ADP Appstore 2017 + 2018

Test Results

CRO | Testing Overview

Status	Test No.	Test Idea	Page	Date Range	Initiative	KPI	CR	Delta	Result
Completed	T001	CTA Color/Belcher	Run	01/23/2017 – 01/27/2017	Optimization	All Hero CTA	17%	+62%	Success
Completed	T002	CTA Copy	Run	01/27/2017 – 02/02/2017	Optimization, Leads	Main CTA	11%	+102%	Success
Completed	T003	Headline Copy	Run	02/02/2017 – 02/17/2017	Optimization	Listing Pageviews	14%	+28%	Success
Completed	T004	Hero Copy	OrgChart	02/03/2017 – 02/17/2017	Optimization	Free Trial CTA	3%	-51%	Failure
Completed	T005	Card vs. List View	Listing	02/10/2017 – 02/21/2017	Optimization	App Pageviews	55%	-7%	Failure
Completed	T006	CTA Color	Litmos	02/10/2017 – 02/21/2017	Optimization	Free Trial CTA	.4%	-48%	Failure
Completed	T007	Testimonial	OrgChart	02/17/2017 – 03/06/2017	Optimization	Free Trial CTA	6%	+378%	Success
Completed	T008	Product Shot	Run	02/19/2017 – 02/27/2017	Optimization	Listing Pageviews	7%	+42%	Success
Completed	T009	CTA Copy	Litmos	02/23/2017 – 03/06/2017	Optimization	Free Trial CTA	.9%	+295%	Success
Completed	T010	App Tiles	Listing	02/24/2017 – 03/27/2017	Optimization	Promoted Apps	12%	+41%	Success
Completed	T011	CTA Copy	Run	03/02/2017 – 03/06/2017	Optimization	Listing Pageviews	16%	-15%	Failure
Completed	T012	Deep Linking	Run	03/06/2017 – 03/27/2017	Optimization	App Pageviews	9.5%	+262%	Success
Cancelled	T013	App Tiles	Home	On Hold	Optimization	App Pageviews	-	-	Inconclusive
Completed	T014	Hero Radical	OrgChart	03/10/2017 – 03/27/2017	Optimization	Free Trial CTA	7%	+43%	Success
Completed	T015	Hero Radical	OrgChart	05/03/2017 – 05/22/2017	Optimization	Free Trial CTA	30%	+135%	Success
Completed	T016	Hero Radical	Litmos	05/15/2017 – 05/22/2017	Optimization	Free Trial CTA	4.7%	+950%	Success
Completed	T017	App Tiles	Home	05/01/2017 – 05/22/2017	Optimization	App Pageviews	4.3%	+72%	Success
Completed	T018	Hero Radical	Deputy	05/15/2017 – 05/30/2017	Optimization	Free Trial CTA	8.7%	+16%	Success

CRO | Testing Overview

Status	Test No.	Test Idea	Page	Date Range	Initiative	KPI	CR	Delta	Result
Completed	T019	Hero Radical	Orginio	06/12/2017 - 07/19/2017	Optimizely	Free Trial CTA	17.10%	27.00%	Success
Completed	T020	Hero Radical	Engagedly	06/23/2017 - 08/4/2017	Optimizely	Free Trial CTA	8.30%	37.00%	Success
Completed	T021	App Tiles	Home	06/12/2017 - 07/19/2017	Optimizely	Orginio Tile Clicks	0.50%	6.00%	Success
Completed	T022	Log In Tool Tip	Home	06/12/2017 - 07/19/2017	Optimizely	Sign In Clicks	54.00%	-0.90%	Inconclusive
Completed	T024	Hero Iterative	Run	6/26/2017 - 8/23/2017	Optimizely	App Pageviews	8.30%	8.30%	Success
Completed	T025	App Tiles	Marketplace	7/7/2017 - 8/4/2017	Optimizely	App Pageviews	0.90%	26.00%	Success
Completed	T026	Hero Radical	Onboard	07/12/2017 - 08/7/2017	Optimizely	Free Trial CTA	27.00%	96.00%	Success
Completed	T028	Hero Radical	OrgChart	7/24/2017 - 8/28/2017	Optimizely	Free Trial CTA	23.00%	13.00%	Success
Completed	T029	App Tiles	Home	08/10/2017 - 08/14/2017	Optimizely	Onboard Tile Clicks	0.40%	-5.00%	Inconclusive
Completed	T030	App Tiles	My Apps	8/11/2017 - 8/14/2017	Optimizely	App Pageviews	3.90%	550.00%	Success
Completed	T031	Hero Radical	Visual Search	8/25/2017 - 10/19/2017	Optimizely	Buy Now CTA	1.60%	530.80%	Success
Completed	T032	Hero Radical	Mastery	08/30/2017 - 010/19/2017	Optimizely	Free Trial CTA	8.30%	73.70%	Success
Completed	T034	App Tiles	Listing	9/14/2017 - 10/10/2017	Optimizely	Tile Clicks	0.10%	233.00%	Success
Completed	T035	Hero Radical	Taleo	09/25/2017 - 011/7/2017	Optimizely	Buy Now CTA	10.00%	20.00%	Success
Completed	T036	Hero Radical	Jobvite	09/25/2017 - 011/7/2017	Optimizely	Buy Now CTA	25.80%	51.30%	Success
Completed	T037	App Tiles	Home	9/19/2017 - 10/19/2017	Optimizely	App Pageviews	0.30%	0.30%	Success
Completed	T038	Drift v1.4.0	Home/Listing	10/12/2017 - 10/18/2017	Drift	CTR	1.90%	63.00%	Success
Creative	T039	Contact Us	Mastery		Optimizely				
Creative	T040	Contact Us	Visual Search		Optimizely				

CRO | Testing Overview

Status	Test No.	Test Idea	Page	Date Range	Initiative	KPI	CR	Delta	Result
Completed	T041	App Tiles	Listing	10/11/2017 - 11/16/2017	Optimizely	App Pageviews	13.20%	13.40%	Success
Completed	T042	App Tiles	Home	10/19/2017 - 11/16/2017	Optimizely	App Pageviews	2.40%	2.10%	Success
Completed	T043	Drift v1.5.0	Home/Listing	10/18/2017 - 10/24/2017	Drift	CTR	1.40%	16.70%	Success
Completed	T044	Drift v1.6.0	Home/Listing/ MyApps	10/24/2017 - 10/25/2017	Drift	CTR	1.00%	-28.60%	Failure
Completed	T045	Drift v1.7.0	Home/Listing/ MyApps/Apps	10/25/2017 - 11/19/2017	Drift	CTR	0.90%	-10.00%	Failure
Completed	T046	Hero Radical	PiiQ	11/6/2017 - 11/22/2017	Optimizely	Buy Now CTA	5.70%	140.00%	Success
Running	T047	Checkout Radical	Jobvite Checkout Step 1	11/13/2017	Optimizely	Payment CTR	-	-	
Running	T048	Pricing Tab	All Apps	11/7/2017	Drift	Conversations	-	-	
Completed	T049	App Tiles	Home	11/16/2017 - 1/24/2017	Optimizely	Tile Clicks	2.00%	-	Inconclusive
Completed	T050	App Tiles	Listing	11/16/2017 - 12/11/2017	Optimizely	Tile Clicks	2.22%	-	Inconclusive
Running	T051	App Tiles	My Apps	11/21/2017	Optimizely	Tile Clicks	-	-	
Completed	T052	Chatbot	Rosetta Stone	11/30/2017 - 12/11/2017	Drift	Clicks	17.00%	170.4%	Success
Completed	T053	Exit Intent	Checkout Pages	11/30/2017 - 2/12/2018	Drift	Meetings Booked	0.47%	-	Success
Completed	T054	Hero Radical	JobScore	1/8/2018 - 2/20/2018	Optimizely	Buy Now CTA	1.52%	80.3%	Success
Running	T055	Checkout Radical	Litmos Checkout Step 1	1/16/2018	Optimizely	Payment CTR	-	-	
Completed	T056	New Years Banner	Home	1/24/2018 - 1/30/2018	Optimizely	Tile Clicks	0.9%	-	Inconclusive
Creative	T057	Complimentary Apps	Home	-	Optimizely	Tile Clicks	-	-	

CRO | Testing Overview

Status	Test No.	Test Idea	Page	Date Range	Initiative	KPI	CR	Delta	Result
Completed	T058	Promo Code	OrgChart	1/25/2018 - 4/3/2018	Optimizely	CTR	4.1%	-	Inconclusive
Running	T059	Checkout Radical	Jobvite Checkout Step 2	-	-	-	-	-	
Completed	T060	New Year Banner – Red	Home	1/30/2018 - 2/1/2018	Optimizely	Tile CTR	3.4%	53.2%	Success
Cancelled	T061	OrgChart Tile + Offer	Marketplace /home	2/7/2018 - 2/12/2018	Optimizely	CTR	0.1%	-50.0%	Inconclusive
Completed	T062	OrgChart Offer	WFN Embeddable	2/8/2018 - 3/5/2018	Optimizely	CTR	1.03%	4.1%	Success
Completed	T063	OrgChart Tile + Offer	Marketplace /home	2/12/2018 - 3/5/2018	Optimizely	CTR	0.06%	-26.9%	Inconclusive
Completed	T064	Productivity Banner	Home	2/28/2018	Optimizely	CTR	3.2%	1.6%	Inconclusive
Completed	T065	WFN Embeddable	WFN	3/5/2018 - 4/3/2018	Optimizely	CTR	0.30%	-14.2%	Failure
Completed	T066	OrgChart News Feed Banner	Marketplace /home	3/5/2018 - 4/3/2018	Optimizely	CTR	0.07%	-	Inconclusive
Completed	T067	OrgChart Complimentary Apps - Litmos	All (except checkout)	3/26/2018 - 4/3/2018	Optimizely	CTR	0.00%	-	Inconclusive
Completed	T068	OrgChart Complimentary Apps - Jobvite	All (except checkout)	3/26/2018 - 4/3/2018	Optimizely	CTR	0.00%	-	Inconclusive
Completed	T069	OrgChart Complimentary Apps - ClearCompany	All (except checkout)	3/26/2018 - 4/3/2018	Optimizely	CTR	0.00%	-	Inconclusive
Completed	T070	Litmos Hero Radical – Contact Us Button	Litmos	3/27/2018 - 4/17/2018	Optimizely	CTR	0.31%	-	Inconclusive
Running	T071	Recommended Apps – Concur	All (except checkout)	4/9/2018 - 4/18/2018	Optimizely/ Drift	CTR	1.56%	-	Inconclusive

CRO | T001

/run CTA Color and Belcher Button Test

Hypothesis: Changing the color of the CTA to green and adding a belcher button will cause the CTAs to stand out more and increase focus, increasing CTR by 10%.

Control   Variation #1

VS.

CRO | T001 – Final Results

/run CTA Color and Belcher Button Test

**Test Setup**: A/B Split Test

Primary KPIs: /run CTA CTR

Traffic: All Traffic

Insights: The belcher button greatly increased the CTR, without lowering the click rate on other hero CTAs. Changing the CTA color had no impact, as CTRs on that CTA remained unchanged.

/run (01/23 – 01/27)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero – All CTAs					
Control	496	53	10.69%	-	-
Variant	473	82	17.34%	**+62.2%**	**>95%**

Winner +62%

Variation #1

CRO | T002

/run CTA Login and Free Copy Test

Hypothesis: Changing the CTA copy to 'GET MY FREE APPS' and updating the belcher button to mention the login process will increase incentive, and set user expectations, increasing CTRs and through put on the login page by 10%.

Control   Variation #1

VS.

CRO | T002 – Final Results

/run CTA Login and Free Copy Test

Test Setup: A/B Split Test

Primary KPIs: /run CTA CTR

Traffic: Non-Logged In

Insights: The copy change on the primary CTA is increasing the its CTR, speaking to the power of the messaging.

Winner +102%

Variation #1

/run (01/27 – 02/02)					
	Visitors	Clicks	CTR	Delta	Sig.
Hero – Main CTA					
Control	482	27	5.60%	-	-
Variant	504	57	11.31%	**+101.9%**	**98%**

CRO | T003

/run Headline Copy Test
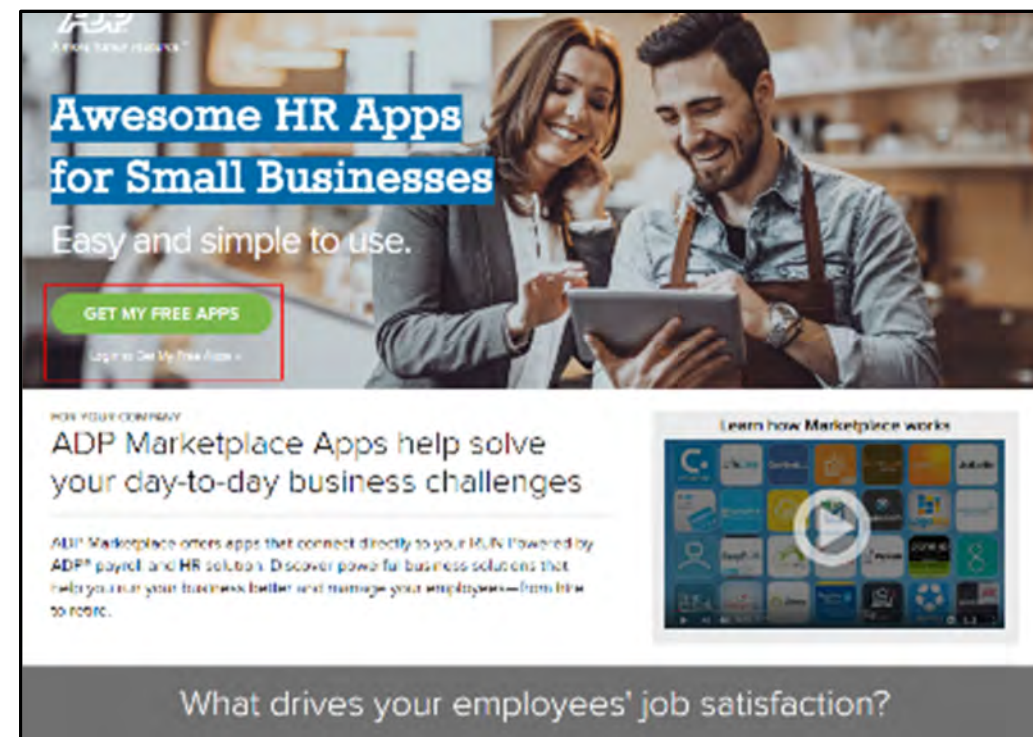
Hypothesis: Updating the headline copy will generate curiosity, increase engagement, increasing CTRs and through put to the app store.

Control

Variation #1

VS.

Variation #2

CRO | T003 – Final Results

/run Headline Copy Test

Test Setup: A/B/C Split Test

Primary KPIs: App Listing Pageviews

Traffic: All Traffic

Insights: The curiosity created by variant 2's headline gives users a reason to push deeper into the funnel, increasing throughput to the app store listing page.

/run (02/02 – 02/17)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
App Listing Page – Page Views					
Control	772	46	10.75%	-	-
Variant 1	718	39	11.00%	**+2.3%**	**<1%**
Variant 2	722	60	13.71%	**+27.5%**	**85%**

Winner +27%

Variation #2

CRO | T004

OrgChart Hero Copy Test

Hypothesis: Updating the hero copy to be cleaner, shorter, and more focused will allow the user to quickly get the information they need, increasing incentive, and raising CTRs

Control   Variation #1

VS.
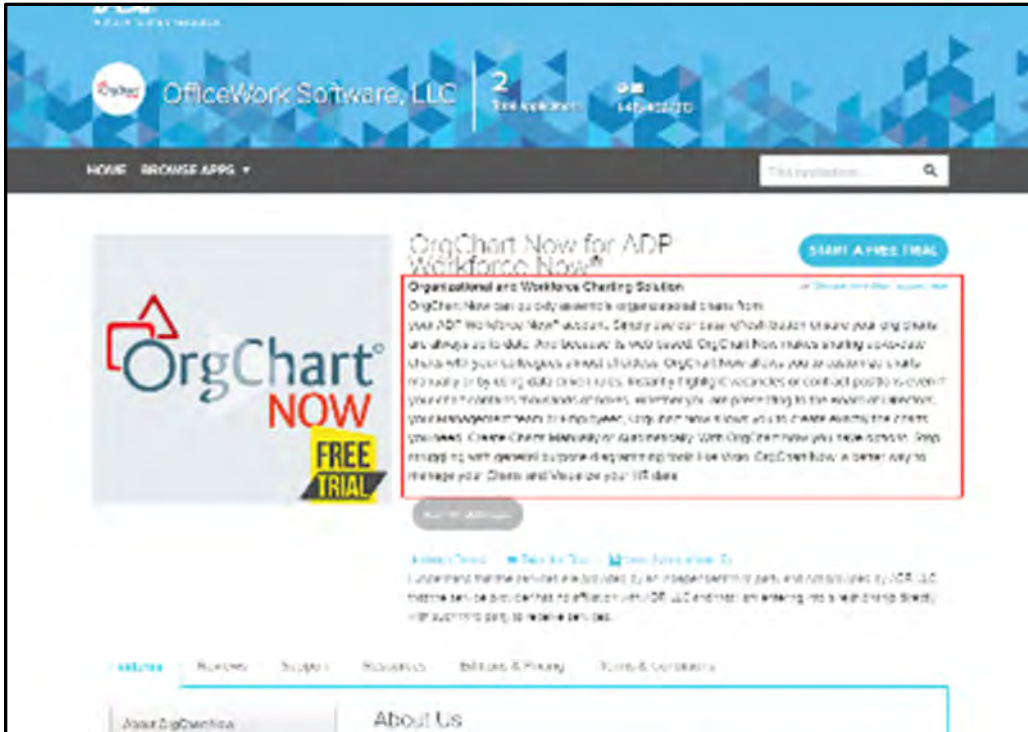
CRO | T004 – Final Results

OrgChart Hero Copy Test

Test Setup: A/B Split Test

Primary KPIs: CTA Click Rate

Traffic: All Traffic

Insights: Overall engagement was down for the variant. With clearer copy, people felt less inclined to dig into the content on the rest of the page. With less research, intent and CTRs declined.

Variation #1

OrgChart (02/03 – 02/17)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero – Free Trial CTA					
Control	145	10	6.9%	-	-
Variant	148	5	3.38%	-51%	58%
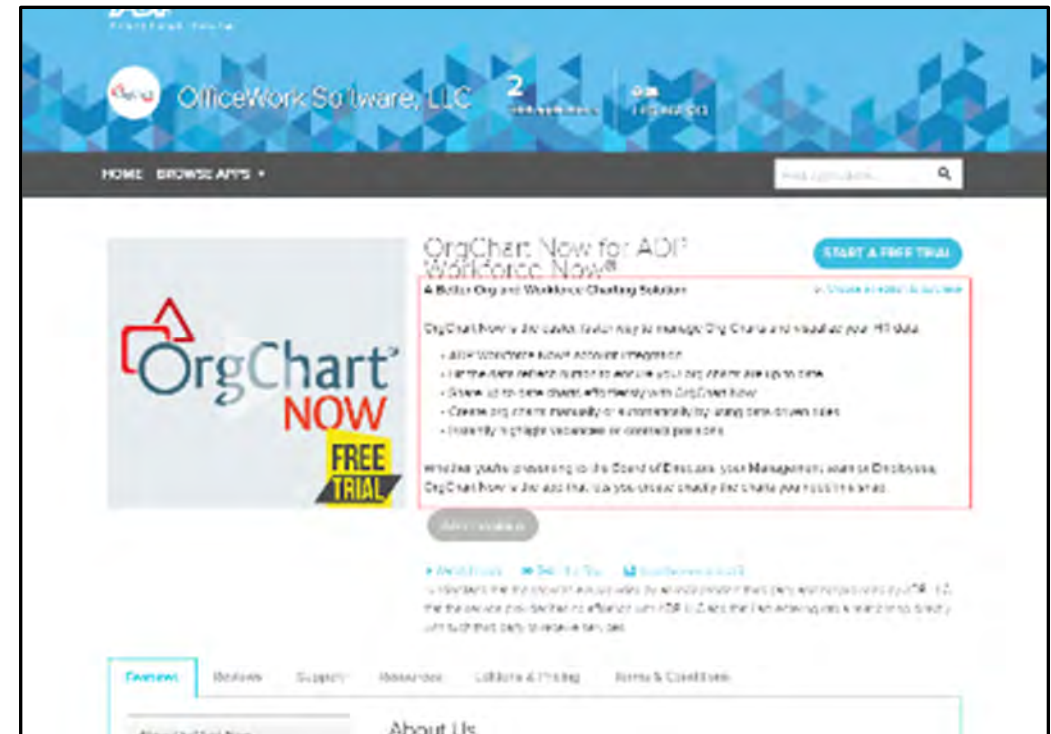
CRO | T005

Listing List vs. Card View

Hypothesis: Testing which page view provides a more engaging user experience will allow us to direct traffic to the better environment, increasing CRs.

Control

Variation #1

VS.
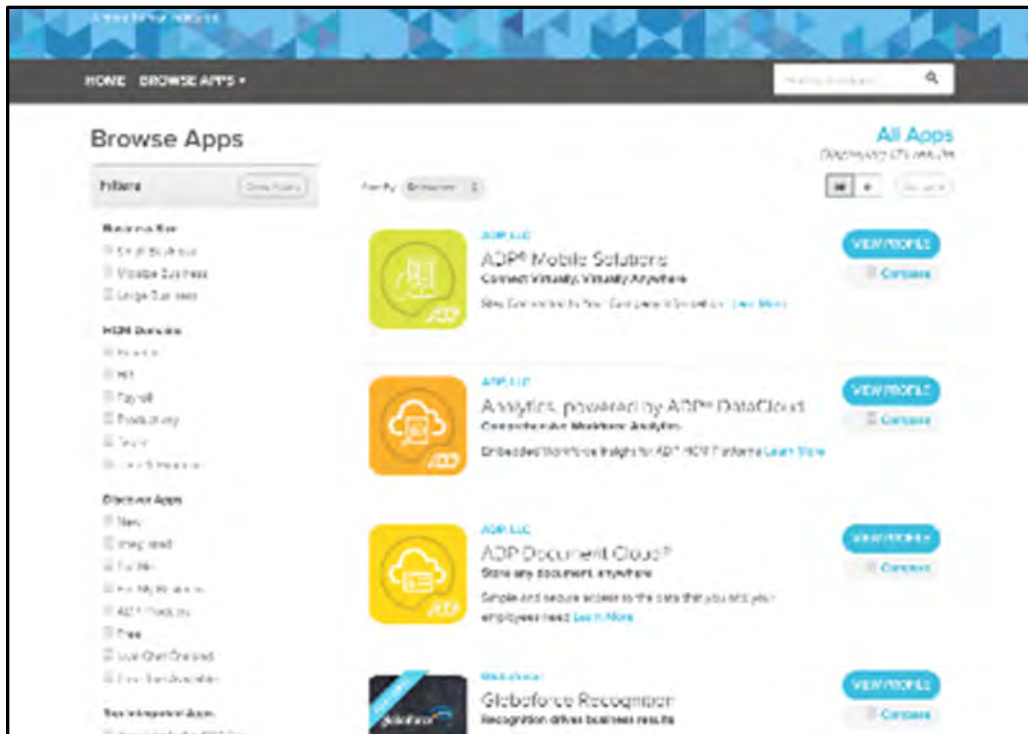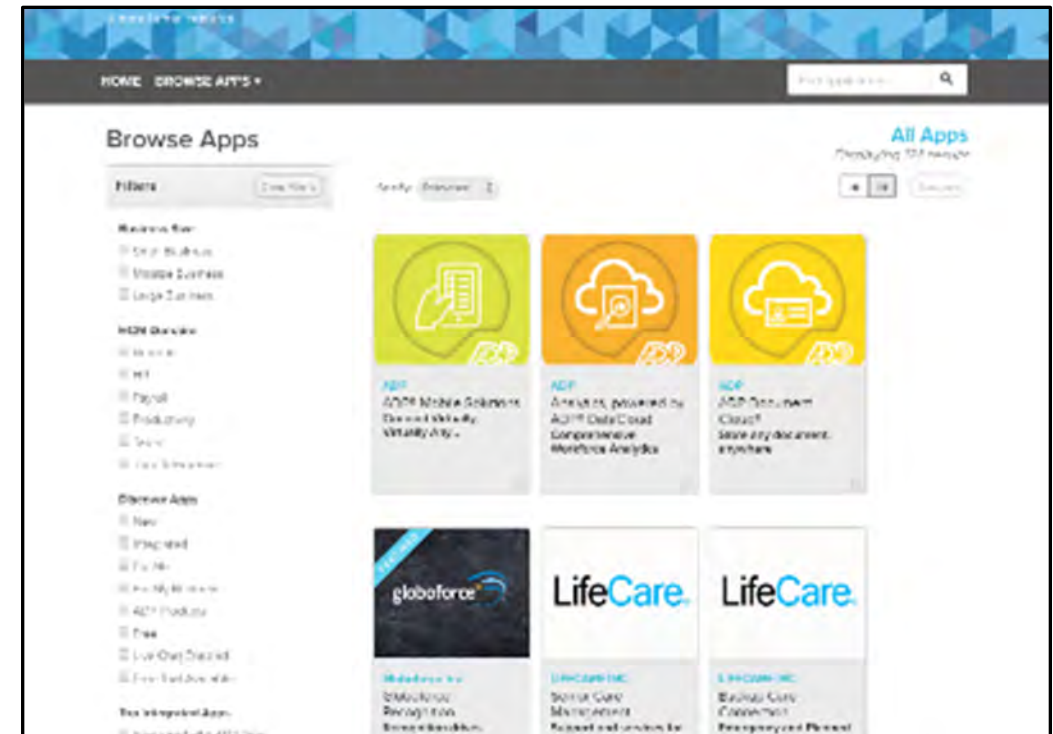
CRO | T005 – Final Results

Listing List vs. Card View

Test Setup: A/B Split Test

Primary KPIs: App Product Details Pageviews

Traffic: All Traffic

Insights: The results fluctuated over the course of the test, but were consistently flat. The different views have no measurable impact upon the user.

Variation #1
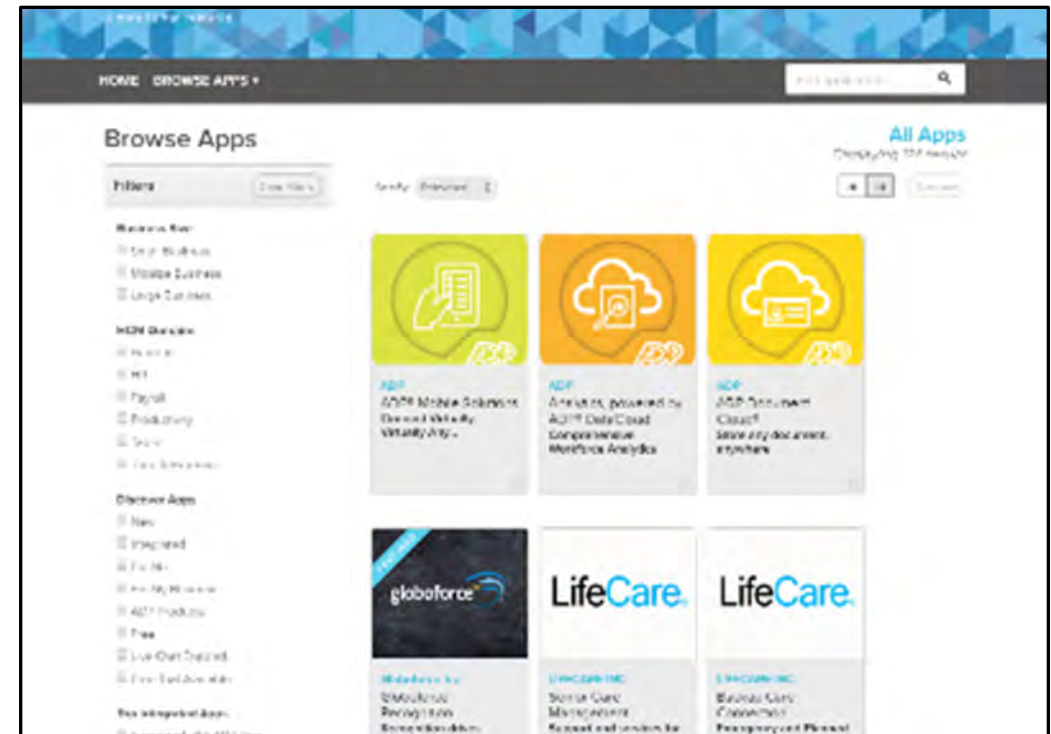
Listing (02/10 – 02/21)					
	Visitors	**Page Views**	**CTR**	**Delta**	**Sig.**
App Product Pageviews					
Control	178	106	59.55%	-	-
Variant	198	110	55.56%	-6.7%	<1%

CRO | T006

Litmos CTA Position and Color

Hypothesis: Updating the color and position of the CTA button will cause it to stand out more, draw the users attention, and increase conversion rates.

Control   Variation #1

VS.
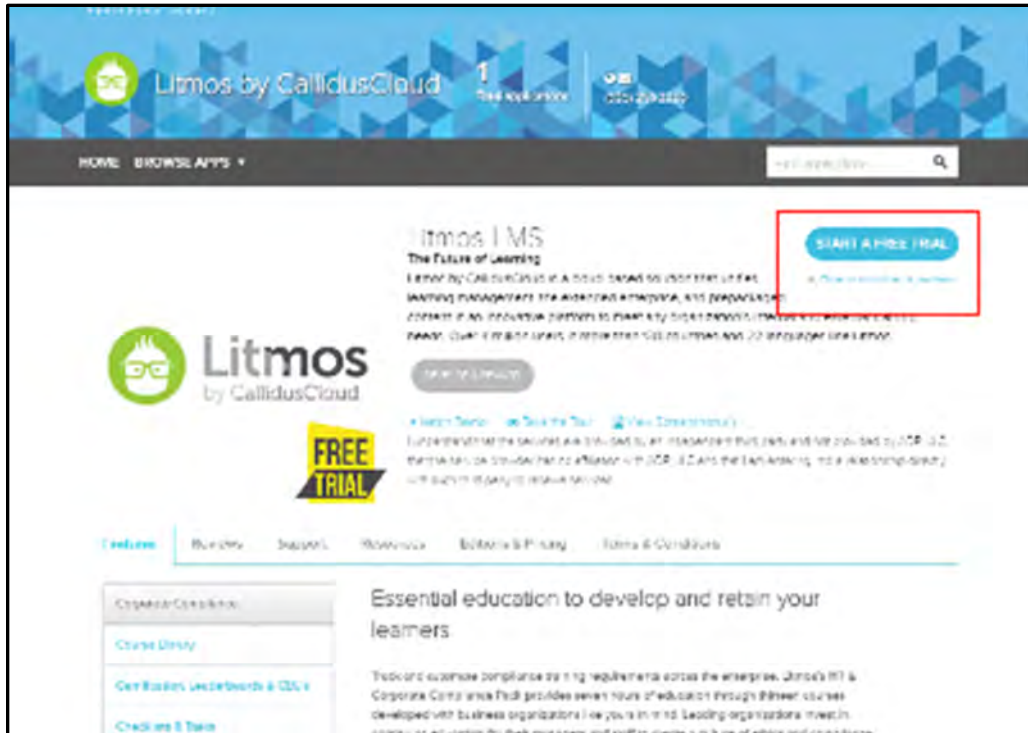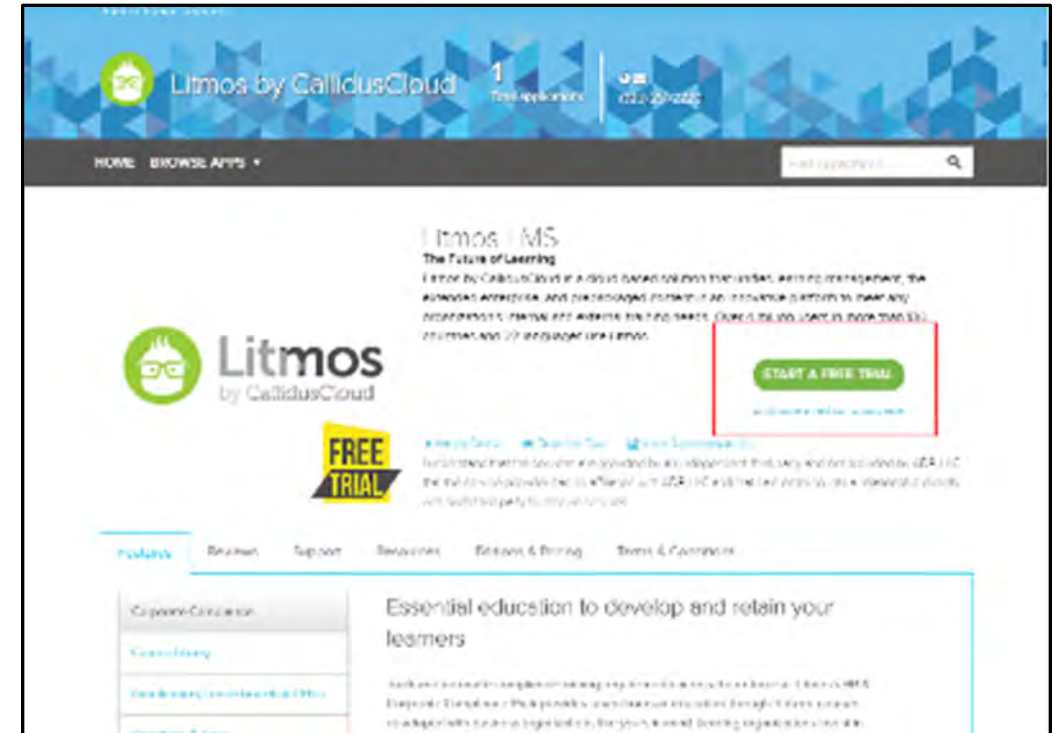
CRO | T006 – Final Results

Litmos CTA Position and Color

Test Setup: A/B Split Test

Primary KPIs: CTA CTR

Traffic: All Traffic

Insights: Updating the button color and position did not change the user experience significantly enough to improve the CTR on the CTA. The unusual layout may have ultimately hurt the CTR.

Variation #1
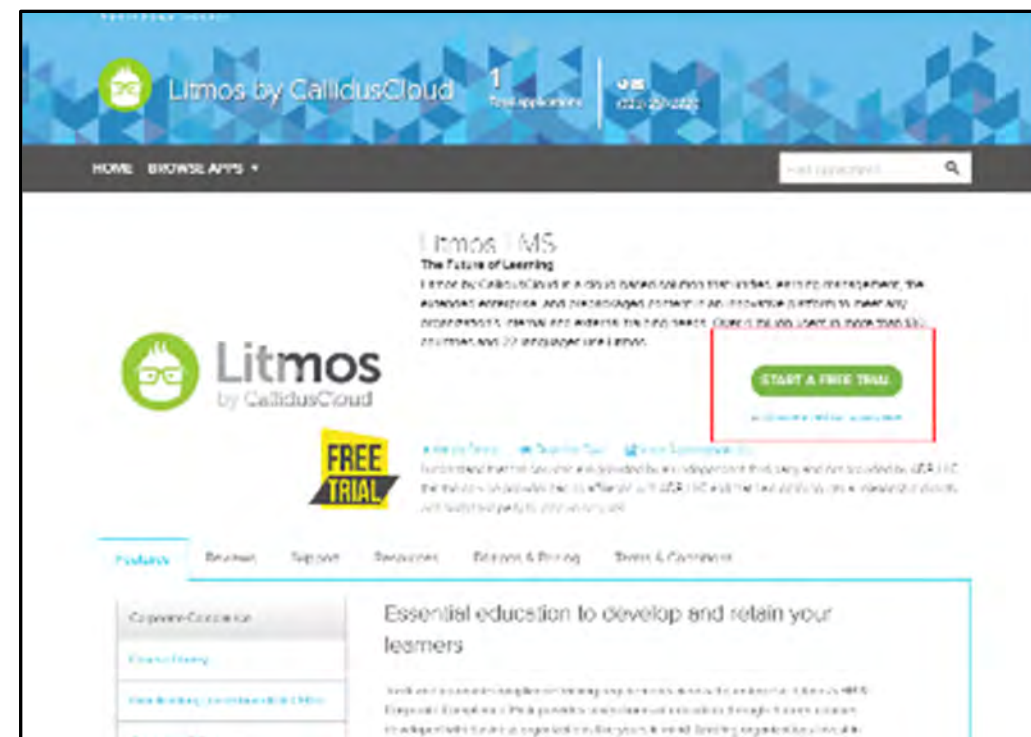
Litmos (02/10 – 02/21)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero – Free Trial CTA					
Control	760	6	0.79%	-	-
Variant	726	3	0.41%	-47.7%	<1%

CRO | T007

OrgChart Now Testimonial Copy

Hypothesis: Bringing a user review above the fold will help establish credibility, reassure the user, reduce anxiety, and increase CTRs.

Control

Variation #1
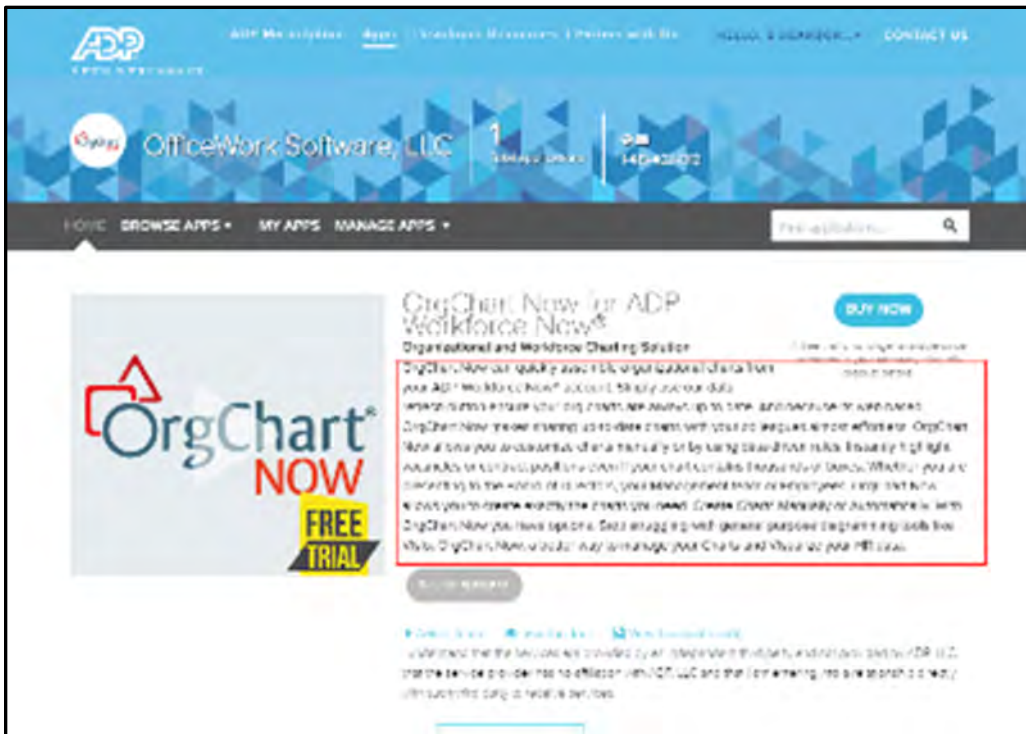
VS.

CRO | T007 – Final Results

OrgChart Now Testimonial Copy

Test Setup: A/B Split Test

Primary KPIs: CTA CTR

Traffic: All Traffic

Insights: The testimonial reduced user anxiety, increased the credibility of the app, and increased CTR on the CTA by 378%
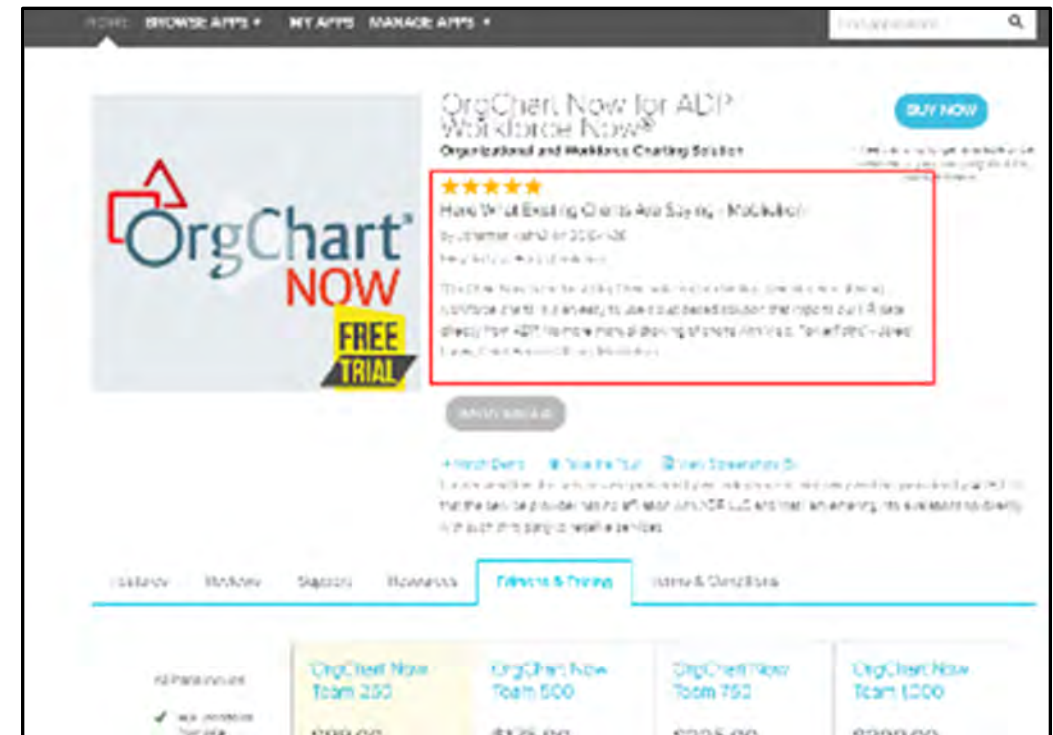
OrgChart (02/17 – 03/06)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero – Free Trial CTA					
Control	155	2	1.29%	-	-
Variant	146	9	6.16%	+378%	64%

Winner +378%

Variation #1

CRO | T008

/run Product Shot

Hypothesis: Updating the hero to showcase the apps and products will more effectively communicate what is available, increasing intent and CTRs.

Control

VS.

Variation #1

Variation #2

CRO | T008 – Final Results

/run Product Shot

Test Setup: A/B/C Split Test

Primary KPIs: Listing Page Pageviews

Traffic: All Traffic

Insights: Variant 2 placed the apps of the Appstore directly in front of the user, giving them a better idea of what was available, increasing incentive, and ultimately increasing throughput by 41%.

Variation #1

Variation #2

/run (All Traffic, 02/19 – 02/27)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
App Listing Page – Page Views					
Control	600	30	5.00%	-	-
Variant 1	609	33	5.42%	+8.4%	<1%
Variant 2	650	46	7.08%	+41.5%	<1%

CRO | T009

Litmos CTA Copy Test

Hypothesis: Updating the copy of the CTA to highlight the ease of signup or the free nature of the offer will increase CTRs.

Variation #1

Control

VS.
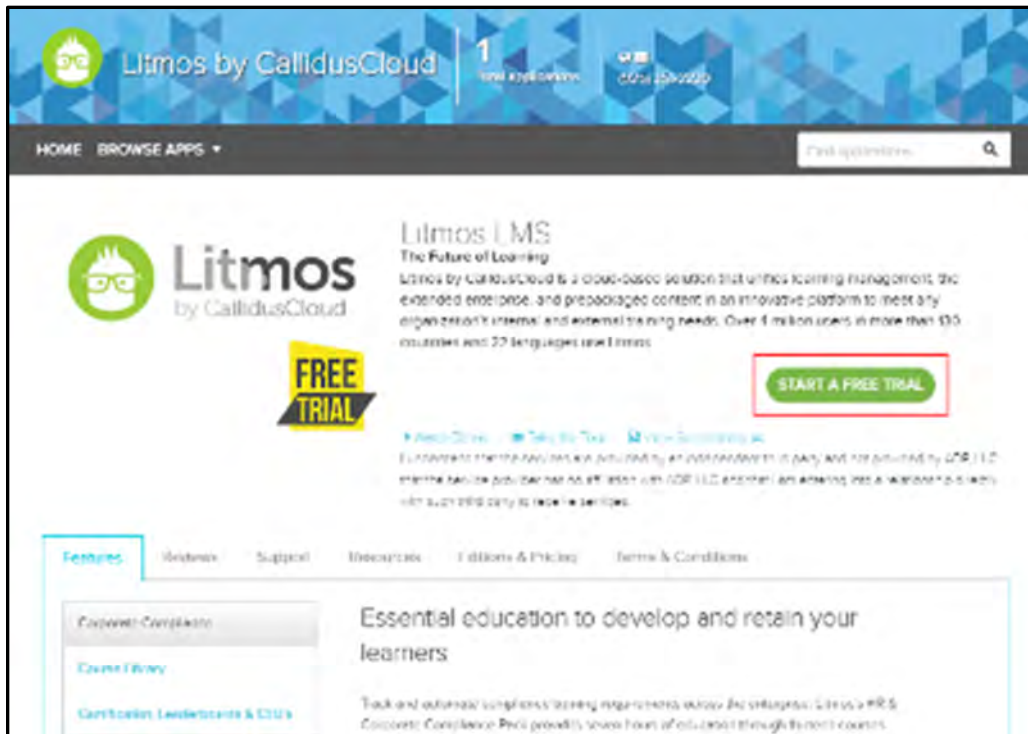
Variation #2

CRO | T009 – Final Results

Litmos CTA Copy Test

Test Setup: A/B/C Split Test

Primary KPIs: CTA CTR

Traffic: All Traffic

Insights: Both variants have out performed the control. Variant 1 found success by emphasizing the easy of the sign up process, while Variant 2 found success by removing the word trial, which may have some negative connotations (e.g. auto renewing, etc.).

Variation #1

Variation #2

Litmos (All Traffic, 02/23 – 03/22)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero Free Trial CTA					
Control	1,094	4	.37%	-	-
Variant 1	1,165	7	.60%	+64%	<1%
Variant 2	1,142	9	.79%	+115%	<1%

CRO | T010

Listing Page Promoted Apps

Hypothesis: Promoting select free trial apps above the fold will prioritize the apps we want users to find, increase free trial sign ups, and increase sale conversion rates.

Control

Variation #1
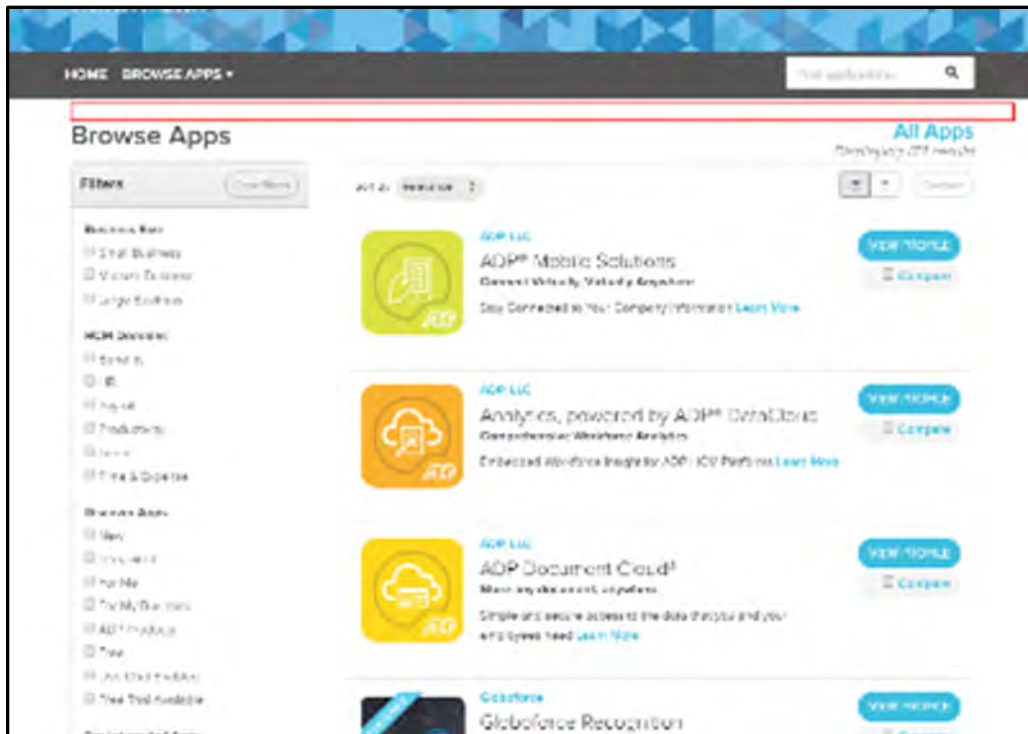
VS.
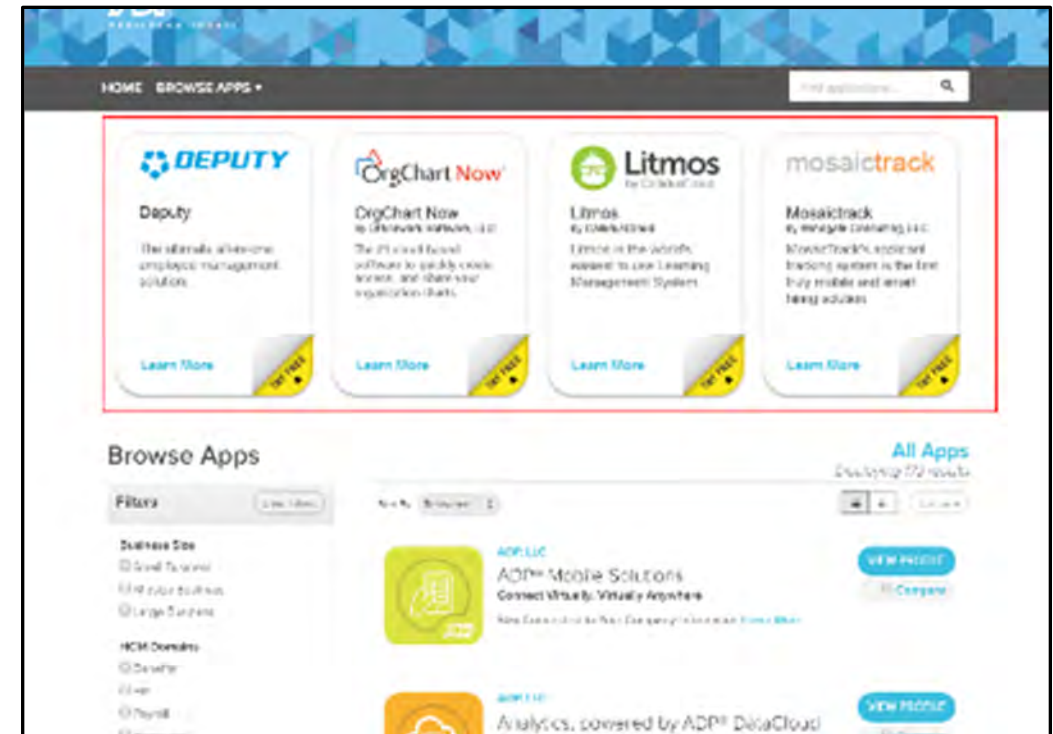
CRO | T010 – Final Results

Listing Page Promoted Apps

Test Setup: A/B Split Test
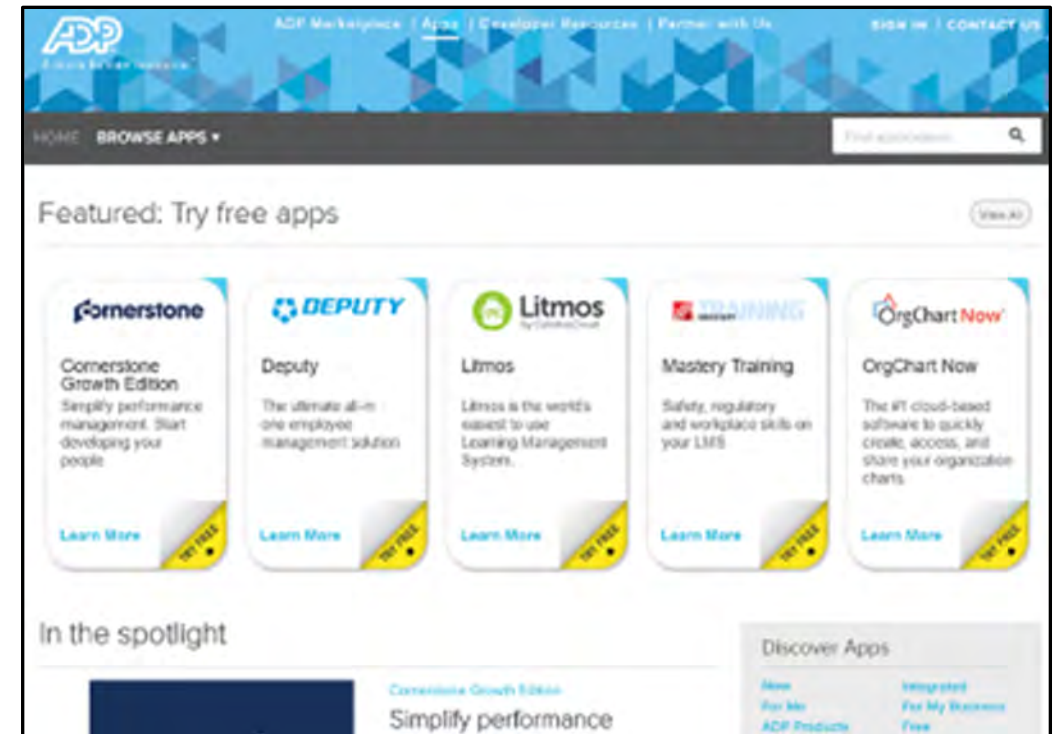
Primary KPIs: Free Trial App Pageviews

Traffic: All Traffic

Insights: Promoting key apps above the fold allowed us to more directly guide the user experience, resulting in a 38% increase in traffic to our promoted apps.

