

Content Lab: Explore content effectiveness with Amplitude

1. Background

This year, data-driven design approaches have been one of the focuses in our department. To explore how to make use of data in content design, we can use Amplitude to track user interactions and key metrics to observe users' behaviors with different content. This allows us to find the best content aligned with the product or business goals. Hence, we can measure the effectiveness of our content and identify areas for improvement.

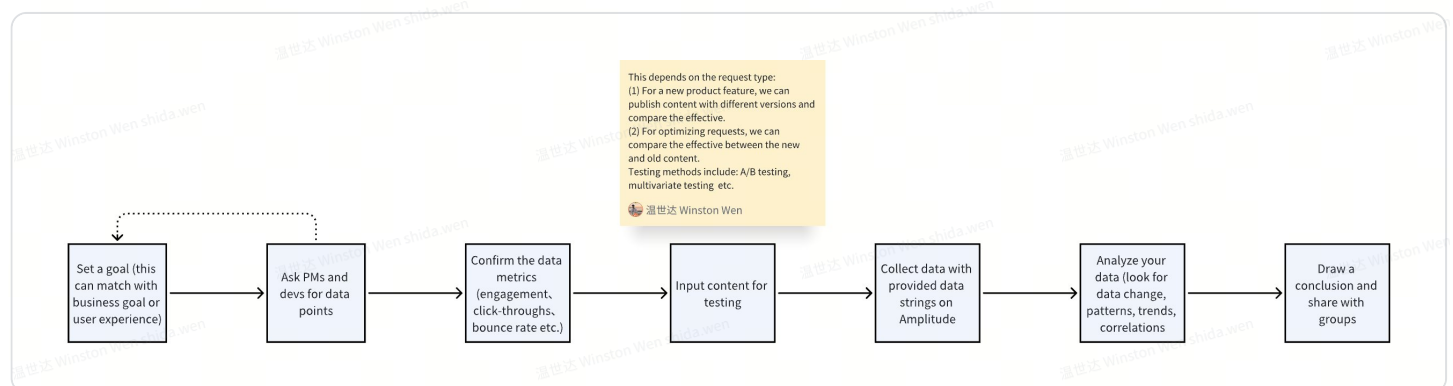
Furthermore, with data's support, we can demonstrate the value of content design in driving good user experience and achieving business success, which can help enhance the influence of content designers among other stakeholders.



Objectives

1. Observe users' behaviors with different content
2. Make better content decisions with data support
3. Enhance CD influence among stakeholders

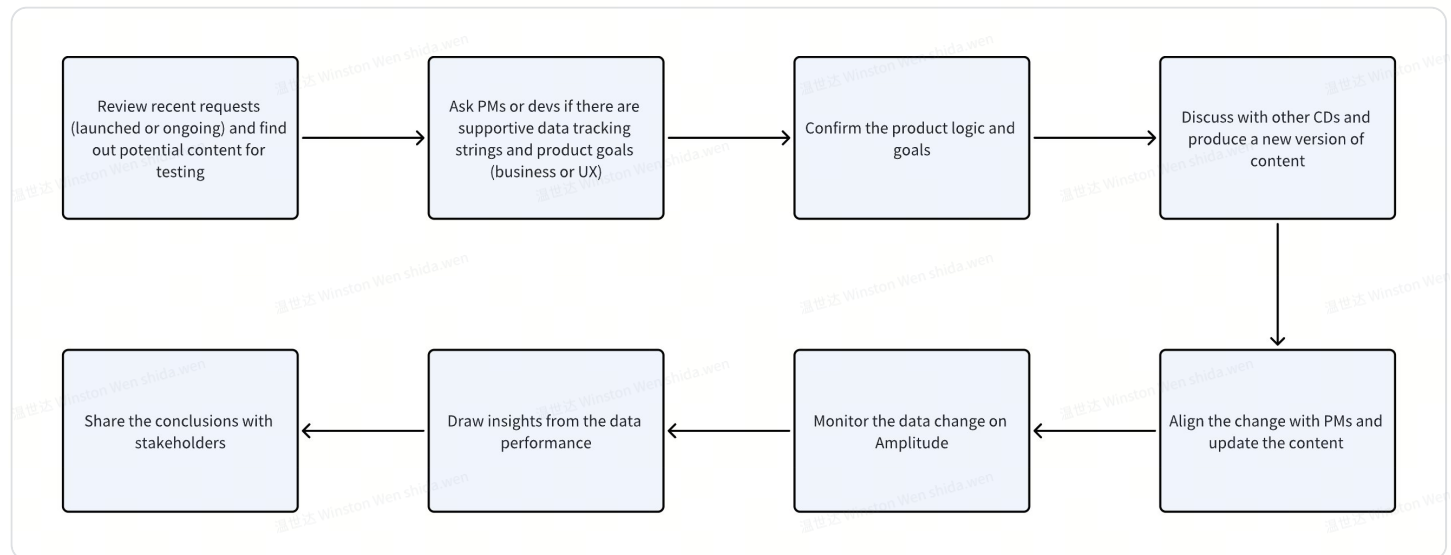
2. Workflow (long-term/general)



