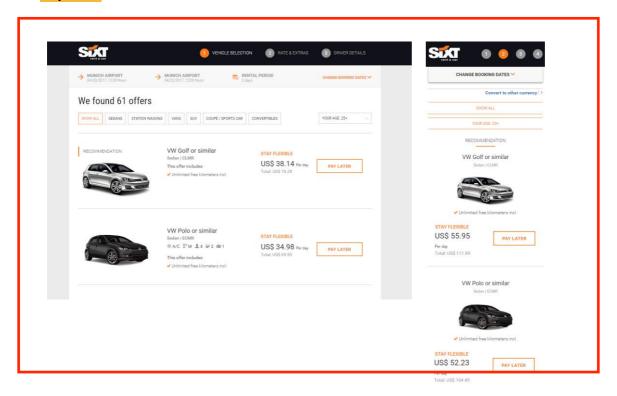
### **Customer Details**

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

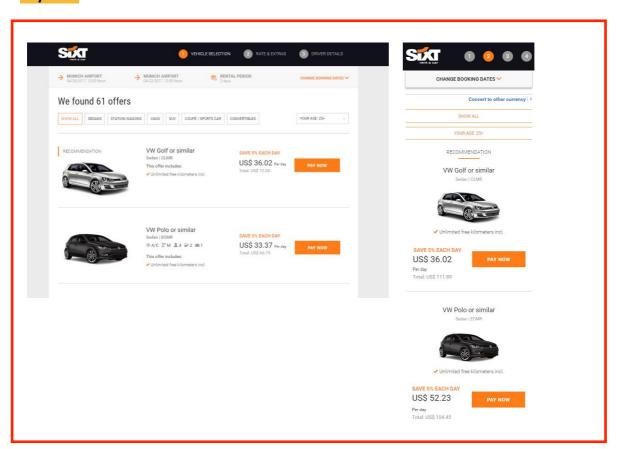
### **CONSIDERATIONS**

- 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**



# **QA: VARIATION 1**

**USER STORY:** 

n/a

### **QA SCRIPT**

|                    | DESKTOP            | DESKTOP |      |      |     |    |    | TABLET |       | MOBILE |       |
|--------------------|--------------------|---------|------|------|-----|----|----|--------|-------|--------|-------|
| INTERACTION        | IE9                | IE10    | IE11 | EDGE | СНМ | SF | FF | iPad   | Other | iPhone | Other |
| <u>WWW.URL.COM</u> | <u>WWW.URL.COM</u> |         |      |      |     |    |    |        |       |        |       |
| Element name       |                    |         |      |      |     |    |    |        |       |        |       |
| Element name       |                    |         |      |      |     |    |    |        |       |        |       |
| Element name       |                    |         |      |      |     |    |    |        |       |        |       |
| Element name       |                    |         |      |      |     |    |    |        |       |        |       |
| <u>WWW.URL.COM</u> |                    |         |      |      |     |    |    |        |       |        |       |
| 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               | 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

# RedEye

# **Thank You**

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

Insert contact name, Job title Email: Cristina.Dresch@RedEye.com Phone: 01270 242 658 www.redeye.com

# **RedEye Milton Keynes**

RedEye London
35-38 New Bridge,
London, EC4V 6BW

Tel: +44 (0) 207 730 9958

38 Shenley Pavilions, Chalkdell Drive, Milton Keynes, Bucks, MK5 6LB Tel: +44 (0) 1908 340 990

### RedEye Crewe

Oak House, Crewe Hall Farm, Crewe, Cheshire, CW1 5UE Tel: +44 (0) 1270 848 490