Winner +38%

Variation #1
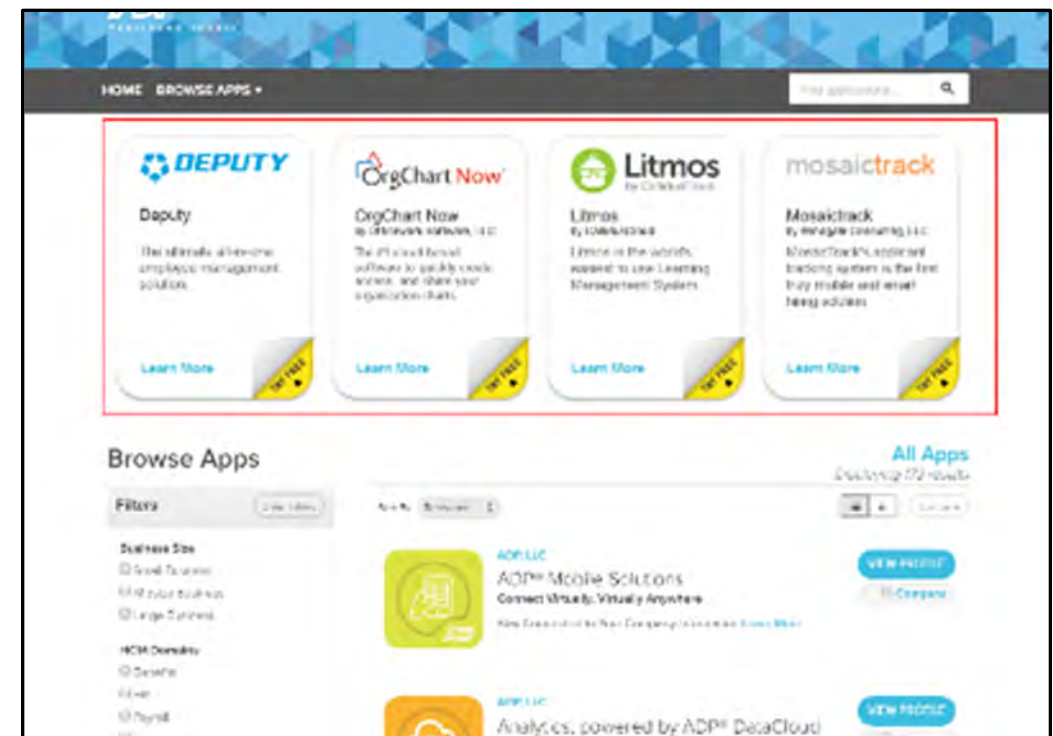
Listing Page (02/24 – 03/27)					
	Visitors	**Pageviews**	**CTR**	**Delta**	**Sig.**
Promoted Apps – Pageviews					
Control	2,016	205	10.2%	-	-
Variant	1,988	281	14.1%	+38%	99%

*Number of users who view at least one free trial app. Deduped. Multiple free trial app views not counted.

CRO | T011

/run Page CTA Copy Test

Hypothesis: Testing CTA copy will allow us to measure the impact of moving away from promoting free apps, towards a focus on free trials.

Variation #1

Control

VS.

Variation #2

CRO | T011 – Final Results

/run Page CTA Copy Test

Test Setup: A/B/C Split Test

Primary KPIs: CTR to App Listing Page

Traffic: All Traffic

Insights: Moving away from the free app messaging caused a drop of 15% in traffic to the listing page. Although our aim is to get people to sign up for free trials, we recommend continuing to promote the free apps, in order to get people to the Appstore.

Variation #1

Variation #2

/run (03/02 – 03/06)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
App Listing Page – Page Views					
Control	215	41	19.0%	-	-
Variant 1	198	25	12.6%	-33.8%	<1%
Variant 2	210	34	16.1%	-15.1%	<1%

CRO | T012

/run Deep Linking Test

Hypothesis: Creating a series of links directly to specific sections of the app product pages will allow users to bypass the listing page, improving the user flow and increasing conversion rates.

Control   Variation #1

VS.
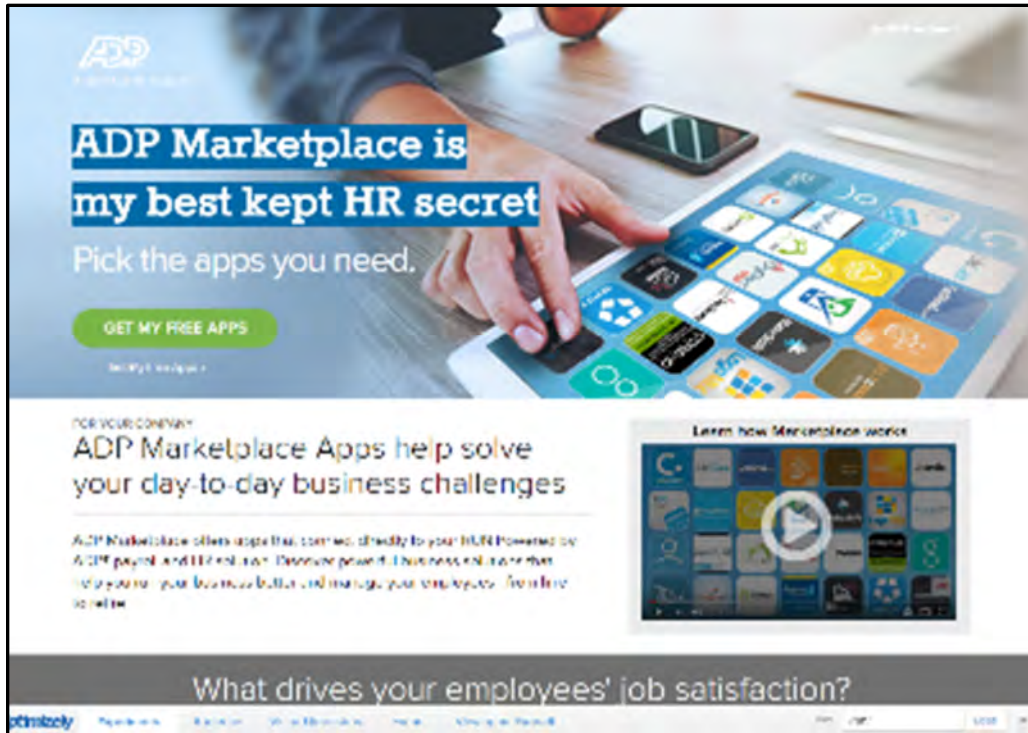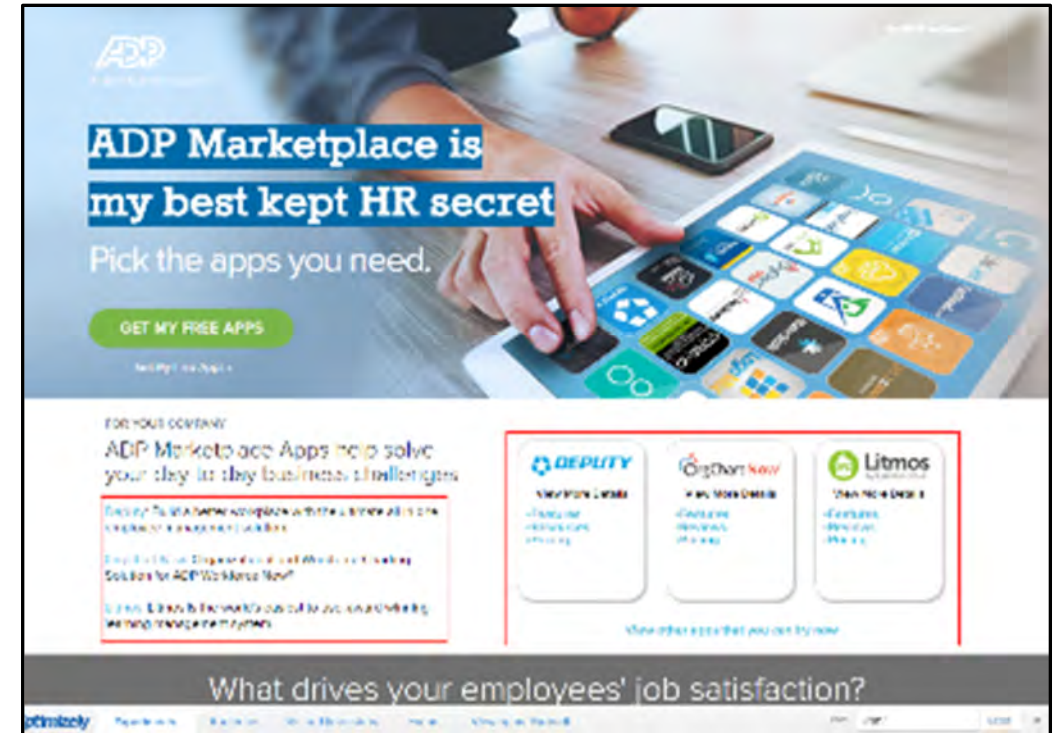
CRO | T012 – Final Results

/run Deep Linking Test

Test Setup: A/B Split Test

Primary KPIs: Free Trial App Pageviews

Traffic: All Traffic

Insights: Allowing users to directly link to apps they are interested in allows them to by-pass the listing page, leading to a huge increase in the number of users who are able to get to the free trial app product pages.

Run Page (03/06 – 04/03)					
	Visitors	**Pageviews**	**CTR**	**Delta**	**Sig.**
Free Trial Apps – Pageviews					
Control	1,367	36	2.6%	-	-
Variant	1,383	132	9.5%	+262%	>99%

Winner +262%

Variation #1
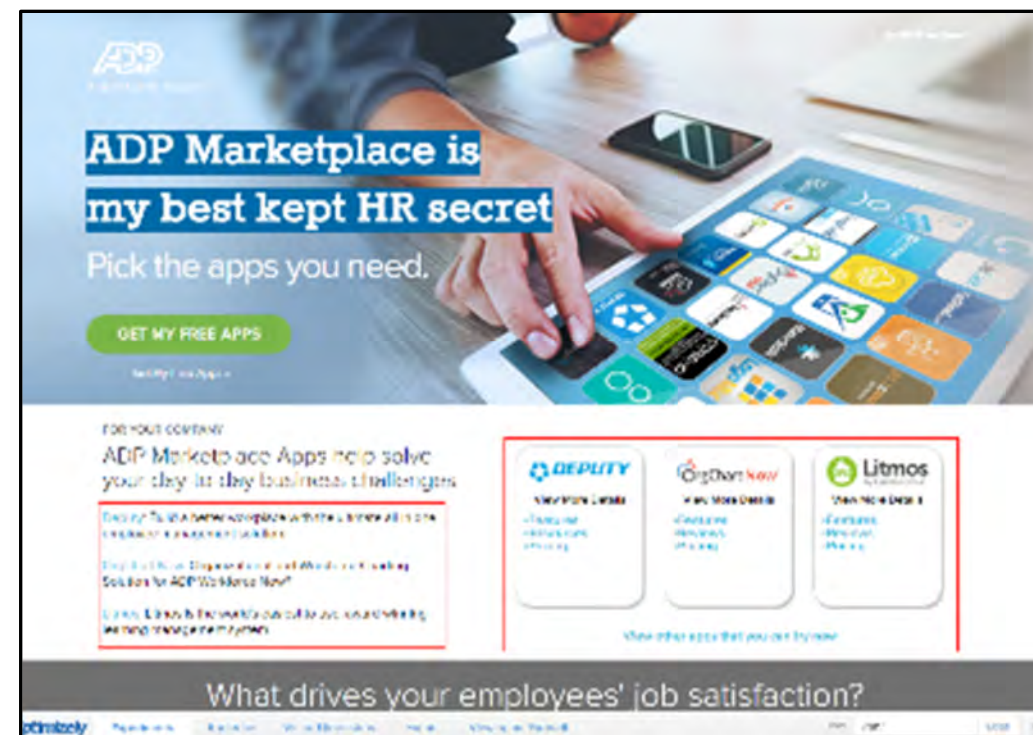
CRO | T013

Home Page Promoted Apps Test

Hypothesis: Promoting select free trial apps above the fold will prioritize the apps we want users to find, increase free trial sign ups, and increase sale conversion rates.

Control

Variation #1

VS.
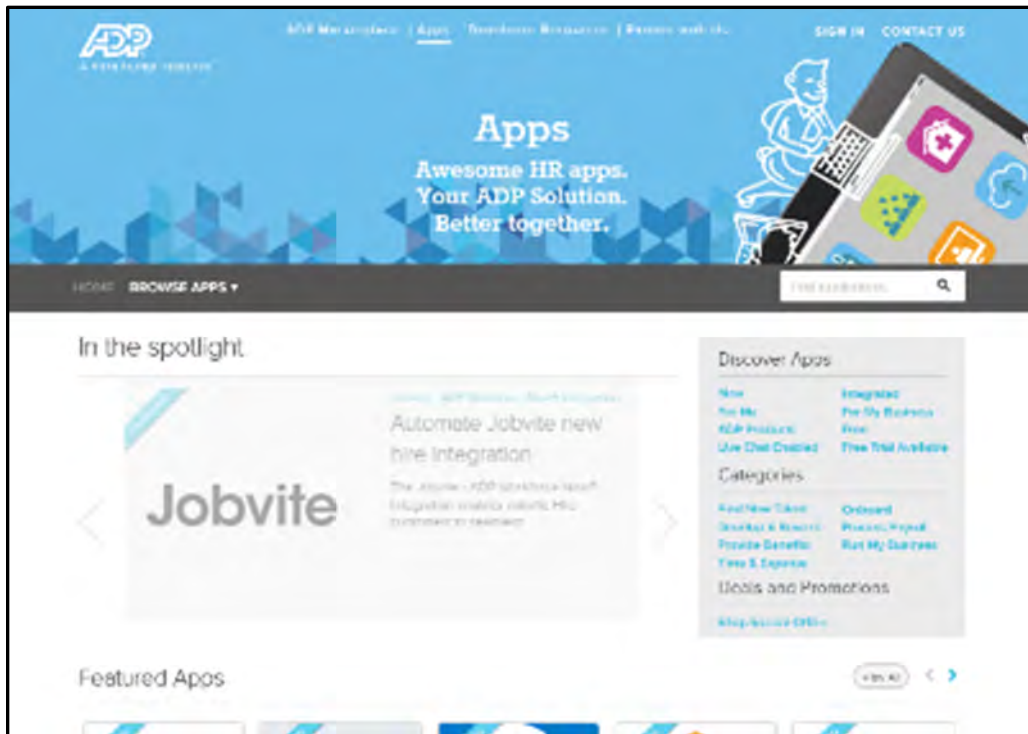
CRO | T013 – On Hold

Home Page Promoted Apps Test

Test Setup: A/B Split Test

Primary KPIs: Free Trial App Pageviews

Traffic: All Traffic

Insights: TBD

Variation #1
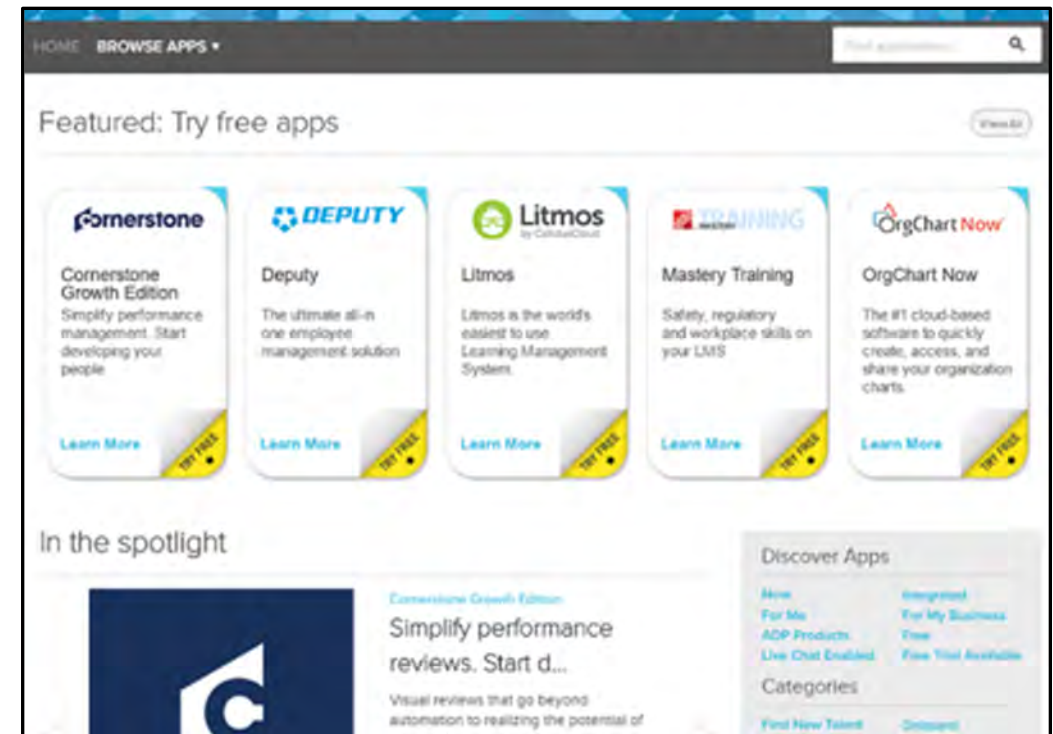
Home Page (Date TBD)					
	Visitors	Pageviews	CTR	Delta	Sig.
Promoted Apps – Pageviews					
Control	On Hold	On Hold	-	-	-
Variant	On Hold	On Hold	-	-	-

CRO | T014

OrgChart Hero Radical

Hypothesis: Updating the hero creative will focus the user's attention, provide the app with a more professional presentation, and increase CTRs.

Control   Variation #1

VS.
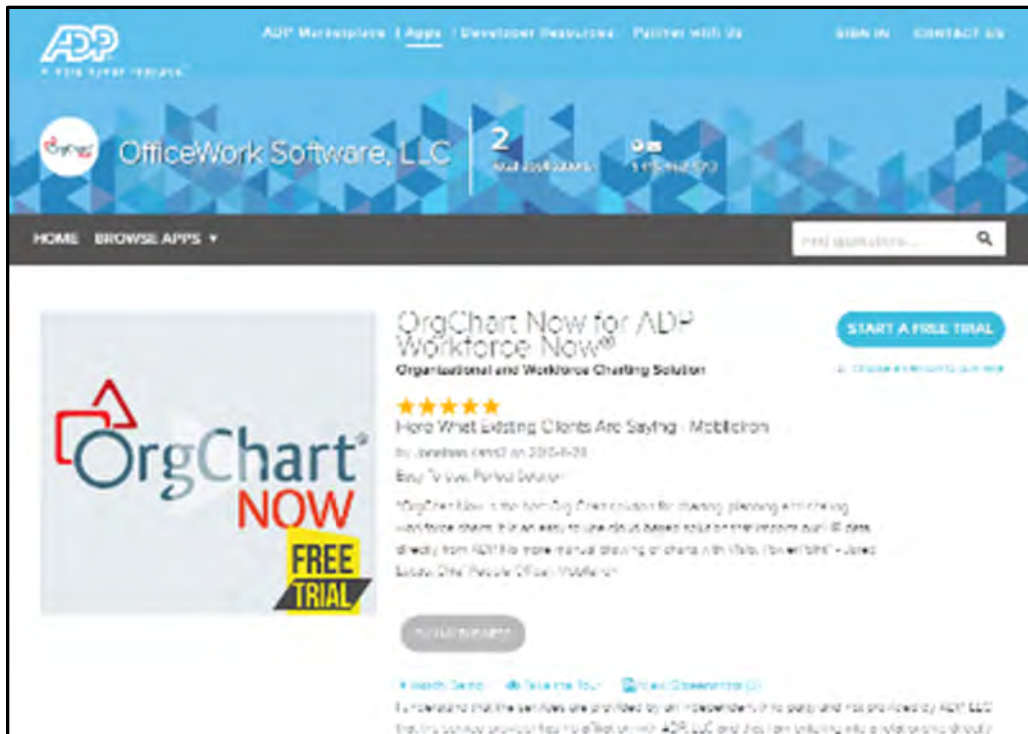
CRO | T014 – Final Results

OrgChart Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Free Trial CTA Clicks

Traffic: All Traffic

Insights: As expected, the radical hero redesign lifted the primary KPI of free trial sign ups. Critically, the polished and professional look of the new page also drove up purchases by 700%!

Variation #1

OrgChart Free Trial Sign Ups (3/10 – 3/27)				
	Visitors	Clicks	CTR	Delta	Sig.
Hero – Free Trial CTA					
Control	174	8	4.6	-	-
Variant	213	14	6.6	+43%	<1%

Paid Funnel (3/10 – 3/27)				
	Visitors	Purchase Page	Payment Page	Receipt Page	Sig.
Control	174	3	2	0	-
Variant	213	17	8	7	2%

CRO | T015

OrgChart Hero Test Reboot

Hypothesis: Previous updates to the hero creative improved conversion rates. This test will run the updated app product page against our previous champion, establishing a baseline.

Control   Variation #1

VS.
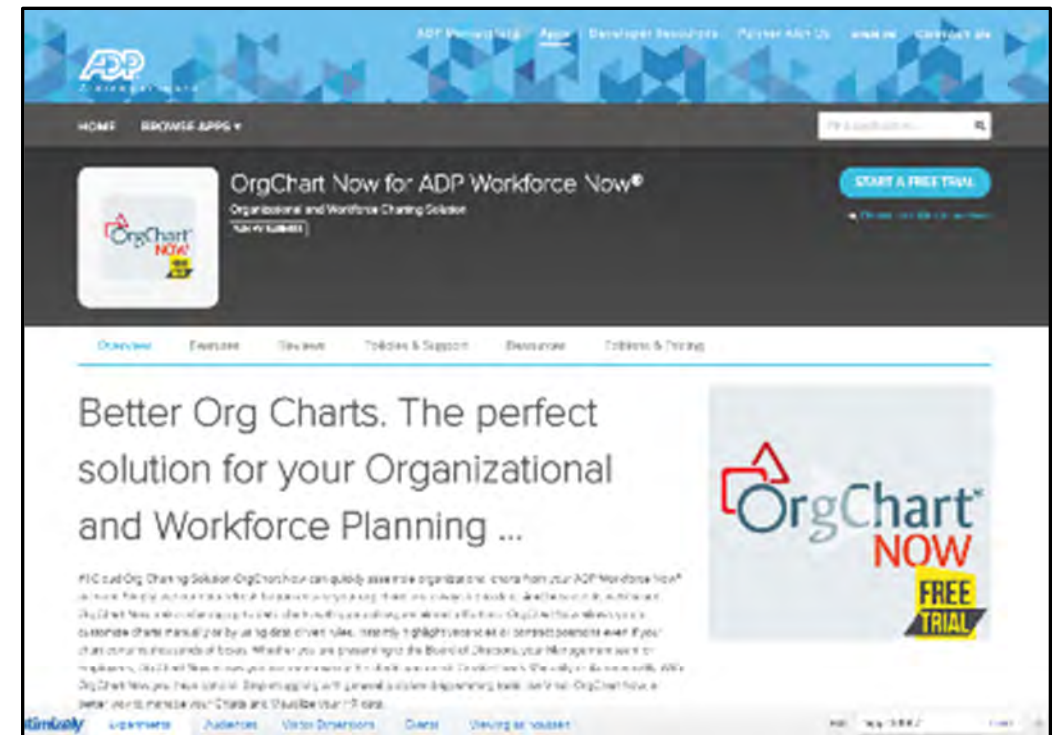
CRO | T015 – Final Results

OrgChart Hero Test Reboot

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks

Traffic: All Traffic

Insights: The new CMS layout that was introduced by ADP does not perform as well as the previous hero update that Juhll tested in March. The testimonial, hero image, and focused experience of the control make it out perform the new layout.

Action Taken: Directed 100% of traffic to winning creative on 5/17.

Current Performance (6/13): 18.58% CTR

OrgChart (5/3 – 5/17)					
	Visitors	Clicks	CTR	Delta	Sig.
Hero: Free Trial + Buy CTA					
Control	77	23	30%	+135%	<1%
Variant	63	8	13%	-	-

Winner +135%

Variation #1
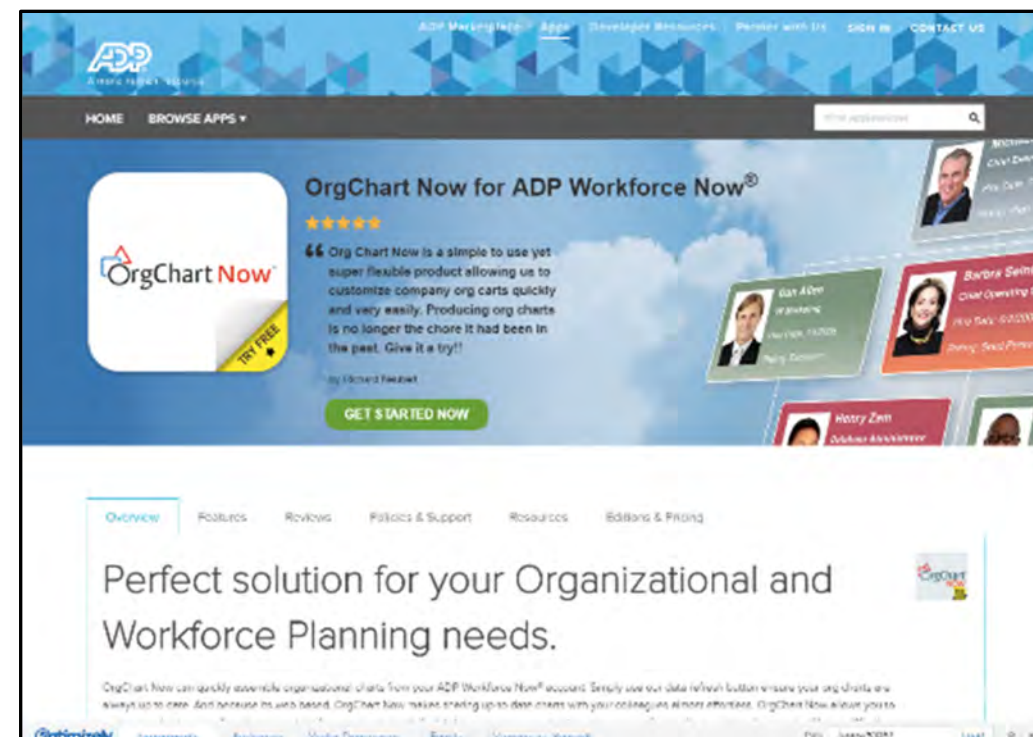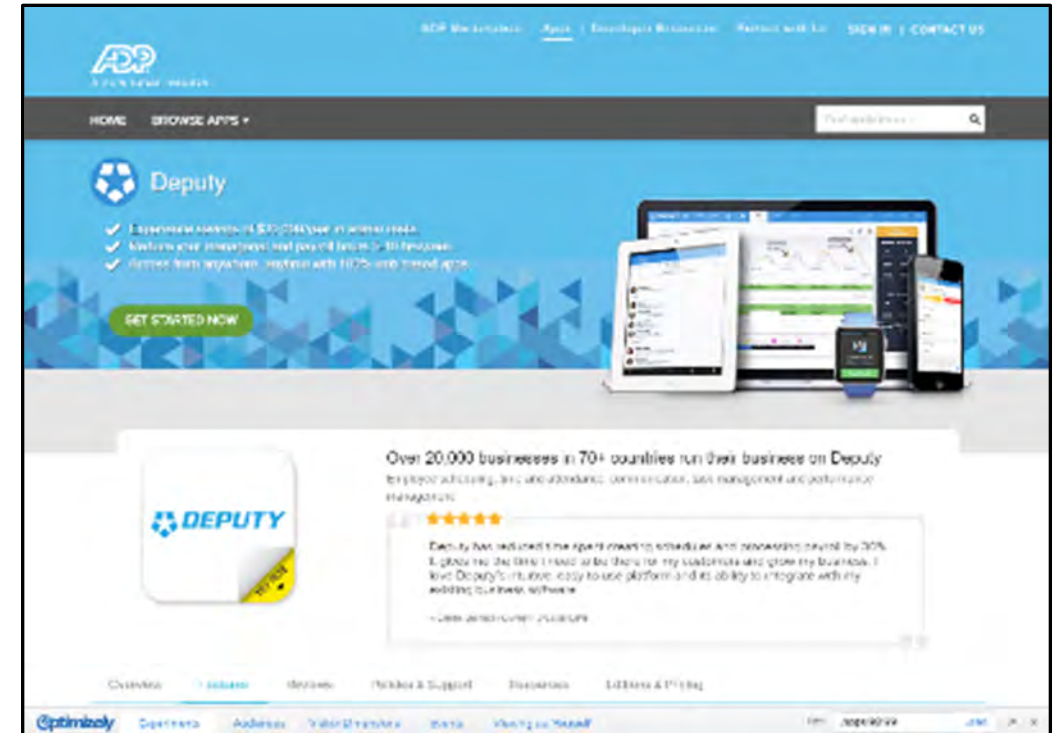
CRO | T016

Litmos Hero Radical

Hypothesis: Updating the hero creative will focus the user's attention, provide the app with a more professional presentation, and increase CTRs.

Control

Variation #1

VS.
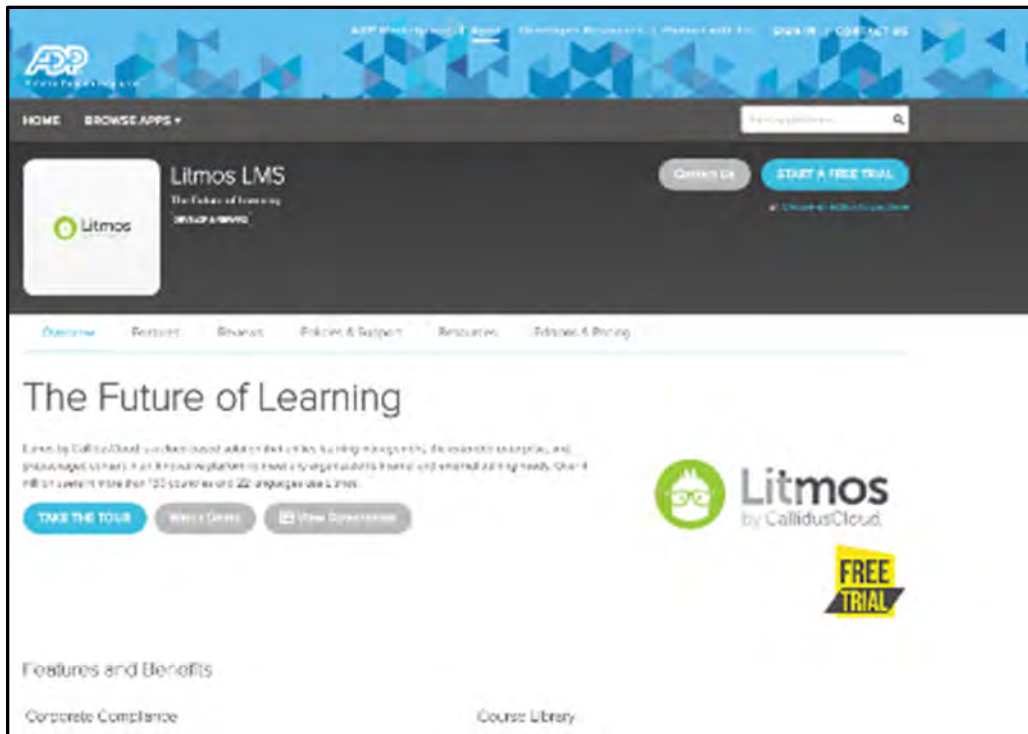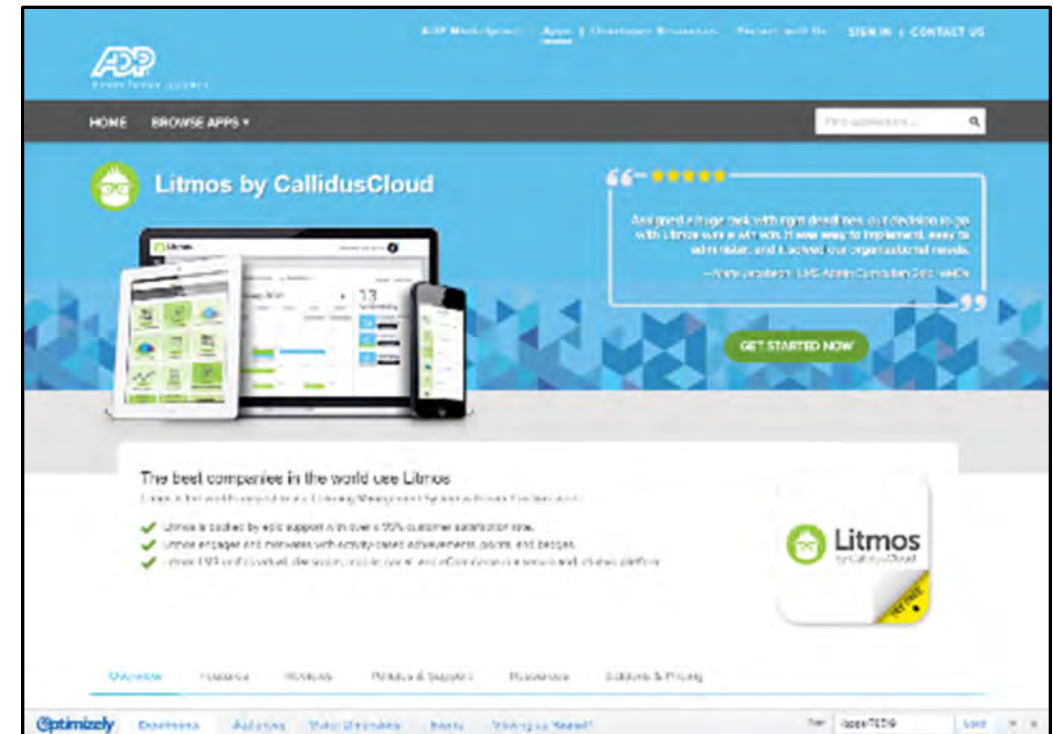
CRO | T016 – Final Results

Litmos Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks

Traffic: All Traffic

Insights: The testimonial, product shots, and features copy work together to drive up the CTR. Juhll will now add feature and benefits copy to winning testimonial creative on other products, to capitalize on our learnings here.

Action Taken: Directed 100% of traffic to winning creative on 5/22.

Current Performance (11/29): 4.41% CTR

Litmos (5/15 – 5/22)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial + Buy CTA					
Control	675	3	.44%	-	-
Variant	643	30	4.67%	950%	>99%

Winner +950%

Variation #1

CRO | T017

Home Page Promoted App Tiles

Hypothesis: Promoting select free trial apps above the fold will prioritize the apps we want users to find, increase free trial sign ups, and increase sale conversion rates.

Control

Variation #1

VS.
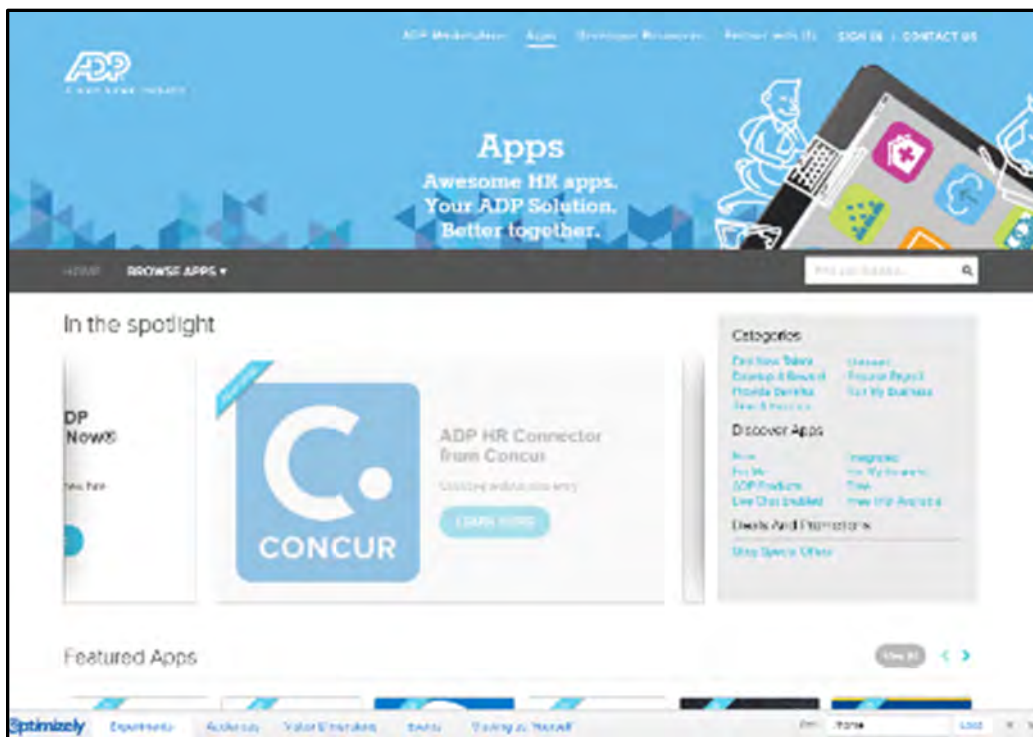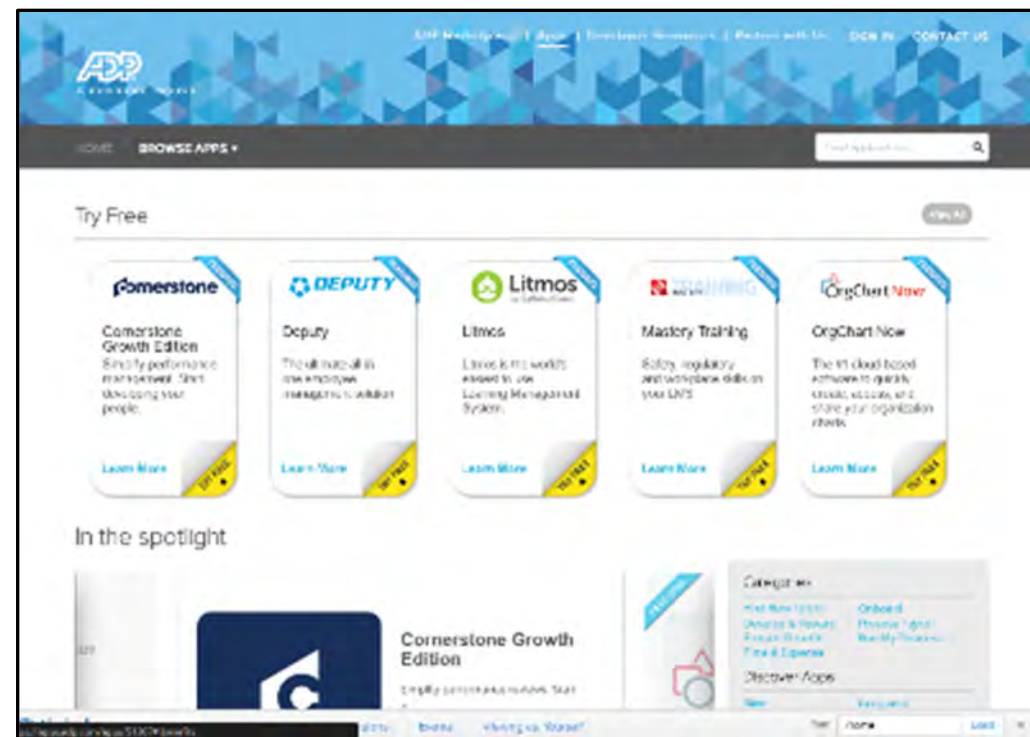
CRO | T017 – Final Results

Home Page Promoted App Tiles

Test Setup: A/B Split Test

Primary KPIs: Promoted App Pageviews

Traffic: All Traffic

Insights: Promoting key apps above the fold allowed us to more directly guide the user experience, resulting in an increase in traffic to our promoted apps.

Action Taken: Directed 100% of traffic to winning creative on 5/22.

Current Performance (5/31): 5.1% CTR

Listing Page (05/01 – 05/22)					
	Visitors	**Pageviews**	**CTR**	**Delta**	**Sig.**
Promoted Apps – Pageviews					
Control	9,084	227	2.5%	-	-
Variant	9,218	398	4.3%	+72%*	-

Winner +72%

Variation #1
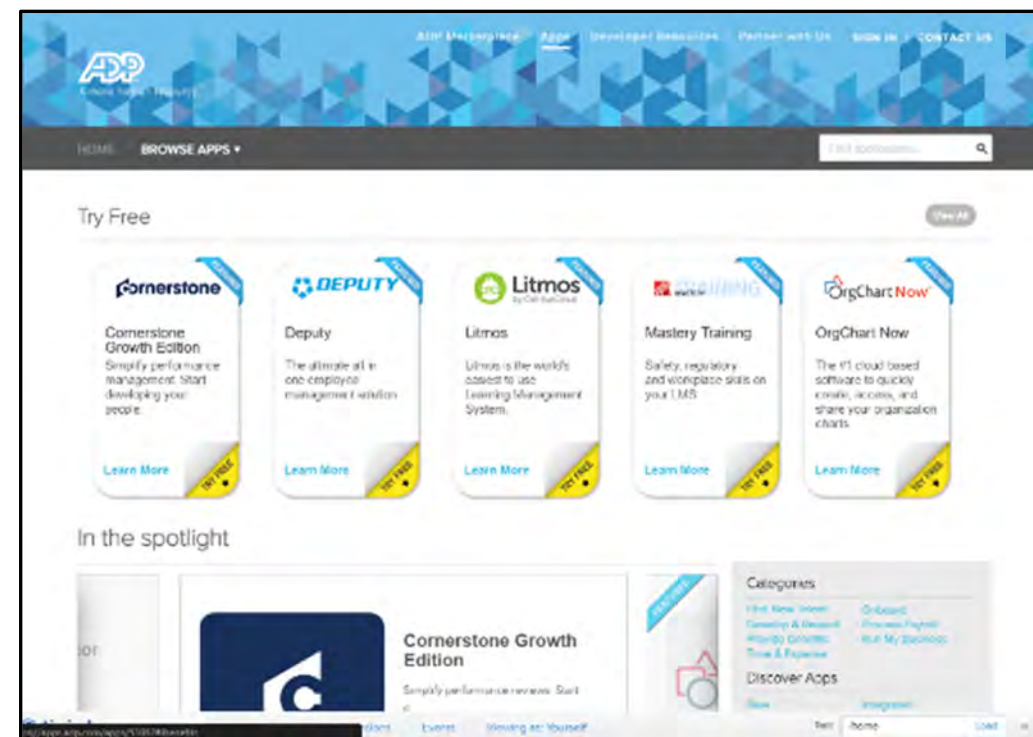
CRO | T018

Deputy Hero Radical

Hypothesis: Updating the hero creative will focus the user's attention, provide the app with a more professional presentation, and increase CTRs.

Control

Variation #1

VS.
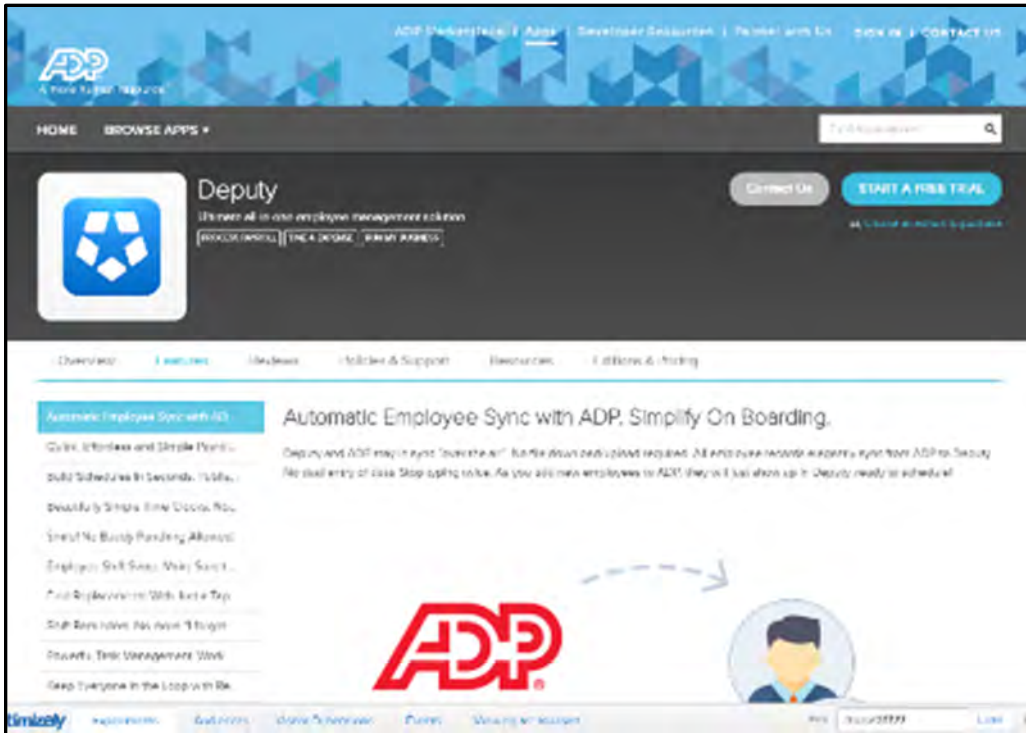
CRO | T018 – Final Results

Deputy Hero Radical

Test Setup: A/B Split Test

**Primary KPIs**: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: The traffic levels are too low to provide conclusive results, however the variant has been leading for the last two weeks. We are updating the test to direct all traffic to the variant, to maximize our free trial count for June.

Hotjar recordings have been started in order to gather more detailed information on users who visit the deputy page. This will be more effective at gathering learnings than running an a/b test on such low traffic.

Action Taken: Directed 100% of traffic to winning creative on 5/30. Hotjar recordings started.

Current Performance (6/13): 12% CTR

Deputy (5/15 – 5/30)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial + Buy CTA					
Control	40	3	7.5%	-	-
Variant	46	4	8.7%	16%	<1%

Variation #1
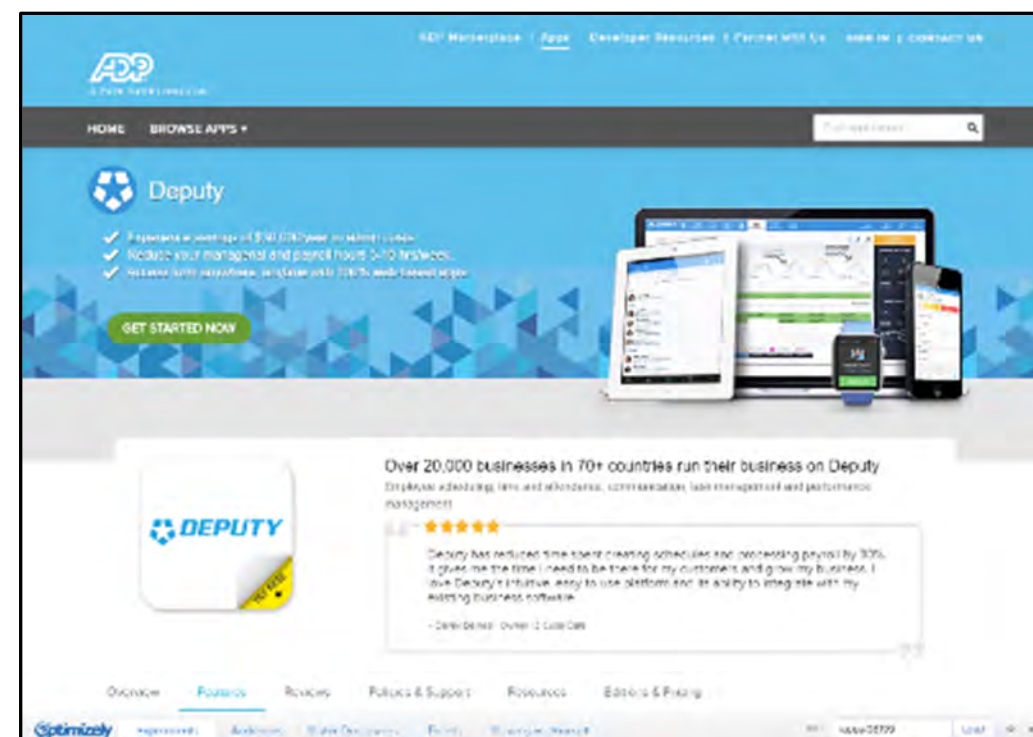
CRO | T019

Orginio Hero Radical

Hypothesis: Adding product shots and a testimonial to the hero, and updating the CTA's color, copy, and position will illustrate the product, increase credibility, and thus increase CTRs.

Control

Variation #1

VS.
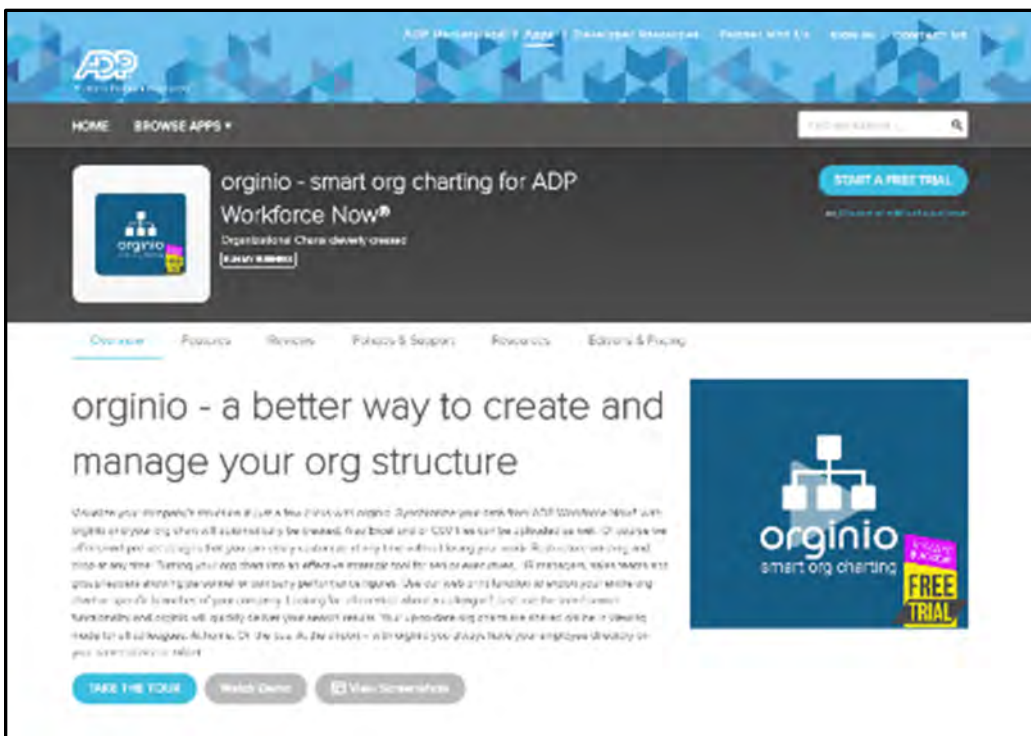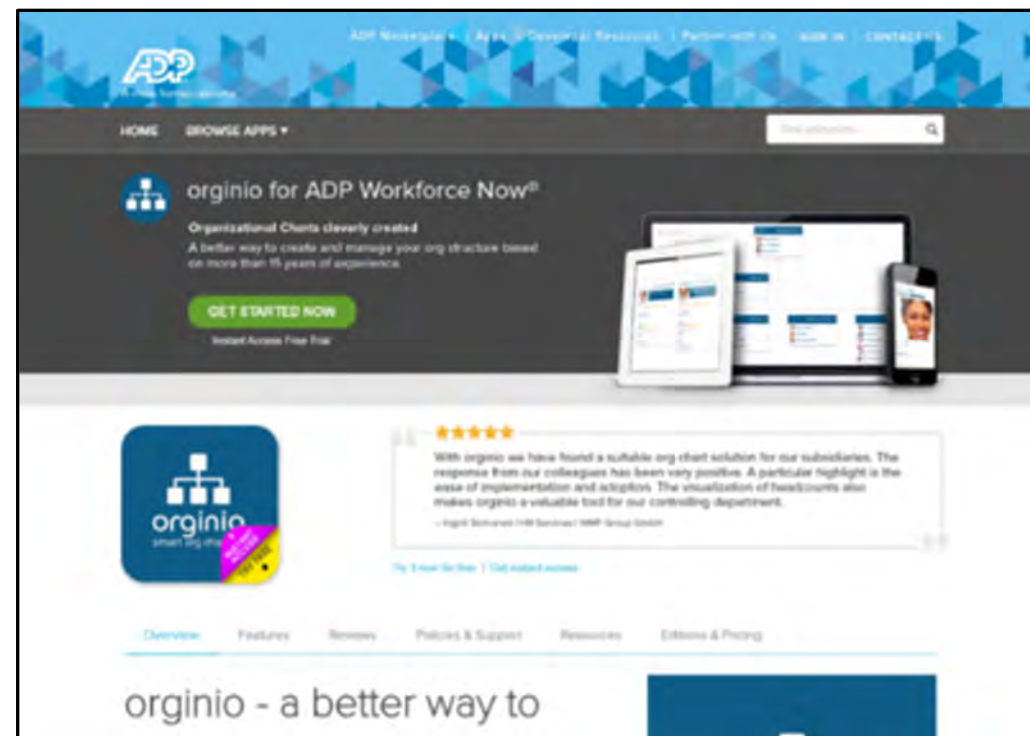
CRO | T019 – Final Results

Orginio Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: Traffic levels remain low, but the variant has emerged as a winner. The gains were not as great as some of the other product tests (i.e. Orgchart/Deputy), suggesting that we should continue by testing more radical variations.

