Test Plan – USP Reassurance 1st Step

iProspect

Driving Business Performance

Rationale

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%.

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LANDING PAGE

30,005 session landed directly on Step 1 Personal Information Page in this date rage - 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

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.
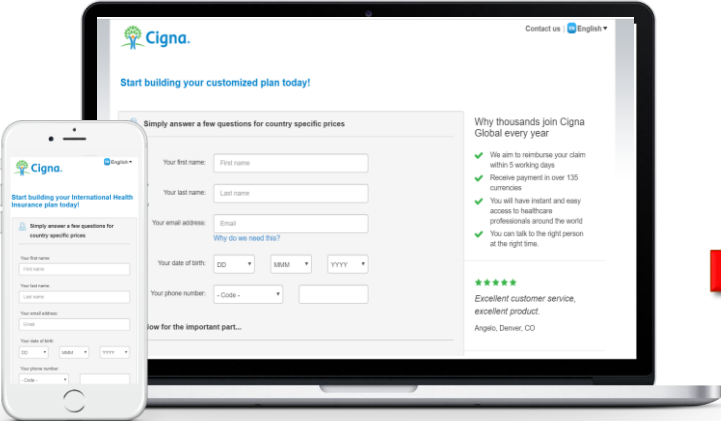
JOURNEY OPTIMISATION

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.
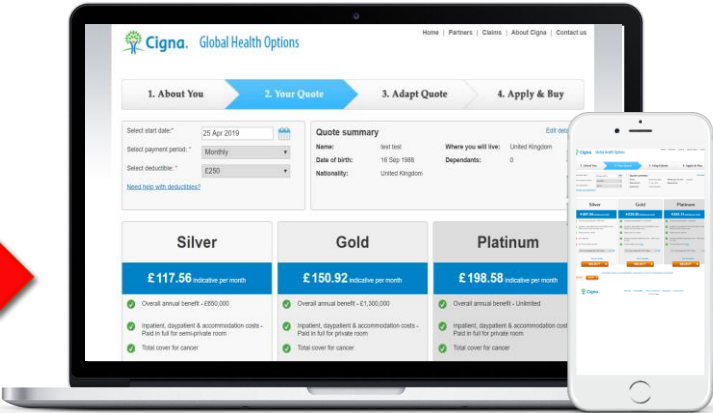
Data Insights

Size of Opportunity

Step 1. Personal Information

Step 2. Your Quote

86%
Drop Off

Data Insights

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 1st step of the funnel or to the Home page - this indicates that the users are looking for more info.

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.
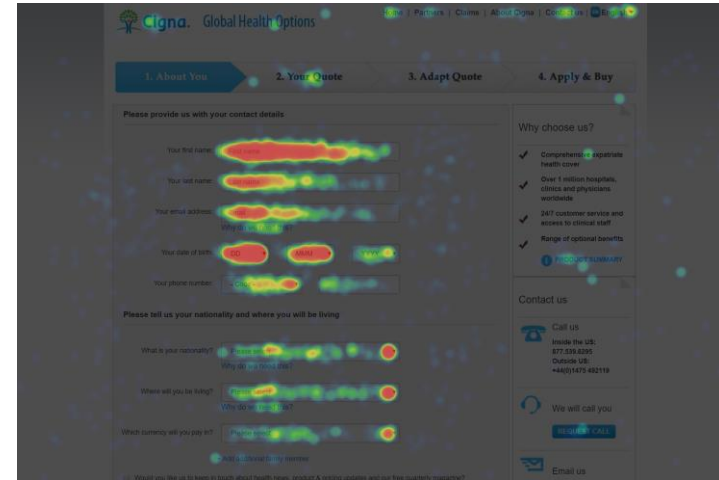
Hypothesis

