



# Test Plan – USP Reassurance 1<sup>st</sup> Step

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# Rationale

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## Why are we running the test?

### HIGH OPPORTUNITY PAGE

Step 1 – Personal Information page is a high opportunity page as is a vital part of lead generation there is a considerable drop off in-between this step and step 2 on desktop of 76%.

### LANDING PAGE

30,005 session landed directly on Step 1 Personal Information Page in this date range - that's 35% off total sessions that visited this page predominantly driven by Affiliates and Display – however the page does not appear to be geared towards this type of visitor with limited informative info, USPs or reassurance.

# Objectives

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## How does this test align with our objectives?

### LEAD GENERATION

Increasing the volume of leads captured is Cigna's core business objective. This test will address this by focusing on a key page in lead generation journey – Step 1 Personal Information. By adding in more informative content, USP and reassurance messaging we are aiming to get give the user all the information and confidence to progress.

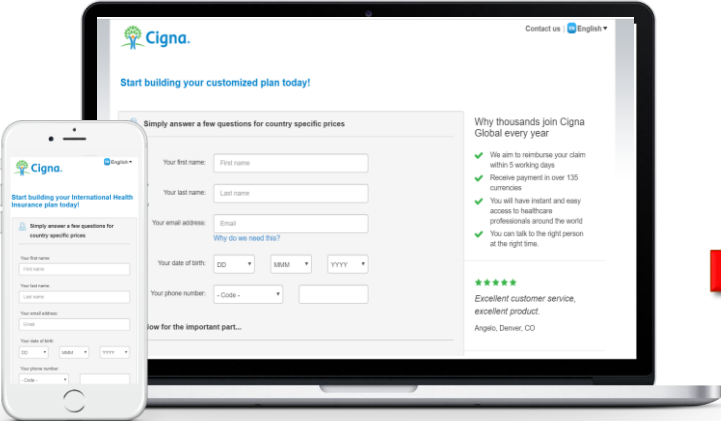
### JOURNEY OPTIMISATION

Cigna stated that a key priority for this year is improve the overall journey and site experience – this test will look at how to enhance the user site and brand experience to improve to add reassurance and increase progression.

# Data Insights

## Size of Opportunity

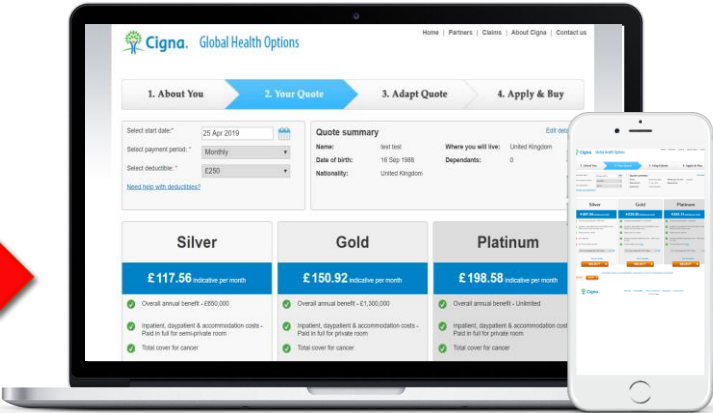
Step 1. Personal Information



86%  
Drop Off



Step 2. Your Quote



# Data Insights

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## Step 1. Personal Information

Since the relaunch of the “classic” funnel 39.5% of total users visit Step 1 of the funnel. In terms of device split for this page, mobile sees a higher level of sessions accounting for 61%, followed by desktop accounting for 33% and tablet 6%.

## Bounce and Exit Rates

Overall this page see a bounce rate of 68.3%, mobile seeing the highest bounce at rate at 74.34% which is +19.8% higher than desktop.

Exit rate of Step 1 is 63.9%, again mobile drives this was with a bounce rate of 71.2%, tablet follow with 61% and desktop 53.7%

Step 1 Personal Information page is shown as the page with the highest number of exits over this period.

## Progression to Step 2. Your Quote

Overall only 13.6% of sessions progress from Step 1 of the funnel to Step 2. Broken down by device mobile has the highest drop off -93% sessions drop off , followed tablet seeing -80.6% and desktop -75.4%.

## Landing Pages

30,005 session landed directly on Step 1 Personal Information Page that's 35% off total sessions that visited this page predominantly driven by Affiliates and Display.

