The WOW! Computer…

How firstSTREET applied Radical Redesign to deliver a 500% sales increase

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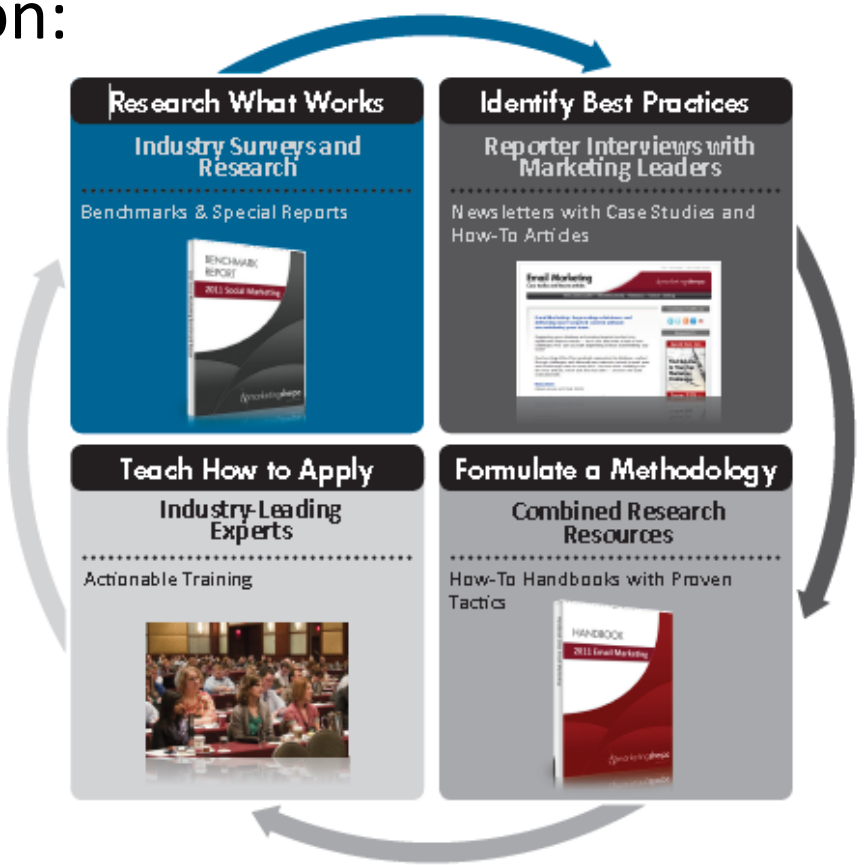
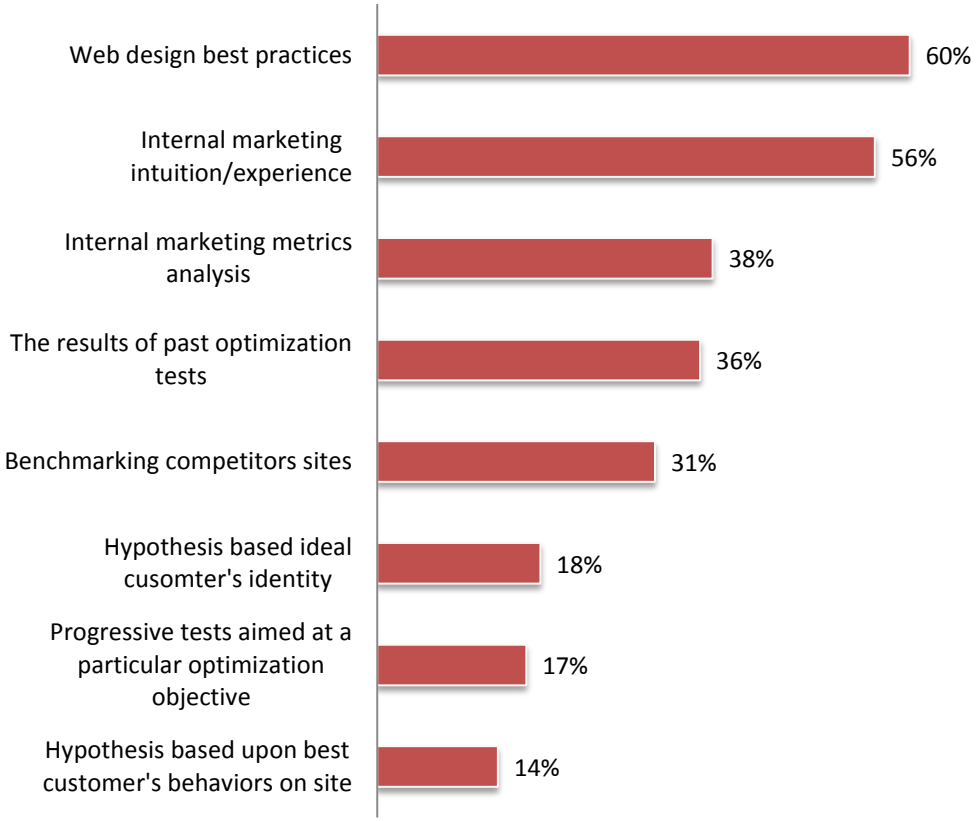
Research Background

