

DAZZLE SALAZAR

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

01. USABILITY TEST

02. SKETCH VARIATIONS

03. A/B TEST

04. BANNER TESTING

05. CONCLUSION

06. FINAL DESIGN

07. COMPARISON

08. OTHER SAMPLES

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 screenshot shows a detailed review page for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a search bar and social sharing icons. A prominent advertisement for a Microsoft Surface Pro & Black Type Cover is displayed, offering a \$229 discount. The main content features a large image of a person using the Surface Pro 4, followed by a title 'Microsoft Surface Pro 4 Review' and a brief summary. Below the summary are sections for 'The Pros' (Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU) and 'The Cons' (Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera). A 'Verdict' section notes that while it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen, and improved Type Cover but with much less battery life. A price of \$799 from Amazon is shown. Further down, there's a '3DMark Fire Strike' chart comparing the Surface Pro 4 against other laptops like the Apple MacBook Air and HP Spectre x360. The chart shows the Surface Pro 4 achieving a score of 843. Other sections include a 'FIND A REVIEW' filter, an 'ASK A QUESTION' form, a 'SUBSCRIBE' button, and a 'FOLLOW US' section with social media links. A sidebar on the right lists related reviews for Lenovo ThinkPad Yoga 260, Vaio Z Flip, Dell XPS 12 (2016), E Fun Nextbook Flexx 9, and Kurio Smart.

This screenshot shows a comparison article titled 'Windows 10 vs. OS X El Capitan: Why Microsoft Wins'. The page includes a video player placeholder, a large image of a Surface Pro 4, and a detailed comparison text. It highlights that Microsoft initially rated the Surface Pro 4 3 stars due to defective cameras but raised it to 3.5 stars after testing updated models and retail versions. The text describes the Surface Pro 4's exterior design, PixelSense display, and improved performance compared to its predecessor. A 'Design: Some things stay the same' section is mentioned. Below the main text is a large image of the Surface Pro 4 in tablet mode. To the right, there's a sidebar with a Microsoft advertisement for saving \$150 on Surface Pro + Type Cover, and a 'RELATED REVIEWS' section listing the same five devices as the previous screenshot.

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

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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 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.
- They skipped the comparison status bar even if it's in the first part of the review
- Ignoring ad banners that is causing wasted impressions

Goals

- Features only the brand's promotions, taking out all competitive brands.
- 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

The screenshot shows the LAPTOP website interface. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a search bar and social media links. A prominent advertisement for Microsoft Surface Pro 4 is displayed, showing a laptop and a tablet with a keyboard, with a \$229 off offer. The main content area features a review for the Microsoft Surface Pro 4, written by Sam Rutherford on October 21, 2017. The review has a 4-star rating. It includes sections for Pros (Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU), Cons (Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera), and a Verdict. Below the review is another advertisement for the Microsoft Surface Pro 4, showing a laptop and a tablet with a keyboard, with a \$229 off offer. On the right side, there's a sidebar with a 'FIND A REVIEW' section, a 'SUBSCRIBE' form, and a 'FOLLOW US' section with social media links. At the bottom, there's a 'MOST POPULAR' section with five numbered links.

LAPTOP
part of **toms guide**

BEST LAPTOPS: OVERALL UNDER \$500 FOR GAMING FOR BUSINESS FOR COLLEGE CHROMEBOOKS *Laptops By Brand* LAPTOP CONFIGURATOR

Advertisement

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2017

Editors' rating: ★★★★☆

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

\$799
from Amazon

Microsoft Surface Pro 4
Top 5 Deals - Surface Pro 4 February 2016 Clearance Sale!

3DMark Fire Strike
Tests notebook graphics performance.
1 of 10

Model	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12	798
Category Average (as of 01/31/16)	601.23

REVIEW **SPECIFICATIONS**

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

article continued below

FIND A REVIEW

Laptops Keyword
All Subcategories Max Price
more options

ASK A QUESTION
How do I ... PUBLISH

SUBSCRIBE
enter email here ... SUBMIT

FOLLOW US

f t in g+ r

MOST POPULAR

- 1 Best and Worst Laptop Brands - 2015 Ratings
- 2 How to Delete the Windows.old Folder in Windows 10
- 3 Edge vs. Chrome vs. Firefox: Battle of the Windows 10 Browsers
- 4 Dell XPS 13 (2015, Nontouch) - Full Review & Benchmarks
- 5 Windows 10 vs. OS X El Capitan: Why Microsoft Wins