# User Research Insight

- Analysing session recordings from VWO show dwelling and movement around the top fields.
- Minimal interaction with the right side of the page.
- The heuristic session also indicated that people are going through the journey and then coming back to the 1<sup>st</sup> step of the funnel or to the Home page - this indicates that the users are looking for more info.

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**Cigna**

Your selection

About You Product Selection Your Lifestyle Medical Questionnaire Confirmation

Please provide us with your contact details

Please make sure you enter the names as shown on passport:

First Name \* First Name

Middle Name Middle Name

Last Name \* Last Name

Email \* example@email.com

Country Code \*

**Why Choose Us**

- A product designed for those living or working in Dubai or the Northern Emirates
- Tiered choice of healthcare providers
- Flexible cover based on your needs and budget
- Wellness benefits to help you take control and pro-actively manage your health

☐ Give us a call

Inside UAE: 800 444999  
Outside UAE: 009714 512 7198

See our cookie policy to help you understand how we use cookies on our site. [Cookie policy](#) [X] Close

**Cigna**

Contact us English

Start building your International Health Insurance plan today!

Simply answer a few questions for country specific prices

Your first name: First name

Your last name: Last name

Your email address: Email

Why do we need this?

Your date of birth: -- -- --

Your phone number: -- -- --

Now for the important part...

What is your nationality?

**Why thousands join Cigna Global every year**

- We aim to reimburse your claim within 5 working days
- Receive payment in over 135 currencies
- You will have instant and easy access to healthcare professionals around the world
- You can talk to the right person at the right time.

★★★★★

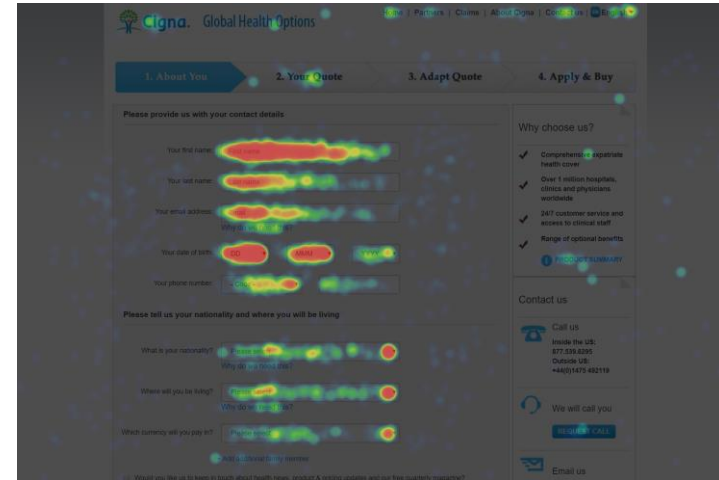
Excellent customer service, excellent product.

Angela, Denver, CO

Need help with your enquiry?

# User Research Insight

- Analysing the heat map from VWO, it also shows very low interaction with the USPs and/or the right side indicating that users may not notice them.
- We can also see minimal or less interaction with the lower part of the page where the more sensitive questions are placed.



# Hypothesis

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## BECAUSE WE SAW

A 86% drop off in progression to 2<sup>nd</sup> step of the funnel & above 60% bounce & exit rates

