# 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

## 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:**

- ✓ Desktop
- ✓ Tablet
- ✓ Mobile

**BROWSERS:**

- ✓ Chrome 45+
- ✓ Firefox 45+
- ✓ 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

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Client confidential

## CONTROL

**OFFERSELECT DESKTOP:**



**OFFERSELECT MOBILE:**

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**OFFERCONFIG: PAYMENT OPTIONS SECTION**

**PAY LATER**



**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 (i) | **€ 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 (i) | **€ 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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# 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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## Thank You

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