3. What can we do now (1st phase)?

If you're changing content as part of a whole page design, then you won't be able to test the effect of changing the content in isolation. But when you're only making changes to content, with the right analytics and behavioural insights you should be able to measure the effect of that change.

Thus, in the first phase, we only do before-after tests for existing content.



4. What can we measure and test?

(1) Visibility

To get our content exposed to more users, or draw users' attention to particular important information, we can try to change content in these areas:

- Navigation label
- Page header
- Call-to-action button
- Hyperlink

Metrics we can look at: page-views, user-views, click-throughs, bounce rates

(2) Engagement

We often want to keep people on our product longer to increase their chances of trading or staying loyal to our brand. But sometimes we just need to make sure they read important information or interact with certain features. Here are some places we can try to make changes:

- Event body
- T&C wording

- Cards
- Confirmation message

Metrics we can look at: page dwell-time, share rates, exit rates

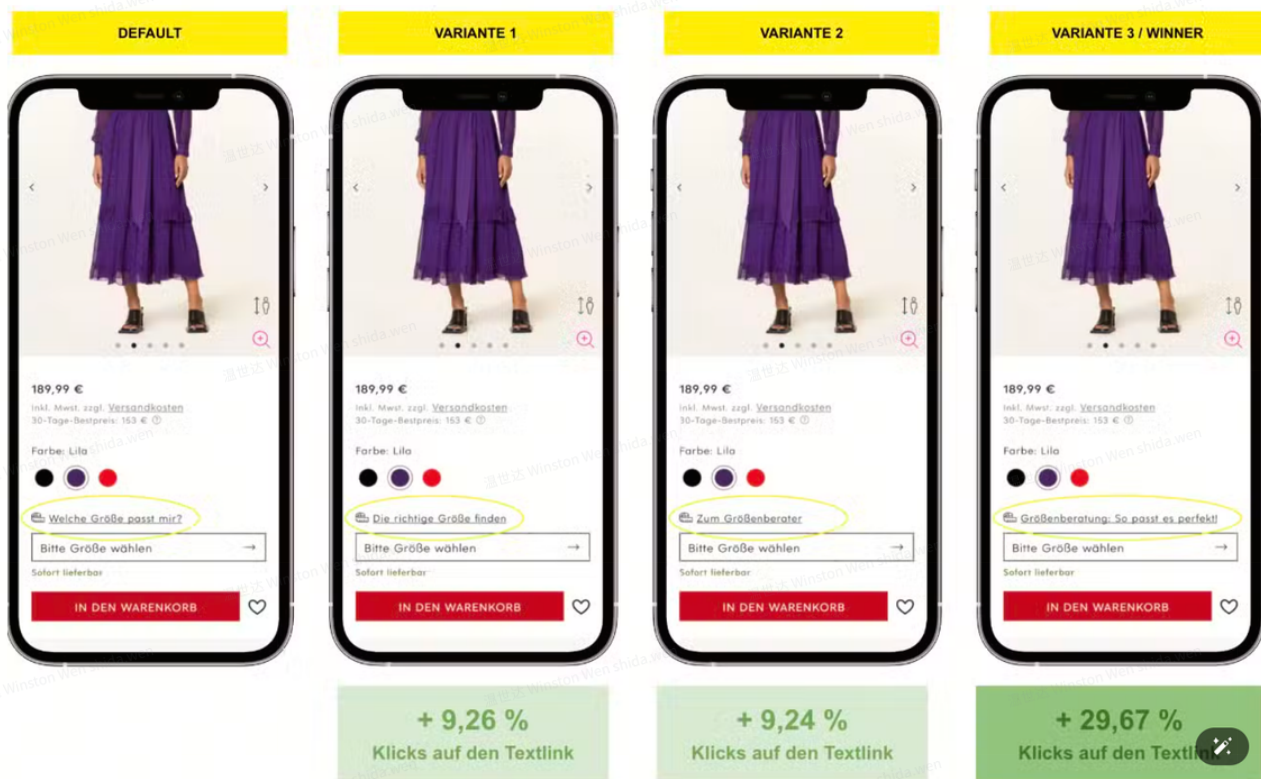
(3) Comprehension

If users don't understand what they're reading, then they won't understand what they're purchasing or completing. This confusion can lead to a loss of users, complaints, and negative feelings. Some components we can work on:

- Coachmark
- Placeholder
- Toast
- Tooltip
- Emptystate

Metrics we can look at: customer support rates, bounce rates, completion rates

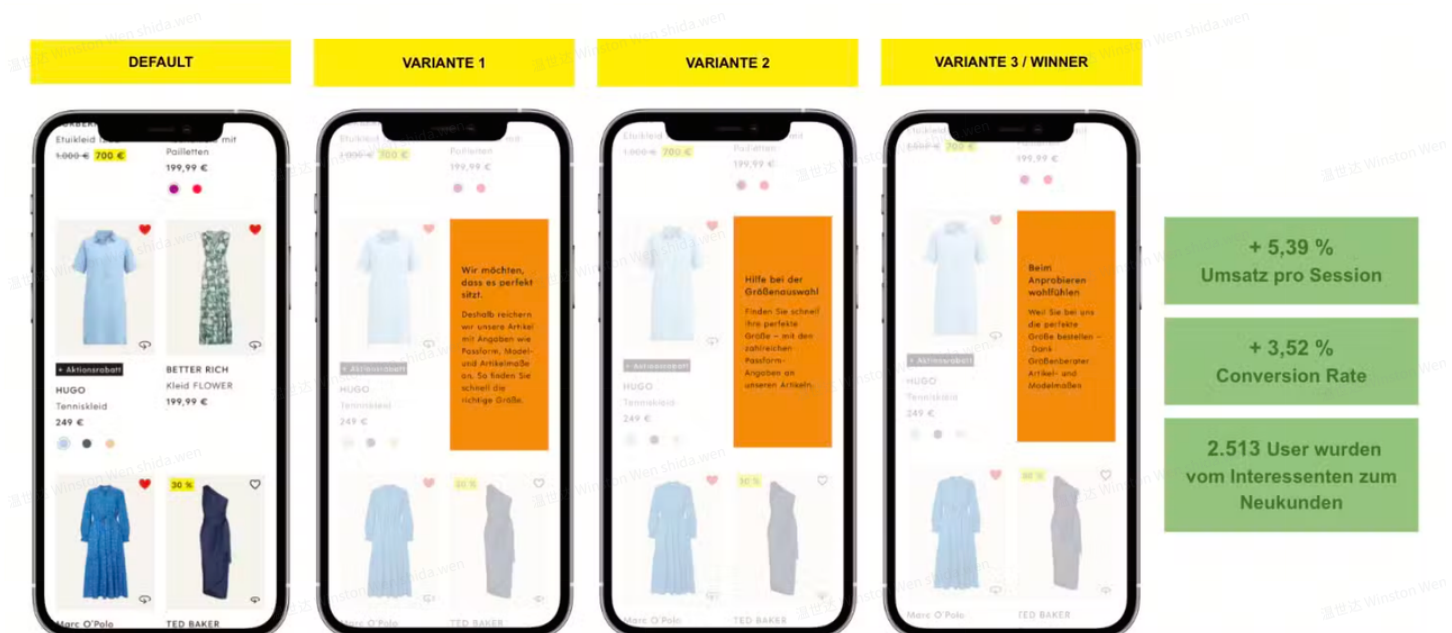
5. Best practices



(Copy from left to right: “Which size suits me?” / “Find the right size” / “To the size advisor” / “Size advice: “This will fit perfectly”)

Insights:

- **Text length:** Contrary to the assumption that shorter texts work better, the longest text draft achieved the best performance here.
- **Benefit orientation:** Variants that highlighted the concrete benefit for users achieved higher click-through rates.
- **Word choice:** The wording “size advice” was perceived as less of a commitment than “size advisor” and led to better results.
- **Relevance and value:** The combination of relevant information and clear benefit promise proved to be the most successful strategy.




(Headlines from left to right: “We want to fit it perfectly” / “Help with size selection” / “Feel comfortable while trying on”)

Insights:

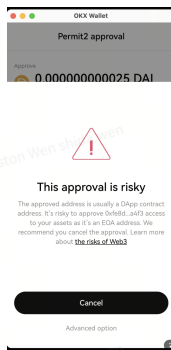
- **Emotional appeal:** The phrase “Feel comfortable while trying on” addressed a fundamental desire of customers and achieved a strong response.
- **Confident communication:** The sentence “We want to fit it perfectly” worked convincingly without subjunctives or limitations.
- **Transparency:** The clear explanation of how the promise is fulfilled (through size advisor, article and model measurements) created trust among users.
- **Placement:** Positioning this information directly on the list page proved effective in convincing users of the benefits early on.