2,677 CMOs were surveyed on:

- Top challenges
- Barriers to success
- Best practices



Key Finding: Marketers rely on best practices and intuition to design tests



marketingsherpa

Source: ©2012 MarketingSherpa Website Optimization Benchmark Survey
Methodology: Fielded April 2012, N=659

When asked how they design optimization tests:

- **44%** follow best practices
- **41%** rely on intuition
- Only **29%** use past test results

CMO Perspectives on Website Optimization

"Testing works and can be done through process change without having to hire or build a new team. "

"I 'feel' that optimization efforts helped improve the user experience, but there simply is not sufficient data to conclusively claim … a specific ROI."

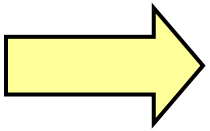
"We have been able to squeeze more leads out of existing customers by leveraging A/B and multivariate testing. The results are outstanding."

WOW! Computer Learning Study

1. I’m MECLABS Certified! Now what?
2. Test, learn, repeat…or go “Radical?”
3. A Radical Success! Are we done?
4. Compounding success

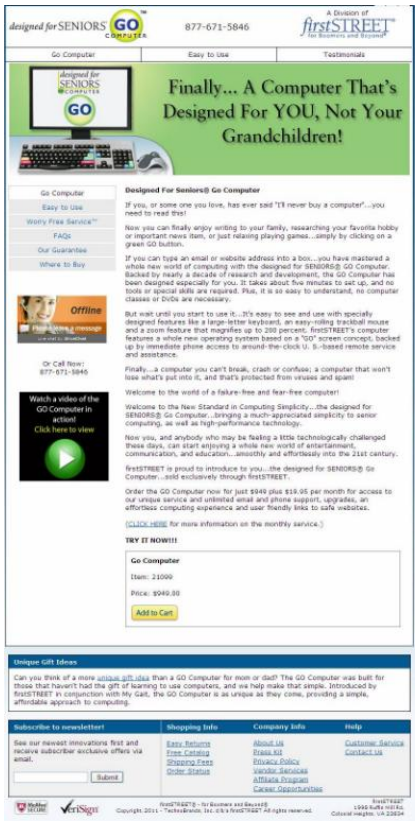
I’m LPO Certified! Now What?

- Take action…Use it or lose it.
- Start with what you know (or think) works…



Test, Learn, Repeat…

- Then start testing! But test *what*?



Should you test a new best practice from a case study…

OR…

…apply a proven methodology?

C = 4M + 3V + 2(I-F) -2A

- Navigation options
- Sub-header copy
- Image on left or right
- Longer copy
- Different copy
- Guarantee seal vs. words
- Incentive and ROI
- Minimize anxiety
- Thought sequence

Oops!

Radical Redesign Decision

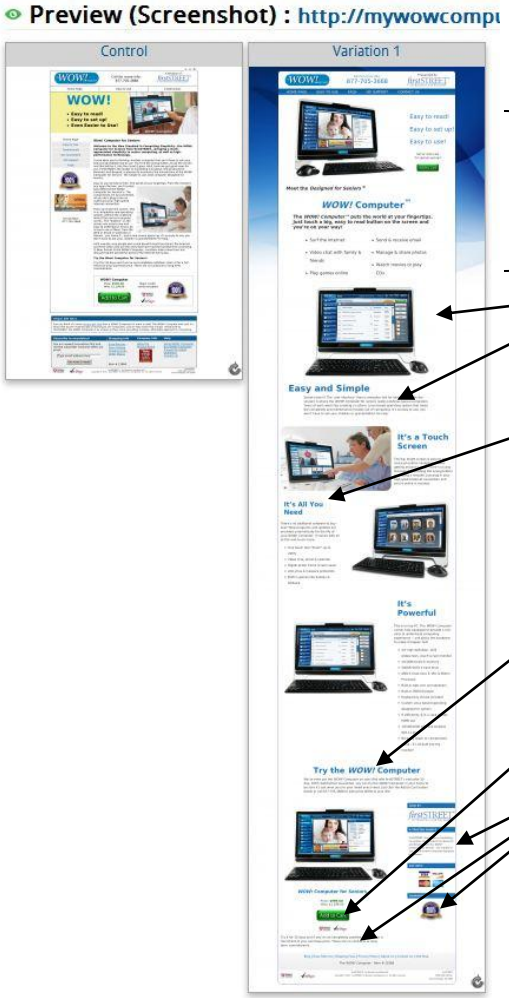
Key Questions:

- Will I achieve my annual goals by further tweaks?
- Do I have the resources to “go radical?”
  - Time, budget, outside-the-box thinking, internal support
  - Is this the best use of my scarce resources?
- How will I minimize risk?
- What happens if I win, draw or fail?
  - To my business?
  - To my career?

Radical Redesign Decision

- **"Pre-plan your learning" in test design**
- Proactively manage risk
  - A/B test ≠ 50/50 split
- Getting *truly* radical
  - Freelance designer for different perspective
  - Thought sequence drives copy and layout
  - Applied all we learned plus several educated guesses
- When in doubt…**GOBOSH**!
  - **GO B**ig **O**r **S**tay **H**ome

