

Timber Mountain: CTA Copy Test Results

A data-driven analysis of how our CTA language impacts mobile user engagement

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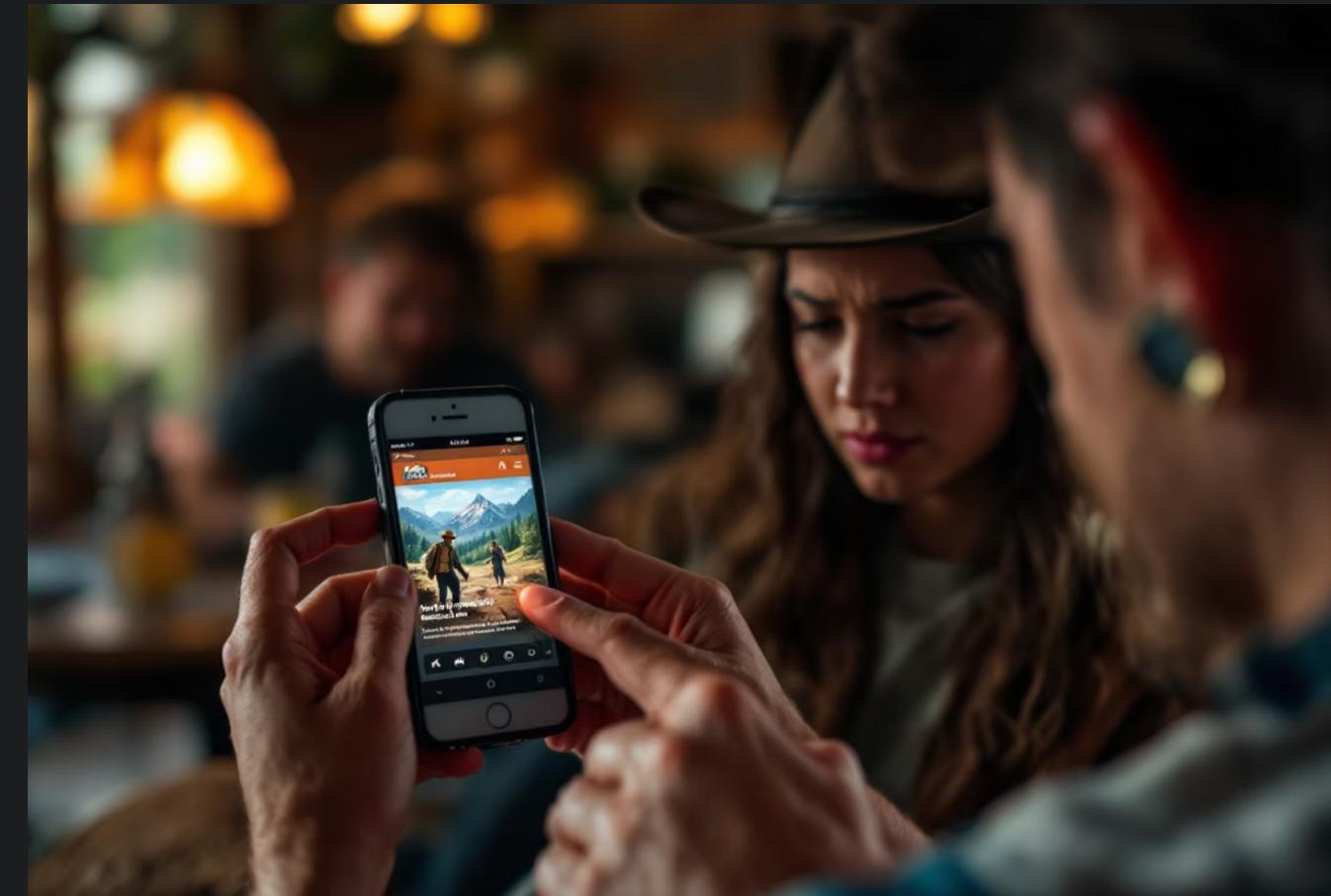


The Mobile Engagement Challenge

Our Mobile Reality

While 63% of Timber Mountain sessions occur on mobile devices, our mobile detail-page click-through rate (CTR) lags significantly behind desktop performance by 27%.

