



marketingsherpa

B2B summit 2011

CAPTURE.
NURTURE.
CONVERT.

October 24-26 · San Francisco



Do You Have the Right Value Proposition?

How to discover your true value proposition and leverage its full potential in any B2B market

About the Presenter



Dr. Flint McGlaughlin – Managing Director, MECLABS

Flint McGlaughlin is the Managing Director of MECLABS. The organization has partnered with key market leaders including *The New York Times*, Microsoft Corporation, and Reuters Group.

Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a trustee for Westminster Theological Centre. Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College.

Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

An Experiment



Experiment: Background



Experiment ID: *(Protected)*

Location: MarketingExperiments Research Library

Test Protocol Number: TP1306

Research Notes:

Background: Provides end-to-end market solutions for small- and medium-sized businesses.

Goal: Increase the email capture rate of an online form.

Primary research question: Which page will obtain the most form submissions?

Approach: A/B multi-factorial split test that focused on increasing overall communication of the value proposition.

Experiment: Control

**Searching for the Most Accurate Mailing Lists?
Your Hunt is Over!**

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guaranteed!

To receive your ***500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

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*Last Name

*Company Name

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*Phone Number

Once your information is submitted your password will be emailed to you.

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**Register Today To Get Your
500 Free Leads!**

Confidential

Why Should You Market Today? 
(Click to watch)

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose [redacted]

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

Plus Phone Verified Data!
We make more than 25 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

Experiment: Treatment

Confidential

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get The Most Accurate Mailing Lists Available!

Trusted since 1972, [REDACTED] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

Get 500 FREE Leads added to your purchase*

Why choose [REDACTED]

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

» Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to [REDACTED]

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

Get Free Access

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked!

QUALYS
Secure Site

What Our Customers Are Saying

*It's a **powerful tool** for small businesses to market like the big guys.*
Haydens
Sparta, New Jersey

*I would recommend [REDACTED] to anyone looking for speedy service, accurate listings and **great customer service**. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.*
Ruhter Auction & Realty Inc.
Hastings, Nebraska

*It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!*
Habitat America
Annapolis, Maryland

Experiment: Side-by-side

Control

Confidential

Guarantee
Our data may not be perfect, but we think our guarantee is pretty close. 

Searching for the Most Accurate Mailing Lists? Your Hunt is Over!


Get 500 Free Leads Today with Qualifying Purchase

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Treatment

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- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you


First Name:

Last Name:

Email:

Phone:

[Get Free Access](#)



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Habitat America
Annapolis, Maryland

Experiment: Results



201% increase in total leads

The optimized version increased captured emails by 201.3%

| | Conversion Rate | Relative Difference | |
|------------------|-----------------|---------------------|---|
| Original | 4.86% | - | - |
| Optimized | 14.65% | 201.3% |  95% |

Experiment: Results

- Essentially, we applied a slightly modified version of the treatment across other landing pages and PPC campaigns, to see significant gains.

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked [Learn More >>](#)

Create Your FREE Account to Get Instant access to The Most Accurate Mailing Lists Available!

Trusted since 1972, InfoUSA has compiled the most comprehensive databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.

Setup your FREE access to

- Search our business and consumer database
- Build a list 24 hours a day, 7 days a week
- Preview and download mailing lists
- Get expert advice on how to most effectively turn leads into sales
- Access our exclusive Resource Center which includes FREE white papers

What People Are Saying

It's a powerful tool for small businesses to market like the big boys.

Sparta, New Jersey

I would recommend InfoUSA to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.

Rutter Auction & Realty Inc. Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!

Habitat America Annapolis, Maryland

QUALYS Secure Site

First Name:
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Company:
Email:
Phone:

Get FREE Access

451%

Create Your FREE InfoUSA Account to Get Instant access to The Most Accurate New Business Lists Available!

Trusted since 1972, InfoUSA has compiled the most comprehensive databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.

Setup your FREE access to InfoUSA:

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Habitat America Annapolis, Maryland

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First Name:
Last Name:
Company:
Email:
Phone:

Get FREE Access

302%

Create Your FREE InfoUSA Account to Get Instant access to The Most Accurate New Homeowners Lists Available!

Trusted since 1972, InfoUSA has compiled the most comprehensive databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.

Setup your FREE access to InfoUSA:

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Habitat America Annapolis, Maryland

QUALYS Secure Site

First Name:
Last Name:
Company:
Email:
Phone:

Get FREE Access

257%

Create Your FREE InfoUSA Account to Get Instant access to The Most Accurate Available!

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Rutter Auction & Realty Inc. Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!

Habitat America Annapolis, Maryland

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First Name:
Last Name:
Company:
Email:
Phone:

Get FREE Access

28%

Create Your FREE InfoUSA Account to Get Instant access to The Most Accurate New Movers Lists Available!

Trusted since 1972, InfoUSA has compiled the most comprehensive databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.

Setup your FREE access to InfoUSA:

- Preview and download business lists
- Build a list 24 hours a day, 7 days a week
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Habitat America Annapolis, Maryland

QUALYS Secure Site

First Name:
Last Name:
Company:
Email:
Phone:

Get FREE Access

603%

Create Your FREE InfoUSA Account to Get Instant access to The Most Accurate Bankruptcy Lists Available!

Trusted since 1972, InfoUSA has compiled the most comprehensive databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.

Setup your FREE access to InfoUSA:

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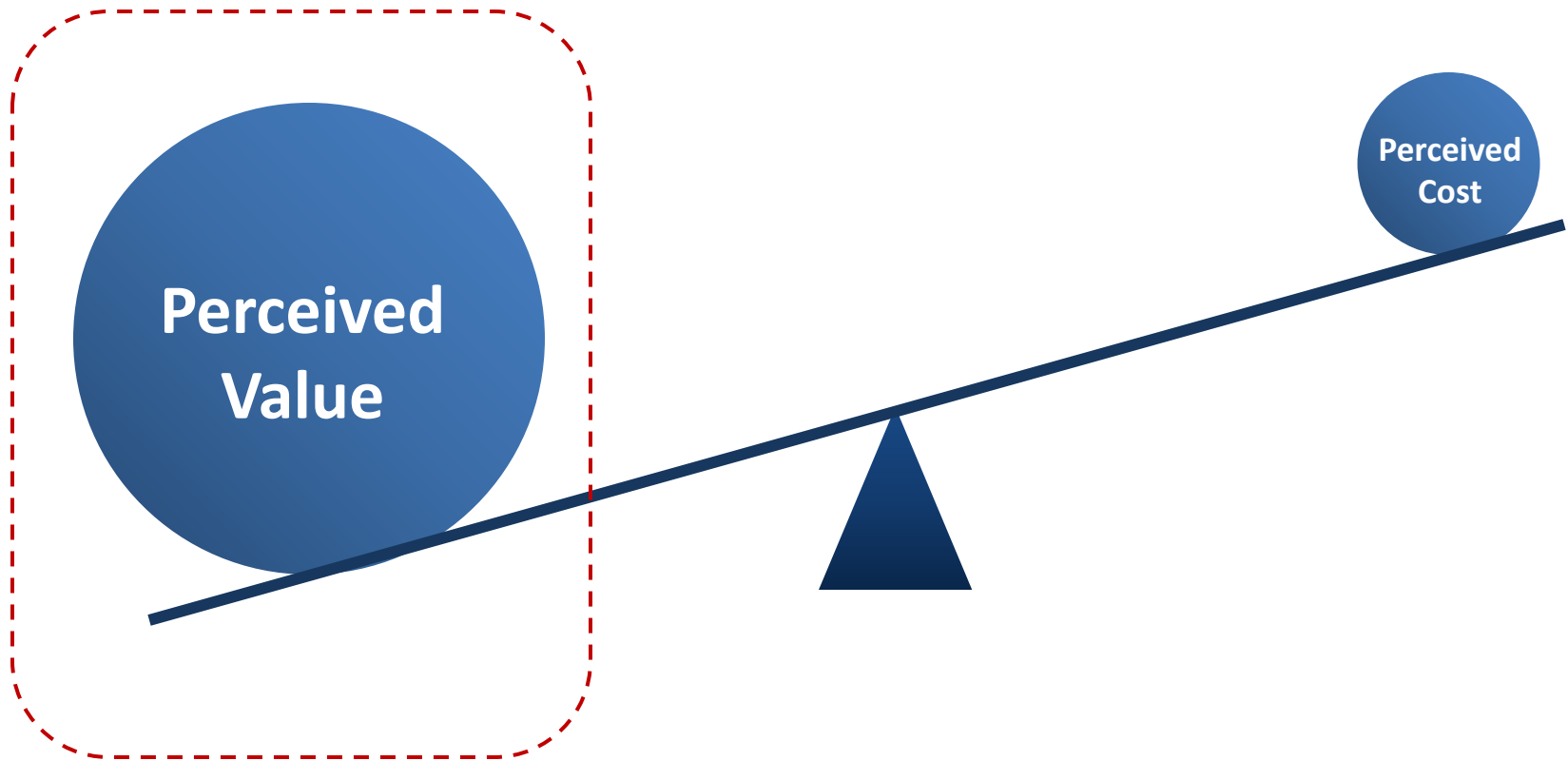
Habitat America Annapolis, Maryland

QUALYS Secure Site

First Name:
Last Name:
Company:
Email:
Phone:

Get FREE Access

What made the treatment design so successful?



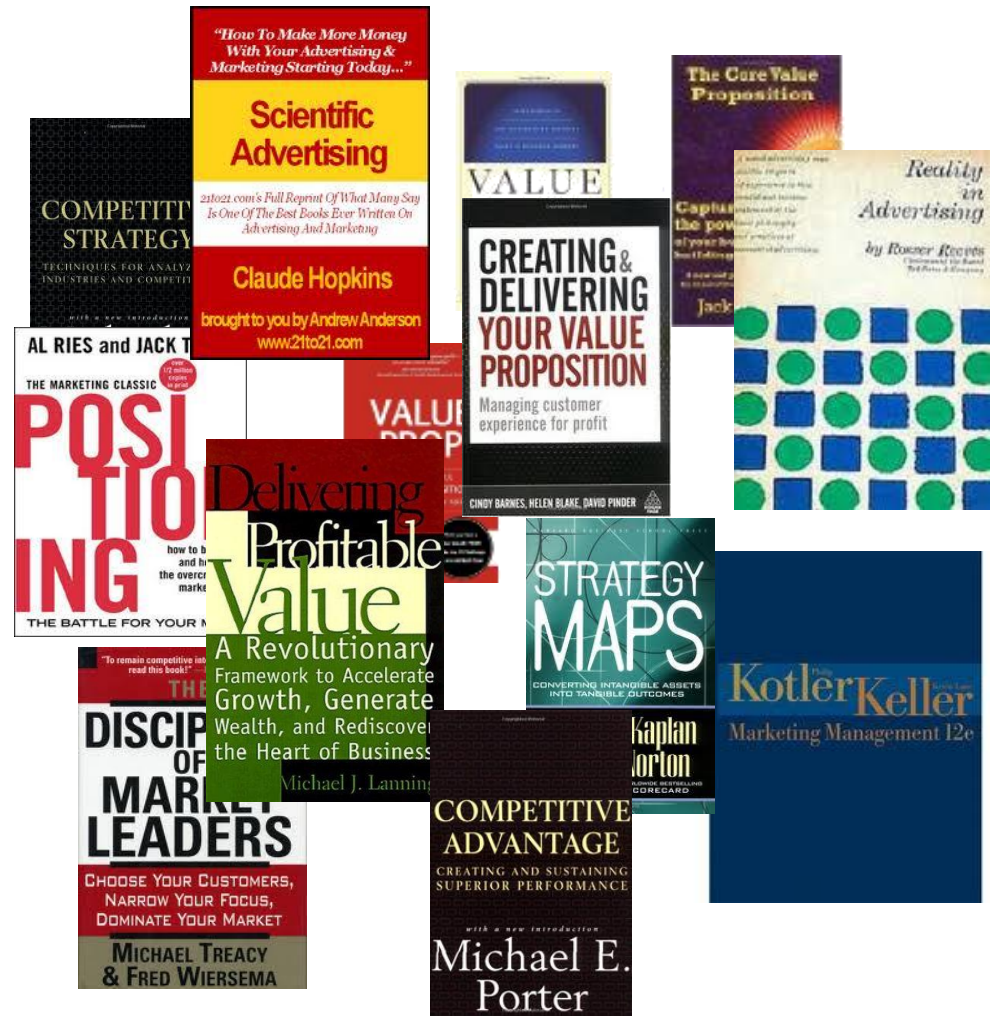
POINT 1

We must have a holistic understanding of the role of the Value Proposition

Research Overview

Ongoing literature review of:

- More than 1,100 academic articles
- 20 popular authors including:
 - Starch
 - Hopkins
 - Reeves
 - Kotler
 - Porter
 - Lanning
- Review spanning from 1890s to present



Research Overview

Daniel Starch publishes first advertising textbook. Defines advertising as “the presentation of a proposition to the people in such a manner as to attempt to induce them to act upon the proposition.”

Rosser Reeves publishes influential book that established what he calls the “Unique Selling Proposition (USP)”

Phillip Kotler publishes the definitive textbook on marketing used in colleges today. Carries over Reeves’ notion of “Unique Selling Proposition (USP)”

Michael Lanning coins the term “value proposition,” applying it to the field of business management.

1910s

1920s

1930s

1940s

1950s

1960s

1970s

1980s

1990s

2000s

2010s

Walter Scott publishes first book about the psychology of advertising, generating a new interest in the science of advertising.

Claude Hopkins publishes very influential book called “Scientific Advertising”. Carries over notion of “proposition” at the center of all advertising.

David Ogilvy publishes 35 rules of advertising which coins the concept “Basic Selling Proposition (BSP)”

Michael Porter publishes very influential business books and academic articles on the topic of strategic differentiation.

Other Authors use the terms “value proposition”, “unique selling proposition”, “point of difference”, “point-of-parity”, “differentiation” with little-to-no universal meaning or alignment.

Previously Submitted Examples

Question: What's your value proposition?

- *“We empower your software decisions.”*
- *“I don't sell products and services, I sell results; my guarantee.”*
- *“We help mid-life women find their passion and purpose.”*
- *“We are the leading technology provider.”*
- *“Get found online.”*
- *“This site has what the person is looking to find.”*

What is a value proposition?

Key Principles

Value Proposition Question: *If **am** your ideal prospect, **why** should **buy from you** rather than your competitors?*

1. You are fundamentally answering a first-person question posed in the mind of your customers.
2. A value proposition focuses on a specific customer segment. This requires you to consider who you are not going to serve and the associated tradeoffs.
3. A value proposition has a specific action in mind. It is seeking to answer “why” for a specific “what.”
4. A value proposition must differentiate you from your competitors. In at least one way, you must have an “only” factor.

Audience Question

So, if I am your ideal prospect, why should I buy from you rather than your competitors?

Example: Value proposition



VP Statement

Value Proposition: Because Email Summit is the world's largest¹ gathering of marketers, aimed at overcoming your top² email challenges with actionable³, vendor-agnostic⁴ training grounded in rigorous⁵ research.

1. 5,250 marketers attended over 7 years
2. Challenges based on 2,735 marketers surveyed, activity worksheets
3. 4 attendee activity sessions, 6 worksheets with a program that includes 44 speakers, 21 case studies, and 5 expert panels
4. 0 sales presentations from the stage
5. 12 years of extensive email research

Example: Value proposition



Claims of Exclusivity

Value Proposition: Because Email Summit is the world's largest¹ gathering of marketers, aimed at overcoming your top² email challenges with actionable³, vendor-agnostic⁴ training grounded in rigorous⁵ research.

1. 5,250 marketers attended over 7 years
2. Challenges based on 2,735 marketers surveyed, activity worksheets
3. 4 attendee activity sessions, 6 worksheets with a program that includes 44 speakers, 21 case studies, and 5 expert panels
4. 0 sales presentations from the stage
5. 12 years of extensive email research

Example: Value proposition




Modifiers and Evidentials

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1. 5,250 marketers attended over 7 years
2. Challenges based on 2,735 marketers surveyed, activity worksheets
3. 4 attendee activity sessions, 6 worksheets with a program that includes 44 speakers, 21 case studies, and 5 expert panels
4. 0 sales presentations from the stage
5. 12 years of extensive email research

Key Resource: Value proposition proposal



Value Proposition Proposal - Instructions

Instructions: Following the six steps below in order to complete the Value Proposition Proposal Worksheet.

- 1. Identify the specific Value Proposition question you are answering.**


Example: If I am a marketing practitioner, why should I pay attention to this value proposition worksheet rather than any other worksheet on value proposition?
- 2. Identify 1-3 Claims of Exclusivity.**

Example: Because this is the ONLY worksheet on value proposition that is grounded in this level of scientific research.
- 3. Provide at least one evidential (proof) for each claim of exclusivity above.**

Example: We have run 1,257 statistically valid tests focusing on the expression of a value proposition.
- 4. Compose 2-3 draft value Propositions to be tested.**

Example: Because this is the most research-grounded worksheet on value propositions, drawing conclusions from over 1,250 real-world experiments.
- 5. Measure the potential force of each statement by the following criteria:**

 - Appeal – How much is this offer desired?
 - Exclusivity – Where's else can I get this offer?
 - Credibility – How believable are the claims?
 - Clarity –
- 6. Refine your statements as needed**



Value Proposition Proposal - Worksheet

Value Proposition Question:

Claims of Exclusivity:

- **Claim #1:** *Because this is the ONLY...*

Evidential:
- **Claim #2:** *Because this is the ONLY...*

Evidential:
- **Claim #3:** *Because this is the ONLY...*

Evidential:

Proposed Value Propositions:

- 1.**

| Measure the Force Potential: | | | | | |
|------------------------------|---|---|---|---|---|
| Appeal | 1 | 2 | 3 | 4 | 5 |
| Exclusivity | 1 | 2 | 3 | 4 | 5 |
| Credibility | 1 | 2 | 3 | 4 | 5 |
| Clarity | 1 | 2 | 3 | 4 | 5 |
- 2.**

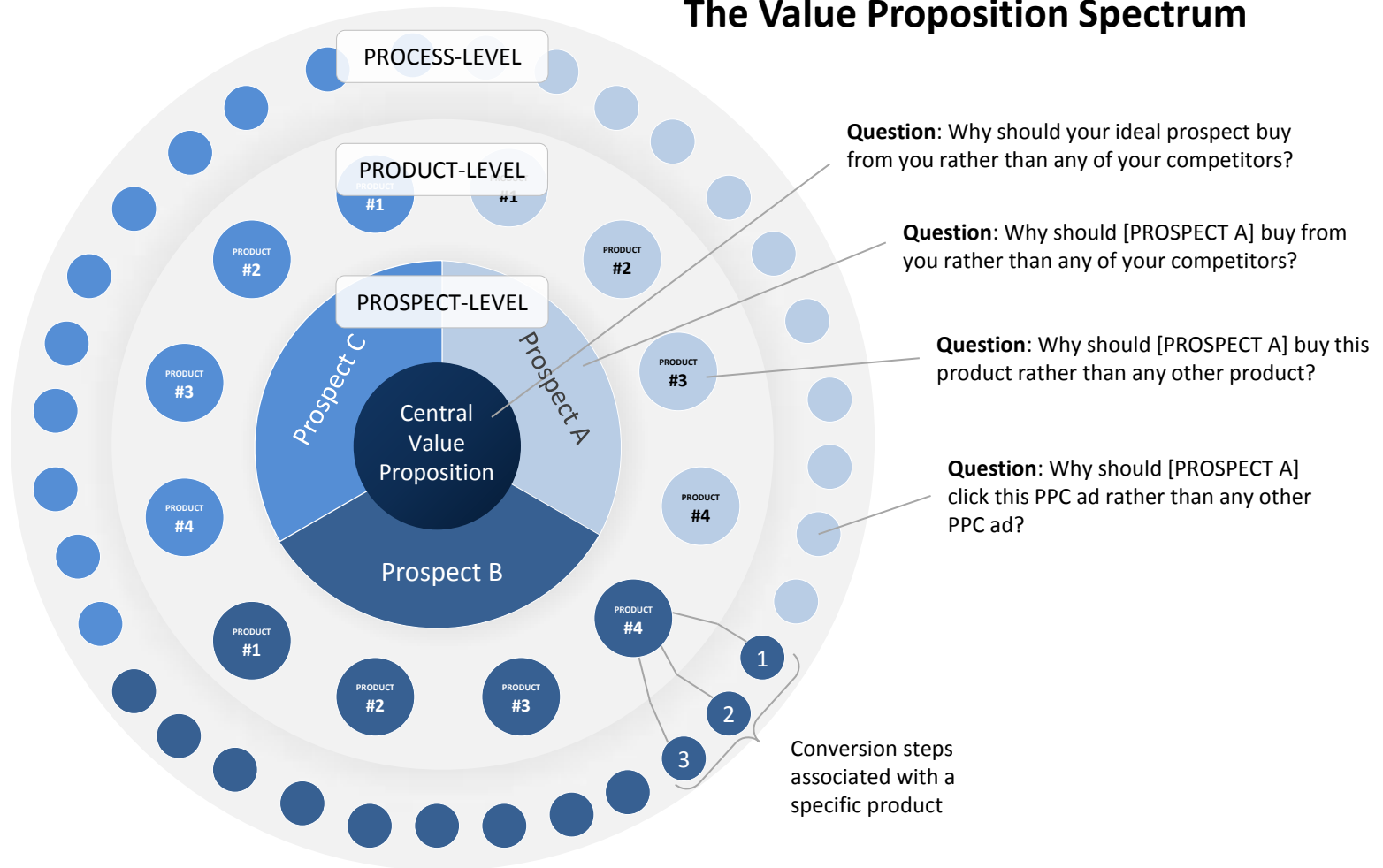
| Measure the Force Potential: | | | | | |
|------------------------------|---|---|---|---|---|
| Appeal | 1 | 2 | 3 | 4 | 5 |
| Exclusivity | 1 | 2 | 3 | 4 | 5 |
| Credibility | 1 | 2 | 3 | 4 | 5 |
| Clarity | 1 | 2 | 3 | 4 | 5 |

POINT 2

We need to understand the relationship between the core and the derivative value propositions


The Value Proposition Spectrum

The Value Proposition Spectrum



Core vs. Derivative Value Propositions

Key Principles

-  1. Underneath all value propositions is an even more fundamental question.

The Fundamental Question

Central Value Proposition: *If I am your ideal prospect, why should I buy from you rather than any of your competitors?*



Fundamental Question: *If I am [a particular prospect] why should I [take this action] rather than [this/these other action(s)]?*




Central Value Proposition: If I am ^[a particular prospect] **your ideal prospect** why should I **buy from you** rather than **(buy from) any of your competitors** ?

[take this action]

[this other action]

Core vs. Derivative Value Propositions

Key Principles

1. Underneath all value propositions is an even more fundamental question.
-  2. Understanding this fundamental question gives us the flexibility to modify and create more specific “Derivative Value Propositions” at three essential levels:
 - A. **Prospect-level**
 - B. **Product-level**
 - C. **Process-level**

Example Derivative Value Propositions

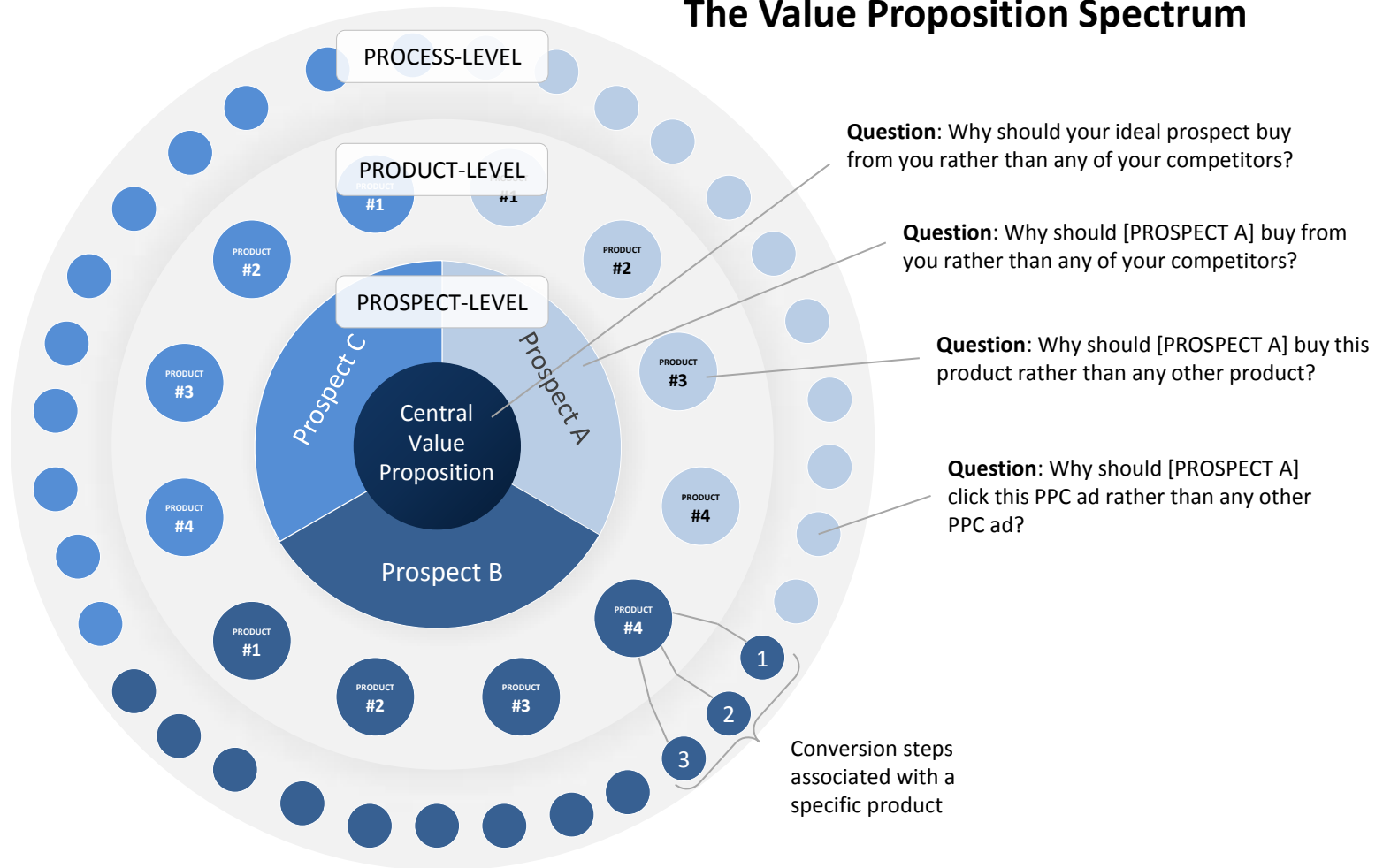
Prospect-Level: If I am a ^[a particular prospect] college student, why should I ^[take this action] buy from you rather than any of your competitors?
_[this other action]

Product-Level: If I am a ^[a particular prospect] college student, why should I ^[take this action] buy this mp3 player rather than any other mp3 player?
_[this other action]

Process-Level: If I am a ^[a particular prospect] college student, why should I ^[take this action] click this mp3 player ad rather than any other mp3 player ad?
_[this other action]

The Value Proposition Spectrum

The Value Proposition Spectrum



Audience Worksheet

How many derivative value propositions can you find on this homepage?

Circle and label them.

The screenshot shows a homepage for a marketing software company. At the top, there is a navigation bar with links for 'Home', 'Small Business', 'Larger Business', 'Free Trial', and 'Buy'. A search bar and a 'Live Sales Chat' button are also present. The main content area features a large heading 'Effective Email Marketing Made Easy' followed by a sub-heading 'Everything you need to create, launch, and track email campaigns'. Below this, there are four bullet points with checkmarks: 'Simple - Get started quickly!', 'Inexpensive - Unlimited emails starting at \$10 per month.', 'Professional - Choose from over 450 email templates.', and 'Free StartUp! Service - We will tailor your first email template to your business for free (a \$99 value)'. To the right of these points are four small images of email templates, each with an '[ENLARGE]' link. A prominent orange button says 'Free Trial! Get Started'. Below the main content, there is a section for 'The Basics of Email Marketing | Free Webinar!' with a 'Register Now!' button, and a 'Featured Clients' section with logos for LinkedIn, The Huron Group, and West49. A testimonial quote from Steve Kraidman of Perfumes Amencia is also visible. The footer contains a 'Features' list, 'Free Tools & Advice', 'Follow Us' with social media icons, and an 'Info' section with links for 'BUY NOW!', 'FREE 30 Day Trial', 'Terms & Conditions', 'Privacy', 'Anti-Spam Policy', and 'Sitemap'.

Audience Worksheet (key)

- *Central*

The screenshot shows a website landing page for an email marketing service. Several elements are highlighted with red boxes:

- Logo:** A red box highlights the word "Logo" in the top left corner.
- Navigation:** The top right contains links for "About | Contact | Resource Center | Support | Login". Below this is a search bar and a navigation menu with "Home", "Small Business", "Larger Business", "Free Trial", and "Buy". A "Live Sales Chat" button is also present.
- Main Content Area:**
 - Headline:** "Effective Email Marketing Made Easy" in green.
 - Sub-headline:** "Everything you need to create, launch, and track email campaigns".
 - Benefits List:**
 - ✓ **Simple** – Get started quickly!
 - ✓ **Inexpensive** – Unlimited emails starting at \$10 per month.
 - ✓ **Professional** – Choose from over 450 email templates.
 - ✓ **Free StartUp! Service** – We will tailor your first email template to your business for free (a \$99 value)
 - CTA:** "Free Trial! Get Started" button.
 - Product Tour:** "Want to see how it works? Take a product tour" with a gear icon.
 - Image Grid:** Four email templates are shown in a 2x2 grid, each with an "ENLARGE" button.
- Webinar Section:** "The Basics of Email Marketing | Free Webinar" with a "Register Now!" button.
- Featured Clients:** Logos for LinkedIn, The Hartford, and West49.
- Testimonial:** A quote from Steve Kraidman of Perfumes Amencia: "has helped us double our email list from 200,000 to 400,000 subscribers, and increase sales by 30%".
- Footer Area:**
 - Features:** A list of features including "Get started quickly", "Easy campaign creation", "Grow/manage lists", "Store your images", and "Ensure delivery".
 - Free Tools & Advice:** A section with "Follow Us" and social media icons for Twitter and LinkedIn.
 - Info:** Links for "Terms & Conditions", "Privacy", "Anti-Spam Policy", and "Sitemap".
 - CTAs:** "BUY NOW!" and "FREE 30 Day Trial" buttons.

Audience Worksheet (key)

- *Central*
- *Product-level*

Logo

About | Contact | Resource Center | Support | Login

Home | Small Business | Larger Business | Free Trial | Buy | Live Sales Chat

Effective Email Marketing Made Easy

Everything you need to create, launch, and track email campaigns

- ✓ **Simple** – Get started quickly!
- ✓ **Inexpensive** – Unlimited emails starting at \$10 per month.
- ✓ **Professional** – Choose from over 450 email templates.
- ✓ **Free StartUp! Service** – We will tailor your first email template to your business for free (a \$99 value)

[Free Trial! Get Started](#)

Want to see how it works? [Take a product tour](#)

The Basics of Email Marketing | Free Webinar!

Write engaging subject lines and content, design effective email templates, grow your contact list, and test to improve response.

[Register Now!](#)

Featured Clients

LinkedIn | The Hartford | West49

“ [REDACTED] has helped us double our email list from 200,000 to 400,000 subscribers, and increase sales by 30%.”
- Steve Kraidman Perfumes Amencia

Features

- Get started quickly
- Easy campaign creation
- Grow/manage lists
- Store your images
- Ensure delivery
- Reporting
- Salesforce.com Integration
- Workflows
- View all features

Free Tools & Advice

[REDACTED]

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Info

- [Terms & Conditions](#)
- [Privacy](#)
- [Anti-Spam Policy](#)
- [Sitemap](#)

[BUY NOW!](#)

[FREE 30 Day Trial](#)

Audience Worksheet (key)

- *Central*
- *Product-level*
- *Process-level*

Logo About | Contact | Resource Center | Support | Login

Home | Small Business | Larger Business | Free Trial | Buy Live Sales Chat [REDACTED]

Effective Email Marketing Made Easy

Everything you need to create, launch, and track email campaigns

- ✓ **Simple** – Get started quickly!
- ✓ **Inexpensive** – Unlimited emails starting at \$10 per month.
- ✓ **Professional** – Choose from over 450 email templates.
- ✓ **Free StartUp! Service** – We will tailor your first email template to your business for free (a \$99 value)

Free Trial! Get Started

Want to see how it works? [Take a product tour](#)

The Basics of Email Marketing | Free Webinar!

Write engaging subject lines and content, design effective email templates, grow your contact list, and test to improve response. [Register Now!](#)

Featured Clients

LinkedIn | The Hartford | West49

“ [REDACTED] has helped us double our email list from 200,000 to 400,000 subscribers, and increase sales by 30%.”
- Steve Kraidman Perfumes America

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SHARE

Audience Worksheet (key)

- *Central*
- *Product-level*
- *Process-level*
- *Prospect-level*

Logo About | Contact | Resource Center | Support | Login

Home | Small Business | Larger Business | Free Trial | Buy Live Sales Chat [REDACTED]

Effective Email Marketing Made Easy

Everything you need to create, launch, and track email campaigns

- ✓ **Simple** – Get started quickly!
- ✓ **Inexpensive** – Unlimited emails starting at \$10 per month.
- ✓ **Professional** – Choose from over 450 email templates.
- ✓ **Free StartUp! Service** – We will tailor your first email template to your business for free (a \$99 value)

[Free Trial! Get Started](#)

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The Basics of Email Marketing | Free Webinar!

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| | | | | |
|---|--|--|--|---|
| Features Get started quickly Easy campaign creation Grow/manage lists Store your images Ensure delivery | Reporting Salesforce.com Integration Workflows View all features | Free Tools & Advice [REDACTED] | Follow Us Visit our Blog Twitter LinkedIn SHARE Facebook Google+ | Info Terms & Conditions Privacy Anti-Spam Policy Sitemap |
|---|--|--|--|---|

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POINT 3

We need to understand how to intensify the force of the value proposition

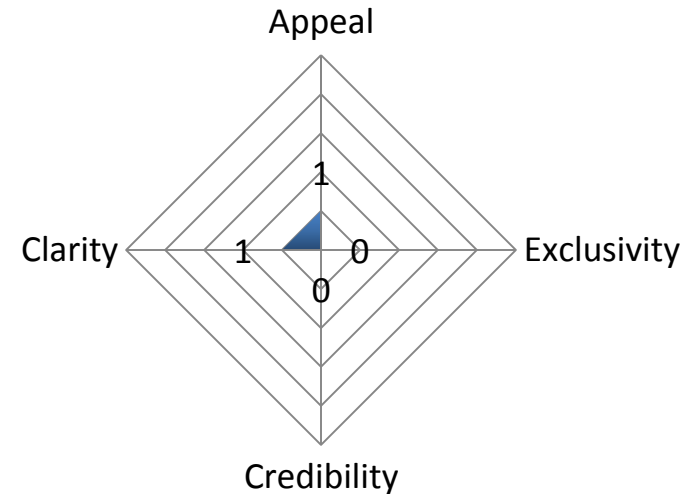
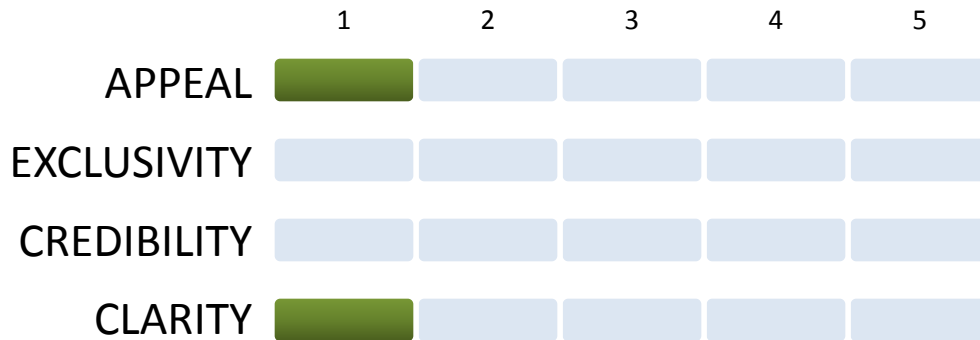
The Force of a Value Proposition

Key Principles

1. The force of a value proposition can be measured by four essential elements of the offer:
 - **Appeal** – *How much do I desire this offer?*
 - **Exclusivity** – *Where else can I get this offer?*
 - **Credibility** – *Can I trust your claims?*
 - **Clarity** – *What are you actually offering?*

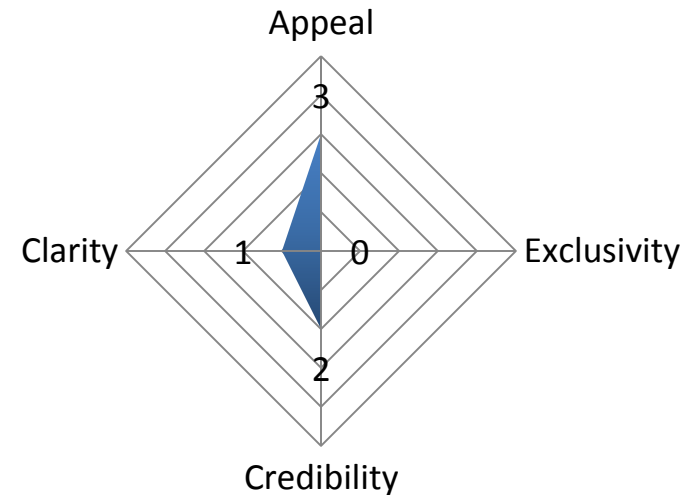
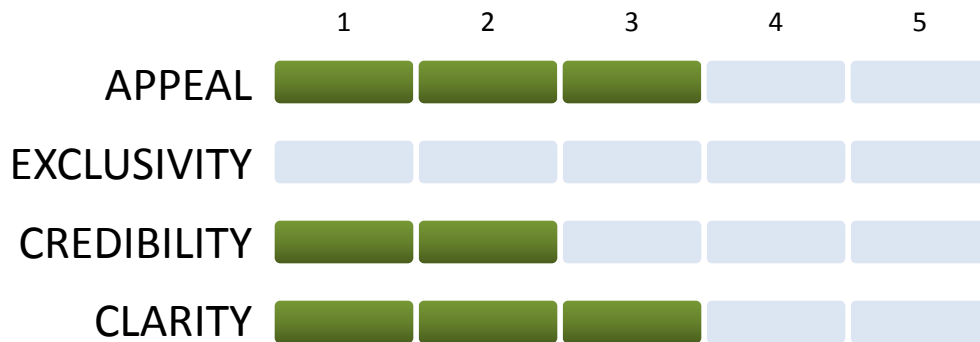
Submitted Value Proposition

Audience Submission: *“Because we help mid-life women find their passion and purpose”*



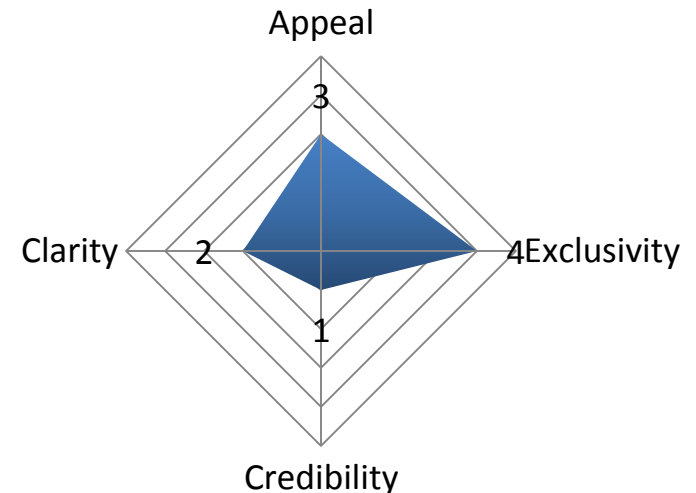
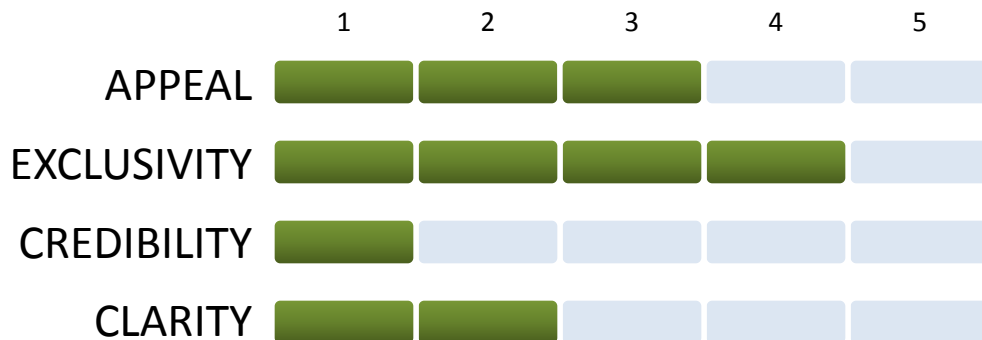
Submitted Value Proposition

Audience Submission: *“Because we offer cute, soft, durable, UPF 50+ sun-protective clothing”*



Submitted Value Proposition

Audience Submission: “Because we provide the only up-to date research report on e-commerce checkout usability that includes highly actionable visuals and case studies”



Audience Worksheet

- 1. Can you find a company value proposition for this page?**
- 2. How would you intensify the force of the value proposition on this page?**

The screenshot shows a website page for 'The Company'. The header includes a logo placeholder '[Logo Here]', navigation links for 'The Company', 'Recruiting Solutions', and 'Connect with Us' (with LinkedIn, Facebook, and Twitter icons), and a 'Job Seekers' button. The main content area is titled 'The Company' and features a breadcrumb trail 'You are here: Home > The Company'. The primary headline reads 'We have the recruitment experience you need to succeed.' Below this, a paragraph states: '[Our Company] was founded based on the experience of seeing great recruiters, when combined with solid processes and cutting edge technology, provide awesome hiring results. We are passionate about partnering closely with our clients to improve results and lower costs by an average of 24%, the highest in the industry.' A second paragraph mentions: 'From our home in Austin, Texas, we have grown! Last year we partnered with our clients to fill positions in 39 of the United States and 7 other countries. Along the way we committed to help improve the service and standards in our industry by helping to found the Association of Recruitment Processes.' A third paragraph says: 'Around the block or around the globe, one position or one thousand, our customized solutions produce great hires, fast. We serve hundreds of clients in a variety of industries.' A 'Request More Info' section contains three input fields for 'Name (required)', 'Mail (will not be published) (required)', and 'Website', followed by a large text area and a 'Submit Request' button. On the right side, a 'The Details' sidebar lists links for 'Leadership', 'News', 'Partners', 'Results', 'FAQs', 'Your Story', and 'View Blog'. A testimonial bubble states: '94% of hiring managers reported that they were satisfied or very satisfied with company recruiting efforts. -Global Software Company'. Below this is a social media section for '@[Company]' with a tweet: '@passen Thank you, kindly! P.S. Texas is finally getting a taste of some of that incredible San Francisco weather. #FF' and a question: 'Interviewing? 3 Great Questions to Ask during your Interview http://t.co/nukigAd via @recruiterdotcom RT @buildasignhires'. A 'Follow Me' button is also present.

Audience Worksheet (key)

The Company

You are here: [Home](#) » [The Company](#)

We have the recruitment experience you need to succeed.

[Our Company] was founded based on the experience of seeing great recruiters, when combined with solid processes and cutting edge technology, provide awesome hiring results. We are passionate about partnering closely with our clients to improve results and lower costs by an average of 24%, the highest in the industry.

From our home in Austin, Texas, we have grown! Last year we partnered with our clients to fill positions in 39 of the United States and 7 other countries. Along the way we committed to help improve the service and standards in our industry by helping to found the [Association of Recruitment Processes](#).

Around the block or around the globe, one position or one thousand, our customized solutions produce great hires, fast. We serve hundreds of clients in a variety of industries.

Request More Info

Name (required)

Mail (will not be published) (required)

Website

Leadership

[News](#)

[Partners](#)

[Results](#)

[FAQs](#)

[Your Story](#)

[View Blog](#)

94% of hiring managers reported that they were satisfied or very satisfied with company recruiting efforts.

—Global Software Company

@[Company]

@jpassen Thank you, kindly! P.S. Texas is finally getting a taste of some of that incredible San Francisco weather. #FF

Interviewing? 3 Great Questions to Ask during your Interview <http://t.co/nukigAd> via @recruiterdotcom RT @buildassignhires

[Follow Me](#)

Experiment: Background (from beginning)



Experiment ID: *(Protected)*

Location: MarketingExperiments Research Library

Test Protocol Number: TP1306

Research Notes:

Background: Provides end-to-end market solutions for small- and medium-sized businesses.

Goal: Increase the email capture rate of an online form.

Primary research question: Which page will obtain the most form submissions?

Approach: A/B multi-factorial split test that focused on increasing overall communication of the value proposition.

Experiment: Control

**Searching for the Most Accurate Mailing Lists?
Your Hunt is Over!**

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guranteed!

To receive your ***500 Free Leads**, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

*Last Name

*Company Name

*Email Address

*Phone Number


Once your information is submitted your password will be emailed to you.

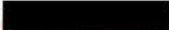
[» Click Here](#)

**Register Today To Get Your
500 Free Leads!**

Confidential

Why Should You Market Today?
(click to watch) 

The industry leader in database marketing,  offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

Why Choose 

- Safe & Secure online shopping
- Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & quotes
- Free Business Resource Center
- **100% Satisfaction Guaranteed**

Plus Phone Verified Data!
We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

How Can We Help?
From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

Can you find the value proposition?

Experiment: Control

After review and testing, the researchers at MECLABS identified the following value proposition for this offer.

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database. ”

1. Includes access to over 210 million U.S. consumers, 16 million U.S. businesses, and 14 million executives.
2. We have a team of 600 researchers that verify the data daily and make over 21 million verification calls a year, 80,000 calls a day.

How might we express this more clearly on the landing page?

Experiment: Intensifying the force

Value Proposition: “Because we have the most comprehensive¹ and accurate² lead database.”

1. Includes access to over 210 million U.S. consumers, 16 million U.S. businesses, and 14 million executives.
2. We have a team of 600 researchers that verify the data daily and make over 26 million verification calls a year.

Confidential

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked! [Learn More >>](#)

We Make 26 Million Phone Calls a Year to Ensure You Get

The Most Accurate Mailing Lists Available!

Trusted since 1972, [REDACTED] has compiled the **most comprehensive databases** in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all **cleaned for duplicates and phone verified**.

Get 500 FREE Leads added to your purchase*

Why choose [REDACTED]

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to **phone verify** your data
- ▶ **100% money-back guarantee** on every single lead

➤ Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to [REDACTED]

- Search our business and consumer database
- Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

First Name:

Last Name:

Email:

Phone:

QUALYS
Secure Site

Get Free Access

100% Satisfaction Guarantee
If you receive any bad data, we will refund your money, no questions asked!

What Our Customers Are Saying

It's a powerful tool for small businesses to market like the big guys.
Haydens
Sparta, New Jersey


I would recommend [REDACTED] to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.
Ruhter Auction & Realty Inc.
Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!
Habitat America
Annapolis, Maryland

Experiment: Before and after

Before

Confidential

Satisfaction Guarantee
Our data may not be perfect, but we think our guarantee is pretty close. 

Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today
with Qualifying Purchase

We Have the Best Data Guaranteed!

The industry leader in database marketing, [redacted] offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

To receive your *500 Free Leads, fill out and submit the form below. Once received you will be contacted by one of our business consultants.

*First Name

*Last Name

*Company Name

*Email Address


*Phone Number

Once your information is submitted your password will be emailed to you.

[» Click Here](#)

Register Today To Get Your 500 Free Leads!

Confidential

Why Should You Market Today?
(click to watch) 

After

Confidential

Satisfaction Guarantee
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» Plus, get 500 FREE leads added to your purchase!*

Set up your FREE access to [redacted]

- Search our business and consumer database
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First Name:

Last Name:

Email:

Phone:

[Get Free Access](#)



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Sparta, New Jersey

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Ruhter Auction & Realty Inc.
Hastings, Nebraska

*It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!*


Habitat America
Annapolis, Maryland

Experiment: Results



201% increase in total leads

The optimized version increased captured emails by 201.3%

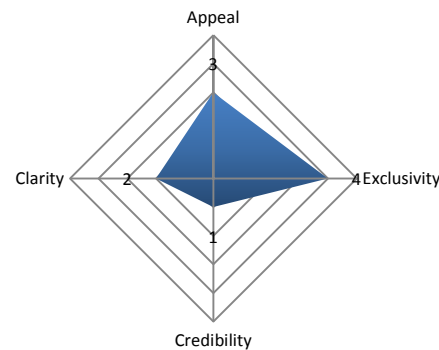
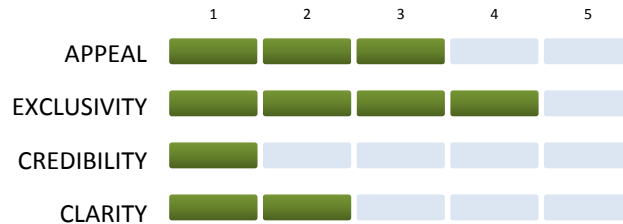
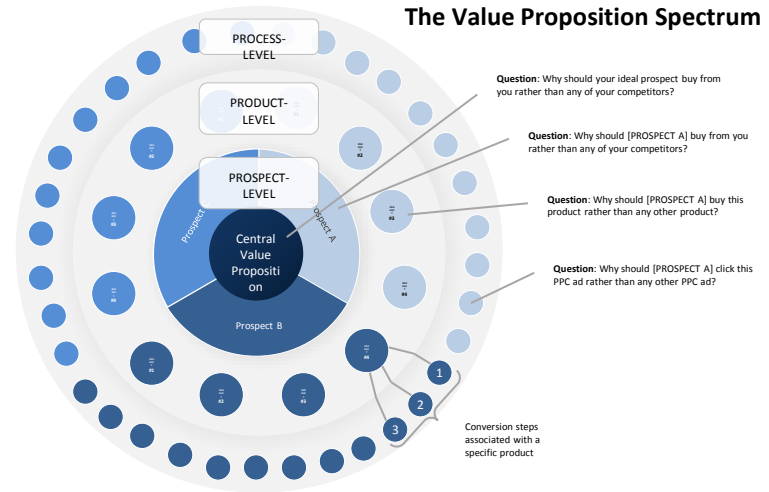
| | Conversion Rate | Relative Difference | |
|------------------|-----------------|---------------------|---|
| Original | 4.86% | - | - |
| Optimized | 14.65% | 201.3% |  95% |

Summary

POINT 1: We must have a holistic understanding of the role of the Value Proposition.

POINT 2: We need to understand the relationship between the core and the derivative value propositions.

POINT 3: We need to understand how to intensify the force of the value proposition





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How to discover your true value proposition and leverage its full potential in any B2B market