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optimization summit 2012

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TEST.
CONVERT.

June 11-14 · Denver

The WOW! Computer...

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

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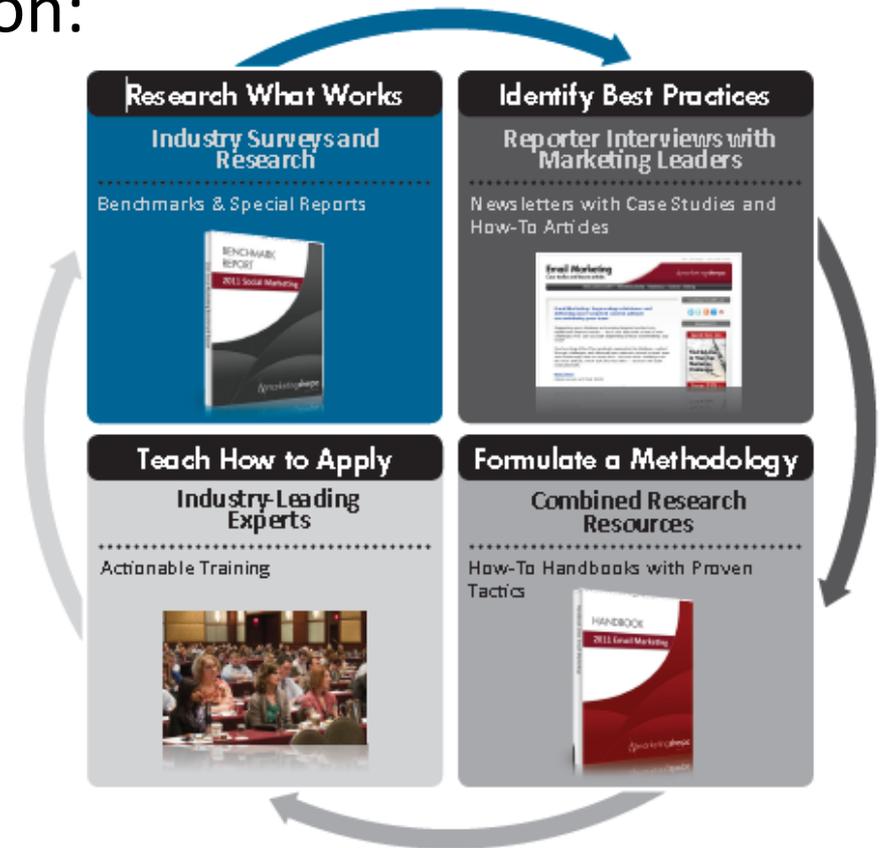
VP, Direct Marketing Division

