

Case Study: Digital Test to drive Retail Sales



The Cinderella of Statistics: The Beauty of Small-Data Testing

Presented March 11, 2015 at the Marketing Analytics Conference

Challenge: How to increase retail sales through more effective digital marketing
Solution: Personalized 5-page Microsite Test to increase test drive appointments for car dealerships
(this test was run in 2012, so results show the older site design)

#1: Creative Freedom

Generate 86 new ideas → Focus on 12 high-potential test elements
 (on the **Welcome**, **Appraisal**, **Share**, and **Thank You** pages)

Test Elements	(-) Control	(+) New idea
A Welcome Page - Main Image	Control vehicles	Custom vehicle type
B All Pages - Urgency	Control	Add urgency graphic
C Welcome - Questions	Control	Show all questions
D Welcome - "New vs Used" Question	Keep	Remove
E Welcome - Appt Question	Control	Move up
F Welcome - Incentive	\$10.00	\$25.00
G Welcome - Required Fields	Don't show user initially	Highlight required fields
H Appraisal Page - Calendar	Control	Drop-down calendar on Welcome page
J Appraisal Page - Call to Action	Control (appraisal)	Change to "Win, win, win"
K Share Page - Show Other Prizes	Control (roulette wheel)	Show prize box
L Share Page - Post Text	Control post	Personalized post
M Thank You Page - Credit Info	Button (to credit page)	Credit questions on site

#2: Scientific Power

Create one 16-recipe multivariable Mosaic Test
 (out of 4,096 possible combinations)

Welcome Page - Main Image
All Pages - Urgency
Welcome - Questions
Welcome - "New vs Used" Question
Welcome - Appt Question
Welcome - Incentive
Welcome - Required Fields
Appraisal Page - Calendar
Appraisal Page - Call to Action
Share Page - Show Other Prizes
Share Page - Post Text
Thank You Page - Credit Info

Metrics indexed to control recipe

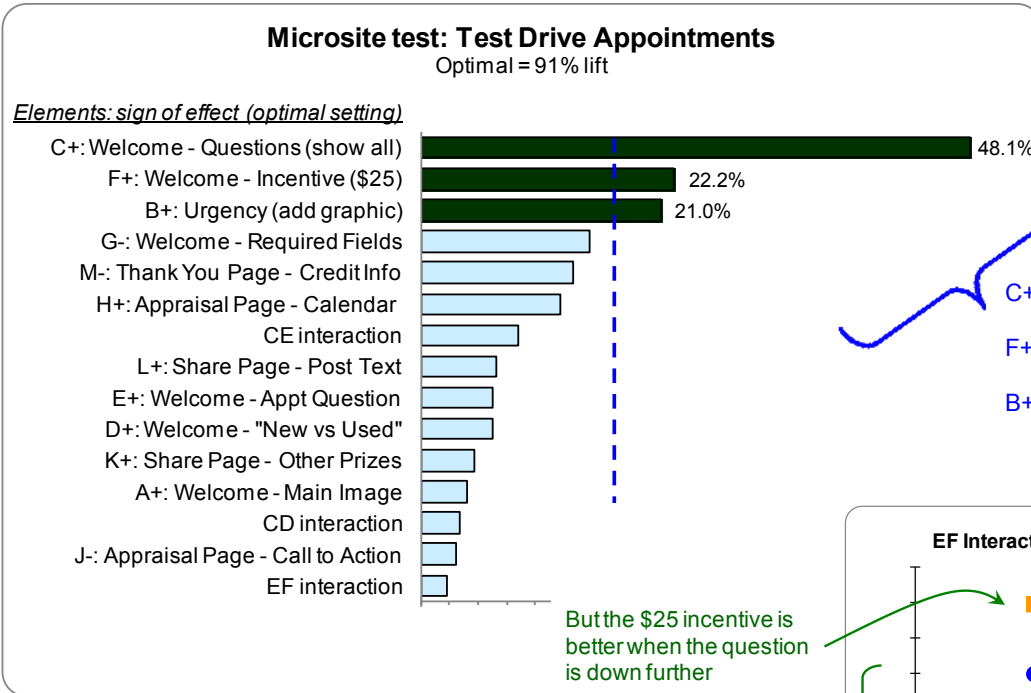
- 3-month test (about 40,000 total visitors)
- Each visitor randomly assigned to one Mosaic Recipe
- Mosaic test design allows clear analysis of each element, plus key interactions
- All recipes running in parallel
 - Recipe #1 is the Control
 - Recipe #5 (best combo) has 8 elements changed (A-H)
- All effort is on the front-end (selecting and defining elements + creating/programming 16 recipes)
- Execution and backend data similar to AB tests (but analyzed differently)

Recipe	A	B	C	D	E	F	G	H	J	K	L	M	Registration Rate	Vehicle Info Rate	In-store Visits
1	-	-	-	-	-	-	-	-	-	-	-	-	100	100	100
2	+	+	-	-	-	+	-	+	-	+	+	+	97	99	155
3	-	-	-	+	-	+	+	+	+	-	-	+	97	95	104
4	+	+	+	-	+	-	-	-	+	-	-	+	85	161	157
5	+	+	+	+	+	+	+	+	-	-	-	-	83	149	205
6	-	+	-	+	+	+	-	-	-	+	-	+	99	98	135
7	-	-	+	-	+	+	-	+	+	+	+	-	83	156	194
8	+	-	+	-	-	-	+	+	-	+	-	+	87	155	129
9	+	-	+	+	-	+	-	-	+	+	-	-	88	170	172
10	+	-	-	+	+	-	-	+	-	-	+	-	96	84	121
11	-	+	-	-	+	-	+	+	+	+	-	-	98	89	116
12	+	+	-	+	-	-	+	-	+	+	+	-	101	103	121
13	-	+	+	+	-	-	-	+	+	+	+	+	84	160	169
14	-	-	+	+	+	-	+	-	-	+	+	+	89	163	142
15	+	-	-	-	+	+	+	-	+	-	+	+	102	95	100
16	-	+	+	-	-	+	+	-	-	-	+	-	85	159	169

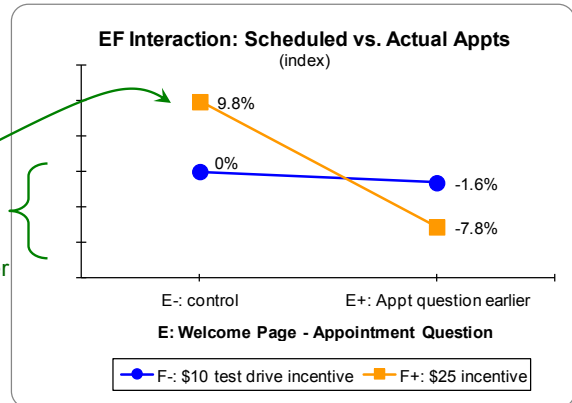


#3: Analytics and Insights

Analyze all 16 recipes together to calculate main effects and interactions (across 7 different metrics)



C+: Showing all questions up-front increases appointments by 48%
 F+: Increasing the test drive amount helps 22%
 B+: The additional urgency language helps 21%



But the \$25 incentive is better when the question is down further

On average, the incentive doesn't matter

- #### #4: Rollout optimal Microsite
- ✓ 91% increase in In-store Appointments (test drives)
 - ✓ 10.1% increase in total In-store Traffic
 - ✓ Reduced sample size by 87% (3-month test vs. 4 years)
 - ✓ Optimized all metrics across all pages (best recipe was not even one of the 16 tested)