



# Landing Page Toolkit

Your step-by-step guide to making advanced, high-performing landing pages.



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## Introduction

Any web page that you purposely send traffic to is a 'landing page'. Whether it's a PPC ad, an email, or a QR code that prompts someone to click on an offer, the page where that person lands after they click has enormous potential to influence them. The best landing pages hold a visitor's attention and guide them towards a next step – and that's not something that just any web page can do.

The one thing that differentiates great landing pages from the rest is specificity. The best landing pages are targeted, specific and contextually relevant. They are designed to match the ad that will drive traffic to it, and to address any hesitations or concerns that someone might have about your product or service. They make it easier for interested visitors to convert into a lead or sale.

Landing pages come in many shapes and forms. There are two main types of landing pages: those within your website and those outside of your website. Pages that are part of your website are typically meant for browsing while those that are outside of your website are conversion-focused. Your website has to speak to anyone who might be interested in your products or services, and it has to explain who you are to people who might know nothing about you. Your website has to appeal to the 'lowest common denominator' – customers, prospects, investors, media and employees. Think of your site pages as "generalists" –they have to appeal to anyone and everyone who may land on them.

In contrast, landing pages designed outside of the structure of your main site are specific to the traffic source a visitor arrives from. Landing pages outside of your main website have the potential for much higher ROI than those within your website, because they can be incredibly targeted and dedicated to driving a visitor directly into your conversion funnel. Since they are free from your site structure, they can be extremely specific and relevant to a particular traffic source. To get the best ROI possible from any source of paid or campaign traffic, it's important to have a dedicated landing page. This workbook is focused on creating landing pages that live outside of the structure of your main website.

When landing pages live outside of your site they can become more than just a page, they can become *an experience*. Not all landing experiences need to be composed of a single page, nor should they. So even though we may simply say "landing page" throughout this workbook, don't think that you should limit your landing experience structure to a single page.

There are three common categories of landing experiences with their own unique advantages and characteristics.

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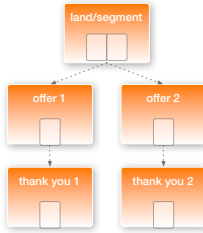
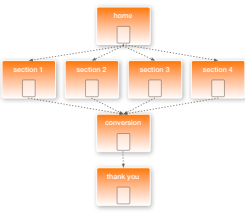


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## Types of landing experiences

Experience	Characteristics	When to use	Flow example
Landing page	A single page with messaging plus an offer. Usually includes form on initial page.	When visitor intent and audience segmentation are pre-determined, basic landing pages can fit the bill. Because they are single pages, reporting is limited to pass/fail. As such, little is learned from those who abandon before converting.	 <pre> graph TD     A[landing/offer] --&gt; B[thank you] </pre>
Conversion path	2-5 segmentation options or choices on the initial page. Users then go to a segment-specific offer page or an additional sub-segmentation page.	Ideally suited to sorting out respondents from vague sources of traffic and rapidly moving them closer to conversion. Enable segment-specific messaging that maximizes conversion potential. Highly valuable in assessing the relative value of sources of traffic because segmentation data is gathered on 40-80% of all respondents (even those who do not convert).	 <pre> graph TD     A[land/segment] --&gt; B[offer 1]     A --&gt; C[offer 2]     B --&gt; D[thank you 1]     C --&gt; E[thank you 2] </pre>
Microsite	Specific deep dive drilling down into a particular topic. Usually includes microsite-specific navigation. Can have conversion as its goal although it's also well suited for educational purposes.	Topic-specific subject with deep information. Microsites can be more immersive than conversion paths and require more time and thought from their users. If you're certain of intent and segmentation, then microsites are a great way to offer specific content.	 <pre> graph TD     A[home] --&gt; B[section 1]     A --&gt; C[section 2]     A --&gt; D[section 3]     A --&gt; E[section 4]     B --&gt; F[conversion]     C --&gt; F     D --&gt; F     E --&gt; F     F --&gt; G[thank you] </pre>

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### So, how do you create the best landing experiences?

Landing pages are completely under your control. You get to pick where you send traffic and you get to determine what the page should say and how it should look. By creating better landing pages you have the ability to increase your conversion rates and marketing ROI.

This workbook was designed to show you how by taking you step-by-step through the strategic planning process. It will help you set goals, think through customer segments, define your offers and measure results. Whether you're B2B or B2C, this strategy will help you build better landing pages. It's designed to be a workbook, so gather your team, print it out and write all over it!

## Getting started

The first thing to do is to assess what you have and what you need – both strategy-wise and people-wise.

### 1. Gather your team

One of the best ways to avoid a production bottleneck is to clearly define who is going to do what, or if you'll need to outsource part of the process in advance. It's better to realize that you might need to contract with a third-party designer now rather than a couple days before your launch date. We've separated six main responsibilities that go into creating landing pages and provided a general description for each. This doesn't mean that you need six people to make a great landing page by any means— some overlap in responsibilities is expected. While you're going through this list, it's also a good idea to think about your approval process and who will be responsible for providing final approval before any page is taken live.

*Example*

Role	Skills	In-house / Outsourced	Person / Supplier
Strategic planner	Strategic understanding of online marketing, messaging, branding, segmentation and conversion principles	In-house	Sarah

*Your chart*

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Role	Skills	In-house / Outsourced	Person / Supplier
Strategic planner	Strategic knowledge and appreciation of messaging, branding & segmentation		
Testing designer	Decide test methodology, technology and develop design test plans		
Writer	Teams with designer to create action-oriented, message-matched content		
Designer	Teams with writer to create action-oriented, message-matched content		
Front-end coder	Ability to take content from the designer and writer and turn it into HTML, CSS and Javascript. This can also be completed without code with landing page management software, like LiveBall!		
Programmer	Ability to 'wire up' the pages from the front end coder to database behaviors and results. This is usually not necessary if you are using landing page management software.		
Analyst	Makes practical sense out of the user behavior data and test results applies that back up to the messages and traffic sources		

## 2. Define your audience

The best landing pages are designed to attract prospects that are similar to your best customers. If you don't already have customer profiles, use this time to find similarities between your best customers. Think about how each of those characteristics relate to your product and service. As your business grows, your customer profile is likely to change so even if you've done this before, it doesn't hurt to go through this exercise again. These characteristics will provide a great basis for messaging and copy guidelines.

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	'Good' customer	'Bad' customer
Characteristics		
Need		
Pain		
Role		

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### 3. Measuring quality with grading

All clicks are not equal. Certain clicks and actions tell us that a visitor is more engaged and more likely to be a higher quality lead or sale. For instance, if someone fills out an inbound form they will probably mean more to you than a visitor who just clicks on a demo video. Grading scales typically use an A-F scale, and a visitor's grade moves up or down based on the actions they take on your landing page such as downloads, links or views.