firstSTREET

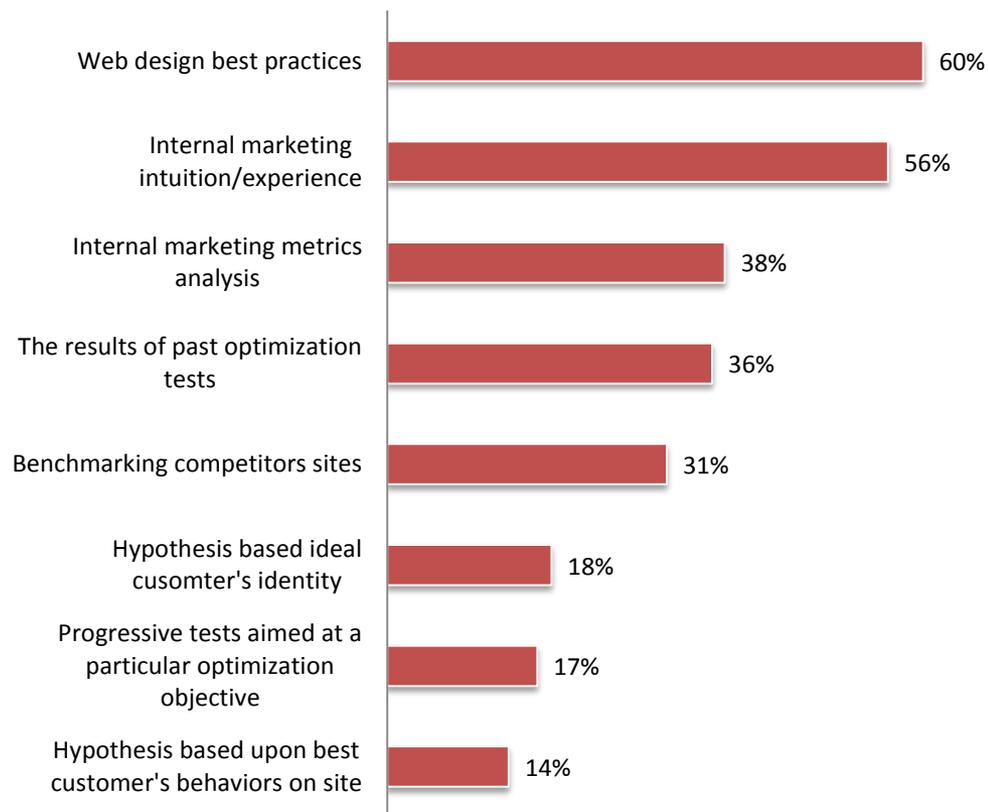
Research Background

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



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...

Technology Simplified

Finally...A Computer Designed For YOU, Not Your Grandchildren!

...It's easy to read. It's easy to see. It's even easier to understand.

NEW **Just plug it in and GO!!!** **Not available in stores!**



designed for SENIORS COMPUTER

- Big Bright Screen
- One-Touch Screen Magnification
- Large Over-Sized Keyboard
- Built-in microprocessor and memory—no bulky tower
- Top-rated for reliability

Never Get Lost — Just Click "GO"

I know what you're thinking. Another computer ad. Another computer that you'll have to ask your kids and grandkids how to use. You'll hit the wrong button, erase the screen and that will be it. Into the dust it goes. Well, here we get good news for you. **FIRSTSTREET**, the leader in marketing innovative new products for Boomers and Beyond, is pleased to announce the introduction of the **GO Computer**—the simple to use computer for seniors. Until now, this system was only available in Senior Centers and Retirement Living Communities. Now, for the first time ever, it's available to you.

Easy to use and worry-free. This extraordinary computer comes ready to use right out of the box. All you do is plug it into an outlet and a high-speed internet connection. Once you're online, the navigation is simple—just press GO! You never get lost or "frozen".

A key part of the Designed for Seniors® GO Computer is that you never have to worry about maintaining your computer... we do it for you... remotely. So it never slows down, never crashes, never freezes, and you never have to worry about spam or viruses. We eliminate and prevent these problems around the clock—far less than seventy-five cents per day. Imagine—never having to call your neighbors or relatives or a "repairman" to come "fix" your computer. You never have to worry that your emails, files, or photos will be "lost". And in the unlikely event that your computer does develop a replacement absolutely free. And since your data is remotely stored, you'll immediately have access to all of your original emails, files, and photos... instantly. No other computer can do that.

Plus, since it's so simple to set up and use, there is no need for computer classes or instructional DVDs. Just follow the green "GO" button to any place your heart and mind desire. No confusing icons, tool bars, cascading windows, or computer jargon.

Call now for a 30 day home trial. It's a shame that the very people who could benefit most from Email and the Internet are the ones that have the hardest time accessing it. Now, thanks to the **GO Computer**, countless older Americans are discovering the wonderful world of the Internet every day. Isn't it time you took part? Call now, and a patient, knowledgeable product expert will tell you how you can try it in your home for 30 days. Call today.

designed for SENIORS® GO COMPUTER™

Call now for our special introductory price! Please mention promotional code 300000.

1-800-000-0000

firstSTREET
for Boomers & Beyond™

1998 Route 1001 Bldg.
Columbia Heights, VA 22046

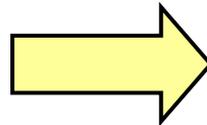
www.theGOcomputer.com

GO ...send and receive emails
Keep up with family and friends.

