

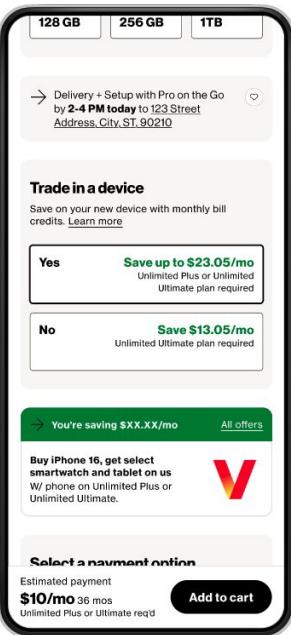


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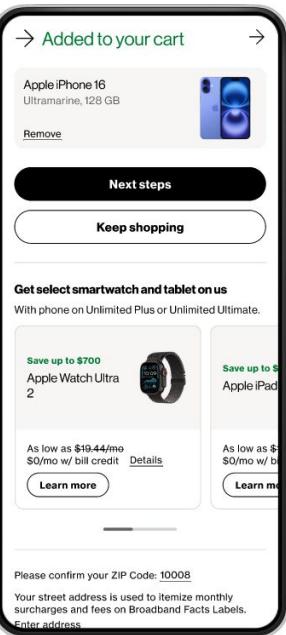
# Flyout Cart BMSM CTA Spot Test

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10/1/25

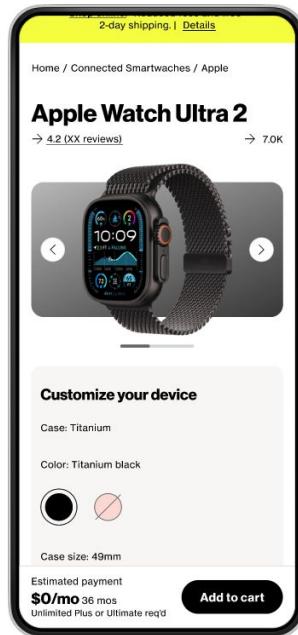
## Phone PDP



## Flyout Cart: BMSM Tiles Button CTA



## BMSM Tile Button CTA to connected device PDP



# Agenda

- 1. Research Objective**
- 2. Customers & Method**
- 3. Key Takeaways**
- 4. Detailed Findings**

# Research Objective

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## **Primary goal:**

Learn which Flyout cart offer tile button label sets the most accurate and helpful expectations around where it will take them and what they can do there.

- Learn more
- Customize
- Shop

# Customers & Method

# Customers & Method

## Customers:

- Prospective Verizon wireless customers
- Verizon customers
- Account owners & decision makers on any type of postpaid plan
- Mix of incomes, ages, ethnicities & genders

## Methodology:

- 4 prospects, 4 Verizon customers (8 total)
- Remote, unmoderated
- 3 multi-page, clickable prototypes on smartphone
- 1 PDF showing button label options side by side
- Tasks were given to customers one at a time. They were asked to think aloud as they completed the tasks, type written responses and rate their overall comprehension on a scale from 1-5. They also selected a favorite overall and explained why it was preferred.

# Key takeaways

## Key Takeaways

1. Of the button CTAs tested, “Customize” was chosen as the option most accurately matching their expectations by 5/8 participants.
2. “Learn more” was chosen as the option most accurately matching expectations by 2/8 participants.
3. “Shop” was chosen as the option most accurately matching expectations by 1/8 participants.

# Detailed Findings

# Customize

After being asked the multiple-choice question: *Which button label is the most accurate in helping you understand what you'll see and do next?*

5/8 customers and prospects who preferred “Customize” shared some overlapping themes in describing why they felt this way:

- It's the **next, most important action**
- It's the **most specific yet compelling** option



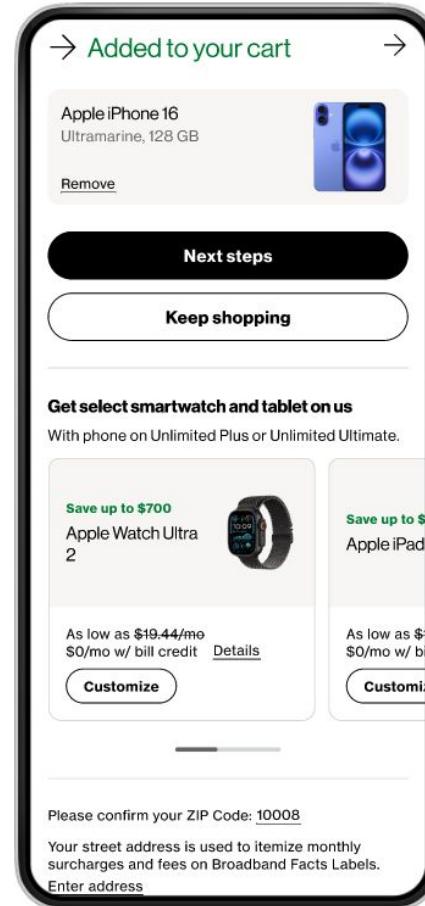
## Customer quotes on “Customize”

“You're **literally customizing** the watch to your tastes before adding it [to your cart].”

