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optimization summit 2012

MEASURE.
TEST.
CONVERT.

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No Test is Too Small to Achieve Big Results:

And organizational impediments to testing and how to overcome them

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MECLABS

This is a story of a small company
looking for big results...

About AwayFind

AwayFind is a productivity tool that allows users to close their email inboxes and still receive urgent and important emails—that they have specified with various filters—by alerts sent via SMS, voice call or iPhone and Android apps.



The Goals

- 1 Increase clickthroughs to sign-up page.
- 2 Increase completions of sign-up for premium service.

The Control

- Homepage
- Free trial
- Emphasis on features
- Problem with sequence of thought on page



AwayFind users have escaped from **37,019,993** unimportant emails... Meet a few below!



Patrick Rhone, Machine Methods
I'm not tied to my email. The important stuff gets through to me.



Susan Murphy, Jester Creative
It enabled me to clear my mind from what's happening in my inbox.



Merlin Mann, author of Inbox Zero
It gives me confidence to do what I need without hovering over my inbox 24/7 — I highly recommend.

Our customers are at some cool companies



The Test

Copy

- Benefits, not features

Design

- Shorten headline
- Subhead and smaller block copy
- Text copy easier to read

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The Results

- 42% increase in clickthrough
- **91% increase** in completed sign-ups



The story doesn't end here...

The Problem?

We had a lift, but not a learning. We needed to understand the **reason** for the lift.

← **AWAYfind** → PRODUCT TOUR WHO USES AWAYFIND? FOR GOOGLE APPS SUPPORT PLANS & PRICING LOGIN

Check email every 5 mins? Stop! Let us find your urgent messages.

When you receive an urgent message, AwayFind will notify you via your mobile device, a voice call, IM, or even delegate the message to someone you specify.

Try it Free
no credit card required, setup in 2 minutes

URGENT EMAIL ALERT
From: Geoff Rodgers
I know it's last minute, but I can't make our downtown meeting today. Let me know when...
Reply View

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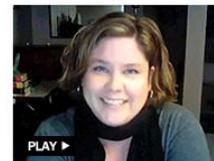


Which Element had Greatest Impact on Lift?

- Optimized copy
- Optimized design



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The Solution!

Follow-up Test: Goal was to learn which element had greatest impact on lift – copy or design.

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What we Learned

- **Clickthrough:**
 - 19% from design
 - 23% from copy
- **Completed sign-ups:**
 - 38% from design
 - 53% from copy



Why Was This Important?

1. Application of design to other pages
2. Application of copy to other marketing including:
 - SEM
 - Public relations
 - Email marketing (more on this later)
 - Etc.



What Do We Do Now?

1. Test
2. Test
3. Test



The story doesn't end here...

Email Sign-up on Homepage

- Reduced friction in signup process.
- Increased data-capture pre-abandon.

The screenshot shows the top navigation bar with the 'AWAYfind' logo and links for 'PRODUCT TOUR', 'WHO USES AWAYFIND?', 'FOR BUSINESSES', 'SUPPORT', 'PLANS & PRICING', and 'LOGIN'. The main headline reads 'Checking email every 5 minutes? Stop!'. Below this, a sub-headline says 'Get AWAY from your inbox — let urgent emails cut through the clutter and FIND you...instantly.' A sign-up form includes a text input field labeled 'enter your email' and a green 'Try it Free' button. A note below the button states 'No credit card required. Setup in 2 minutes.' To the right, a smartphone displays an 'URGENT EMAIL ALERT' from Geoff Rodgers with a 'View' button.

AwayFind users have escaped from **76,776,760** unimportant emails... Meet a few below!



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We're in the news: [The New York Times](#) [npr](#) [lifehacker](#) [WebWorkerDaily](#) [Gartner](#) [guardian.co.uk](#)

The Results

- 24% increase in clickthrough
- 13% increase in completed sign-ups



Key takeaways from the story...

Organizational Impediments to Testing

- Resources?
- “It’s already been optimized?”
- Lack of understanding?
- What else do you see?



How to Overcome Impediments

- Survey data
- Case studies
- Product or service changes
- The downside of not testing



Key Takeaways

- No test is too small to achieve **big results**.
- It often requires more than a good idea to get a test approved to run.



Contact information

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Blog: I discuss the intersection of online marketing—including optimization—and grilled cheese on my new not-for-profit blog at:

- www.marketingcheddar.com
- www.Facebook.com/marketingcheddar