



# iPhone 13 / 13 Pro: Key Features A/B Test Results

March 2022

Prepared by Marcom Data Science / Brand / Planning / Interactive

# Background

## Background

**On Apple.com, there are distinct seasonal differences in iPhone customer segments and site engagement rates from Launch season to Evergreen season.**

- Launch season is September to December (4 months)
- Evergreen season is January to August (8 months)



## Launch season has the highest share of the "Maximizers" customer segment

### Customer Segment

- ↑ iPhone 13 Pro buyers (i.e. pro models)
- ↑ Early adopters
- ↑ Apple loyalists

### Site Engagement

Higher iPhone Product Page engagement rates:

- ↑ Highest share of traffic to Product Pages
- ↑ Highest Product Page scroll depth
- ↑ Higher average time on site

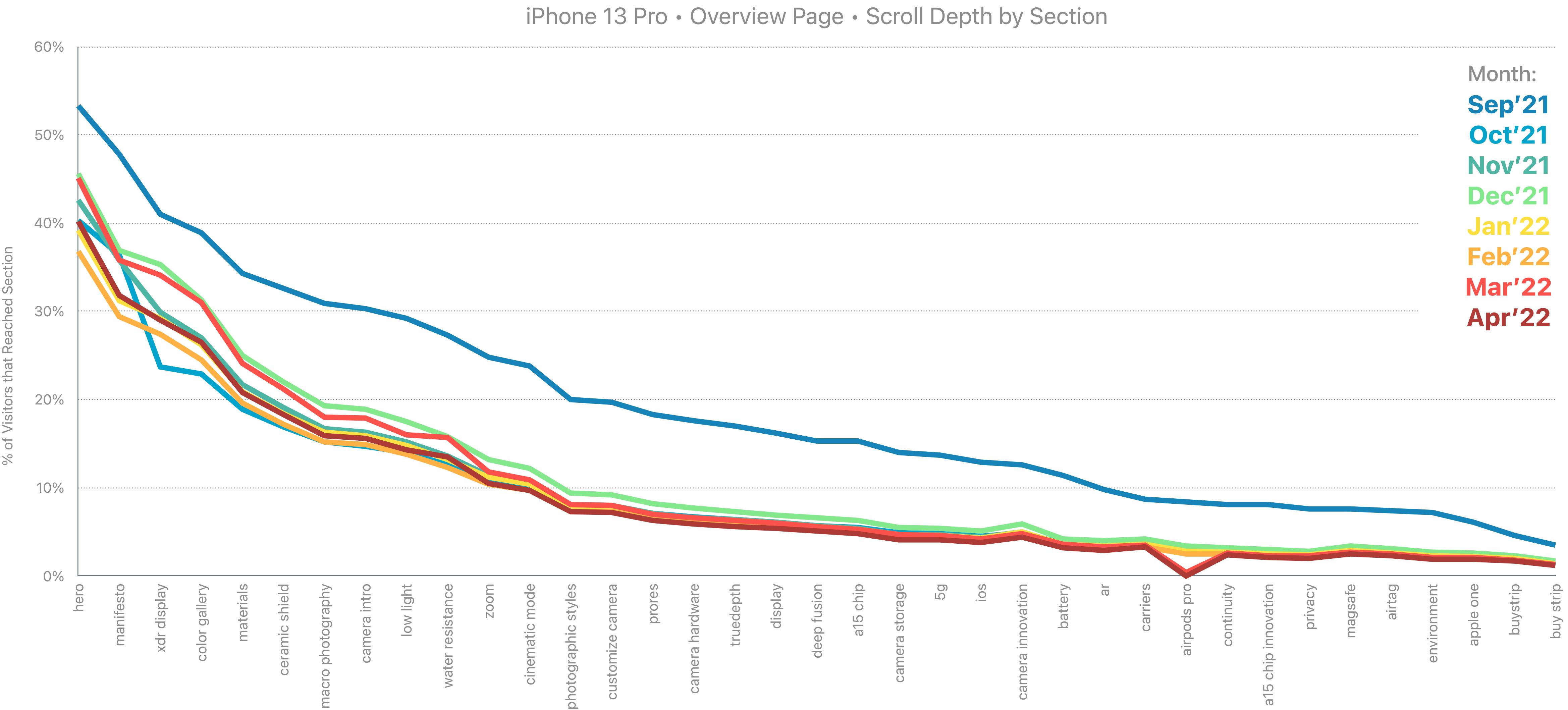
## Evergreen season has the highest share of the "Pragmatists" customer segment

- ↑ iPhone 13 buyers (i.e. consumer models)
- ↑ N- buyers (i.e. iPhone 12 / 11 / SE)
- ↑ Switchers

Lower iPhone Product Page engagement rates:

- ↓ Lowest share of traffic to Product Pages
- ↓ Lowest Product Page scroll depth
- ↓ Lower average time on site

