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UX/UI DESIGNER

Design Process - Laptop Mag Sponsored Page Optimization

DESIGN PROCESS

About Laptop Mag

Laptop Mag provides in-depth reviews of the latest laptops, 2-in-1s and tablets to help shoppers pick the ideal product for their needs. The site's passionate editors also handpick the best deals to help consumers save money and give smart tips to help save them time. Total of 6.8 m global monthly users and 12.4 m global page views.

Project

For this project, we want to give our advertisers a sponsored takeover, a design strategy to connect our audience to their product, features only their brand's promotions and taking out all competitive brands to increase sales performances. I've collaborated with the VP of Marketing sales, Data and Insights and other internal stakeholders to help me create an effective design by understanding the goals, getting data, A/B test and conducting usability test.

Insights and Problems

Our Data and Insights team helped us with the audience analytics and to understand the customer journey. They identified devices that our users has been using to drive conversions from our sites campaign strategies, they've also help us to focus on the conversion points and to eliminate wasted impressions. They have reported that page has more views and conversions on desktops, the problem is that desktop view has so much going on, banner ads are interrupting the user experience, the ads slows down the review page and its causing us friction.

PAGE OPTIMIZATION WITH NATIVE ADS

ORIGINAL REVIEW PAGE

We performed usability test to define the problems with live conversation and guided scenario on finding a product specs, price, comparison to other competitors and what are they looking for on purchasing a product.

The review page has so much going on and banner ads are interrupting the user experience

PAGE OPTIMIZATION WITH NATIVE ADS

USABILITY TEST

Pain Points

- Page loads really slow because of the banner ad's rendering.
- Too many things going on the side bar it's hard to read the content.
- Users are scrolling the page to way too fast that they missed out some important notes from the editor's review.
- Not being able to find the price and the description they are looking for.
- Not being able to compare the product to other competitors
- Ignoring ad banners that is causing waste impressions

Goals

- Features only the brand's promotions, taking out all competitive brands.
- Adding interactive comparison bar
- Provide page designs that are clean, easy to read and engaging
- To make sure that our site loads fast so that we won't have friction
- Removing ad fatigue
- Eliminates all non-essential navigation
- IAB banners convert to native banners
- Secures from ad blocking.
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Multi-platform. Captures your audience wherever they are spending their time online

PAGE OPTIMIZATION WITH NATIVE ADS

SKETCH VARIATIONS AND TESTING

We worked on the low-fi (sketches) on how the page layout will look like, our goal is to make it look clean, easy to read for users, as well as experimenting placement of the banner ads. With so many rounds of iterations we decided to pick two for A/B test.

Sketching out new page and designing a cleaner layout with the placement of native ads

PAGE OPTIMIZATION WITH NATIVE ADS

SPLIT TEST

Conversion Rate Officers are working on experiments and getting the user behaviors by using heat maps as well as screen records to see what the users are up to, where they scroll, stop and read. They provided us with a report with actionable recommendations for our layouts, native ad placements, CTA color, and headlines to uplift the conversion rate of the new page layout.
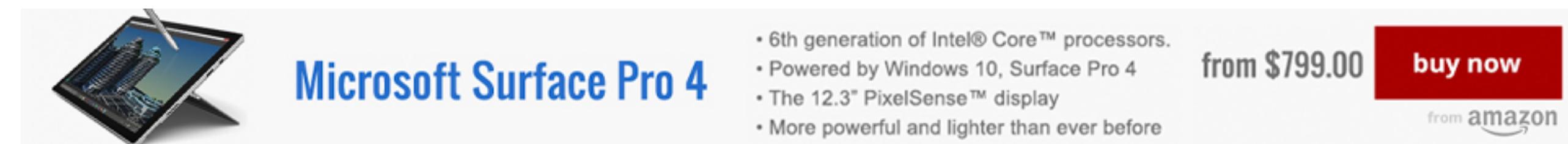
PAGE OPTIMIZATION WITH NATIVE ADS

CTA, HEADLINES AD SIZES EXPERIMENTS

Did some experimenting elements on the native ads, like changing the color of buttons (CTA), changing the headlines, product descriptions, font sizes, banner sizes and types, images to see what performs best and the once that are engaging to our audience. We've also create a native messaging tailored to meet your campaign goals.

