

## Transcription

### Activation Growth Hacking



Hi there. In the last session, you learned about growth hacking and the role of a growth hacker. You also looked at the first stage of the customer life cycle, which is acquisition. Now it's time to move on to the next stage. What should you do once you have acquired the users? Let's hear this from our subject matter expert.

**ACTIVATION**

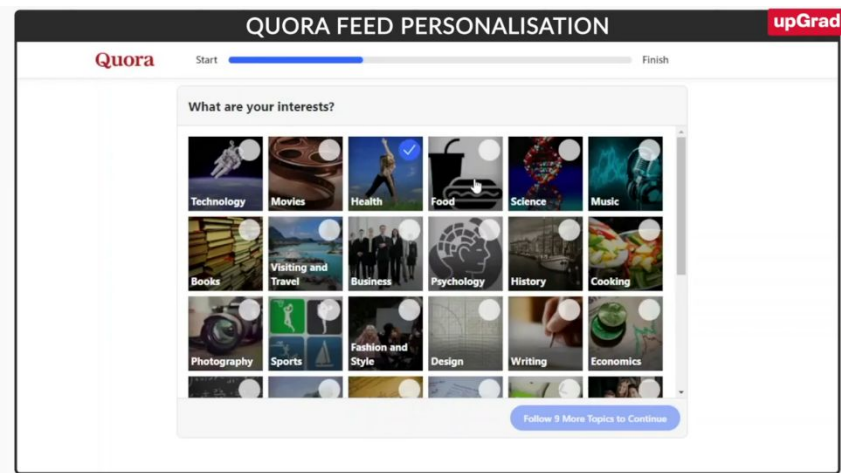
- 01 Ensures a good user experience
- 02 Beginning of a relationship with a customer
- 03 Possible activation goals:
  - a. Creating an account
  - b. Getting email address
  - c. Subscribing to newsletter
  - d. Getting phone numbers
  - e. Getting users to comment, share and take an action
  - f. Getting users to watch something

The next stage once you've acquired the users is the activation. Activation is to ensure that all the first-time visitors are having a great experience in your site. When they come for the first time, everybody is a stranger to your site. They know nothing about you yet. Your job at this stage is to hoop their attention, engage their interest through activation.

Activation is the beginning of your relationship with the customer. Activation is when the user does something that you have decided beforehand that they should do something which furthers your goals, when they go down the lean marketing funnel.

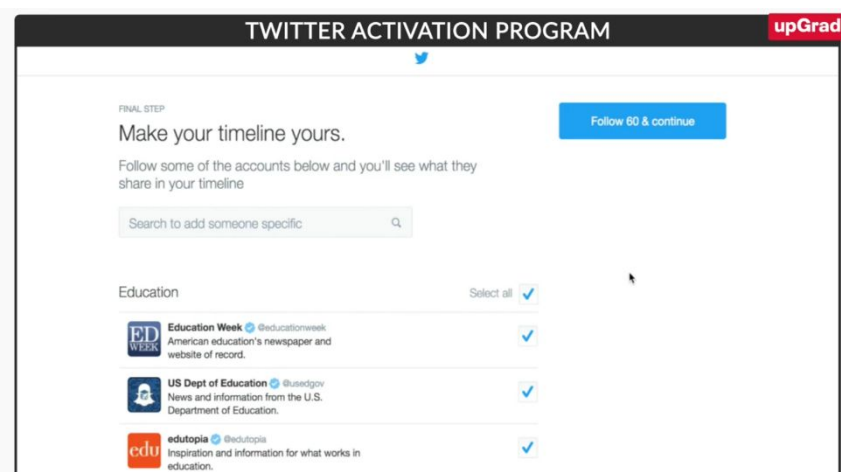
Any product should work hard to educate their first-time user and good activation tactics mixes, educating, selling, and using product without much friction. The focus at this stage is to get customer to do more than just being a visitor on the page.

So, what can be the activation goals for a product? It can be creating an account. It can be getting an email address or subscribing to a newsletter, getting the phone number, getting them to come and share, or take an action, getting them to watch something, etc.



One of the examples which I want to highlight for a good activation program is the activation program of Quora. When you are going to Quora as a new user, you will land upon a registration page. And once you enter the details, they ask you for the details of topics you want to follow, and you have to select 9 or 10 topics, which is mandatory.

This helps Quora in personalizing your feed, whenever you are going to login to Quora for the next time. There is a progress bar on top, which sets clear expectation with users on what all the steps that you are going through. This is a differentiated experience for a first-time user, which helps Quora to personalize the feed and take user to the further steps in the lean marketing funnel.



So, Quora is a great example of a good activation program. Another example is Twitter, if you are going and registering in Twitter as a new user, you can see that Twitter asks you for a lot of information. Twitter actually tries to get a lot of information and interest that you want to know about.

It asks you about the celebrities that you want to follow. It asks you about the topics that you want to know about, and all these things will help Twitter to personalize the feed whenever you are coming back the next time, so that there is enough stickiness within the product and the user will come back again and again.

So, a good activation will help you to ensure that your retention metrics are really great and the users come back again and again.



Activation is to ensure that all the first-time visitors are having a great experience in your site. The focus at this stage is to get the customer to do more than just being a visitor on the page. Getting an email address of the users, subscribing to a newsletter, getting their phone number could all be the activation goals. Next up, we'll look into the acquisition goals in more detail.



By now, you would have realized the importance of creating a hook for your users once you have acquired them. For this, you went through the demonstrations of activation programs for Quora and Twitter. But how do you define or identify activation goals?



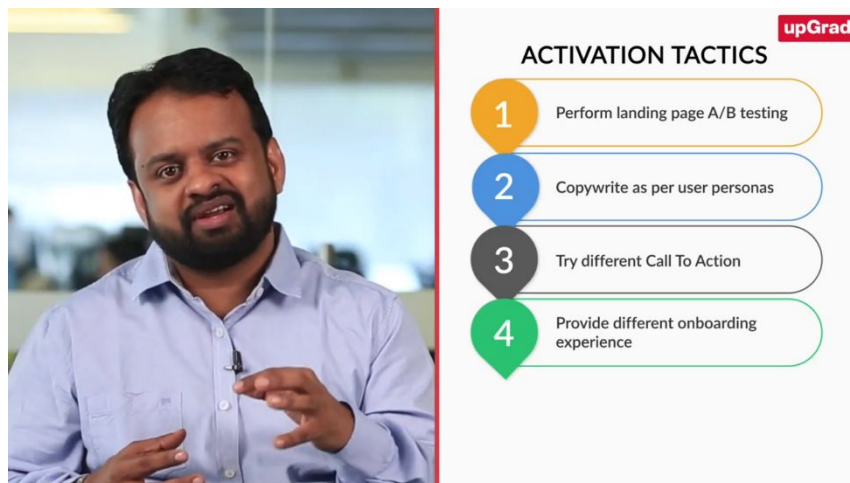
One of the things that you need to realize when you're doing activation is that it is also important to recognize that fewer goals that you have, the more likely you are to achieve them. You can have five activation goals. If you have five activation goals, then it is difficult to use tactics to achieve any of them effectively.

So, if every goal in your page is shouting, look at me, look at me, then there is a competition between all the goals and the user may find it confusing, and there'll be a lot of friction.



So, you need to ensure that you are clearly defining your goal for activation, and it is not something that the user is doing on the page. It's something that you want user to do on the page, how to lead user to that particular goal. That is what you have to consider when you are defining activation goals.





Some of the tactics that you can use for activation and to identify and fine tune goals include landing page AB testing, have two variations of the same goal and see which works or which converts better. You try to do copy-writing as per the user personas.