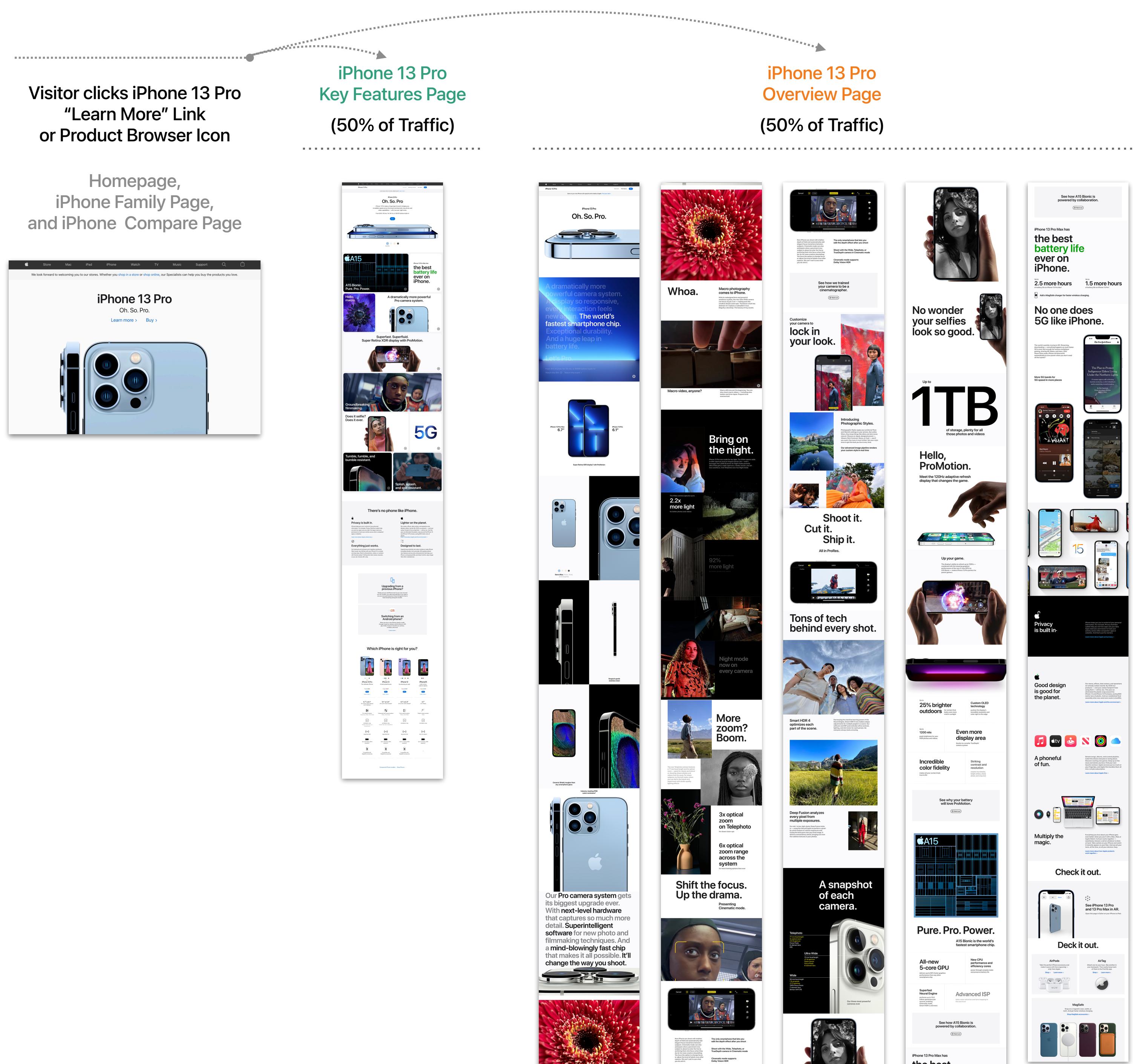
**Product Overview Page scroll engagement diminishes steadily after the launch month.**  
**This phenomenon is consistent across different LOBs, products, and years.**



# A/B Test Hypothesis • Past Three Years

We hypothesized that, during the Evergreen season, pointing iPhone “Learn More” links to the **Key Features Page** would drive higher engagement and iPhone Add-to-Bag rates than pointing to the **Overview Page**.

For the Key Features Page, the compact layout, easily scannable feature cards, product lineup module, and Retail value props appeared to favorably match “pragmatic” Evergreen customers who spend less time on our Marketing Pages.



iPhone 13 / 13 Pro Key Features Test:

**For our third year of Key Features testing, we expanded the experiment to the Top 10 GEOs to determine whether the page delivered strong, global performance lifts.**

(Prior A/B tests ran only in US and China)

Top 10 GEOs Selection Methodology:

- Top GEOs ranked by iPhone LOB site traffic
- To ensure more global GEO representation, we swap HK, FR, and CA for BR, MX, and AU



**United States**



**China**



**Japan**



**United Kingdom**



**Germany**



**India**



**Russia**



**Brazil**



**Mexico**



**Australia**

# A/B Test Results



## A/B TEST RESULTS

**During Evergreen season, the iPhone Key Features Pages have consistently driven stronger site engagement, add-to-bag rates, and conversion rates than the iPhone Overview Pages.**

Proven by three years of A/B testing:

- Across the Top 10 GEOs
- Across Pro and Consumer models
- Across iPhone 11 / 12 / 13 generations
- Across Organic Traffic and Paid Media

# The iPhone 13 / 13 Pro test results prove the Key Features pages drive strong performance lifts – globally.

Key Features Test Results • Top 10 GEOs Combined • iPhone 13 and iPhone 13 Pro Combined

Metric	Product Page	Key Features Page	Key Features Page: % Diff vs. Product Page
<b>Page Engagement Metrics:</b>			
Body Link Clickthrough Rate	15.1%	22.0%	+46.2%
"Learn More" Link Clickthrough Rate	44.6%	54.8%	+22.9%
"Buy" Link Clickthrough Rate	49.1%	51.0%	+4.1%
Average Time Spent by Visitors who Saw Entire Product Story (Seconds)	305.5	172.9	-43.4%
% Saw Entire Product Story	3.8%	9.7%	+155.3%
<b>Visitor Journey Metrics:</b>			
% visited more than one iPhone PP	17.7%	21.1%	+18.7%
% visited more than one iPhone BF	11.2%	11.4%	+1.0%
iPhone Compare Page Visitation Rate	6.0%	7.3%	+22.5%
iPhone 13 / 13 Pro Buy Flow Visitation Rate	46.7%	48.2%	+3.1%
<b>Retail Metrics:</b>			
iPhone 13 / 13 Pro Add-to-Bag Rate	6.4%	6.9%	+7.7%
iPhone 13 / 13 Pro Conversion Rate	1.2%	1.3%	+8.5%