Red (Original color of the button)

970x90

970x250

PAGE OPTIMIZATION WITH NATIVE ADS

Yellow Button

1000x180

1000x380

PAGE OPTIMIZATION WITH NATIVE ADS

TEST INSIGHTS

The red call-to-action button is what we use for Laptop Mag BUT the yellow receives more clicks from the test's report, so we changed the default CTA color to yellow. We received a good engagements using the editors headline rather than the branded headlines. The new comparison bar is more engaging specially when we placed before the the review ends it shows that audience enjoyed reading the product's review before they compare it. Audience are more engage with the new experience of the page without the IAB banners.

RESULTS

From our tests, the look and feel of the optimized and native design offers a powerful advantage for our advertisers to interact with the targeted consumers while generating brand lift. The redesigned page are more persuasive, drive user focus and traffic is at nearly twice. Showing a 40-70% increase in CTR, 30-40% increase in conversion rate and ~32% - ~95% increase in sales. Better user experience - rids of any distractions and clutter with a cleaner layout. Optimized and native ads may cost more upfront, but the difference in CTR proves it's worth in the investment.

PAGE OPTIMIZATION WITH NATIVE ADS

FINAL DESIGN

Deliver Results and better user experience - rids of any distractions and clutter with a cleaner layout. Visually engaging than traditional review pages with display ads.

PAGE OPTIMIZATION WITH NATIVE ADS

COMPARISON

BEFORE

AFTER

30-70% increase in CTR

20-30% increase in conversion rate
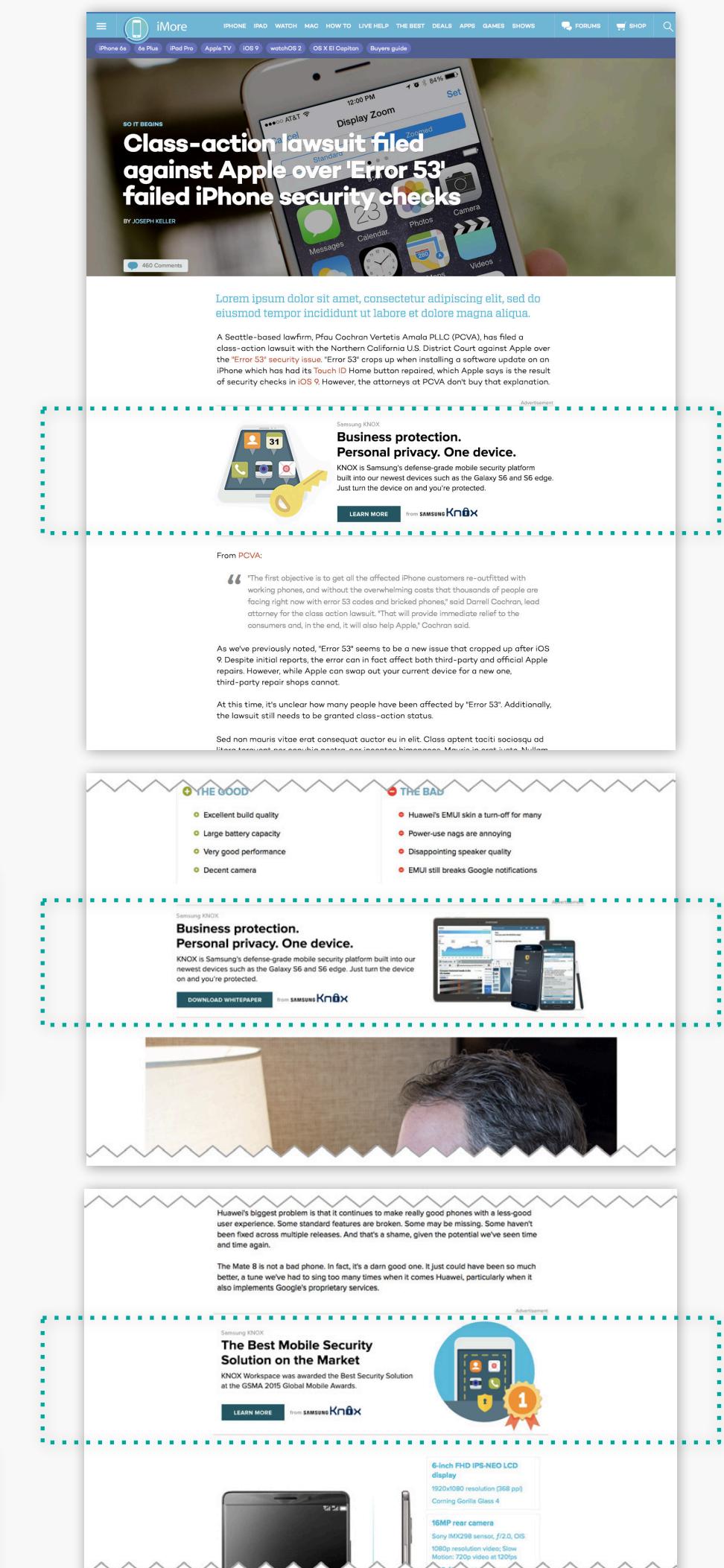
~32% - ~95% increase in sales
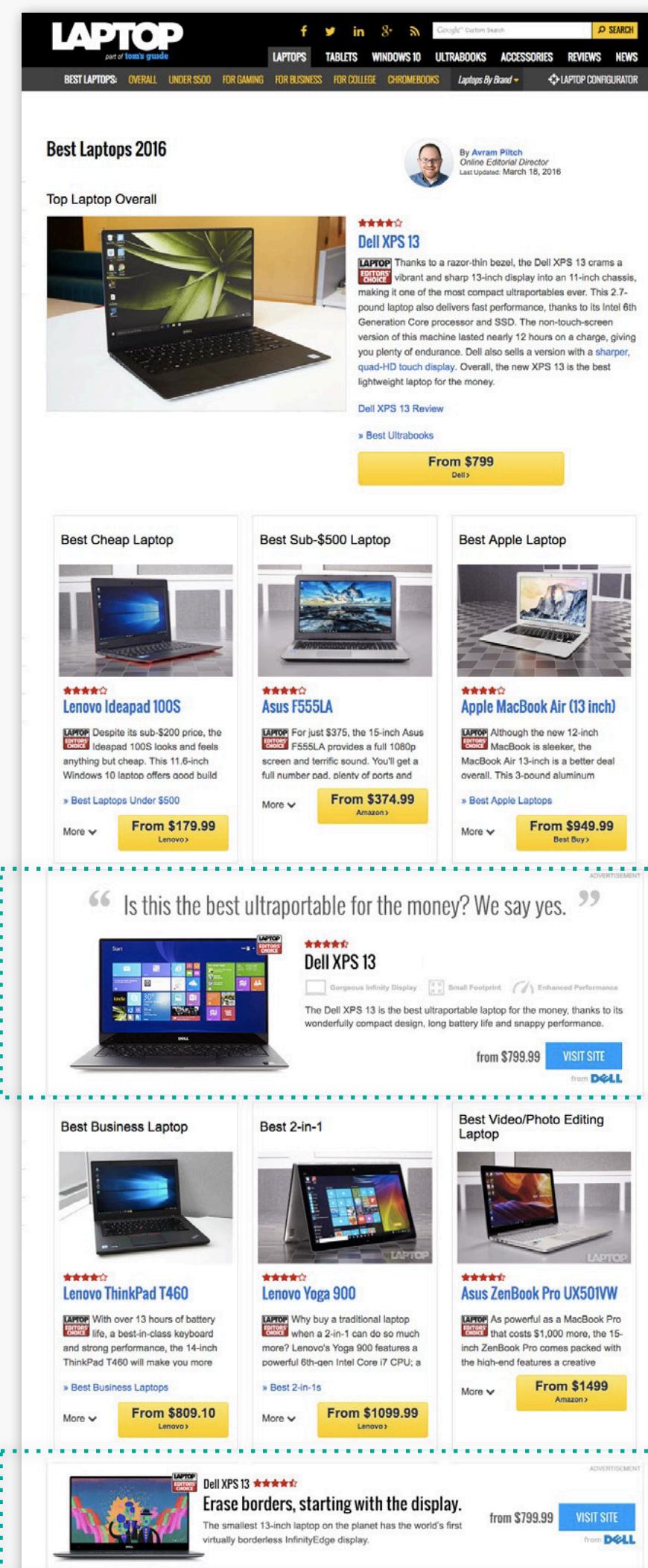
PAGE OPTIMIZATION WITH NATIVE ADS

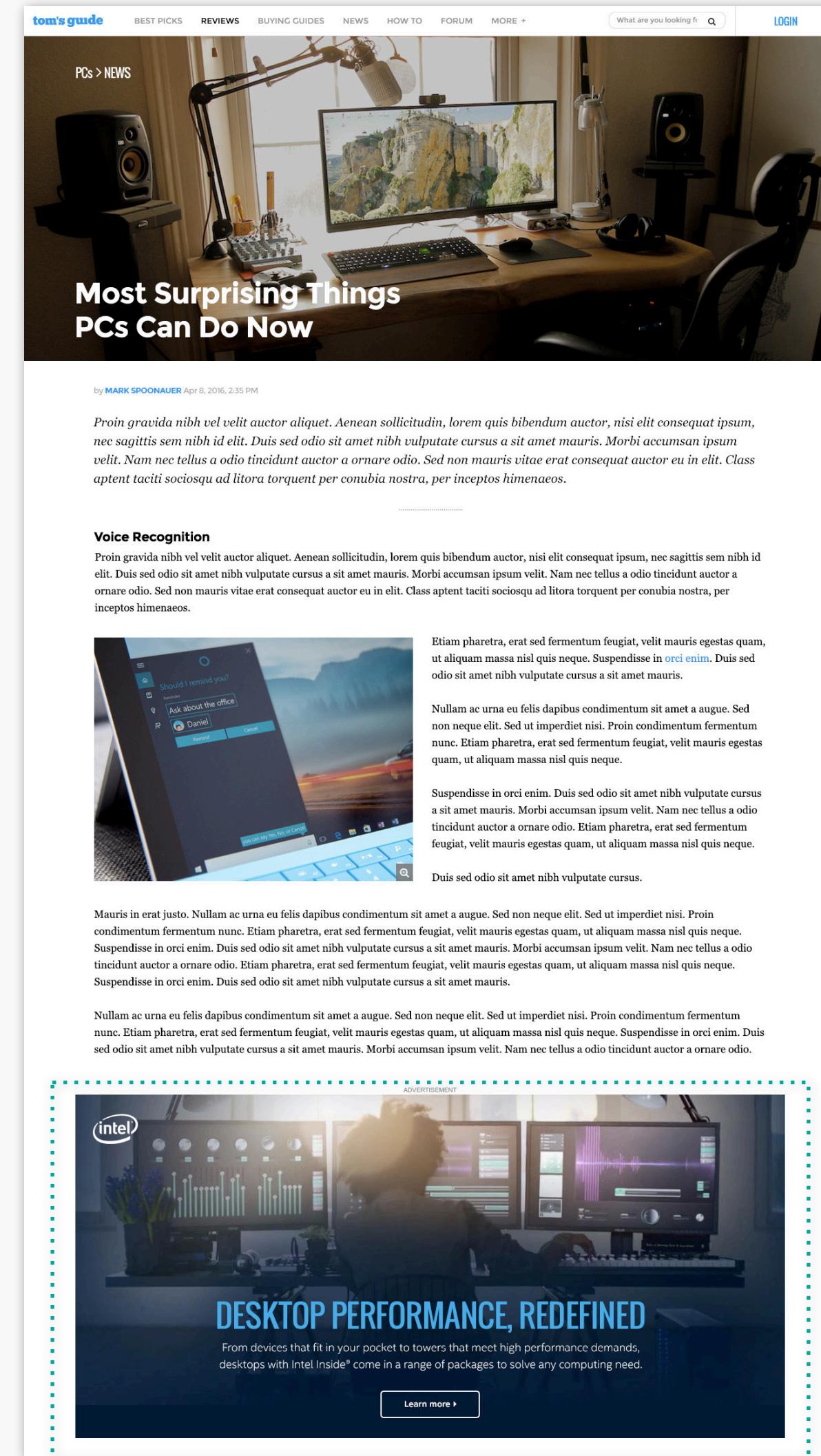## OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS

Drive Sales

Lead Gen

Brand Engagement