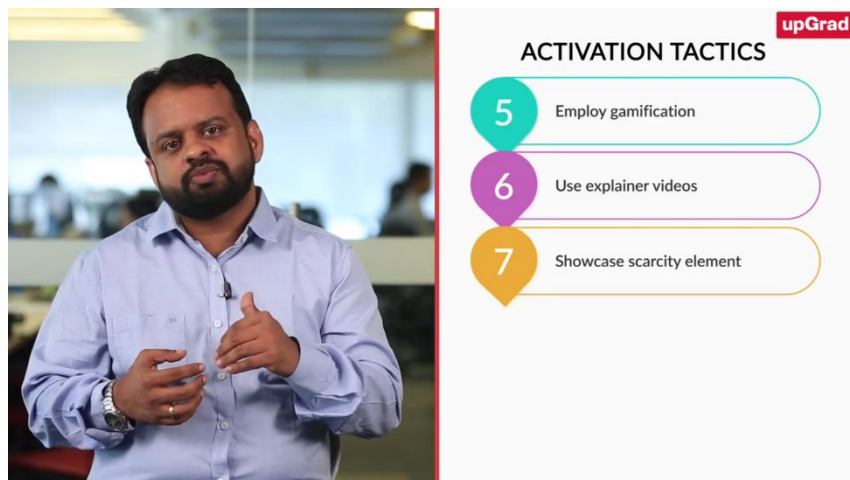
So, the user personas will be very different depending upon the background, ethnicity, the kind of service that he uses, etc. Try different copywriting for each of these users, try different call to action. There is a difference between a call to action, which is buy now, as well as buy.

Buy now will provide you more clicks on the button. So, try different calls to action, try a different onboarding experience, especially if it is a new user.



There is a website called [useronboard.com](https://useronboard.com), which provides you with tea down experiences of all the major consumer internet products for new users. So, you should check out that out on how people are onboarding users.

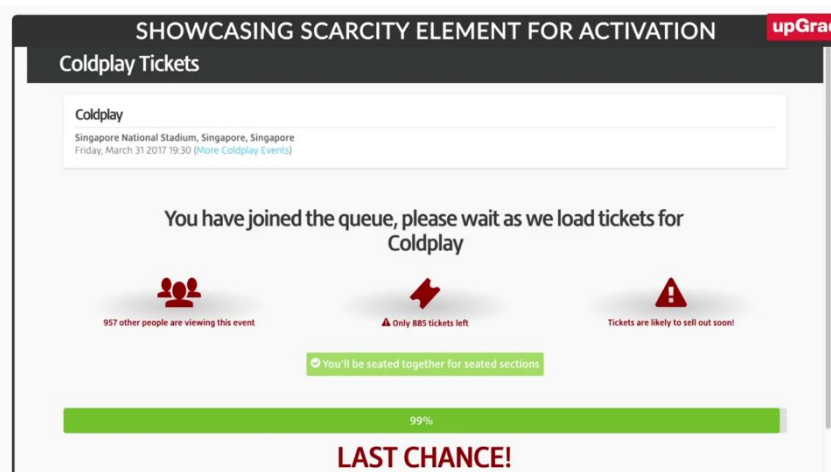
Onboarding is a mixture of education, selling as well as understanding on what user is looking for. And a good onboarding experience can help you in increasing stickiness on the product.



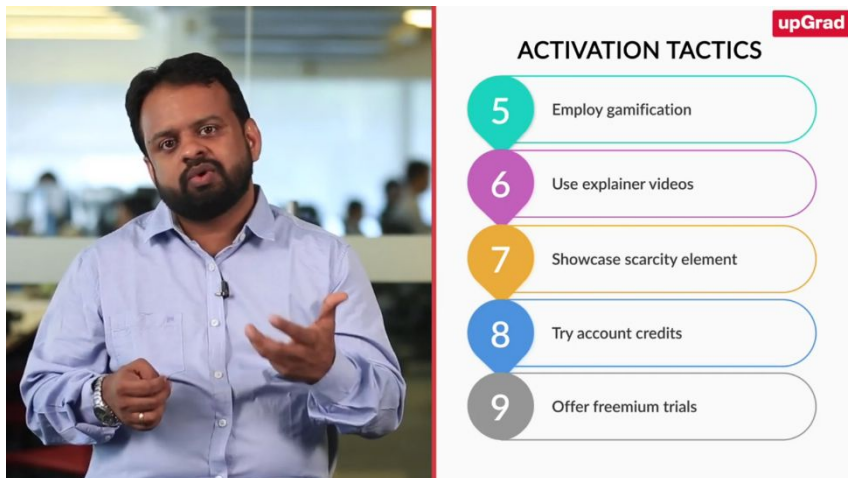
You can also employ gamification, which is basically rewarding your user for completing certain steps, etc., even when he's coming as a new user.

And you can also use testimonials from his friends, founders, and numbers saying that this is available only for this much time period. You can use explainer videos also to communicate to user what the service is about, and also provide chat assistance if it is required, if the user is staying on the page for a long time.

And one of the other things that you can do during activation is to showcase scarcity element, which tells that only this much slots are left.



For example, a website which sells tickets. When somebody has landed on a page to book tickets, you can say that only X tickets left, and if the action is to book ticket, this can help you in converting the user from an acquisition stage to an activation state.



And you can also try out account credits. So, when you're trying out account credits, you are by default, when somebody is registering, you are putting some credit in his account so that he goes through the entire product experience.

And at a later stage, this can help the user to come back and spend his own money and go through the product experience. A lot of ecommerce sites use account credits to ensure that user is making the first order.

You can also use a freemium trial. Freemium trial is essentially offering a user the product for free for a certain time period. And then going back to user and asking whether you want to use that product, you want to upgrade the freemium to a paid plan and upgrade the product.

One of the things that you have to consider when you're doing activation is to measure each user by the marketing's channel through which the user is coming in because users from each marketing channel will be behaving really differently.

You break it down by marketing channels or traffic sources and see how you can improve conversion metrics for each traffic source. Some of the things that you can try out include changing the USP, putting only one login option etc., depending upon which marketing channel the user is coming from.

You have to remember that activation goes one step further than acquisition and focuses on a conversion on user from the spectator to being in a relationship with the product. So, you need to ensure that users try out the product after the awareness stage. And all the tactics that I mentioned previously is focused on the same.

A growth hacker can use the conversion from homepage to signup page as a starting point, signup page or any other action page as a starting point. And to track the activation metrics, you should try to build the entire funnel in the analytics tool.



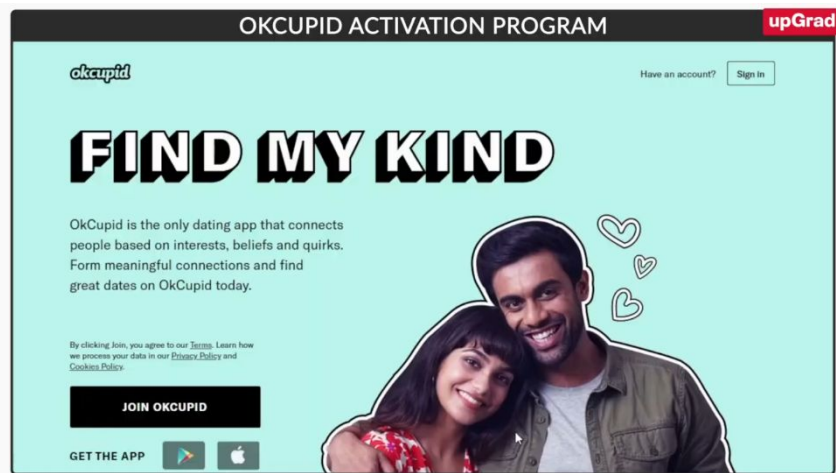
You need to clearly define your goal for activation. It should be something that you want the user to do on the page. Some of the tactics that you can use to identify and fine-tune activation goals include landing page AB testing.