Date Range: 1.25.22 - 3.6.22

Platforms: Desktop + Mobile Combined // Traffic Source: Organic, Non-Campaign Traffic

All Metrics are Statistically Significant at 95% Confidence Level

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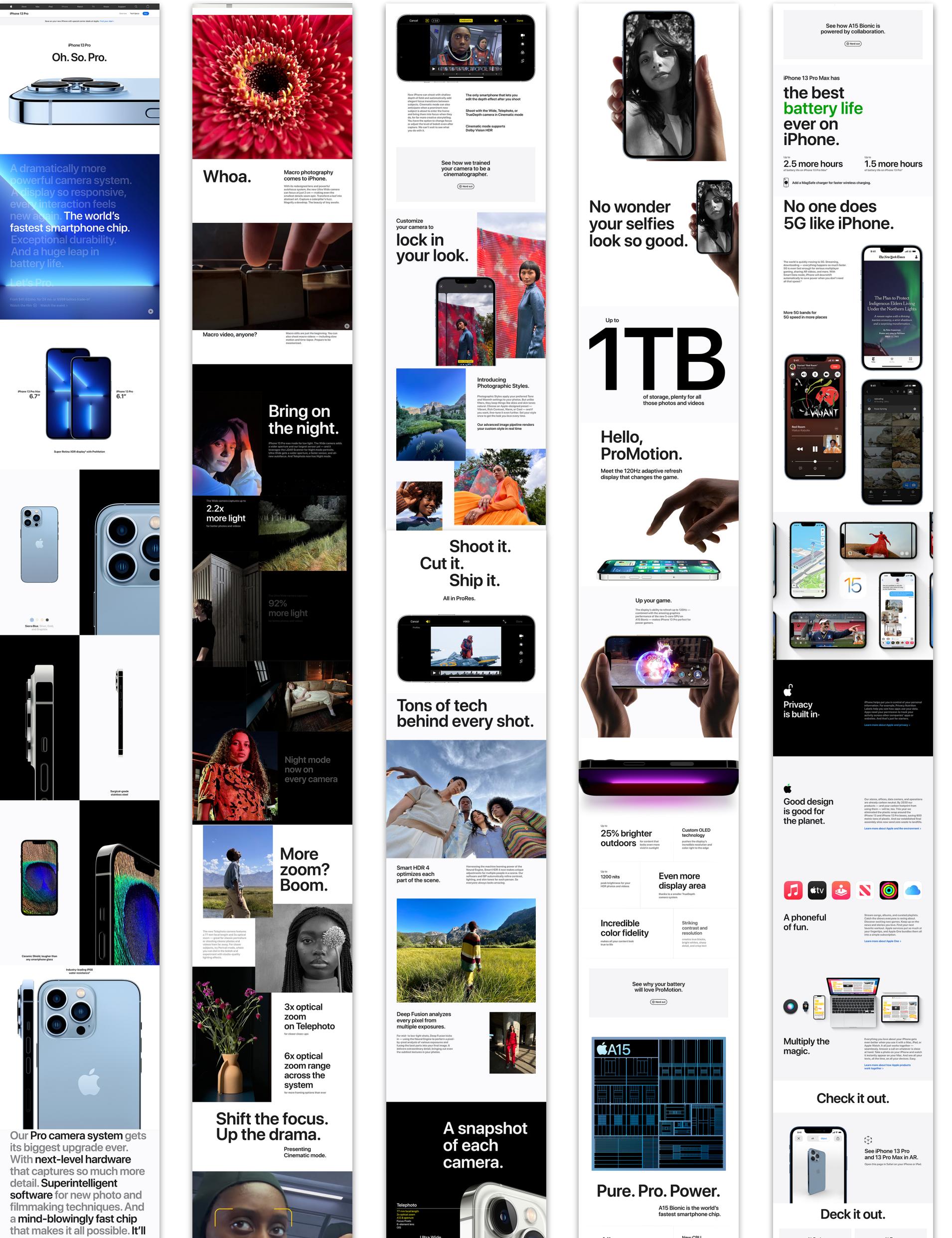
If iPhone 13 / 13 Pro Key Features were the default experience during the 8-month Evergreen season...

Key Features could drive 11M more visitors to see the full product story, 6M more visitors to browse multiple iPhone models, and lift iPhone revenue by \$190M — globally.

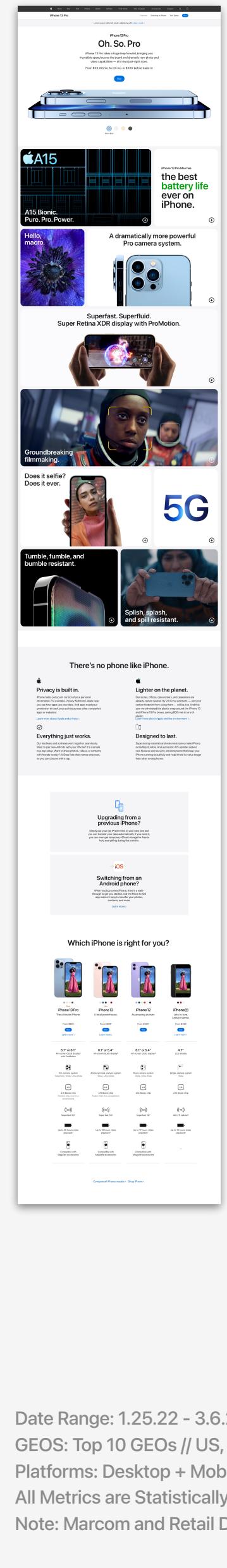
Key Features Opportunity Size • Top 10 GEOs Combined • iPhone 13 and iPhone 13 Pro Combined