Action Taken: Test paused. Winning redirect to be set.

Orginio (6/12 – 7/19)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial & Buy Button					
Control	118	16	13.5%	-	-
Variant	123	21	17.1%	27%	<1%

Winner +27%

Variation #1
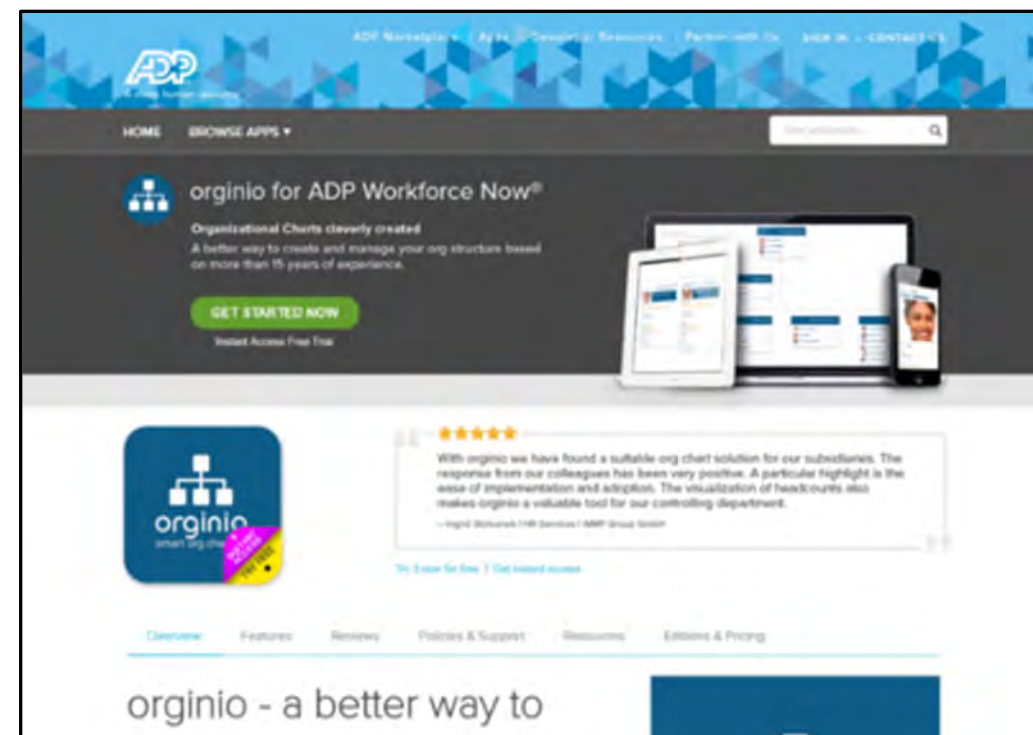
CRO | T020

Engagedly Hero Radical

Hypothesis: Adding product shots and a testimonial to the hero, and updating the CTA's color, copy, and position will illustrate the product, increase credibility, and thus increase CTRs.

Control

Variation #1

VS.
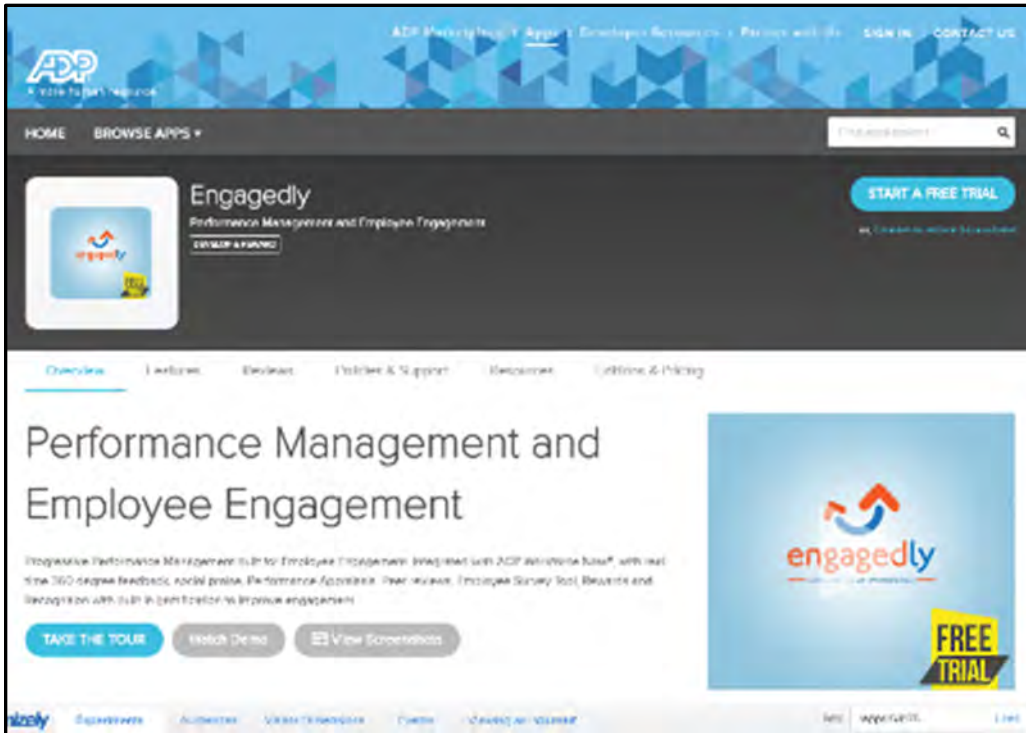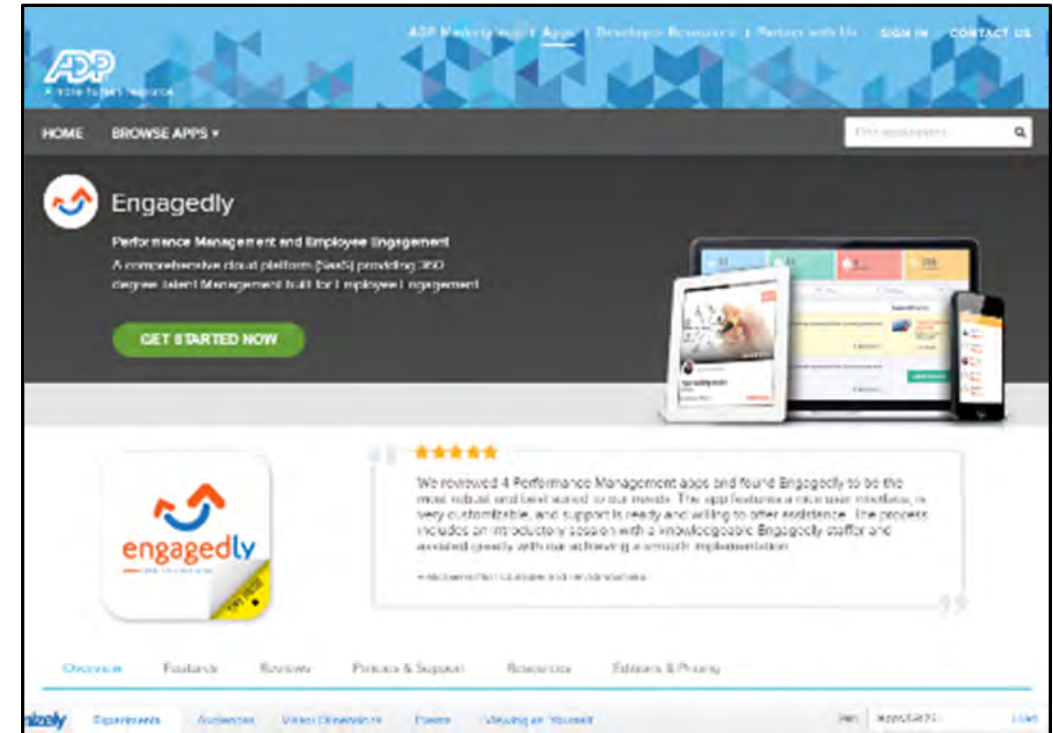
CRO | T020 – Final Results

Engagedly Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: Test results are statistically significant, but the test has run for over a month, and the variant consistently shows gains. The addition of the testimonial and screenshots reassures the users and increases CTRs.

Action Taken: Winning variant to be set to control.

Winner +37%

Variation #1

Engagedly (6/23 – 8/4)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial					
Control	115	7	6%	-	-
Variant	108	9	8.3%	+37%	<1%
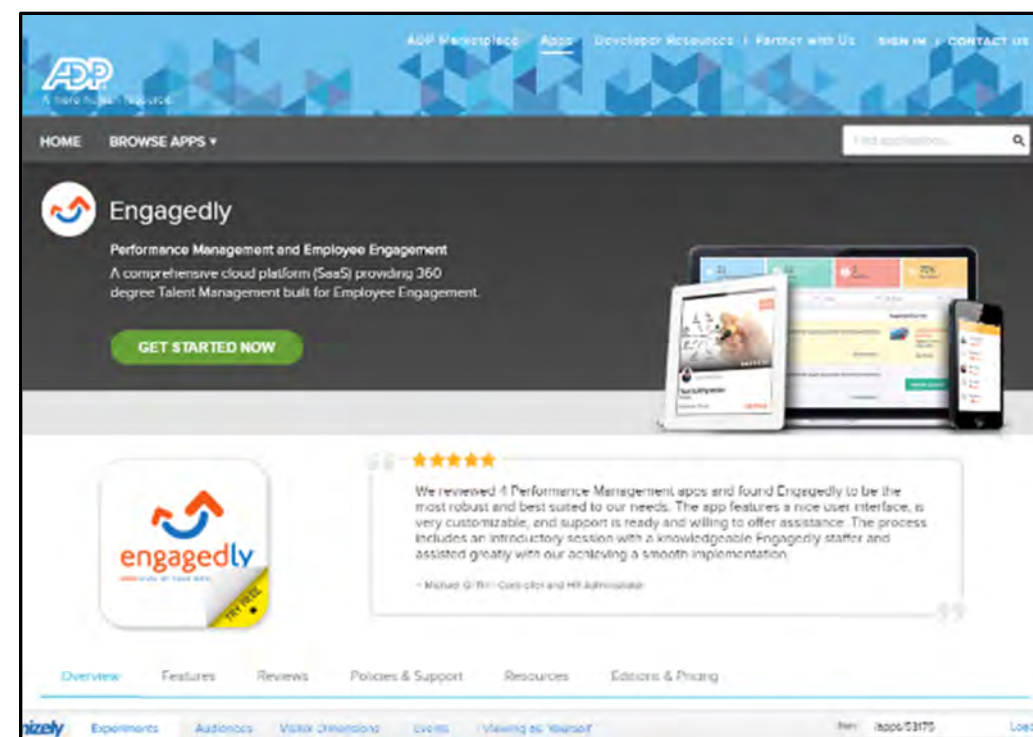
CRO | T021

Promoted App Tiles - Orginio/Engagedly

Hypothesis: Adding the instant access bug to the Orginio product tile will draw attention, reassure users of quick access, and increase CTRs.

Control

Variation #1

VS.
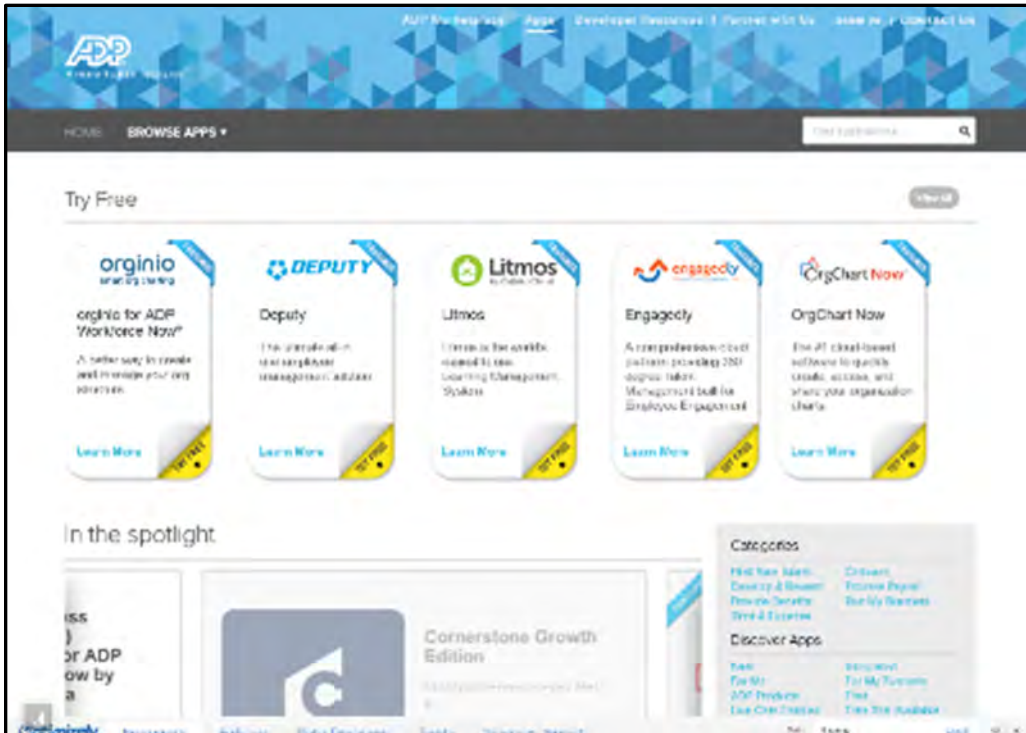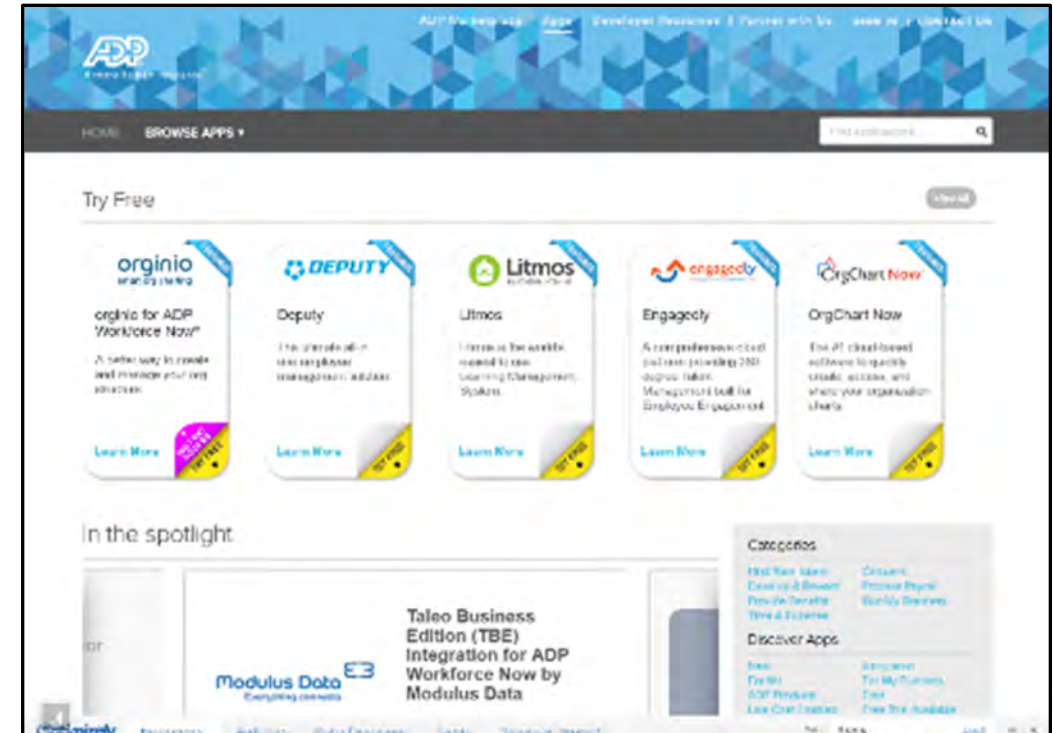
CRO | T021 – Final Results

Promoted App Tiles - Orginio/Engagedly

Test Setup: A/B Split Test

Primary KPIs: Orginio Pageviews

Traffic: All Traffic

Insights: Conversion count is too low to draw any definitive conclusions. Initial results do suggest that the instant access bug is not enough of a creative change to have a large impact on CTRs, although we do see a slight improvement.

Action Taken: All traffic to be directed to the winner, until next test is build, updating the tiles.

Variation #1

Orginio Tile (6/12 – 7/19)				
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Orginio					
Control	16,436	77	.47%	-	-
Variant	16,732	83	.50%	+6%	<1%
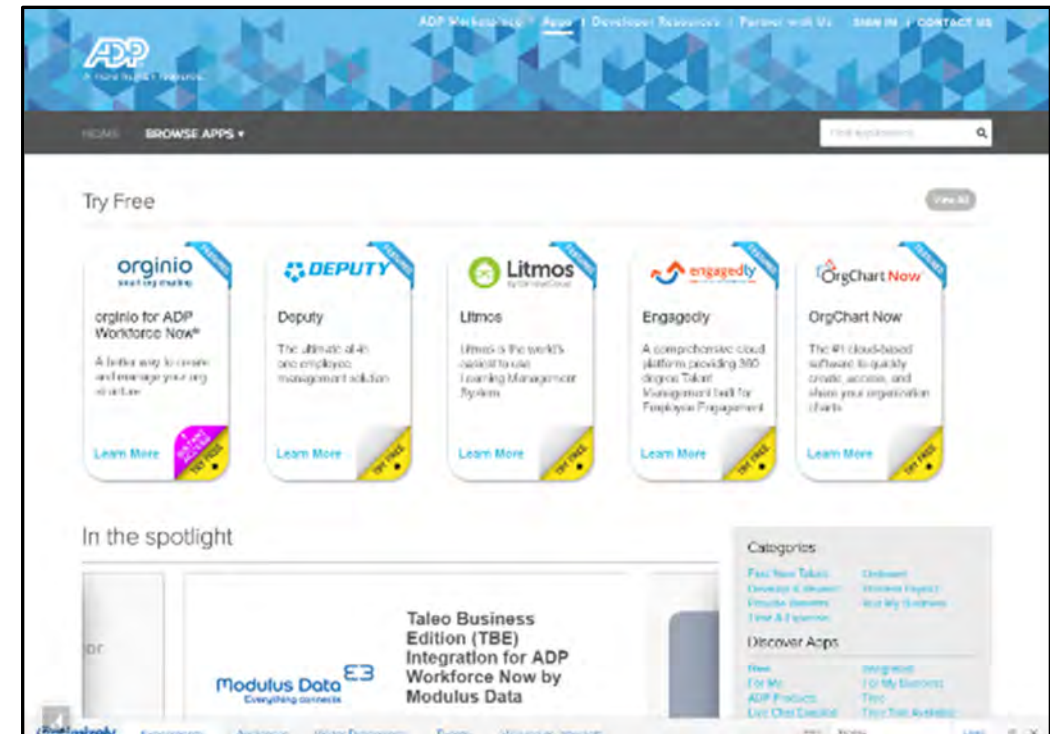
CRO | T022

Log In Tool Tip

Hypothesis: Adding a tool tip to the sign in link will draw attention, increase the number of people who sign up, improving our tracking and reducing friction down funnel

Control   Variation #1

VS.
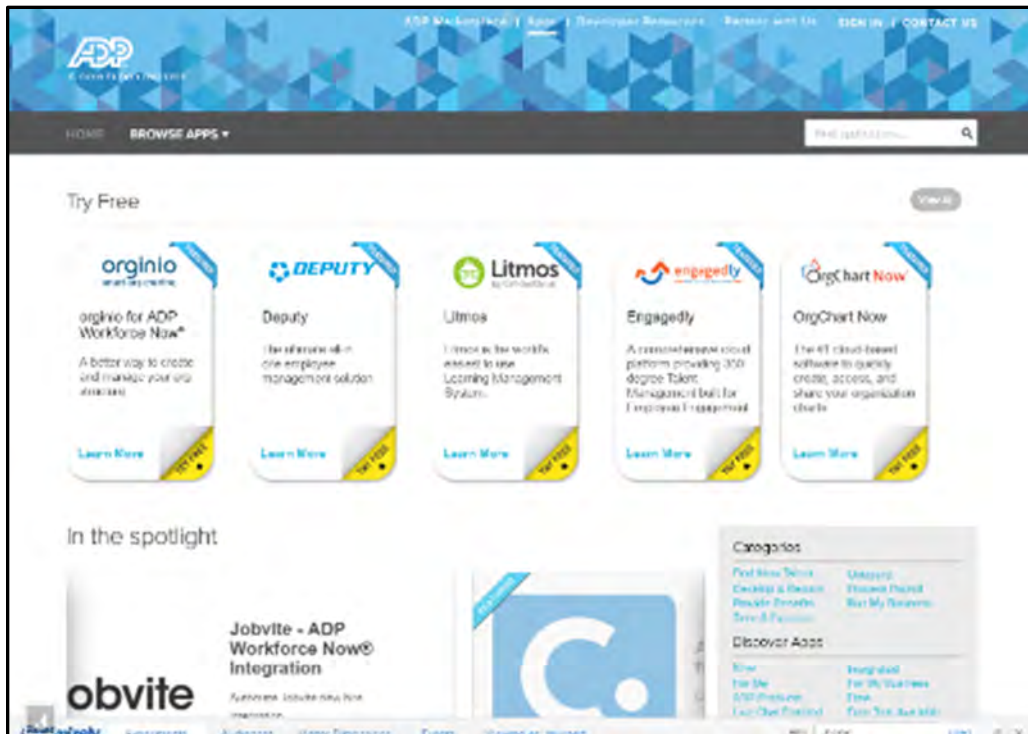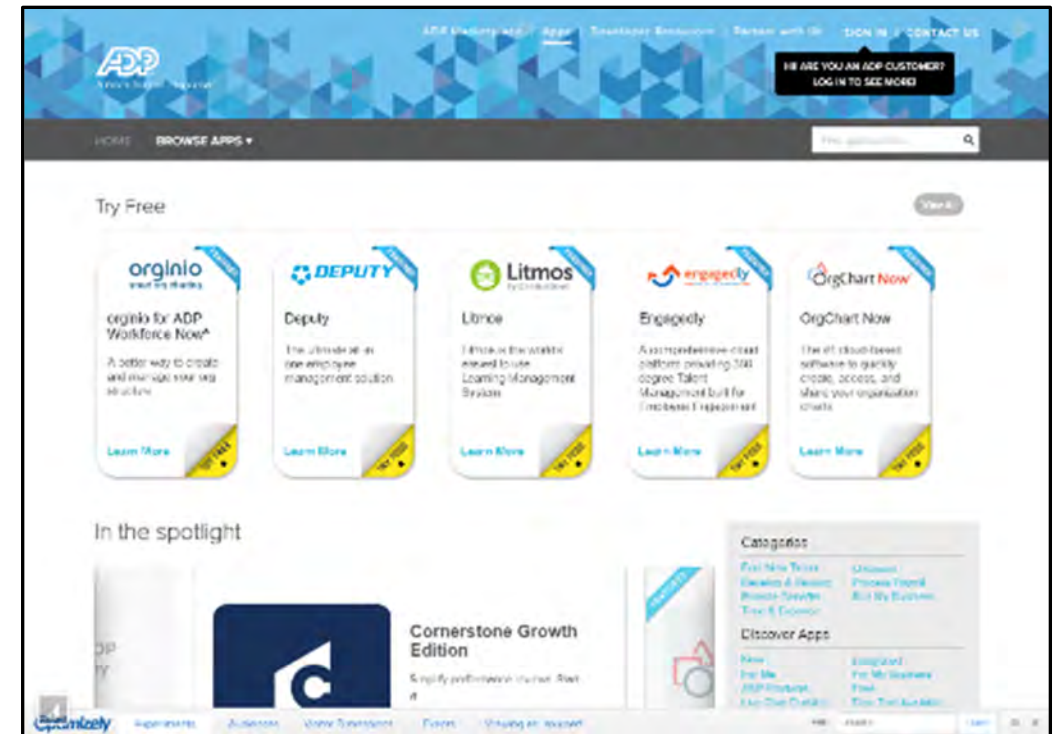
CRO | T022 – Final Results

Log In Tool Tip

Test Setup: A/B Split Test

Primary KPIs: Sign In Clicks

Traffic: All Traffic

Insights: The test results are flat. The tooltip is not having a conclusive impact upon the sign in rate. This early iteration of the tool tip may simply be too generic. Recommend implementing a more complete tooltip with Appcues.

Action Taken: Test has been paused. The tool tip has no impact and we want to minimize the risk of test collisions.

Variation #1

Sign In Clicks (6/12 – 7/19)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Sign In – Clicks					
Control	16,317	8,935	54%	-	-
Variant	16,575	8,991	54%	-0.9%	<1%

CRO | T024
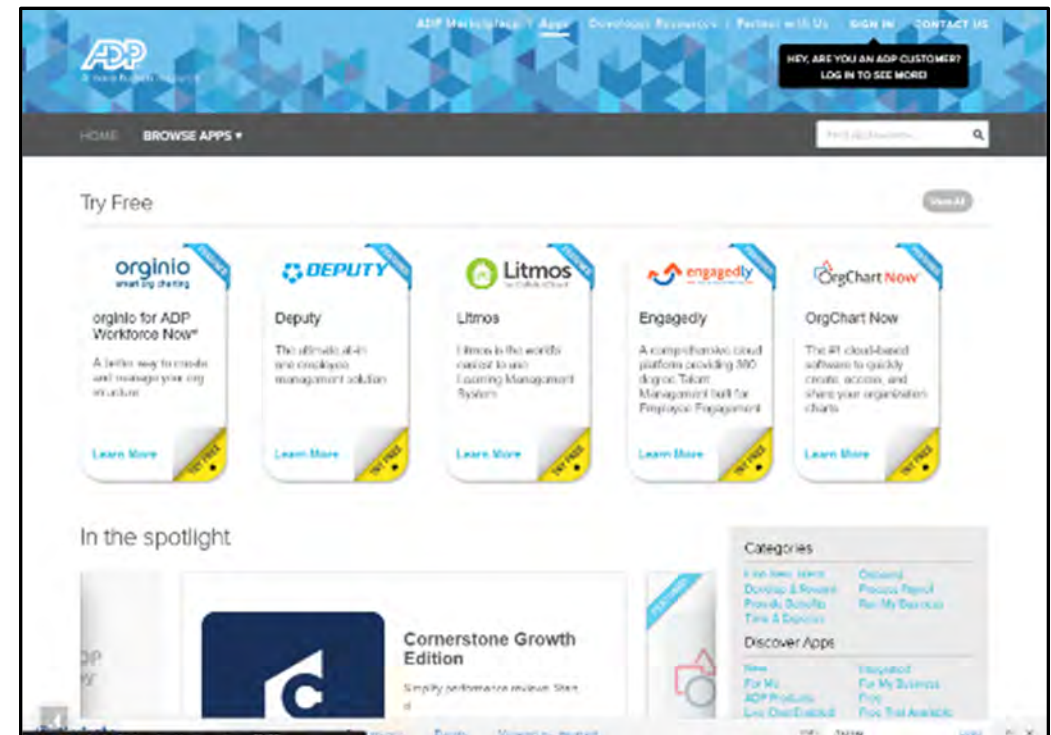
Run Page Hero Iterative

Hypothesis: Recent data has shown that the Litmos product page dramatically underperforms other products. Juhll recommends updating the Litmos tile to promote Mastery, and the adding of the free trial bugs. Together these changes should increase CTR to the product pages.

Control

Variation #1

VS.

CRO | T025
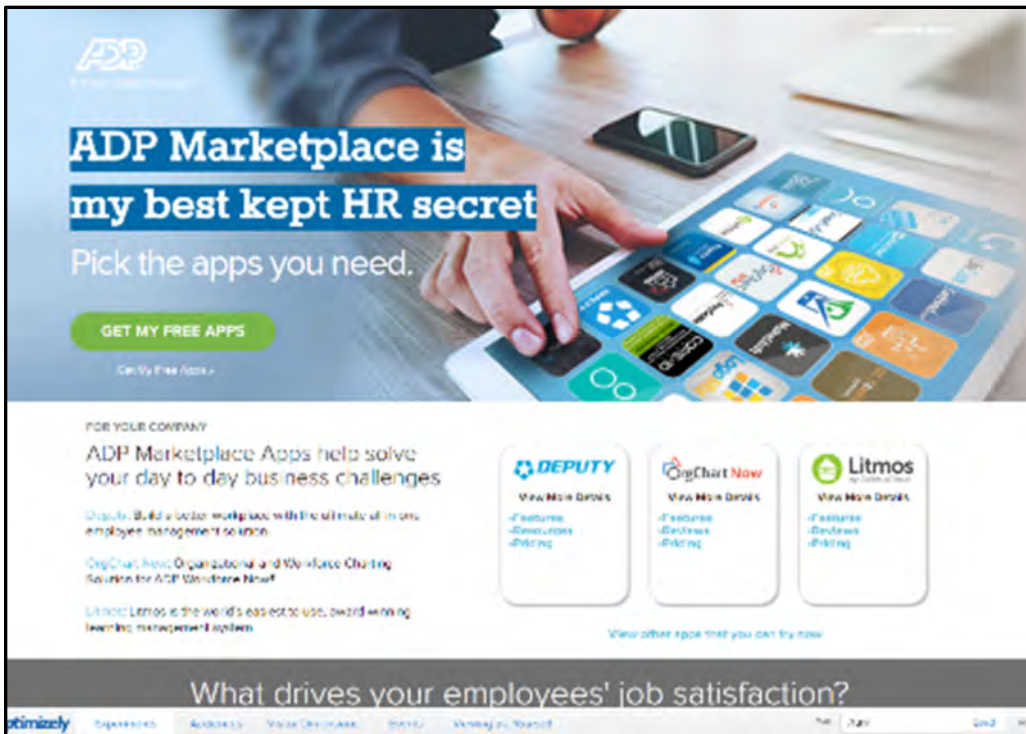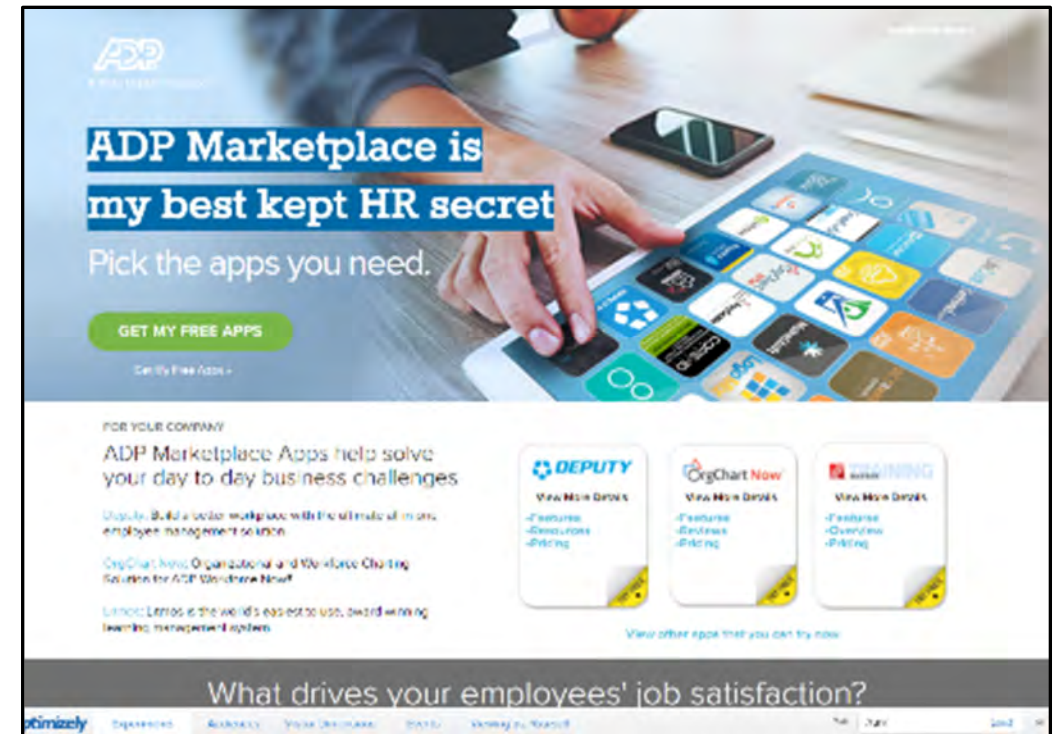
Marketplace Promoted App Tiles

Hypothesis: Adding tiles for the top performing Appstore products to the marketplace landing page will drive people to the product pages, by passing the store front and simplifying the flow, increasing free trials.

Control

Variation #1

VS.
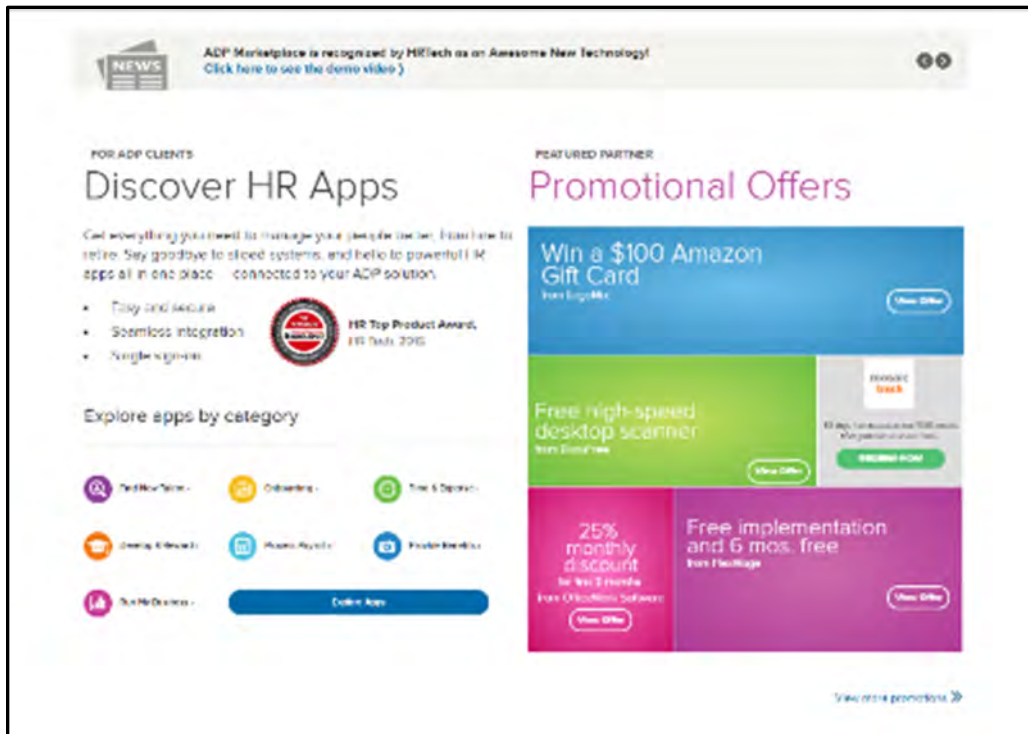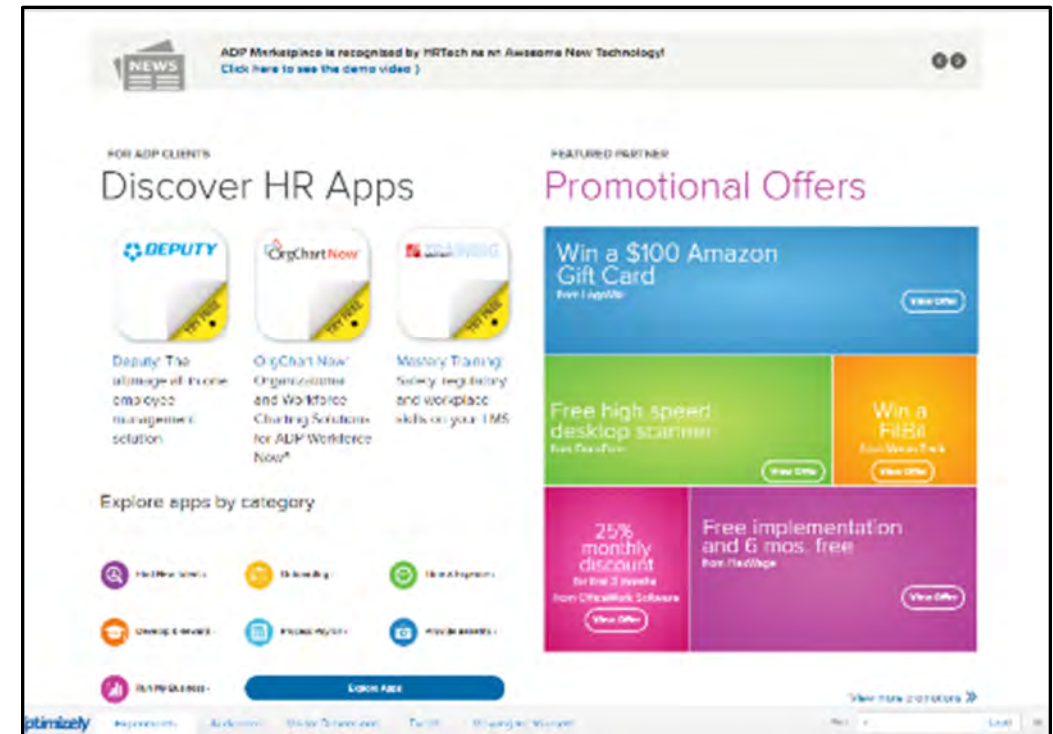
CRO | T025 – Final Results

Marketplace Promoted App Tiles

Test Setup: A/B Split Test

Primary KPIs: Promoted Apps Pageviews

Traffic: All Traffic

Insights: The test results are consistently up, but not moving large volumes of traffic to the promoted apps page. The placement of the tiles below the fold minimizes the impact they can have, because the majority of users will not see them. However, given the low levels of traffic in the app store, the extra traffic here will be a real help.

Action Taken: Directed all traffic to the winning variant.

Variation #1

Promoted Apps (7/7 – 8/4)					
	Visitors	**Pageviews**	**CTR**	**Delta**	**Sig.**
Pageviews					
Control	16,507	123	.745%	-	-
Variant	16,646	156	.937%	+26%	<1%

CRO | T026
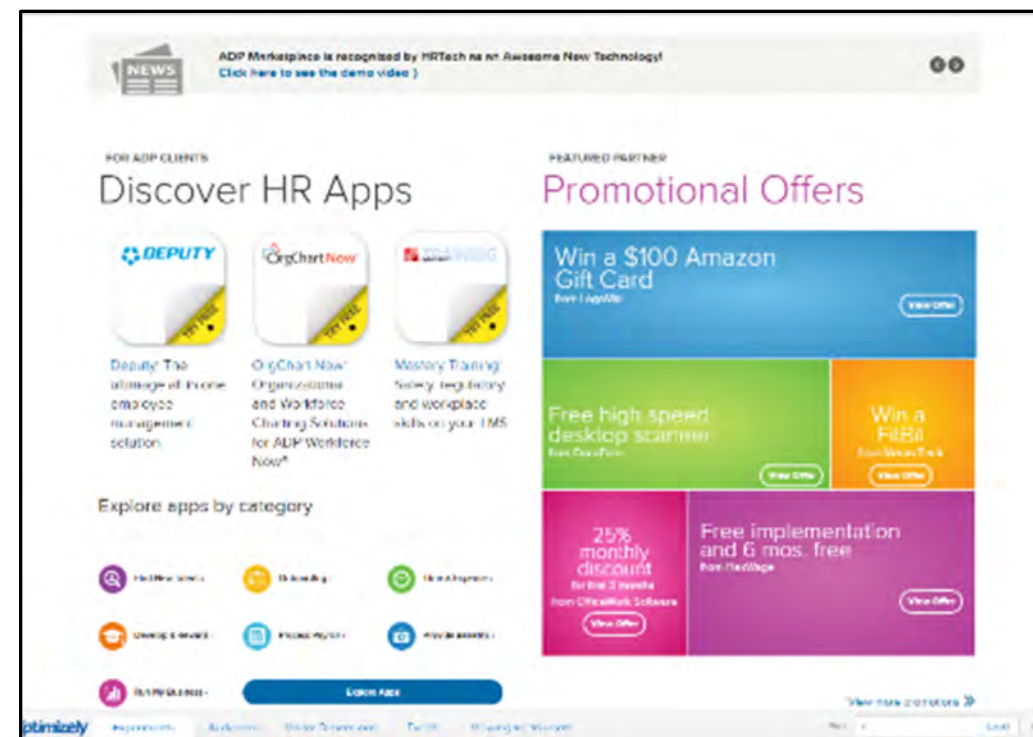
Onboard Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control

Variation #1

VS.
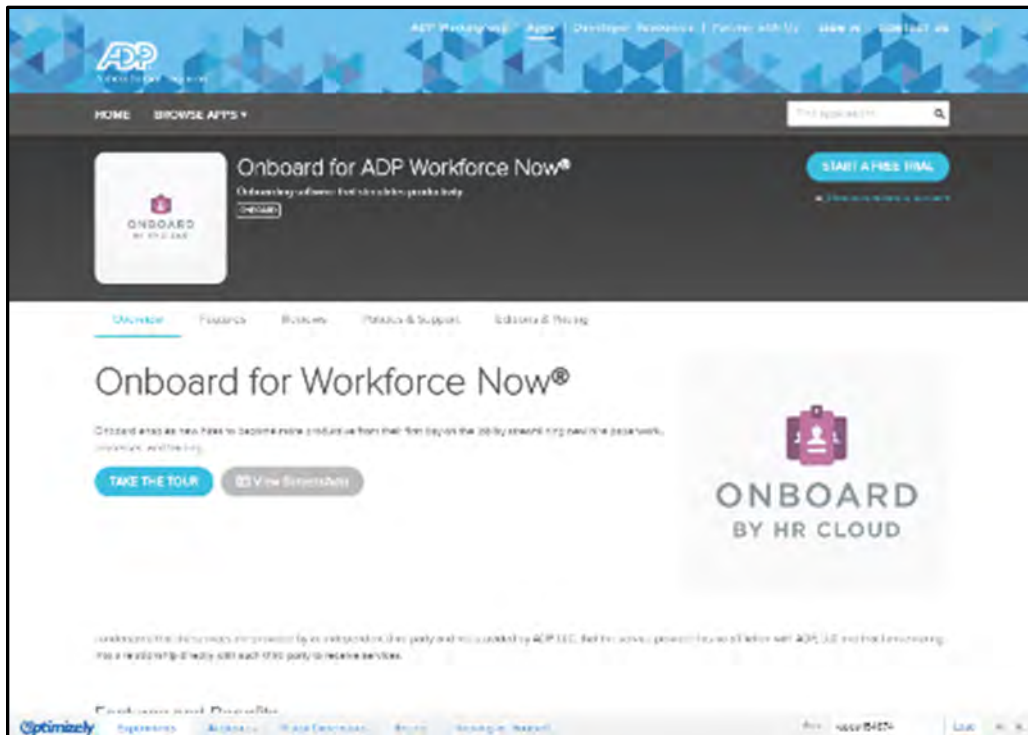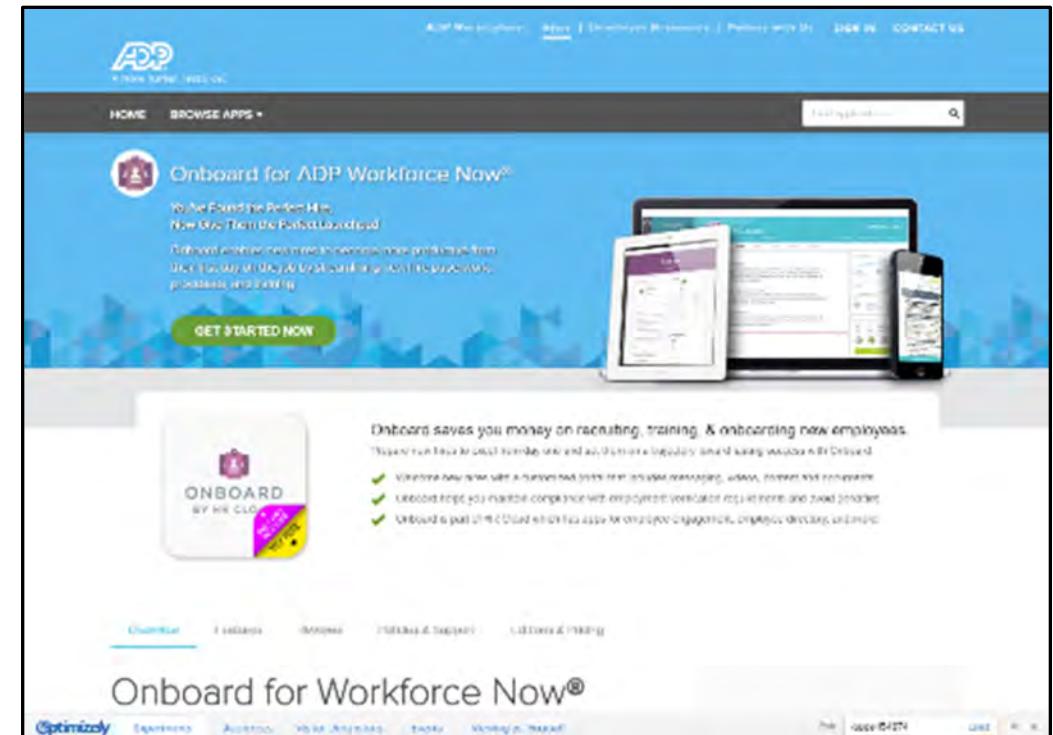
CRO | T026 – Final Results

Onboard Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: Test results are too early to be conclusive. However, early results are showing the variant with a strong lead. Adding product screenshots, benefits copy, and updating the CTA increased incentive, drew attention to the CTA, and increased CTRs.

Action Taken: Winning redirect to be set.

Onboard (7/12 – 8/7)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial CTA					
Control	36	5	14%	-	-
Variant	44	12	27%	+96%	<1%

Winner +96%

Variation #1
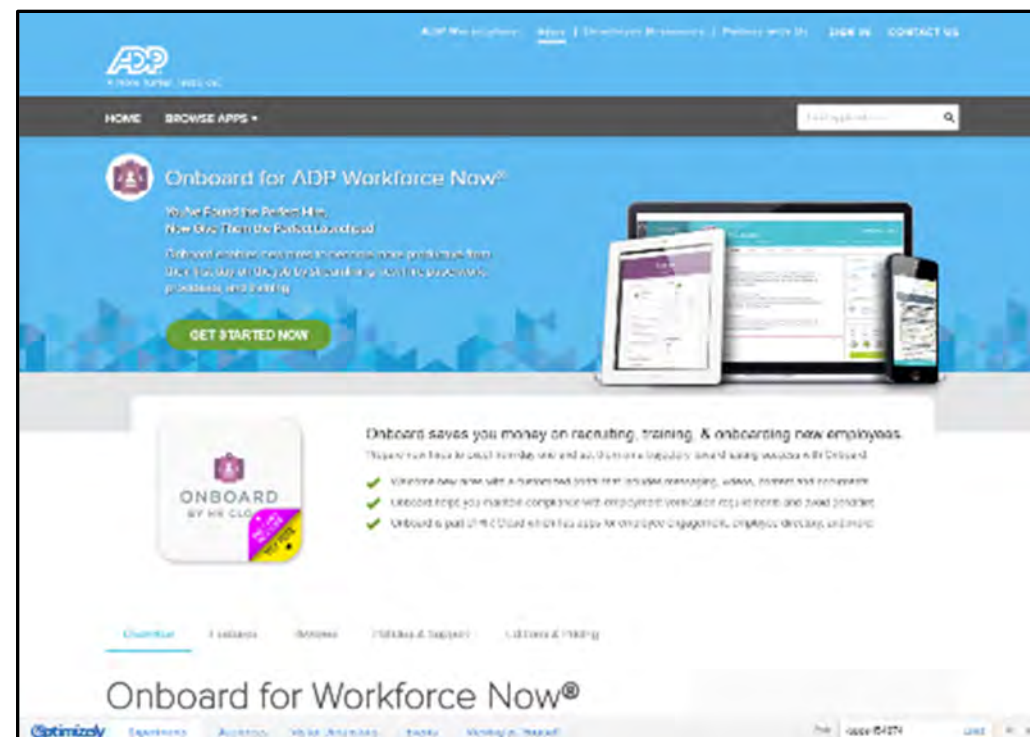
CRO | T028

OrgChart Hero Iterative

Hypothesis: Adding product screenshots to the hero will illustrate the product, engage the user, and thus increase CTRs.