Ensuring a good user onboarding experience can help you increase the stickiness of the product. Gamification, explainer videos, chat assistance, showcasing scarcity element, freemium trial are some of the techniques you can use to engage your users.



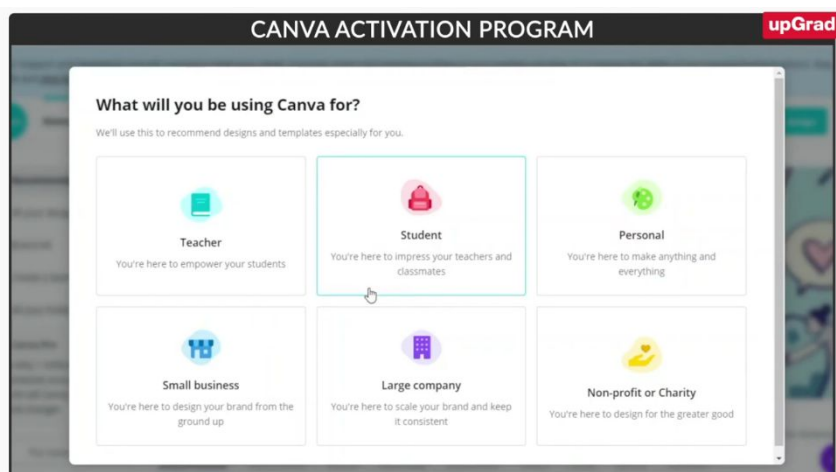
Let's take a look at a few more examples of activation in this video.





I would like to showcase two more examples of a good activation program. One is a dating site called OkCupid. If you're coming and registering in OkCupid, you can see that they're taking you through the entire funnel. And when you are registering, for each registration box, there is an assistance that comes either through a prompt or through a helpful text.

So, since they are a dating site, their onboarding is pretty long and they want to ensure that the users are pretty much engaged with the onboarding program, and pretty much engaged in this stage and they are not dropping out. And this is a fantastic way by which you can engage with users and get as much information as possible rather than a standalone plain vanilla form. We just ask the information without a conversation with the user.

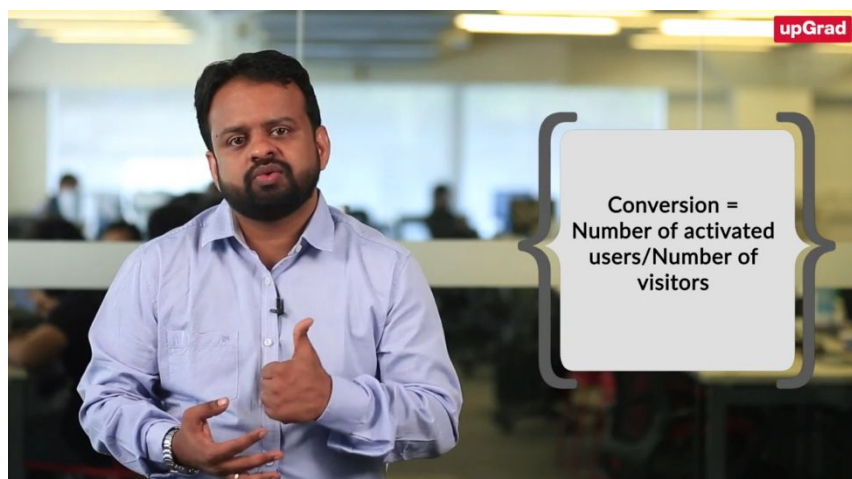


Another example for a good activation program is a software to design banners called Canva. If you go to canva.com and you register out there in the website, you can see that when you are coming to the next screen, they ask you, what is the purpose of registering for Canva? Is it work? Is it personal? Or is it education?

If you're selecting each one of these, then you will be going to a screen, which has a different experience depending upon what you have chosen. So, this is making it easy for both Canva as well as user to ensure that the expectations are set and you are giving a personalized activation program, depending upon what the user is planning to use Canva for.



But the big question here is how do you measure the success of an activation program?



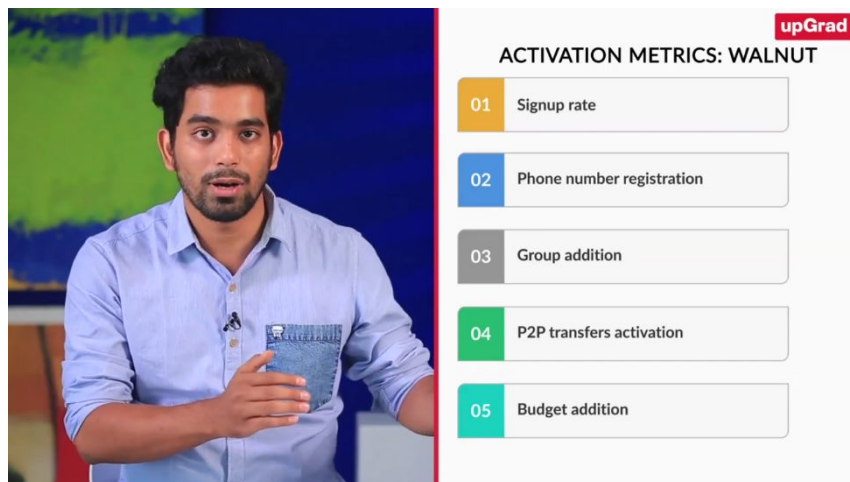
The success of an activation program is defined by the percentage of users who did each activation action. So, you can look at the percentage of users who went through the onboarding experiences and completed the onboarding experience.

The percentage of people who came to the page, who gave you an email ID or who created an account, an activation should be measured by number of visitors who did the desired actions, such as signing up through Facebook or Google login in the homepage if you want the people to sign up.

The best way is to create a simple conversion formula by dividing the number of activated users by the number of visitors who will come to the page. And this ratio has to go up every week or every month, depending upon the changes that you're making in the page. This can help you a lot in understanding how well your activation growth hacking is working.



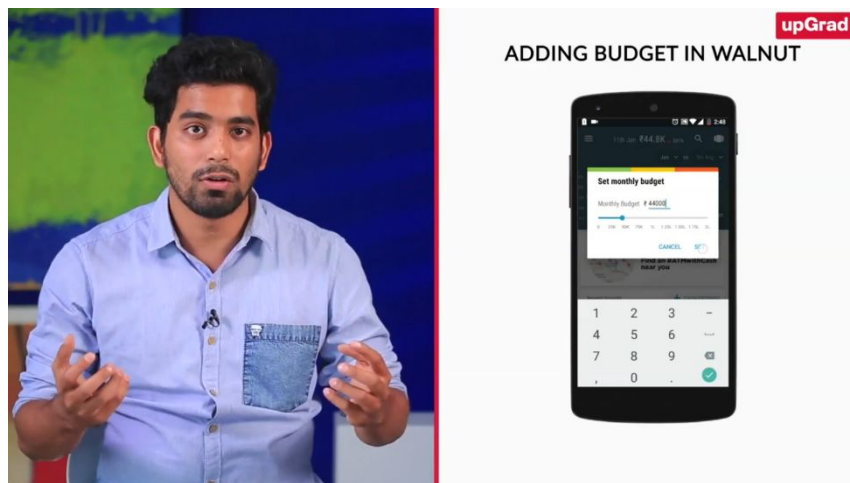
Let's look at the activation metrics, which are being tracked at Walnut.



When do we understand that the user who was acquired, has started doing actions inside the app? The simplest activation metric you can measure is the sign-up rate. The other thing which is very important for us is registering the phone number.

Some of the other actions you do deeper down the pipeline is adding groups, activating P2P transfers, adding a budget. These features help us qualify the stage and the user journey you are, and help us understand user behaviour.

