**PRESENTATION CONTENT OUTLINE:**

**Timber Mountain: Site-wide CTA Copy: ‘Learn More’ vs. ‘Explore More’ — Engagement Nudge Test**

**1 — Background 📱**

***CTAs are the front-door to deeper storytelling on mobile.***

* **63 % of Timber Mountain sessions are on phones; yet mobile detail-page click-through rate (CTR) trails desktop by 27 %.**
* **Heuristic review shows buttons pushed low in the visual hierarchy and competing with tappable hero images.**
* **Stakeholder idea: punchier, “do-something” copy might entice exploration without heavy engineering.**

**2 — Hypothesis 💡**

**Swapping default button copy from “Learn More” to the more action-oriented “Explore More” will raise site-wide *detail-page CTR* by ≥ 3 % on mobile.**

**3 — Test UX 🎨**

| **Variant** | **Button Copy (all primary CTAs)** | **Visual Example (insert PNG)** |
| --- | --- | --- |
| **Control** | **“Learn More”** |  |
| **Treatment** | **“Explore More” — identical font, size, color** |  |

***No other style, placement, or animation changes were made.*  
(Ensures we isolate copy as the only variable.)**

**4 — Test Logistics 🗓️**

| **Field** | **Value** |
| --- | --- |
| **Geo** | **Global** |
| **Audience** | ***Mobile visitors* (UA width < 768 px)** |
| **Launch → End** | **7 Oct 2024 → 21 Oct 2024** |
| **Split** | **50 / 50 at session start** |
| **Primary KPI** | **Detail-page CTR (taps ÷ CTA impressions)** |
| **Guardrails** | **Bounce rate, Avg. page-load time** |
| **Stats** | **Two-tailed z-test, α = 0.05 (95 % power to detect ≥ 3 % lift)** |

**5 — Results 📈**

| **Metric** | **Control** | **Treatment** | **Δ Lift** | **p-value** |
| --- | --- | --- | --- | --- |
| **Detail-page CTR (mobile)** | **4.47 %** | **4.52 %** | **+1.1 %** | **0.27** |
| **Bounce rate** | **46.0 %** | **45.9 %** | **–0.1 pp** | **0.88** |
| **95th-pct FCP** | **2 120 ms** | **2 128 ms** | **+0.4 %** | **0.79** |

**Qualitative findings**

* **Session-replay heat-maps: 71 % of clicks clustered on hero images or carousel cards—button text rarely read.**
* **Scroll-depth: Median user reached buttons in 1.8 s; hero imagery appears first and absorbs attention.**
* **User comments (exit poll): “I just tap the picture, not the button.”**

**6 — Conclusion ⚖️**

**The copy change alone did not achieve statistical significance (+1.1 % lift, p = 0.27).  
Evidence suggests CTA visibility / hierarchy, not the verb choice, is the bigger constraint.**

**7 — Next Steps 🚀**

1. **Rethink visual prominence**
   * **Test larger, contrasting buttons or floating sticky CTAs.**
2. **Combine copy + design**
   * **A/B “Explore More” with iconography or directional arrows.**
3. **Image-tap instrumentation**
   * **Treat hero-image taps as intentional navigational clicks; evaluate routing logic.**
4. **Multivariate test**
   * **Factorial design: copy × color × placement to isolate strongest driver.**
5. **Guard-rails**
   * **Maintain 95th-pct FCP < 2.2 s; alert if any treatment breaches threshold.**