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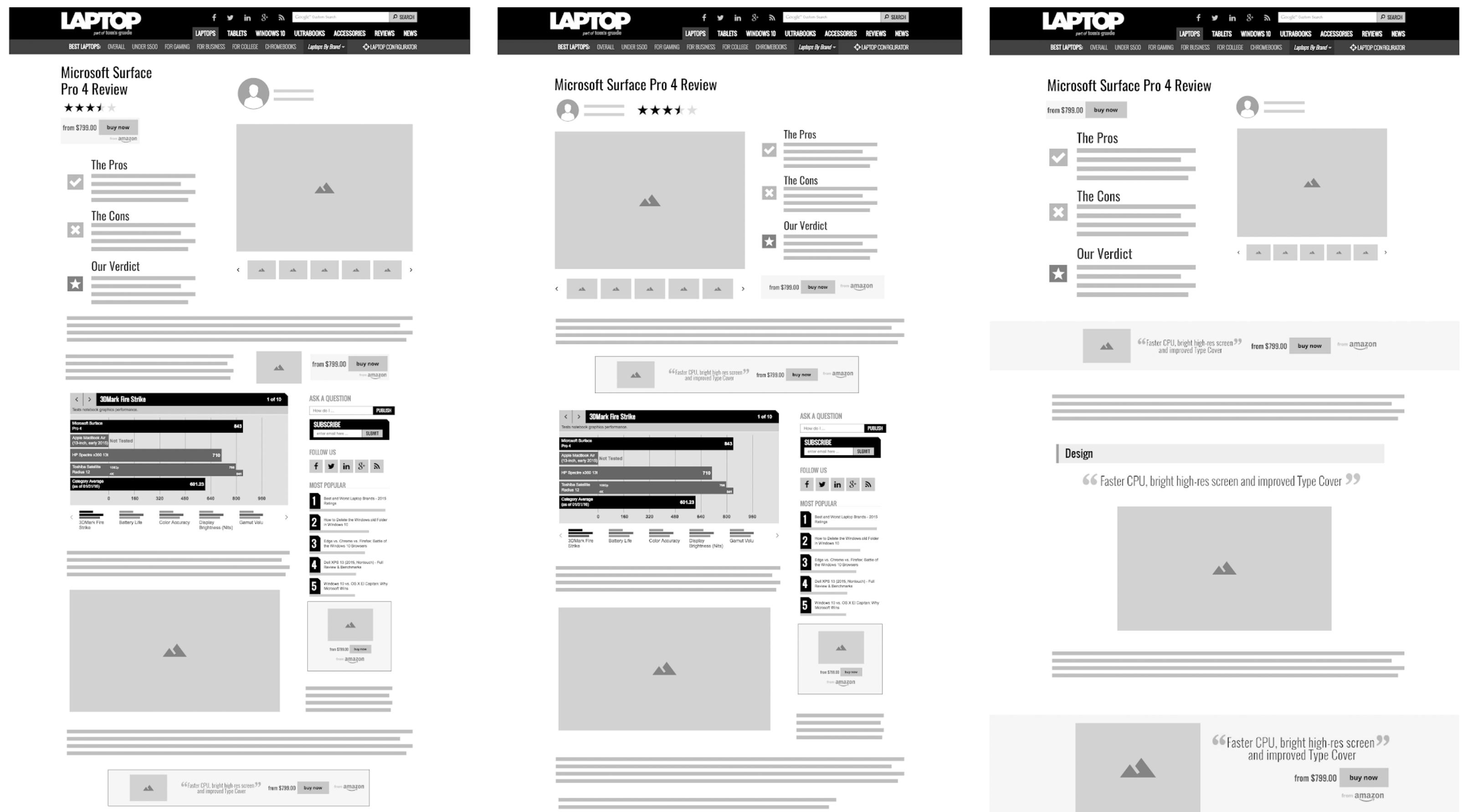
06. FINAL DESIGN

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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

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A/B TEST

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

★★★★★ from \$799.00 [buy now](#)

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

HOW THE MICROSOFT SURFACE PRO 4 STACKS UP
Overall Performance 2 of 21

Category	Score
Microsoft Surface Pro 4	650
Apple MacBook Air (11.6in, Early 2015)	520
HP Spectre X360 13t	500
Category Average	500

Microsoft Surface Pro 4 from \$799.00 [buy now](#)

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

★★★★★ from \$799.00 [buy now](#)

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Microsoft Surface Pro 4
• 6th generation of Intel Core™ processors.
• Powered by Windows 10, Surface Pro 4
• The 12.3" PixelSense™ display
• More powerful and lighter than ever before

Performance

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Design

“Faster CPU, bright high-res screen and improved Type Cover”

I want to give the Surface Pro 4 a higher score. The PixelSense display is superb bit of engineering, and the new 6th Gen Intel chip delivers the kind of swift performance I'm looking for, but the 6-hour battery life holds the SP4 back from glory. For stylus aficionados, the increased pressure sensitivity and optional pen tip give more depth to your drawings, but probably won't do much to improve the chicken-scratch notes everyone else is making. Instead of the leap we saw on the Surface Pro 3, the SP4 is an iterative step forward with a sizeable step back on battery life.