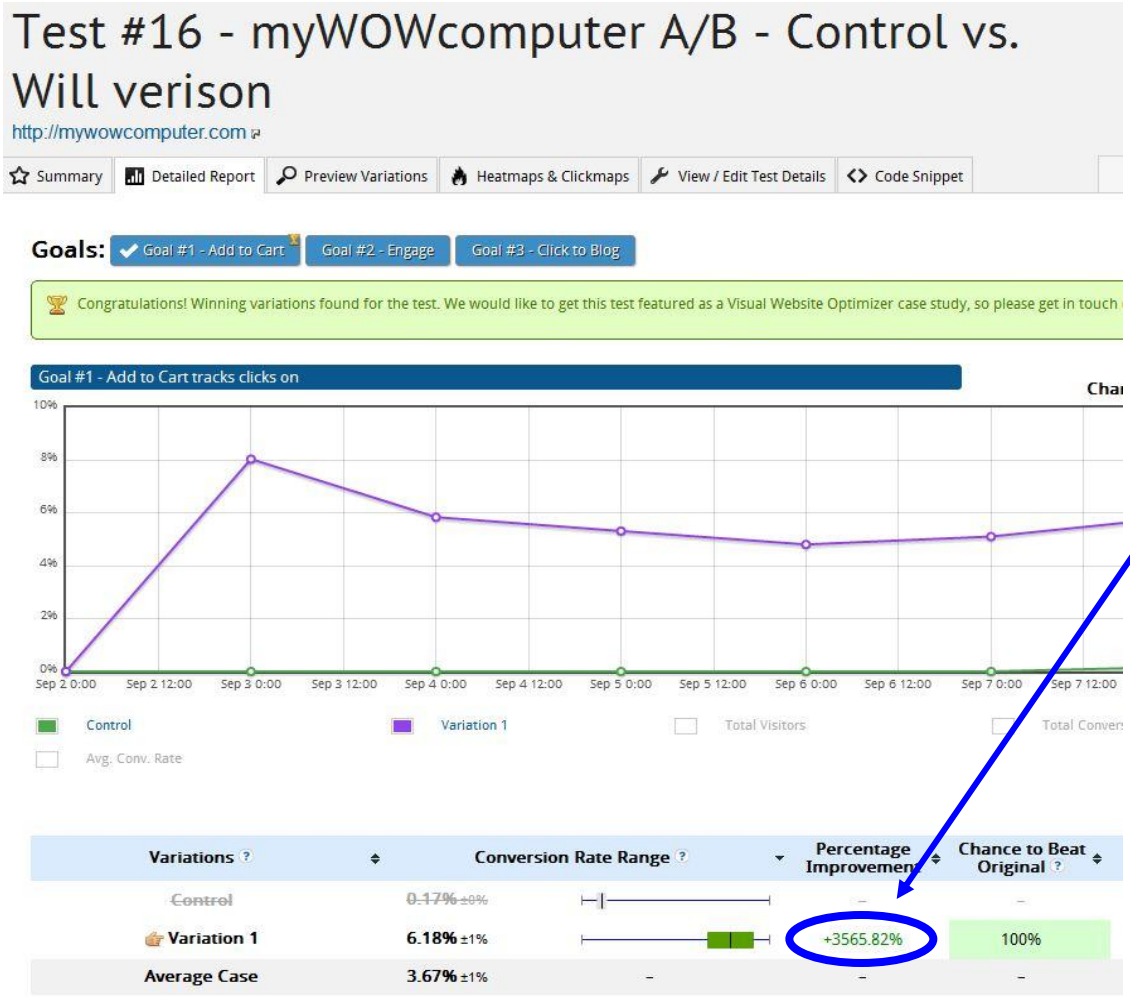
The Redesign



"**firstSTREET meets Apple**"

- Where, What and Why answered
- Big visuals, big type (old eyes)
- Thought sequence sub-headings (benefit phrasing)
- Strong call-to-action
- Incentive and ROI
- Minimize anxiety
- Long page layout

The Results



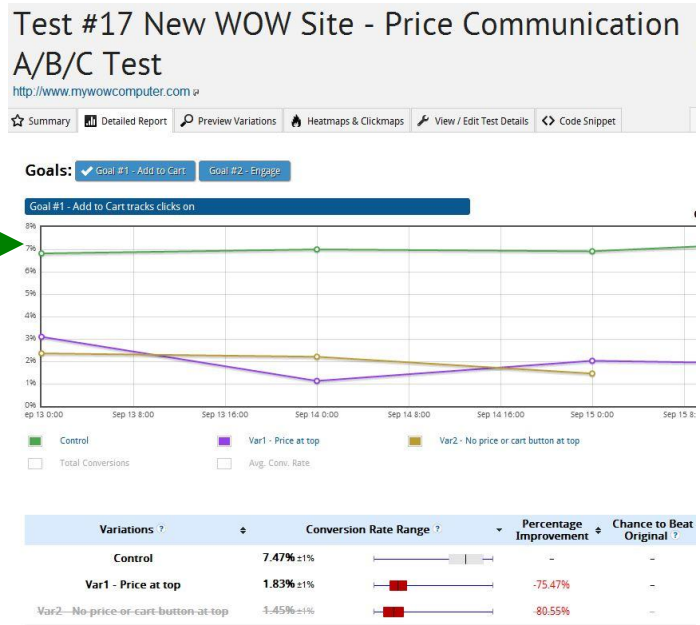
It's a winner!

- Crushed a very weak control
  - Up 3,566%
- Conversion rate now acceptable in the absolute
- **I love testing!**

The Party's Over - More Testing…

Price and the Thought Sequence:
Which version won – A, B or C?
Control wins in a landslide!

- It's what they want to know
- It's not what I want to tell them just yet



About That Button…

- Only change is the button
- +15% … great, but *why*?

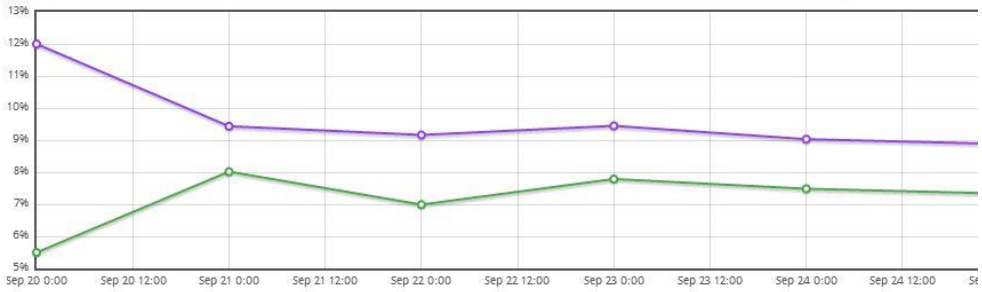
Test #18 - WOW Yellow Button test

http://www.mywowcomputer.com

Summary | Detailed Report | Preview Variations | Heatmaps & Clickmaps | View / Edit Test Details | Code Snippet

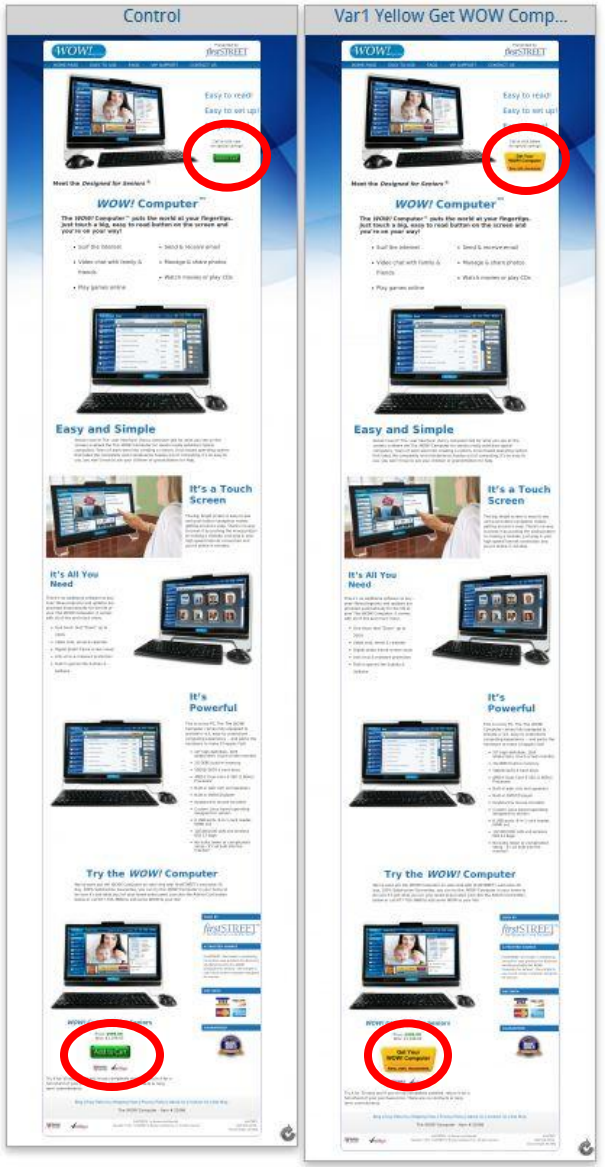
Goals: Goal #1 - Add to Cart | Goal #2 - Engage on Page

Goal #1 - Add to Cart tracks clicks on



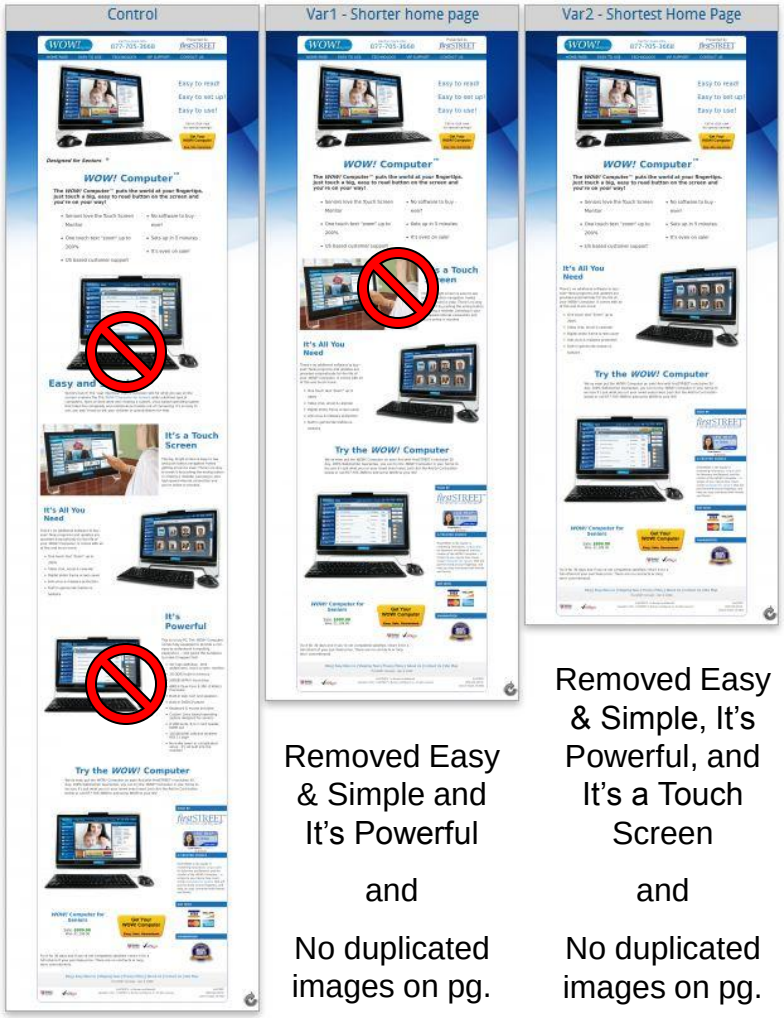
Variations	Conversion Rate Range	Percentage Improvement
Control	7.43% ±1%	-
Var1 Yellow Get WOW Comp button test	8.56% ±1%	+15.26%
Average Case	7.99% ±1%	-

Preview (Screenshot) : http://www.mywow



Thought Sequence, Revisited

Preview (Screenshot) : http://mywowcomputer.com



Removed Easy & Simple and It's Powerful

and

No duplicated images on pg.

Removed Easy & Simple, It's Powerful, and It's a Touch Screen

and

No duplicated images on pg.

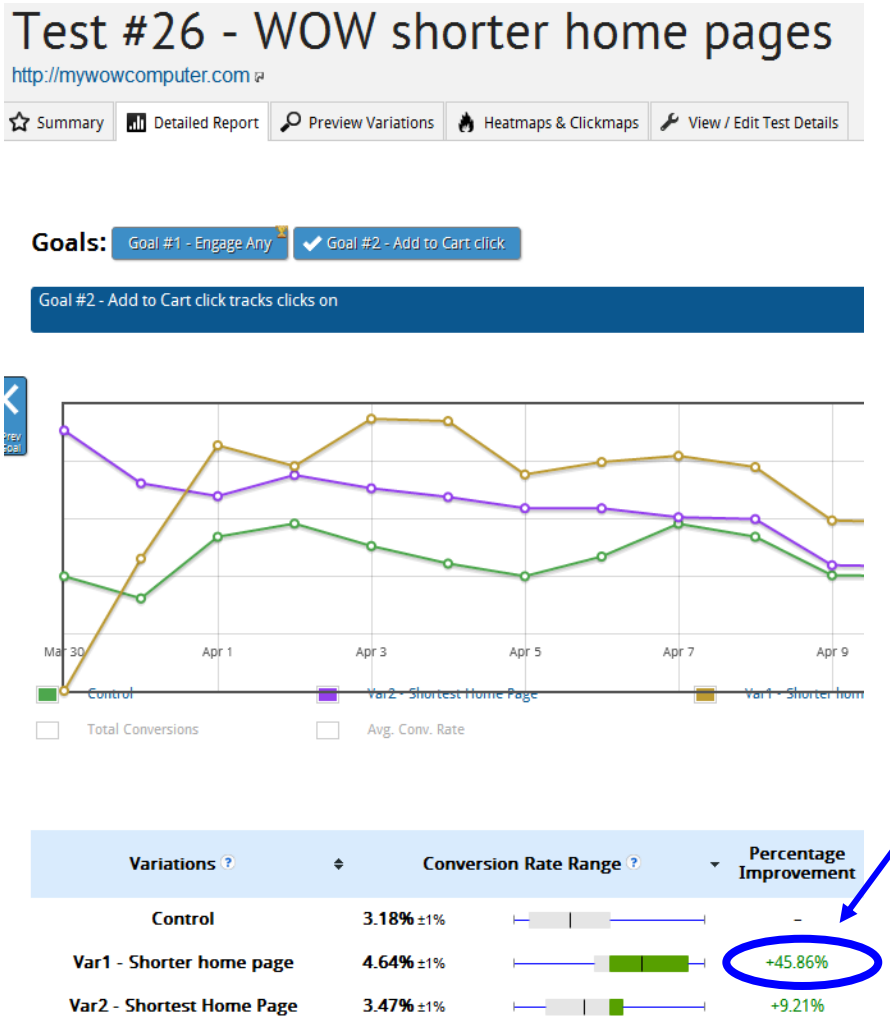
How much is too much?

- Test content length
- Balance controlling unsupervised thinking with not "shutting up"

There was a BIG winner

- Was it A, B or C?
- Vote now

Thought Sequence, Revisited



Winner is 'B'

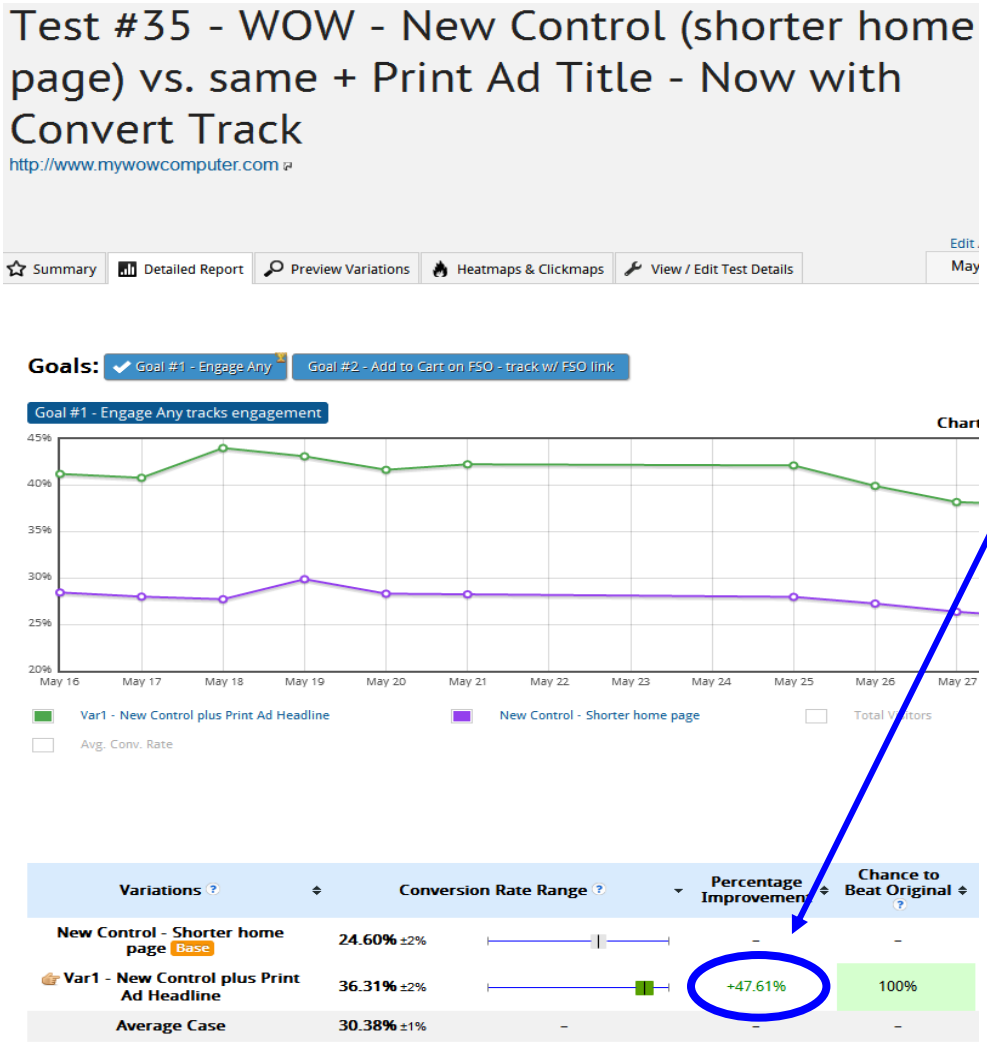
- New control
- Big Earning:
  - Up 46%
- Big Learning:
  - Better grasp of what our consumer is thinking

“Where Am I?” Revisited

- Vast majority of traffic from print ads and catalogs
- Added control print ad headline to top of homepage

Which version won? Vote now…

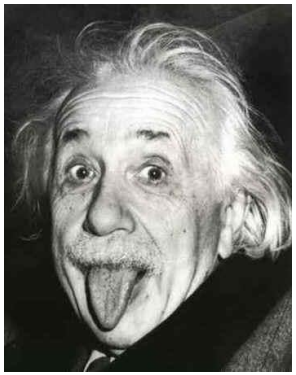
Where Am I, Revisited



Winner is ‘B’

- 48% increase in engagement
- Conversion tracking failed
  - 30% Add-to-Cart gain validated through G.A.

Compounding Success



Einstein said the compounding power of money is the 8th Wonder of the World

- Pessimist

What a difference a year can make…

• Initial sales rate per period		10
• Original site testing gains	30%	13
• Radical Redesign (only counting 1X)	100%	26
• Price disclosure	no gain	26
• Add-to-cart buttons	15%	30
• Thought sequence	46%	44
• Headline test	30%	57

Over a 5x increase in one year…and still growing!

What will you do?

Write it down now.

Happy Testing!

Next Steps

- More testing (duh)
  - Where's the easiest step to improve?
  - Where's the most profitable step to improve?
  - What assumptions have not been questioned?
  - **What does my target customer think of the experience?**
- Same steps, different products
- And the "even more radical" idea is…
  - Wait for it…
  - Wait for it…

Even More Radical

- *Wait for it…*

Do not sell online at all!

- Brilliant in its simplicity
- Solves issues with shopping carts, browsers, IT

  (Not recommended for Internet-only retailers)

Don’t abandon online … just don’t transact on it.