Control

Variation #1

VS.
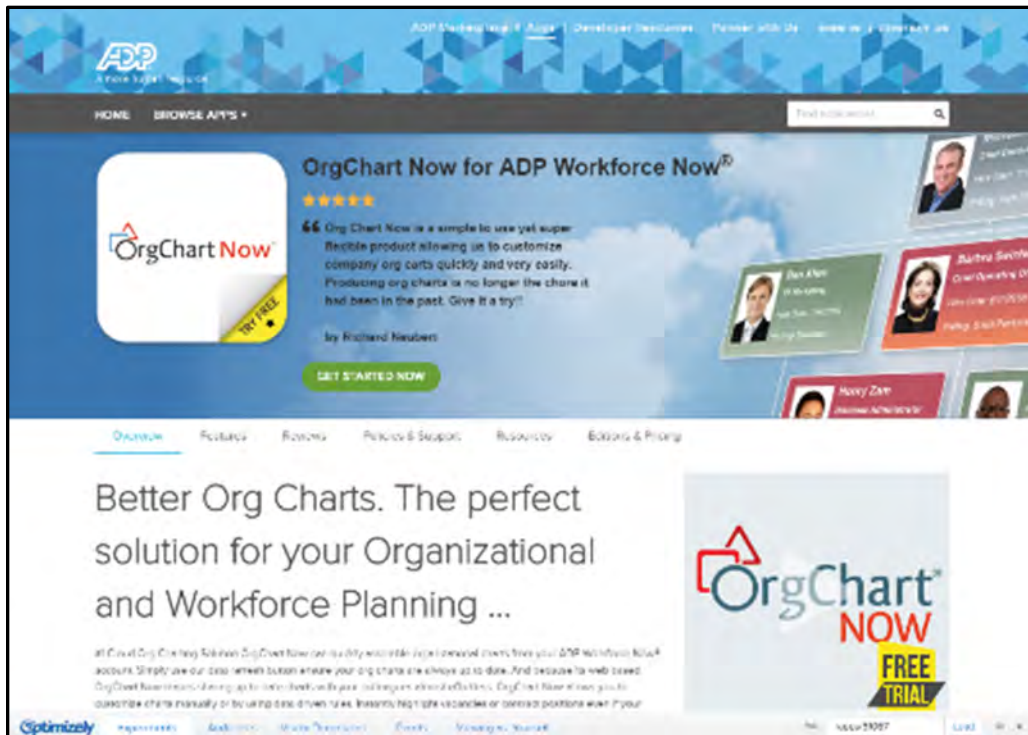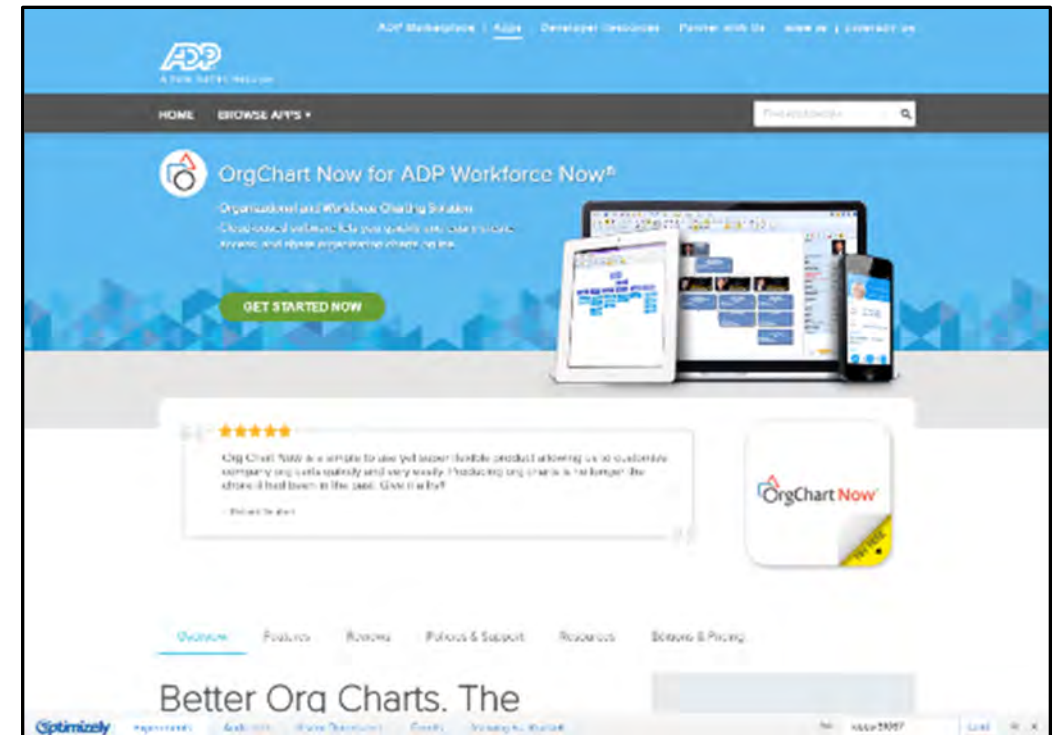
CRO | T028 – Results

OrgChart Hero Iterative

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: At the current traffic levels, the test will never be conclusive. However, the variant is consistently outperforming the control. Product screenshots in the hero illustrate the product, engage the user, and thus increased CTRs.

Action Taken: Traffic redirected to winning variant on 8/30

Next Steps: Now that the free trial pages have been updated to this template, Juhll recommends expanding efforts to include paid app product pages.

OrgChart (7/24 – 8/28)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial CTA					
Control	380	79	20%	-	-
Variant	354	83	23%	+13%	<1%

Winner +13%

Variation #1

CRO | T029
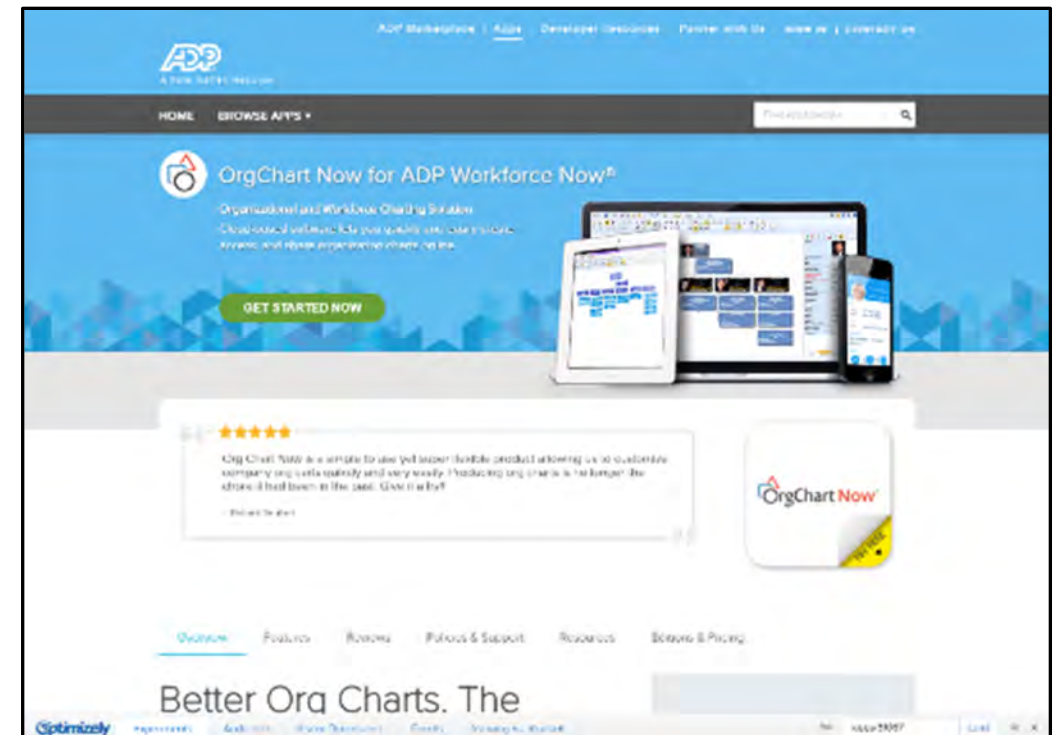
Home Page | Promoted App Tiles - Onboard

Hypothesis: Orginio and OrgChart are very similar products. Replacing the Orginio tile with Onboard will increase variety, allow users to find more types of products, and drive more traffic to the app product pages.

Control

Variation #1

VS.
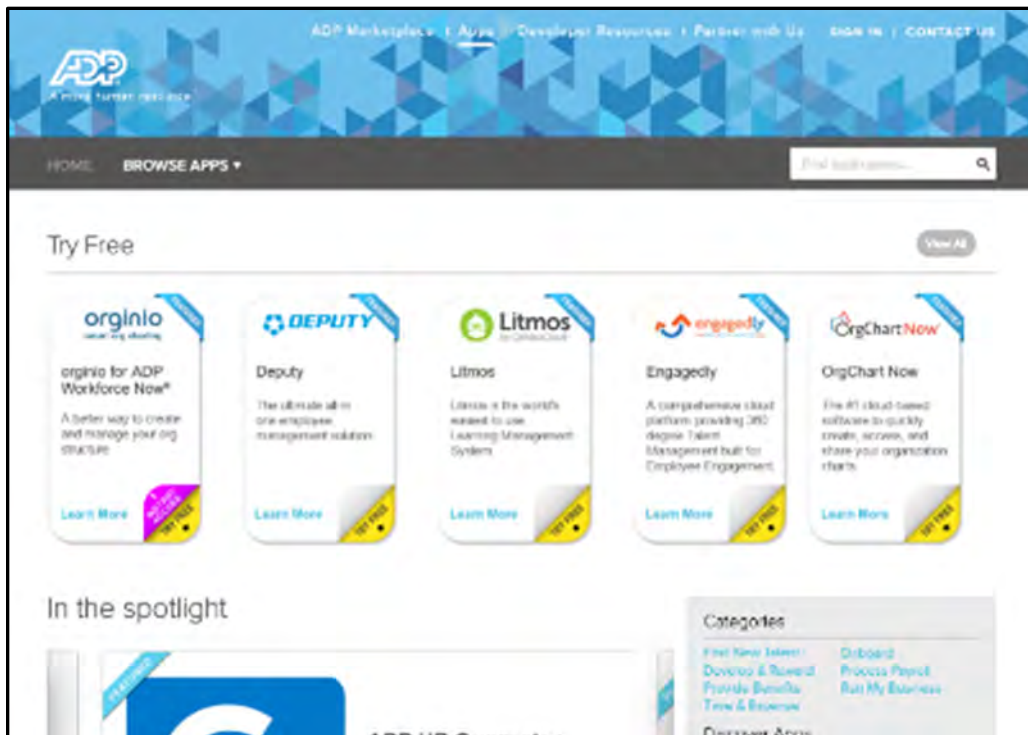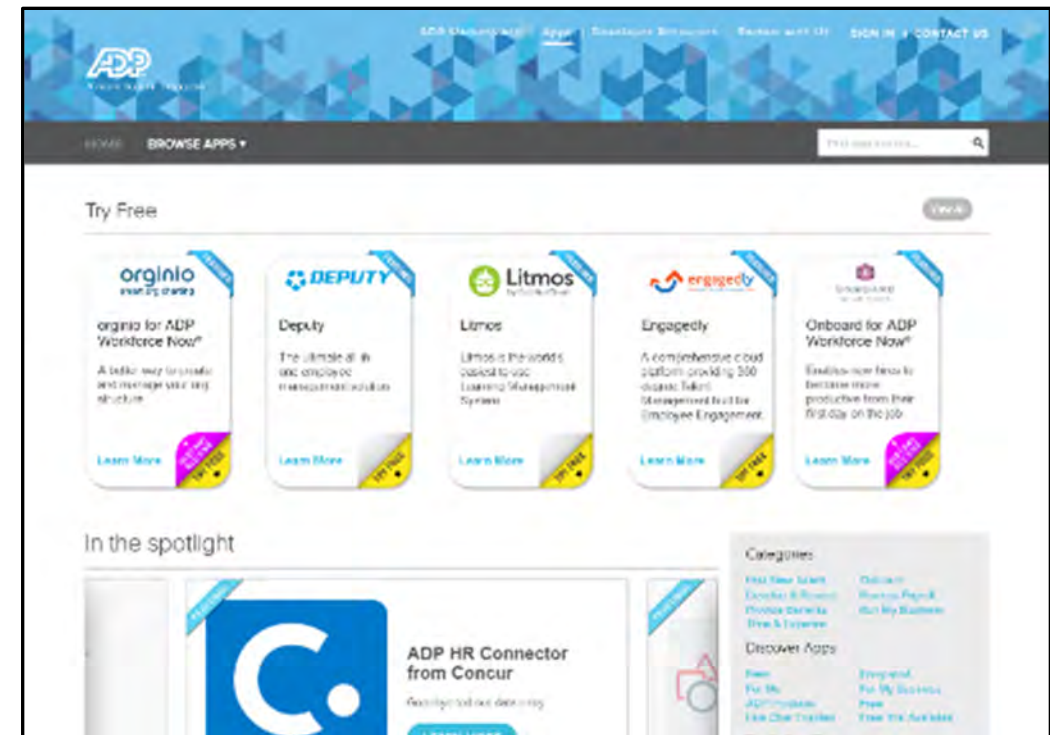
CRO | T029 – Results

Home Page | Promoted App Tiles - Onboard

Test Setup: A/B Split Test

Primary KPIs: Onboard Tile Clicks

Traffic: All Traffic

Insights: It is too early for the test results to be significant. Preliminary results show that the Onboard tile and the OrgChart tile are attracting the same number of clicks.

Action Taken: Given that Onboard generates more revenue than Orgchart, traffic is being directed to the variant and the test is being declared the winner.

Next Steps: In addition to testing various free trial product tiles, Juhll recommends expanding efforts to include paid app product pages.

Variation #1

Onboard (8/10 – 8/14)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
OrgChart and Onboard Tile Clicks					
Control	1,828	8	.44%	-	-
Variant	1,920	8	.42%	-5%	<1%

CRO | T030
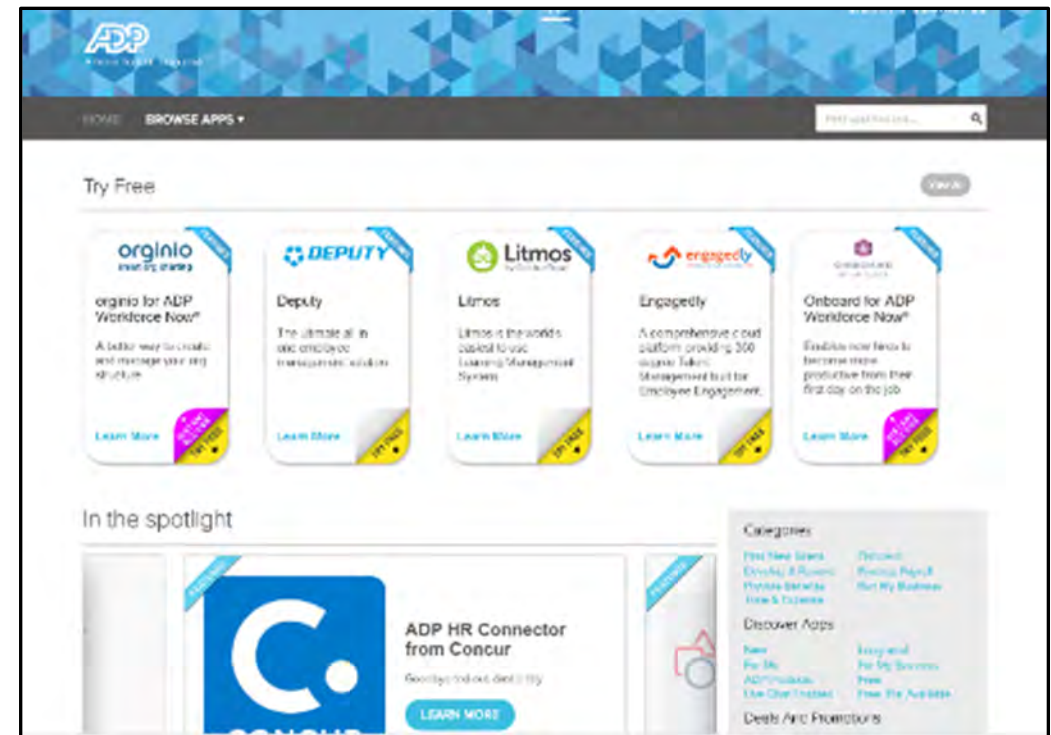
My Apps| Promoted App Tiles

Hypothesis: Promoting apps on the My Apps page will help capture new traffic from the upcoming product widget and returning traffic that was not intending to shop for apps, increasing traffic levels on the product pages and ultimately increasing conversions.

Control

Variation #1

VS.
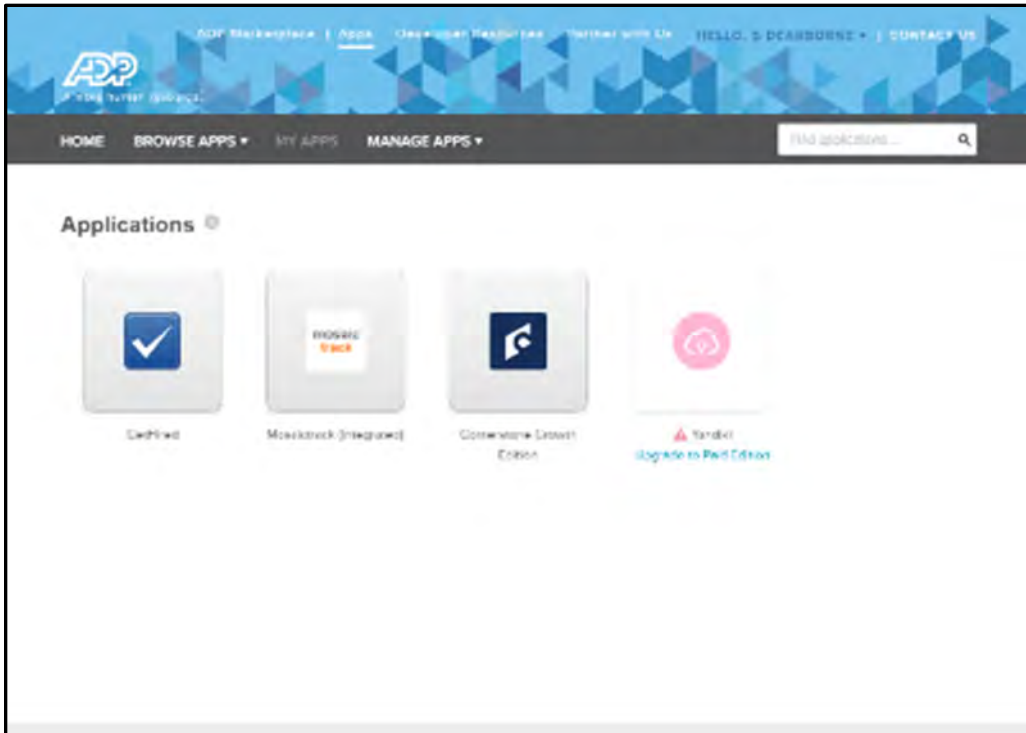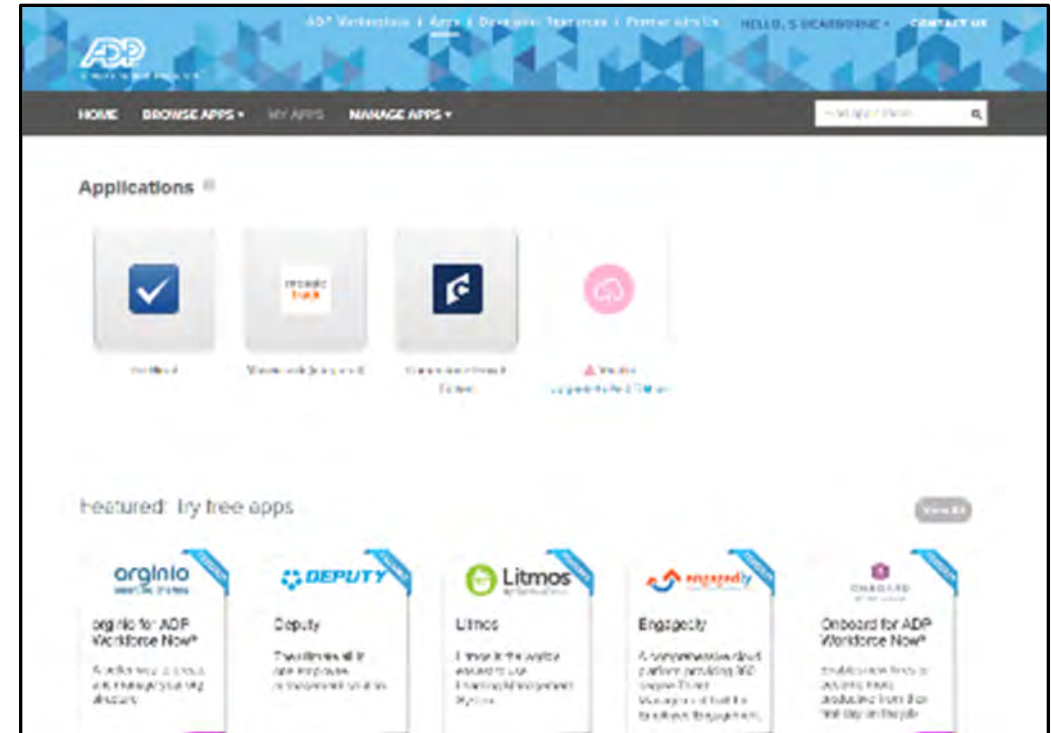
CRO | T030 – Results

My Apps| Promoted App Tiles

Test Setup: A/B Split Test

Primary KPIs: Promoted Apps Pageviews

Traffic: All Traffic

Insights: It is too early for the test results to be significant, but it is clear that the free trial banner is driving additional traffic to the product pages, capturing users who were unlikely to view these products on their own.

Action Taken: Traffic redirected to winning variant on 8/16.

Variation #1
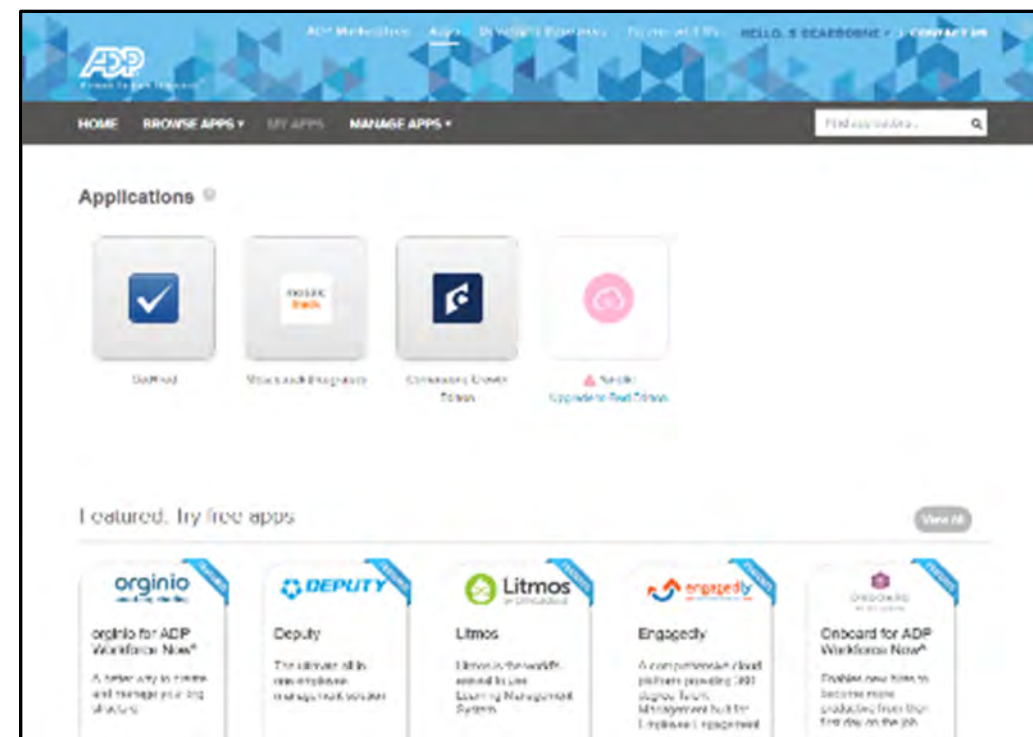
My Apps (8/11 – 8/14)					
	Visitors	**Pageview**	**CTR**	**Delta**	**Sig.**
Promoted Apps Pageviews					
Control	174	1	0.6%	-	-
Variant	205	8	3.9%	+550%	<1%

CRO | T030 – Ongoing Results

My Apps| Promoted App Tiles

Test Setup: n/a

Primary KPIs: Promoted Apps CTRs

Traffic: All Traffic

Observation: Engagedly is by far generating the least amount of interest from users. Juhll's recommendation is to swap the tile out for Concur, which generates more revenue and will hopefully generate more interest.

Action Taken: Creative has been started on Concur. In the meantime we propose running a quick test on CSOD, since the creative is already complete.

| My Apps (8/16 – 8/28)			
	Visitors	**Clicks**	**CTR**
Promoted Apps Tiles			
Orginio	7,787	34	0.44%
Deputy	7,787	38	0.49%
Litmos	7,787	47	0.60%
Engagedly	7,787	16	0.21%
Onboard	7,787	105	1.35%

Variation #1

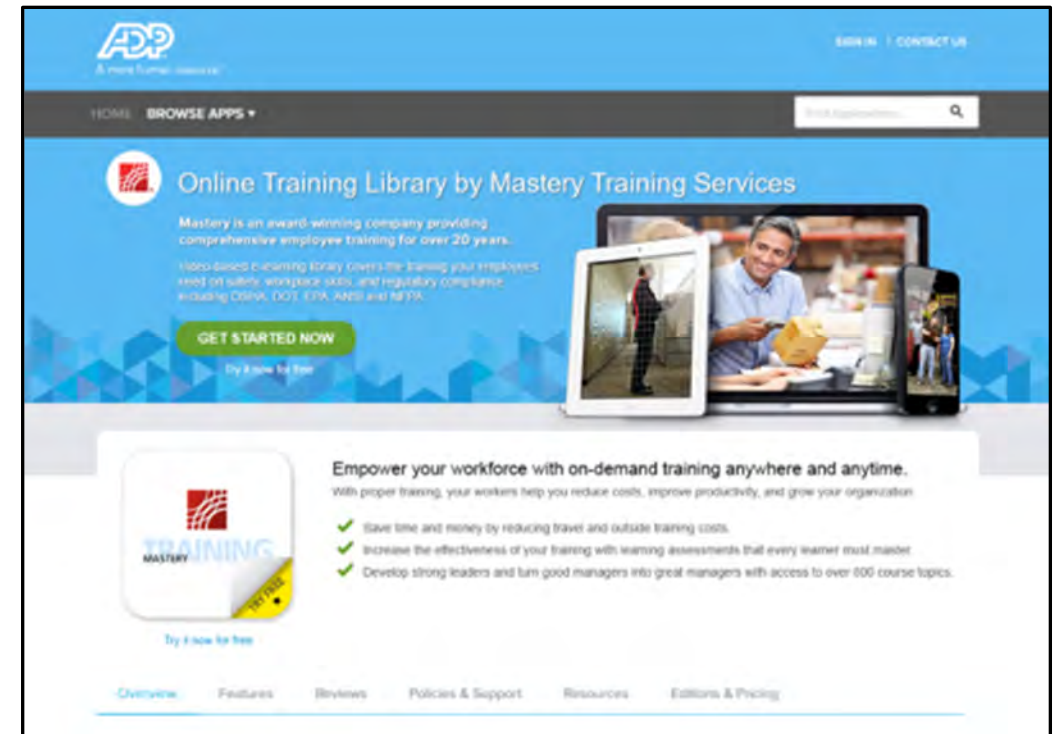# CRO | T031
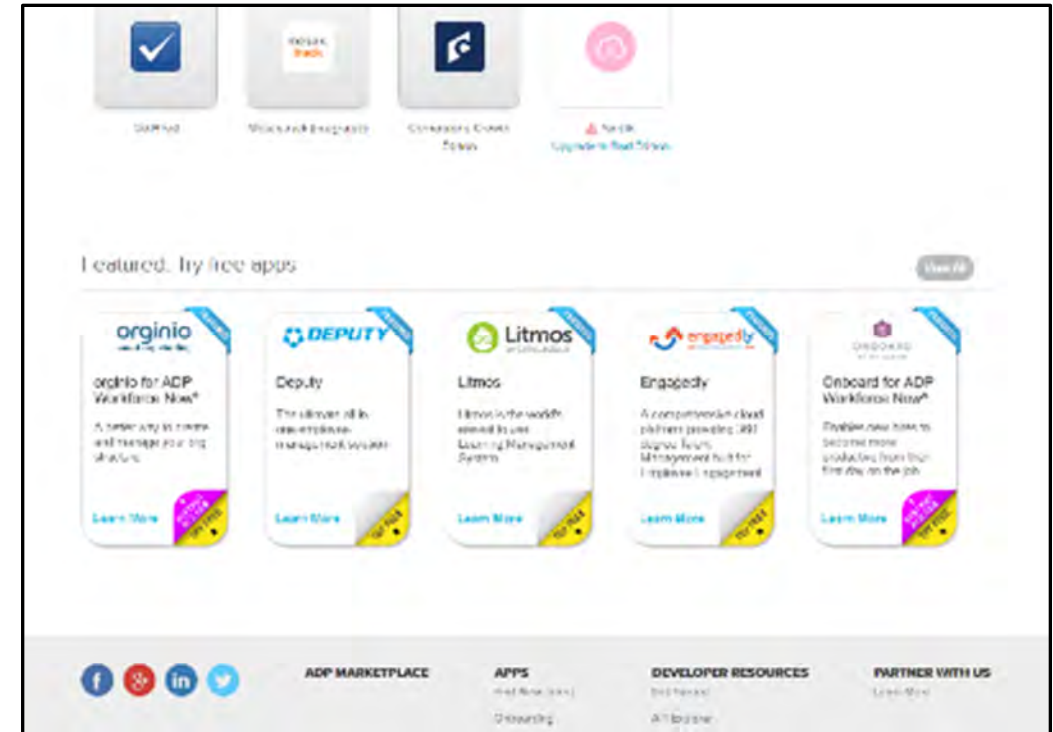
Visual Search Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control

Variation #1

VS.
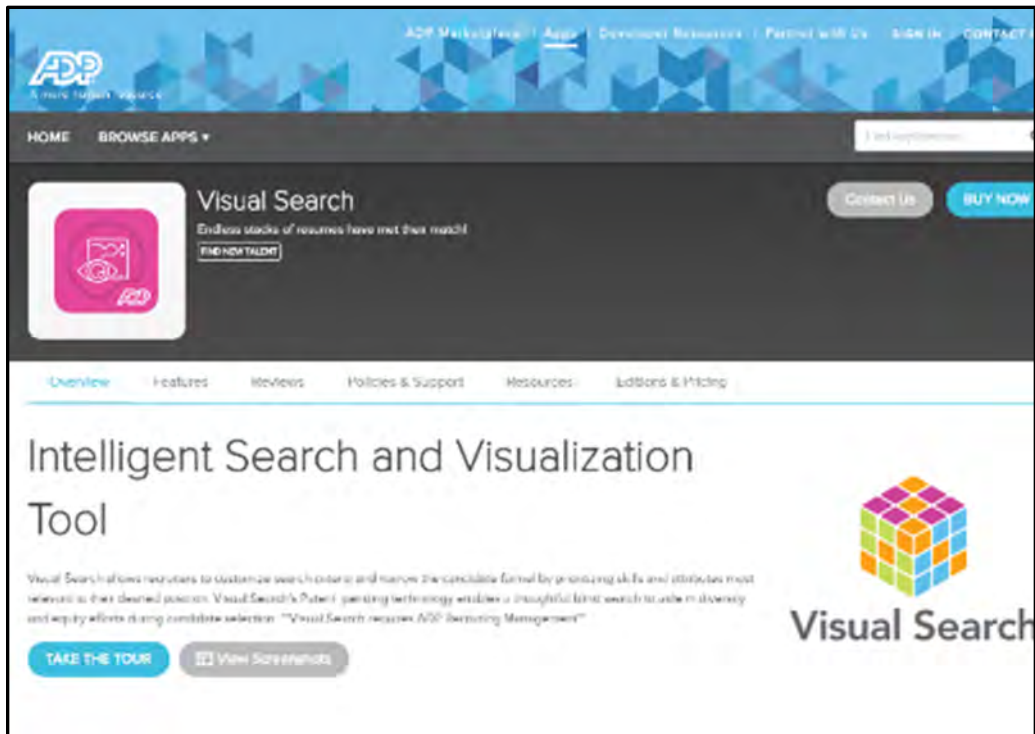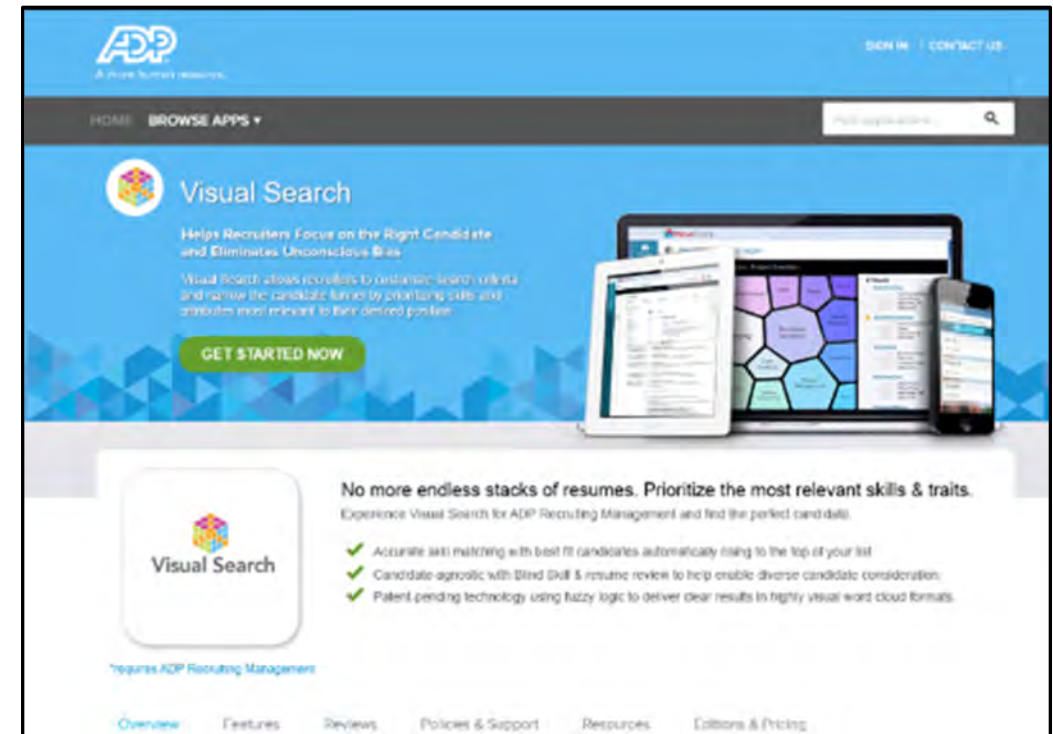
CRO | T031 – Final Results

Visual Search Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

**Insights**: The redesigned page with additional product shots and feature copy have increased CTR.

Action Taken: Directed 100% of traffic to winning creative on 10/19.

Current Performance (10/19): 1.63% CTR

Winner +530%

Variation #1

Visual Search (8/25 – 10/19)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Buy Now CTA					
Control	386	1	0.26%	-	-
Variant	429	7	1.63%	+529.8%	87%

CRO | T032
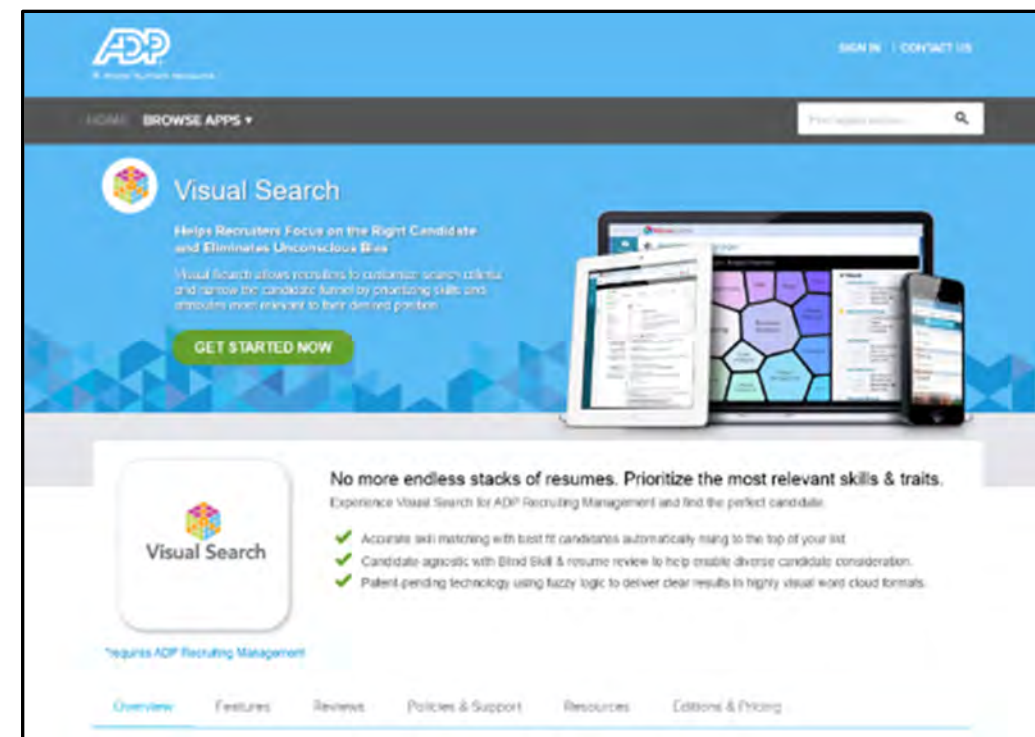
Mastery Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control   Variation #1

VS.
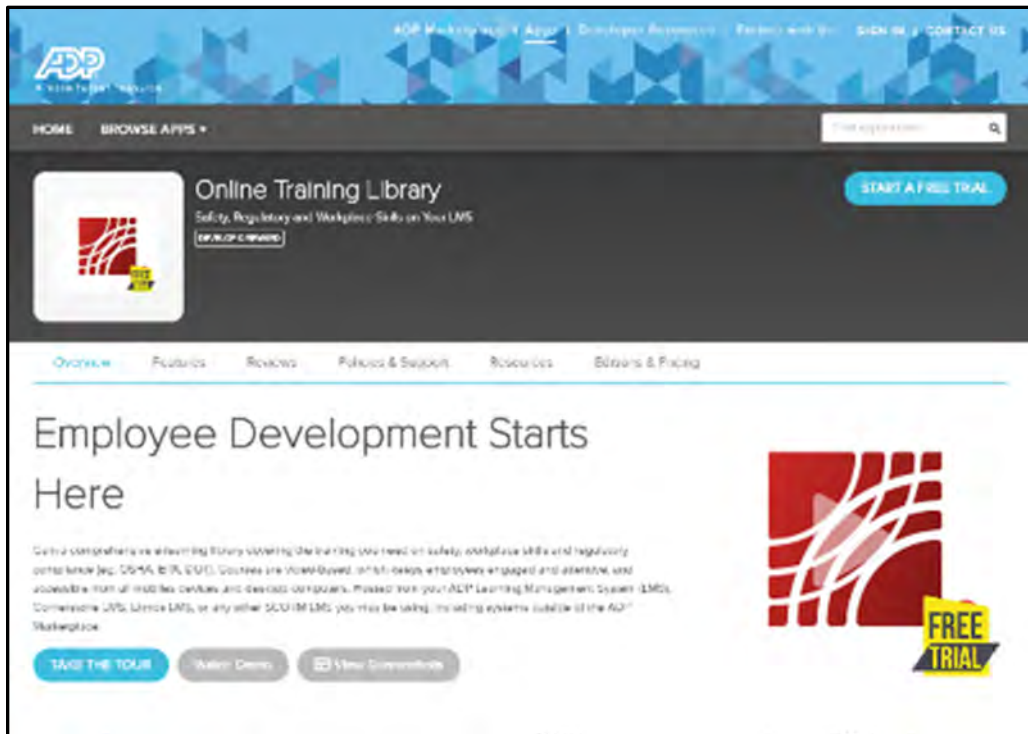
CRO | T032 – Final Results

Mastery Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: The redesigned page with additional product shots and feature copy have increased CTR.

Action Taken: Directed 100% of traffic to winning creative on 10/19.

Current Performance (10/19): 8.27% CTR

Winner +74%

Variation #1

Mastery (8/30 – 10/19)				
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Free Trial CTA					
Control	147	7	4.76%	-	-
Variant	133	11	8.27%	+73.7%	<1%

CRO | T034
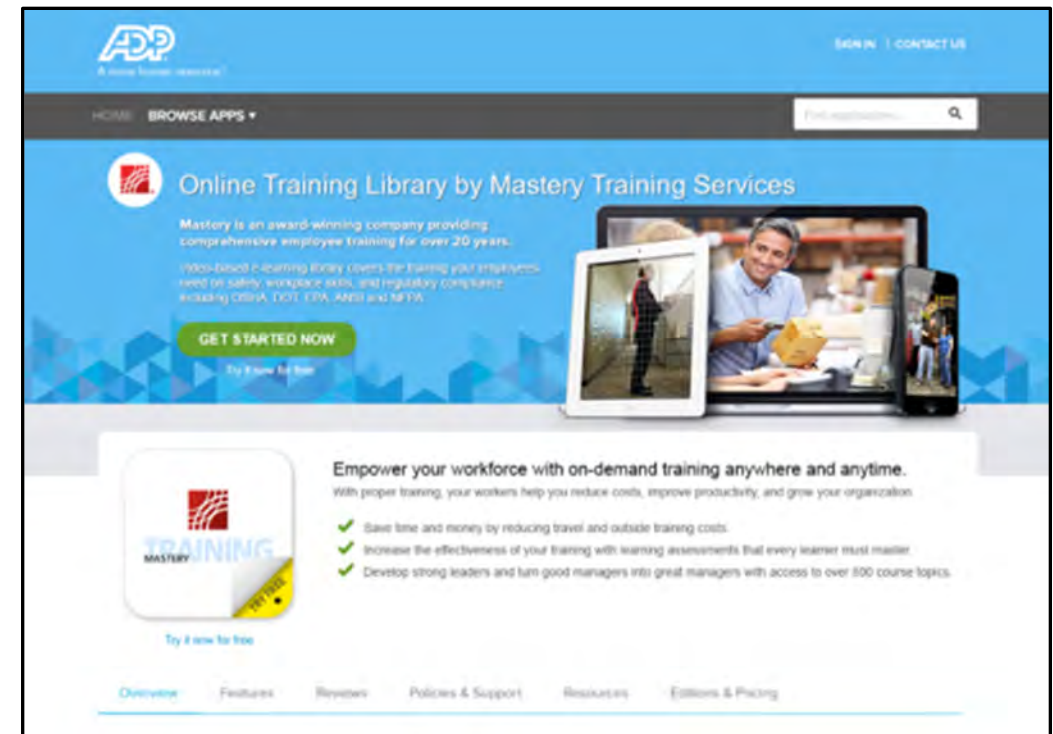
Listing Page Connector Banner

Hypothesis: Adding the connector app banner to the listing page will allow us to guide users directly to connector apps, increasing the CTR to the product pages, and ultimately connector signups.

Control

Variation #1

VS.
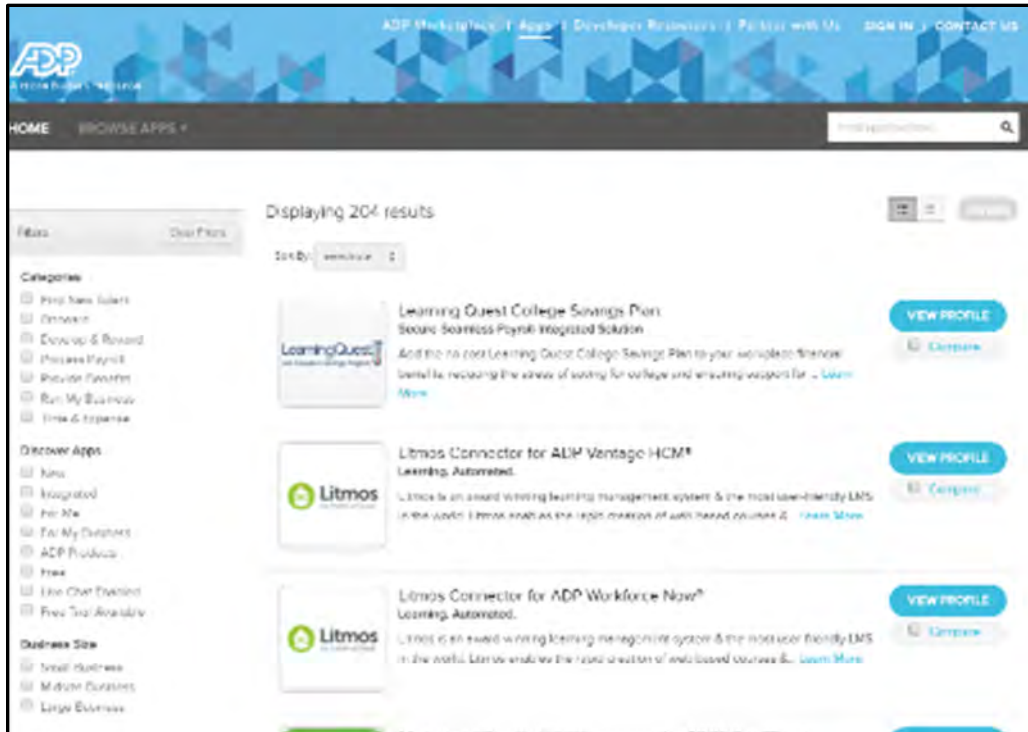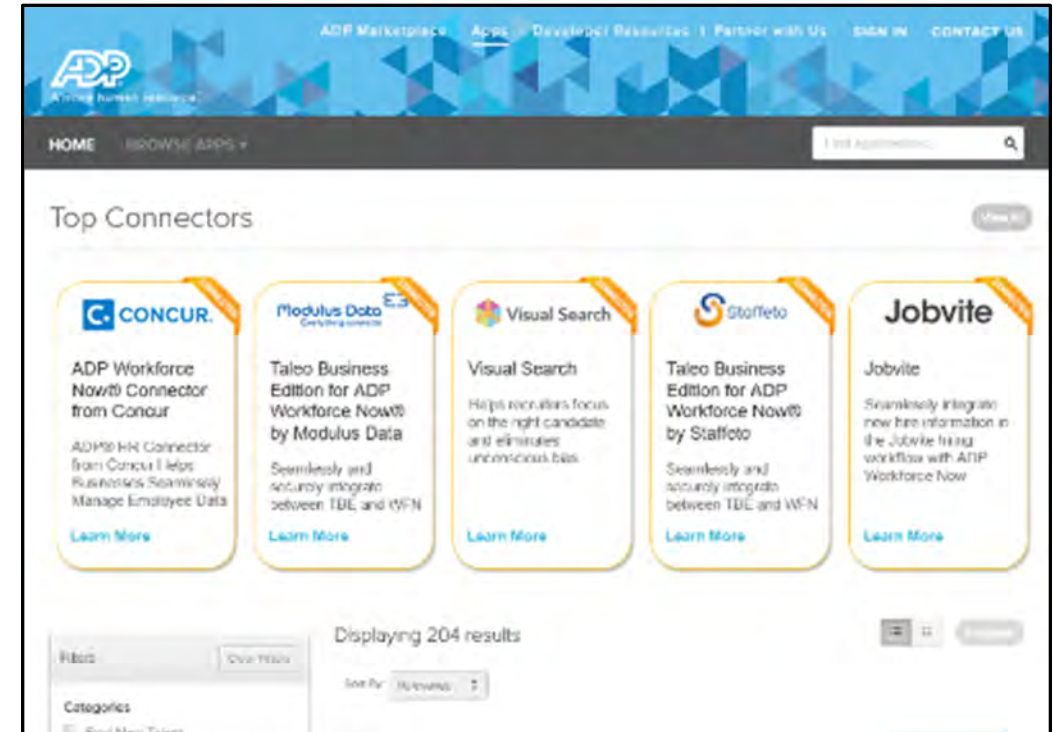
CRO | T034 – Final Results

Listing Page Connector Banner

Insights: Adding a Top Connectors banner increased traffic to connector app pages.

Action Taken: Launched tabbed variation on 10/10.