GO ...surf the internet
Get current weather & news.

GO ...play games online
Hundreds to choose from!

Tested for over 8 years in Retirement Living Communities and Senior Centers.



Technology Simplified

WOW...A Computer Designed For YOU, Not Your Grandchildren!

...It's easy to read. It's easy to see. It's even easier to understand and use!

NEW **Just plug it in!!!** **NEW Touch Screen Technology**



designed for SENIORS

- Big Bright Screen
- One-touch "zoom" magnification
- No bulky tower

Simple navigation, so you never get lost!

Have you ever said to yourself "I'd love to get a computer, if only I could figure out how to use it." Well, you're not alone. Computers were supposed to make our lives simpler, but they've gotten so complicated that they are not worth the trouble. With all of the "pointing and clicking" and "dragging and dropping" you're lucky if you can figure out where you are. Plus, you are constantly worrying about viruses, spam and freeze-ups. If this sounds familiar, we have great news for you. There is finally a computer that's designed for simplicity and ease of use. It's the **WOW Computer**, and it was designed with you in mind.

This computer is easy-to-use, worry-free and literally puts the world at your fingertips. From the moment you open the box, you'll realize how different the **WOW computer** is. The components are all connected; all you do is plug it into an outlet and your high-speed Internet connection. Then you'll see the screen. This is a completely new operating system, without the cluttered look of the normal computer screen. The "buttons" on the screen are easy to see and easy to understand. All you do is touch one of them, from the Web, Email, Calendar to Games—you name it... and a new screen opens up. It's so easy to use you won't have to ask your children or grandchildren for help.

Until now the very people who could benefit most from Email, and the Internet are the ones that have had the hardest time accessing it. Now, thanks to the **WOW Computer**, countless older Americans are discovering the wonderful world of the Internet every day. Isn't it time you took part? Call now, and a patient, knowledgeable product expert will tell you how you can try it in your home for 30 days. Call today.

"I love this computer! It is easy to read and to use! I get photo updates from my children and grandchildren all the time."

—From Janet E.

WOW! Computer

Call now for our special introductory price! Please mention promotional code 300000.

1-800-000-0000

firstSTREET
for Boomers & Beyond™

1998 Route 1001 Bldg.
Columbia Heights, VA 22046

GO ...send and receive emails
Keep up with family and friends.

GO ...surf the internet
Get current weather & news.

GO ...play games online
Hundreds to choose from!

Test, Learn, Repeat...

- Then start testing! But test *what*?

designed for SENIORS **GO** COMPUTER

877-671-5846

A Division of **firstSTREET** for Seniors and Families

Go Computer Easy to Use Testimonials

Finally... A Computer That's Designed For YOU, Not Your Grandchildren!

Designed For Seniors® Go Computer

If you, or some one you love, has ever said "I'll never buy a computer"...you need to read this!

Now you can finally enjoy writing to your family, researching your favorite hobby or important news item, or just relaxing playing games...simply by clicking on a great GO button.

If you can type an email or website address into a box...you have mastered a whole new world of computing with the designed for SENIORS® GO Computer. Backed by nearly a decade of research and development, the GO Computer has been designed especially for you. It takes about five minutes to set up, and no tools or special skills are required. Plus, it is so easy to understand, no computer classes or DVDs are necessary.

But wait until you start to use it...it's easy to see and use with specially designed features like a large-letter keyboard, an easy-rolling trackball mouse and a zoom feature that magnifies up to 200 percent. firstSTREET's computer features a whole new operating system based on a "GO" screen concept backed up by immediate phone access to around-the-clock U.S.-based remote service and assistance.

Finally...a computer you can't break, crash or confuse; a computer that won't lose what's put into it, and that's protected from viruses and spam!

Welcome to the world of a future-free and fear-free computer!

Welcome to the New Standard in Computing Simplicity...the designed for SENIORS® Go Computer...bringing a much-appreciated simplicity to senior computing...as well as high-performance technology.