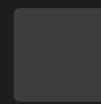
This engagement gap represents a critical opportunity to improve the customer journey on our most-used platform.



Mobile users face navigation challenges that desktop users don't experience, particularly with CTA visibility and interaction.

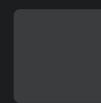


Current User Experience Analysis



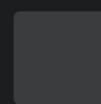
Visual Hierarchy Issues

Heuristic review revealed CTAs pushed low in the visual hierarchy, making them less noticeable to mobile users scanning content quickly.



Competing Elements

Primary buttons compete with highly tappable hero images, creating confusion about the primary navigation path.



Stakeholder Insight

Team hypothesis: more action-oriented CTA copy might stimulate exploration without requiring significant engineering resources or design overhauls.



TIMBER MOUNTAIN INCLAWED IN NORTHERN PARK

Renowned for a Timber Museum (built in a Wild West
army surplus California) Northern Park Located
in the mountains, it's a stunning destination. Discover its
natural beauty and rich history.

TIMBER MOUNTAIN

Timber mountain is the sealed for the timber
industry timber framing 1980s timber towns in
the country was new timber fortresses for the
majestic, majestic forests, or like the

Our Test Hypothesis

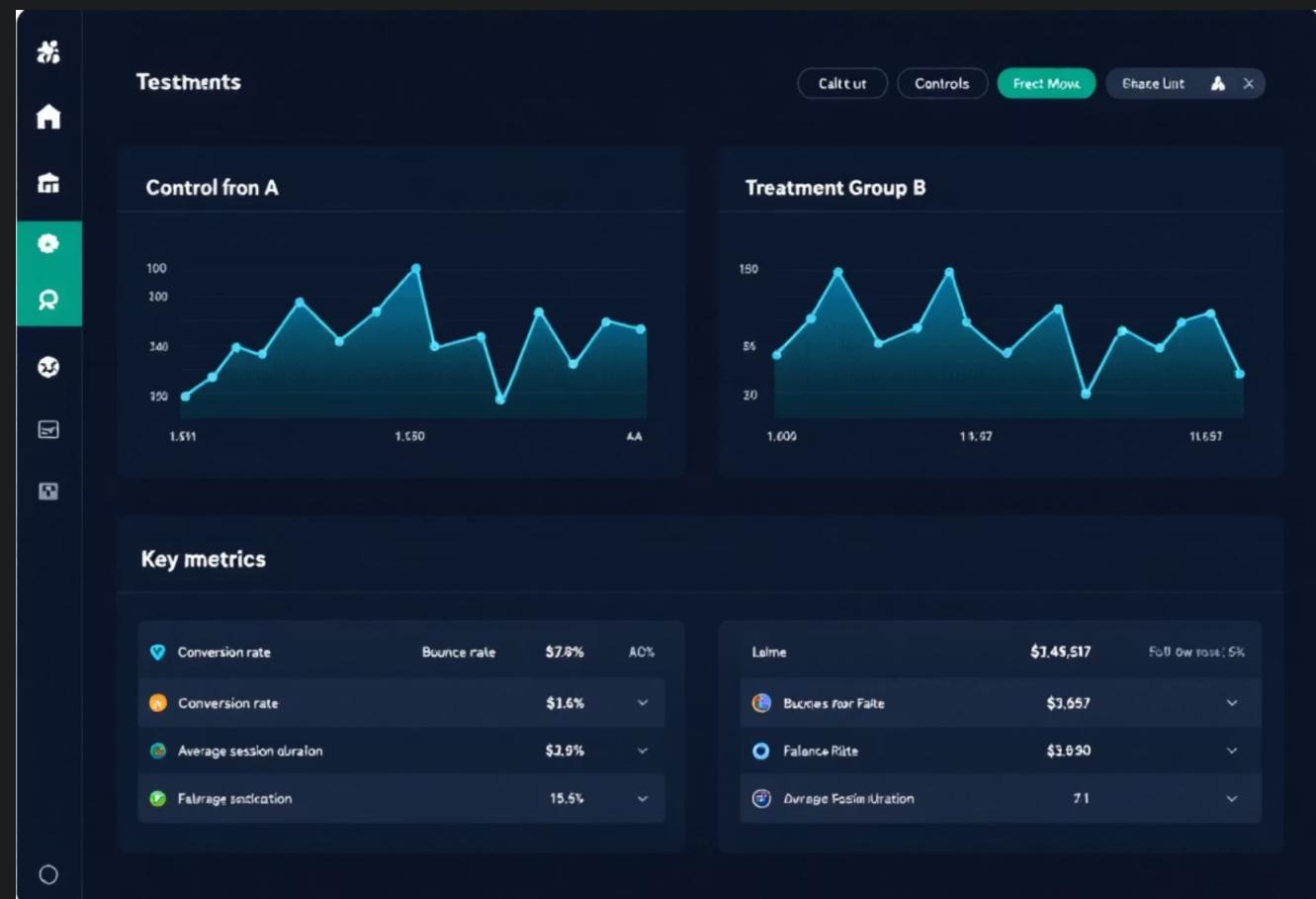
Swapping default button copy from "Learn More" to the more action-oriented "Explore More" will raise site-wide detail-page CTR by $\geq 3\%$ on mobile devices.

The hypothesis stemmed from behavioral psychology research suggesting that verbs emphasizing discovery ("explore") might trigger stronger curiosity than passive learning prompts.

Test Implementation Details

Test Parameters

Geo	Global deployment
Audience	Mobile visitors (UA width < 768px)
Duration	Oct 7 - Oct 21, 2024 (14 days)
Split	50/50 randomization at session start
Primary KPI	Detail-page CTR (taps ÷ impressions)
Statistical Test	Two-tailed z-test, $\alpha = 0.05$

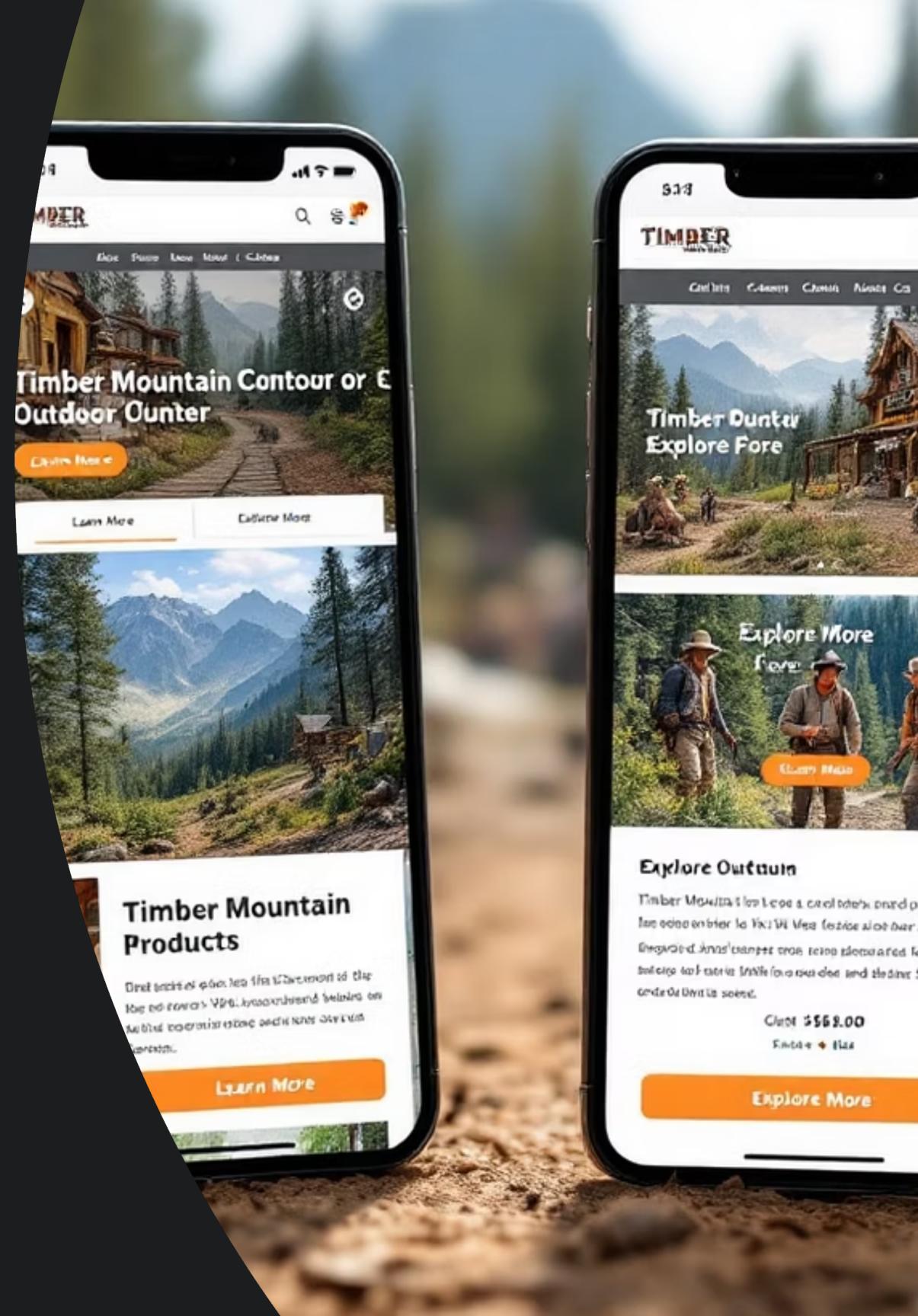


The test was designed with sufficient power (95%) to detect a minimum 3% lift in our primary KPI, while monitoring key guardrail metrics to ensure no negative impact on user experience.

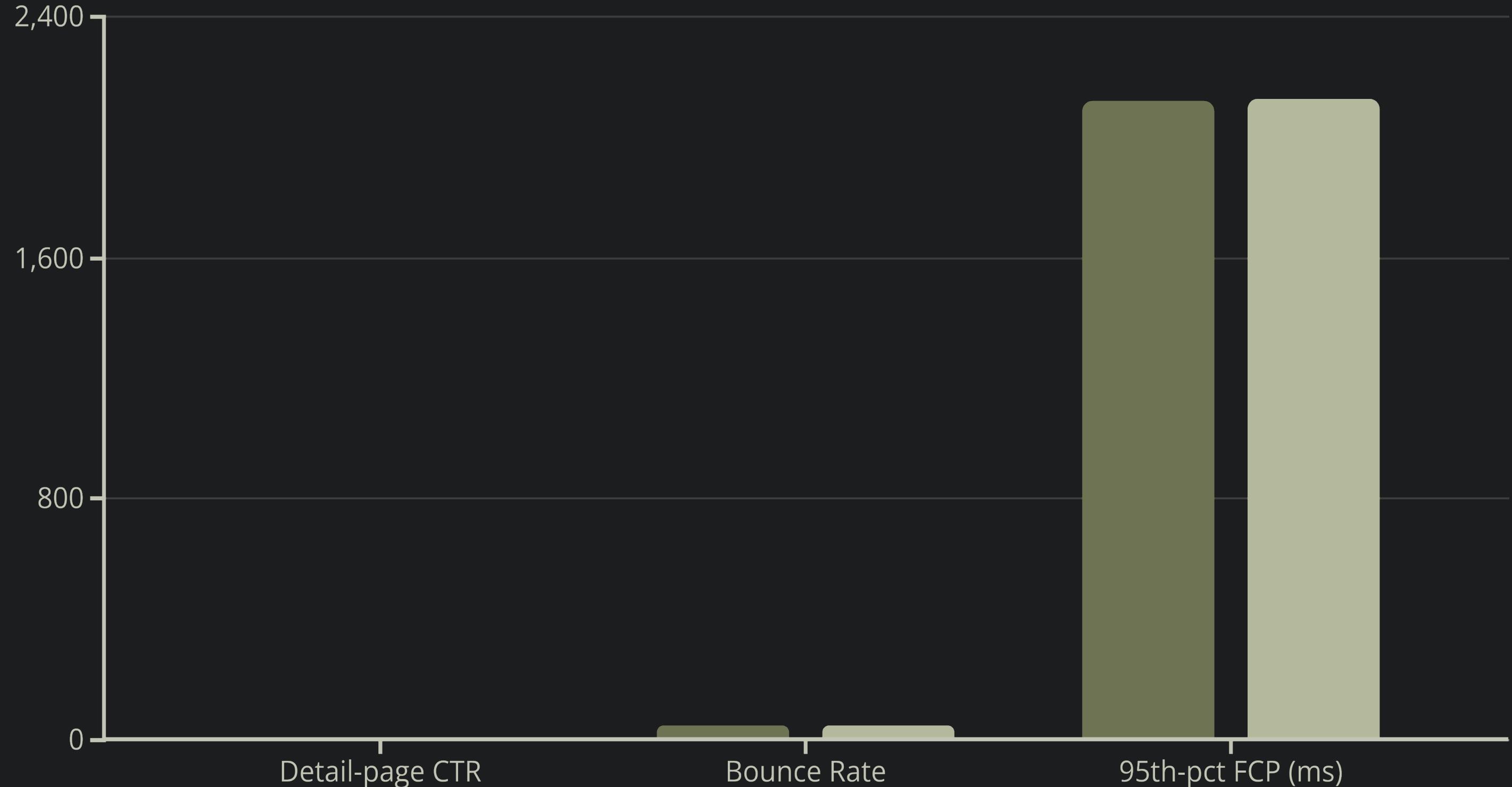
Comparing Control vs. Treatment

Both variants maintained identical visual styling, placement, and interaction behavior. The only difference was the button copy itself - ensuring we isolated this single variable for testing.

- Control: "Learn More" - our standard CTA language across the site
- Treatment: "Explore More" - more action-oriented alternative with identical styling
- No other design elements were modified to maintain test integrity



Test Results: Metrics Overview



Qualitative Insights



Interaction Patterns

Session-replay heatmaps revealed 71% of clicks clustered on hero images or carousel cards—with button text rarely being read before interaction.



Scroll Behavior

Median users reached buttons in just 1.8 seconds; however, hero imagery appears first and absorbs most visual attention during this critical decision moment.



User Feedback

Exit poll comments frequently mentioned "I just tap the picture, not the button" - indicating users follow intuitive tapping behaviors rather than explicit button prompts.



Key Conclusions

The copy change alone did not achieve statistical significance (+1.1% lift, p = 0.27).

Evidence strongly suggests that CTA visibility and visual hierarchy, rather than verb choice, represents the more significant constraint on mobile engagement.

Most users appear to navigate intuitively by tapping images rather than searching for and reading button text.



The results challenge our initial assumption that copy changes alone would significantly influence behavior, pointing toward deeper UX patterns that merit further investigation.



Recommended Next Steps



Rethink Visual Prominence

Test larger, higher-contrast buttons or floating sticky CTAs that maintain visibility throughout the scrolling experience.

Combine Copy + Design

A/B test "Explore More" with supplementary iconography or directional arrows to enhance visual communication.

Image-Tap Instrumentation

Treat hero-image taps as intentional navigational clicks; evaluate routing logic to align with user expectations.

Multivariate Testing

Implement factorial design testing copy × color × placement to isolate the strongest drivers of engagement.