



Technical details

Experiment #2 - Active Smart Notifications

Business goal	Increase revenue	Design	Interactive Smart Notification
KPI	Increase ATC clicks	Color	Square (#db3678) / Font (#ffffff) / Background (#db3678)
		Trigger	Page load
Desired behaviour	Hover on icon, followed by click ATC	Animation	Slide in, pulse, message appear, message disappear (after 5s)
Hypothesis	Notifications increase motivation to ATC		
		Action Button 1	Icon (show message on Hover/click)
Segment	All		
Source	All	Reporting	ATC
Category	All		Clicks close
Device Type	All		CR
Funnel Step	Product detail page		Revenue
Location	Bottom left		



Technical details

Experiment #2 - Passive Smart Notifications

Business goal	Increase revenue	Design	Interactive Smart Notification
KPI	Increase ATC clicks	Color	Square (#db3678) / Font (#ffffff) / Background (#db3678)
		Trigger	Page load
Desired behaviour	Hover on icon, followed by click ATC	Animation	Slide in (as is), pulse (1 s after slide in), wait 10 sec: pulse again
Hypothesis	Notifications increase motivation to ATC		Repeat pulse: every 20 s, stop pulsing after message has been shown
Segment	All		
Source	All	Action Button 1	Icon (show message on Hover/click)
Category	All		
Device Type	All	Reporting	ATC
Funnel Step	Product detail page		Clicks close
Location	Bottom left		CR
			Revenue