Metric	Original Product Page: Baseline # of Visits	Key Features Page: % Lift to KPI	Key Features Page: Incremental Impact
Page Engagement Metrics:			
Total Visits to iPhone Product Pages	184M	—	—
Body Link Clicks	28M	+46%	+13M
Saw Entire Product Story	7M	+155%	+11M 
Visitor Journey Metrics:			
Visited more than one iPhone Product Page	33M	+19%	+6M 
Visited more than one iPhone Buy Flow	21M	+1%	+200K
Visited that model's iPhone Buy Flow	86M	+3%	+3M
Add-to-Bag Metrics:			
iPhone 13 / 13 Pro Add-to-Bags	20M	+8%	+908K
iPhone 13 / 13 Pro Conversions	2.2M	+9%	+190K
			 +\$190M Incremental Revenue

## iPhone 13 / 13 Pro Overview Pages



## iPhone 13 / 13 Pro Key Features Pages



+46%

# of visitors who clicked body link  
(e.g. feature card, gallery, innovation story)

+155%

# of visitors who saw entire product story

+19%

# of visitors who saw multiple iPhone product pages

+9%

iPhone 13 / 13 Pro conversion rate



Date Range: 1.25.22 - 3.6.22

GEOS: Top 10 GEOs // US, CN, JP, UK, DE, IN, RU, BR, MX, AU

Platforms: Desktop + Mobile Combined // Traffic Source: Organic, Non-Campaign Traffic

All Metrics are Statistically Significant at 95% Confidence Level

Note: Marcom and Retail Data Science Teams Partnered on this Analysis

# **Current Opportunities (Pre-Rome)**

## For iPhone 13 / 13 Pro, do the strong Key Features A/B test results influence the Evergreen and N- marketing page strategy?

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### Product Generation

### Launch Season

~Months 1-4

### Evergreen Season

~Months 5-12

### N-Season

~Months 13+

iPhone 11 / 11 Pro

Overview Page

Overview Page

Buy Flow

iPhone 12 / 12 Pro

Overview Page

Overview Page

Key Features

iPhone 13 / 13 Pro

Overview Page

Key Features (TBD)

Key Features (TBD)

## Fall 2022 A/B Test Opportunities:

**There are several additional high-impact A/B test opportunities inspired by the strong iPhone Key Features results.**

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TEST  
**1**

**Launch Season:**  
iPhone N Gen Overview Page:

**A/B Test:**

Add Content Navigation Menu  
(Anchor Links)

**Hypothesis:**

For the immersive, longer Product Overview Pages, adding intra-page content nav menu will increase engagement and conversion as visitors value ability to quickly explore features that most interested them.

TEST  
**2**

**Evergreen Season:**  
iPhone Family / Compare Page:

**A/B Test:**

[N- Models] Product Browser and "Learn More" Destination Test — Key Features vs. Buy Flow

**Hypothesis:**

Retaining Key Features for N-models will increase conversion as a large share of customers skew toward N- and they still seek information on product features and benefits (especially Durability, Ease of Use, Privacy).

TEST  
**3**

**Evergreen Season:**  
iPhone N Gen Overview Page:

**A/B Test:**

Expand Key Features Testing to Watch, Mac, and iPad

**Hypothesis:**

Extending Key Features across all LOBs will drive strong results, similar to the iPhone results.

## Marcom + Retail • Hybrid Test Proposal

iPhone Family Page // Product Browser Link Test

## iPhone N- Models • Key Features Impact Test

Business Question:

For N- iPhone models (e.g. iPhone 12), does retaining the Key Features page lift iPhone conversion rates?

Treatments:

Control — iPhone 12 Product Browser link points to Key Features Page

Variation — iPhone 12 Product Browser link points to Buy Flow

GEOs:

Top 5 GEOs (TBD) — US, China, Japan, UK, Germany

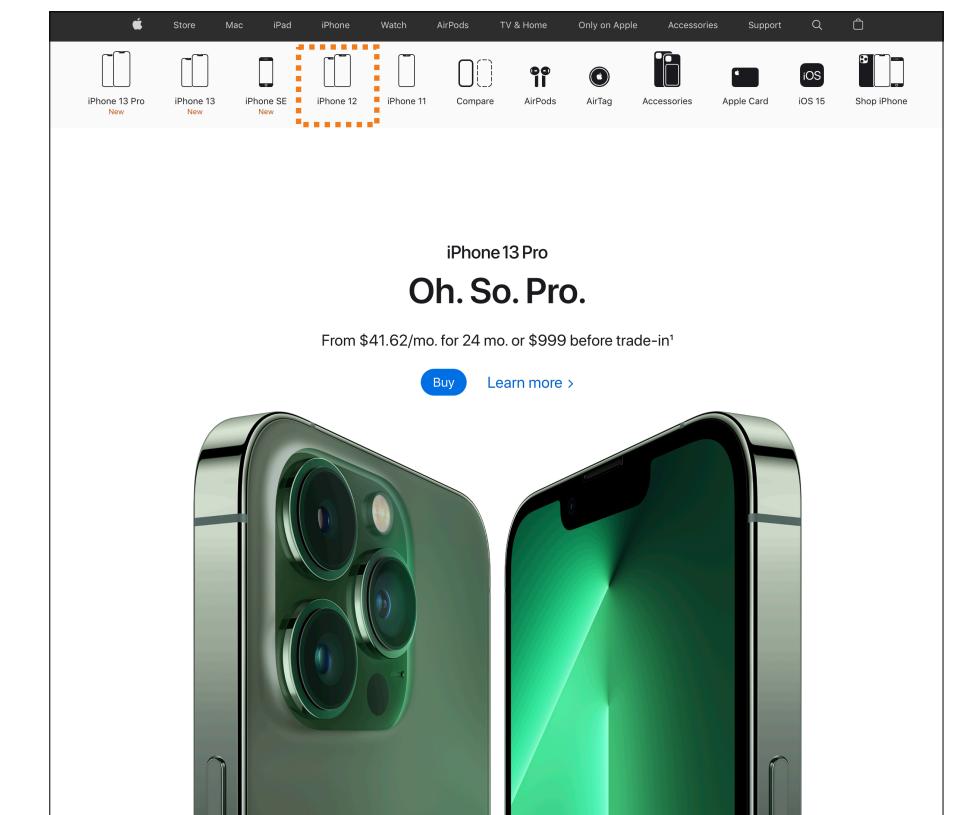
Test Launch ETA:

May or June (TBD)

Test Runtime:

4-6 Weeks (TBD)

iPhone Family Page:  
Visitor clicks iPhone 12 Product Browser Icon



iPhone 12  
Key Features Page

(50% of Traffic)

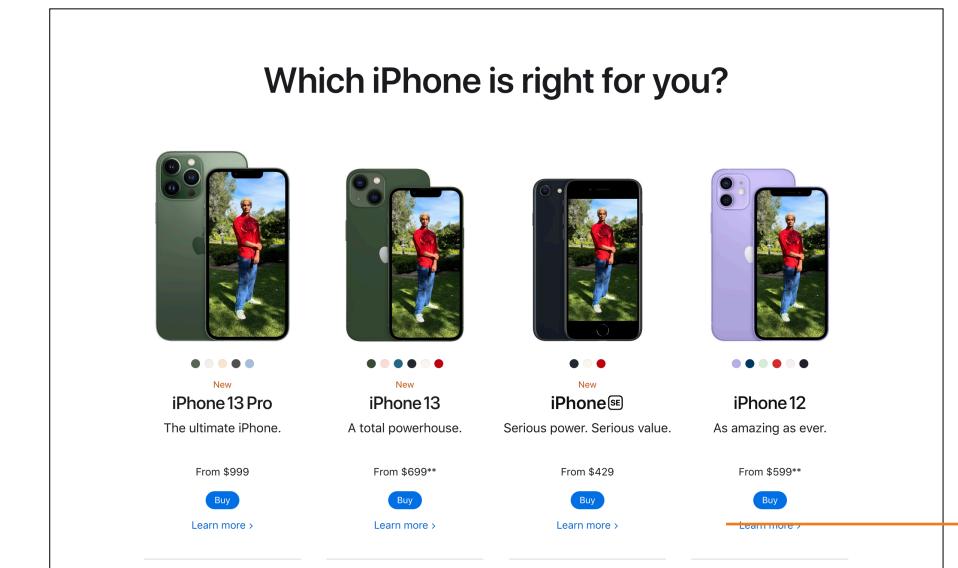
versus...

iPhone 12  
Buy Flow

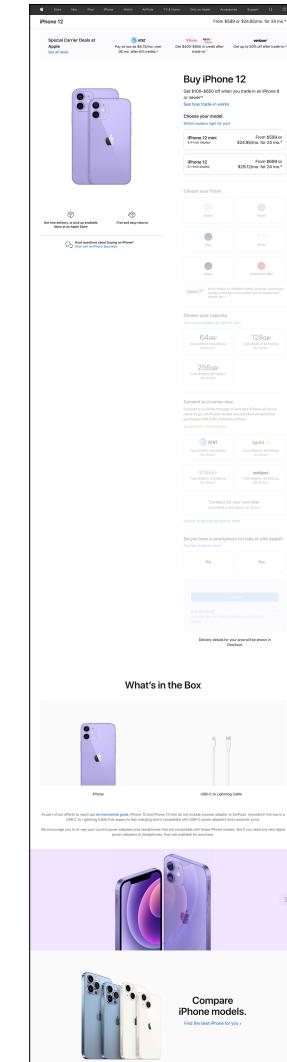
(50% of Traffic)



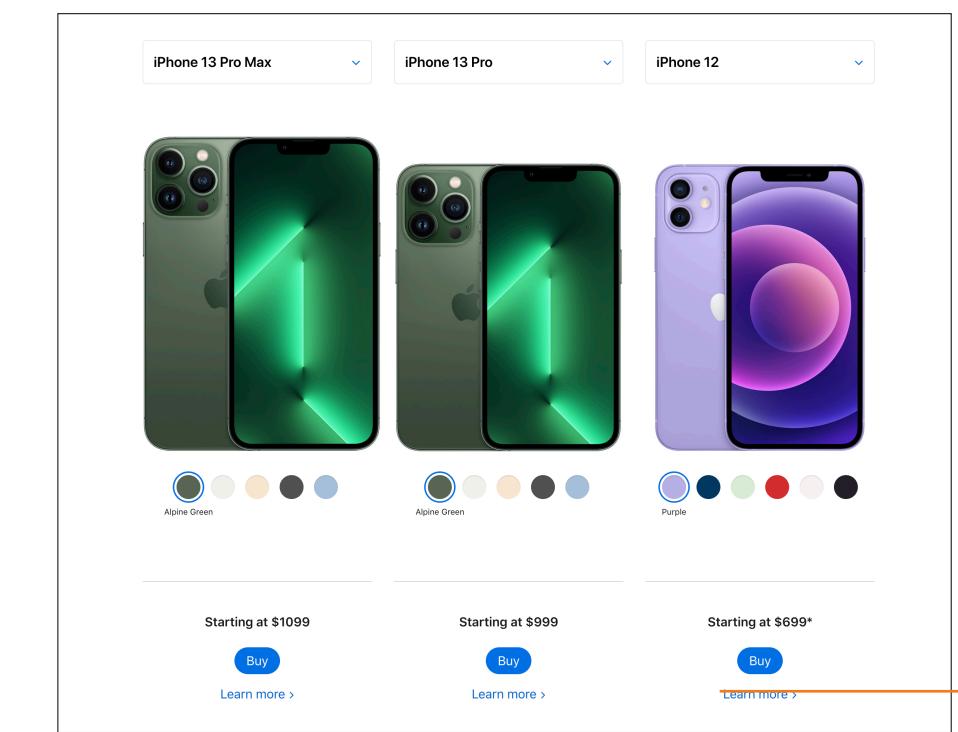
iPhone Family Page:  
Product Lineup Module



Hide iPhone 12 "Learn More" Link for the Variation



iPhone Compare Page:



Hide iPhone 12 "Learn More" Link for the Variation

# Future Opportunities (Rome)

## How might three years of strong Key Features A/B test results influence the future of Product Overview Pages?

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OPTION  
**1**

Status Quo — No Key Features Pages for N Gen Models during Evergreen Season:

Rome Product Overview Pages have the same experience during both the Launch and Evergreen seasons.