Now you, and anyone who may be helping a tech-technologically challenged three-digits...can start enjoying a whole new world of entertainment, communication, and education...simply and effortlessly into the 21st century.

firstSTREET is proud to introduce to you...the designed for SENIORS® Go Computer...sold exclusively through firstSTREET.

Order the GO Computer now for just \$949 plus \$19.95 per month for access to our unique service and editorial email and phone support...provides an effortless computing experience and user-friendly links to safe websites.

[CLICK HERE](#) for more information on the monthly service.)

TRY IT NOW!!!

Go Computer
Item: 21000
Price: \$949.99
[Add to Cart](#)

Required ORB Status:

Can you think of a more affordable status than a GO Computer for men or men? The GO Computer was built for those that haven't had the gift of learning to use computers, and we help make that simple. Introduced by firstSTREET in conjunction with My Cart, the GO Computer is as unique as they come, providing a simple, affordable approach to computing.

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See our newest innovations first and receive subscriber exclusive offers via email.	Fast Returns Free Catalog Shipping Fees Order Status	About Us Feedback Business Policy Privacy Statement Affiliate Program Careers Opportunities	Customer Service Contact Us

firstSTREET® - by Seniors and Families
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1044 South St. Columbia, SC 29204

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



...apply a proven methodology?

WOW! Computer Easy to Use Testimonials Tech Buddy User Login

Call for more info: 877-705-3668

A Division of **firstSTREET** for Seniors and Families

WOW!

A simple-to-use touchscreen computer designed for me!

The Wow! Computer for Seniors puts the world at your fingertips. Just touch a big, easy to read button and you're on your way!

- Surf the internet
- Video chat with family & friends
- Send & receive email
- Manage & share photos
- Play games online
- Watch movies or play CDs

WOW! Computer
Sale Price: ~~\$999.00~~
Was: \$1,199.00

Major credit cards accepted

[Add to Cart](#)

100% GUARANTEED

OR Call Now: 877-705-3668

The big, bright screen is easy to see and push button navigation makes getting around a snap. There's no way to break it by pushing the wrong button or making a mistake. Just plug in your high speed internet connection and you're online in minutes.

Seniors love it! The "user interface" (fancy computer talk for what you see on the screen) is where the WOW! Computer for seniors really outshines typical computers. Years of work went into creating a custom, Linux based operating system that takes the complexity and maintenance hassles out of computing. It's so easy to use, you won't have to ask your children or grandchildren for help.

There's no additional software to buy - ever! New programs and updates are provided automatically for the life of your WOW! Computer. It comes with all of this and much more:

- One touch, "Zoom" text magnification (up to 200%!)
- Video chat, email & calendar
- Digital photo frame screen saver
- Anti-virus & malware protection
- Built in games include Solitaire and Solitaire

This is no toy PC. The WOW! Computer comes fully equipped to provide a rich, easy to understand computing experience - and packs the hardware to make it happen fast!

- 20" high definition, touch screen monitor
- 2G DDR3 built-in memory
- 500GB SATA II hard drive
- AMD® Dual-Core E-350 (1.6GHz) Processor
- Built-in web cam
- Built-in DVD / CD player
- Keyboard & mouse included
- Custom Linux based operating system designed for seniors
- 6 USB ports, 6-in-1 card reader, HDMI out
- 10/100/1000 LAN and wireless 802.11 b/g/n
- No bulky tower or complicated setup - it's all built into the monitor!

We even built in a "Tech Buddy" feature where you can invite a trusted friend (or our VIP Support staff) to log into your WOW! Computer and show you, on your screen, exactly how to do something you want to learn. Now that's making a computer friendly!

Best of all, we've even put the WOW! Computer on sale! And with firstSTREET's exclusive 30 day, 100% Satisfaction Guarantee, you can try the WOW! Computer in your home to be sure it's just what you (or your loved ones) need. Just click the Add to Cart button below or call 877-705-3668 to add some WOW to your life!

Try the Wow! Computer for Seniors!