So, you understood what are the metrics for activation but how do we achieve activation. For us, we track obsessively the actions the user takes inside the app. Based on the actions, we've configured a push lifecycle.



Example, adding a budget is important as this signifies you are serious about your money. So, the app evolves with new intents, like an app cards or an app notification to help a user go deeper into the user's journey. For users who drop off without registering a phone number, we re-target them via display campaigns on Facebook and AdWords.



We looked at the activation program of OkCupid and canva.com. We also learned how to define the success of an activation program and looked at the activation metrics which Walnut tracks, such as sign up rate, phone number registration, P2P transfers activation, group and budget addition.



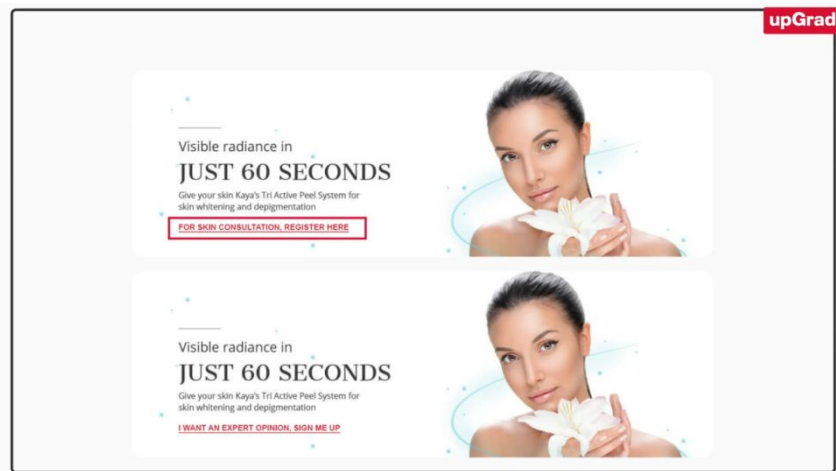
You learned about activation growth hacking and also looked at activation programs for various products. But how do you optimize the conversion rate of your product? Or how do you ensure that the users are taking the intended action once they visit your product. Also, what are the different types of conversions?



Let's look at this through an example. Say you are in this skin clinic business that provides solutions to different skin problems. Your website is up and running with all the different marketing campaigns in place. You have invested in search engine marketing, both organic and paid, as well as created a wholesome social media presence.

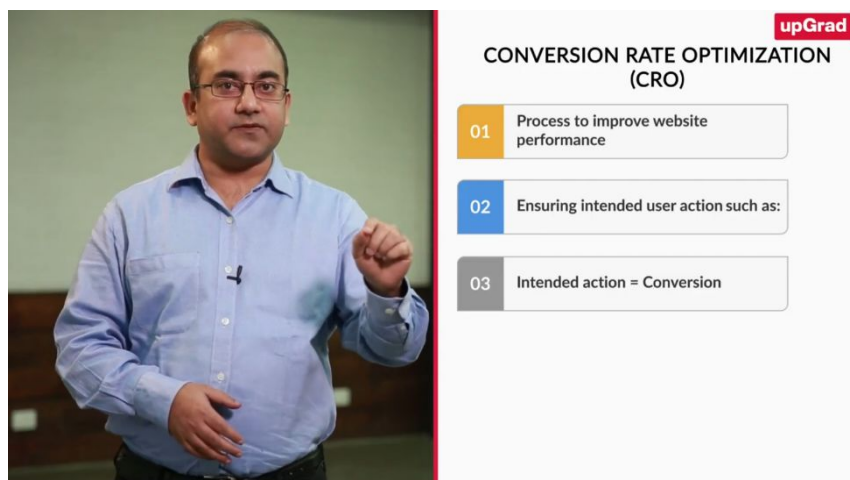
All of this results in visitors, flocking to your website in great numbers. But despite all this, the number of appointments booked on the website is not encouraging. And it stands at a mere 1%. Can you guess what the issue might be?





If you think about it carefully, the problem could be as significant as poor content to as minor as an unclear call to action. So, as a possible remedy, do you think a simple change of the text about the call to action from, 'For skin consultation register here', to, 'I want an expert opinion, sign me up', can make a significant difference to the number of booked appointments.

This is where conversion rate optimization or CRO kicks in and helps you to answer such questions. As a result, this gives tremendous flexibility to experiment new variations and choose the one that drives the most conversions.



To start with the basics, you must be wondering what exactly CRO is. Simply put, it is a systematic process to improve the performance of a website. By performance, I mean that the marketer can get the users to take an action that he or she wants them to take.

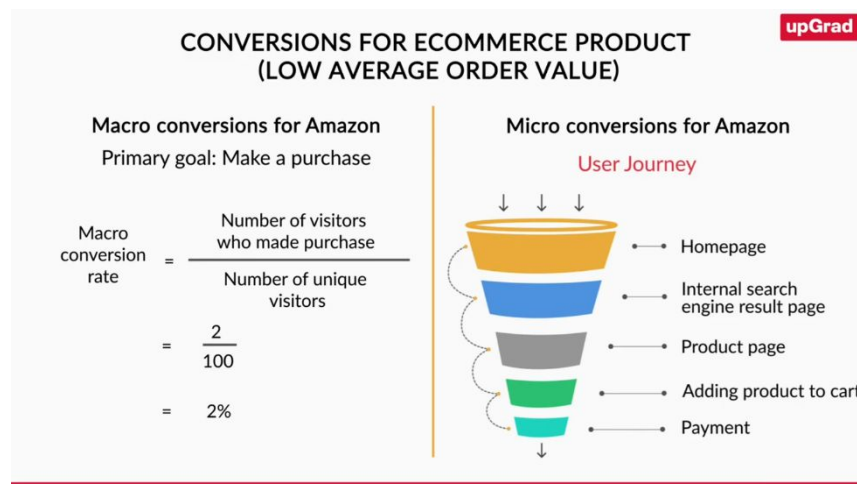
Once a user lands on the website, this action could range from simply making a user sign up for a newsletter of your business's weekly updates, to as complex as driving a user from the homepage to the product page before finally making a purchase on your ecommerce platform.

In the context of CRO, if this intended action is taken, it is called a conversion. Now, before we look into the specifics of building and testing an effective CRO strategy, let us first understand the different types of conversion that relate to specific businesses.

One way of classifying this conversion is according to the intent or goal of the business. And if you go further, we can define the macro and micro conversion goals based on this intent.

To understand this in greater detail, let's consider two scenarios:

1. First, a low average order value product-based business, like Amazon, that has the intent of driving users to make purchases directly.
2. Second, a high average order value service-based business like upGrad that has the intent of generating leads and not sales convergent per se. These leads are then later nurtured extensively, and finally passed onto the sales funnel to close the deal.

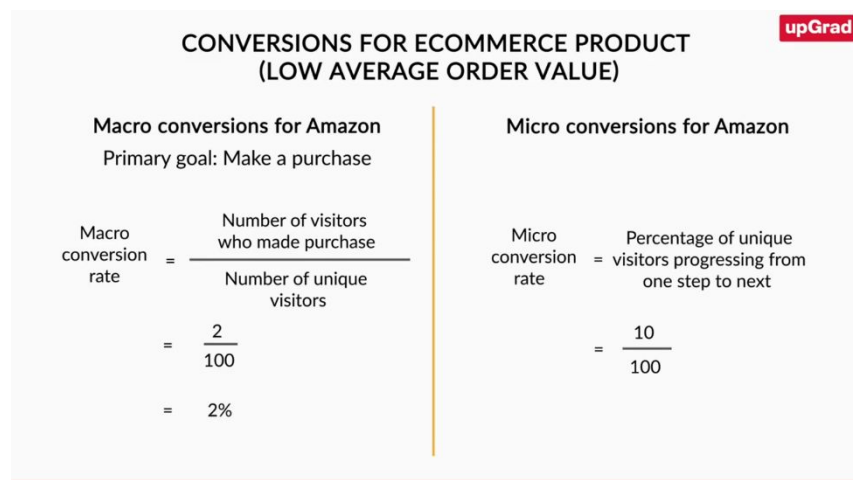


Now let's consider the first one. For any business, the macro conversion can be defined as the primary business goal of a website.