OPTION  
**2**

Launch Season: Overview Page  
— then —  
Evergreen Season: Key Features

Rome Product Overview Pages exclusively anchor the Launch season. During Evergreen Season, Key Features become the primary marketing page.

OPTION  
**3**

Merge the Overview Page and Key Features Page Into One Experience

Rather than having two completely separate marketing pages, imagine a single page that merges the best of NPI and Key Features marketing pages.



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# Results by Model

iPhone 13 Pro vs iPhone 13

## Global (Top 10 GEOs Combined) • iPhone 13 Pro Product Page versus iPhone 13 Pro Key Features Page

Apple.com Organic Traffic • Jan 2022

Metric	iPhone 13 Pro Product Page	iPhone 13 Pro Key Features Page	Key Features Page: % Diff vs. Product Page
<b>Page Engagement Metrics:</b>			
Body Link Clickthrough Rate	15.1%	22.6%	+49.3%
"Learn More" Link Clickthrough Rate	50.8%	64.0%	+25.9%
"Buy" Link Clickthrough Rate	42.7%	44.8%	+5.0%
Average Time Spent by Visits who Saw Entire Product Story (in sec)	309.0	161.5	-47.8%
% Saw Entire Product Story	6.0%	12.1%	+101.3%
<b>Visitor Journey Metrics:</b>			
% visited more than one iPhone PP	13.3%	16.2%	+21.8%
% visited more than one iPhone BF	7.8%	7.9%	+0.8%
iPhone Compare Page Visitation Rate	5.1%	6.4%	+26.3%
iPhone 13 Pro Buy Flow Visitation Rate	38.4%	39.7%	+3.3%
<b>Conversion Metrics:</b>			
iPhone 13 Pro Add-to-Bag Rate	6.7%	7.2%	+8.4%
iPhone 13 Pro Conversion Rate	1.1%	1.2%	+9.5%

Date Range: 1.25.22 - 3.6.22

Platforms: Desktop + Mobile Combined

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## Global (Top 10 GEOs Combined) • iPhone 13 Product Page versus iPhone 13 Key Features Page

Apple.com Organic Traffic • Jan 2022

Metric	iPhone 13 Product Page	iPhone 13 Key Features Page	Key Features Page: % Diff vs. Product Page
<b>Page Engagement Metrics:</b>			
Body Link Clickthrough Rate	15.0%	21.1%	+41.3%
"Learn More" Link Clickthrough Rate	33.8%	40.1%	+18.6%
"Buy" Link Clickthrough Rate	60.0%	60.9%	+1.6%
Average Time Spent by Visits who Saw Entire Product Story (in sec)	276.9	194.4	-29.8%
% Saw Entire Product Story	5.9%	12.9%	+119.2%
<b>Visitor Journey Metrics:</b>			
% visited more than one iPhone PP	25.2%	28.5%	+13.4%
% visited more than one iPhone BF	17.1%	16.9%	-1.5%
iPhone Compare Page Visitation Rate	7.6%	8.9%	+16.5%
iPhone 13 Buy Flow Visitation Rate	53.7%	53.5%	-0.5%
<b>Conversion Metrics:</b>			
iPhone 13 Add-to-Bag Rate	7.7%	8.2%	+6.4%
iPhone 13 Conversion Rate	0.3%	0.3%	+7.0%

Date Range: 1.25.22 - 3.6.22

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# Results breakdown by GEO, Device, OS

## Top 10 GEOs • iPhone 13 Product Page versus iPhone 13 Key Features Page

Apple.com Organic Traffic • Jan 2022

### iPhone 13 / 13 Pro Conversion Rate

GEO	Control iPhone 13 / 13 Pro Product Page	Variation iPhone 13 / 13 Pro Key Features Page	Key Features Page: % Diff vs. Product Page
US	1.5%	1.7%	11.1%
UK	2.1%	2.1%	0.5%
RU	0.3%	0.3%	0.7%
MX	0.2%	0.3%	28.3%
JP	1.4%	1.6%	9.0%
IN	0.2%	0.2%	26.5%
DE	0.7%	0.7%	-2.5%
CN	1.0%	1.1%	4.9%
BR	0.2%	0.2%	-0.1%
AU	1.1%	1.4%	25.1%