6. Pilot test

Data monitor: [Content lab: Data monitor](#)

| Event | Data string | Scenario | Current data | Key | Content change | POC | Note |
|-----------------------------------|--|----------|------------------------------|----------------------------------|-------------------------|---|--|
| Users click "Cancel" or "Advance" | Confirmationpage_AlertPopup_Popup_View | | 2025, Mar, 19 Cancel: 530 | Title: pr_wallet_function_title_ | Version 1: Risk warning | PM:  Arthur Zhang CD: | Given that more and more users are falling into meme |

ed
option >
Continue
" or "the
risks of
Web3"



Advanc
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Continu
e: 990

The
risk of
Web3:
23

appro
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Body:
pr_wa
llet_fu
nction
_desc
_appr
ove_e
oa
Label:
pr_wa
llet_fu
nction
link
case

You are
engaging in
a high-risk
action.
Approving
{address}
may result
in asset
loss.
Usually, we
approve
DApp
contract
addresses,
but the
address
you want to
approve is
an EOA
which is
usually
controlled
by
individuals.
Learn more
about the
risks of
Web3.

Final
version:
The
approval is
risky

It' s risky
to approve
{address}
as it' s an
EOA
address.
Other
approved
addresses
are usually

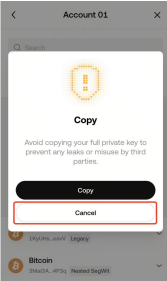


scams
(feedback
from CS), we
can
emphasize
the potential
risks and
consequences
in the body to
help users
avoid losing
their/ assets.

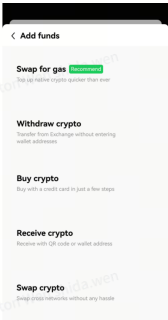

In this case,
we can track
the click-
through rate
of "Cancel"
btn + "risk of
web3" /
"Advance >
Continue".