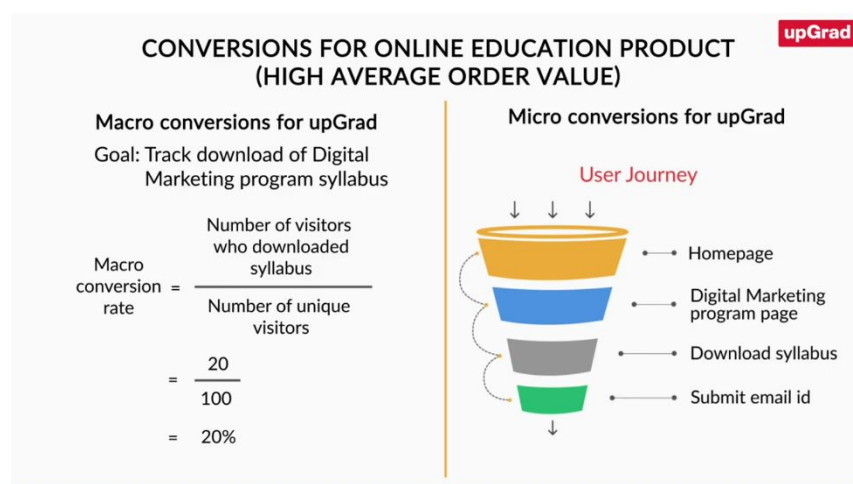
For example, Amazon's macro conversion goal is driving the users to make a purchase on its eCommerce platform. So, if out of 100 unique visitors that land on Amazon, 2 visitors making a purchase translates into a macro conversion rate of 2%.

Accordingly, micro conversions for any business can be defined as a series of step by step convergence along the journey of the user to ultimately result in a macro conversion.

For example, on Amazon, a user journey could progress from the homepage, to an internal search engine result page, to the product page, to adding the product to the cart, and then finally making the payment.



So, the micro conversion rate in this case is the percentage of unique visitors progressing from one step to the next step. As an example, say out of 100 unique visitors who are present on a particular product page, 10 proceed to add to cart. Then the micro conversion rate for this step of the journey is 10%.



Now let's look at the second kind of conversion possible. For a company like upGrad that is more focused on lead generation rather than pushing the users towards direct purchases, one of the macro conversion goals tracked by upGrad is the download of the program syllabus.

The leads captured from this are then nurtured through an email drip campaign, and then finally passed on to the sales channel for revenue generation. So, as an example, if out of 100 unique visitors on the digital marketing program page, 20 visitors download the syllabus, then it translates into a macro conversion rate of 20%.

Next, to identify the micro conversions for such a business, you can take note of the step by step user journeys that result into a macro conversion. For example, in the case of upGrad, the user journey comprises of moving from the upGrad homepage to the digital marketing program page, to clicking on the download syllabus call to action, and then finally submitting the lead.

CONVERSIONS FOR ONLINE EDUCATION PRODUCT (HIGH AVERAGE ORDER VALUE)				upGrad
Macro conversions for upGrad		Micro conversions for upGrad		
Goal: Track download of Digital Marketing program syllabus				
Macro conversion rate	=	Number of visitors who downloaded syllabus		
	=	Number of unique visitors		
	=	20		
	=	100		
	=	20%		
Micro conversion rate	=	Number of visitors hitting CTA		
	=	Number of unique visitors		
	=	40		
	=	100		
	=	40%		

Conversion rates for each of these steps can be defined. For example, if out of 100 visitors that land on the digital marketing program page, 40 hit the call to action button of download detailed syllabus, then the conversion rate for unique visits to download syllabus is 40%.

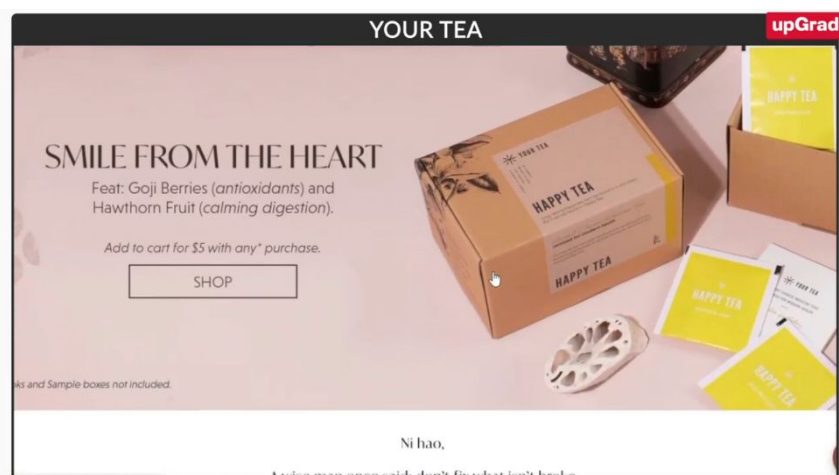
So, the takeaway from these two examples is that it is important to identify your business intent and then identify the website's objectives to come up with your macro and micro conversion goals that can be later optimized using the CRO techniques.



You need to identify your business intent and then identify the product's primary objectives to come up with your macro and micro conversion goals that can be later optimized using the CRO techniques. Next up, we will look into building and testing CRO strategies.



Now that you know what conversion rate optimization or CRO is and the different types of conversions, how do you go about building and testing a CRO strategy?



Creating a CRO strategy has a defined structure. Let us understand this using an example from the e-commerce sector. We will consider Your Tea, an eCommerce platform that serves a range of tea products to its target audience of health and weight conscious consumers.

Using Your Tea's example, we will look deeply into how the eCommerce platform went about creating and testing a CRO strategy.





To begin with, Your Tea identified the macro conversion as an increase in its revenues, based upon its business intent of driving users directly towards purchase.

Then for the purpose of achieving the macro conversions, Your Tea identified the micro conversions as per the different steps of the user journey. These were, one, homepage visit, two, internal search result page visit, three, product page visit, four, add to cart visit, five, payment visit.

From this, the first step of creating your CRO strategy is to lay the foundation by identifying the micro and macro conversion goals of your business. You need to define these goals according to your business intent, as well as by observing the different steps of the user journey.

**YOUR TEA CRO STRATEGY**

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research

Methods	What Your Tea did	Insights Gathered
Google analytics	Analysed performance of each user journey step	Large drop-offs from "Product" page to "Add to Cart" page

Now, to identify which step of the user journey underperformed, and thus lower the micro conversion rate, Your Tea did some initial research in the following manner. First, Your Tea using Google analytics looked at the performance of each and every step of the user journey to evaluate what percentage of visitors were progressing to the next test step of the user journey. Thus, making a micro conversion.