Microsoft Surface Pro 4 from \$799.00 [buy now](#)

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.

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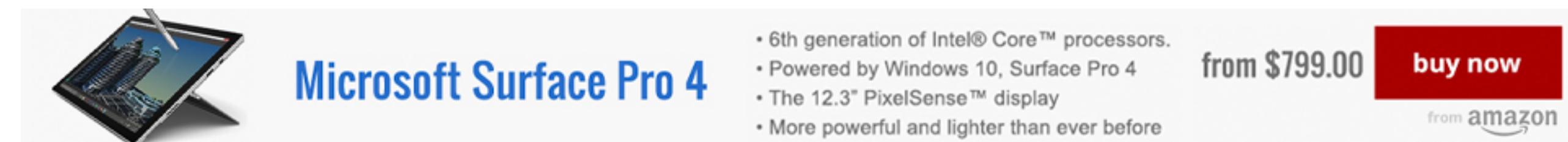
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CTA, HEADLINES AD SIZES EXPERIMENTS

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 ones that are engaging to our audience. We've also created a native messaging tailored to meet your campaign goals.

Red (Original color of the button)



970x90



970x250

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Yellow Button



1000x180

Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
- Powered by Windows 10, Surface Pro 4
- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

from \$799.00

buy now

from amazon

ADVERTISEMENT



1000x380

“Faster CPU, bright high-res screen”
and improved Type Cover

Microsoft Surface Pro 4

- 6th generation of Intel® Core™ processors.
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- The 12.3" PixelSense™ display
- More powerful and lighter than ever before

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ADVERTISEMENT

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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 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.

DELIVER 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.

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FINAL DESIGN

The screenshot shows a review article for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links for Laptops, Tablets, Smartphones, Ultrabooks, Software, Apps, Reviews, News, and Video. Below the header, the title "Microsoft Surface Pro 4 Review" is displayed, along with the author's name, Sam Rutherford, and his title, Staff Writer. A small profile picture of Sam is also present. The main content includes a rating of four stars, a price of \$799.00, and a "buy now" button. There are sections for "The Pros" (checkmark icon), "The Cons" (cross icon), and "Our Verdict" (star icon). Below the verdict, there's a paragraph of text and a small image of the Surface Pro 4. Further down, there's another advertisement for the Surface Pro 4 with a similar layout. At the bottom, there's a section titled "Design" with a quote: "Faster CPU, bright high-res screen and improved Type Cover".

This screenshot shows the same Microsoft Surface Pro 4 review page with native advertising integrated. In the top right corner, there's a sidebar with a headline "Faster CPU, bright high-res screen" and "and improved Type Cover". Below it is a summary of the Surface Pro 4's features. In the middle right, there's a section titled "Performance" with a sub-section "HOW THE MICROSOFT SURFACE PRO 4 STACKS UP", which includes a horizontal bar chart comparing the Surface Pro 4's performance across various metrics like Graphics Performance, Hard Drive Speed, Overall Performance, Spreadsheet Performance, and World of Warcraft (autodec). At the bottom right, there's another "buy now" button for the Surface Pro 4.

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.

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COMPARISON

BEFORE

The screenshot shows a review article for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links like Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a Microsoft advertisement for \$229 off Surface Pro & Black Type Cover. The main content area features a large image of a person using the Surface Pro 4, followed by sections for 'The Pros' (Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU), 'The Cons' (Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera), and 'Verdict' (While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life). There's also a 'FIND A REVIEW' search bar and a 'MORE' section with social sharing icons (Facebook, Twitter, Google+, LinkedIn, StumbleUpon) and a '\$799 from Amazon' button.

3DMark Fire Strike
Tests notebook graphics performance.
1 of 10

Model	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12 1080p 4K	786
Category Average (as of 01/31/16)	601.23

0 160 320 480 640 800 960

3DMark Fire Strike Battery Life Color Accuracy Display Brightness (Nits) Gamut Volu

MOST POPULAR

- 1 Best and Worst Laptop Brands - 2015 Ratings
- 2 How to Delete the Windows.old Folder in Windows 10

AFTER

The screenshot shows the same review article after optimization. The layout is identical to the 'Before' version, but the content has been updated. The 'The Pros' section now includes a note about the best Type Cover yet and mentions the Pixel Sense display. The 'The Cons' section notes below-average battery life and price. The 'Verdict' section emphasizes the faster CPU, bright high-res screen, and improved Type Cover. The 'FIND A REVIEW' search bar and social sharing icons remain. The '3DMark Fire Strike' chart and 'MOST POPULAR' sidebar are also present. The overall design is clean and professional.