“You're technically learning what colors and sizes are available and what the fees are, but '**Customize**' is more **persuasive.**”

“Customize achieves more as **you learn through customizing** and are **encouraged to finish the sale.**”

“Customize let's me know...I **have options.**”



# Learn more

After being asked the multiple-choice question: *Which button label is the most accurate in helping you understand what you'll see and do next?*

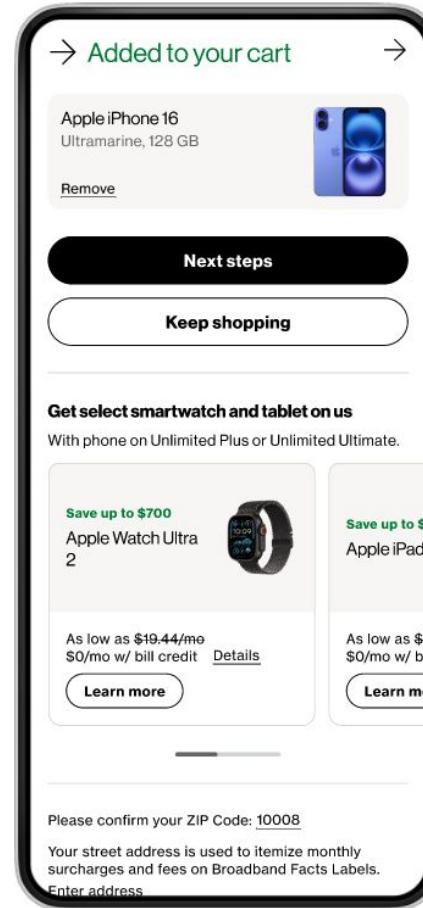
2/8 customers and prospects who preferred “Learn more” did so because:

- It was focused on questions they had about the offer, item details and what they could customize.
- They considered the watch PDP to be a way to “Learn more.”

But the reasons **most** customers and prospects **did not prefer it** shared these themes:

- Thinking “Learn more” would take them to a dedicated page that only featured more info about the offer, and/or fees and payment plan.
- Seeing the primary purpose of the watch PDP as a way to customize & confirm payment amount.

(Continued on next slide)



# Learn more continued

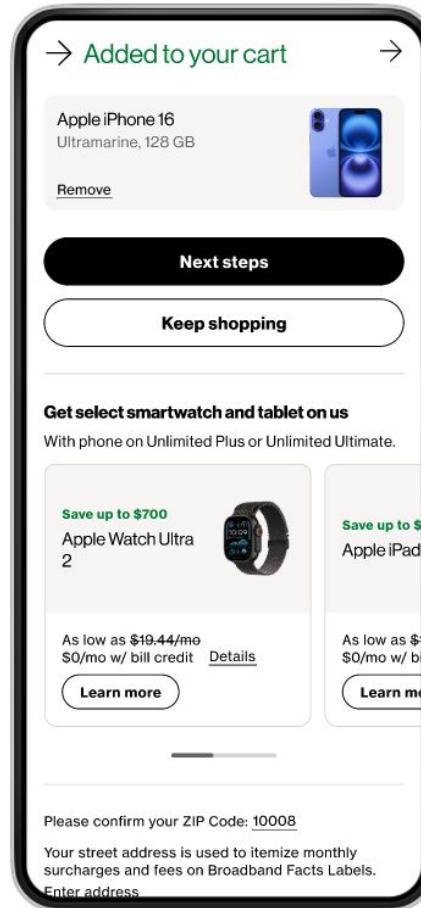


## Customer quotes on “Learn more”

"I would say Learn More is inaccurate. **It's not giving a lot of additional details on um, the nuances or the fine print of the promotion.** It's just a page to customize."

"Um, I actually **don't see any of the details I thought would be here**, so I don't know what I'm learning. It just lets you pick everything out...other than reviews and some [pricing] details."

"I feel like Learn More **needs to get a little more into why am I getting this device for free.”**



# Shop

After being asked the multiple-choice question: *Which button label is the most accurate in helping you understand what you'll see and do next?*

1/8 customer who preferred “Shop” did so because they considered the act of selecting specs for their free watch “shopping.” (“Customize” was a close 2nd choice for this person.)