Listing Page Connector (9/14 – 10/10)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
View All (Pageview)					
Control	1,943	6	0.31%	-	-
Variant	1,954	41	2.10%	+579.5%	>99%
Concur (Pageview)					
Control	1,943	14	0.72%	-	-
Variant	1,954	64	3.28%	+354.6%	>99%
Modulus Data (Pageview)					
Control	1,943	4	0.21%	-	-
Variant	1,954	24	1.23%	+496.6%	>99%
Visual Search (Pageview)					
Control	1,943	7	0.36%	-	-
Variant	1,954	9	0.46%	+27.8%	<1%
Staffeto (Pageview)					
Control	1,943	5	0.26%	-	-
Variant	1,954	10	0.51%	+98.9%	<1%
Jobvite (Pageview)					
Control	1,943	17	0.87%	-	-
Variant	1,954	33	1.69%	+93.0%	36%

Winner +580%

Variation #1

CRO | T035
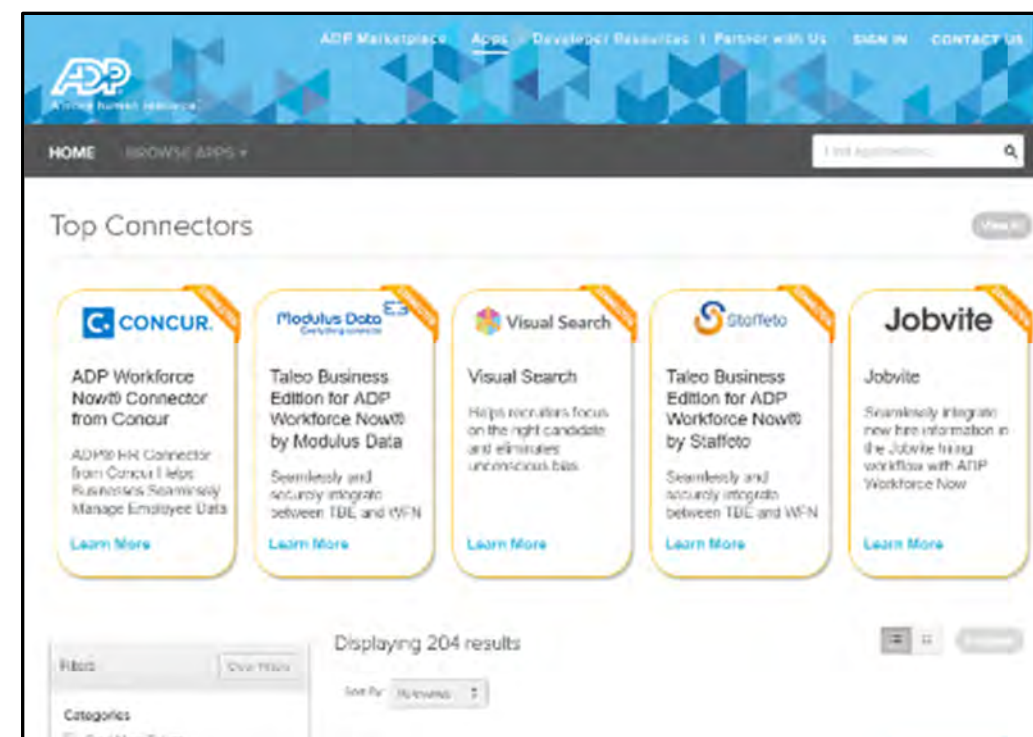
Taleo Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control   Variation #1

VS.
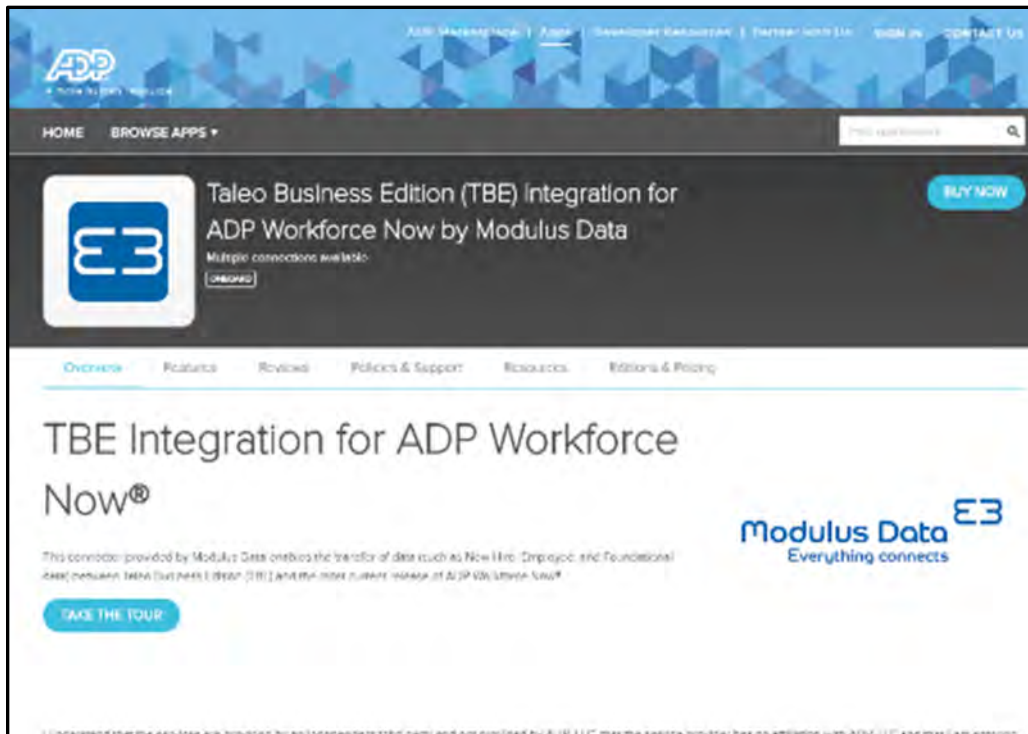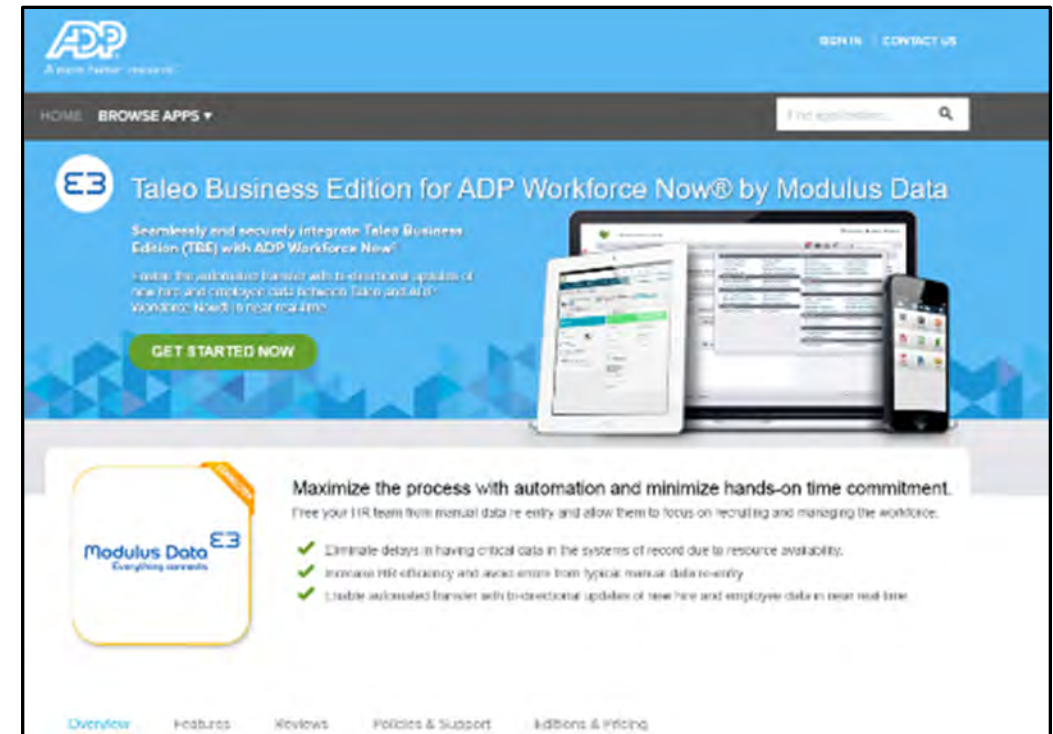
CRO | T035 – Final Results

Taleo Hero Radical

Test Setup: A/B Split Test

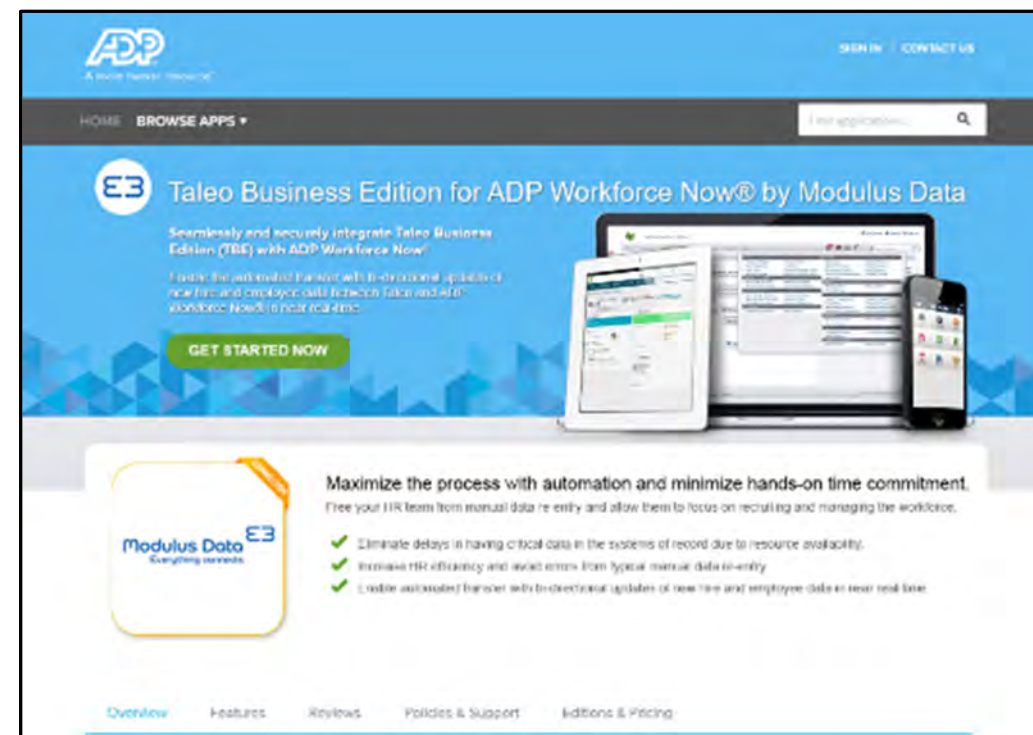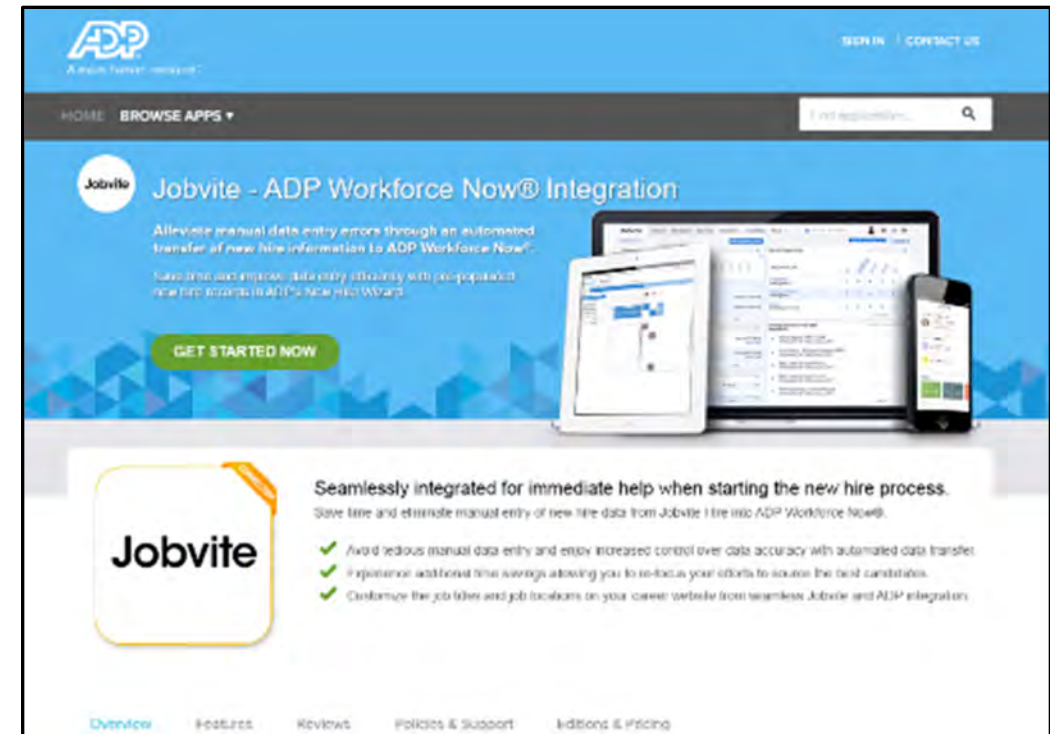**Primary KPIs**: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: The redesigned page with additional product shots and feature copy have increased CTR.

Action Taken: Directed 100% of traffic to winning creative on 11/7.

Taleo (9/25 – 11/7)				
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Buy CTA					
Control	72	6	8.33%	-	-
Variant	80	8	10.00%	+20.0%	<1%

Winner +20%

Variation #1

CRO | T036

Jobvite Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control

Variation #1

vs.

CRO | T036 – Final Results

Jobvite Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: The redesigned page with additional product shots and feature copy have increased CTR.

Action Taken: Directed 100% of traffic to winning creative on 11/7.

Winner +51%

Variation #1

Jobvite (9/25 – 11/7)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Buy CTA					
Control	129	22	17.05%	-	-
Variant	124	32	25.81%	+51.3%	25%
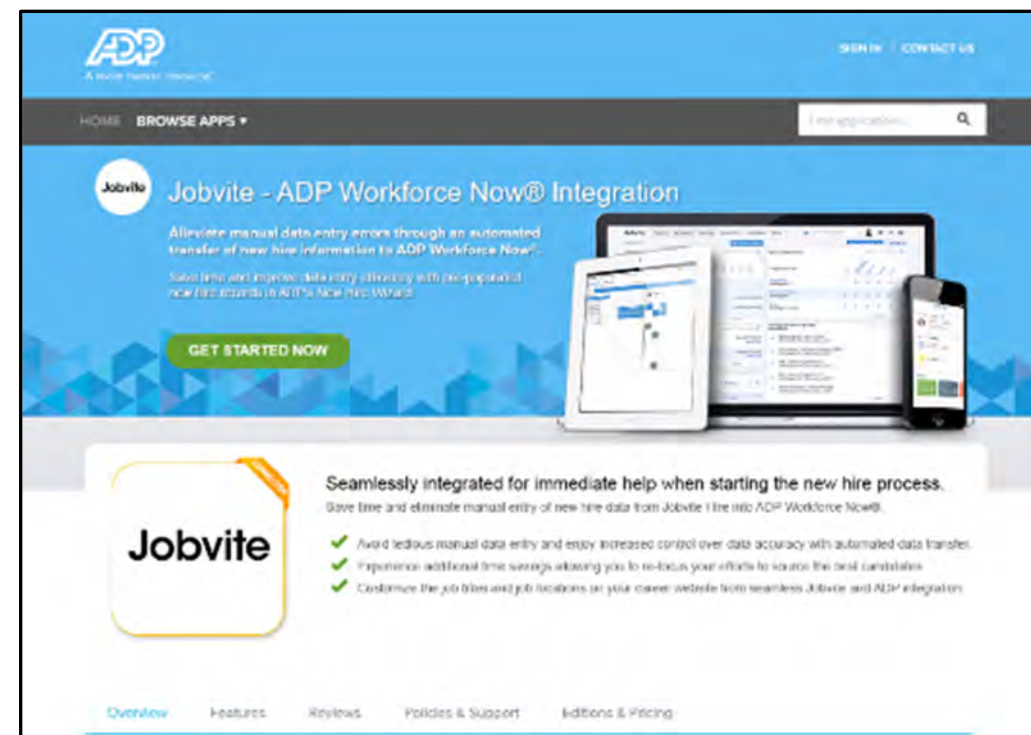
CRO | T037

Promoted App Tiles – Core ID

Hypothesis: Promoting select free trial apps above the fold will prioritize the apps we want users to find, increase free trial sign ups, and increase sale conversion rates.

Control

Variation #1

VS.
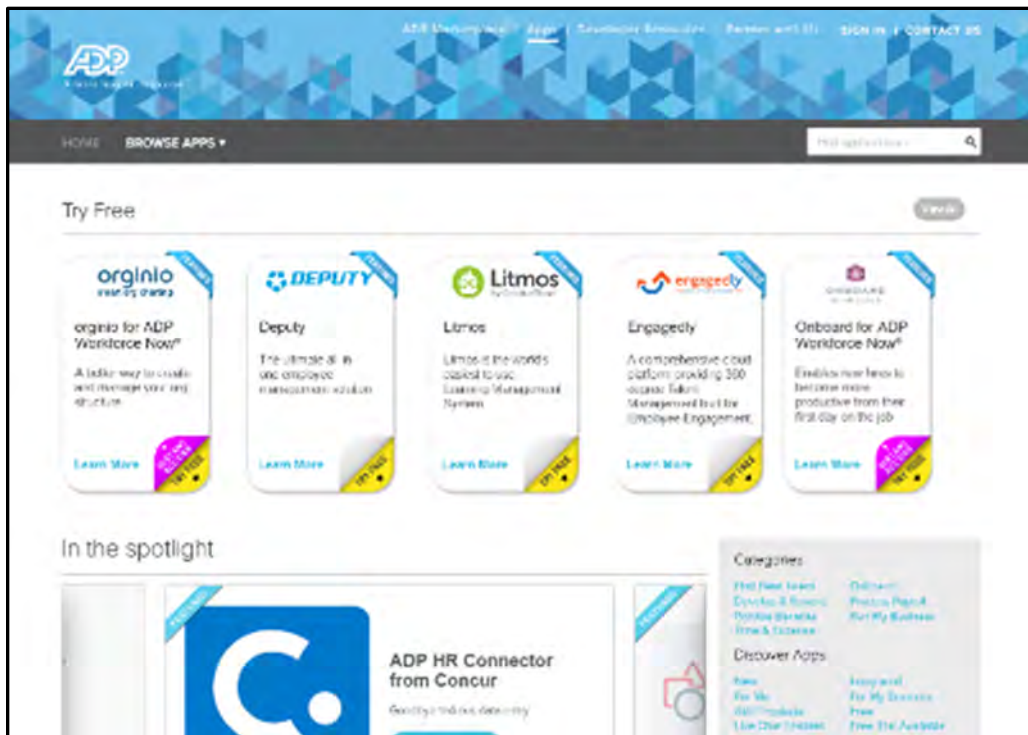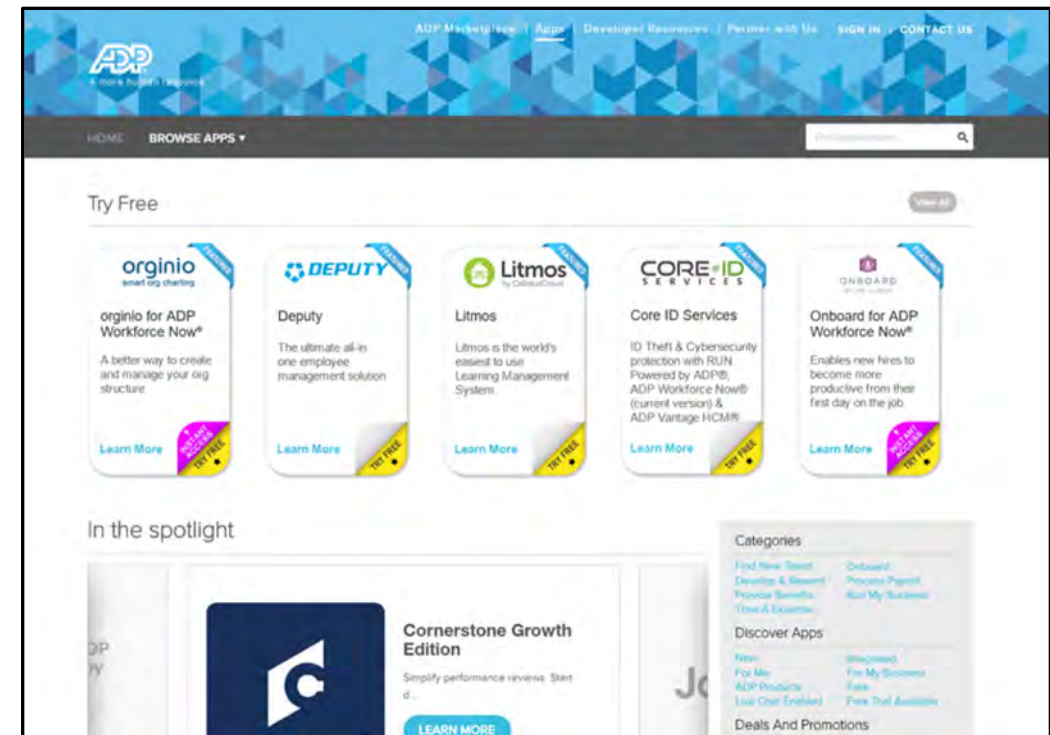
CRO | T037 – Final Results

Promoted App Tiles – Core ID

Test Setup: A/B Split Test

Primary KPIs: Promoted App Pageviews

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 9/19. Stopped test on 10/19.
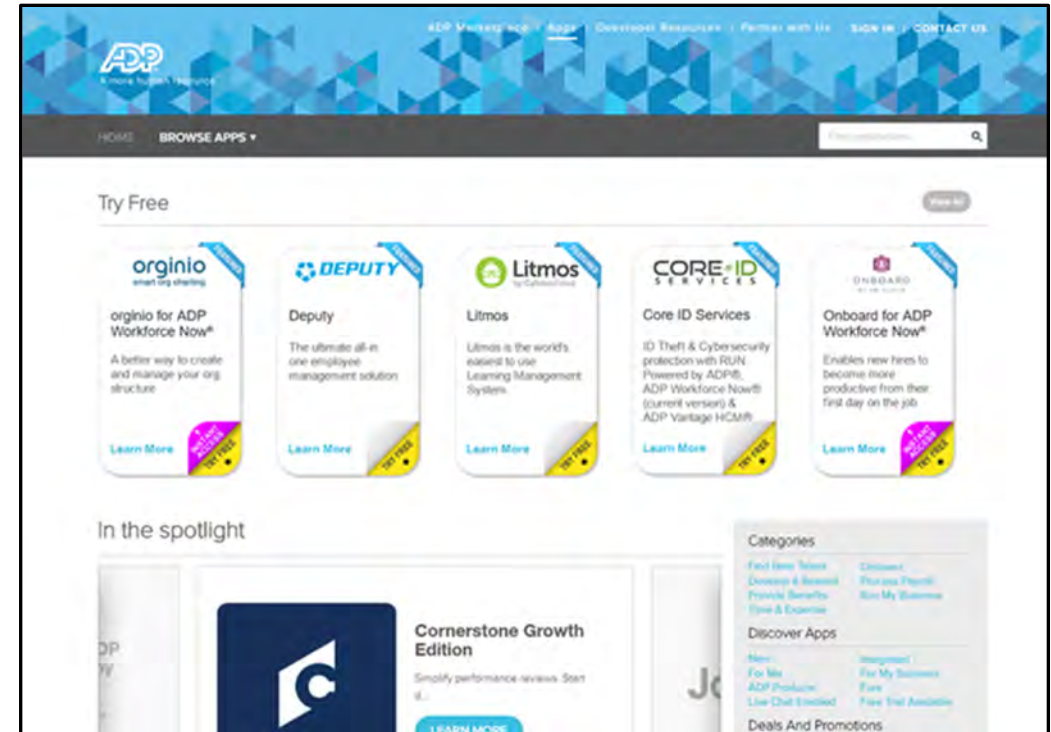
Promoted App Tiles – Core ID (9/19 – 10/19)					
	Visitors	Clicks	CTR	Delta	Sig.
Core ID					
Control	0	0	0.00%	-	-
Variant	27,465	94	0.34%	0.0%	<1%

Variation #1

CRO | T041
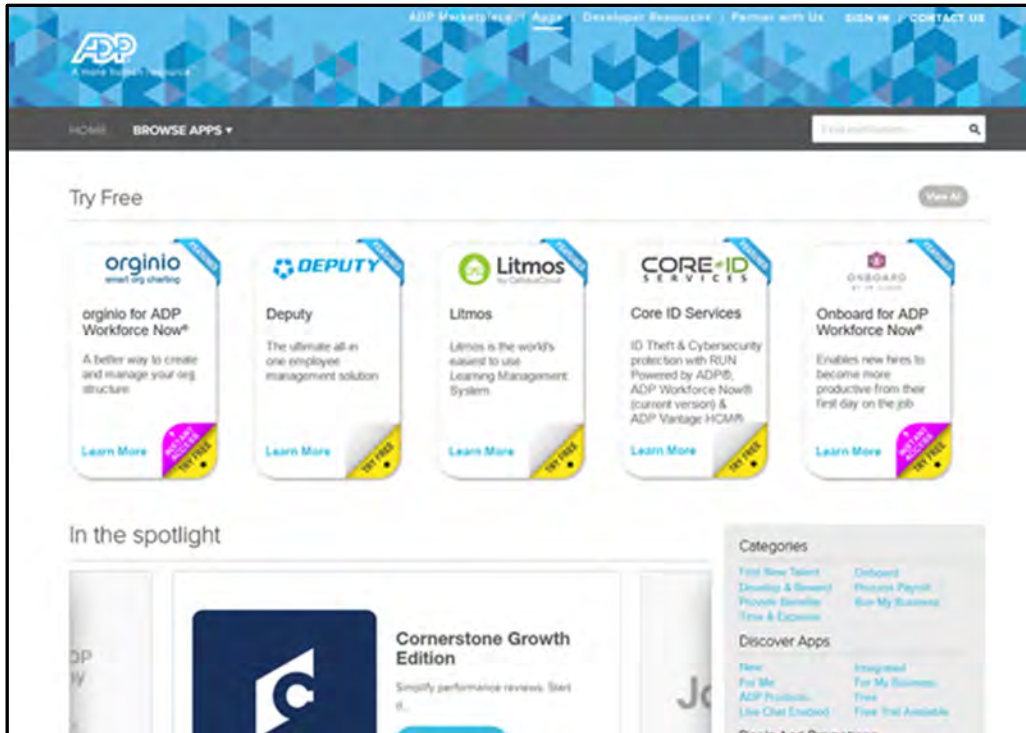
Listing Page Tabbed Banner
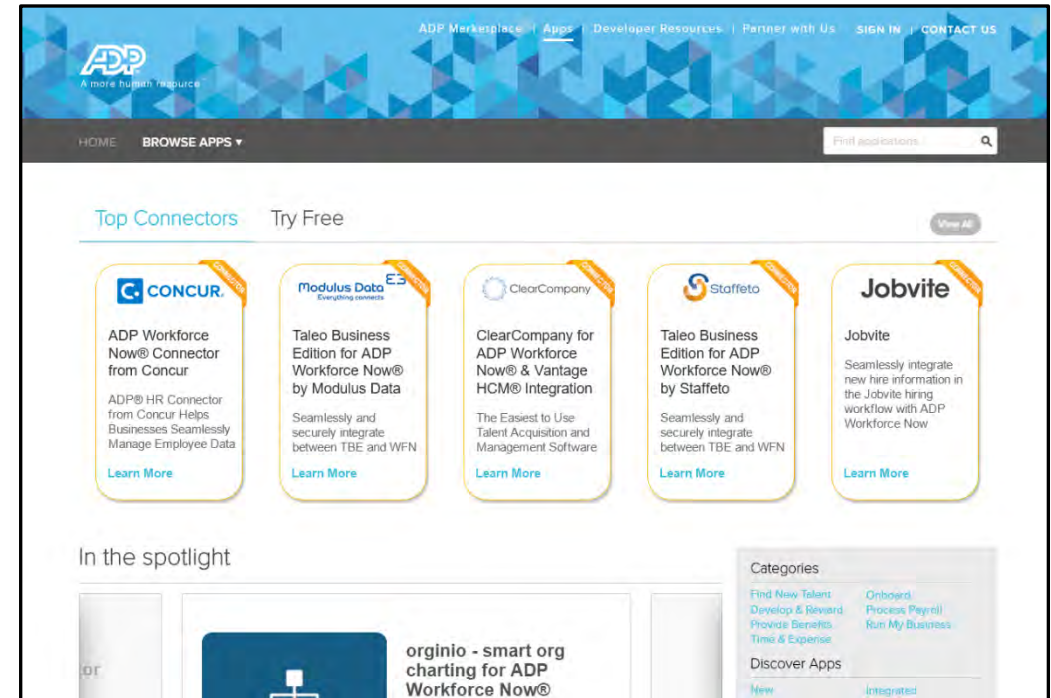
Hypothesis: Adding a tabbed banner for 'Free Trials' and 'Top Connectors' will increase traffic to both sections.

Control   Variation #1

VS.
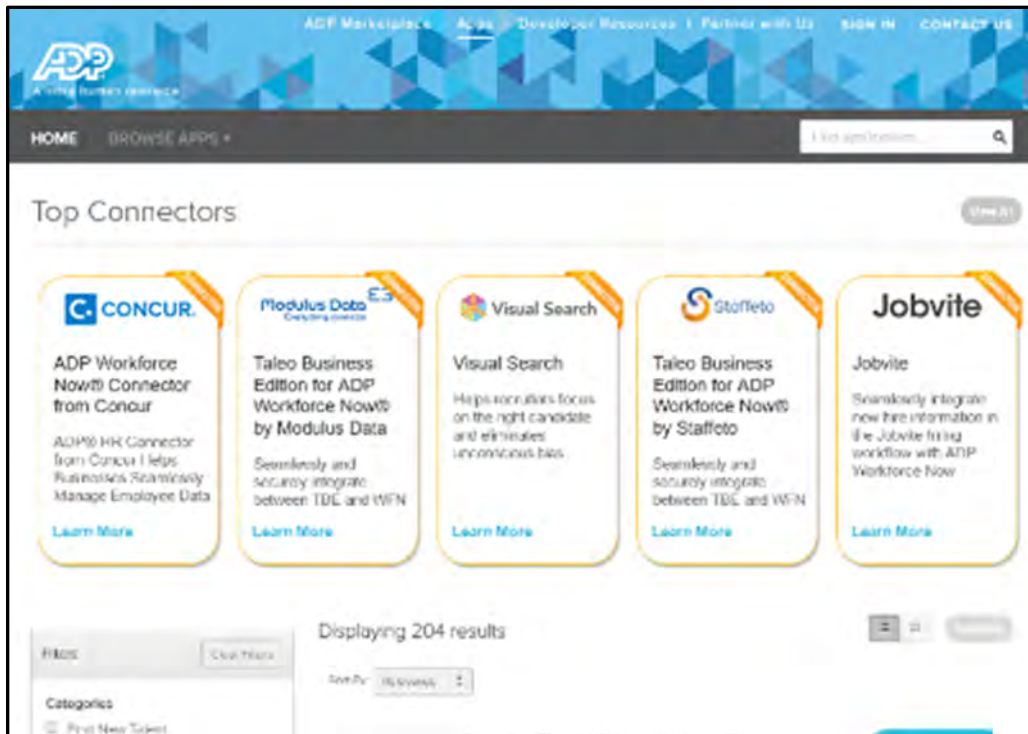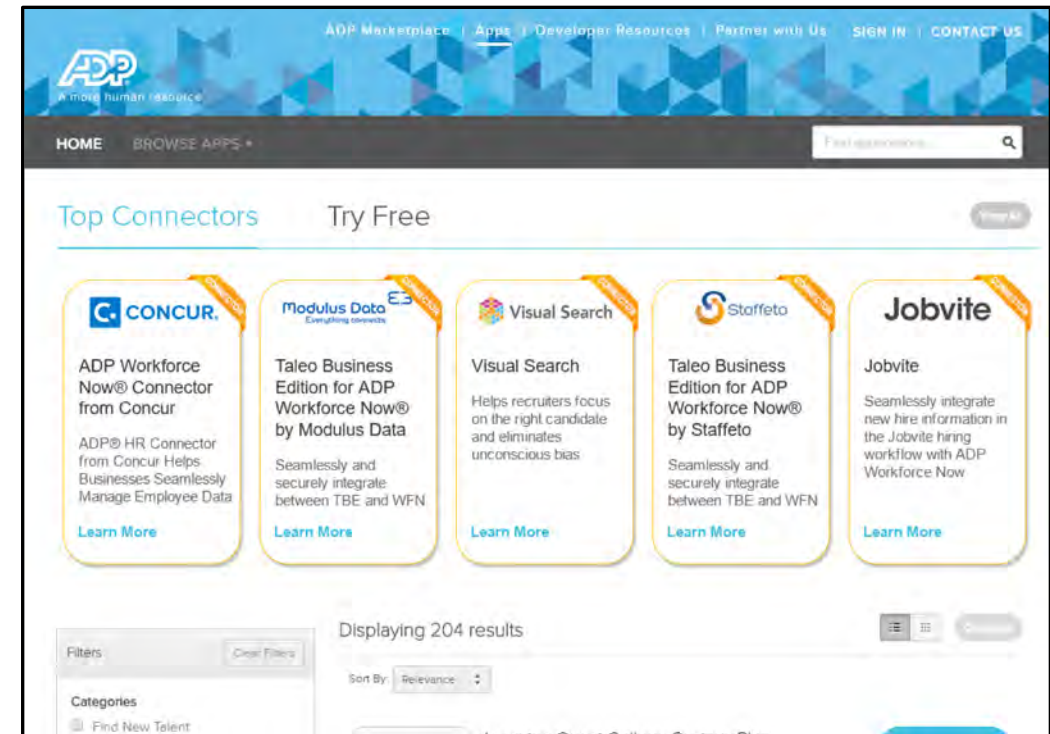
CRO | T041 – Final Results

Listing Page Tabbed Banner

Insights: **Insights**: It is too early for the test results to be significant.

Action Taken: Launched on 10/11. Increased traffic to 100% on 10/12. Stopped test on 11/16.

Listing Page Connector (10/11 – 11/16)

	Visitors	Clicks	CTR	Delta	Sig.
View All					
Control	2,950	74	2.51%		
Variant	2,973	93	3.13%	+24.7%	51%
Tile 1 - Concur					
Control	2,950	86	2.92%		
Variant	2,973	101	3.40%	+16.5%	<1%
Tile 2 - Modulus Data					
Control	2,950	38	1.29%		
Variant	2,973	48	1.61%	+25.3%	<1%
Tile 3 – ClearCompany					
Control	2,950	55	1.86%		
Variant	2,973	49	1.65%	-11.6%	<1%
Tile 4 – Staffeto					
Control	2,950	20	0.68%		
Variant	2,973	18	0.61%	-10.7%	<1%
Tile 5 – Jobvite					
Control	2,950	67	2.27%		
Variant	2,973	60	2.02%	-11.1%	<1%

	Visitors	Clicks	CTR	Delta	Sig.
Tile 6 - Orginio					
Control	2,950	3	0.10%		
Variant	2,973	4	0.13%	+32.3%	<1%
Tile 7 – Deputy					
Control	2,950	0	0.05%		
Variant	2,973	6	0.20%	0.0%	<1%
Tile 8 – Litmos					
Control	2,950	0	0.00%		
Variant	2,973	5	0.17%	0.0%	<1%
Tile 9 - Core ID Services					
Control	2,950	0	0.00%		
Variant	2,973	2	0.07%	0.0%	<1%
Tile 10 - Onboard for ADP Workforce Now					
Control	2,950	0	0.00%		
Variant	2,973	6	0.20%	0.0%	<1%

Variation #1
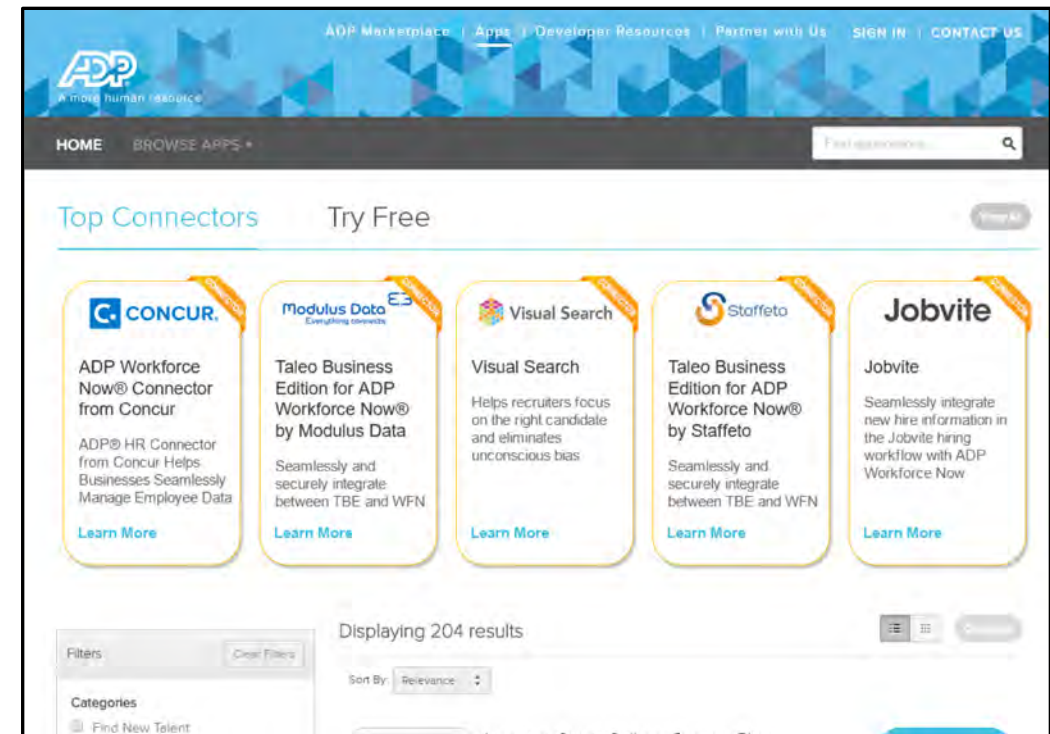
CRO | T042

Home Page Tabbed Banner

Hypothesis: Adding a tabbed banner for 'Free Trials' and 'Top Connectors' will increase traffic to both sections.

Control

Variation #1

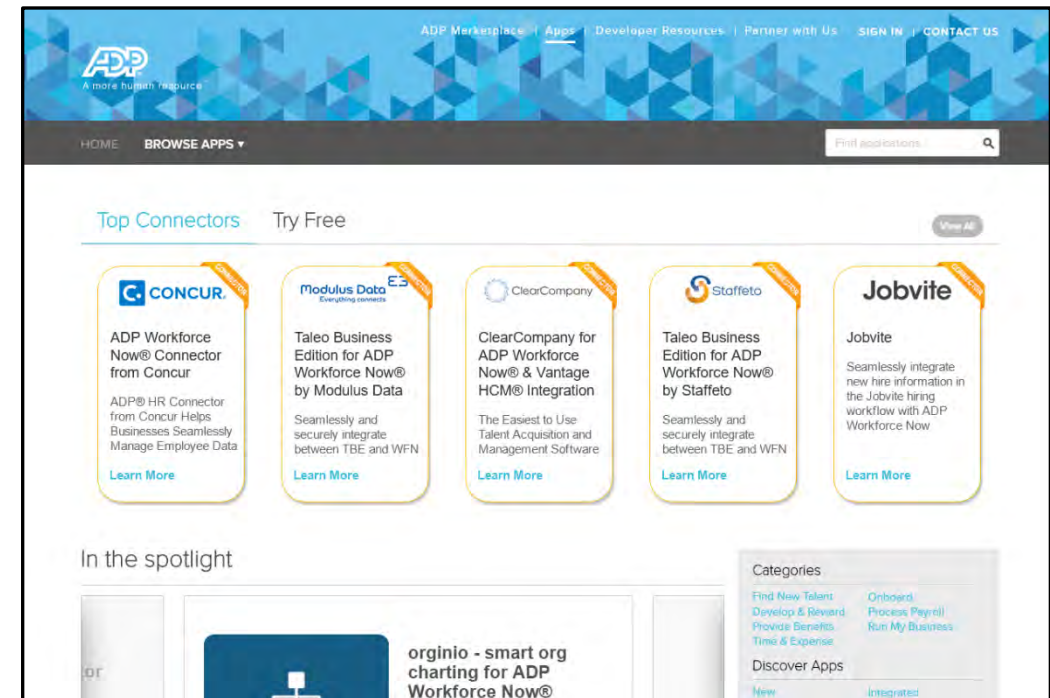**VS.**

CRO | T042 – Final Results

Home Page Tabbed Banner

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 10/19 at 100%. Stopped test on 11/16.

Variation #1

Home Page Tabbed Banner (10/19 – 11/16)					
	Visitors	Clicks	CTR	Delta	Sig.
View All					
Control	20,284	111	0.55%	-	-
Variant	20,208	118	0.58%	+6.7%	<1%
Tile 1 - Concur					
Control	20,284	0	0.00%	-	-
Variant	20,208	116	0.57%	0.0%	<1%
Tile 2 - Modulus Data					
Control	20,284	0	0.00%	-	
Variant	20,208	58	0.29%	0.0%	<1%
Tile 3 - ClearCompany					
Control	20,284	0	0.00%	-	-
Variant	20,208	61	0.30%	0.0%	<1%
Tile 4 - Staffeto					
Control	20,284	0	0.00%	-	-
Variant	20,208	33	0.16%	0.0%	<1%
Tile 5 – Jobvite					
Control	20,284	0	0.00%	-	-
Variant	20,208	72	0.36%	0.0%	<1%

	Visitors	Clicks	CTR	Delta	Sig.
Tile 6 – Orginio					
Control	20,284	86	0.42%	-	-
Variant	20,208	9	0.04%	-90.5%	<1%
Tile 7 – Deputy					
Control	20,284	78	0.38%	-	-
Variant	20,208	6	0.03%	-92.1%	<1%
Tile 8 – Litmos					
Control	20,284	70	0.35%	-	-
Variant	20,208	5	0.02%	-94.3%	<1%
Tile 9 - Core ID Services					
Control	20,284	27	0.13%	-	-
Variant	20,208	3	0.01%	-92.3%	<1%
Tile 10 - Onboard for ADP Workforce Now					
Control	20,284	106	0.52%	-	-
Variant	20,208	6	0.03%	-94.2%	<1%

CRO | T046

PiiQ Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control   Variation #1

VS.

CRO | T046 – Final Results

PiiQ Hero Radical

**Test Setup**: A/B Split Test

Primary KPIs: Hero CTA Clicks (i.e. Get Started Now)

Traffic: All Traffic

Insights: The redesigned page with additional product shots and feature copy have increased CTR.

Action Taken: Directed 100% of traffic to winning creative on 11/22.

PiiQ – Core ID (11/6 – 11/22)					
	Visitors	Clicks	CTR	Delta	Sig.
Hero: Get Started Now					
Control	42	1	2.38%	-	-
Variant	35	2	5.71%	+140.0%	<1%

Winner +140%

Variation #1
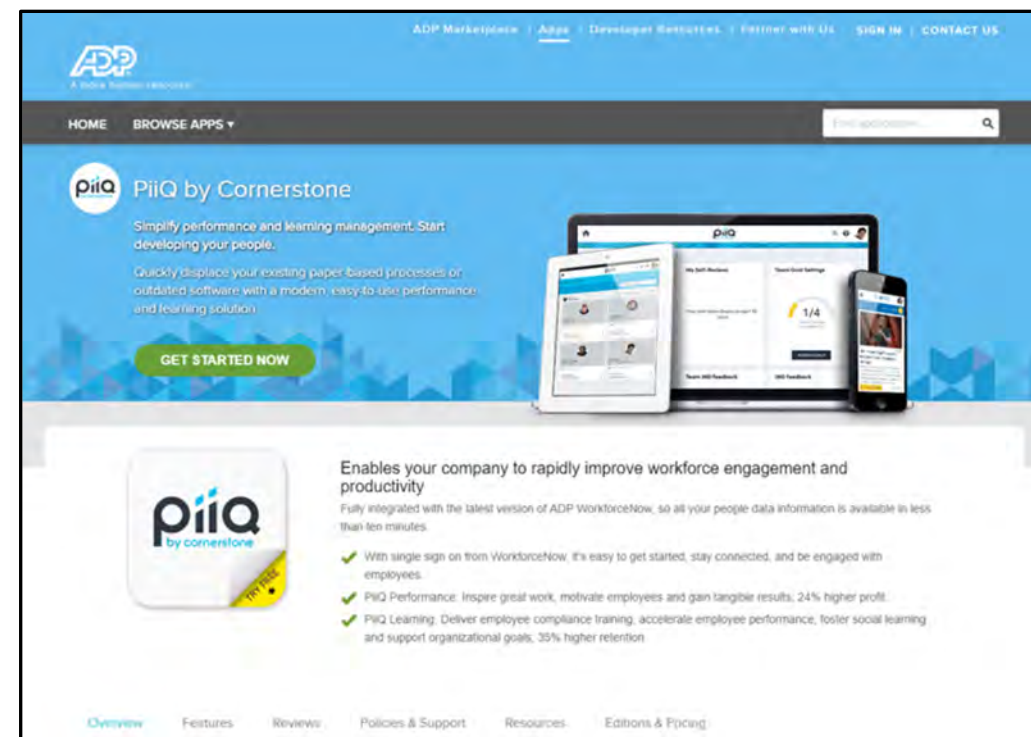
CRO | T049

Home Page Top Connectors Banner - Jobvite

Hypothesis: Moving the Jobvite tile to the first spot will increase traffic to the Jobvite app page.

Control   Variation #1

VS.
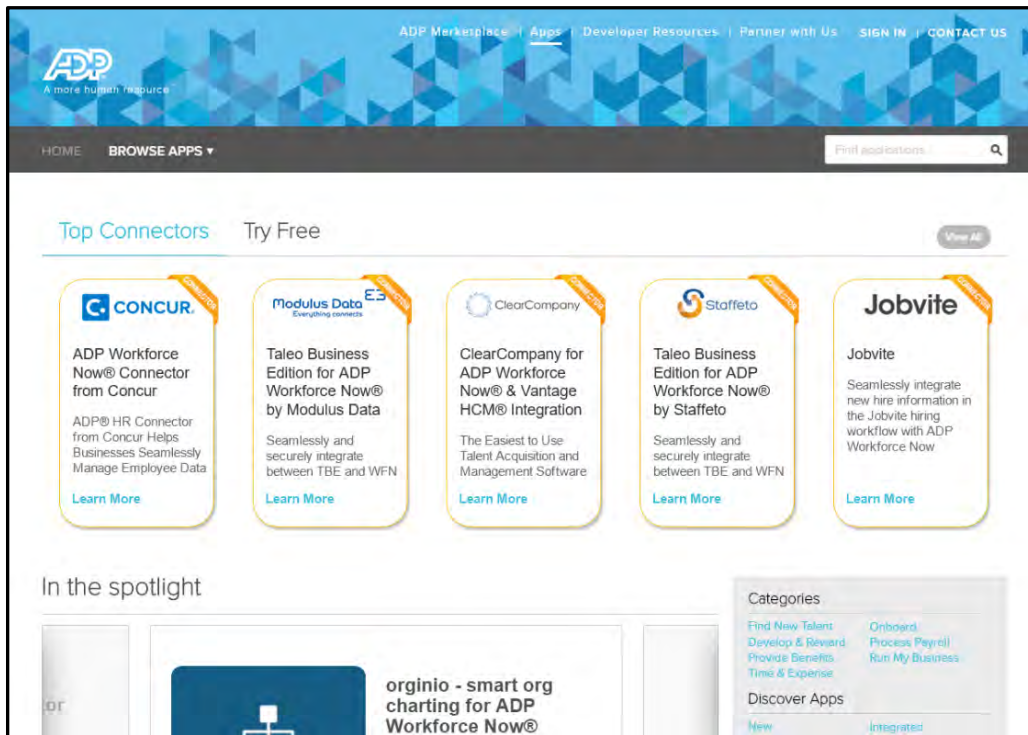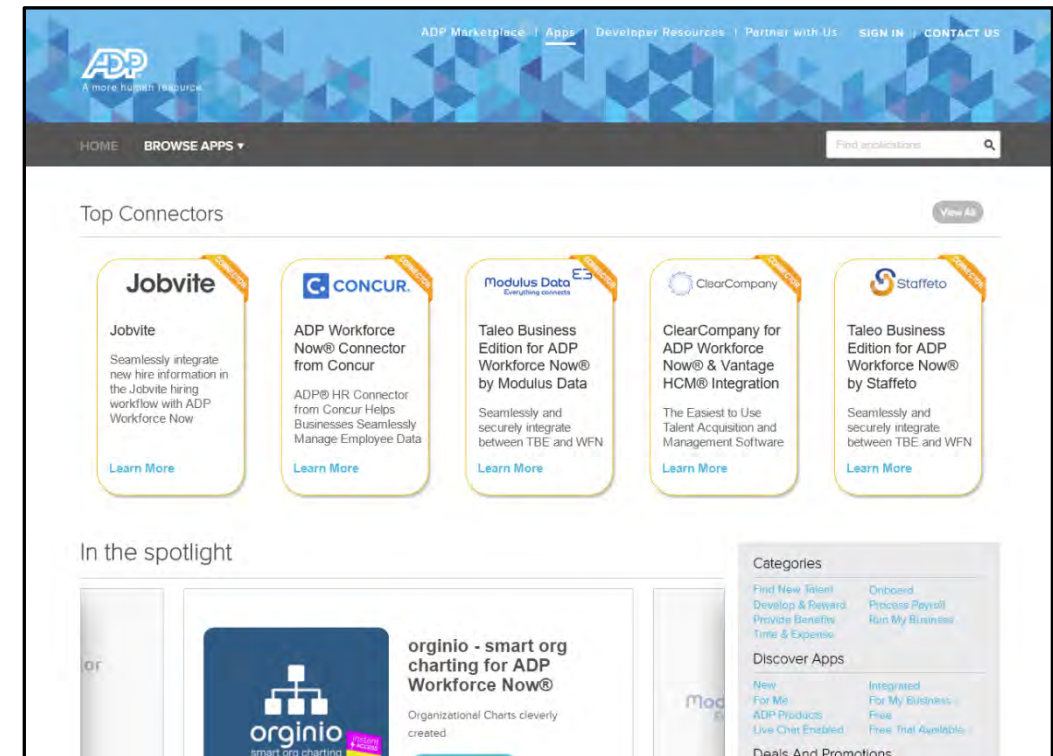
CRO | T049 – Final Results

Home Page Top Connectors Banner - Jobvite

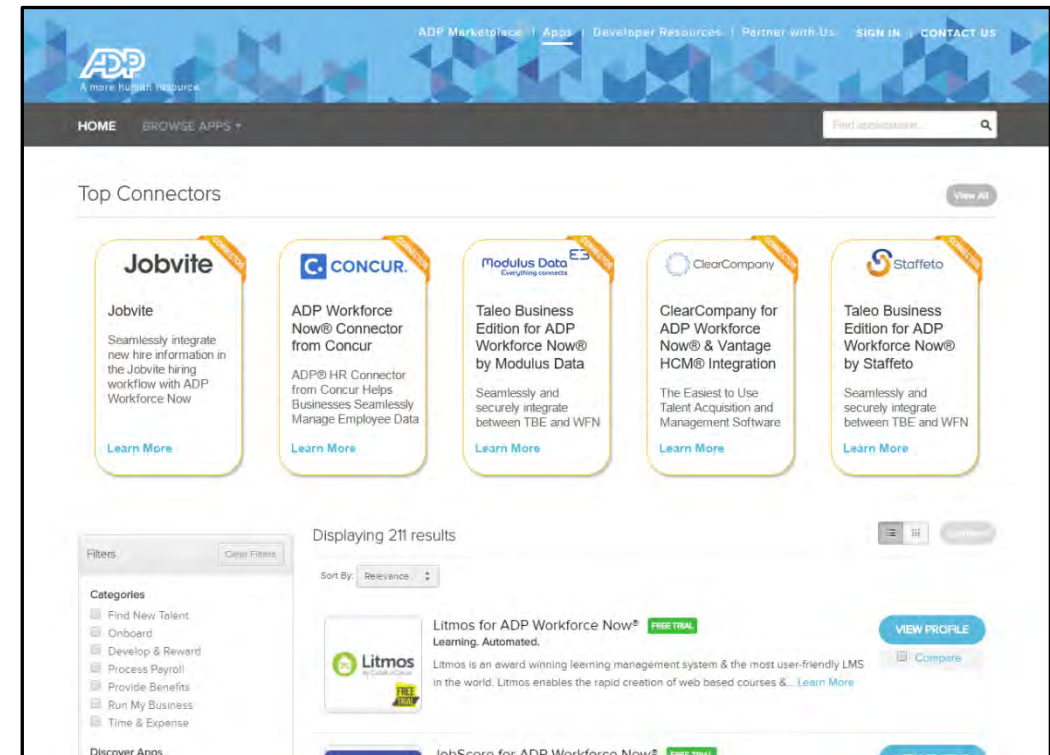**Test Setup**: 100% Variation #1

Primary KPIs: Tile clicks

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 11/16. Stopped on 12/11.

Variation #1
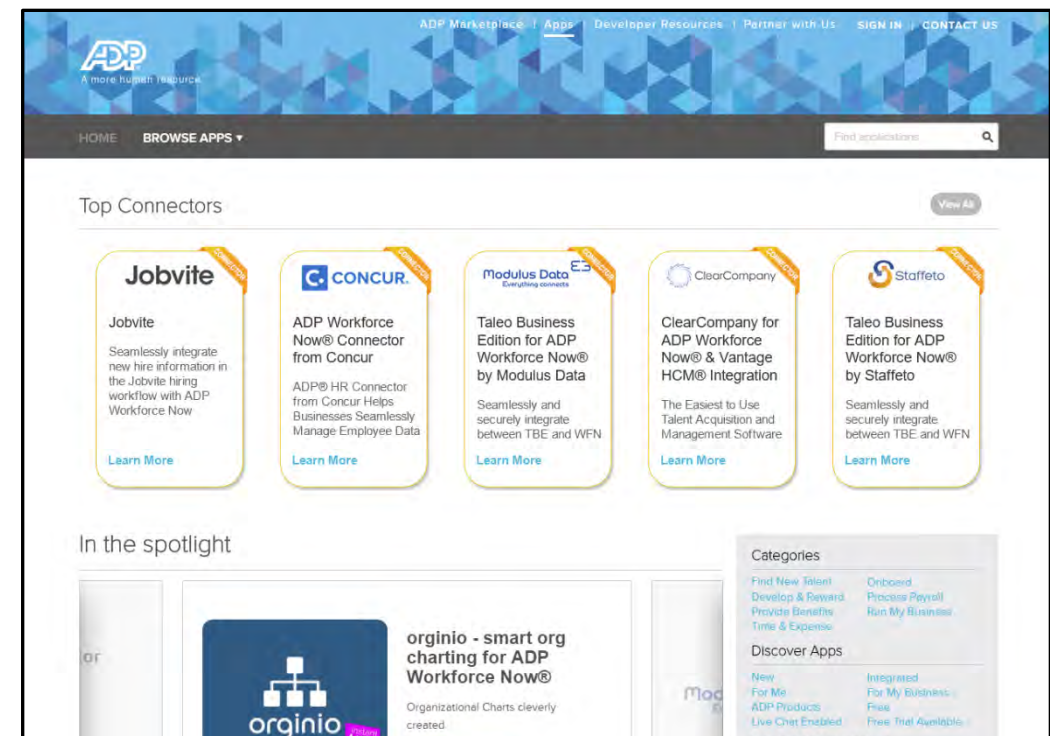
Top Connectors – Jobvite (11/16 – 12/11)					
	Visitors	Clicks	CTR	Delta	Sig.
Tile 1 – Jobvite	23,668	138	0.58%	0.0%	<1%
Tile 2 – Concur	23,668	146	0.62%	0.0%	<1%
Tile 3 – Taleo	23,668	69	0.29%	0.0%	<1%
Tile 4 - ClearCompany	23,668	68	0.29%	0.0%	<1%
Tile 5 - Staffeto	23,668	54	0.23%	0.0%	<1%

CRO | T050

Listing Page Top Connectors Banner - Jobvite

Hypothesis: Moving the Jobvite tile to the first spot will increase traffic to the Jobvite app page.

Control

Variation #1

VS.
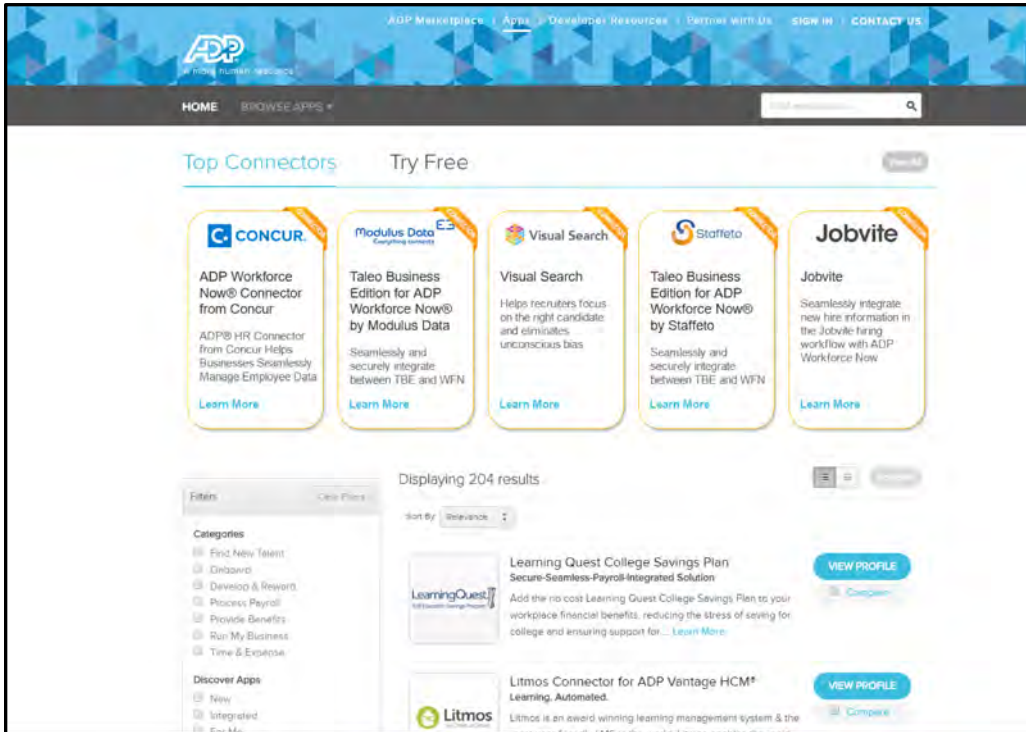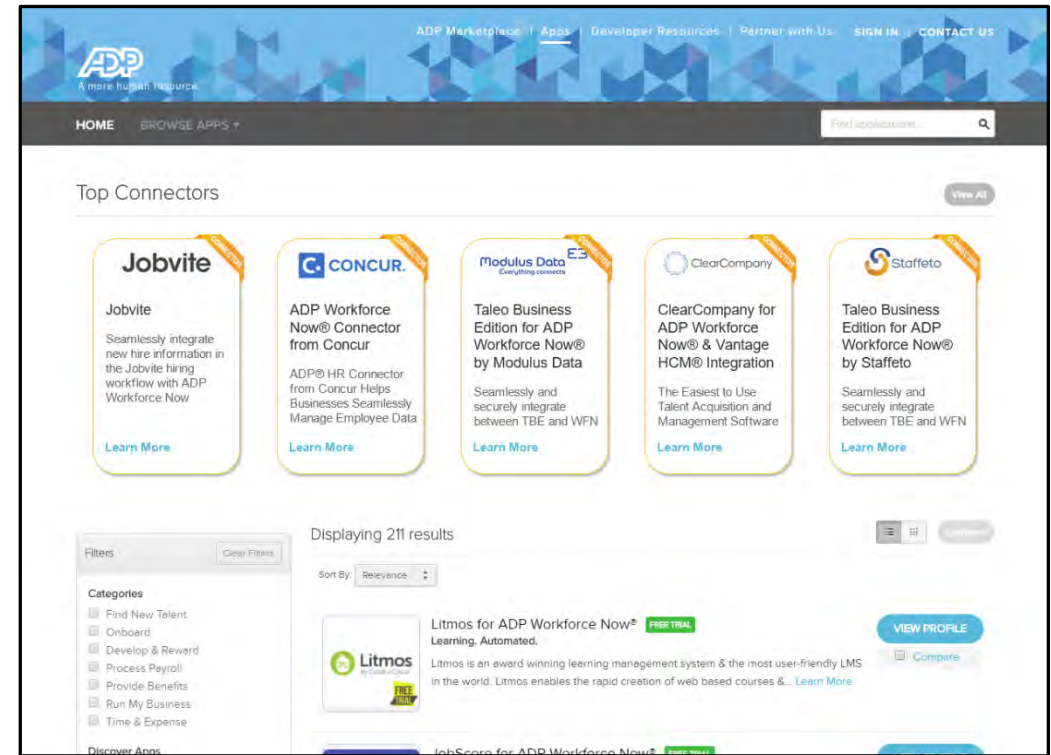
CRO | T050 – Final Results

Listing Page Top Connectors Banner - Jobvite

Test Setup: 100% Variation #1

Primary KPIs: Tile clicks

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 11/16.

Variation #1

Top Connectors – Jobvite (11/16 – 12/11)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Tile 1 – Jobvite	3,489	76	2.18%	0.0%	<1%
Tile 2 – Concur	3,489	78	2.24%	0.0%	<1%
Tile 3 – Taleo	3,489	30	0.86%	0.0%	<1%
Tile 4 - ClearCompany	3,489	37	1.06%	0.0%	<1%
Tile 5 - Staffeto	3,489	33	0.95%	0.0%	<1%

CRO | T052

Rosetta Stone Chatbot

Hypothesis: Adding a chatbot to the "Language Lessons for Small Business" and "Language Learning for Employees" app pages with a link to the "Individual Employee Edition" plan will increase pageviews for the individual edition by 10%.

Control   Variation #1

VS.
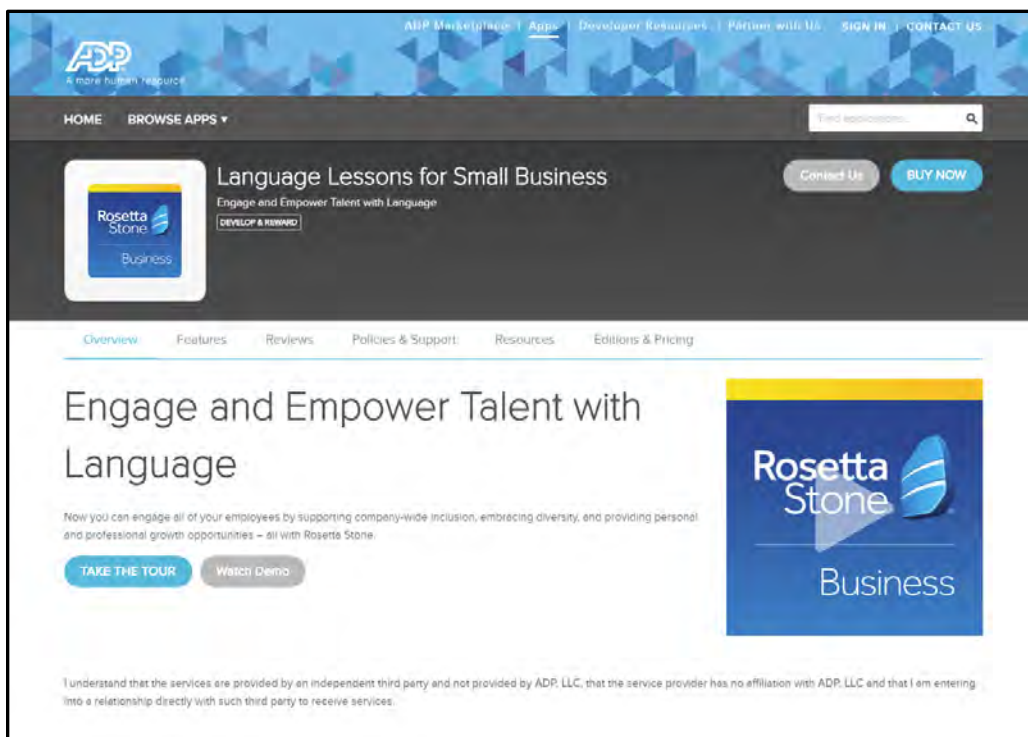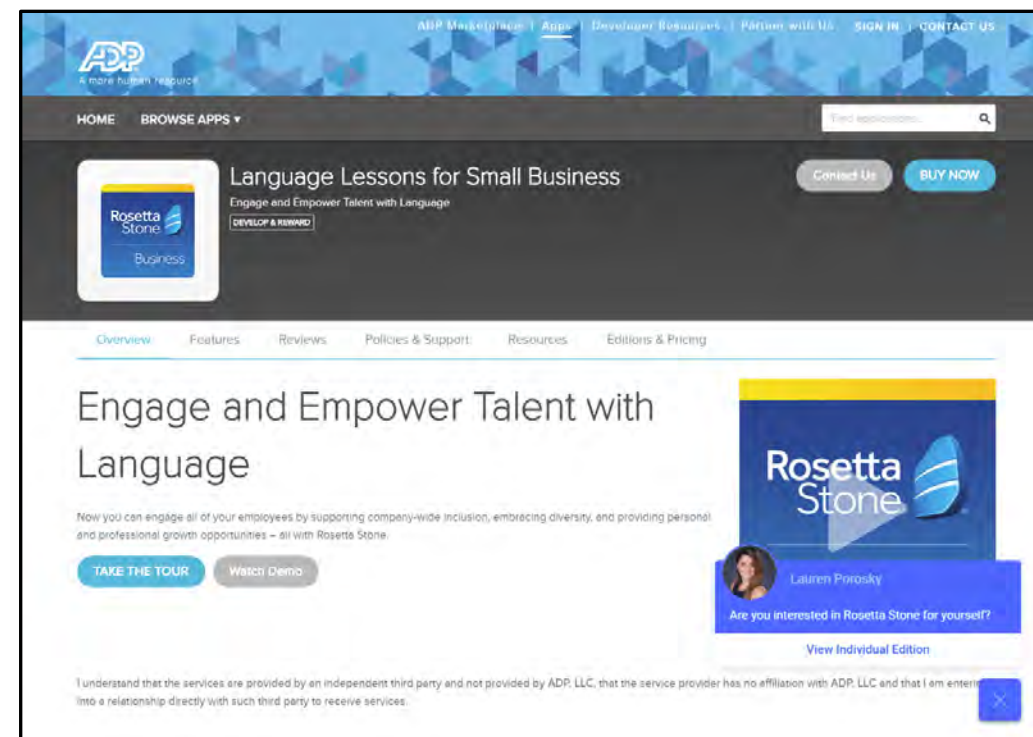
CRO | T052 – Final Results

Rosetta Stone Chatbot

Test Setup: A/B Split Test

Primary KPIs: Pageviews

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 11/30.

Winner +170%

Variation #1

Rosetta Stone (11/30 – 12/11)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Individual Edition Pageviews					
Control	191	12	6.28%	-	-
Variant	206	35	16.99%	+170.4%	97%
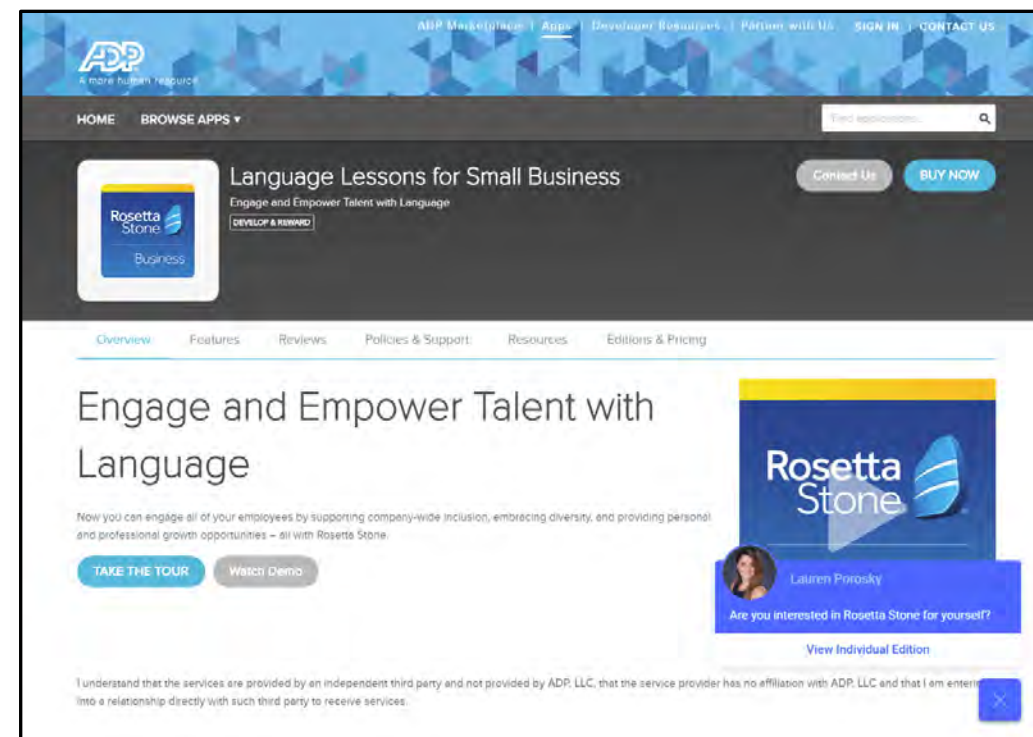
CRO | T053

Checkout Exit Intent

Hypothesis: Adding a Drift popup on exit intent during the checkout process will increase the CTR by 10%.

Control

Variation #1

VS.
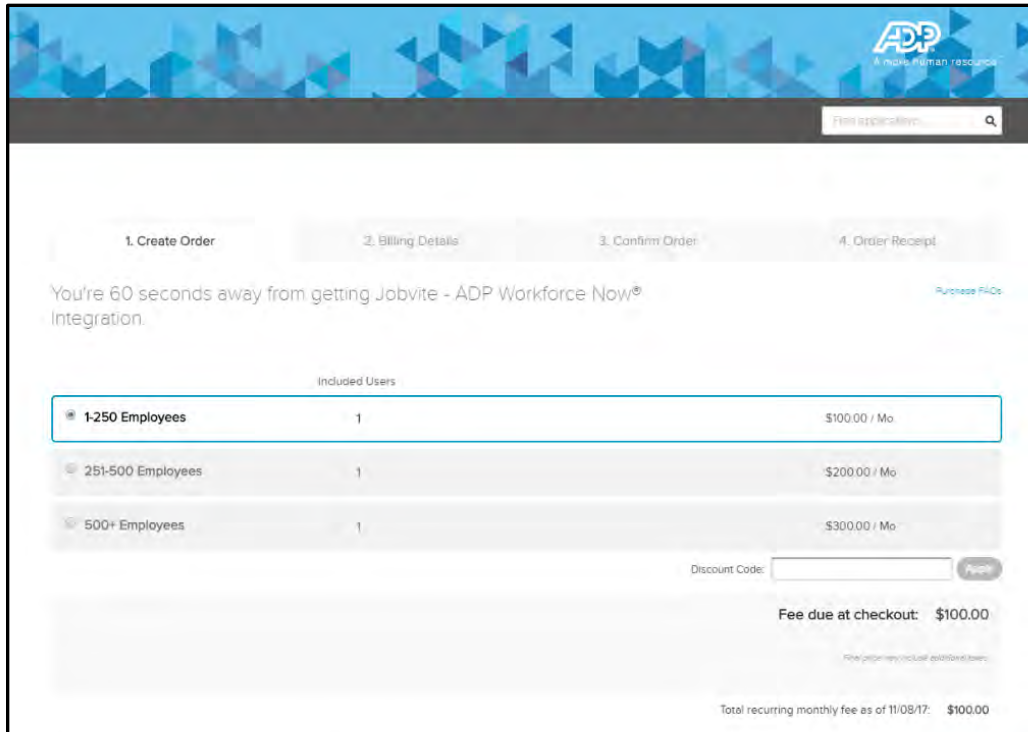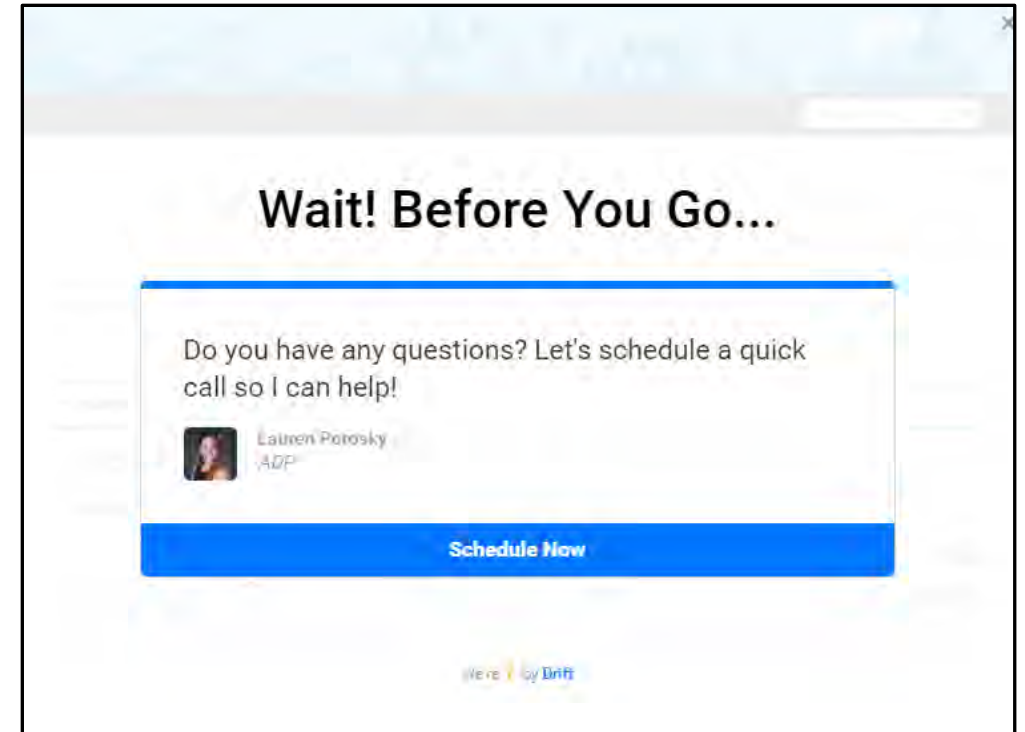
CRO | T053 – Final Results

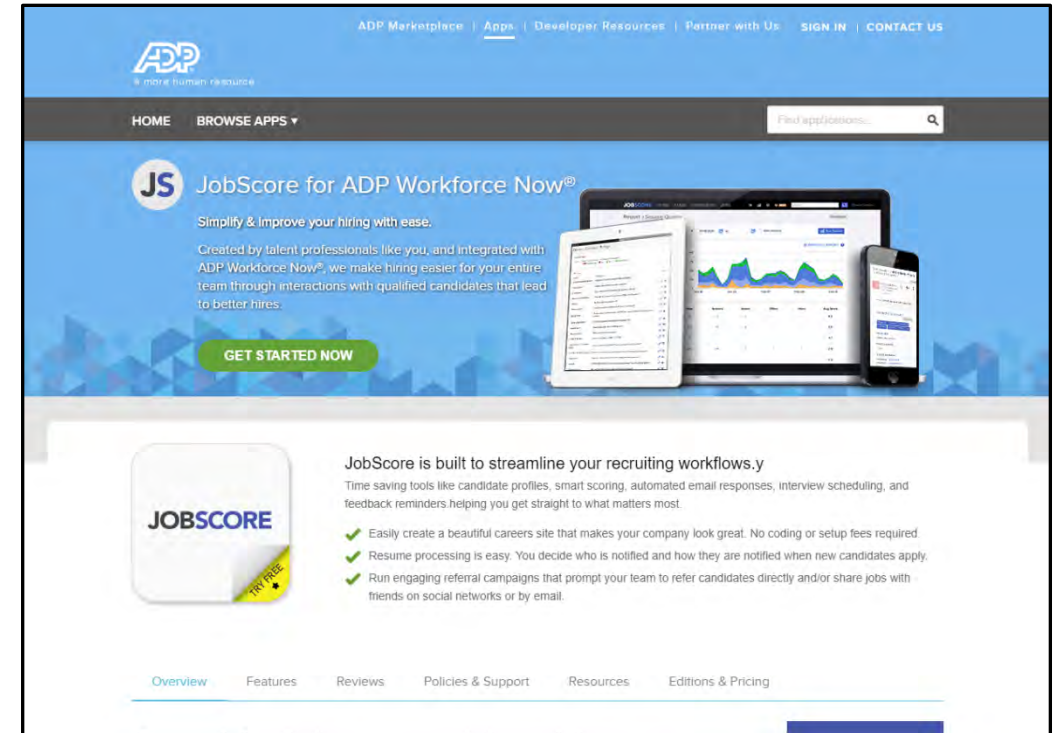## Checkout Exit Intent

Test Setup: A/B Split Test

Primary KPIs: Pageviews

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 11/30.

| Checkout Exit Intent (11/30 – 2/12)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Exit Intent Popup					
Control	2,219	0	0.00%	-	-
Variant	2,191	272	12.41 %	+13,673.8%	>99%
Drift CTA Clicks					
Control	2,219	0	0.00%	-	-
Variant	2,191	22	1.00%	0.0%	>99%
Drift Meetings Booked					
Control	2,219	0	0.00%	-	-
Variant	2,191	12	0.55%	0.0%	97%

Winner +13,000%

Variation #1

CRO | T054
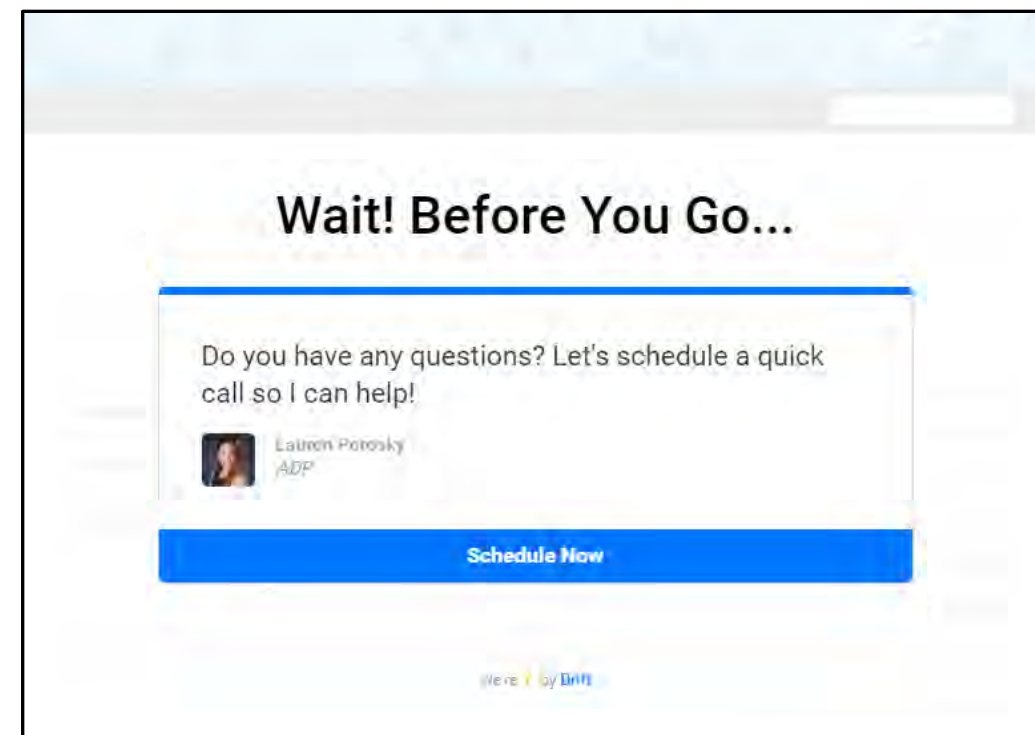
JobScore Hero Radical

Hypothesis: Adding product screenshots, benefits copy, and updating the CTA's color, copy, and position will illustrate the product, increase incentive, and draw attention to the CTA, increasing CTRs.

Control

Variation #1

VS.
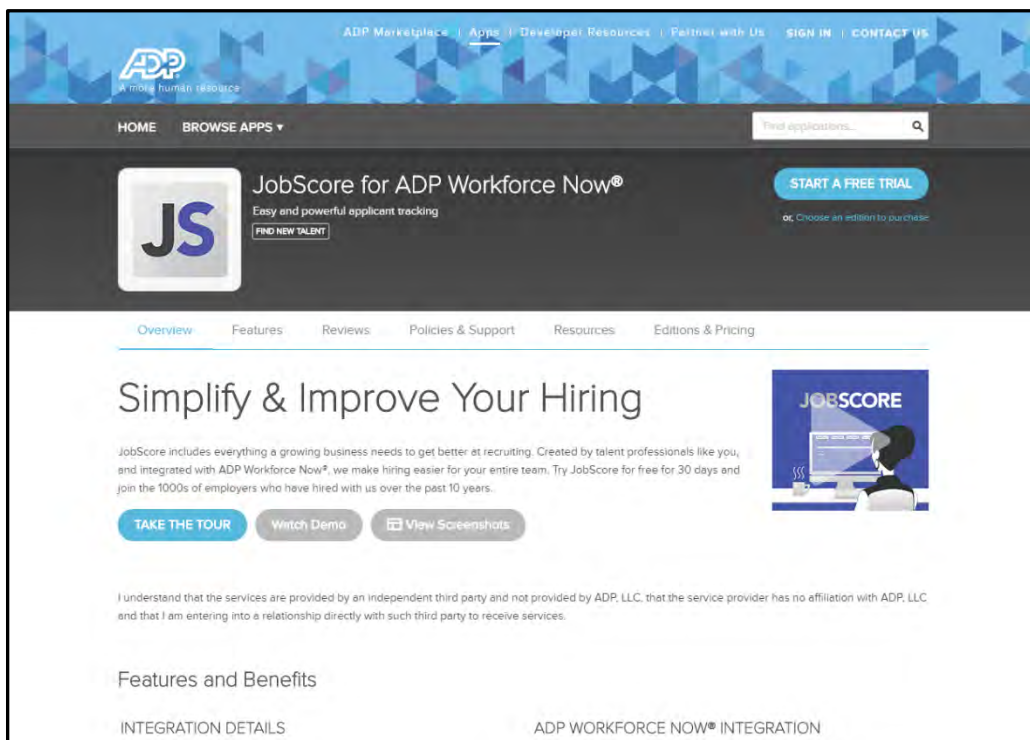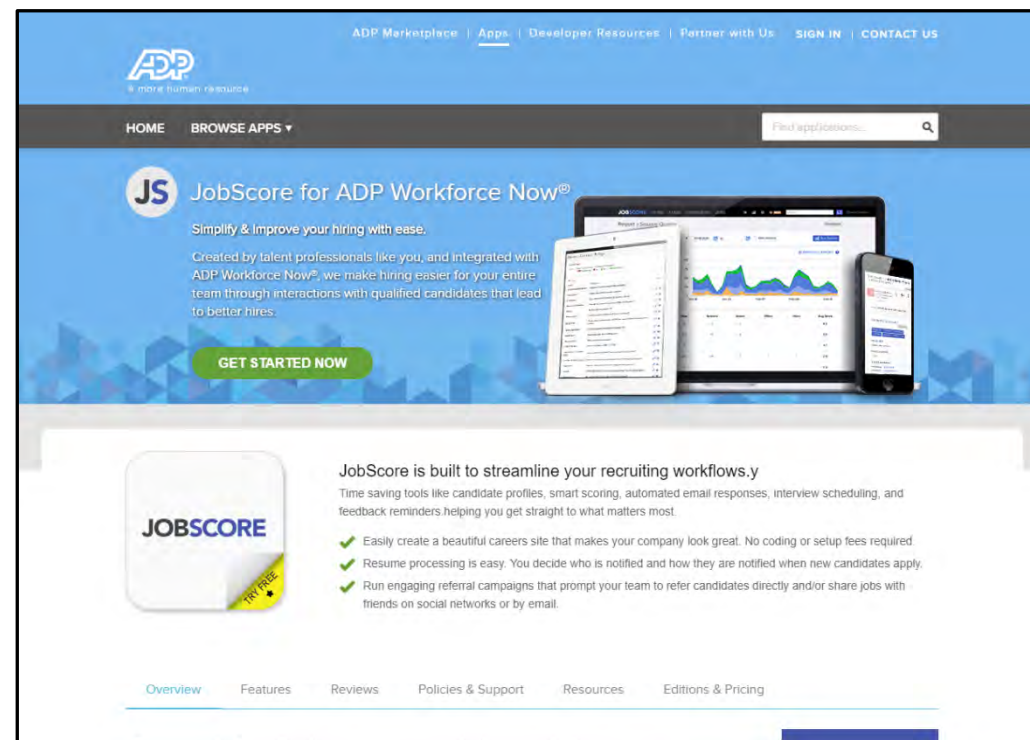
CRO | T054 – Final Results

JobScore Hero Radical

Test Setup: A/B Split Test

Primary KPIs: Hero CTA Clicks (e.g. Get Started Now)

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Re-launched on 1/8.

Variation #1

JobScore (1/8 – 2/20)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Hero: Get Started Now					
Control	119	1	0.84%	-	-
Variant	132	2	1.52%	+80.3%	15%
Receipt Page					
Control	119	1	0.84%	-	-
Variant	132	3	2.27%	+170.5%	<1%

CRO | T056

New Years Banner

Hypothesis: By adding a "New Year" banner to the homepage with links to top productivity tools will increase app pageviews, in turn increasing conversions by at least ~10%.

Control

Variation #1

VS.
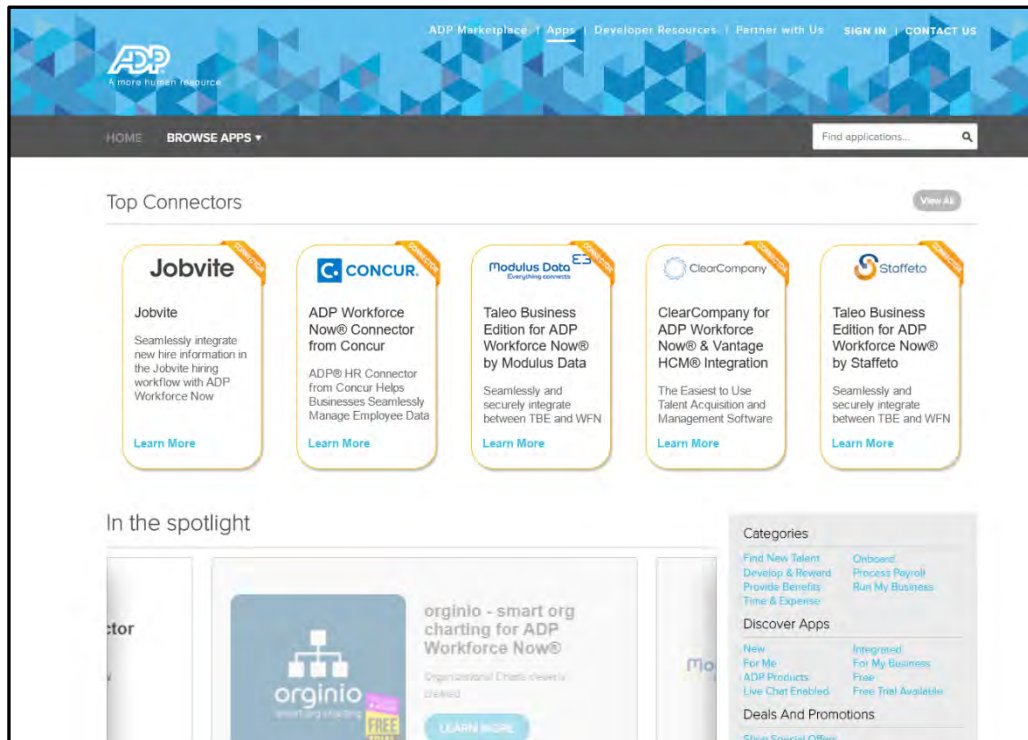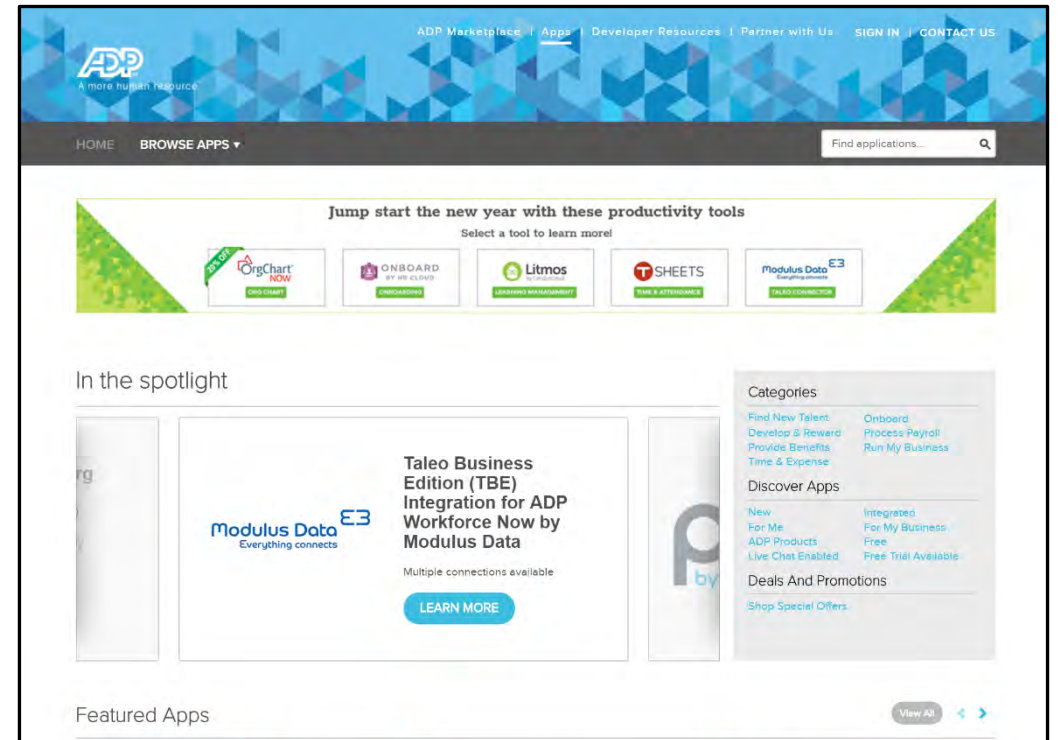
CRO | T056 – Final Results

New Years Banner

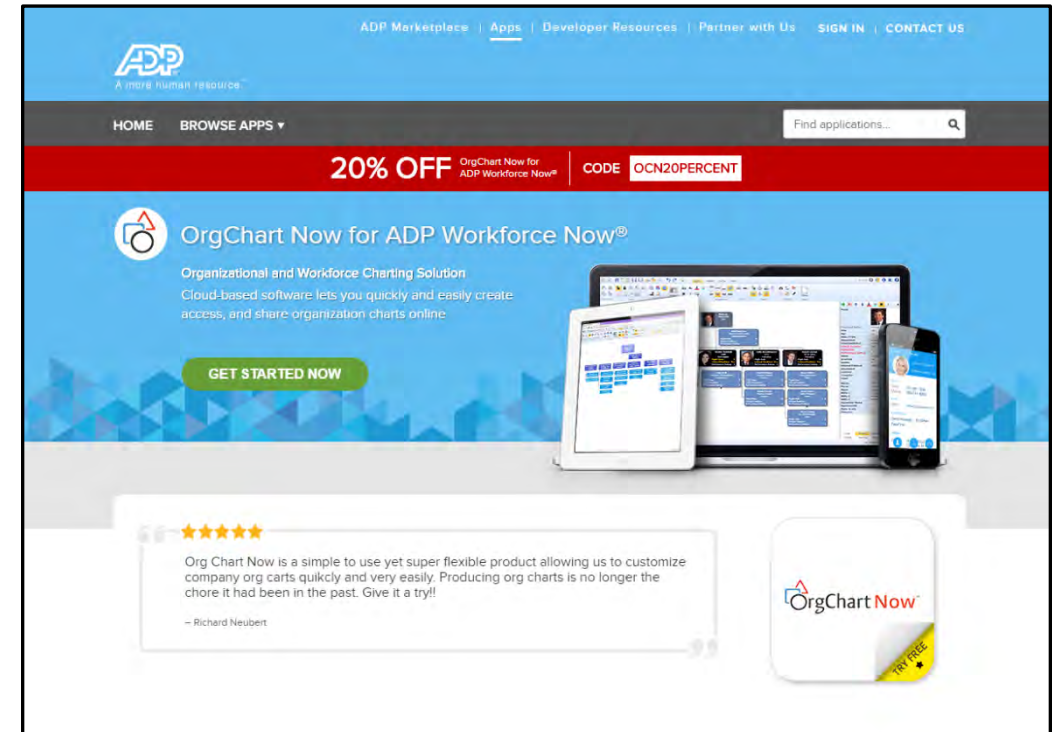**Test Setup**: 100% Variation #1

Primary KPIs: Tile Clicks

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 1/24. Stopped on 1/30.

Variation #1

New Years Banner (1/24 – 1/30)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
OrgChart	4,429	38	0.86%	0.0%	<1%
Onboard	4,429	25	0.56%	0.0%	<1%
Litmos	4,429	30	0.68%	0.0%	<1%
T-Sheets	4,429	29	0.65%	0.0%	<1%
Taleo	4,429	17	0.38%	0.0%	<1%
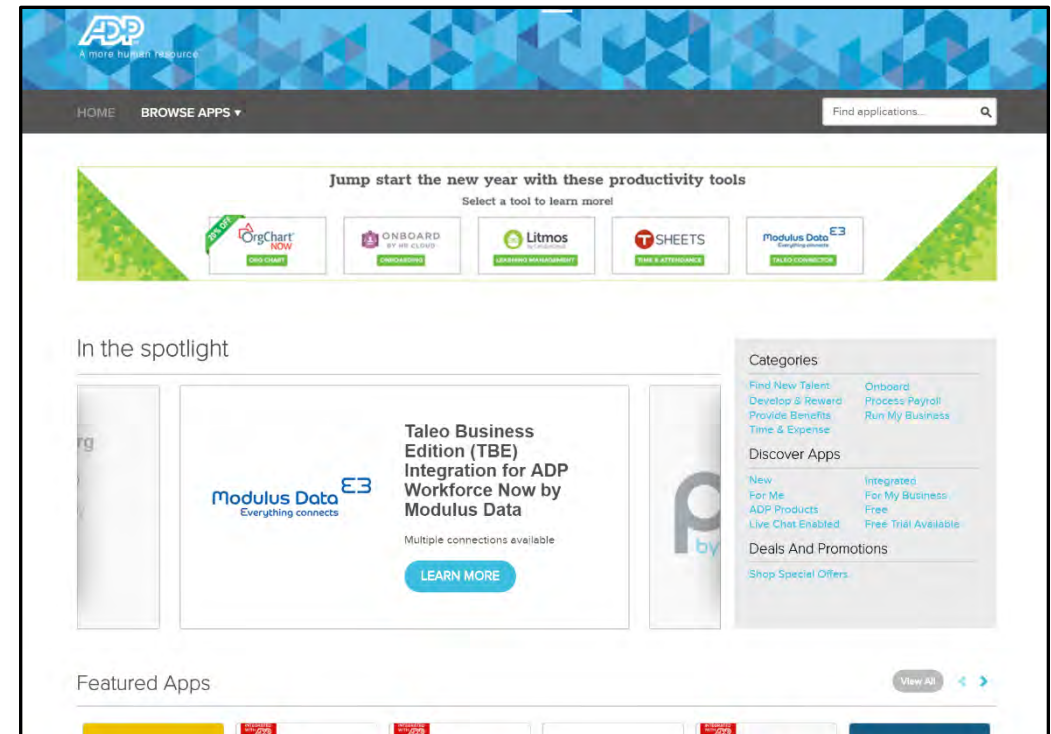
CRO | T058

OrgChart Promo Code

Hypothesis: By adding a 20% off promo code to the OrgChart app page will increase sales by at least ~15%.

Control

Variation #1

VS.
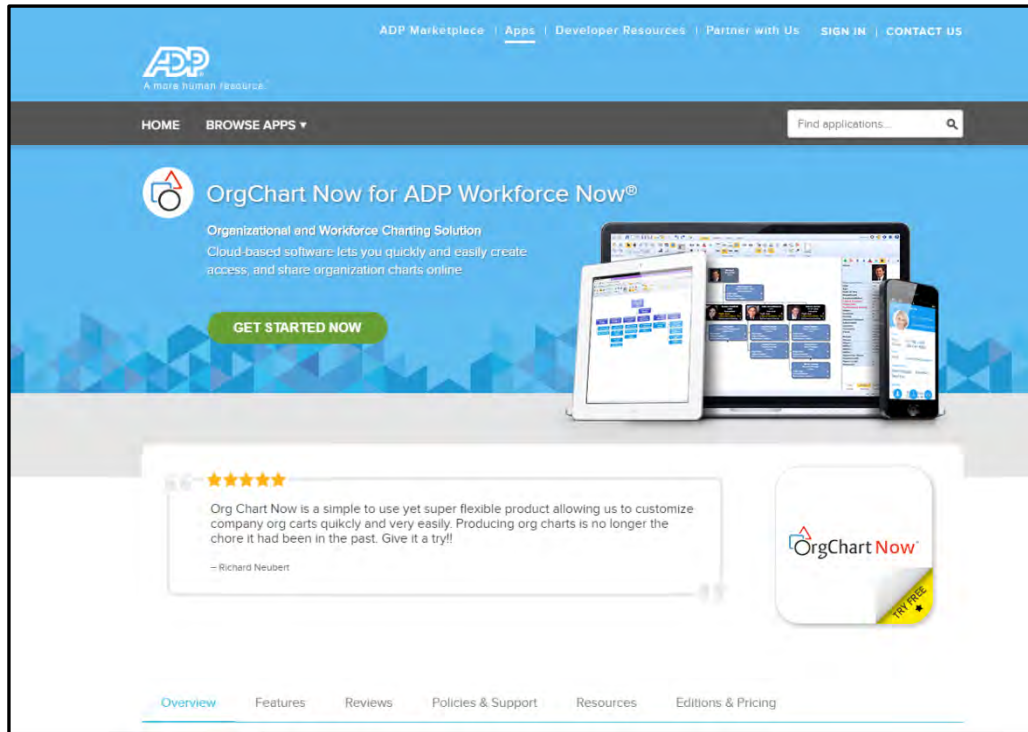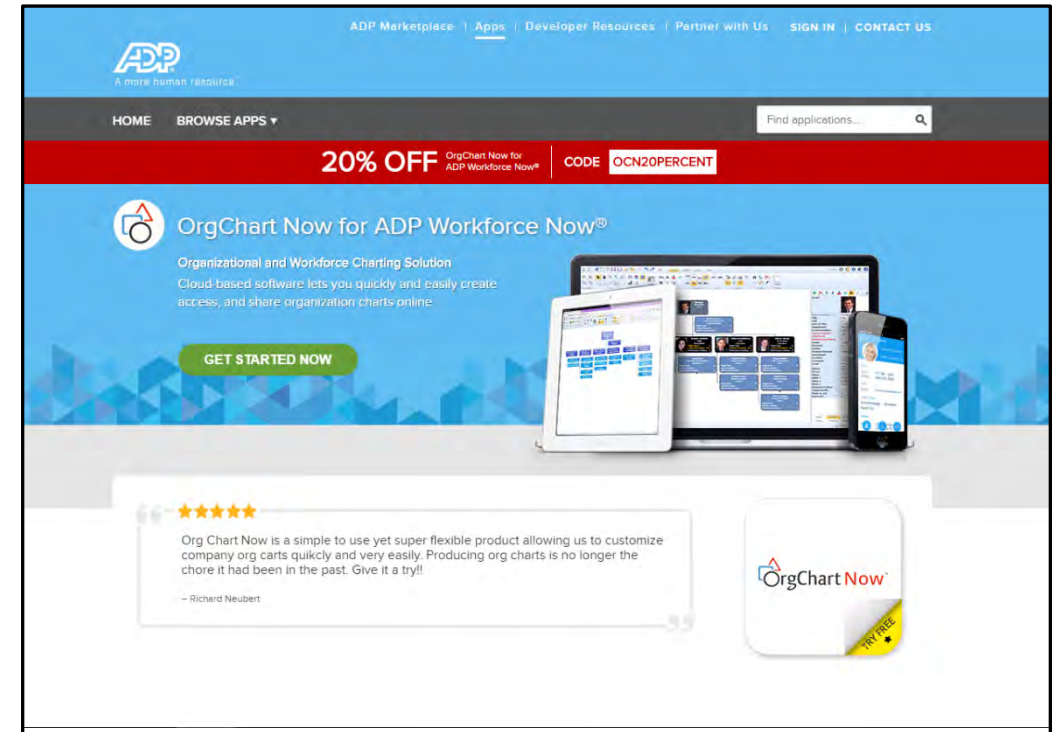
CRO | T058 – Final Results

OrgChart Promo Code

Test Setup: 100% Variation #1

Primary KPIs: Receipt pageviews - orders

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 1/25. Stopped on 4/3.

OrgChart Promo Code (1/25 – 4/3)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Purchase Pageview					
Variant	1,254	127	10.13%	0.0%	<1%
Payment Pageview					
Variant	1,254	71	5.66%	0.0%	<1%
Receipt Pageview					
Variant	1,254	51	4.07%	0.0%	<1%
Discount Apply CTA Click					
Variant	1,254	13	1.04%	0.0%	<1%

Variation #1

CRO | T060

New Year Banner – Red Promo

Hypothesis: Changing the 20% Off promo banner to red will increase OrgChart app pageviews by at least ~15%.

Control

Variation #1

VS.
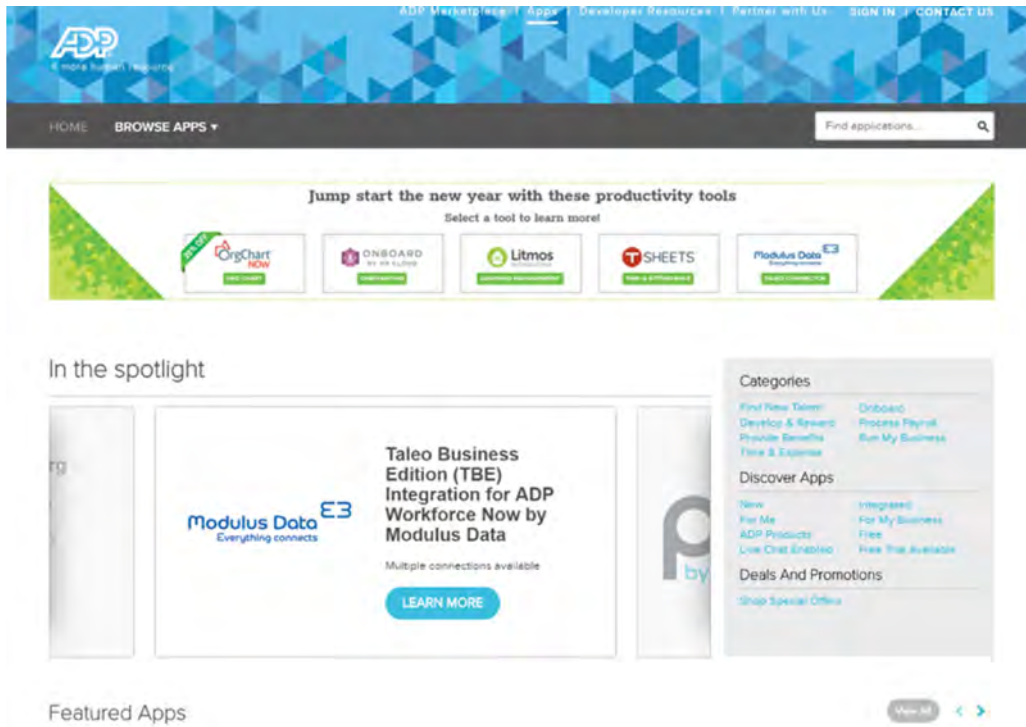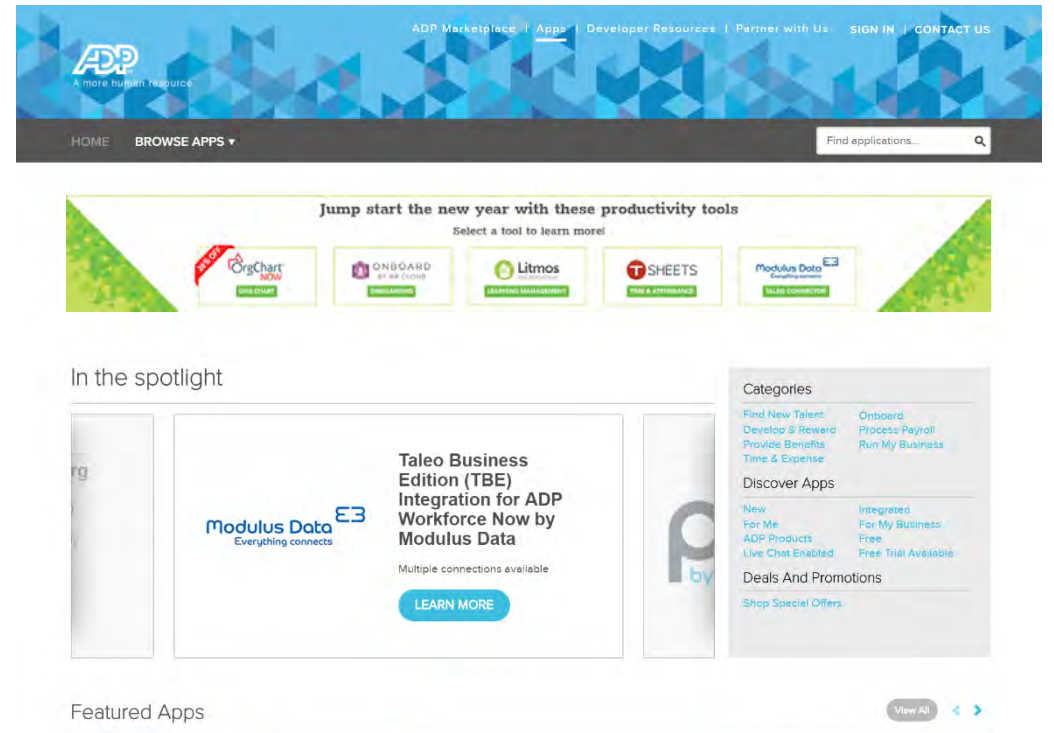
CRO | T060 – Final Results

New Year Banner – Red Promo

Test Setup: A/B Split Test

Primary KPIs: Tile Clicks

Traffic: All Traffic

Insights: Red 20% off banner has increased conversions by +205%.

Action Taken: Launched on 1/30. Redirected to Variation on 2/1.

APP	Variation	Visitors	Clicks	CTR	Delta	Sig.
	New Years Banner (1/30 – 2/1)					
OrgChart	Control	1,308	5	0.38%	-	-
	Variation #1	1,373	16	1.17%	+204.9%	70%
Onboard	Control	1,308	5	0.38%	-	-
	Variation #1	1,373	7	0.51%	+33.4%	<1%
Litmos	Control	1,308	3	0.23%	-	-
	Variation #1	1,373	4	0.29%	+27.0%	<1%
T-Sheets	Control	1,308	8	0.61%	-	-
	Variation #1	1,373	8	0.58%	-4.7%	<1%
Taleo	Control	1,308	8	0.61%	-	-
	Variation #1	1,373	11	0.80%	+31.0%	<1%

Winner +205%

Variation #1
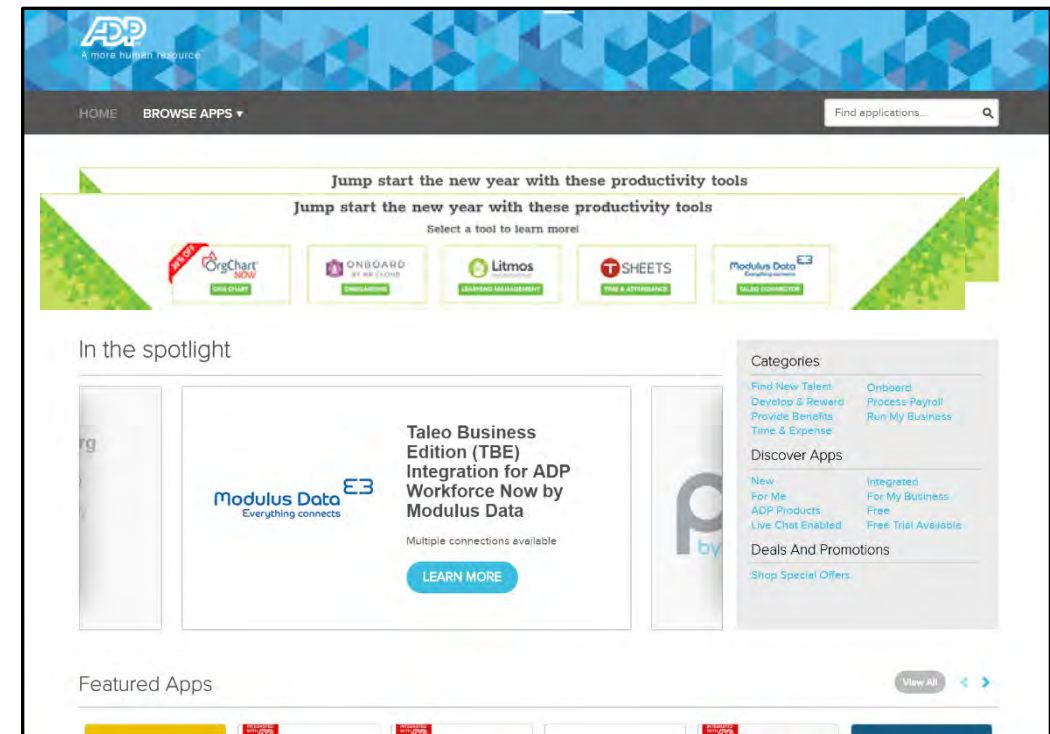
CRO | T061

Marketplace /home | OrgChart Tile + Promotional Offer

Hypothesis: By updating the OrgChart tile to have the 20% off band, moving the OrgChart tile to the first slot and adding the 20% off banner under "Promotional Offers" will increase traffic to OrgChart and in turn increase increase sales by at least ~15%.