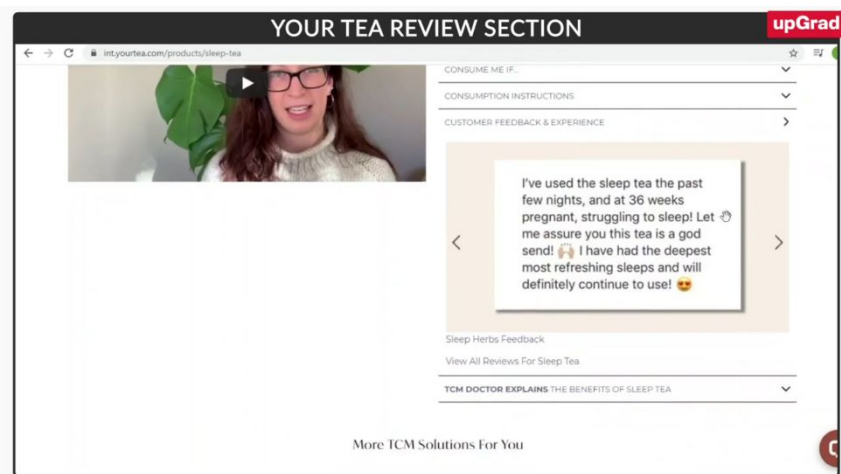
Your tea detected a large number of drop-offs at the product pages indicating that a lot of people were landing on the product pages, but we're not adding anything to the cart.



One of the largest sellers on Your Tea's eCommerce platform was Tiny Teatox that generated the highest amount of traffic, and so Your Tea decided to optimize the product page of tiny Teatox first.

YOUR TEA CRO STRATEGY		
Step 1: Identify macro and micro conversion goals		
<ul style="list-style-type: none"> <li>Macro conversion goal: Increase revenue</li> <li>Micro conversion goal: Identify steps in user journey facing low conversion</li> </ul>		
Step 2: Research		
Methods	What Your Tea did	Insights Gathered
Google analytics	Analysed performance of each user journey step	Large drop-offs from "Product" page to "Add to Cart" page
Heatmap analysis	Found where visitors were spending time	Visitors interested in product credibility

Second, Your Tea performed a heat map analysis to understand where the visitors were spending most of their time on the Tiny Teatox webpage. Heat map analysis, a graphical representation of how a user interacts with the webpage enabled Your Tea to identify the areas over where a user browses the most.



For example, Your Tea observed that most of its visitors browse through the reviews section indicating their interest in the credibility of the product.

### YOUR TEA CRO STRATEGY

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Methods	What Your Tea did	Insights Gathered
Google analytics	Analysed performance of each user journey step	Large drop-offs from "Product" page to "Add to Cart" page
Heatmap analysis	Found where visitors were spending time	Visitors interested in product credibility
Website surveys	Asked whether visitors are looking for more review like features	Visitors would like to have review like features

Third, Your Tea conducted website surveys shown to the users at the time of browsing the Tiny Teatox product page. Your Tea specifically asked its visitors, whether they were looking for more review like features that made Your Tea's products more credible.

From the surveys, Your Tea qualitatively confirmed that users who were indeed interested in the credibility of the tea products and would like to have such features on the product page. Hence, the second step of building an effective CRO strategy is to establish a baseline by not only understanding how a website performs, but also understanding the user intent behind the actions that lead to such performances.

You can set this baseline by utilizing Google analytics, to understand which step of the user journey faces a below par conversion rate as compared to your previous campaigns or industry standards. Then to identify which elements of your webpage are browsed the most, as well as the least, you can utilize the heat map analysis.

Apart from gathering this quantitative data, many times you might want to know the reason which drives a visitor's action. And therefore, you can use website survey to achieve this. You also need to be careful while asking the

survey questions. It should be simple non-intruding of the user action currently being done. Otherwise it can lead to high bounce rates.

upGrad


### YOUR TEA CRO STRATEGY

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Identified problem	Potential solution
Low number of credible proofs	Add credible "before and after" images to product page



Your Tea "Before and After" Images

So, to summarize, Your Tea identified a low number of credible proofs as one of the reasons that were causing the low product to add to cart conversion rate. As a remedy to this problem, Your Tea hypothesize that a potential solution could be adding credible before and after images to the product page to increase the conversion rate as compared to the original.

Your Tea wanted to test this hypothesis by adding the image to the product page, and then observe the conversion rate for a particular time.

upGrad

### YOUR TEA CRO STRATEGY

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Step 3: Formulate a hypothesis

From this, we see that the third step of creating a CRO strategy is that you need to formulate a hypothesis that you want to test, and thus solve your problem of a low conversion goal.

Now, to test the hypothesis, Your Tea wanted to compare the conversion rate of the original product page with its variation after the before and after images were added to it. For this, Your Tea conducted an AB test, one of the most common techniques available to optimize conversion rates.

As a part of AB testing, Your Tea created two webpages of the Tiny Teatox product page that differed in only one aspect. The original product page or variation A was kept untouched, while the image of before and after was added to the original page to make it variation B. Once created, these two webpages were shown to the visitors with 50% of them randomly allocated to each variation.

**YOUR TEA CRO STRATEGY**


Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Step 3: Formulate a hypothesis

Step 4: Design the test



So, in a sense, the fourth step of building and testing a CRO strategy is the designing of the test. After designing the AB test, Your Tea then used one of the many CRO software available in the market to set up the AB test in it, and then run the same. This CRO software compared the conversion rate of the two webpages that were shown randomly to the visitors.

After running the test, Your Tea was able to infer the following results. The add to cart conversions for the original product page yield a 13.3% compared to the 22.1% yielded by its variation. Essentially, this means that the conversion rate increased by 67% or two thirds.



You've learned how to create a CRO strategy through the example of Your Tea. Let's take a look at another example of building and testing an effective CRO strategy.





This time we shall focus on a lead generation business like upGrad that provides courses with an average order value ranging from rupees 60,000 to rupees 2 lakhs.

Due to its relatively higher average order value than any eCommerce platform, upGrad's primary focus is to generate consumer interest in its different programs, with an intent of obtaining the contact information of the visitor so that it can educate and nurture customers before reaching out directly via sales.



To give an overview, upGrad is an e-learning platform that offers a range of courses across multiple domains targeted at working professionals. One of the courses offered on this platform is the digital marketing certification program.

Using upGrad's example, we will look deeply into how the e-learning platform went about improving its macro conversion rate of 2% by implementing a CRO strategy.



As the first step based upon its intent of lead generation, upGrad defined one of its macro conversion as the percentage of visitors who submitted the request call-back form out of those who landed on the digital marketing program page.

Further, upGrad identified its micro conversions as per the different steps of the user journey. These were, number one, upGrad homepage visit, number two, digital marketing program page visit, number three, click on request call back call to action.

With this, upGrad laid the foundation by identifying the macro conversion and the micro conversion goals that it wanted to optimize.

**upGrad**

### UPGRAD CRO STRATEGY

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase lead generation
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Identified problem	Possible reasons
Low "Request Callback" conversion	<ul style="list-style-type: none"> <li>○ Cluttered landing page</li> <li>○ Poor website design</li> <li>○ Unclear value proposition</li> <li>○ CTA not visible</li> <li>○ Missing credible proofs</li> </ul>

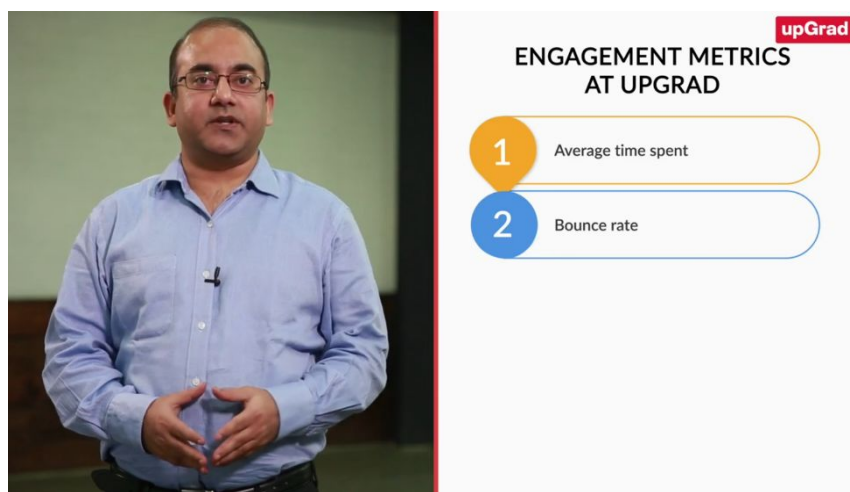
As the second step of building a CRO strategy, upGrad did some initial research to identify the steps of the user journey that were facing a low conversion rate. By analysing website data, upGrad looked at each and every step of the user journey to evaluate what percentage of visitors were progressing to the next step of the user journey.

upGrad identified that despite a healthy traffic to the digital marketing program page from search, display, as well as social media, the conversion rate of requesting a call back was comparatively lower as compared to its other courses.

It essentially that there was more scope to optimizing the different elements of the digital marketing program page. It could either be the user experience elements like a cluttered landing page, poor website design or content related issues like an unclear value proposition that could be optimized.

It could also be the call to action, which was not visible to the user or missing credible proofs like testimonials or customer reviews or third-party endorsements that were causing the low conversion rate from the program page to the request call back call to action.

With many optimizations possible, upGrad decided to analyse more information to prioritize the optimizations it would like to do, as upGrad's focus was on engaging the user with the service while not constantly pushing him towards the purchase, upGrad decided to look at metrics that indicated the engagement of the user with the web page.



These were, first, upGrad looked at the average time on the digital marketing program page to observe that the users coming to the page were spending around 40 seconds, a considerable amount of time as compared to the e-learning industry.

Second, upGrad noticed that despite spending a healthy time on the program page, the bounce rate was 40%, which is normal as per the e-learning industry standards. Based on this data, upGrad realized the need to engage the users further, to increase the request call-back conversion rate.



upGrad introduced a digital marketing quiz that let users gauge their digital marketing quotient. To gather the leads in the best possible manner, upGrad introduced two variations of the quiz to the visitors.



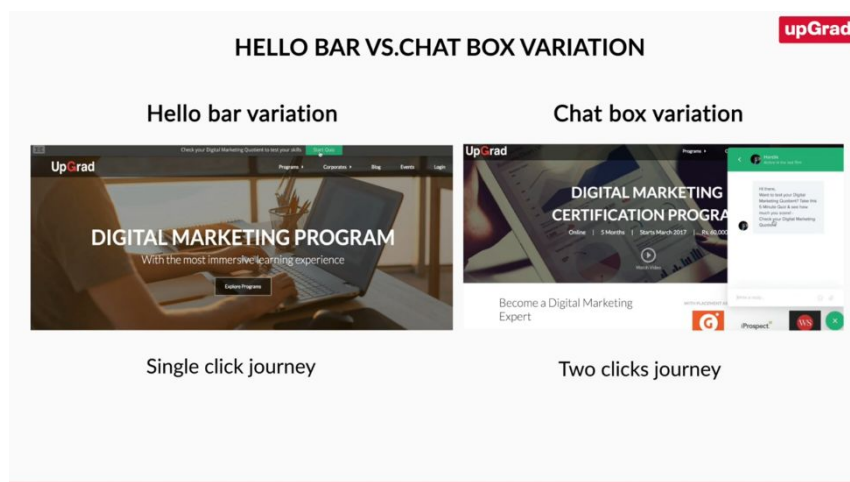
First, they introduced a hello bar, that is a bar that appeared at the top of the digital marketing program page, which asked the users to test their digital marketing skill. The user journey for this was, you click on the hello bar that appears on the top of the digital marketing program page. Next, you are taken to a screen that requires you to enter your contact information and take the quiz.



Two, upGrad introduced a chat box that notified the landing users about the digital marketing quiz. The user journey on this chat box was, a chat box appears on the bottom right with the ping notification that informs you of someone from upGrad trying to reach out.

Once you open the chat box, a message appears asking you to take the digital marketing quiz, to know your marketing quotient. Once you click on the link, you are then taken to the same quiz where you enter your contact information and take the quiz.

From this, you notice a difference in not only how these two variations were presented to the user, but also how these two variations differ in the number of clicks required from the user to take the quiz.




The hello bar took a single click journey. Whereas the chat box took two clicks from the user to arrive at the quiz.

It's important to notice that the entire purpose of creating these two variations is to AB test them and determine which version yields a statistically significant higher conversion rate. As a part of the AB test, the hello bar variation was shown to the 50% of the users while the chat box variation was shown to the other half of the users.



The test was run for two weeks, keeping the traffic sources same as before so as to have a representative sample of the true website traffic.



Metrics	Hello Bar Variation	Chat Box Variation
Number of unique visits	1684	1637
Clicks	454	654
Lead generation conversion rate (%)	3	5


Finally, the test results were, for the hello bar variation, the number of unique visits on the digital marketing program page was 1,684, out of which the clicks on the hello bar were 454 or a click through rate of 27%.

Out of the 454 visitors, 50 converted as leads translating into a lead generation conversion rate of 3%. For the chat box variation, the number of unique visits on the digital marketing program page was 1,637 out of which 654 visitors open the chat box, out of which 144 visitors click through to take the digital marketing quiz.

Then finally, out of the 144 visitors, 82 converted as leads translating into a lead generation conversion rate of 5%. The results also showed that the difference between the two conversion rates was statistically significant and not just a random chance, indicating that the chat box variation performed better than the hello bar in terms of building a higher lead generation conversion rate.



With that, it's a wrap on this session. Watch the next video for a detailed summary.



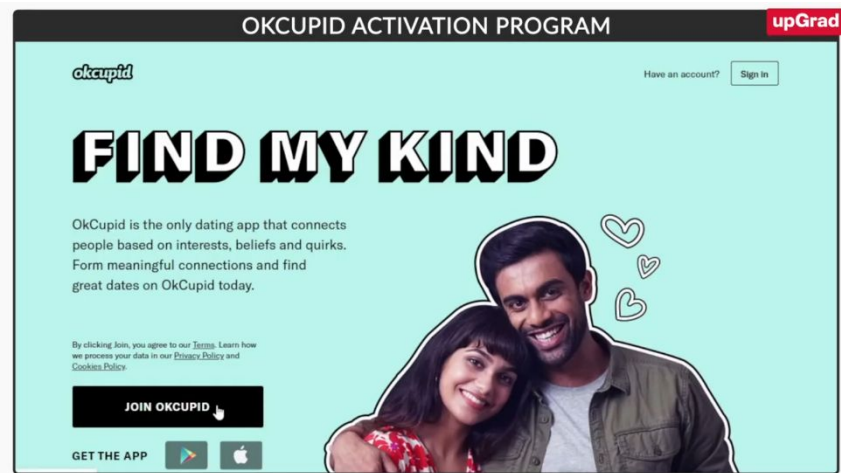
**ACTIVATION**

- 01 Ensures a good user experience
- 02 Beginning of a relationship with a customer
- 03 Possible activation goals:
  - a. Creating an account
  - b. Getting email address
  - c. Subscribing to newsletter
  - d. Getting phone numbers
  - e. Getting users to comment, share and take an action
  - f. Getting users to watch something

That was quite an interesting session on growth hacking for activation. Let's do a quick recap of the learnings from this session. We started with activation growth hacking, which focuses on engaging your users and ensuring that all the first-time visitors are having a great experience in your product.

We also looked at the examples of the activation program followed by Quora and Twitter. You need to clearly define your goal for activation. It should be something that you want the users to do on the page. Some of the tactics that you can use for identifying and fine-tuning activation goals include landing page and AB testing.

Ensuring a good user onboarding experience can help you increase the stickiness on the product. You learned that the onboarding is a mixture of education selling as well as getting an understanding on what the user is looking for.



**OKCUPID ACTIVATION PROGRAM**

okcupid



Have an account? [Sign in](#)


## FIND MY KIND

OkCupid is the only dating app that connects people based on interests, beliefs and quirks. Form meaningful connections and find great dates on OkCupid today.

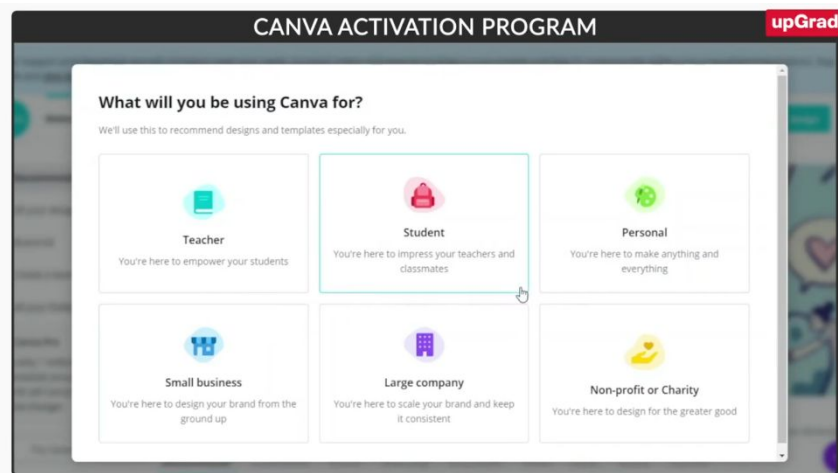
By clicking join, you agree to our [Terms](#). Learn how we process your data in our [Privacy Policy](#) and [Cookies Policy](#).

**JOIN OKCUPID**

GET THE APP  



Then we looked at the activation program of OkCupid, a dating product, which has an assistance for each registration box to engage users during the long onboarding process.




We also looked at the activation program of canva.com, a software for designing banners in which they ask users the purpose of registering for Canva. Depending on the purpose, they provide a different personalized onboarding experience to the users.

Next up, you learned that the success of an activation program is defined by the percentage of users on whom activation was done. So, you can look at the percentage of users who went through the onboarding experience and completed the onboarding experience.

Activation should be measured by the number of visitors who did the desired action, such as signing up through Facebook or Google login on the homepage if you want the people to sign up.



Conversion can be calculated by dividing the number of activated users by the number of visitors who have come to the page. This can help you a lot in understanding how well your activation growth hacking is working.




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### ACTIVATION METRICS: WALNUT

- 01 Signup rate
- 02 Phone number registration
- 03 Group addition
- 04 P2P transfers activation
- 05 Budget addition

Then we took the example of Walnut and looked at the metrics such as signup rate, phone number registration, P2P transfers activation, group and budget edition.

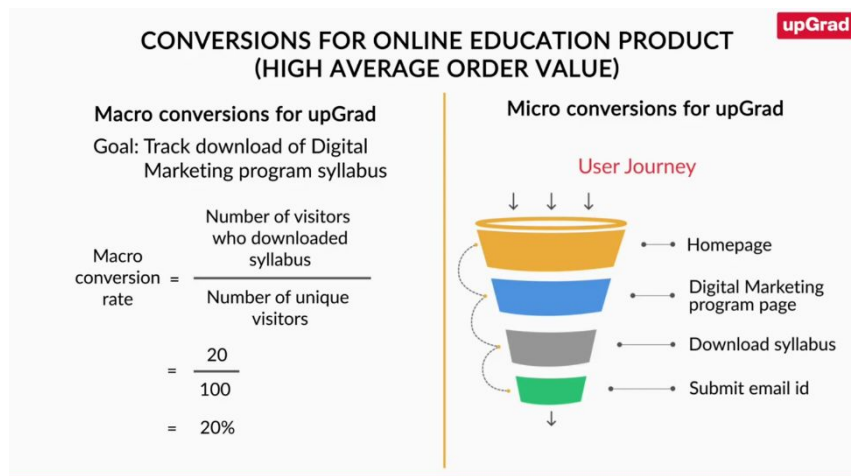


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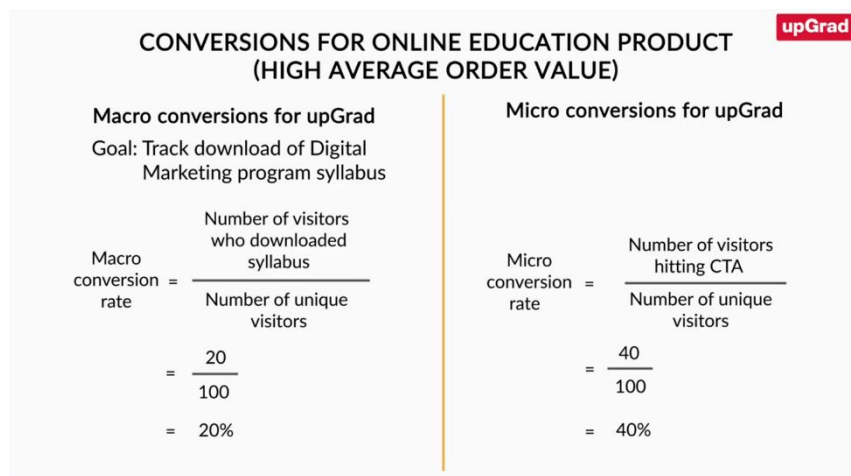
### CONVERSION RATE OPTIMIZATION (CRO)

- 01 Process to improve website performance
- 02 Ensuring intended user action such as:
- 03 Intended action = Conversion

Next you learned about conversion rate optimization or CRO, which simply means getting the users to take an action once they land on the product page. If this intended action is taken, it's called a conversion. Conversions can be classified according to the intent or goal of the business.



You learned about the macro and micro conversion goals with the examples of Amazon and upGrad. So, if out of a 100 unique visitors that land on Amazon, 2 visitors make a purchase, it translates into a micro conversion rate of 2%.



On the other hand, micro conversions for any business can be defined by a series of step-by-step conversions along the journey of the user to ultimately result in a micro conversion. For example, on Amazon, a user journey could progress from the homepage to an internal search engine result page, to the product page to adding the product to the cart, and then finally making the payment.

So, the micro conversion rate in this case is the percentage of unique visitors progressing from one step to the next step. You need to identify your business intent and then identify the product's primary objectives to come up with your and micro conversion goals that can be later optimized using the CRO techniques.

Next, we looked at a CRO strategy using the example of Your Tea, an eCommerce platform that serves a range of tea products to its target audience of health and weight conscious consumers. It identified the macro conversion as increase rate revenues based upon its business intent of driving users directly towards purchase.



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### YOUR TEA CRO STRATEGY

Step 1: Identify macro and micro conversion goals

- Macro conversion goal: Increase revenue
- Micro conversion goal: Identify steps in user journey facing low conversion

Step 2: Research - Understand user intent

Step 3: Formulate a hypothesis

Step 4: Design the test

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Then for its purpose of achieving the macro conversions, Your Tea identified the micro conversions as per the different steps of user journey. These were homepage visit, internal search result page visit, product page visit, add to cart visit and payment visit.

Your Tea used Google analytics to look at the performance of every step of the user journey. They detected a large number of drop-offs at the product pages indicating that a lot of people were landing on the product pages, but were not adding anything to the cart. They also carried out heat map analysis and conducted surveys.

Finally, they identified a low number of credible proofs as one of the reasons that were causing the low product to add to cart conversion rate. Then they formulated a hypothesis to solve this problem. A potential solution was to add credible before and after images to the product page to increase their conversion rate as compared to the original.

Your Tea then use one of the many CRO software available in the market to set up the AB test. After running the tests, Your Tea was able to infer that the add to cart conversions for the original product page, yielded 13.3% compared to the 22.1% yielded by its variation.

Finally, we also looked at a CRO strategy for upGrad, and that's all we learned in this session. I'll see you in the next one. Until then, goodbye.

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