**Setting up a relative grading scale will help you consistently grade and rate the relative quality of respondents across all campaigns and all landing pages.** Just like back in school, you're looking for the landing pages that deliver the highest respondent GPA. To start a grading program, you first have to define which actions you will have in your landing pages and the relative value of each of those actions across your organization.

If you can, evaluate the assets (videos, Flash presentations, white papers, free trials, coupons, etc.) at your disposal and complete the table. If you're not sure where to start when it comes to grading, think about what actions your best customers (reference the characteristics you defined earlier) would take. Which actions on the page would appeal the most to them based on where your landing page is in the buying cycle?

**What are the potential actions a visitor might take on your page?** Some examples are: *Download document, watch video, view page, sign up for demo, fill out an inbound form, etc.*

Use this space to brainstorm...



*We've provided example actions to help you complete this worksheet:*

Grade action (Everyone starts with a ____ grade)	Action	Asset (Things you have of value to compel the action)
Up a FULL grade	Download document	White paper: How to buy a widget now
Up a HALF grade	Learn more	How this widget can help my business
Down a HALF grade	Watch video	How widgets help our planet
Down a FULL grade	View page	What's a widget?

Use this space to evaluate the actions on your page and their relative value:

Grade action (Everyone starts with a ____ grade)	Action	Asset (Things you have of value to compel the action)

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4. Asses your landing page needs

For each unique marketing **message** that you use, you need a landing page. Messages are more specific than topics or even campaigns. Messages are directly tied to the call-to-actions you use to get people to click on your ads – they are the unique positioning you place on a topic. If you remember the AIDA marketing model of Attention, Interest, Desire, Action — you can think of your message in terms of Attention, Interest & Desire; and your CTA in terms of Action. Below are a couple of examples of the topic-message-CTA hierarchy:

Topic	Message	Call-to-Action (CTA)
Family Get-a-ways	Family fun for everyone. Daily children activities, movies and water sport excursions.	Book now for family fun.
Caribbean Vacation	Experience white sand beaches, gentle breezes and non-stop fun at our all-inclusive resort.	Book now. Lowest rates guaranteed.

Use this space to asses your landing page needs:

Topic	Message	Call-to-Action (CTA)

Use the worksheet below to define your five most common marketing messages. Afterwards, rank your messages by the amount of traffic they receive. For example, in PPC, the ads that get the most clicks would be your highest traffic volume messages. By ranking your messages you can then put the most effort on the landing pages that can do the most good — and that means focusing on the places where you have the most people.

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Traffic volume rank Label (1 through 5)	Topic	Message / Call-to-Action (CTA)

For each unique message defined above, you need a **test** plan. You should always test at least two version of a message. Plan to create two very different landing experiences — **think apple vs. orange** — and then iterate them for each unique message. Don't over-invest your time in crafting the perfect message and page. Landing pages should be disposable so that once you have clear winners from the first round of testing you can retire the losers and create new challengers.

The table below offers two test plan examples:

*Control vs. Challenger A*

Test phase one Apple vs. Orange	Winner	Test phase two Iterations
(A) Microsite Lead-Gen Short Form	(A) Microsite Lead-Gen Short Form	(C) Microsite Lead-Gen Short Form + 1 Field
		(D) Microsite Lead-Gen Short Form + 2 Fields
(B) Microsite Lead-Gen Long Form		(E) Microsite Lead-Gen Short Form + 3 Fields

*Control vs. Challenger A vs. Challenger B*

Test phase one Apple vs. Orange	Winner	Test phase two Iterations
(A) Landing Page	(A) Landing Page	(D) Landing Page Rev 1
(B) Microsite		
(C) Control (existing website deep link)		(E) Landing Page Rev 2

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For each of your messages, think about what you'd like to test and decide which test plan you'd like to use. Complete the worksheet below for each message to organize the first phase of your test plan. We've filled out an example to help you get started.

Messages (defined above)	Control URL (existing page)	Challenger A (description)	Challenger B (optional)
Family Vacation	<a href="http://www.bookingengine.com">www.bookingengine.com</a>	Landing Page — one-page warmer + booking engine	Conversion Path — 2-segment warmer: long stay v. short stay + booking engine

Messages (defined above)	Control URL (existing page)	Challenger A (description)	Challenger B (optional)

As you continue through the rest of the workbook, we recommend that you go through the remaining exercise for just one message at a time. As the strategy questions become more involved, it can be easier to focus on creating just one landing experience instead of five.

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## Setting Objectives

Before we move any further with our landing page, it's important to set reasonable and specific goals.

### 5. Establishing specific, reasonable goals

Reasonable expectations for landing page testing vary depending on the type conversion. There are three main conversion types:

- Transactional conversions** are those where the goal of your landing page is an immediate sale. Since so many things can effect a transactional conversion such as pricing or deals, you should expected smaller changes. A reasonable conversion lift expectation is anywhere from 15 -100%.

- b. **Lead generation conversions** can experience larger lifts in conversion rates from testing. This is because marketers have complete control over these landing pages and it's less likely that there will be dependencies or complexities. A reasonable conversion lift expectation is anywhere from 50 -600%.
- c. **Social conversions** are much softer than the other two conversion types. The goal of your landing page is to get qualified people to socially engage with your organization. This works best for long sales-cycles, high-ticket, or complex offerings. It's important to track the long-term effectiveness of these conversions for 6-24 months.

The next two worksheets will help you plan for and track your objectives for each message and landing page. Try to estimate your organization's relative value and brand awareness for each message and use that to help predict your performance. For example, in PPC you would expect to perform much better on branded keywords than on vague, categorical ones. The higher your organization's perceived value, the better you can expect to perform.

Complete the table below to set objectives by message. Remember, a message is a unique spin on a topic. It's what you said to create **interest**. And your CTA (call to action) is the specific statement you are using to compel **action**. You need to consider both as a unit when evaluating your expected performance.

**For example**, if you have a resort that's branded as a couple's destination, but does allow children, you'd expect to perform better on a romance message and worse on a family vacation message.

Message / CTA	Expected performance	Target engagement %	Type of conversion	Target conversion %
Romance / Four nights for the price of three	Strongest	80%	Transactional	4.5%
Family / Kids stay free	Weak	50%	Transactional	1.5%

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Message / CTA	Expected performance (Choose One: Strongest / Strong / Neutral / Weak / Weakest)	Target engagement % (Choose One: 40% / 50% / 60% / 70% / 80%)	Type of conversion (Transactional / Lead Gen / Social)	Target conversion %

## Identifying traffic sources

The way that people find you will influence what they expect to see on your landing page. It's important to identify which traffic sources help you generate the best new customers and which traffic sources would work best with your messages.

### 6. Getting prospects to your page

How did your best customers find you? Earlier, we went through the characteristics of your best customers, but it's also important to know how they found you. Right now, you probably receive traffic to your website and landing pages from several different sources. Use the worksheet below to list all of the traffic sources you are currently using and then rank them in terms of lead or sale quality and quantity.

Traffic source	What works	Quality	Quantity
Email marketing (in-house list)	White papers	best inbound source	1/3

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Traffic source	What works	Quality	Quantity

### Creative requirements vary widely by source media and context

Visitors from different traffic sources have different needs and focus levels. With your site, you have to expect to receive traffic from all sorts of different sources. With a landing page, you can direct specific traffic, and tailor your page to the needs of visitors from a particular traffic source. For instance, someone who clicks on a PPC ad is more likely to be on a mission to find an answer, than someone who ends up at your page from a social media link. The visitor from the social media link is more likely to be browsing or doing casual research.

The table below summarizes types of traffic and types of landing experiences that most closely match the needs of that traffic.

	Unbranded SEM/PPC <sup>1</sup>	Display 3rd party <sup>2</sup>	Branded SEM/PPC <sup>3</sup>	Email 3rd party <sup>4</sup>	Display intrasite <sup>4</sup>
Visitor Intent	Wandering	Impulse	Determined	Considered	Interested
Prospect Temp	Coolest	Cooler	Cool	Warm	Warmer
Landing Page Length	Shortest	Shorter	Short	Short	Longer
Landing Page Mission	Quickly make it clear they belong	Quickly make it clear they belong	Form a Connection	Extend the Story	Extend the Ad
Tolerance	None	Little	Some	Little	More
Place in Funnel	Rim	Rim	Top 1/3	Top 1/3	Top 2/3

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1. *Unbranded SEM/PPC: Search Engine Marketing/Pay-Per-Click keywords not specific to your organization*
2. *Display 3rd Party: Advertising running on third-party websites (not your own website).*
3. *Branded SEM/PPC: Search Engine Marketing/Pay-Per-Click keywords specific to your organization. Your brand name(s).*
4. *Email 3rd Party: Links, sponsorships or ads running in third-party emails or your own email to a purchased/non-house list.*
5. *Display Intrasite: Advertising or cross-promotion running on your own website.*
6. *Email House: Links, sponsorships or ads running in your own email to your home-grown list.*

## 7. Traffic source matching

Thinking back to the messages you defined earlier, it's time to match each message with the traffic source that seems the most likely to respond and identify to each message. Use the table below to plan where you'd like to run your message and how that traffic source selection might affect the landing page experience. If you're not sure what type of landing experience to use, review the three general types of landing page experiences discussed in the first section of this workbook. You also may want to consider testing a message with different traffic sources.

We've provided a couple of example rows to get you started.

Message / CTA	Source of traffic	Type of landing	Landing experience
Romantic Vacation / Free Water Sports	Unbranded SEM/PPC	Conversion Path	2-Segments — by length of stay
Family Vacation / Kids eat Free	Email House List	Landing Page	Land & jump — book now

Message / CTA	Source of traffic	Type of landing	Landing experience

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## Segmenting customers

Segmentation is a way for you to provide your visitors with a more targeted landing page experience while also learning more about them. You want to connect your greatest strengths to the needs of your best prospects. As you go through the first exercise in this section, try not to think about the mechanics until you've defined what you can do to encourage your best prospects to step out from the crowd.

### 8. Defining relevant segmentation

In order for segmentation to work, it has to first be beneficial to the visitor. Your visitor has to get the sense that by selecting one of your segmentation choices they are going to get something more specific to them and therefore valuable.

The next two exercises will help you flesh out two- and three-choice landing pages. Segmentation requires a multi-page experience and is most often associated with conversion paths. This is still a good exercise to complete for each message even if you were planning on using a simple one-page landing experience. It's impossible to predict whether a simple landing page (no choices), a two-choice segmentation page or a three-choice segmentation page will work best for conversions. You will likely see significant variance in results between sources of traffic and messages, so be sure to test segmentation everywhere.

You'll notice in the first chart that there is grading section for each segment. As we mentioned earlier, good segmentation design gets people into qualitative groups that are strategically better or worse for your organization. Grading is just a quantification of that relative quality. Like the grading scale you mapped out earlier, make sure that your grading is consistent if you use the same segmentation options on other pages. Grading starts with the simple question: which segment is more valuable to your organization?

Not everyone will identify with your segmentation categories, and that's okay. Whenever you use segmentation, you can also provide 'bail out' link that gives those who don't belong to one of your carefully designed segments a place to click. Once you have segmentation data under your belt you'll be able to move your spend towards the vehicles that give you the highest score and away from the vehicles that deliver the highest percentage of bailouts.

We've provided a couple of example segmentation rows to help you complete this worksheet. You'll also notice that there is a space for your message-matched, segment-specific asset. Segmentation doesn't work if you can't provide a targeted, specific experience and asset based on the segmentation question. Don't get disappointed if you don't have the right asset for a segmentation you'd like to use, this is one of the best ways to come up with new content ideas!

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Message / CTA	Grade action	Segments	Message-matched, segment-specific asset
Romantic Vacation / Free Water Sports	Grade UP	Longer Stay	Offer: 5th Night Free
	Grade DOWN	Shorter Stay	Offer: \$100 Air Credit
Family Vacation / Kids Eat Free	Grade UP	Multiple Rooms — Older Kid(s)	Offer: Kids stay 1/2 Price
	Grade DOWN	Single Room — Younger Kid(s)	Offer: 5th Night Free

Message / CTA	Grade action	Segments	Message-matched, segment-specific asset

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## 9. Externalizing your segmentation

Now that you defined your segments and the assets that best appeal to those segments, it's time to sort out how to present them to your respondents. It's important to word your copy in a way that will resonate with your visitors. So if *you* say "enterprise" but *they* tend to just say "large", let their lingo guide your copy. Your mission here is to minimize friction or questions about where they fit and encourage honest, intuitive behaviors. Most people behave honestly when it's in their best interest to do so.

For example, if your call-to-action is a 'free white paper' and your segments are large hospitals and small hospitals, your segmentation positioning might be 'white paper for smaller hospitals' versus 'white paper for larger hospitals'. This will make your respondents want your offering even more because it's specific to them. While your users get a more specific piece, you get the information you need about the visitor.

The worksheet below starts with your calls to action and moves to segmentation positioning. Work your way through it and you'll have a great road map for your creative team.

Message / CTA	Segment externalization
Free White Paper	White Paper for Smaller Hospitals
	White Paper for Larger Hospitals
FREE Trial Software	Free Trial for Accounting Firms
	Free Trial for Tax Professionals
	Free Trial for Corporate Finance

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Message / CTA	Segment externalization

## Defining offers

The next step is to develop a specific and immediate promise that will motivate visitors to take the next step.

### 10. Making segment-specific offers

For an offer to work it needs to have two things: value to you and value to the respondent. Clicks tell you a lot about your visitors, so your offer should be designed to tell you something of value about those people who click on it. For instance, you could offer a white paper that only someone who is very low in your lead funnel would be interested in. Likewise, value to the visitor must be clear and proportional to the effort required to fulfill the offer. Your offer has to be desired. The more specific an offer becomes, the higher its value to the respondent – and this means higher conversion rates.

Use the worksheet below to brainstorm potential offers matched to your previously defined segments and assets. Fulfillment assets can be things like coupons, discount codes, white papers, webinars, gift with purchase, etc.

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Call-to-Action copy	Your segment	Offer copy	Fulfillment
Free HIPAA Compliance White Paper	Small Hospitals	Get White Paper for Smaller Hospitals	HIPAA Compliance for Small to Mid-Size Hospitals
	Large Hospitals	Get White Paper for Larger Hospitals	HIPAA Compliance for Large Hospitals
	Not a Hospital	Learn More about HIPAA Compliance	None (link to HIPAA www)

Call-to-Action copy	Your segment	Offer copy	Fulfillment

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## 11. Equalizing the level of visitor effort

You should now have your highest-value stuff matched to your most valuable prospects. Conversion is all about earning your prospect's trust so that they believe the reward is worth the risk and effort necessary to get it. Successful landing experiences create the perception of fair exchange — that what you're asking for is fair given what you're offering.

Use the following worksheet to evaluate the value propositions of your potential offers. Your gain needs to be equal to or greater than your pain for each fulfillment.

Offer	Value (higher score = more value)				Effort (higher score = more work)				Ratio
	Exclusivity How special is it? [1-5]	Immediacy How soon do I get it? [1-5]	Usability How easy is it for me to use it? [1-5]	Total Gain	Intrusion How much private data is required? [1-5]	Time How long does it take? [1-5]	Delivery How much work is it to get it? [1-5]	Total Pain	Gain/Pain

This is a way to visualize reducing friction. The offers with the highest value:effort ratios are the ones that have the best chance of generating the best results. If a value:effort ratio is less than one, you should think about how you can lower either the pain, the time or delivery for your visitor. Low friction landing experiences segment, qualify and convert far more respondents than high-friction ones. When the perceived value of your offer exceeds your friction, everyone wins.

## Developing copy

So now you know the type of landing experience you want to create for your messages, the assets you'll offer, the traffic sources you'll use and whether or not you're going to use segmentation, it's time to start writing copy! Let your offer and everything that you've outlined about your ideal customers guide your messaging and tone.

The best landing page copy not only hones your brand message and the reasons why a visitor should take action, but it also has these five characteristics:

### a. Message match

The landing page headline and imagery should tie into the call-to-action that earned the click. Your landing page should match the ad that sends it traffic. Phrases, headlines, and images used in the ad should also be used in the landing page. Message match helps reassure visitors that they are in the right place and builds their trust.

### b. Well positioned segmentation

Segmentation choices should be in the best interest of the prospect. Is your prospect getting a more specific experience by choosing a segment or is the segmentation really only helping you collect data?

### c. Emotionally persuasive

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The copy should appeal emotionally enough to captivate and engage respondents. Does your copy propel someone to want to take action, now?

d. **Effort**

The effort required of the respondent should be proportional to the nature of the offer. Don't make a prospect click through a conversion path for a mediocre, unspecific white paper. Similarly, don't present a 10 field form for a short top ten tips list.

e. **Specific**

Your copy should speak in specifics: give numbers, examples, exact and precise promises that are related things you said in your ad and in your segmentation. Is the content as specific as it can be to the target and segment?

## 12. Evaluate your creative

Use the table below to evaluate the initial creative portion of your landing experiences. Your goal is to get high scores. This grading is subjective, but try to evaluate your page from the vantage point of your best prospects.

LP	Message match [1-5]	Segmentation positioning [1-5]	Emotionally persuasive [1-5]	Effort required [1-5]	Content specificity [1-5]	Total score

If your total score is over 22 points, then you're in great shape! If you fall in the 20-21 range, good effort! However if you find yourself in the 17-19 range you may want to brainstorm about how you can improve the areas where you scored lowest. If you find yourself scoring under 16, it's definitely time to really focus on changing your copy and maybe even your offers.

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## Converting visitors

As soon as someone comes to your landing page, your experience should move their interest into a meaningful (and measurable) action step or conversion.

### 13. Warming to conversion

Regardless of which type of conversion you're looking for, you need to warm respondents prior to asking for anything. Think of a landing page as a first date; you need to become comfortable with someone before leaning in for a kiss. Making promises and keeping them click-over-click builds trust. Repeating the trust cycle before you ask for conversion greatly increases your chances of success.

Think through the different clicks someone makes through your landing experience starting with your initial ad. Each click is prompted by a promise, but was it kept? The chart below shows examples to help you complete your own.

Trust cycles (clicks)	Promise made	Promise kept
1	'Download FREE HIPAA Compliance White Paper' in the ad	Get Your FREE White Paper
2	Which FREE white paper would you like?	HIPAA Compliance for Smaller Hospitals HIPAA Compliance for Larger Hospitals
3	HIPAA Compliance for Smaller Hospitals -or- HIPAA Compliance for Large Hospitals	White paper offer page with promotional copy about the white paper and the value it has through the lens of the chosen segment.
4	Fill out the form to get the white paper via email	White paper delivered via email upon form submission
5	Learn more about ACME Software & HIPAA (extension of white paper delivery email)	Link to solution page connecting the ACME Software offering to HIPAA compliance

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Plan the promises you can make and keep using the worksheet below.



Trust cycles (clicks)	Promise made	Promise kept

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Testing will help you determine how many trust cycles you can complete to optimize your conversion rate. Test with one cycle, then add another, and another. When adding a trust cycle lowers your conversion rate, you've found your limit. Once you know the optimal number, you can work to optimize your individual promises and raise your conversion more.

### 14. Capturing information with forms

For lead-generation, there are probably only three fields you absolutely have to have: first name, last name and email address. Once you have that information, it's enough to follow up with either through a nurture program or other outreach initiatives to then collect more information along the way over subsequent interactions. Always ask yourself: if your conversion decreases with each additional field, do you really want to make that trade? Your landing page isn't an interview for marriage; you're just getting to know each other. Being greedy for information can very easily end up reducing your conversion rate.

Use the worksheet below to plan your form testing. Begin by launching a simple three-field form. Then, add a field and launch again — note the difference in conversion rate. Keep adding fields and re-testing. You decide where the balance is between data collected and conversions lost.

Field	Data name	Conversion
1	First name, Last name, Email address	Baseline conversion = ____%
2	+ Address	Conversion rate = ____%
3	+ Time Frame	Conversion rate = ____%
4	+ New field =	Conversion rate = ____%
5		Conversion rate = ____%
6		Conversion rate = ____%
7		Conversion rate = ____%
8		Conversion rate = ____%
9		Conversion rate = ____%
10		Conversion rate = ____%

### 15. Value buttons

The form button is overlooked way too often and it can make a huge difference in your conversion rate. There are two kinds of button labels: value-focused and effort-focused. Most buttons are effort-focused and have a negative effect on conversion — the act of clicking on that button. Use the chart below to help guide the gain-focused labels on your form buttons.

Compare these gain and pain buttons to get a better understanding of what to use and what to avoid:

Value buttons	Effort buttons
Get White Paper	Submit
Download Now	Continue
Watch Video	Next
Start Free Trial	Payment

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List the button call to actions you use and if any of them sound painful, create a new 'value' version.

Your buttons	Value version

## Measuring results

Now that you've completed all of the worksheets, it's time for whoever was designated as the front-coder and programmer in the roles chart to make your page a reality. As soon as your page is live, you'll start collect invaluable data about your page's performance. We'll walk you through the most important metrics for figuring out what's working and what isn't so you can understand who is converting, who isn't, and why.

Consider these points when evaluating your conversion rate:

- There are no hard and fast ranges that apply to conversion norms, but the global average is between 3-4%. You should always compare and interpret your conversion rates against a control (whatever you were doing before you created your new landing pages). Your perspective on conversion success will be relative to that control.
- Be careful to consider environmental factors when comparing periods. It's best to live in the here and now — always comparing to a live, parallel control. Comparing period over period can be misleading, because there are many other variables impacting your landing pages. This is especially important if your service or product is in high demand during seasonal times.
- If you're seeing a low conversion rate following a high segmentation rate, you attracted the right people and earned their interest, but the segmentation is the issue. Take a look at the transition from your segmentation page to your offer page.
- Your offer presentation might also be the reason for a low conversion rate—especially your form and form button. Ensure that the effort you're asking for is proportional to your offer. Check on the tips in the next section about interpreting your offer's effectiveness.

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## Interpreting your offer's effectiveness

Your offer is what drives a prospect to act on your page. You'll know very quickly whether or not it's working, but there are certain metrics that will help you understand why it is or isn't working. We've listed red flag metrics related to your offer and notes on how to start troubleshooting in the chart below.

Metric	Reasons	Notes
Low Click-Through Rate	Poorly targeted media buy	Not offer related
	Weak offer	A strong call-to-action can compensate for a weak offer
	Weak call-to-action	A weak call-to-action can undermine a strong offer
High Landing-Page Abandonment (bounce rate)	Call-to-action mismatch	The landing page message must strongly connect to the ad's call-to-action
	Weak offer	Sometimes when there's a strong CTA masking a weak offer — the bluff gets called on the landing page
	Too much too soon	When the landing page tries to do too much there's a perception of disproportional effort required to move on — too much to read, too many choices, etc.
High Offer-Page Abandonment	Gain/Pain imbalance	If there is too much perceived pain for the perceived gain, you'll get a lot of people to your form page, but far too many will abandon — this can also result from a lack of trust and/or credibility
High Mid-Form Abandonment	Bad question(s)	When you get too personal or ask a question that requires a difficult or too-thoughtful answer, you'll see mid-form abandonment — this is another case of gain/pain imbalance

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## What's next?

Using these metrics you should be able to pinpoint where to focus your efforts and next testing ideas. The best landing pages are never finished, they are always in flux.

Constantly testing everything is the best way to ensure that your landing page is the best it can be so whether it's trying new offer versions, tweaking layouts, or trying new traffic sources, never stop trying new ideas!

Whenever you have a new challenger in mind, use the 15 steps from this toolkit. They will help you create landing pages that are strategically sound, and ready to take your conversion rates to a whole new level.

# Annex

## Landing page worksheets

Save these blank worksheets and make copies to use whenever you need a new landing page. Once you've completed these steps, you're ready to take your page live. Refer back to the Measuring Results section in the Landing Page Toolkit to understand where you should focus your next testing efforts!

Define your target audience

	'Good' customer	'Bad' customer
Characteristics		
Need		
Pain		
Role		

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Define your landing page message

Topic	Message	Call-to-Action (CTA)

Establish your goals

Message / CTA	Expected performance (Choose One: Strongest / Strong / Neutral / Weak / Weakest)	Target engagement % (Choose One: 40% / 50% / 60% / 70% / 80%)	Type of conversion (Transactional / Lead Gen / Social)	Target conversion %

Match a traffic source

Message / CTA	Source of traffic	Type of landing	Landing experience

Define relevant segmentation

Message / CTA	Grade action	Segments	Message-matched, segment-specific asset

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*Externalize your segmentation*

Message / CTA	Segment externalization

*Make segment-specific offers*

Call-to-Action copy	Your segment	Offer copy	Fulfillment

*Evaluate how your page equalizes value & effort*

Offer	Value (higher score = more value)				Effort (higher score = more work)				Ratio
	Exclusivity How special is it? [1-5]	Immediacy How soon do I get it? [1-5]	Usability How easy is it for me to use it? [1-5]	Total value	Intrusion How much private data is required? [1-5]	Time How long does it take? [1-5]	Delivery How much work is it to get it? [1-5]	Total Effort	Value / Effort

*Evaluate your creative*

LP	Message match [1-5]	Segmentation positioning [1-5]	Emotionally persuasive [1-5]	Effort required [1-5]	Content specificity [1-5]	Total score

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Map your trust cycles

Trust cycles (clicks)	Promise made	Promise kept

Capture information with forms

Field	Data name	Conversion
1	First name, Last name, Email address	Baseline conversion = ____%
2		Conversion rate = ____%
3		Conversion rate = ____%
4		Conversion rate = ____%
5		Conversion rate = ____%
6		Conversion rate = ____%
7		Conversion rate = ____%
8		Conversion rate = ____%
9		Conversion rate = ____%
10		Conversion rate = ____%

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### Create value-focused buttons

Your buttons	Value version

## Notes

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# The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

## Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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# GUIDE TO ONLINE TESTING

AN INTRODUCTION TO TESTING FOR HIGHER CONVERSIONS



## Testing Basics

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### Landing Experience (LX) Types

- Landing Page
- Land & Jump
- Microsite
- Conversion Path

### LX States

- Control
- Champion
- Challenger

### Test Waves

- Types of Test Waves

### Types of Testing

- A/B or A/B/n
- MVT or Multivariate Testing

### Testing Math

- Statistical Confidence
- How much time do I need to reach confidence?

### Understanding Testing Risk & Reward

- All Test Types are not Equal
- Comparing & Contrasting A/B and MVT
- The Risk of the Endless Test
- What kind of tester are you?

## Test Planning

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### Deciding What to Test

- Deciding How Many Alternatives to Test

### Anatomy of a Sample Test Wave Planning Template

### Test Wave Decision Trees

### Example A/B Innovation Wave & Decision Tree

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## Example MVT Iteration Wave & Decision Tree

Iteration Wave: Testing Content Combinations

## Example Combination A/B + MVT Innovation Wave & Decision Tree

Innovation Wave: Testing LX Types Against Control

## Example A/B Iteration Wave & Decision Tree

Iteration Wave: Testing Segmentation Alternatives

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## Testing Basics

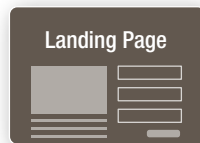
Let's start with the lay of the land. It can be challenging to understand testing without a grasp of the basics. Whether you prefer the analogy of giving the bunny the carrot or giving the gorilla the banana — the objective is the same — you're testing to find the best way to **give your user what they want**. Bunnies want carrots. Gorillas want bananas. It's simply your job to test alternative ways of giving them what they want. They tell you which

alternative they prefer by taking more carrots or bananas. You're testing to provide the optimal user experience which translates — for you and your marketing — to the optimal conversion environment. Once we're all on that same proverbial page, the rest is easier...



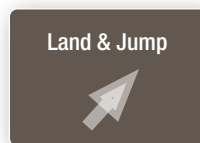
## Landing Experience (LX) Types

There are four main types of landing experiences. And since 'user experience' is often shortened to UX, we co-opt **LX for 'landing experience'** — just to keep things easy. Testing often begins with macro-level efforts aimed at identifying which type of LX works best in context. LiveBall lets non-technical people easily create any type of landing experience and test types against each other. Here are some of the most common types of landing experiences:



### Landing Page

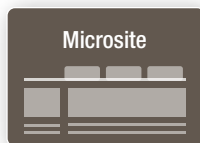
The good, old fashioned landing page is just that — a page. Typically, it includes the call-to-action and the method of conversion (a form). Lead-gen landing pages are typically two pages — the landing page and its post-conversion 'thank you' or confirmation page.



### Land & Jump

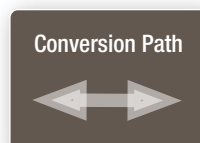
A 'land & jump' is a truly single-page landing that matches the upstream call to action and acts as an interstitial page between the ad and the conversion. These are sometimes called warming pages as they warm the visitor prior to asking them for anything. E-commerce land & jumps often hand off visitors to

either a product page or a transactional shopping cart.



### Microsite

Microsites are little websites. That means they have navigation and a number of pages. Their navigation is what makes them different from conversion paths.



### Conversion Path

Conversion paths are multi-page experiences (like microsites, but without navigation). They typically begin with a segmentation page that encourages visitors to group themselves by intent, sub-target, product, price, etc. Early segmentation lets a conversion path target more specifically to

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visitor needs and ask for conversion later in a more specific way.

**A note about home pages and deep links:** Testing typically addresses dedicated landing experiences — like the ones described above. In the past, marketers have relied on website pages as entry points to their messaging. This is especially challenging in that multipurpose pages have a hard time optimizing for conversion. So technically, your home page or a deep link in your website could be your 'landing pages', but they're not dedicated landing experiences.

## LX States

### Control

An LX that establishes a baseline performance index is a 'control'. A parallel control runs at the same time, on the same traffic, in the same context as the LXs that are being tested against them. Sequential or serial controls are considered invalid as there are environmental differences that cloud causation.

- There can be only one control in a test wave.

### Champion

An LX that wins a test by achieving superior, statistically significant conversions over the control and any other challengers is crowned champion.

- There can be only one champion in a test wave.

### Challenger

An LX tested against a champion and/or a control is a challenger. If a challenger achieves a statistically significant conversion rate then it becomes the champion.

- There can be one to many challengers in a test wave.

## Test Waves

A test wave or test group is a group of LXs that will receive the **same stream of traffic at the same time**. A test wave may be made up of control, champion and challenger landing experiences of varying types.

### Types of Test Waves

A test wave can be characterized as either iterative or innovative. This is an important distinction as it affects both the effort necessary to produce the wave and the ability to assess causation once the wave produces a result.

## Types of Testing

There are two main classes of landing experience testing. They are very different from one another and can be used alone or together (technology permitting) — you may run multivariate tests or A/B tests. LiveBall includes both A/B/n and multivariate testing technology and enables both within a point-and-click user interface. LiveBall also enables multivariate tests to be run within A/B/n tests.

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A/B or A/B/n

When you test an entire LX against at least one other LX, you're A/B testing. A/B/n is just a way of noting that A/B testing isn't limited to only two alternatives.

MVT or Multivariate Testing

When you test many elements within a page — for example, versions of a headline — you are multivariate testing.

Testing Math

Some of today's testing software does a good job of insulating the test author from the statistics that are necessary to confidently predict results. That said, you still need to understand some basic concepts. Don't worry, there are no formulas in your future (assuming you're using LiveBall for your testing).

Statistical Confidence

How sure do you want to be that your test result is fact? Many testing tools declare champions with 80% confidence. That means, they are 80% confident that the champion is indeed the champion. Some tools — like LiveBall — let you specify your desired confidence level — between 80% and 99%. The higher you set your confidence, the longer it will take to declare results, but the surer you will be that your results are true.

How much time do I need to reach confidence?

The answer to this question is much more complex than it may seem. If the things you are testing are very different from one another, you may reach confidence faster if the LXs have very different conversion rates. If you have a lot of traffic, you should also reach confidence faster. But, the more similar your test subjects and the lower your traffic flow, the longer it will take for trends to turn into results. Oh, and the higher your confidence level, the longer it will take. And the more things you are testing — either A/B/n or MVT — the longer it will take.

Typically, A/B tests will reach confidence faster — because there are fewer alternatives that are very different from one another. MVT takes longer as there are typically more alternatives and the differences between them is less significant.

	Longer Test Period	Shorter Test Period
Number of Alternatives	More	Less
Difference in Results	Lesser	Greater
Traffic Volume	Less	More
Confidence Level	Higher > 90%	Lower < 90%

Understanding Testing Risk & Reward

Online optimization can be a fascinating, illuminating and rewarding undertaking. It can also be overwhelming and confusing. It's a discipline that lies at the intersection of marketing, statistics and art — three bedfellows that don't necessarily understand one another. Testing for conversion optimization should be a long-term commitment. And for that commitment to yield

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success, it must meld the three disparate elements with full understanding of the inherent risks & rewards.

## All Test Types are not Equal

Strategic decisions made at the onset of an optimization program have a profound impact on both the pace of the program and its results. Fundamental to this understanding is the idea that all test types do not have the same potential upside or downside.

## Comparing & Contrasting A/B and MVT

A/B testing is usually more extreme than multivariate testing.

Testing **experiences** against one another offers the opportunity to create wildly different things. Think in terms of testing apples and oranges. The upside of this style of testing is that it gives you the freedom to find big winners — huge lift. And the downside is that you can also find big losers. Win or lose, since so much is so different, it's unlikely that you'll be in any position to answer 'why' your apple beat your orange. Was it the shape, the color, the texture? Who knows. And for A/B testers at peace with their world — who cares? All that matters is that it won big and got big lift.



Multivariate testing is far less extreme than A/B testing. Even in cases where you are varying



a number of variables, they're still limited to the context of a single **page** — in contrast to varying an entire experience with A/B. So the potential gains and losses are less extreme as well. A lot of lift can be found using MVT when the interaction effects of multiple variables come together in a powerful and perhaps unexpected way. In relatively minor MVT scenarios — where you're testing a few versions of a headline for example — you'll likely come out of your test with a pretty clear understanding of causation. In more complex cases — where many elements are varied on a page to produce a winning combination — your inference of causation may be flawed. But again, why something won or lost is less important than the reason we're testing in the first place — to generate more business from less marketing spend.

## The Risk of the Endless Test

A risk to be aware of is the never-ending test. Alternatives that are too similar may not deliver a statistically significant result within a reasonable period of time. When waiting for results takes too long, a testing program can run into paralysis that is a disservice to the program investment. The purpose of testing is to get more business from less spend. Waiting months for small lifts between very similar options is not going to serve the top line purpose of the program. When you find yourself in a test wave that appears to be a statistical draw, call it as such and move on. Often, when you step back and look at your alternatives, you realize that you were timid in your approach — testing nothing of significance — playing it safe. Every test — win, lose or draw — is an opportunity to learn and improve. Waiting for statistical confidence on a test that is yielding nothing is a tremendous waste.

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## What kind of tester are you?

It may sound silly, but it's good to know what kind of tester you are — kind of like your testing personality type. Just as investors have varying profiles and risk tolerance, so too do online marketers in testing roles. Organizations also tend to have testing profiles — predispositions or cultural norms that affect planning, documentation and reporting. We've found that marketers exhibit characteristics that ultimately push them towards being rock stars, pragmatists or purists — and often combinations of all three.

	Rock Star	Pragmatist	Purist
<b>View of Testing</b>	ROI	Work	Knowledge
<b>Pre-Test Focus</b>	Strategy & Revenue	Creative & Production	Metrics & Attribution
<b>Performance Granularity</b>	Campaign	Landing Experience	Page or Element
<b>Post-Test Focus</b>	Next Innovation	Next Wave	Last Wave
<b>Confidence Level</b>	Mid (85-95%)	Low (80-85%)	High (95-99%)

## Test Planning

The key to effective test planning is to have a vision of the if/then scenarios that come from your initial waves. It's counterproductive to over plan, and chaotic to under plan. At ion, we've developed a test planning framework that balances foresight with agility to consistently create high-performance programs.

**Reminder:** Each wave of testing shares a stream of traffic, and all test landing experiences (LX) must be run in parallel with visitors allocated at random to each LX within the wave.

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Before you can design test waves, you need to divvy up your traffic streams by medium, vehicle and message. And then you need to determine if you have controls for each stream. Most of the time, tests are being plugged into existing streams of traffic with existing landing experiences — even if those existing experiences are rudimentary, like a home page or website deep link. Regardless of what your control is, you should probably test against it for wave one. You want to get to a reliable baseline and running a parallel control is the only way to get that.

Once you have an inventory of the streams of traffic and their control landing experiences, you can prioritize them by traffic volume or expense. The more volume in a traffic stream, the more potential it has to generate incremental business. And, in many cases, the larger the traffic stream, the higher the expense associated with that traffic. More traffic means there's more at stake. The quickest way to show ROI in an optimization program is to lift the performance of the most costly stream of traffic. So put them in order by traffic volume — unless there's a high-value, high-cost, low-traffic stream that's a better wave-one candidate.

For wave one, start with your highest-value traffic source and test new challenger LXs against a control that's been running on that traffic source.

## Deciding What to Test

What to test in wave one depends on where you're at with your previous testing program. Some organizations have mature optimization programs while others have done little, if any, testing.

If you have a mature program, it's likely that you'll pick up where you left off with your prior efforts. ion typically recommends taking historical learnings into consideration and developing at least one innovative A/B challenger to run against your current champion (control).

Many organizations are less developed and are moving into sophisticated testing for the first time. In those cases, it's often good to run innovative challengers against a parallel control.

### Deciding How Many Alternatives to Test

The number of alternatives you choose to test — via either A/B and MVT combined — should be proportional to the amount of traffic you have. If you have a lot of traffic, then by all means, test more alternatives in a single wave. If you have limited traffic, you should be thinking in terms of one or two challengers in addition to the control or champion. Keep in mind that your overall traffic is not relevant — it's the traffic flow to the source feeding the test wave that needs to be large enough to provide an adequate sample size for each of your alternatives. What is 'adequate' depends on other factors — especially your chosen confidence level. See the section titled Testing Math for more on this.

#### Anatomy of a Sample Test Wave Planning Template

Test planning can be pretty abstract. To help with visualization and make it a bit more tangible, ion has developed a simple templating system that's explained below and used in forthcoming decision tree examples.

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Test waves are sequentially numbered using a X.XX system.

Test waves can be iterative to refine a champion or innovative to find a new champion.



It's important to include enough — but not too much — information on your wave.

ion consistently includes a description, a hypothesis, next steps — and once the wave is complete — results. Depending on the circumstances, ion may also include targets for key metrics — in this case segmentation and conversion rates.

Once the wave is complete, the champion is colored orange and a line is added that connects it to the subsequent wave.

The four types of landing experiences are represented with icons.

TRAFFIC shows the percentage of visitors that will be randomly directed to an LX.

Each LX includes a title that should be unique with some sort of serialization.

This sample wave is an A/B test. LXs that include multivariate tests within them show the icon.

## Test Wave Decision Trees

So here we go... We'll begin visualizing test waves and the potential outcomes and decision making that could result from those waves. The visualizations that follow are easy to reproduce using ion's template and stencil available for OmniGraffle. Email [info@ioninteractive.com](mailto:info@ioninteractive.com) and request the free OmniGraffle testing templates (you'll need to get a license to OmniGraffle or OmniGraffle Pro to use the templates).

Example A/B Innovation Wave & Decision Tree

### WAVE 1 : INNOVATION



**Description:** Initial versions of a landing page, conversion path and microsite with message-identical content.

**Hypothesis:** Type test will quickly identify which type of LX works best on a traffic source by traffic source basis.

**Next Steps:** Whichever type of landing experience becomes the champion will be iterated in wave 2 to vary messaging and look for high-level message effectiveness.

### Innovation Wave: Basic LX Type Test

This is a relatively basic innovation wave — meaning it's testing wildly different alternatives. In this case, the differences are in the type of LX being tested — a landing page, versus a

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conversion path, versus a microsite. Surprisingly enough, the results of a wave like this often vary by traffic source. You may even see a microsite win in Google and a landing page win in Yahoo — on the same keyword + ad combination.

The traffic in this wave is evenly distributed amongst the LXs.

While this wave uses ‘message-identical’ content across the LXs, that doesn’t mean it’s word-for-word. Multipage LXs like conversion paths and microsites require contextually different content than a landing page. So while these appear to be apples-to-apples, they really aren’t. Message identical means that the root message and offer is alike across the LXs.

If	Then
Landing Page A wins	Wave 2 : iterate landing page message or design alternatives
Conversion Path A wins	Wave 2 : iterate conversion path message or design alternatives
Microsite A wins	Wave 2 : iterate microsite message or design alternatives
Statistical draw	Wave 2 : innovate message alternatives and retest types of LXs

## Example MVT Iteration Wave & Decision Tree

### WAVE 2 : ITERATION



**Description:** Test element iterations of three headlines, three subheads, and two calls to action using a previous test wave's champion land & jump LX as the original. 18 different combinations will be tested in this long-term wave.

**Hypothesis:** A combination of alternative content elements will yield 20-30% lift over the original page content.

**Next Steps:** The champion combination will be challenged by new, innovative alternatives. If no champion is found within 60 days, the wave may be called a draw.

### Iteration Wave: Testing Content Combinations

In this wave, a champion land & jump experience crowned in a previous wave is being iterated for content performance. Several versions of headlines, subheads and calls to action will be tested using full-factorial MVT to find the highest performing combination of elements.

Although this appears to be a single LX wave, it is actually a wave of 18 different combinations of content elements. Thus this will be a long-term wave requiring a good deal of traffic. In order for this wave to bear meaningful results, the alternative elements must be different enough from one another to elicit different responses from visitors. If the element variations are too similar, this wave may run for far too long without a result.

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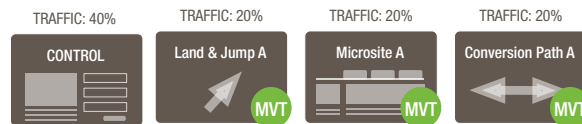
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A wave like this one would likely percolate in the background while other innovation waves got more attention and effort. Assuming that the champion land & jump iterated in this wave was the result of a recent innovation, letting it take some time being refined by MVT is a good strategy. It's likely that the next wave for this source of traffic would once again focus on innovation, drawing on the learning from this wave's results.

If	Then
Content combination wins	Wave 3 : innovate with big ideas to challenge the new champion
Statistical draw	Wave 3 : reset MVT iteration with more drastic variations

## Example Combination A/B + MVT Innovation Wave & Decision Tree

### WAVE 1 : INNOVATION



**Description:** Existing control landing page versus A versions of a conversion path, microsite & land & jump. The challengers include embedded MVT headline tests.

**Hypothesis:** Segment-specific messaging and content in the conversion path and microsite will engage the majority of respondents and convert significantly higher than the less targeted LXs.

**Target:** 65% Segmentation 12% Conversion

**Next Steps:** If an innovative challenger wins, promote to champion and challenge with iterative versions. If controls wins, innovate again with a fresh batch of challengers.

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### Innovation Wave: Testing LX Types Against Control

This is an innovation wave — meaning it tests significantly different LXs against one another. There are three challengers — a land & jump, a microsite and a conversion path — and a control landing page.

The traffic balance is somewhat conservative — reflecting a prudent tester. 40% of the traffic is being weighted to the control to mitigate some of the risk of the radically new challengers.

This wave is an A/B test with nested or embedded multivariate headline tests. Depending on the traffic flow and the number of MVT combinations, this wave could take quite some time to reach statistical confidence — not necessarily the best choice for a first wave looking to show testing ROI.

If	Then
Control wins and multi-page segmentation < target	Wave 2 : innovate focused on first impressions of first pages
Control wins and multi-page segmentation > target	Wave 2 : innovate focused on offer/conversion pages
Land & Jump A wins	Wave 2 : iterate land & jump challengers
Microsite A wins and segmentation > target	Wave 2 : iterate microsites with focus on offer pages
Microsite A wins and segmentation < target	Wave 2 : iterate microsites with focus on home page
Conversion Path A wins and segmentation > target	Wave 2 : iterate conversion paths with focus on offer pages
Conversion Path A wins and segmentation < target	Wave 2 : iterate conversion paths with focus on landing page
Statistical draw	Wave 2 : innovate more significant differences between LXs

## Example A/B Iteration Wave & Decision Tree

### WAVE 1 : ITERATION



**Description:** Existing control conversion path versus new product segmentation (A) and role (B) segmentation conversion paths.

**Hypothesis:** Role-based segmentation will convert higher than product or control segmentation conversion paths.

**Target:** 50% Segmentation 15% Conversion

**Next Steps:** Whichever form of segmentation converts the highest will be carried through to another wave of iteration using MVT to vary page one and drive the segmentation rate significantly higher.

### Iteration Wave: Testing Segmentation Alternatives

It's often difficult for organizations to take an external view of the pain that they heal. This wave seeks to uncover how visitors frame themselves and whether role or product-centric segmentation resonates better. This wave is based on many ion has successfully used to realize significant lift with clients.

A control conversion path is tested against two challenger conversion paths. The difference between the alternatives is the axis of the segmentation options presented to visitors and the subsequent segment-specific messaging. Structurally, the LXs would be identical — hence this is an iterative and not innovative wave.

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The traffic balance in this case is more aggressive as the perceived risk of the wave is lower than the previous example. And because the tester is looking for speedy results.

If	Then
An LX segments highest, but loses in conversion	Wave 2 : iterate control offer pages per conversion winner
Winner segments lower, but wins in conversion	Wave 2 : iterate control landing page per segmentation winner
Statistical draw	Wave 2 : innovate more significant differences between LXs

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