## WE EXPECT THAT

By making USPs more visible and adding the social proof

## WILL CREATE

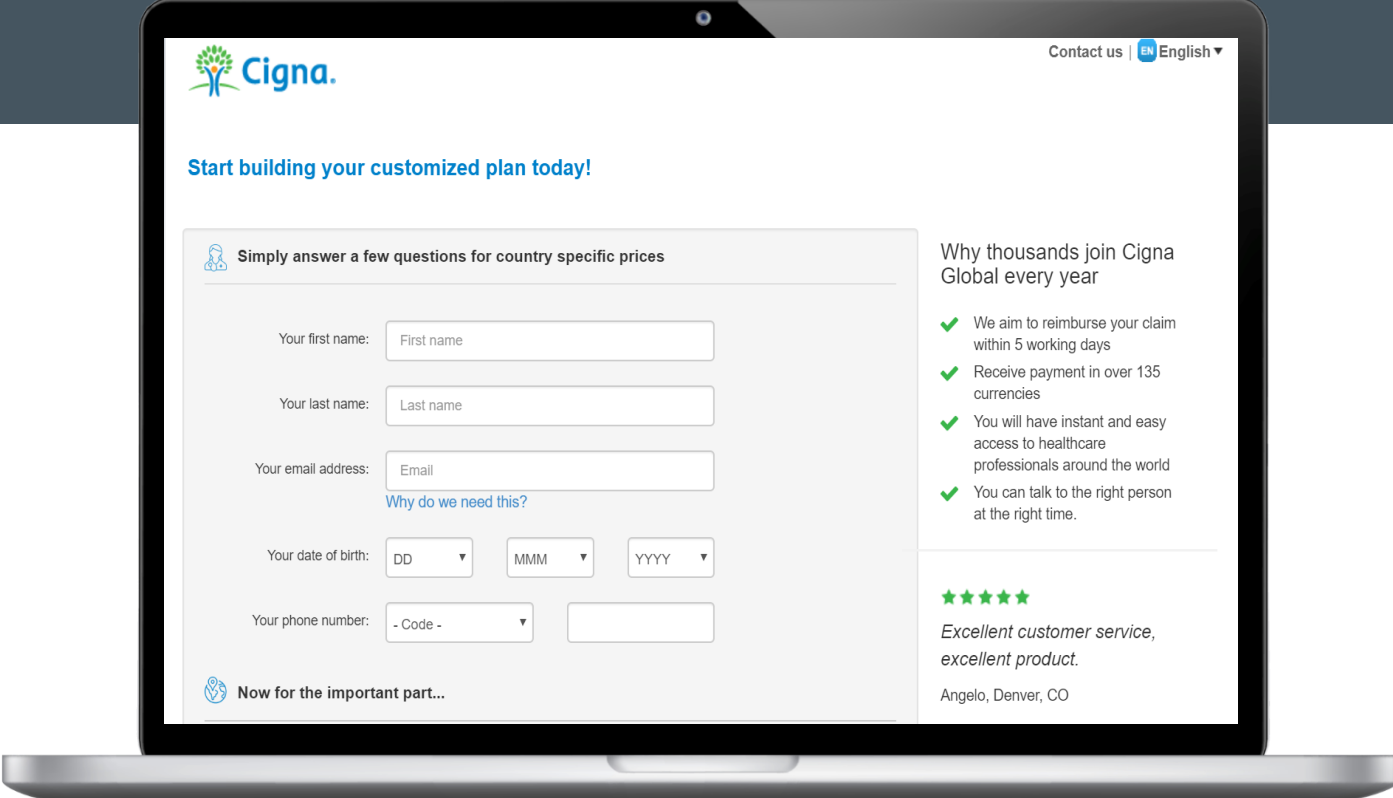
Increased progression (lead generation)

## WE'LL MEASURE THIS USING

**Primary Metric: Progression to next step (lead generation)**




# Control



The laptop screen shows the Cigna website's plan customization interface. At the top left is the Cigna logo, and at the top right is a 'Contact us' link with a language dropdown set to 'English'. Below the header is a blue call-to-action button that says 'Start building your customized plan today!'. The main content area is divided into two columns. The left column is titled 'Simply answer a few questions for country specific prices' and contains a form with the following fields: 'Your first name:' with a text input labeled 'First name'; 'Your last name:' with a text input labeled 'Last name'; 'Your email address:' with a text input labeled 'Email'; a link 'Why do we need this?'; 'Your date of birth:' with three dropdown menus for 'DD', 'MMM', and 'YYYY'; and 'Your phone number:' with a dropdown for '- Code -' and a text input. The right column is titled 'Why thousands join Cigna Global every year' and lists four benefits, each preceded by a green checkmark: 'We aim to reimburse your claim within 5 working days', 'Receive payment in over 135 currencies', 'You will have instant and easy access to healthcare professionals around the world', and 'You can talk to the right person at the right time.' Below this list is a five-star rating and the text 'Excellent customer service, excellent product.' followed by 'Angelo, Denver, CO'. At the bottom of the left column is a section titled 'Now for the important part...' with a small icon of two people.