Control

Variation #1

VS.
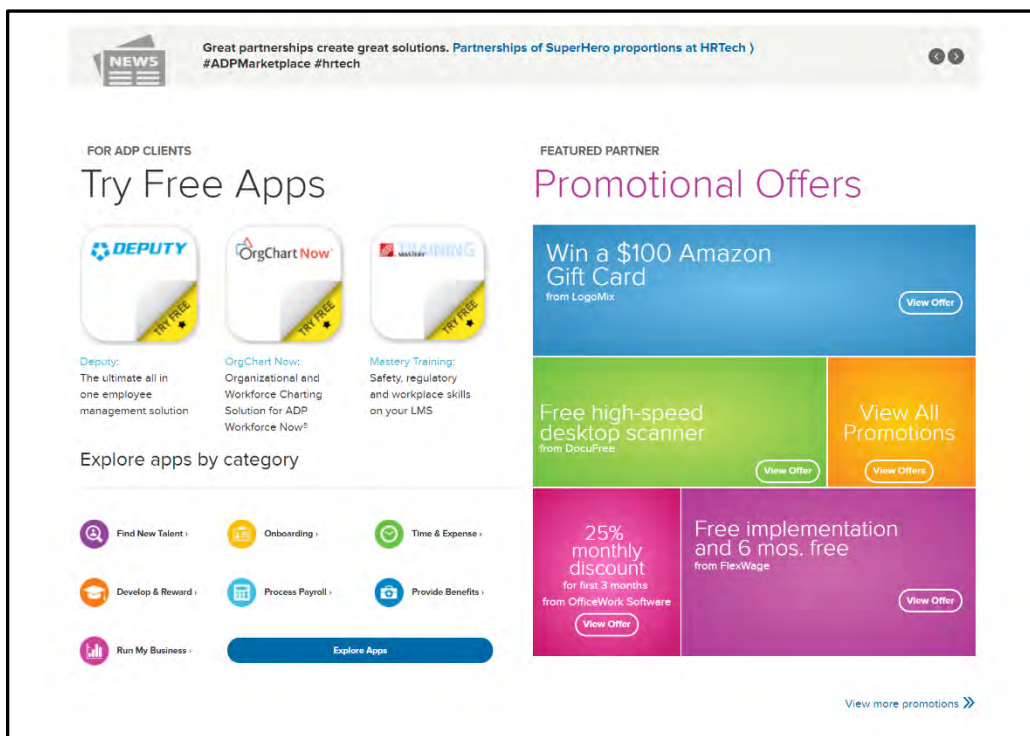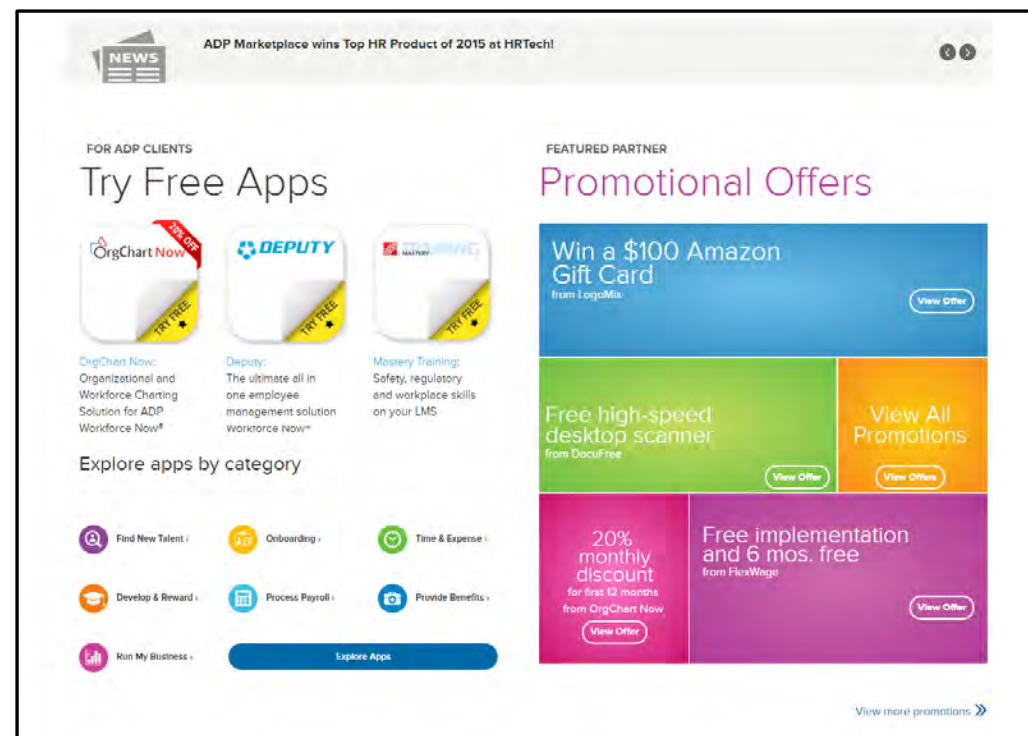
CRO | T061 – Final Results

Marketplace /home | OrgChart Tile + Promotional Offer
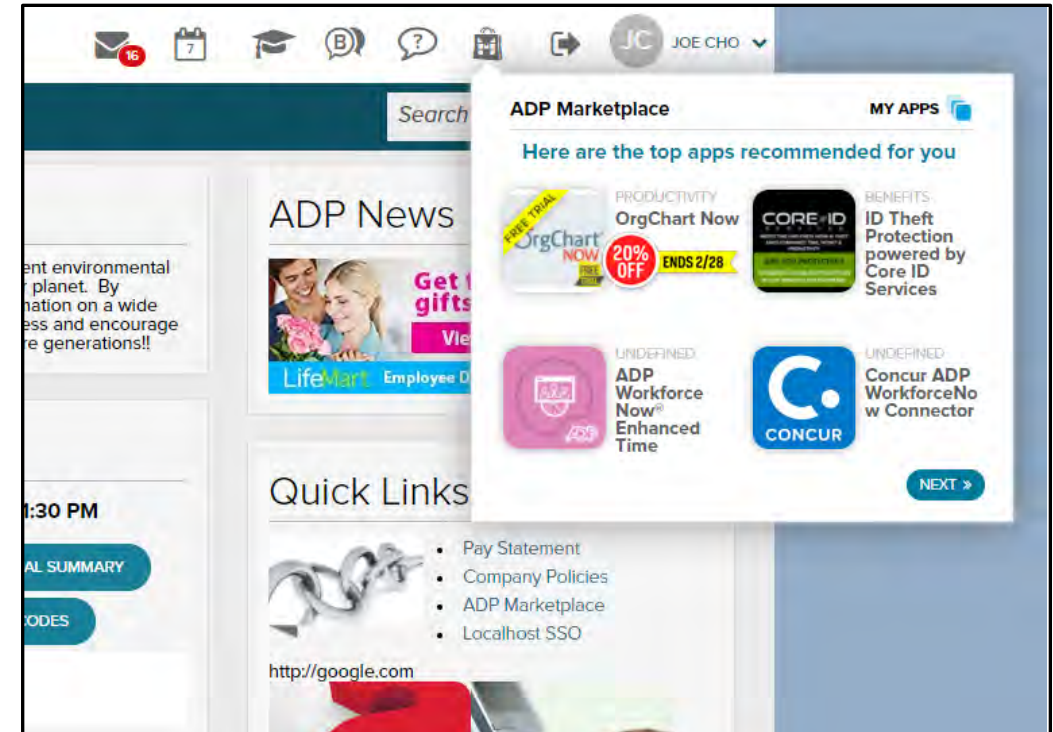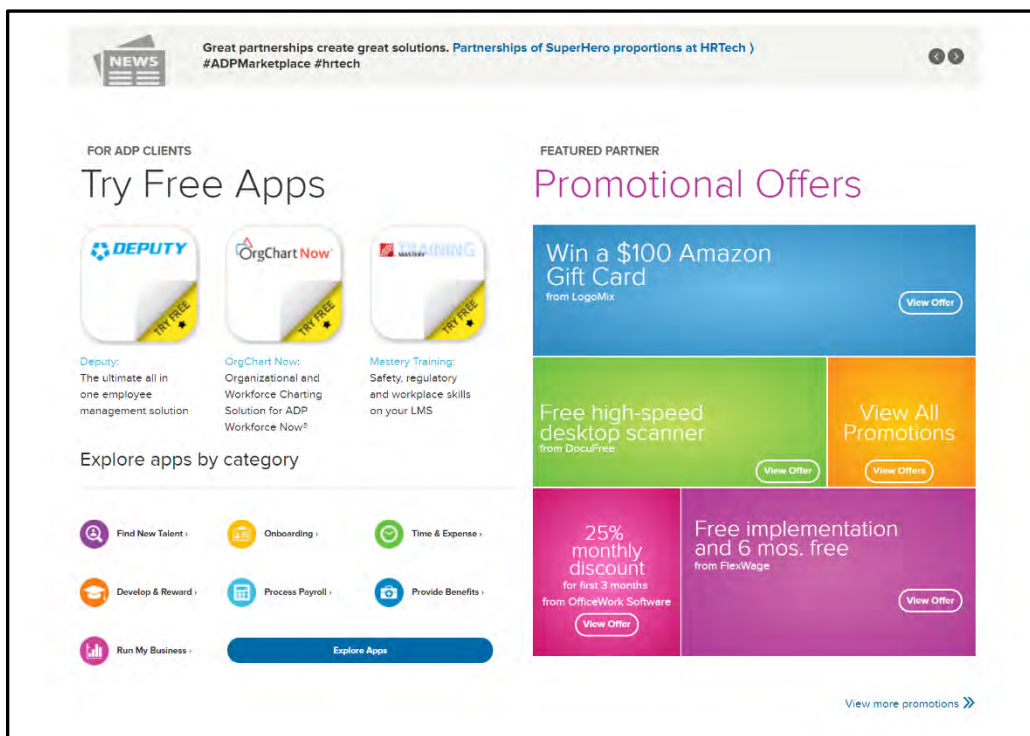
Test Setup: A/B Split Test

Primary KPIs: Tile CTR

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 2/7. Paused on 2/12

Variation #1

OrgChart Tile (2/7 – 2/12)					
	Visitors	Clicks	CTR	Delta	Sig.
Tile					
Control	3,194	4	0.13%	-	-
Variant	3,194	2	0.06%	-50.0%	<1%
Promo					
Control	3,194	0	0.00%	-	-
Variant	3,194	0	0.00%	0.0%	<1%

CRO | T062

Marketplace | WFN Embeddable
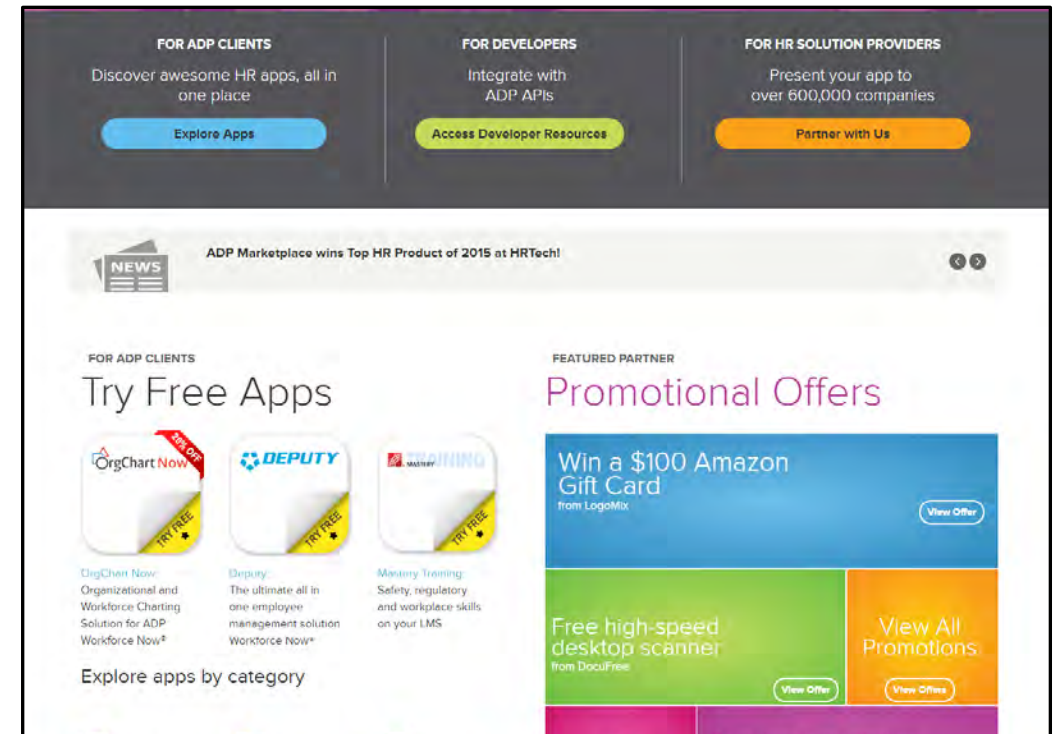
Hypothesis: Adding a 20% off badge with OrgChart tile will increase traffic to OrgChart and in turn increase sales by at least ~15%.

Control

Variation #1

VS.
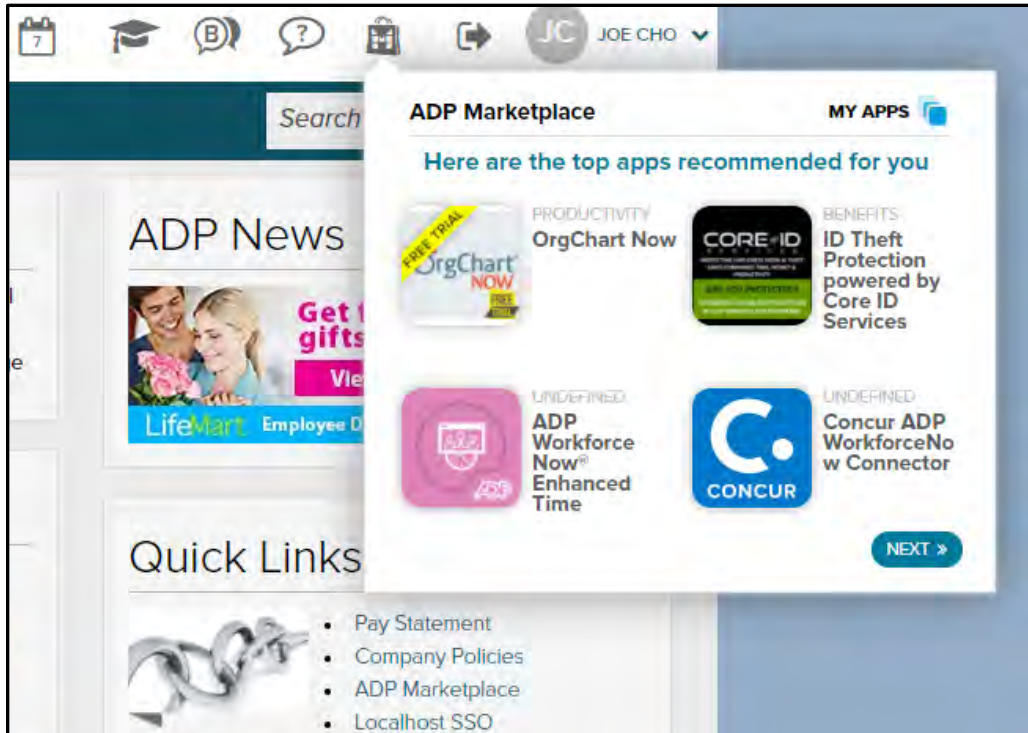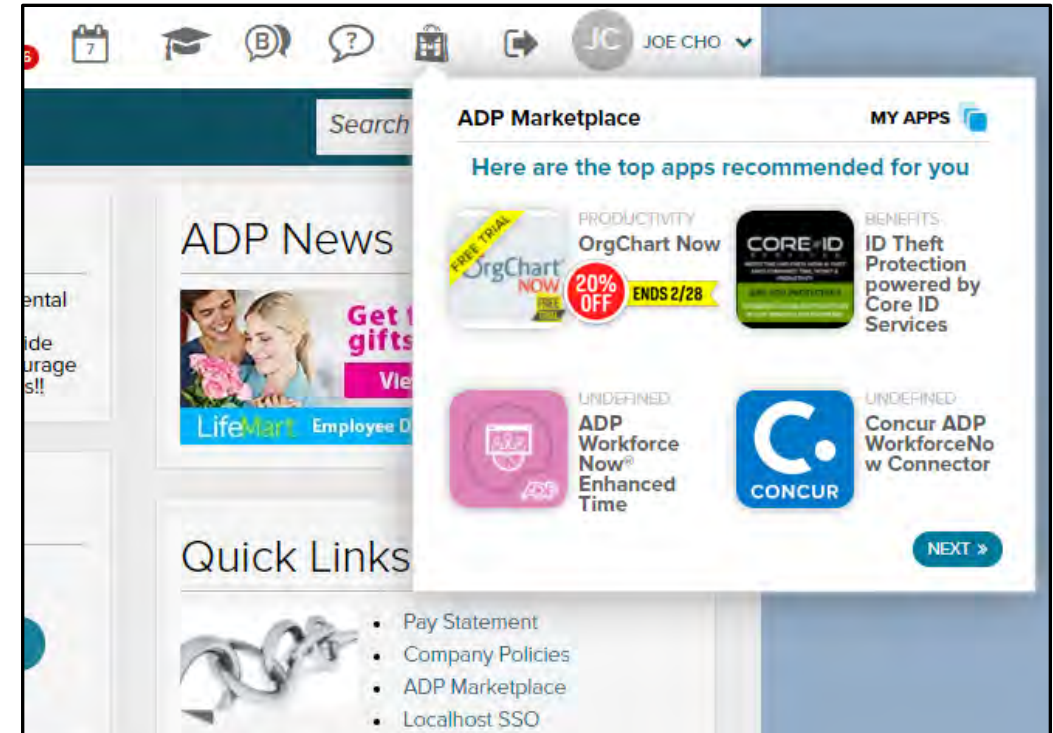
CRO | T062 – Final Results

Marketplace | WFN Embeddable

Test Setup: A/B Split Test

Primary KPIs: Learn More CTR

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 2/8 at 20%. Increased traffic to 50% on 2/9. Increased traffic to 100% on 2/12.

Variation #1

Embeddable (2/8 – 3/5)					
	Visitors	Clicks	CTR	Delta	Sig.
Tile Click					
Control	3,532	33	0.93%	-	-
Variant	3,586	34	0.95%	+1.5%	6%
Learn More Click					
Control	3,532	35	0.99%	-	-
Variant	3,586	37	1.03%	+4.1%	37%

CRO | T063

Marketplace /home | OrgChart Tile + Promotional Offer

Hypothesis: By updating the OrgChart tile to have the 20% off band, moving the OrgChart tile to the first slot and adding the 20% off banner under "Promotional Offers" will increase traffic to OrgChart and in turn increase increase sales by at least ~15%.

Control

Variation #1

VS.
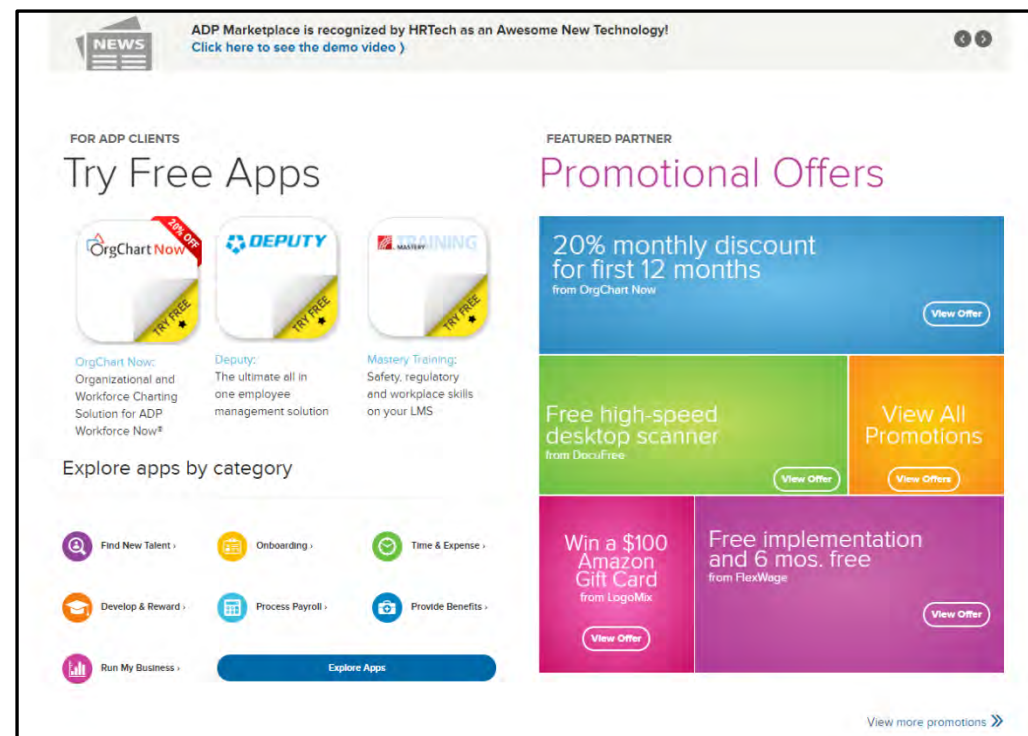
CRO | T063 – Final Results

Marketplace /home | OrgChart Tile + Promotional Offer

Test Setup: A/B Split Test

Primary KPIs: Tile CTR

Traffic: All Traffic

Insights: It is too early for the test results to be significant.

Action Taken: Launched on 2/12. Stopped experiment on 3/5. Results were inconclusive.

Variation #1

OrgChart Tile (2/12 – 3/5)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Tile					
Control	13,303	11	0.08%	-	-
Variant	13,235	8	0.06%	-26.9%	<1%
Promo					
Control	13,303	2	0.03%	-	-
Variant	13,235	2	0.02%	-49.7%	<1%
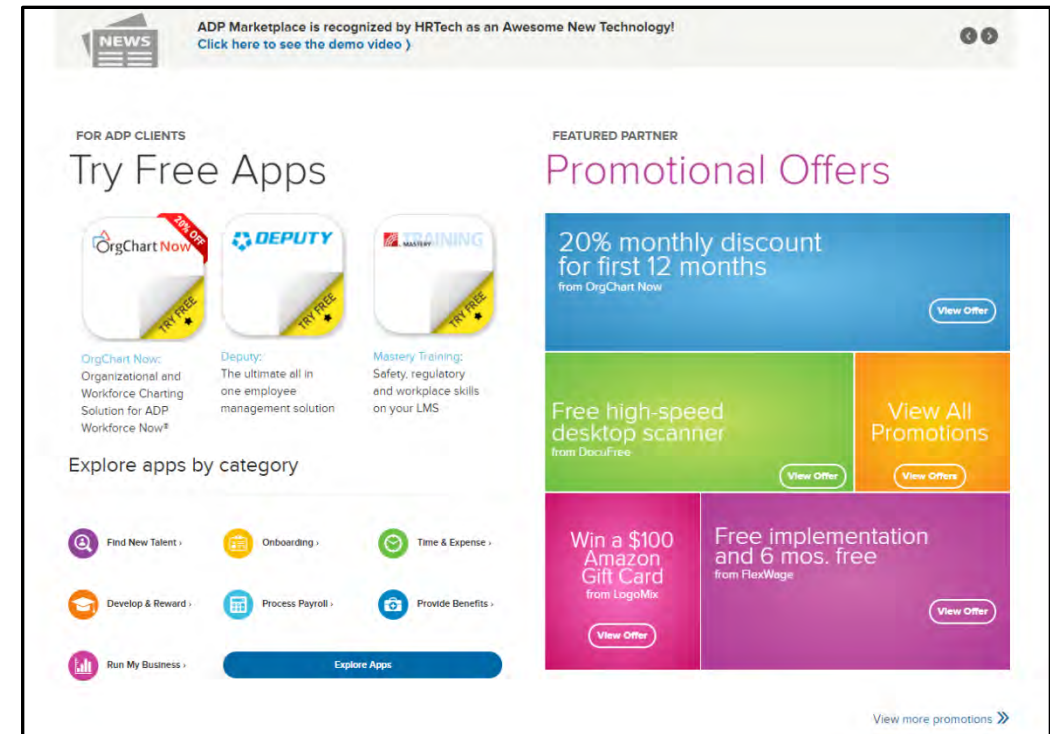
CRO | T064

Productivity Banner – Copy Test

Hypothesis: Changing the copy on the productivity banner will increase OrgChart app pageviews by at least ~15%.

Control

Variation #1

Variation #2

CRO | T064 – Final Results

Productivity Banner – Copy Test

Test Setup: A/B/C Split Test

Primary KPIs: Tile Clicks

Traffic: All Traffic

Insights: Results were inconclusive. Turned off when 20% off promo ended.

Action Taken: Launched on 2/28. Stopped on 4/3.

APP	Variation	Visitors	Clicks	CTR	Delta	Sig.
		Productivity Banner (2/28 – 4/3)				
OrgChart	Control	9,560	64	0.67%	-	-
	Variation #1	9,354	77	0.82%	+23.0%	<1%
	Variation #2	9,035	59	0.65%	-2.5%	<1%
Onboard	Control	9,560	55	0.58%	-	-
	Variation #1	9,354	78	0.83%	+44.9%	<1%
	Variation #2	9,035	63	0.70%	+21.2%	<1%
Litmos	Control	9,560	53	0.55%	-	-
	Variation #1	9,354	56	0.60%	+8.0%	<1%
	Variation #2	9,035	52	0.58%	+3.8%	<1%
T-Sheets	Control	9,560	65	0.68%	-	-
	Variation #1	9,354	70	0.75%	+10.1%	<1%
	Variation #2	9,035	61	0.68%	-0.8%	<1%
Taleo	Control	9,560	24	0.25%	-	-
	Variation #1	9,354	23	0.25%	+1.6%	<1%
	Variation #2	9,035	18	0.20%	+1.3%	<1%

Variation #1
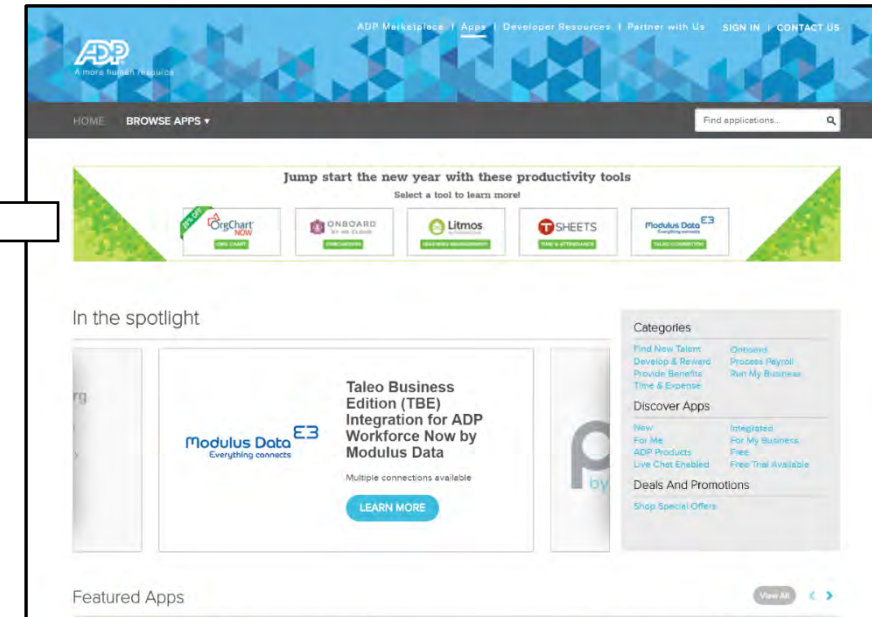
Productivity tools to improve your business

Variation #2
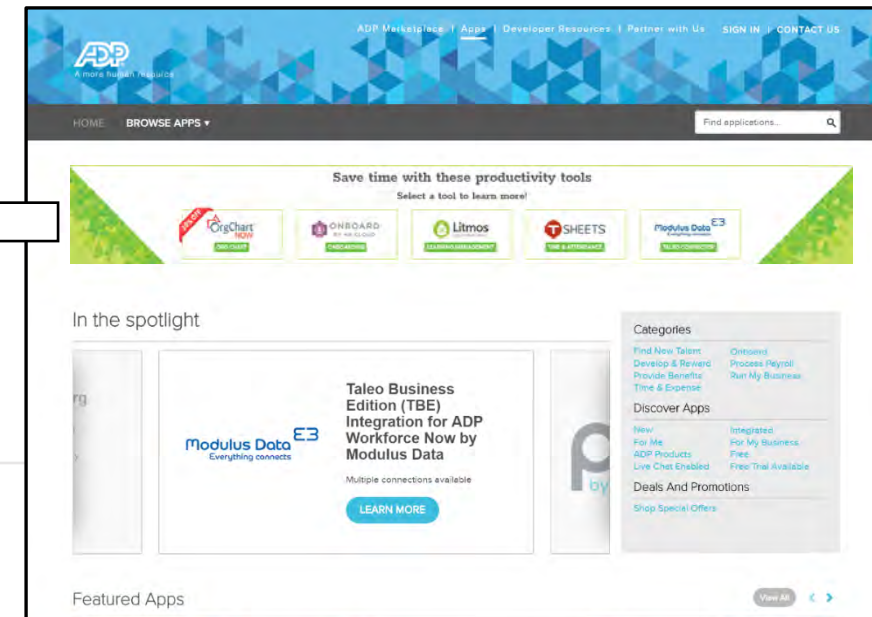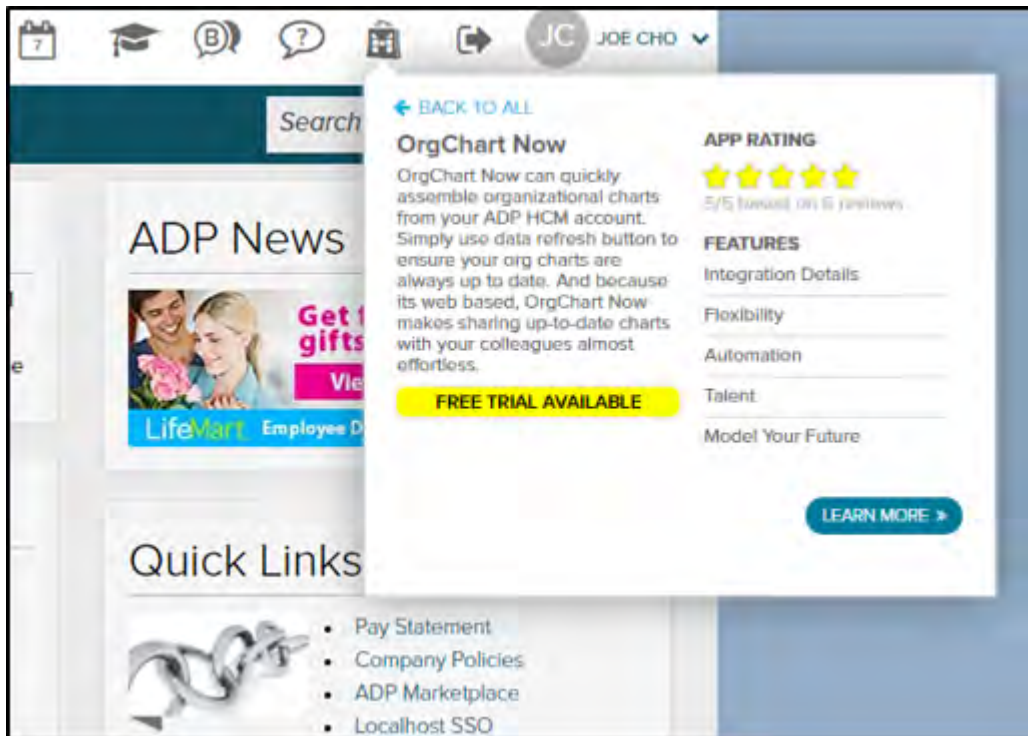

Save time with these productivity tools

CRO | T065
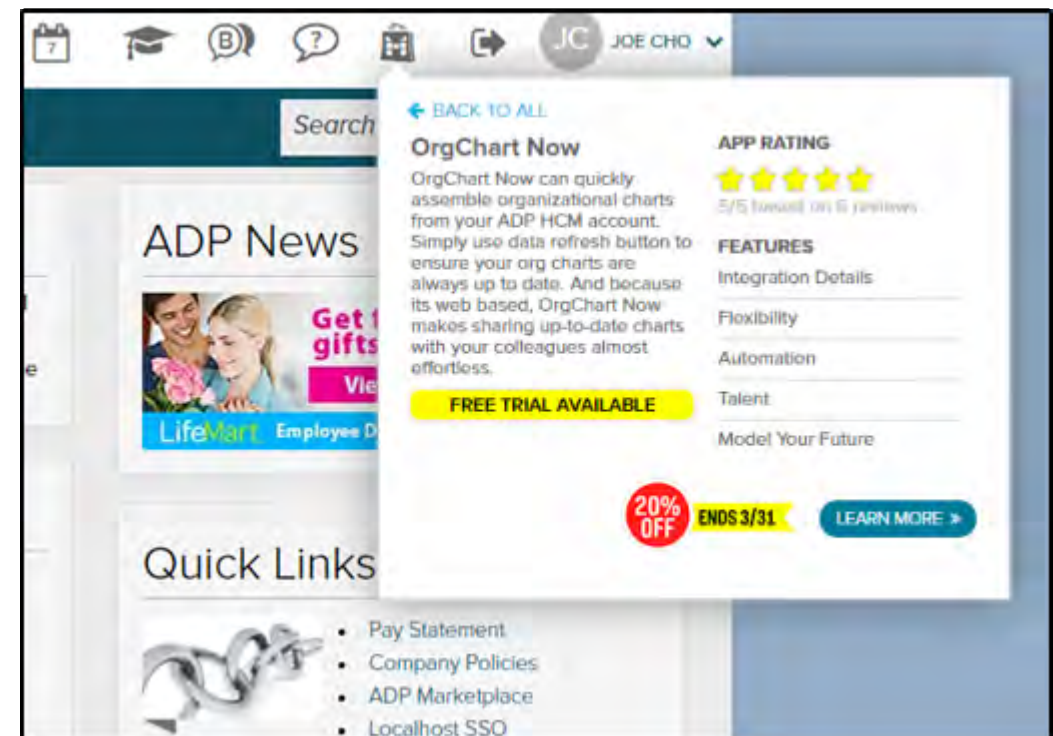
Marketplace | WFN Embeddable

Hypothesis: Adding the 20% off badge with OrgChart tile to the detail screen will increase traffic to OrgChart and in turn increase sales by at least ~15%.

Control

Variation #1

VS.

CRO | T065 – Final Results

Marketplace | WFN Embeddable

Test Setup: A/B Split Test

Primary KPIs: Learn More CTR

Traffic: All Traffic

Insights: Results were inconclusive. Turned off when 20% off promo ended.

Action Taken: Launched on 3/5. Stopped on 4/3.

Variation #1

Embeddable (3/5 – 4/3)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Tile Click					
Control	8,448	104	1.23%	-	-
Variant	8,529	82	0.96%	-21.9%	34%
Learn More Click					
Control	8,448	30	0.36%	-	-
Variant	8,529	26	0.30%	-14.2%	27%
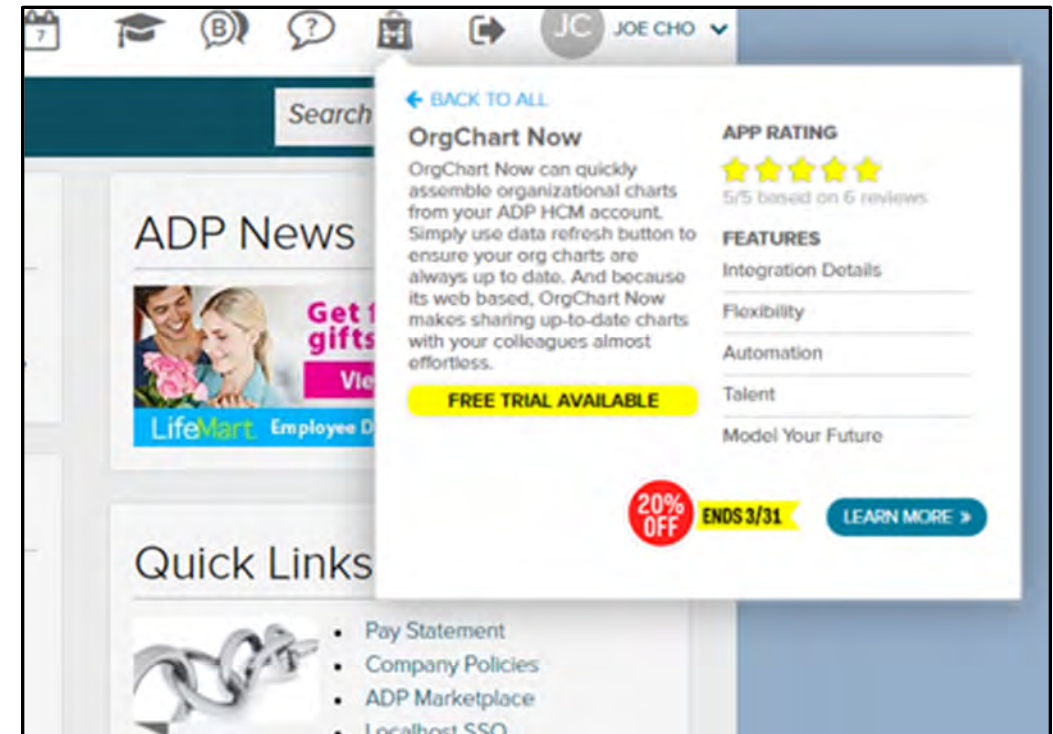
CRO | T066

Marketplace /home | OrgChart News Feed Banner

Hypothesis: By replacing the news ticker with an OrgChart promo banner will increase traffic to OrgChart and in turn increase sales by at least ~10%.

Control

Variation #1

VS.
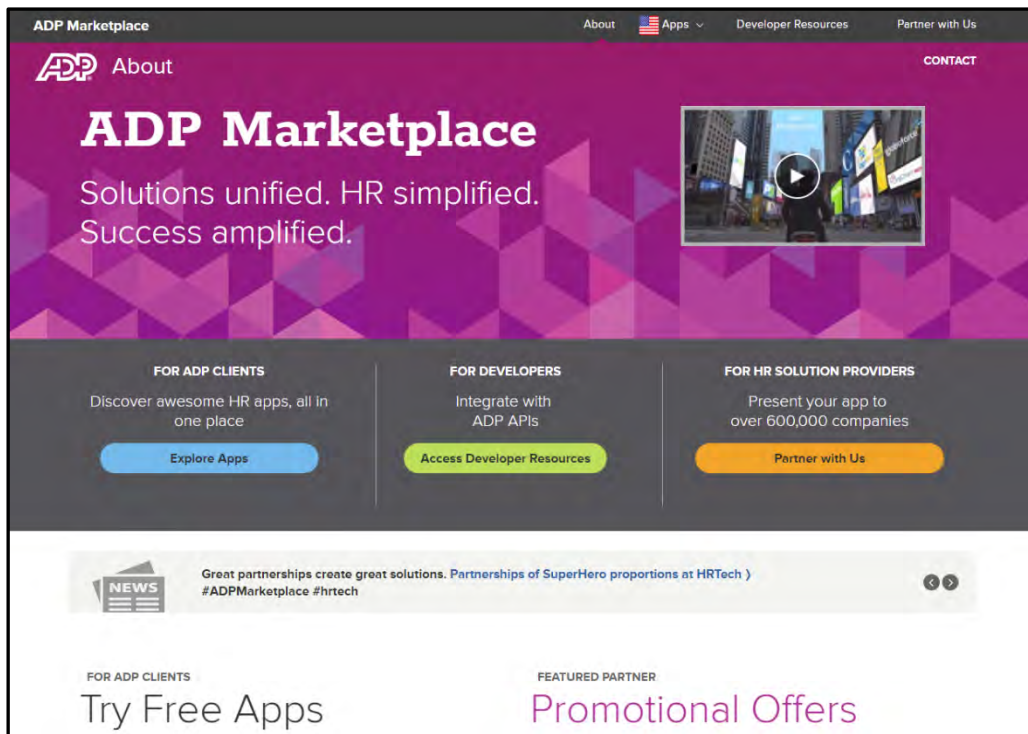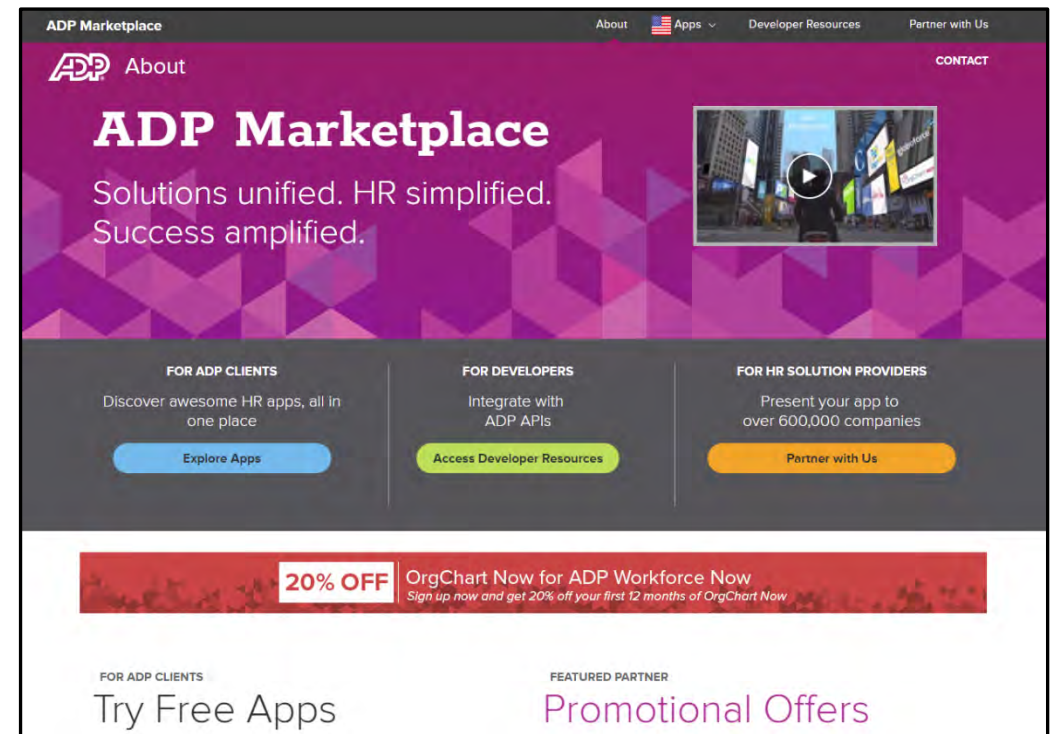
CRO | T066 – Final Results

Marketplace /home | OrgChart News Feed Banner

Test Setup: A/B Split Test

Primary KPIs: Promo Banner CTR

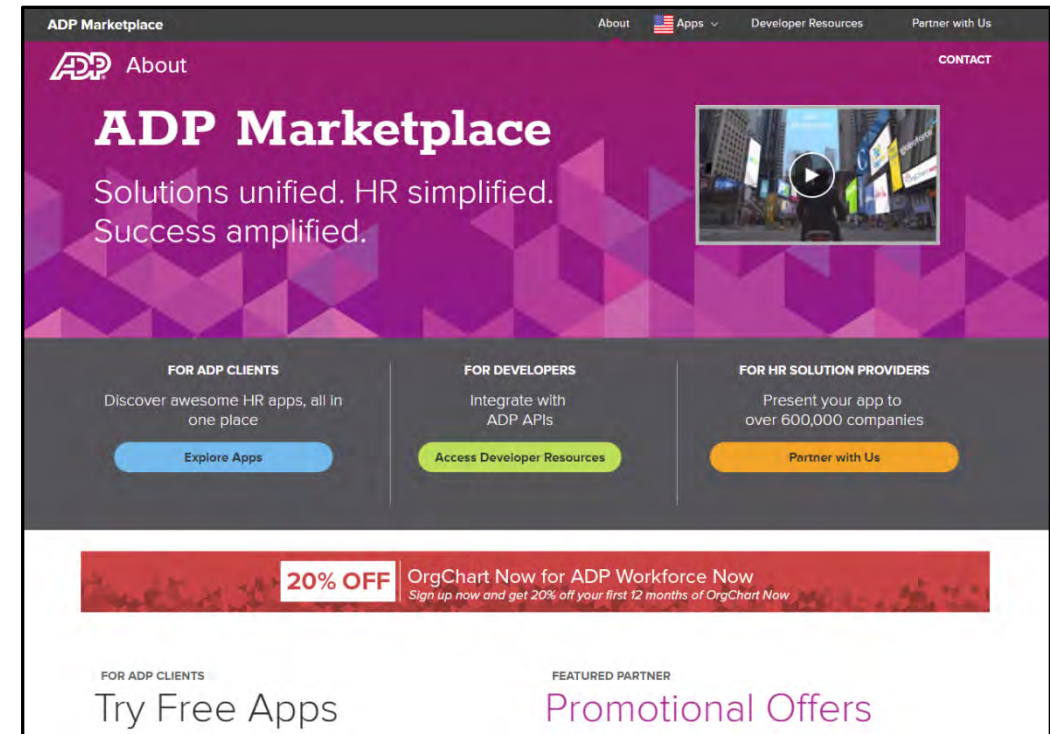**Traffic**: All Traffic

Insights: Results were inconclusive. Turned off when 20% off promo ended.

Action Taken: Launched on 3/5. Increased traffic allocation to variation to 75% on 3/27. Stopped on 4/3.

Variation #1

OrgChart Promo Banner (3/5 – 4/3)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Banner					
Control	9,683	0	0.00%	-	-
Variant	11,294	8	0.07%	0.0%	63%

CRO | T067

OrgChart Complimentary Apps - Litmos

Hypothesis: By recommending OrgChart via Drift to users that could benefit based on their existing apps we will increase traffic to OrgChart and in turn increase free trial sign ups by at least ~10%.

Control
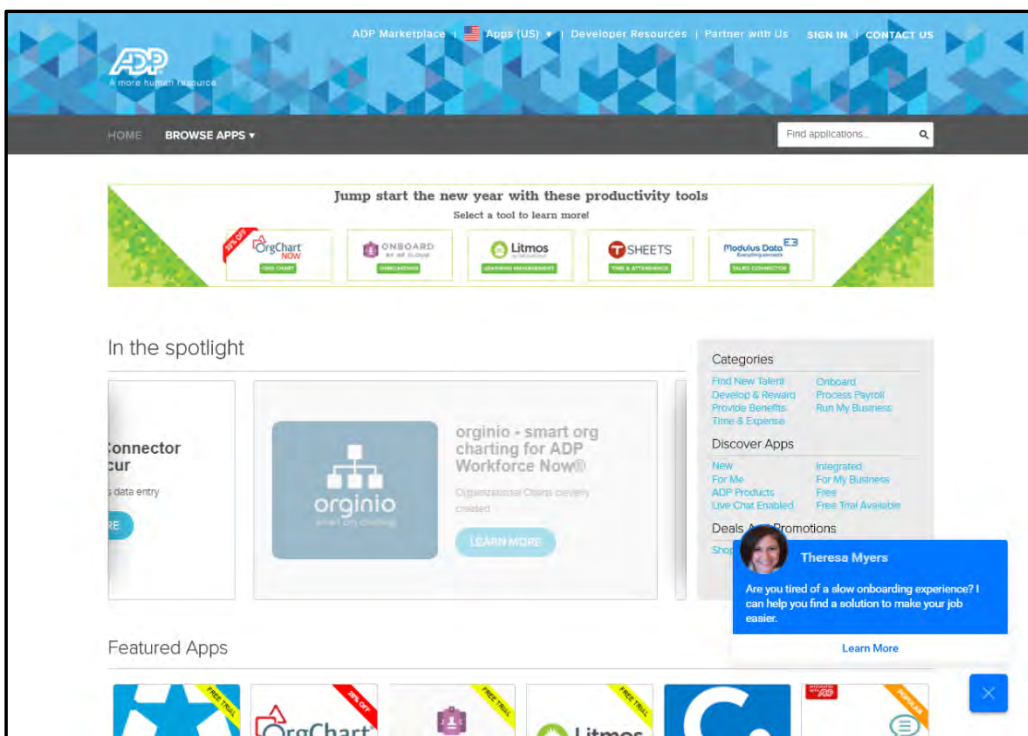
Variation #1

VS.
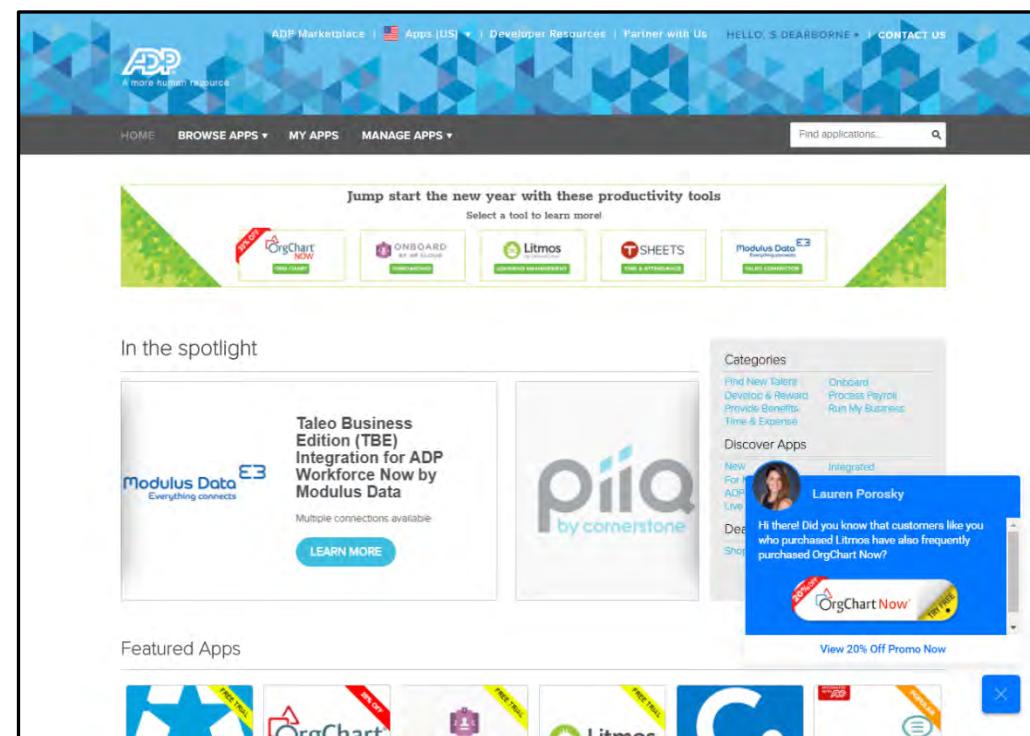
CRO | T067 – Final Results

OrgChart Complimentary Apps - Litmos

Test Setup: 100% Variation
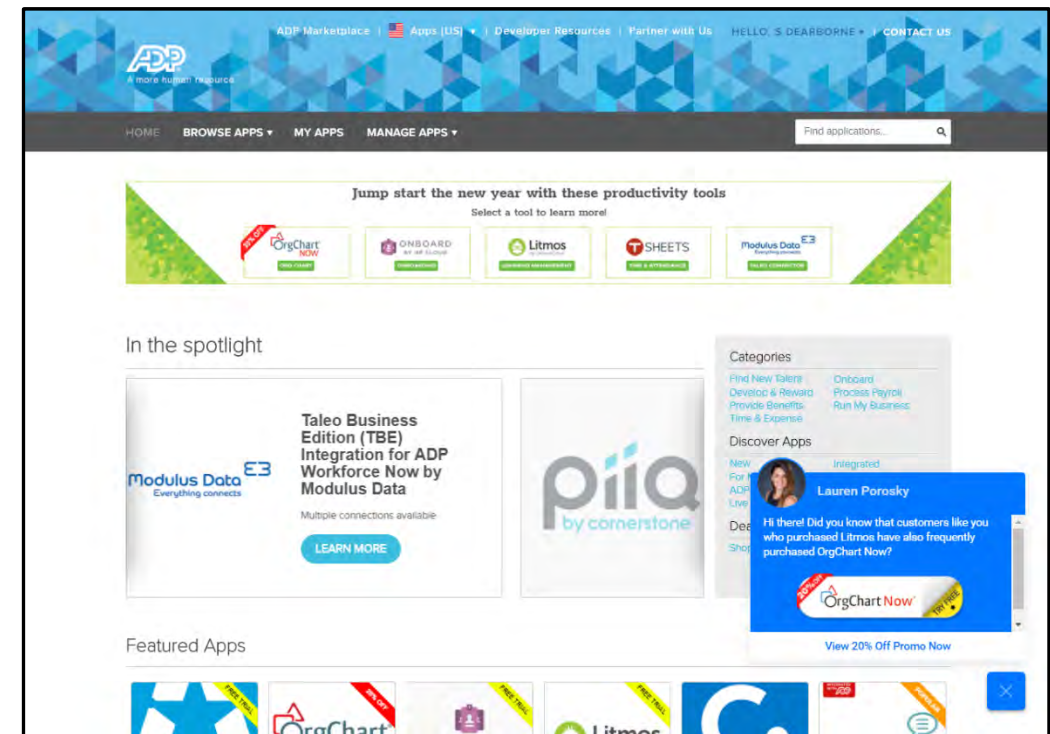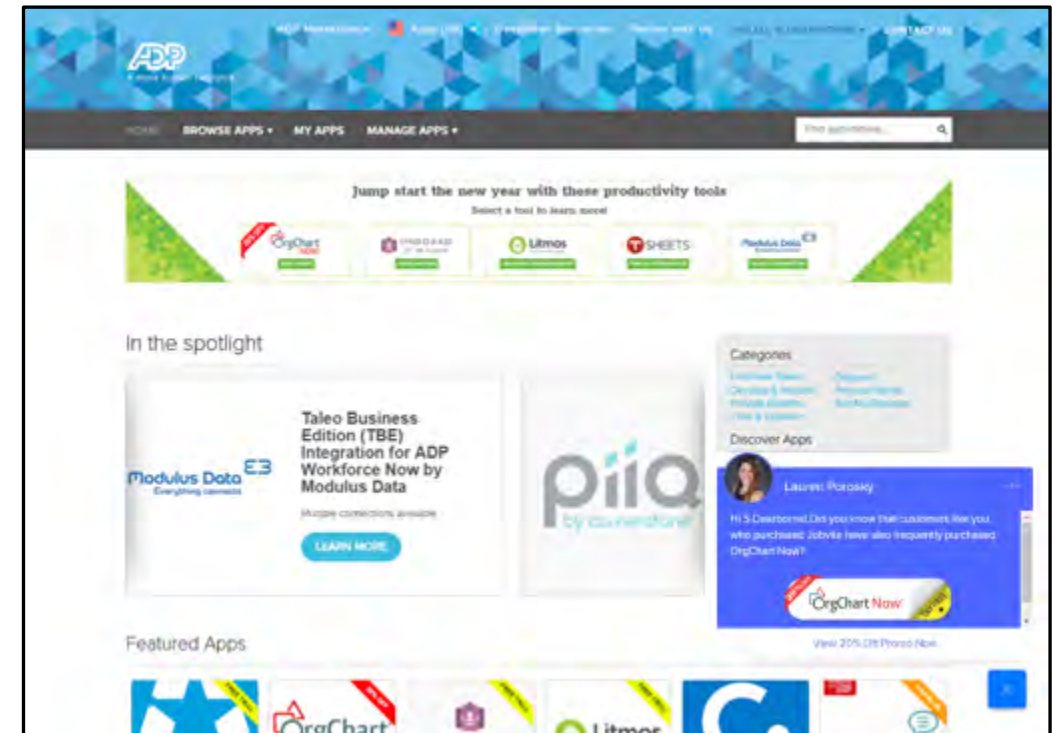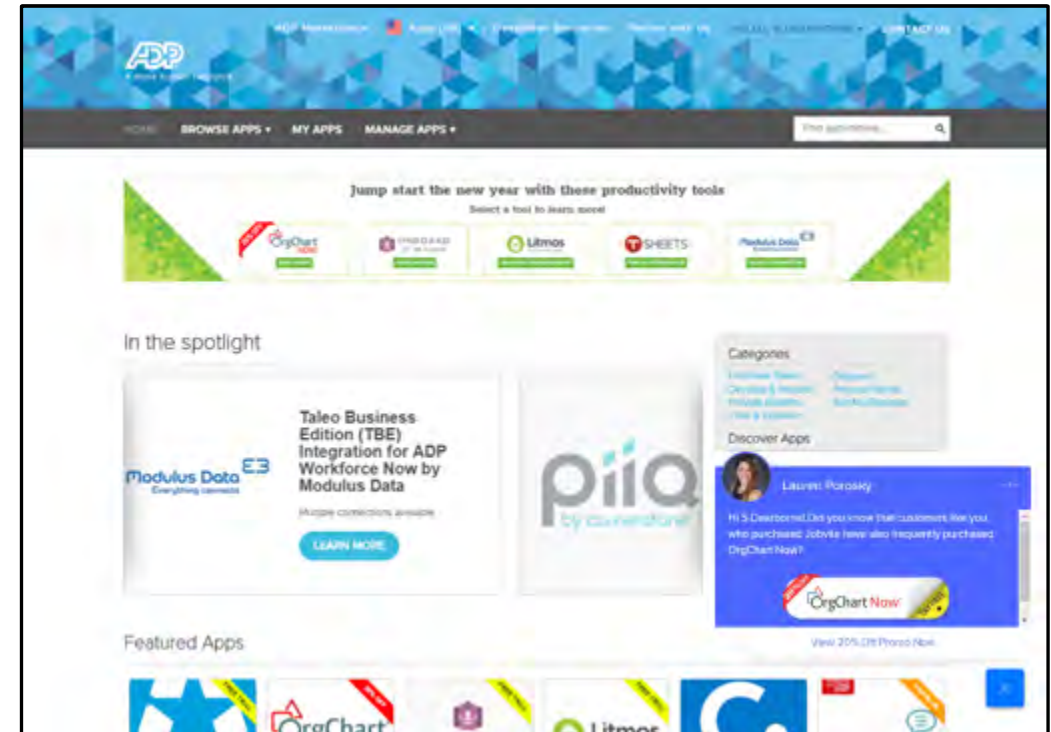
Primary KPIs: Learn More CTR

Traffic: User's who have already purchased Litmos

Insights: Results were inconclusive due to a small sample size.

Action Taken: Launched on 3/26. Stopped test on 4/3.

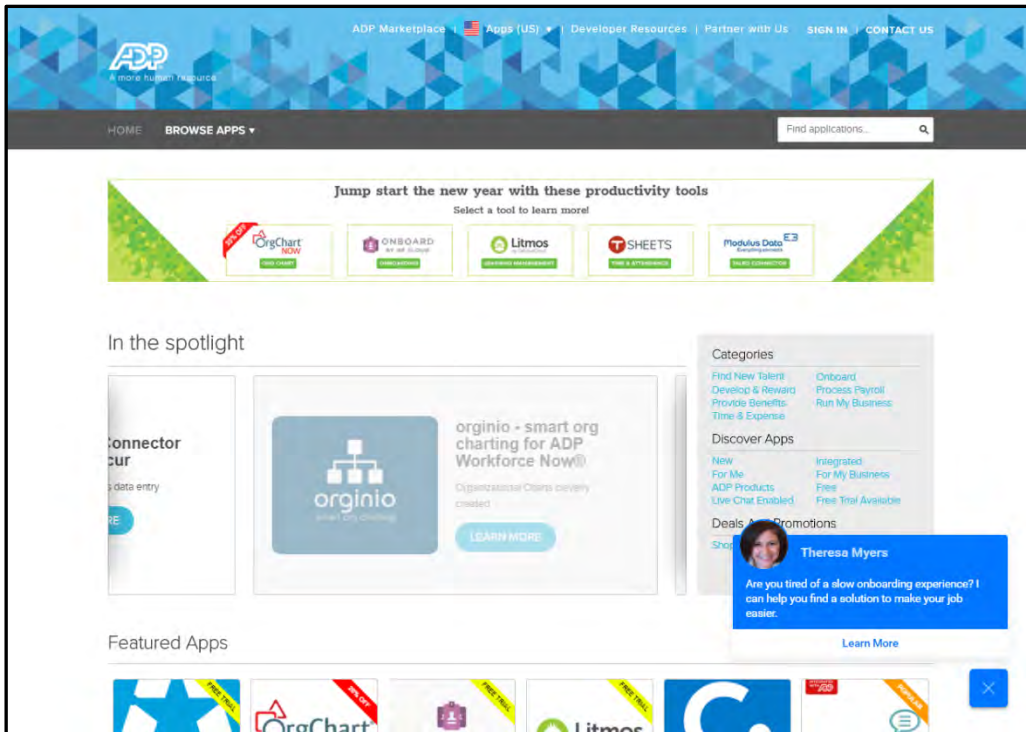| OrgChart Complimentary Apps (3/26 – 4/3)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Drift CTA Click					
Variation #1	7	0	0.00%	-	-
Drift Message Loaded					
Variation #1	7	6	85.71%	-	-
Drift Message Closed					
Variation #1	7	3	42.86%	-	-
OrgChart Pageviews					
Variation #1	7	1	14.29%	-	-

Variation #1

CRO | T068
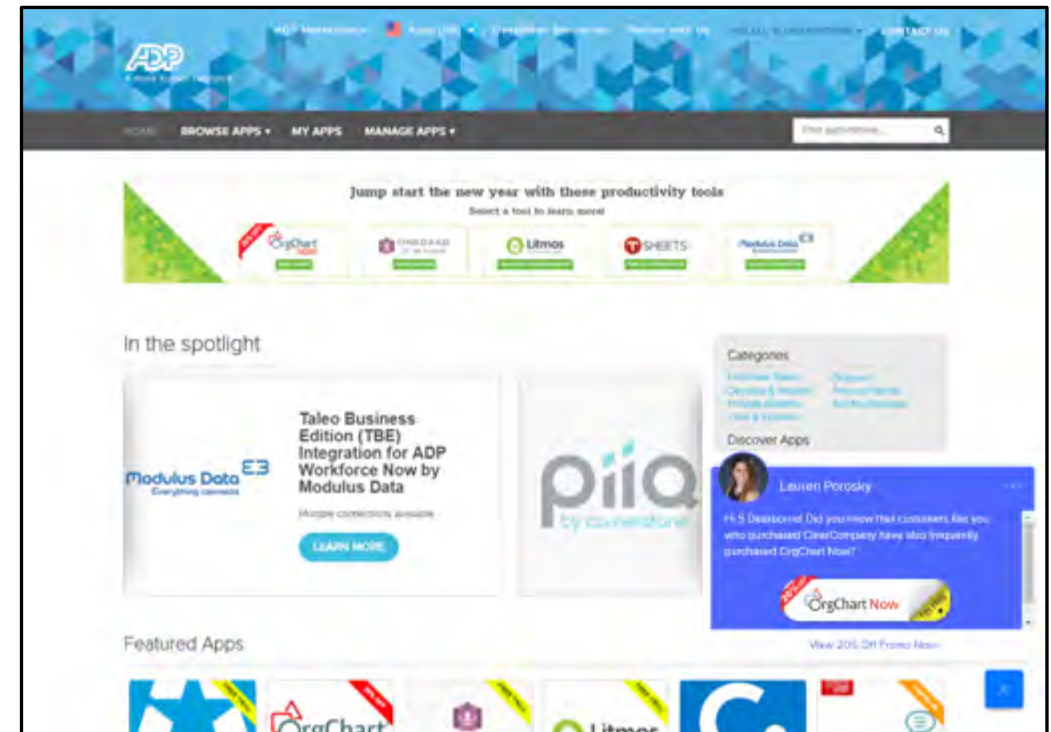
OrgChart Complimentary Apps - Jobvite

Hypothesis: By recommending OrgChart via Drift to users that could benefit based on their existing apps we will increase traffic to OrgChart and in turn increase free trial sign ups by at least ~10%.

Control

Variation #1

VS.
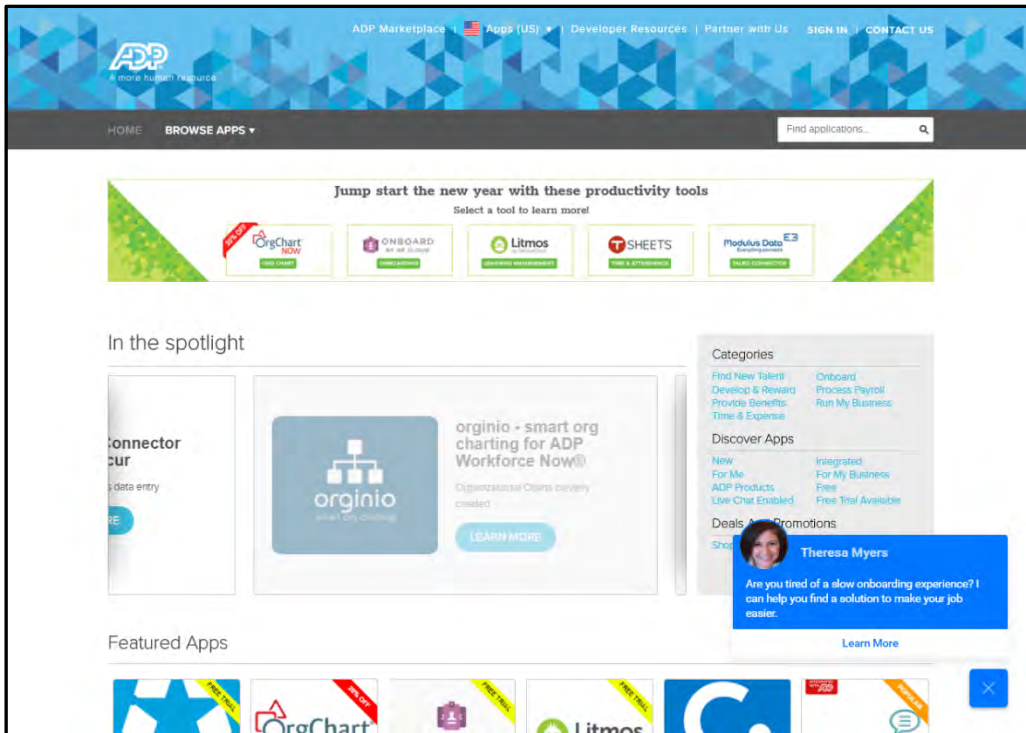
CRO | T068 – Final Results

OrgChart Complimentary Apps - Jobvite

Test Setup: 100% Variation

Primary KPIs: Learn More CTR

Traffic: User's who have already purchased Jobvite

Insights: Results were inconclusive due to a small sample size.

Action Taken: Launched on 3/26. Stopped test on 4/3.

OrgChart Complimentary Apps (3/26 – 4/3)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Drift CTA Click					
Variation #1	4	0	0.00%	-	-
Drift Message Loaded					
Variation #1	4	4	100.00%	-	-
Drift Message Closed					
Variation #1	4	2	50.00%	-	-
OrgChart Pageviews					
Variation #1	4	0	0.00%	-	-

Variation #1

CRO | T069

OrgChart Complimentary Apps - ClearCompany

Hypothesis: By recommending OrgChart via Drift to users that could benefit based on their existing apps we will increase traffic to OrgChart and in turn increase free trial sign ups by at least ~10%.

Control

Variation #1

VS.

CRO | T069 – Final Results

OrgChart Complimentary Apps - ClearCompany

Test Setup: 100% Variation

Primary KPIs: Learn More CTR

Traffic: User's who have already purchased ClearCompany

Insights: Results were inconclusive due to a small sample size.

Action Taken: Launched on 3/26. Stopped test on 4/3.

OrgChart Complimentary Apps (3/26 – 4/3)					
	Visitors	Clicks	CTR	Delta	Sig.
Drift CTA Click					
Variation #1	3	0	0.00%	-	-
Drift Message Loaded					
Variation #1	3	3	100.00%	-	-
Drift Message Closed					
Variation #1	3	1	33.33%	-	-
OrgChart Pageviews					
Variation #1	3	0	0.00%	-	-
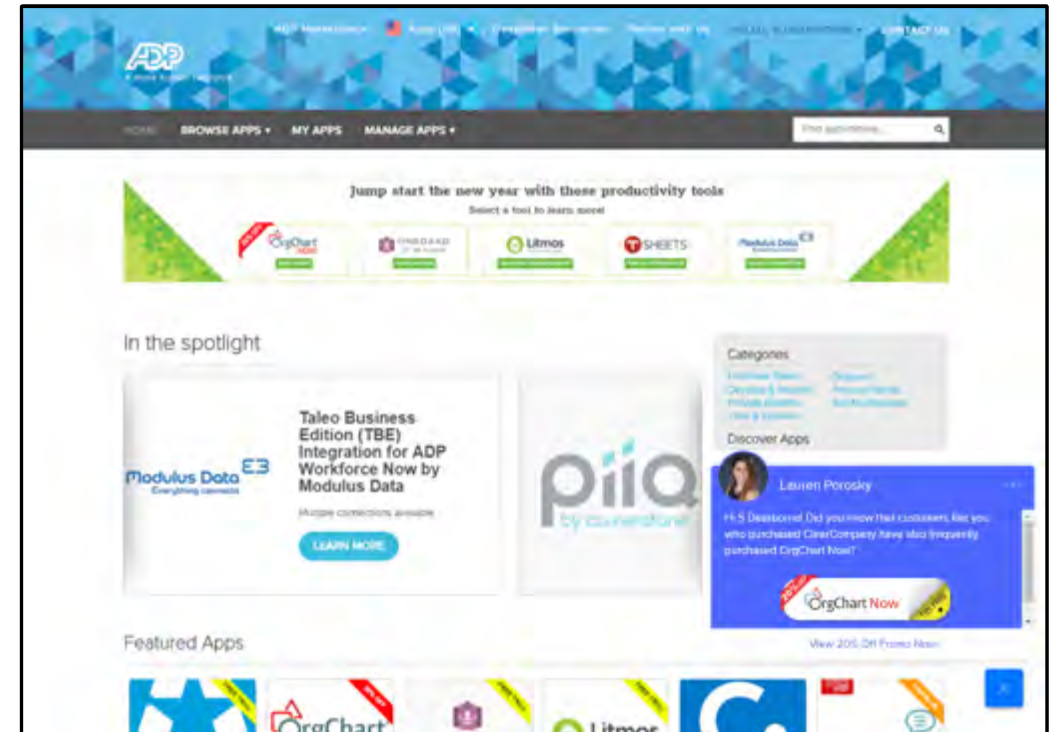
Variation #1

CRO | T070
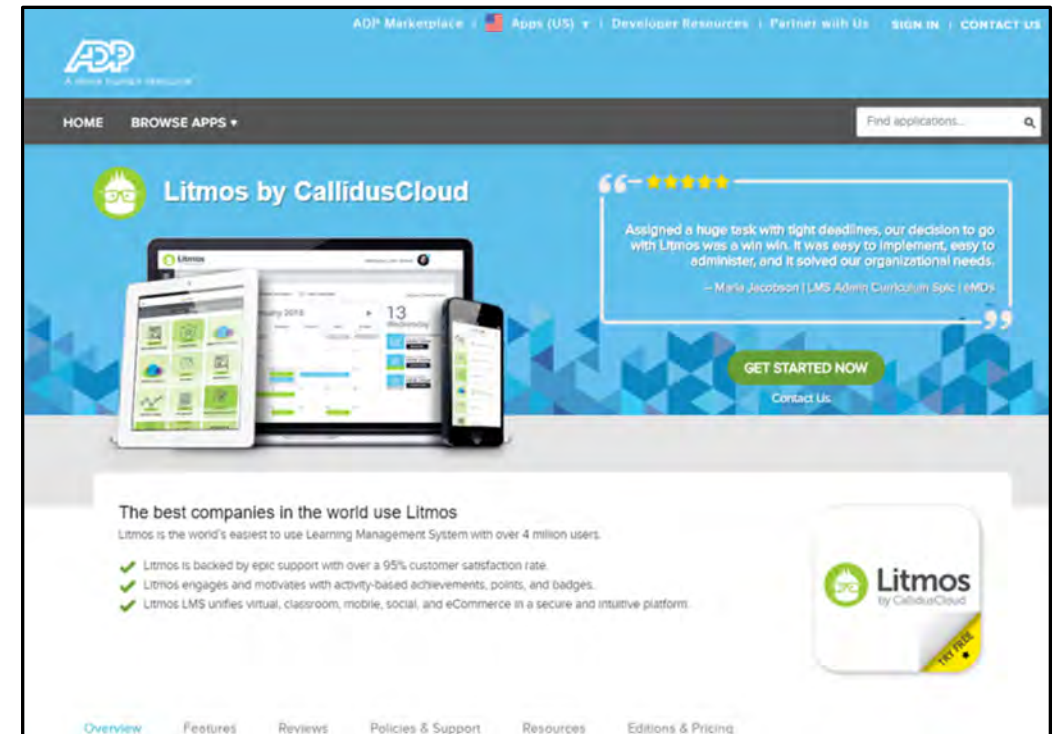
Litmos Hero Radical – Contact Us Button

Hypothesis: By adding a "Contact Us" link below the CTA will increase sales leads by at least ~10%.

Control

Variation #1

VS.

CRO | T070 – Final Results

Litmos Hero Radical – Contact Us Button

Test Setup: A/B Split Test

Primary KPIs: Contact Us CTR

Traffic: All Traffic

Insights: Results are inconclusive. It appears that the "Contact Us" link does not have an impact on the "Get Started Now" CTA.

Action Taken: Launched on 3/26. Stopped on 4/17.

Variation #1

Litmos (3/27 – 4/17)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Contact Us					
Control	982	0	0.00%	-	-
Variant	981	3	0.31%	0.0%	<1%
Get Started Now					
Control	982	35	3.56%	-	-
Variant	981	32	3.26%	-8.5%	<1%
Receipt Page (Pageview)					
Control	982	1	0.10%	-	-
Variant	981	2	0.20%	+100.2%	<1%
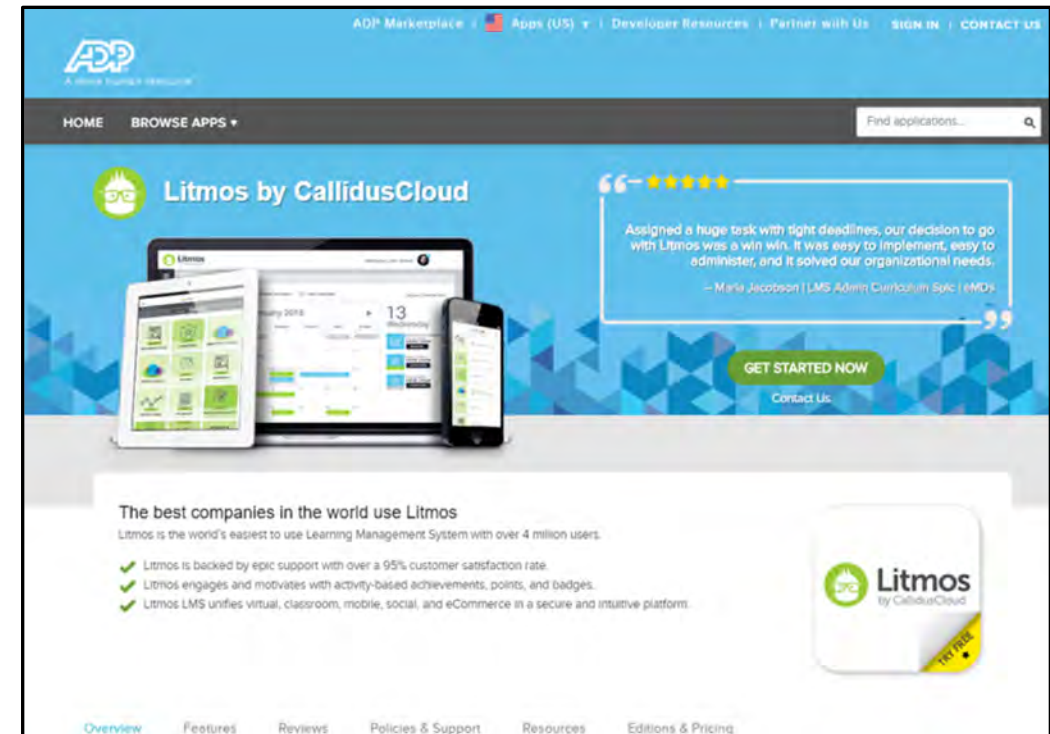
CRO | T072
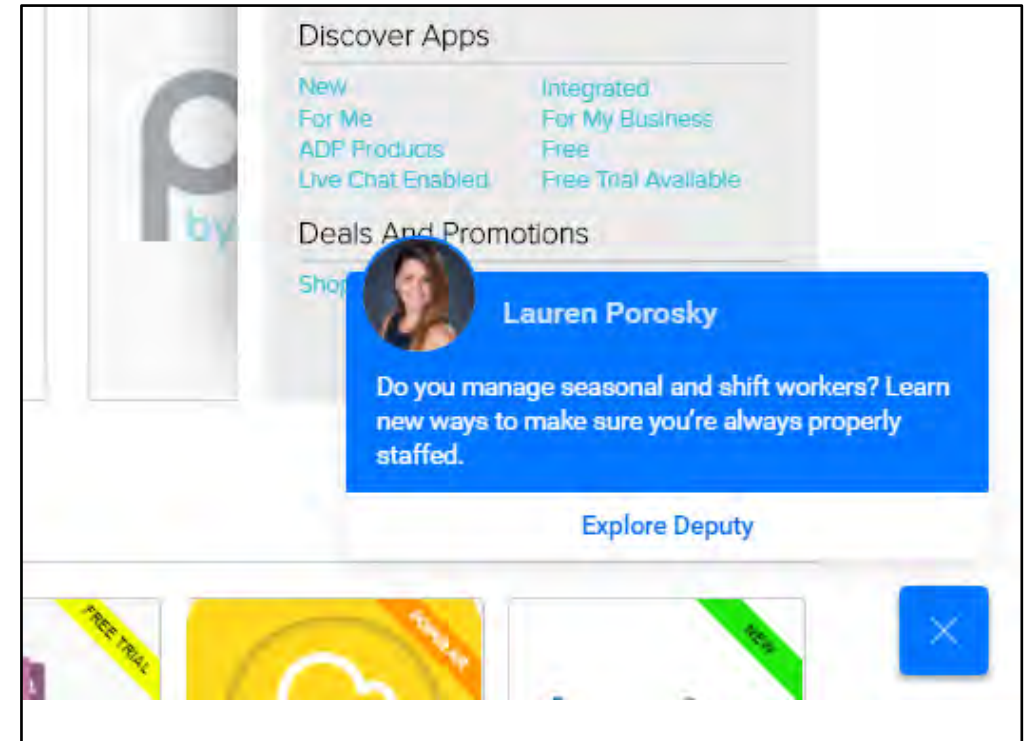
Recommended Apps - Deputy

Hypothesis: By recommending Deputy to users that have visited the Deputy app page but have not purchased will increase sales by at least ~10%.

Control

Variation #1

VS.
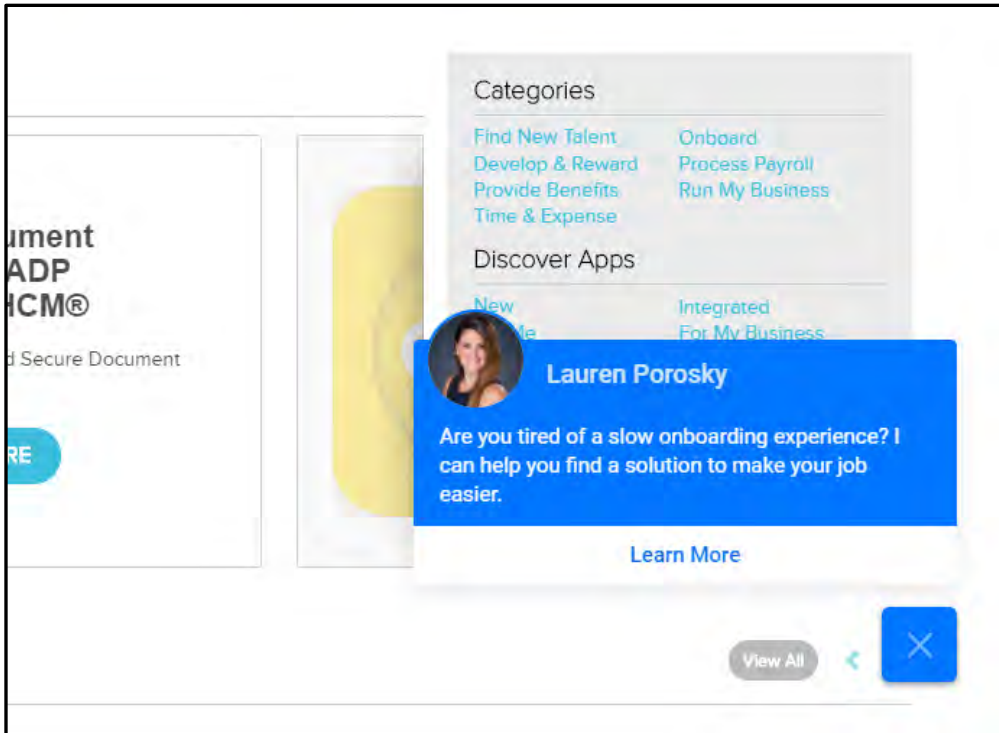
CRO | T072 – Final Results

Recommended Apps - Deputy

Test Setup: 100% to variation #1

Primary KPIs: Drift CTR

Traffic: All Traffic

Insights: Results are inconclusive. It appears that messaging is not compelling and may be too narrow of focus.

Action Taken: Launched on 4/9. Stopped on 4/18.

Recommended Apps - Deputy (4/9 – 4/18)					
	Visitors	**Clicks**	**CTR**	**Delta**	**Sig.**
Drift CTA Click					
Variation #1	64	1	1.56%	-	-
Drift Message Loaded					
Variation #1	64	60	93.75%	-	-
Drift Message Closed					
Variation #1	64	26	40.63%	-	-
Deputy Pageviews					
Variation #1	64	14	21.88%	-	-

Variation #1
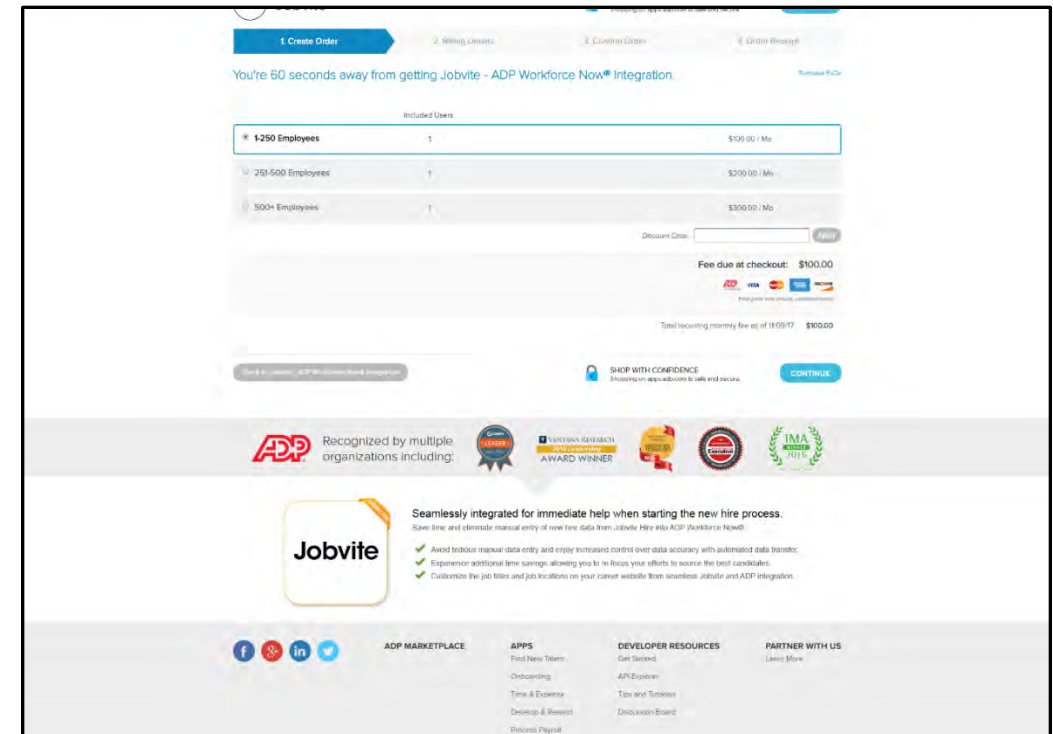
CRO | T047
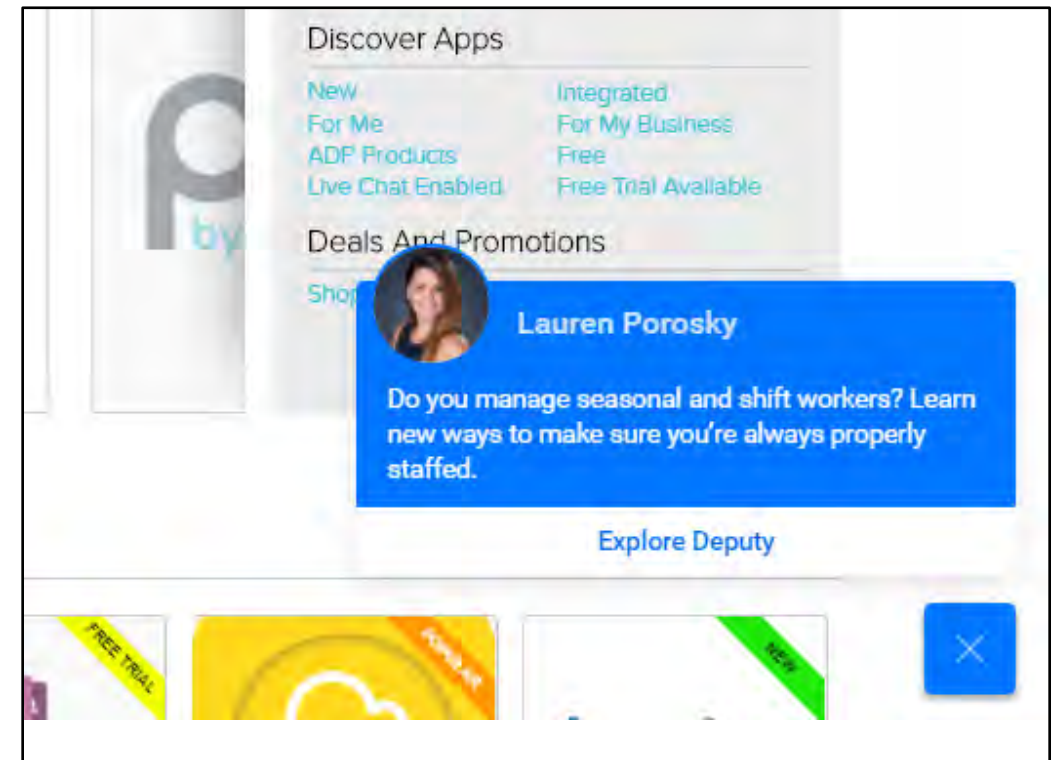
Jobvite Checkout Step 1 Radical

Hypothesis: By implementing the app logo, a continue button in the top right, testimonials and trust logos near the continue button at the bottom we expect to increase page by page conversion rate by at least ~15%.
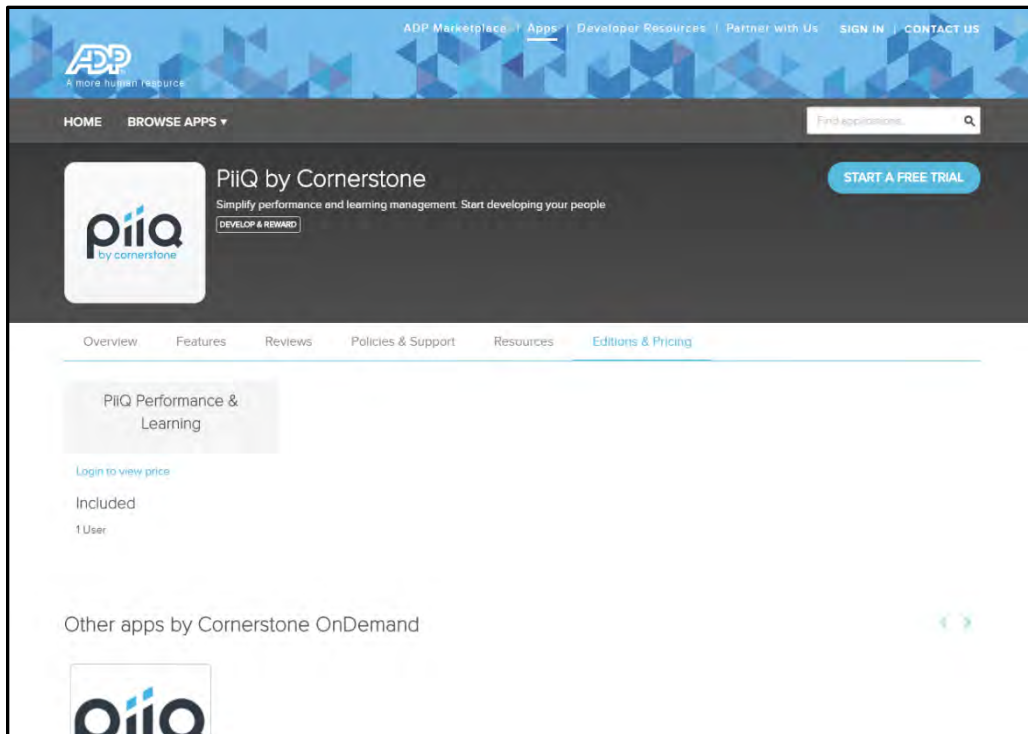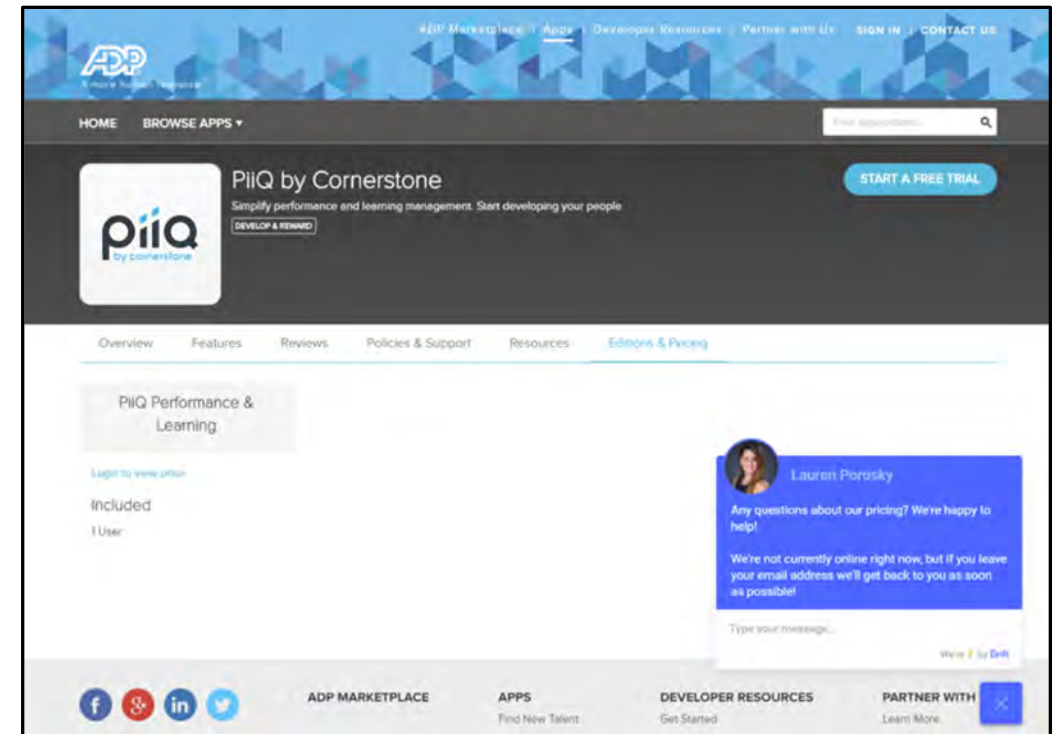
Control

Variation #1

VS.

CRO | T048
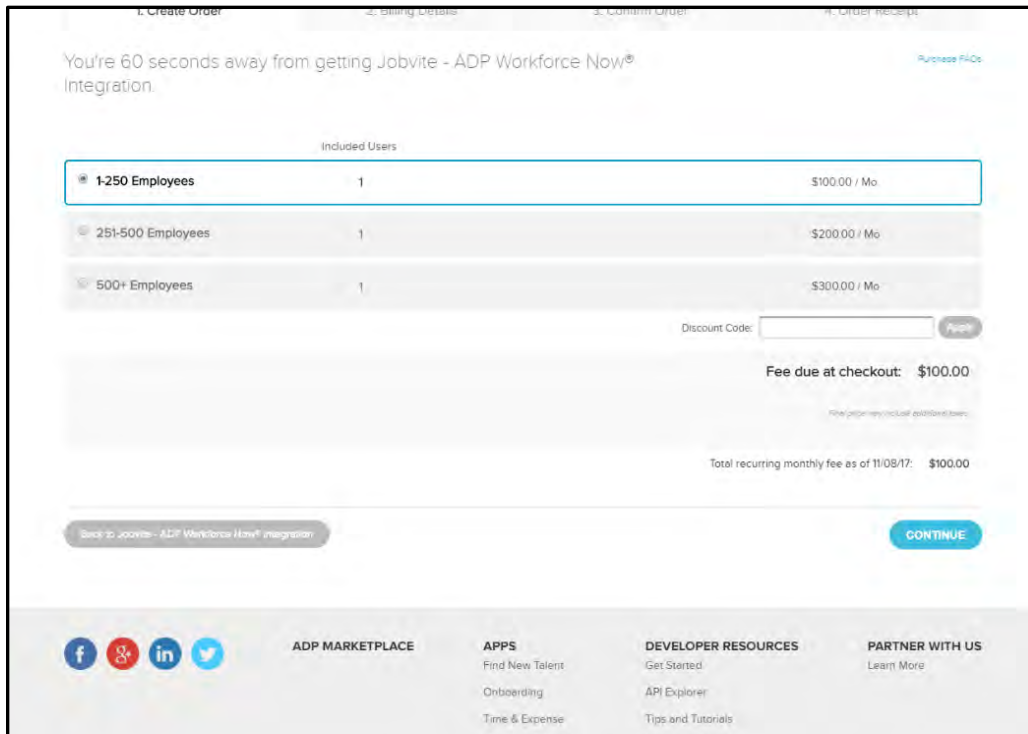
App Pricing Tab

Hypothesis: By displaying a chat bot when a user selects the pricing tab will increase CTR by ~10%.
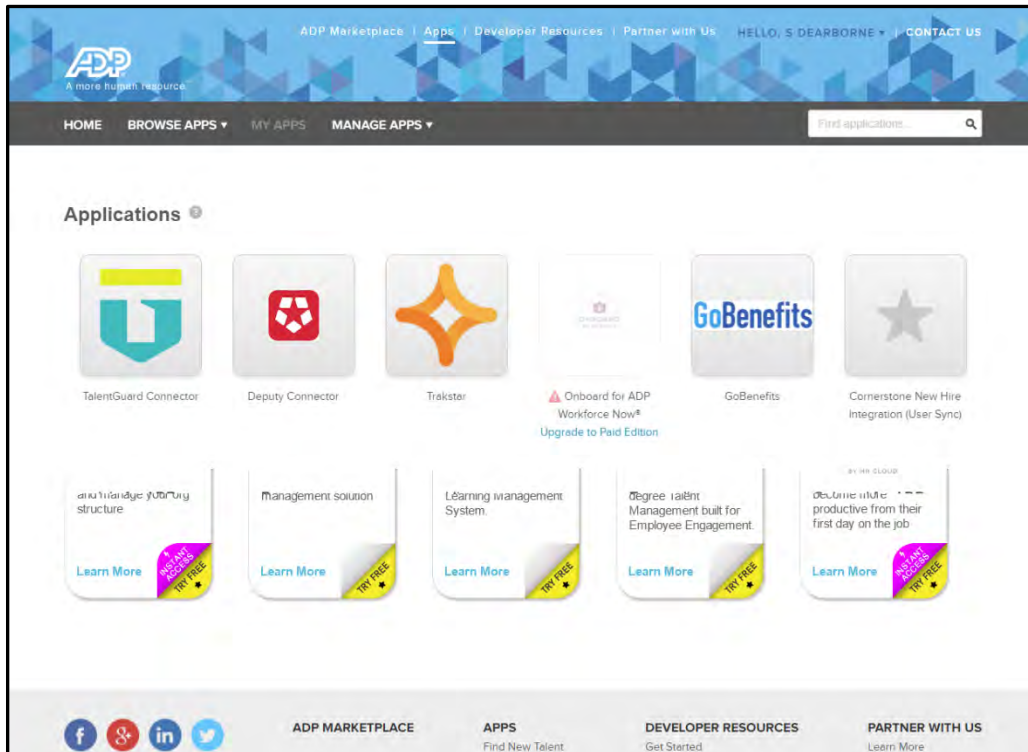
Control

Variation #1

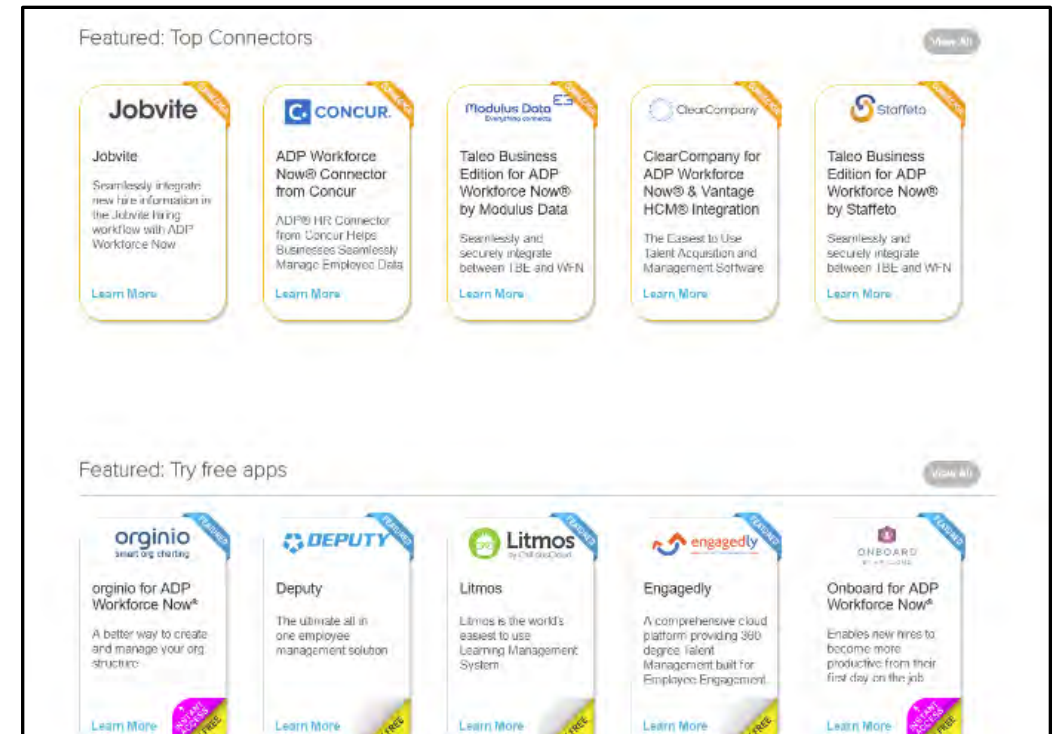
vs.

CRO | T051

My Apps - Top Connectors & Try Free

Hypothesis: Adding the Top Connectors banner above the Try Free banner will increase traffic to the Jobvite app page.
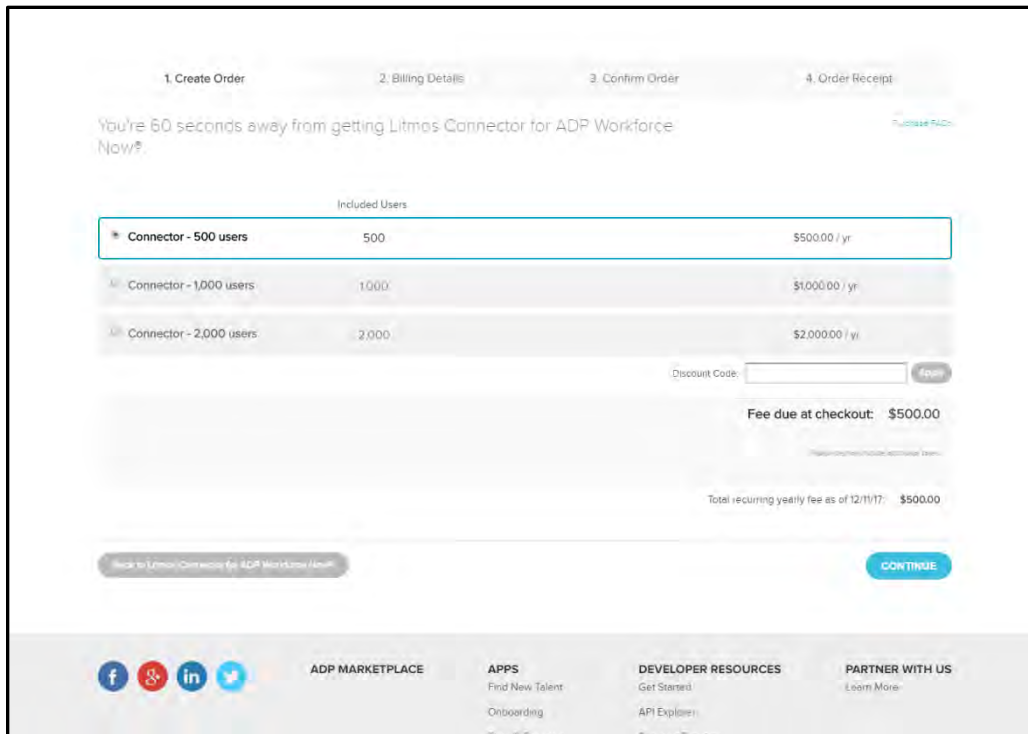
Control

Variation #1
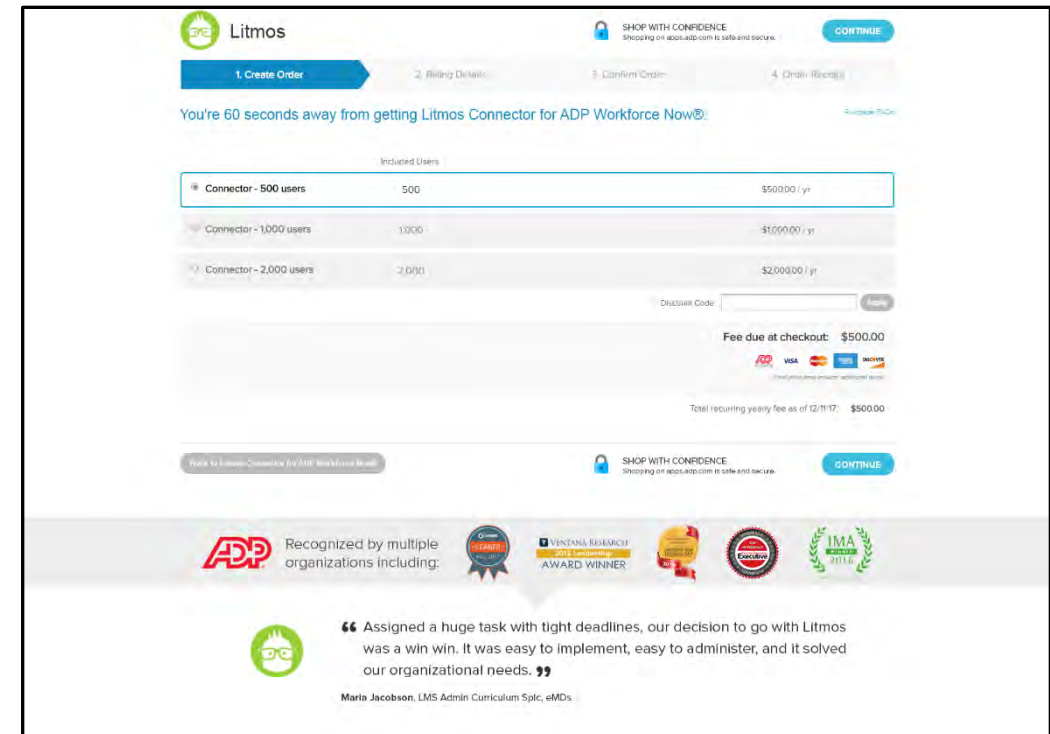

VS.

CRO | T055

Litmos Checkout Step 1 Radical

Hypothesis: By implementing the app logo, a continue button in the top right, testimonials and trust logos near the continue button at the bottom we expect to increase page by page conversion rate by at least ~15%.

Control

Variation #1

VS.

CRO | T070

Litmos Hero Radical – Contact Us Button

Hypothesis: By adding a "Contact Us" link below the CTA will increase sales leads by at least ~10%.

Control   Variation #1

VS.