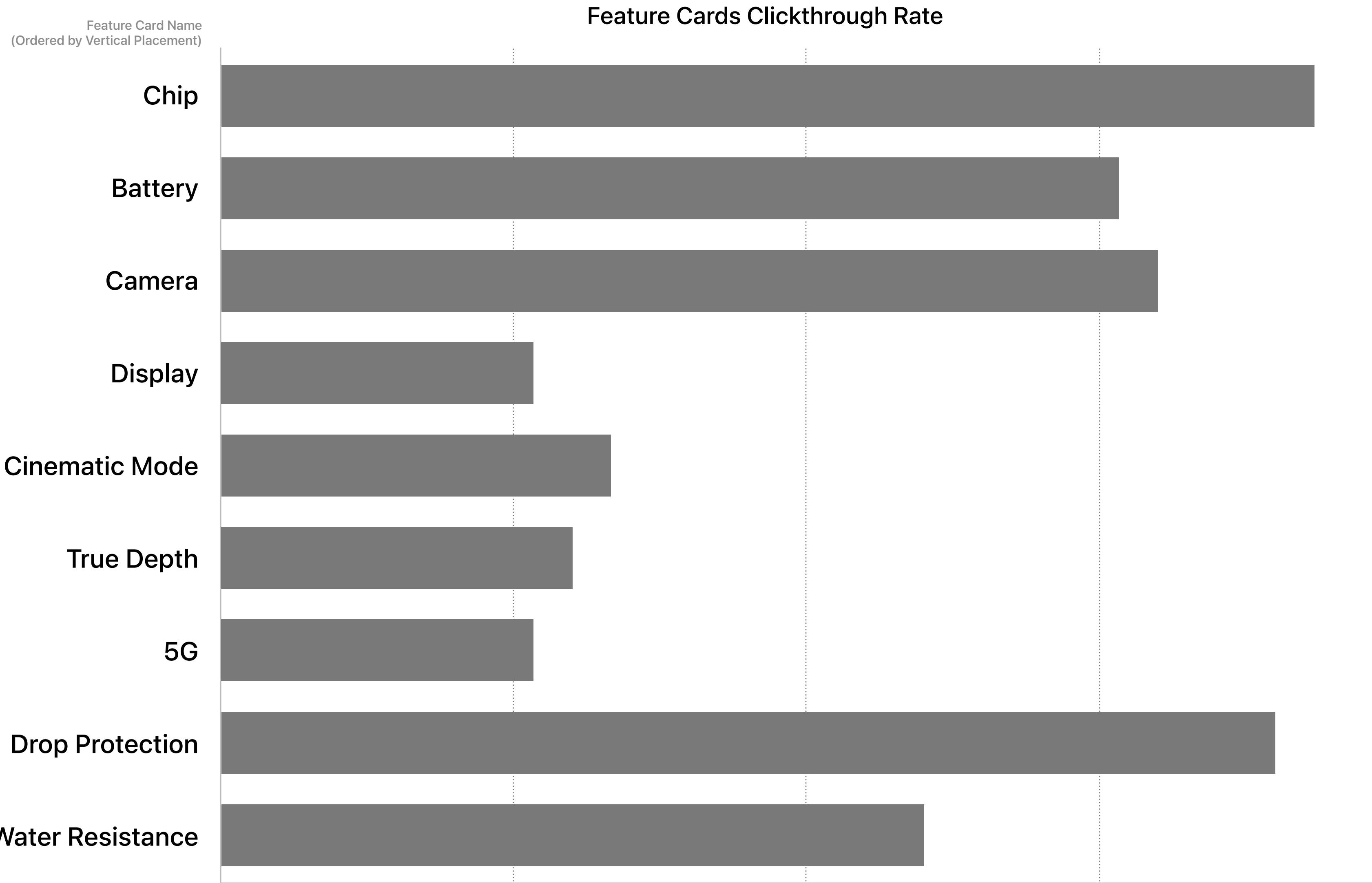
## Global (Top 10 GEOs Combined) • iPhone 13 Product Page versus iPhone 13 Key Features Page