**Cigna.** Contact us | EN English ▼

**Start building your customized plan today!**

 **Simply answer a few questions for country specific prices**

Your first name:


Your last name:

Your email address:

[Why do we need this?](#)

Your date of birth:

Your phone number:

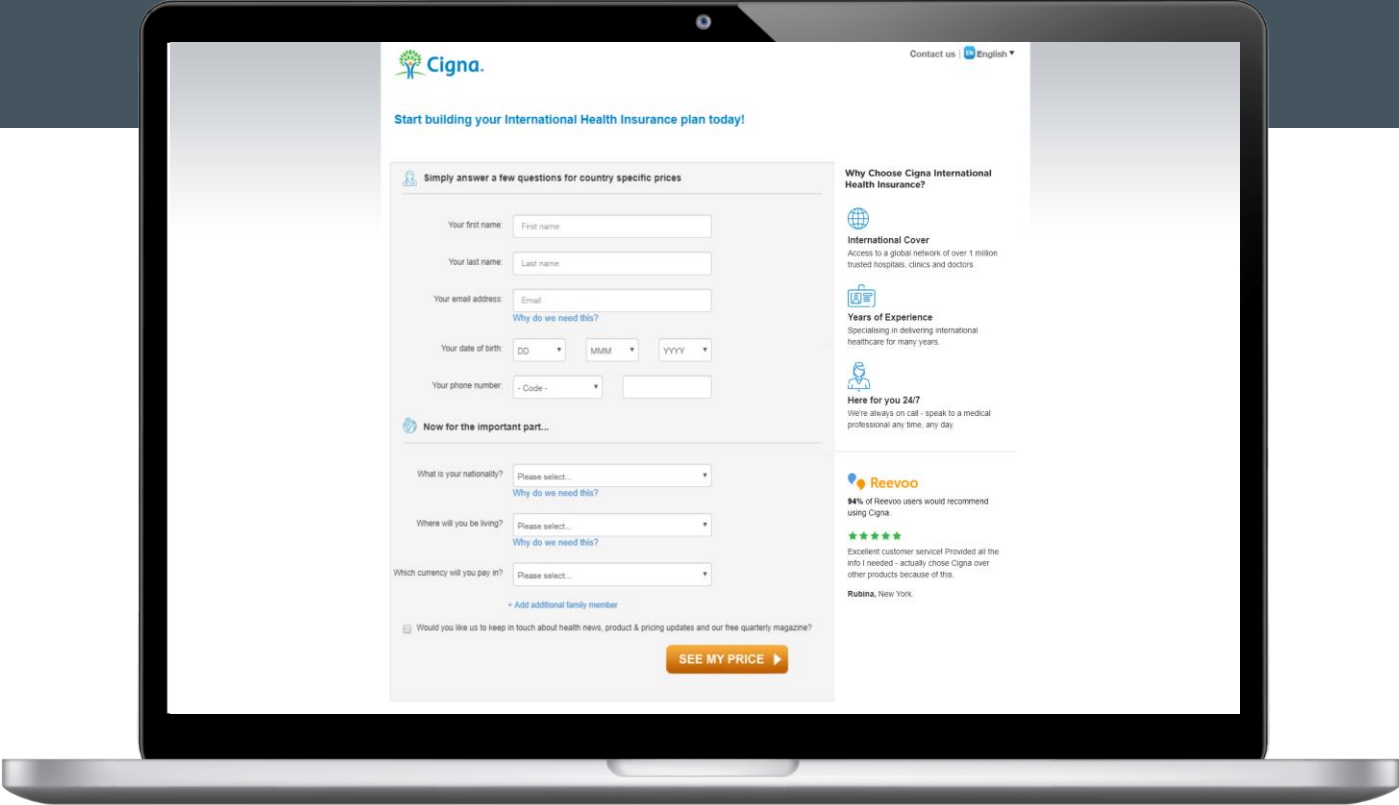
 **Now for the important part...**

**Why thousands join Cigna Global every year**

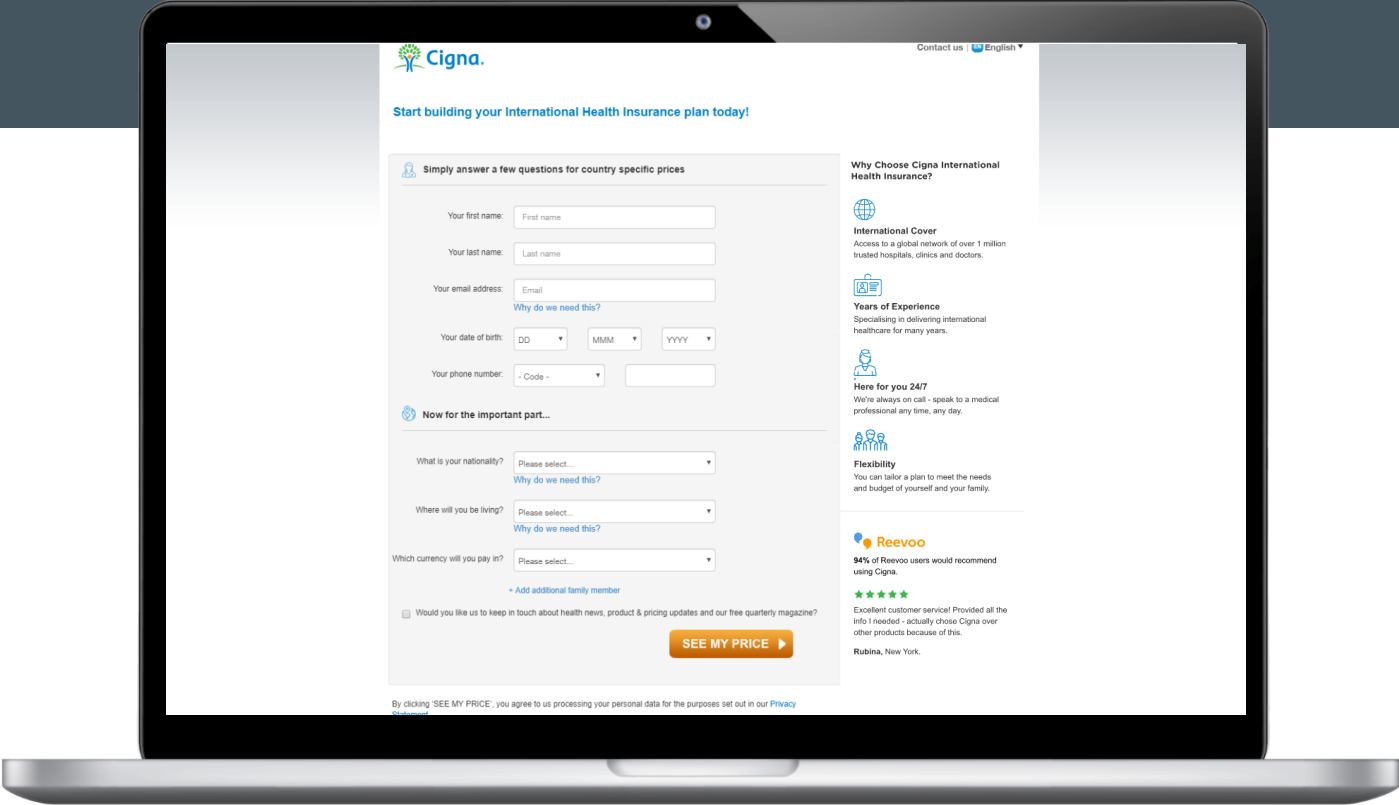
- ✓ We aim to reimburse your claim within 5 working days
- ✓ Receive payment in over 135 currencies
- ✓ You will have instant and easy access to healthcare professionals around the world
- ✓ You can talk to the right person at the right time.

★★★★★  
*Excellent customer service,  
excellent product.*  
Angelo, Denver, CO

# Variation 1



# Variation 2



# Test Overview

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## What are we changing?

### VARIATION 1 & 2

- We are changing the appearance of the USPs on the right side
- We are changing the copy of the USPs
- We are changing the icons for each USP
- We are adding **Revoo** logo and a different review, not carrousel
- We'll have 3 USPs for Variation 1 and 4 USPs for Variation 2.
- We will track progression CTA – **lead generation**.

# Test Overview

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## What are we changing in the copy?

### Control

#### Why thousands join Cigna Global every year

- We aim to reimburse your claim within 5 working days
- Receive payment in over 135 currencies
- You will have instant and easy access to healthcare professionals around the world
- You can talk to the right person at the right time.

### VARIATION 1

#### Why choose Cigna International Health Insurance?

- **International Cover**
  - Access to a global network of over 1 million trusted hospitals, clinics and doctors
- **Flexibility**
  - Tailor a plan to meet the needs and budget of you and your family
- **Here for you 24/7**
  - We're always on call - speak to a medical professional any time, any day
- **Years of Experience**
  - Specialising in delivering international healthcare for many years

# Test Settings

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What device(s) will the test run on?



Desktop



Tablet



Mobile



How will we measure success?

## PRIMARY METRIC

Progression

## SECONDARY METRIC

Exit Rate, Bounce rate



What pages will the test run on?

## Step 1. Personal Information

<https://www.cignaglobal.com/quote/pages/quote/PersonalInformationLiteV4.html?new=true>



How Long will the test run for?

We expect the test to run for **4 weeks** depending on the impact of our changes, and the traffic level.