But **most** customers and prospects **did not connect** “Shop” to what they could do on the watch PDP:

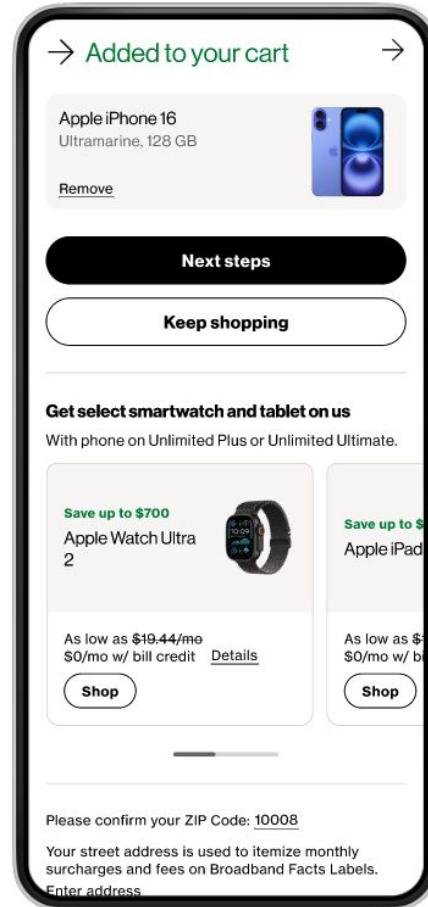


## Customer quotes on “Shop”

“Shop to me is **more of a broad term...**[but here] you've landed on this one item, this one offer.”

**“You're not shopping...this is the watch you're gonna get.”**

“Shop is a little bit deceiving because...it's free as part of this promotion for purchasing a phone with a specific plan. **Shopping implies buying or paying for something.**”



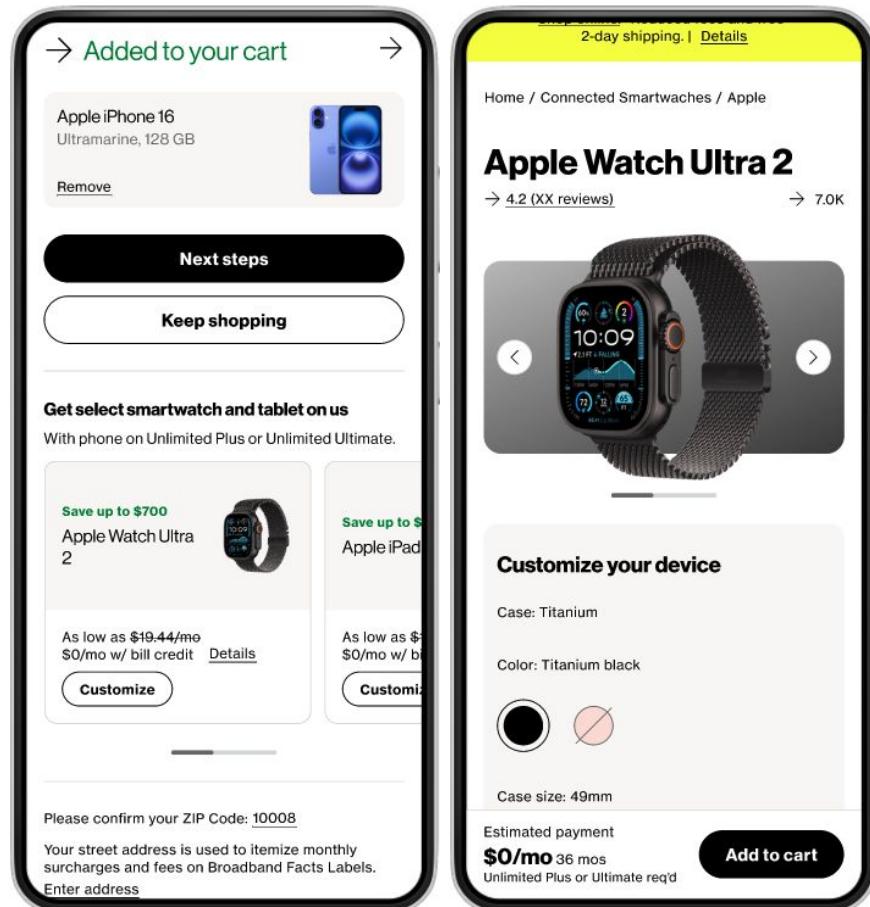
# Final thoughts

As we're only planning to feature connected devices that will at least have a color and/or storage choice (including the exception of only one color or storage size available due to others being sold out), the recommendation is to move forward with "Customize" for Q4 2025.

Caveat: Scenarios where we should re-explore "Learn more" button CTA against other options:

- If we scale beyond tablets and watches to other connected devices that don't have color or storage options.
- If we scale to include BMSM accessories that don't have color or any other options to customize.

Future consideration: RTM test "Customize" against "Buy" based on MVP metrics



# Appendix