Try it for 30 days and if you're not completely satisfied, return it for a full refund of your purchase price. There are no contracts or long term commitments.

WOW! Computer
Price: ~~\$999.00~~
Was: \$1,199.00

Major credit cards accepted

[Add to Cart](#)

100% GUARANTEED

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

- 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!

The screenshot shows the WOW! Computer website. At the top, there's a navigation bar with 'WOW! Computer', 'Easy to Use', 'Testimonials', and 'Tech Buddy User Login'. Below this is a large yellow banner with 'WOW! A simple-to-use touchscreen computer designed for me!' and an image of a person using the device. To the left is a vertical menu with 'WOW! Computer', 'Easy to Use', 'Testimonials', 'Our Guarantee', 'VIP Support', and 'FAQs'. The main content area features a heading 'The Wow! Computer for Seniors puts the world at your fingertips. Just touch a big, easy to read button and you're on your way!' followed by a list of features: 'Surf the internet', 'Video chat with family & friends', 'Send & receive email', 'Manage & share photos', 'Play games online', and 'Watch movies or play CD's'. Below this is a price section showing 'WOW! Computer Sale Price: \$999.00 Was: \$1,199.00' and 'Major credit cards accepted'. There's a green 'Add to Cart' button, a 'McAfee SECURE' logo, and a 'VeriSign' logo. A '100% GUARANTEED' seal is also present. At the bottom, there's an 'Offline' chat button and contact information: 'Or Call Now! 877-705-3668'. A final text block states: 'The big, bright screen is easy to see and push button navigation makes getting around a snap. There's no way to break it by pushing the wrong button or making a mistake. Just plug in your high speed internet connection and you're online in minutes. Seniors love it! The 'user interface' (fancy computer talk for what you see on the screen) is where the WOW! Computer for seniors really outshines typical computers. Years of work went into creating a custom, Linux based operating system that takes the'.

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 \neq 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** Big **O**r **S**tay **H**ome

The Redesign

Preview (Screenshot) : <http://mywowcomp>



“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

Test #16 - myWOWcomputer A/B - Control vs. Will verison

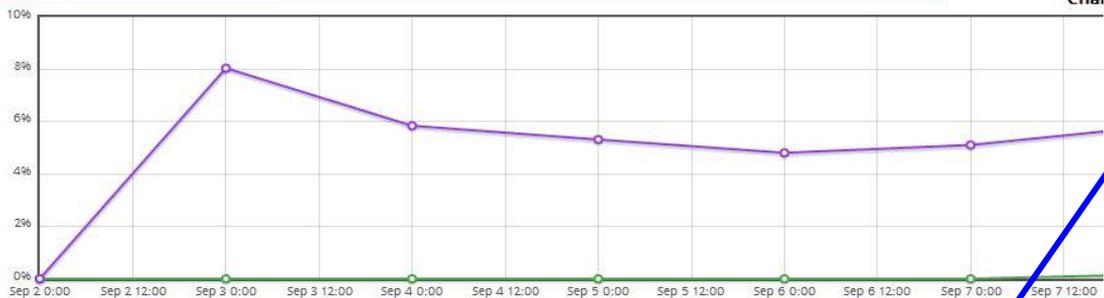
<http://mywowcomputer.com>

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

Goals: Goal #1 - Add to Cart Goal #2 - Engage Goal #3 - Click to Blog

Congratulations! Winning variations found for the test. We would like to get this test featured as a Visual Website Optimizer case study, so please get in touch

Goal #1 - Add to Cart tracks clicks on



Control Variation 1 Total Visitors Total Conversion Avg. Conv. Rate

Variations ?	Conversion Rate Range ?	Percentage Improvement	Chance to Beat Original ?
Control	0.17% ±0%	-	-
Variation 1	6.18% ±1%	+3565.82%	100%
Average Case	3.67% ±1%	-	-

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

Test #17 New WOW Site - Price Communication
A/B/C 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

Goal #1 - Add to Cart tracks clicks on



Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original
Control	7.47% ±1%	-	-
Var1 - