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|  | Increase in website click-through rate |
|  |  |
| 5/27/2017 | Predictive Analytics Modeling – Conjoint Analysis |
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Increase in website click-through rate

How to increase the number of clicks in a website? What attributes helps in increasing the form clicks.

Interpretation:

***To get higher click through rate for Ads(Impression) a website ideally should have a medium/small font size in a click through button with single line headers preferably shorter forms***

Subject of Study and Comparison of LAD and OLS

While checking the Importance of the variable through Linear Absolute Deviation and Ordinary Linear Squares, below are the checks we performed

* Part worth: Through the scaled Utilities is found the least/Preferred perceived attribute Headline, Font Size, Image Type, Form and CTA.
* Error rate to check the accuracy of the models
* Which Highly important variables in the data

After assessing the LAD and OLS error rates we noticed none of the observation in OLS is close to actual and in LAD out of 10, 7 observations are matching the actuals of the click through rate. So results suggest that the LAD outperforms OLS in the given sample so we base our observation with respect to LAD.

Further Analysis and Observation based on LAD Model:

As per the LAD model, to increase the click through rate of the webpage Font Size places a key role followed by click through action and Heading. Form type is moderately important but Image type doesn’t seem to have much impact for a click through rate.

Attribute level Study

### Font Size

Font size is the important factor in influencing a click through rate for which a favorable perceived size is medium/small and avoid using Large font since its will have a negative effect.

### CTA

For a click through action we have Button and Text link feature of which the button is highly preferred.

### Headline

For the number of lines in a heading the one line heading is preferred compared to a two liner.

### Form type

Having Shorter Forms is more desirable than longer for the click through rate

### Image Type

Image type does not have much impact on the click through rate.

References and Data Sets

### Source Data

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Headline** | **Font Size** | **Image Type** | [**Form**](http://www.mypregnancy.co.in/freegift/h2_fl_sta_s_txt.php) | **CTA** | **Impressions** | **Form Clicks** | **Click through rate** |
| Two | Small | Animated | Long | Text Link | 305 | 40 | 13.11 |
| Two | Medium | Animated | Short | Button | 305 | 56 | 18.36 |
| Two | Large | Static | Long | Button | 306 | 39 | 12.75 |
| One | Medium | Static | Long | Text Link | 306 | 48 | 15.69 |
| Two | Large | Static | Short | Text Link | 305 | 33 | 10.82 |
| One | Small | Static | Short | Button | 306 | 62 | 20.26 |
| One | Large | Animated | [Short](http://www.mypregnancy.co.in/freegift/h2_fs_ani_l_btn.php) | Text Link | 306 | 41 | 13.40 |
| One | Large | Animated | [Long](http://www.mypregnancy.co.in/freegift/h2_fm_ani_s_btn.php) | Button | 306 | 47 | 15.36 |
| One | Large | Static | [Long](http://www.mypregnancy.co.in/freegift/h2_fs_ani_l_txt.php) | Button | 306 | 44 | 14.38 |
| Two | Small | Animated | Long | Button | 305 | 41 | 13.44 |

### Effect Coding

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Heading** | **One** |  | **Image Type** | **Animated** |
| One | 1 |  | Animated | 1 |
| Two | -1 |  | Static | -1 |
|  |  |  |  |  |
| **CTA** | **link** |  | **Form** | **Long** |
| Text Link | 1 |  | Long | 1 |
| Button | -1 |  | Short | -1 |
|  |  |  |  |  |
|  |  |  |  |  |
| **Font** | **Small** | **Medium** |  |  |
| Small | 1 | 0 |  |  |
| Medium | 0 | 1 |  |  |
| Large | -1 | -1 |  |  |

### OLS – Attribute Importance and Scaled Utilities

|  |  |  |
| --- | --- | --- |
| **Attribute** | **Utility** | **Scaled Utility** |
| Heading : one | 1.345558036 | 0.906825086 |
| Heading : two | -1.345558036 | 0.243346614 |
| Font : Small | 0.609107143 | 0.72525755 |
| Font : medium | 1.723482143 | 1 |
| Font : large | -2.332589286 | 0 |
| Image Type : Animated | -0.048058036 | 0.563237431 |
| Image Type : Static | 0.048058036 | 0.58693427 |
| Form : Long | -0.991629464 | 0.330605574 |
| Form : Short | 0.991629464 | 0.819566127 |
| CTA : Text\_link | -1.463370536 | 0.214300652 |
| CTA : Button | 1.463370536 | 0.935871049 |

### OLS – Variable Level Importance

|  |  |  |
| --- | --- | --- |
| **Relative Importance of Each Variable** | **Range** | **Relative Importance** |
| Heading | 0.663478471 | 0.22896678 |
| Font | 1 | 0.345100542 |
| Image Type | 0.023696839 | 0.008177792 |
| Form | 0.488960553 | 0.168740552 |
| CTA | 0.721570397 | 0.249014335 |

### LAD Attribute Importance and Scaled Utilities

|  |  |  |
| --- | --- | --- |
| **Attribute** | **Utility** | **Scaled Utility** |
| Heading : one | 1.205 | 0.880614657 |
| Heading : two | -1.205 | 0.310874704 |
| Font : Small | 1.09 | 0.853427896 |
| Font : medium | 1.43 | 0.933806147 |
| Font : large | -2.52 | 0 |
| Image Type : Animated | 0.085 | 0.615839243 |
| Image Type : Static | -0.085 | 0.575650118 |
| Form : Long | -0.745 | 0.419621749 |
| Form : Short | 0.745 | 0.771867612 |
| CTA : Text\_link | -1.71 | 0.191489362 |
| CTA : Button | 1.71 | 1 |

### LAD – Variable Level Importance

|  |  |  |
| --- | --- | --- |
| **Relative Importance of Each Variable** | **Range** | **Relative Importance** |
| Heading | 0.569739953 | 0.210664336 |
| Font | 0.933806147 | 0.34527972 |
| Image Type | 0.040189125 | 0.01486014 |
| Form | 0.352245863 | 0.130244755 |
| CTA | 0.808510638 | 0.298951049 |

|  |  |  |
| --- | --- | --- |
| **Scaled Utilities** | **OLAD** | **Regression** |
| Heading | 21% | 23% |
| Font | 35% | 35% |
| Image Type | 1% | 1% |
| Form | 13% | 17% |
| CTA | 30% | 25% |