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2017

★★★★★
from \$799.00 **buy now** from amazon

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Our Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

Microsoft Surface Pro 4
from \$799.00 **buy now** from amazon

While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro 3 changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.

Design

“ Faster CPU, bright high-res screen and improved Type Cover ”

30-70% increase in CTR

20-30% increase in conversion rate

~32% - ~95% increase in sales

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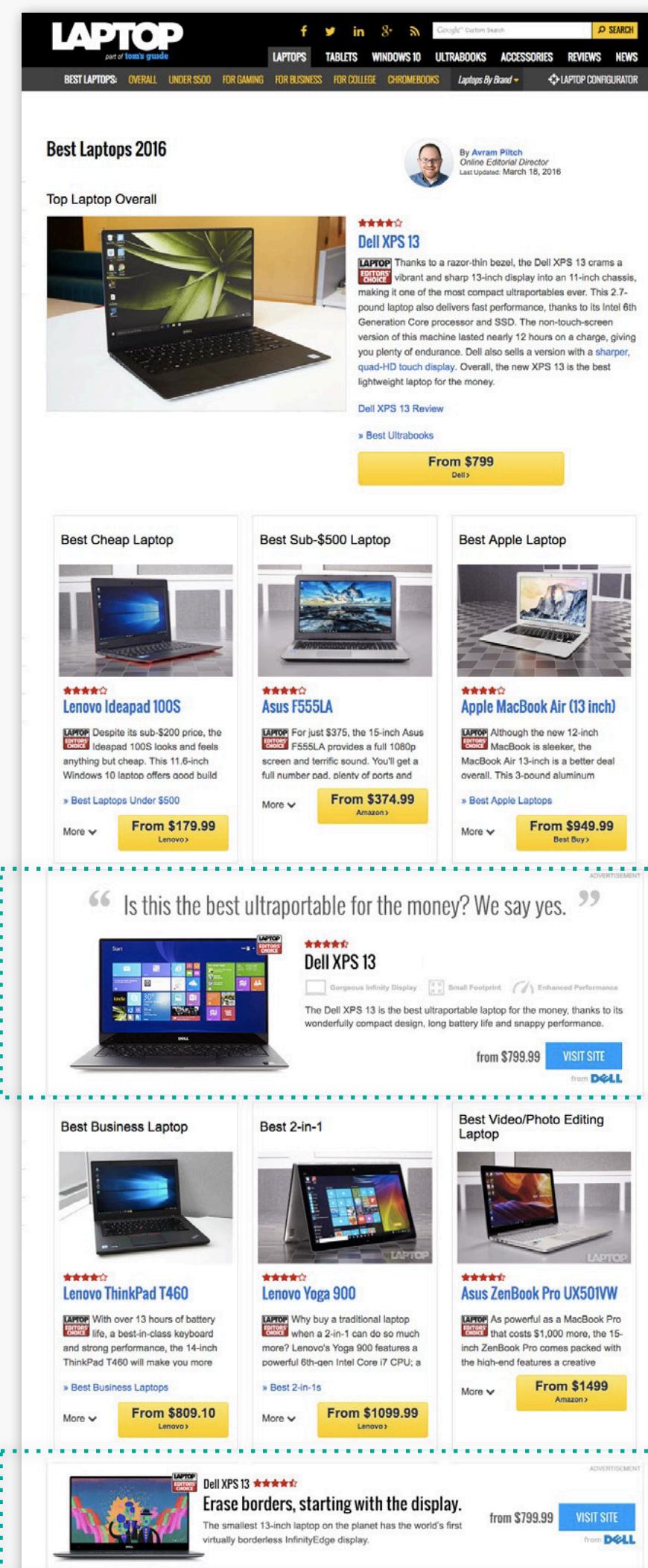
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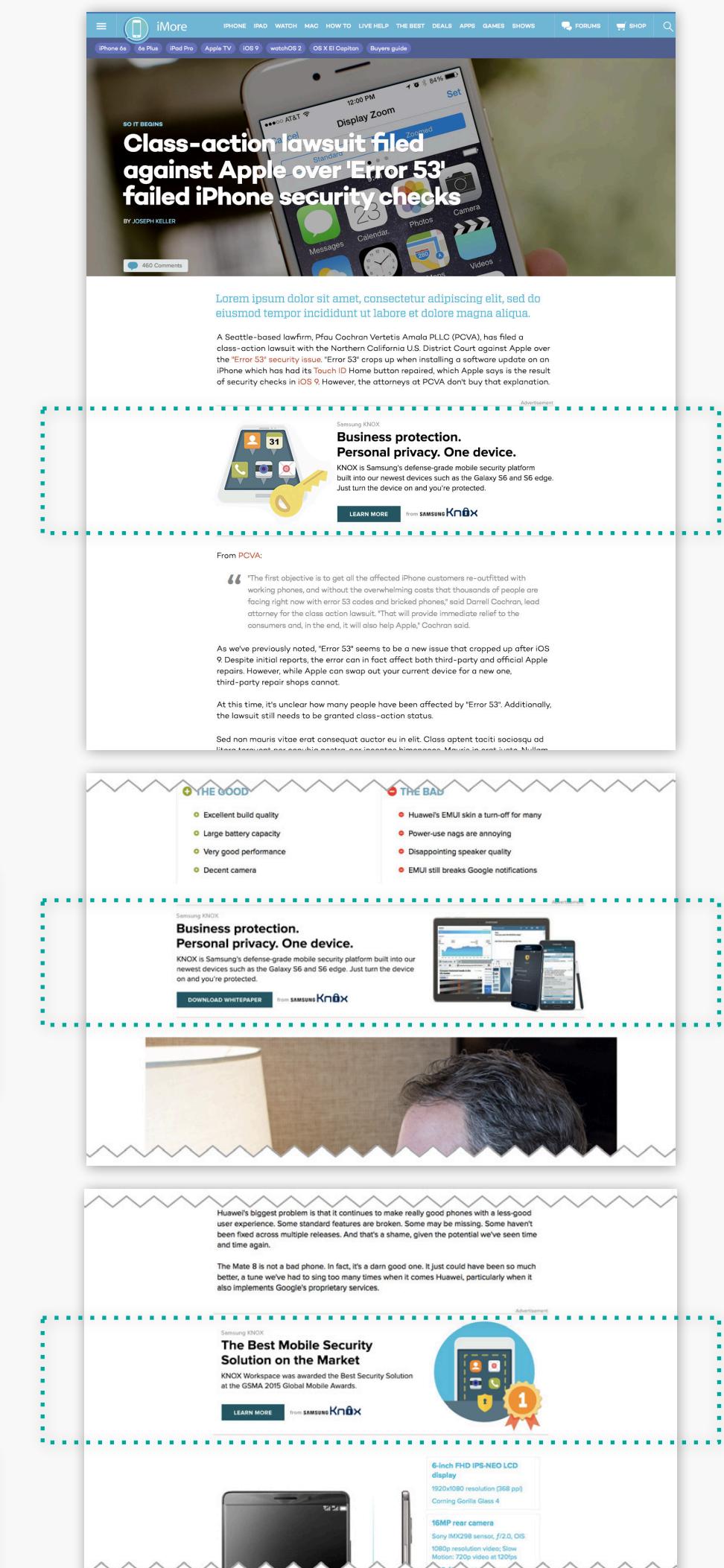
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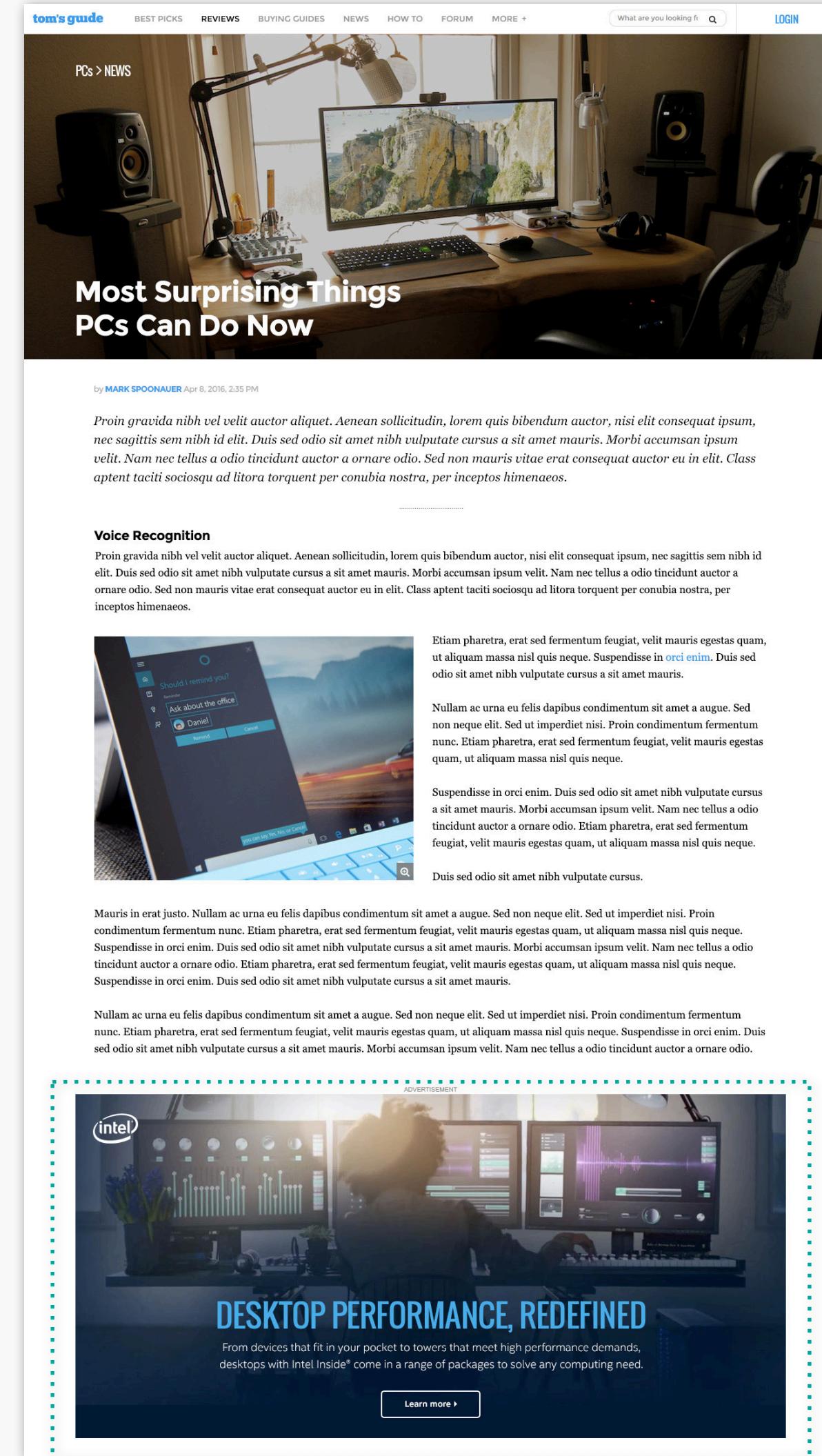
OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS



Drive Sales



Lead Gen



Brand Engagement

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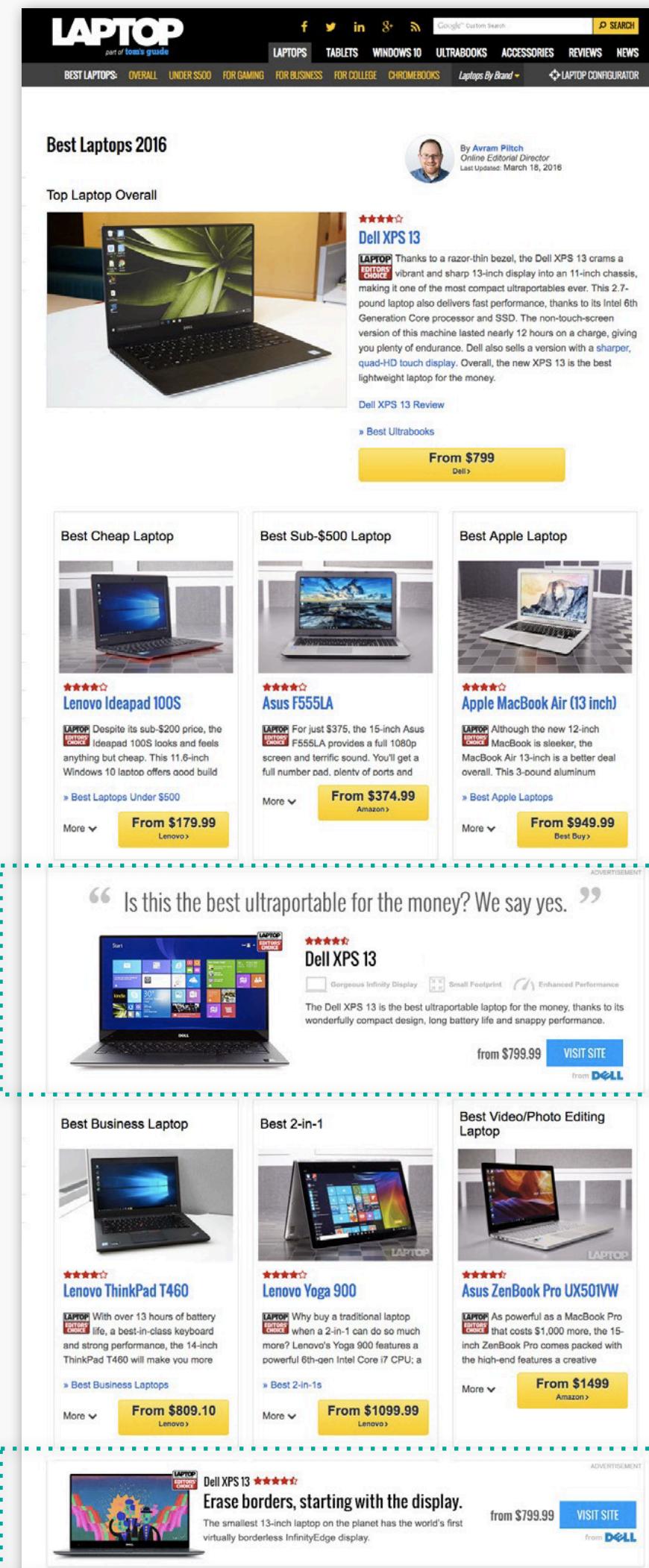
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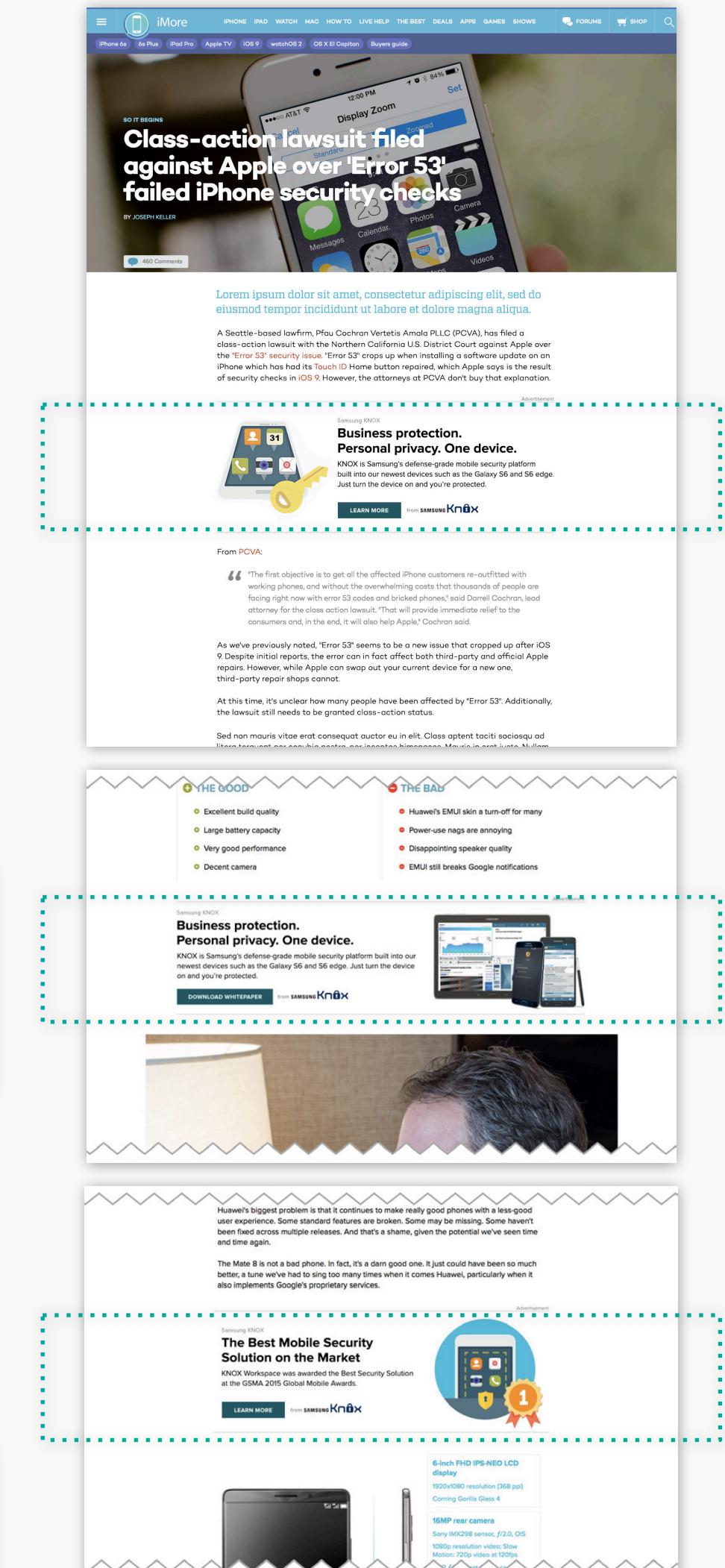
