

[Getting Personal]
[PPC Landing Pages]
TEST PLAN

BACKGROUND

EVIDENCE:

Of the top conversion paths PPC accounts for 60% of all conversions

Over the last 3 months, PPC conversion generated over 200K and is one of the highest converting channels

Ensuring relevant and consistent ad copy through to landing page improves quality score and conversion rates.

PAGE(s):

Top level/Traffic Category Pages from PPC.

MUV:

60,000

TEST TYPE:

A/B

OBJECTIVE

HYPOTHESIS:

Ensuring landing page content is relevant to the advert copy and simplified to take users to where they need to go will increase search relevance and therefore conversion.

TEST GOAL:

Increase conversion rate and revenue from PPC traffic

KSM(s):

- ✓ Conversions
- ✓ Revenue

VARIANTS

INFORMATION:

Default

1. Simplified PPC Landing Page

TARGETING

DOMAINS:

- www.gettingpersonal.co.uk

URL(s):

- <https://www.gettingpersonal.co.uk/cards>
- <https://www.gettingpersonal.co.uk/birthday-presents/birthday-gifts.htm>
- <https://www.gettingpersonal.co.uk/anniversary-presents/anniversary-gifts.htm>
- <https://www.gettingpersonal.co.uk/gifts-for-him/personalised-gifts-for-him.htm>
- <https://www.gettingpersonal.co.uk/gifts-for-her/personalised-gifts-for-her.htm>
- <https://www.gettingpersonal.co.uk/personalised-presents/personalised-gifts.htm>

DEVICES:

- ✓ Desktop

BROWSERS:

- ✓ Chrome 45+
- ✓ Firefox 45+
- ✓ IE9+

OTHER:

URL must contain gclid parameter

METRICS

NAME	TYPE	DESCRIPTION
1. Sales Confirmation	Primary	Confirmation page
2. Revenue	Revenue	Total Revenue
3. Burger menu interaction (Mobile)	Click	Users interacting with the burger menu
7. Login Icon	Clicks	Icon within header
8. Login Page	Page Views	https://www.gettingpersonal.co.uk/accounts/login
9. Existing Customer login – Successful		Users successfully logging in
10. New Customer Login – Create account	Page Views	https://www.gettingpersonal.co.uk/accounts/create-account
11. Mini-Basket (Bag)	Clicks	Mini bag clicks – Navigation Menu
12. Funnel Step 1 Basket	Page Views	https://www.gettingpersonal.co.uk/basket.htm
13. Funnel Step 2 Checkout	Page Views	https://www.gettingpersonal.co.uk/checkout.htm
Variation Goals		
14. Hero Banner CTA Clicks	Click	CTA banner hero clicks
Control Only Goals		
15. Navigation link clicks	Click	Users using the navigation
16. Side Filter/Navigation Interaction	Click	Users using the side filter/navigation

ATTRIBUTES

SEGMENT	DESCRIPTION	STATUS
Device: Desktop	-	
Device: Table	-	
Device: Mobile	-	
PPC Traffic	Source from PPC Traffic	

* Attributes are utilised to segment results' data

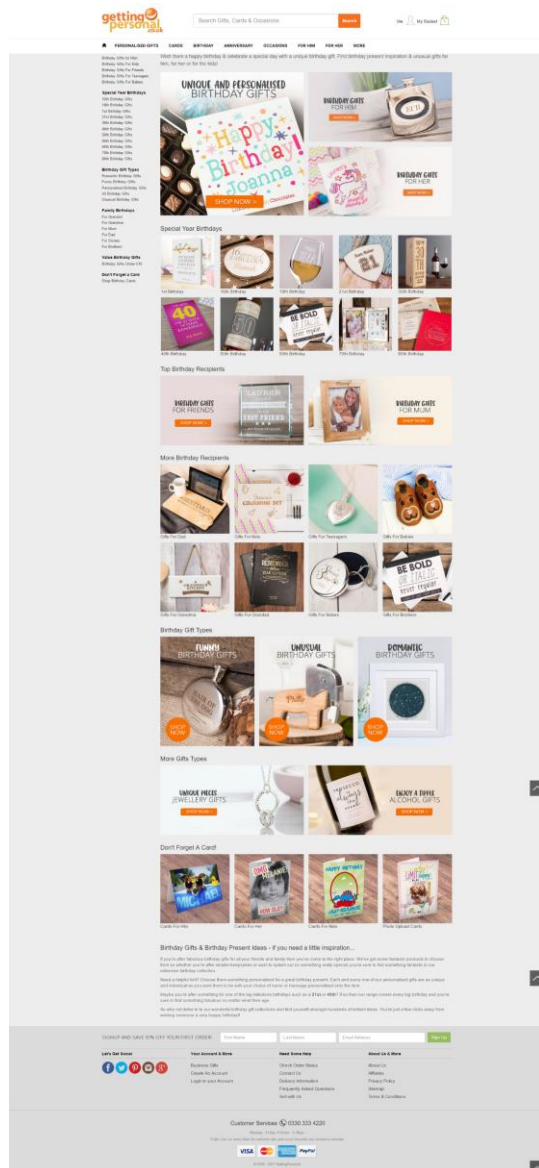
INTEGRATIONS

TOOL	SLOT / TAG INFORMATION
GA Universal	Slot 4
HotJar	-

NOTES:

DEFAULT

DESKTOP:



DESIGN CHANGES

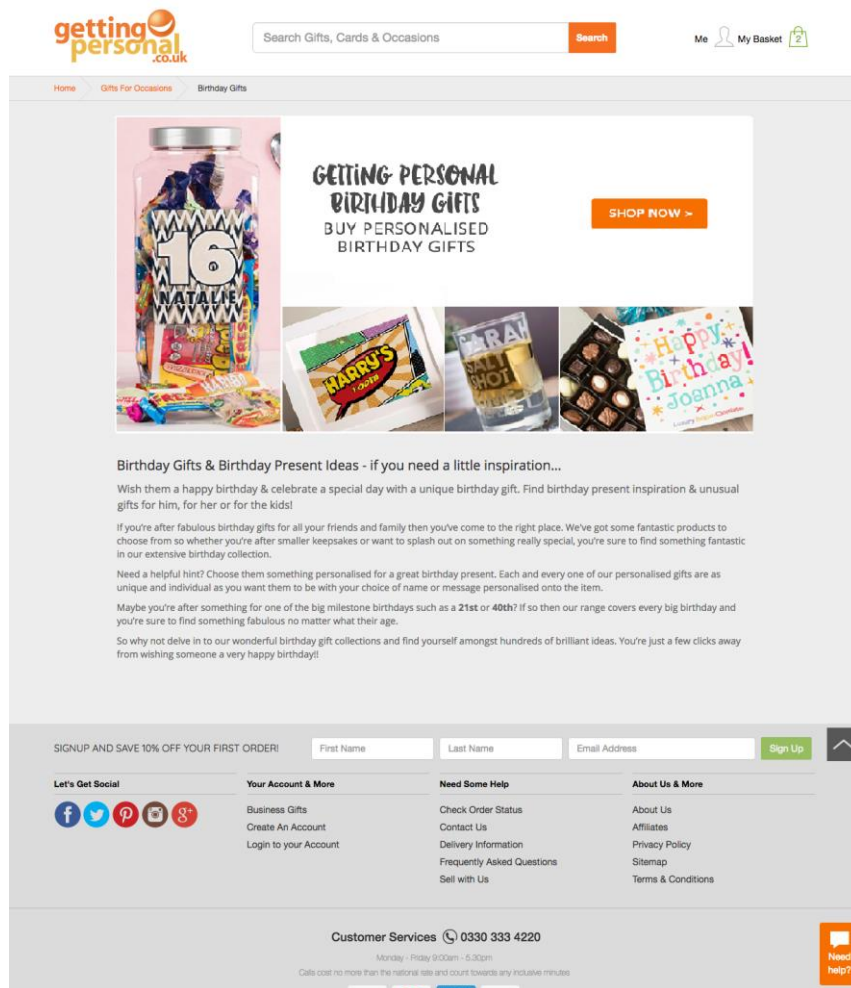
n/a

CONSIDERATIONS

n/a

VARIATION 1

DESKTOP:



DESIGN CHANGES

Removed all content on page included the following

- Navigation links
- Side menu/navigation
- Content Blocks

CONSIDERATIONS

Hero CTA to link to following pages

- <https://www.gettingpersonal.co.uk/cards>
Link to <https://www.gettingpersonal.co.uk/cards/all-personalised-cards.htm>
- <https://www.gettingpersonal.co.uk/birthday-presents/birthday-gifts.htm>
Link to <https://www.gettingpersonal.co.uk/birthday-presents/all-birthday-gifts.htm>
- <https://www.gettingpersonal.co.uk/anniversary-presents/anniversary-gifts.htm>
Link to <https://www.gettingpersonal.co.uk/anniversary-presents/anniversary-gifts-al...>
- <https://www.gettingpersonal.co.uk/gifts-for-him/personalised-gifts-for-him.htm>
Link to <https://www.gettingpersonal.co.uk/gifts-for-him/all-gifts-for-him.htm>
- <https://www.gettingpersonal.co.uk/gifts-for-her/personalised-gifts-for-her.htm>
Link to <https://www.gettingpersonal.co.uk/gifts-for-her/view-all-gifts-for-her.htm>
- <https://www.gettingpersonal.co.uk/personalised-presents/personalised-gifts.htm>
Link to <https://www.gettingpersonal.co.uk/personalised-gifts/all-personalised-gifts.htm>

QA: VARIATION 1

USER STORY:
n/a

QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
WWW.URL.COM											
Element name											
Element name											
Element name											
Element name											
WWW.URL.COM											
Element name											

QA: VARIATION 2

USER STORY:
n/a

QA SCRIPT

INTERACTION	DESKTOP							TABLET		MOBILE	
	IE9	IE10	IE11	EDGE	CHM	SF	FF	iPad	Other	iPhone	Other
WWW.URL.COM											
Element name											
Element name											
Element name											
Element name											
WWW.URL.COM											
Element name											

SOW

DESIGN:		ESTIMATED HOURS:	
TEST PLAN:		ESTIMATED HOURS:	
DEVELOPMENT:		ESTIMATED HOURS:	
QA:		ESTIMATED HOURS:	
ANALYSIS:		ESTIMATED HOURS:	
DEBRIEF:		ESTIMATED HOURS:	
		TOTAL:	

DELIVERABLES

DELIVERABLE	SCHEDULED	DELIVERED	LINK / NOTES
Designs			
Test Plan			
Preview links			
Data extract (Overall)			
Data extract (Mobile)			
Insights report (Overall)			
Insights report (mobile)			
Debrief Call			

NOTES:

Preview link: ?optimizely_xExperimentID=variationNumber
 QA Videos: www.url.com
 Results link: www.url.com

RedEye

Thank You

For further information or to ask any questions, please contact:

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