



Marketing Data Analysis

The current ad is failing to bring in sufficient clicks

- Through testing it is shown that Ad C receives the most clicks
- Current Ad experience is far behind with only 23.8% clicks
- Changing the ad experience would increase CTR
- User feedback informed changes

User feedback research:

Lack of clarity and details is a consistent pain point

"I wasn't aware of Ready features."

"I have a hard time understanding how I'd be billed, so I didn't want to give my credit card information."

"I'm really interested in the Ready and Pro features, but I've paid for them before and never used them. I didn't feel like I was getting my money's worth."

"I'm a Ready user. I love the projects! I wish I had more time to make progress. It's hard to balance my course workload and time for individual projects."

Current Ad

- Small
- No info on cost
- Few details on curriculum
- Overall lacking in details



Learn HTML & CSS: Part I

We recommend starting with this course.

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Overview

Syllabus

HTML is the the foundation behind all web pages. It's used to add structure and form to text, images, and more. CSS is the language used to style HTML content. In this first course, you'll learn the fundamentals of both languages so that you can create visually appealing web pages.


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Ad C

- Larger footprint / presence
- Clear information on:
 - Cost
 - Curriculum
 - Timing

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- Apply what you learn with project challenges



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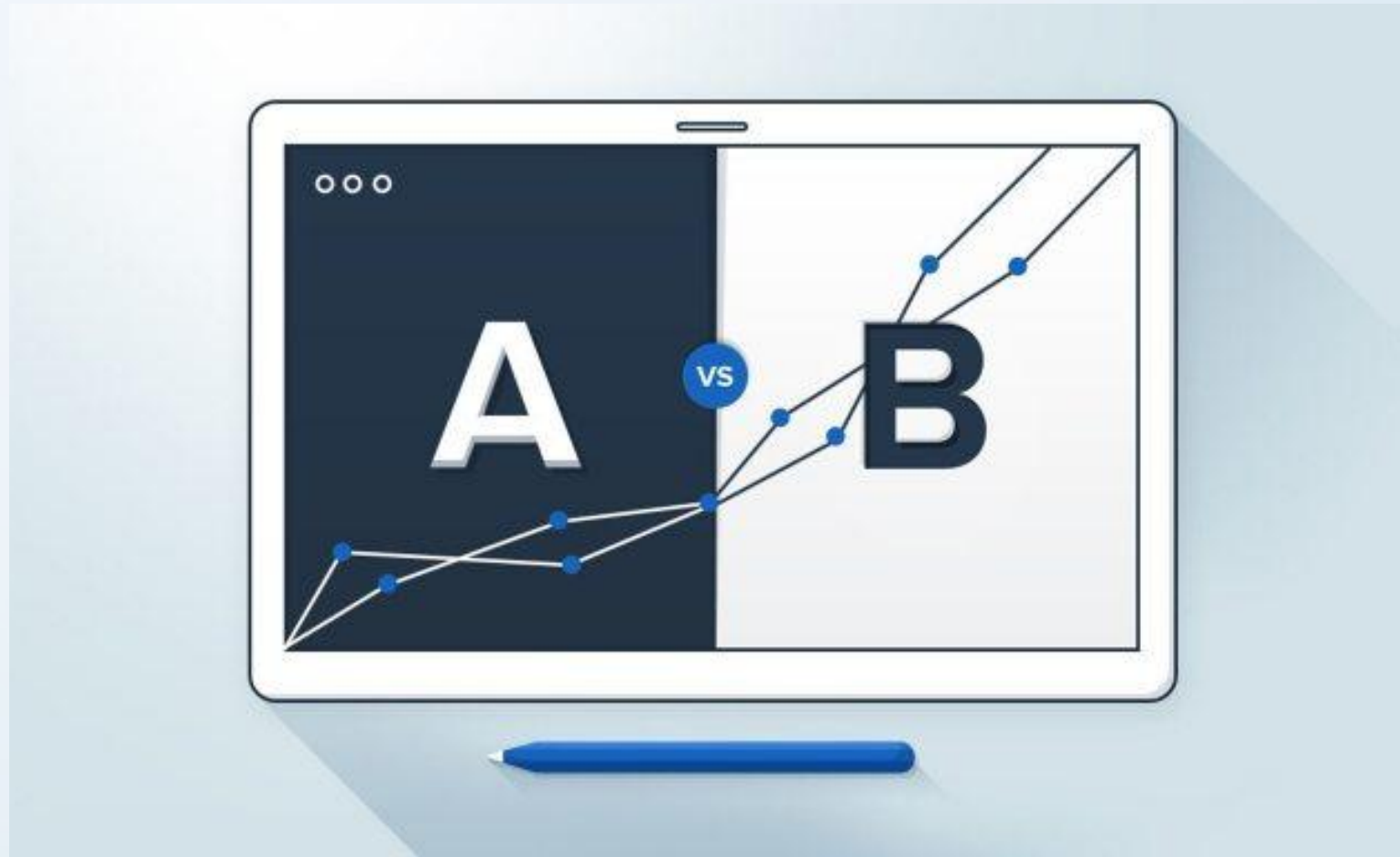
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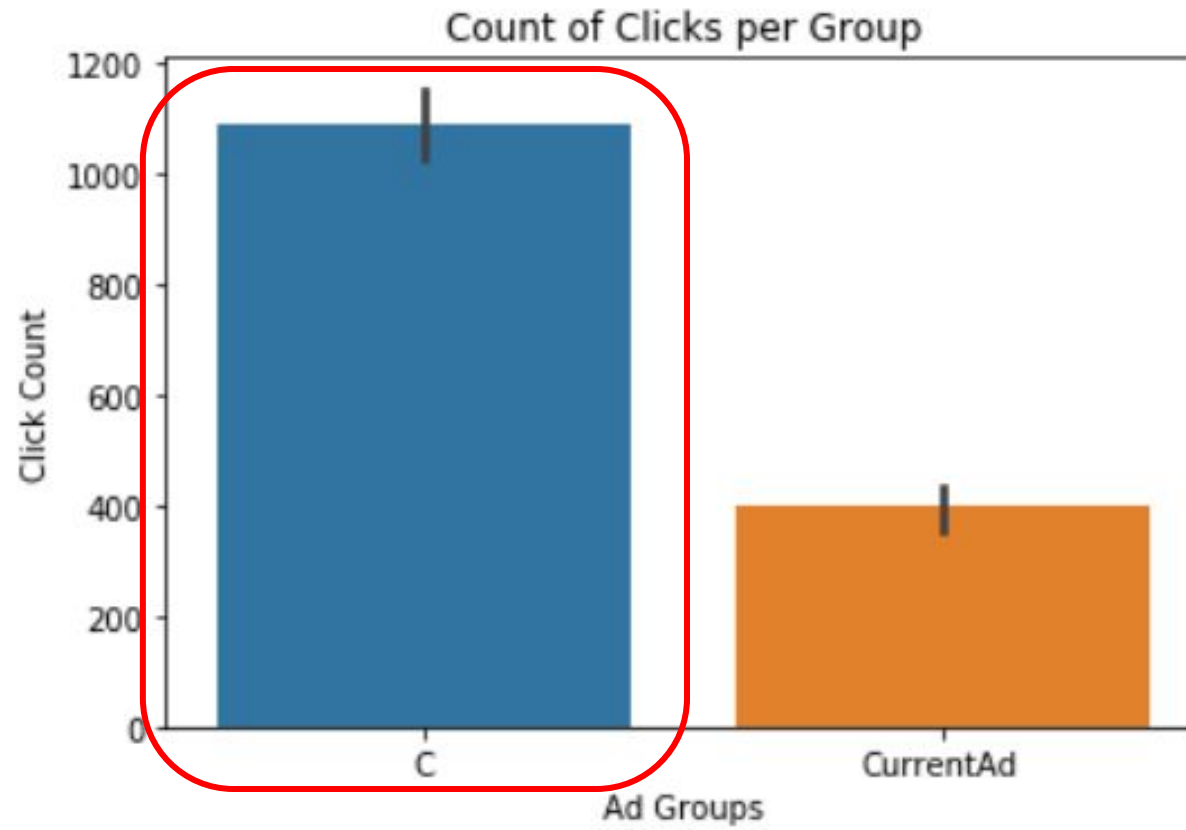
- Build real-world projects using professional tools
- Get your projects reviewed by real developers
- Follow a rigorous curriculum and set schedule
- Work with a community of peers and program mentors
- Graduate with certification and a portfolio of projects



A/B Testing was used to determine success of each ad

- CTR was measured
- Statistical significance was tested

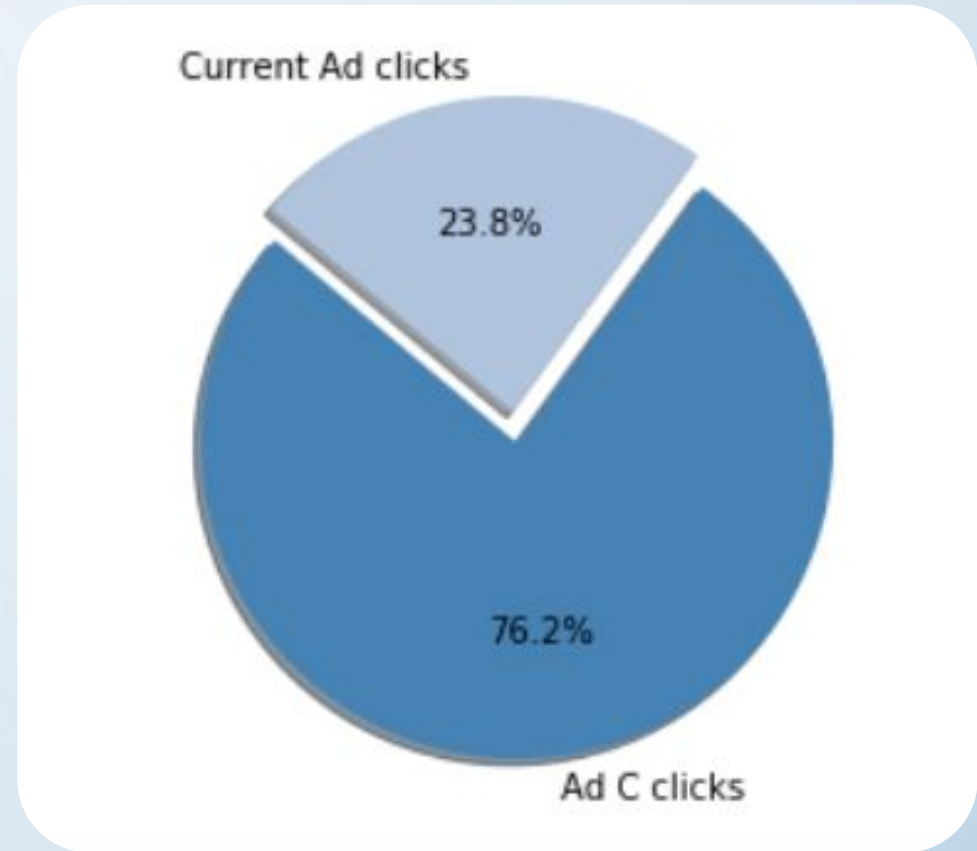
Clicks per Ad



CTR: Current ad & Ad C

- Current ad = 23.8%
- Ad C = 76.2%

Ad C is the clear leader



User feedback powered ads

- Clarity & wealth of information are primary drivers in clicks
- Ad C increased CTR by resolving these pain points