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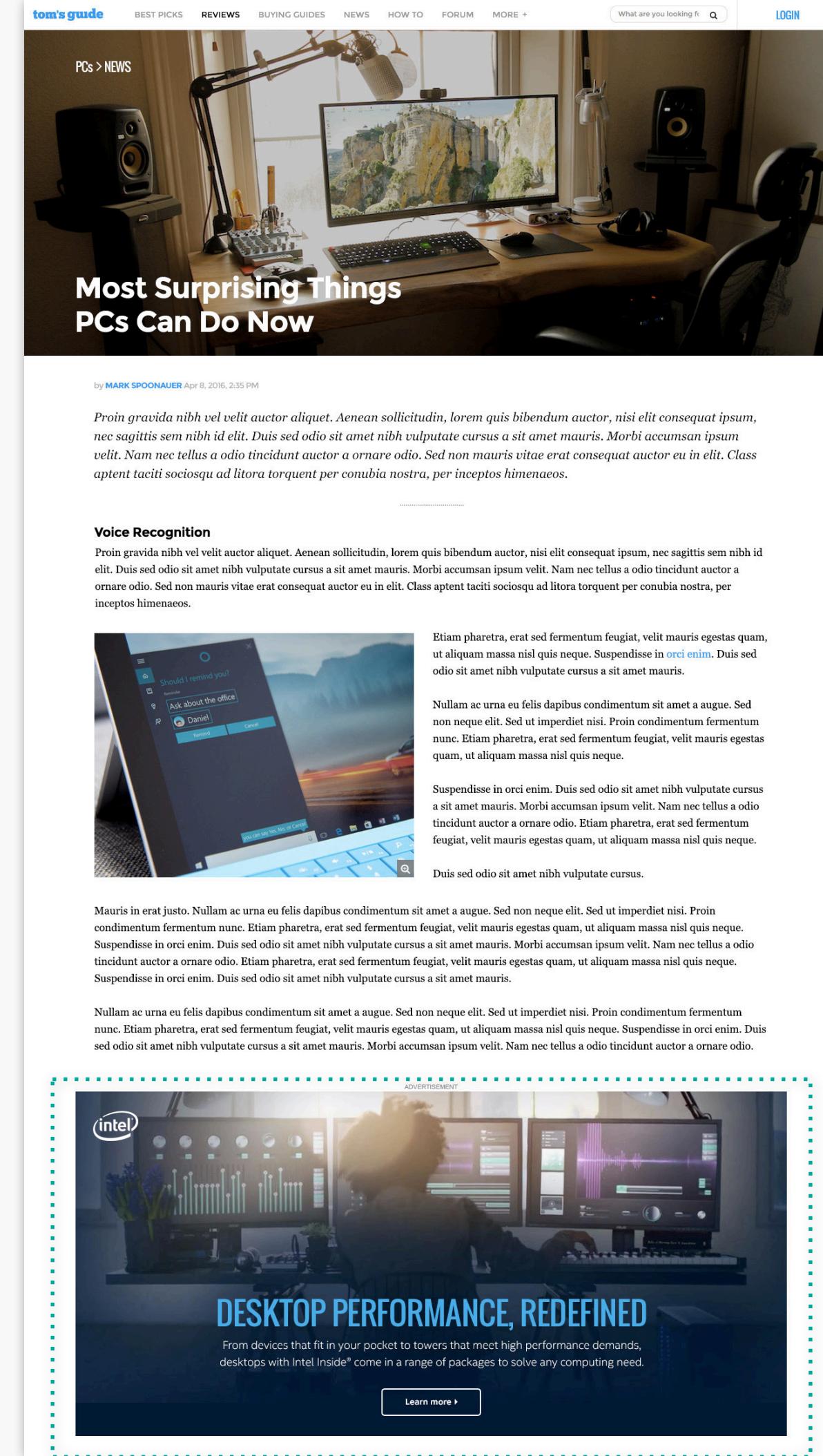
OTHER SAMPLES OF SUCCESSFUL PAGE OPTIMIZATION WITH NATIVE ADS



Drive Sales



Lead Gen



Brand Engagement