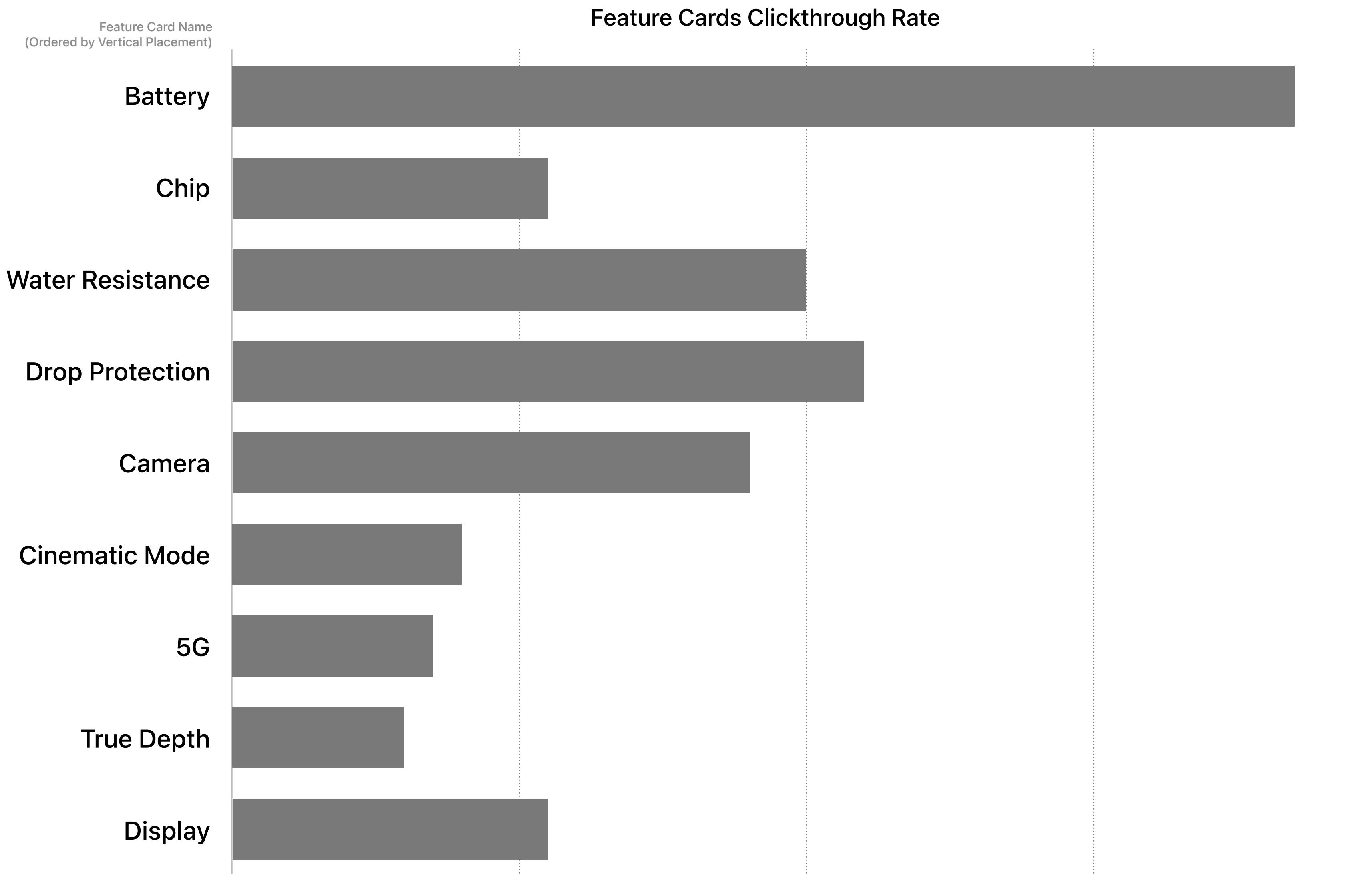
Apple.com Organic Traffic • Jan 2022

### iPhone 13 / 13 Pro Conversion Rate

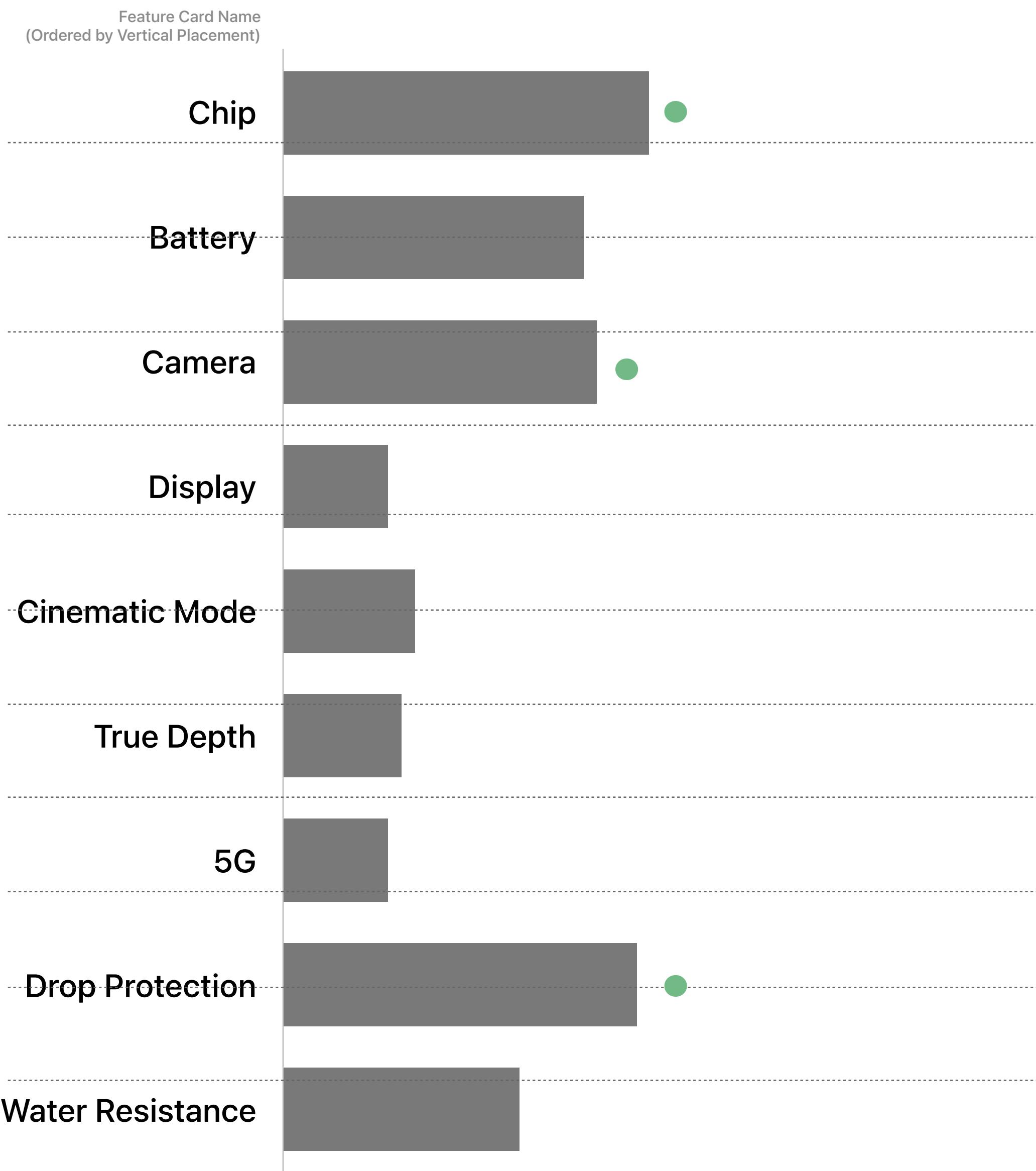
Dimension	Control: iPhone 13 / 13 Pro Product Page	Variation: iPhone 13 / 13 Pro Key Features Page	Key Features Page: % Diff vs. Product Page
<b>Device Type:</b>			
Desktop	2.00%	2.15%	7.6%
<b>Operating System:</b>			
Android	0.65%	0.68%	3.8%
Mobile iOS	0.85%	0.94%	10.3% ★
OS X	2.07%	2.19%	5.6%
Windows	2.17%	2.38%	9.5%
Others	0.76%	0.89%	17.3%

# Key Features Tile Clickthrough Rate





**iPhone 13 Pro — Feature Cards Clickthrough Rate**



**iPhone 13 — Feature Cards Clickthrough Rate**