Discussed with PMs:

This popup
will appear
when users
try to approve
an action to
an EOA
address, but
"approve"
usually
happens to
contract
addresses. It's
likely that the
user falls into
scams in this
case, so pm
also hopes
users click
"cancel" or
"the risk of

| | | | | | | | |
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| | | | | | <p>DApp contracts.</p> <p>We recommend you cancel the approval.</p> <p>Learn more about {link}.</p> | | <p>Web3", rather than "continue".</p> <p>PM also suggested we can shorten the description and highlight the risks of this approval.</p> |
| <p>Users click "Copy" or "Cancel" in the copy risk popup</p> | <p>PrivateKeyPage_Mid_CompleteCopy_Click</p> <p>PrivateKeyPage_Mid_CompleteCopyCancel_Click</p> <p>PrivateKeyPage_Mid_SecureCopy_Click</p> |   | <p>2025, Mar, 19</p> <p>Cancel: 213</p> <p>Copy: 5,955</p> <p>Secure copy: 2,729</p> | <p>Body: pr_wallet_copy_desc_copy_directly</p> | <p>Version 1: Copying your full private key directly may expose it to third parties. We recommend using "Secure copy" to protect your wallet.</p> | <p>PM:  Arthur Zhang</p> <p>CD:  姚天宜 Do</p> | <p>To ensure users' wallet security, it's recommended that users use secure copy rather than complete copy. We can modify the complete copy popup content to remind users to use secure copy and protect their wallet assets.</p> <p>In this case, we can track the click-through rate of Cancel +Secure copy/copy.</p> <p>Discussed with PMs: It's possible that users' clipboard are</p> |

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| | | | | | | attacked by viruses, and PM also suggested users use secure copy rather than direct copy. Plus, the content in the copy popup is from an old version and not optimized. We can optimize and add guides to the popup content. |
| Users click "Get started" to link their exchange account with their wallet | LinkedAccount_GuidePop_GetStarted_Click OKXWallet_Explore_LinkedAccount_Click |  | 2025, Mar, 19 Get started: 4,339 First time click linked account : 5,267 | | PM:  Kyle Churn CD:  温世达 Winston Wen | To encourage more users to connect their exchange account with wallet and improve interoperability, we can optimize the content with more benefits. In this case, we can track the click-through rate of "Get started"/"first-time click linked account" and also calculate |

| | | | | | | |
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| | | | | | | its bounce rate. |
| | | | | | | <p>Discussed with PMs:</p> <p>This function may be suspended soon, so we will skip this case on phase 1 and see if it can be kept.</p> |
| Users click "Fill up gas" and the method they choose | Web3WalletSend_Activities_FillUpGas_Interaction Web3WalletSend_Activities_FillUpMethod_Click |  | 2025, Mar, 19 Interact add funds: 7,482 Total methods: 451 | Swap: pr_metax_send_text_swap_desc Receive: pr_metax_wallet_text_wallet_buy_desc | PM:  Eric Chun CD:  温世达 Wi  姚天宜 Do | A lot users click add funds, but only a few of them choose to deposit funds with provided options. We can optimize the subtitles to stimulate users to select one of the methods to add funds. In this case, we can track the rate of "interact"/"method" <p>Discussed with PMs:</p> <p>The conversion rate is quite low right now. PMs agree we</p> |

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | can make optimizations on the description to see if it works. Now we can trigger this popup by sending crypto into the wallet. But the methods may vary across different markets. We can still optimize the copy first and deliver it. |
|--|--|--|--|--|--|--|

7. Future plans



- Continue to look for the potential scenarios for improvement and monitor the data after optimization. Record the test results. If there is no event tracking string available, we can come up a request on this topic group:



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- Conduct A/B tests with Web experiment feature to make better content decisions from the beginning, especially for scenarios like banners which are impacted by market traffic.

📄 AB Experiment Checklist - Template

(from  Aurora Fang Kunding and  Mirela Yu Minghui)

- Collect the test results and share with stakeholders.

8. References

<https://www.linkedin.com/advice/0/how-do-you-measure-content-design-ux-performance>

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<https://www.nngroup.com/articles/ux-goals-analytics/>

<https://uxwritinghub.com/how-to-measure-your-ux-writing-and-content-design-effectively/>