BECAUSE WE SAW

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

WE EXPECT THAT

By making USPs more visible and adding the social proof

WILL CREATE
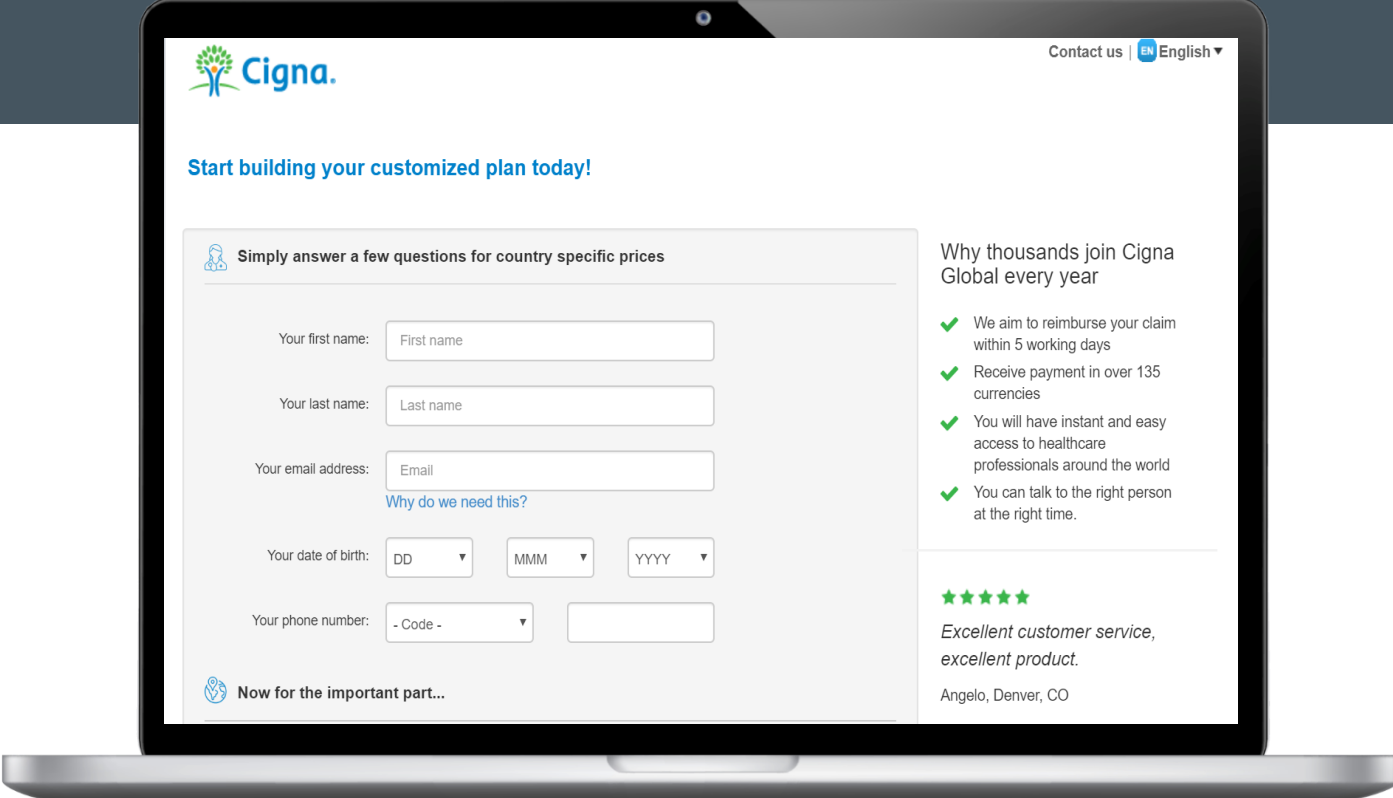
 Increased progression (lead generation)

WE'LL MEASURE THIS USING

Primary Metric: Progression to next step (lead generation)

Control

Variation 1

Variation 2

Test Overview

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

What are we changing in the copy?

Control
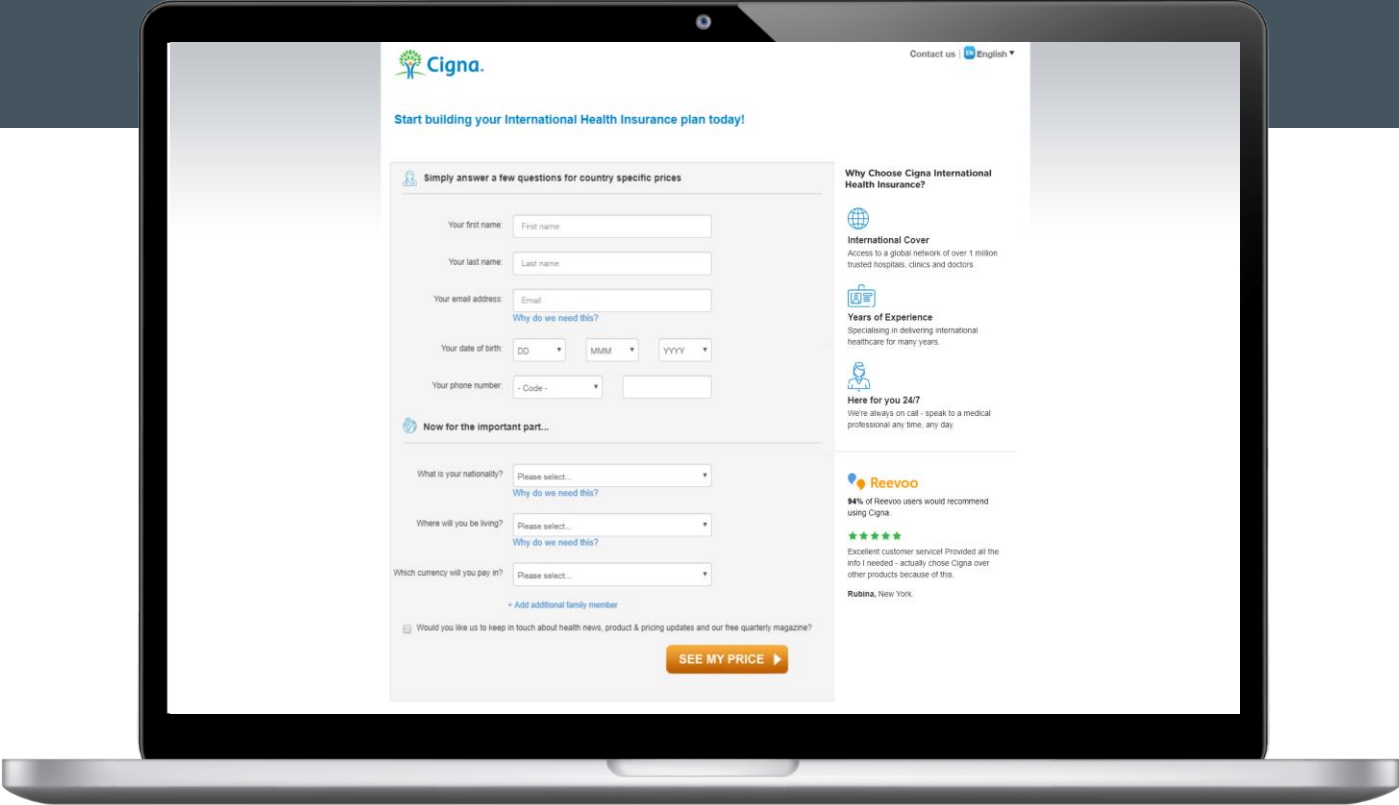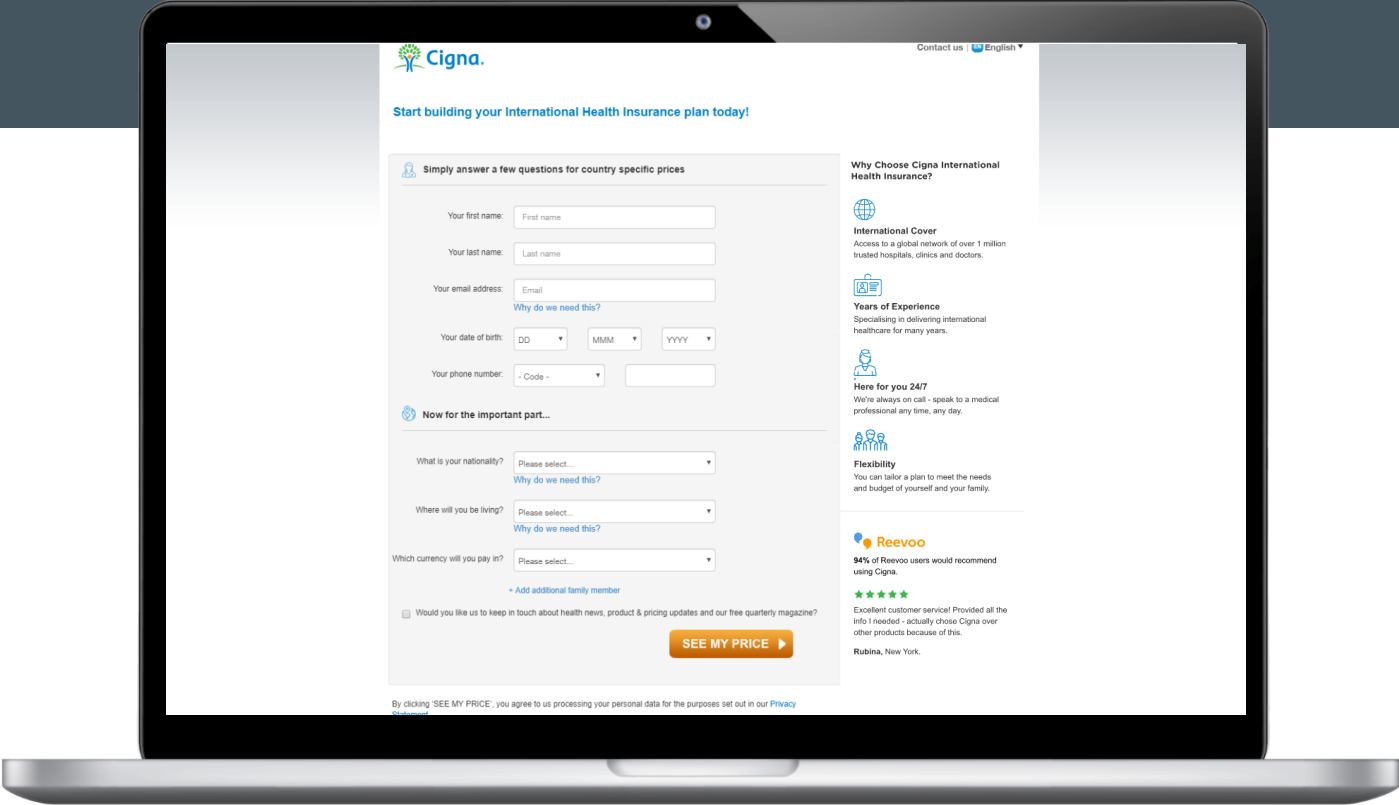
Why thousands join Cigna Global every year

- 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

What device(s) will the test run on?

Desktop   Tablet   Mobile

What pages will the test run on?

Step 1. Personal Information
https://www.cignaglobal.com/quote/pages/quote/PersonalInformationLiteV4.html?new=true

How will we measure success?

PRIMARY METRIC

Progression

SECONDARY METRIC

Exit Rate, Bounce rate

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.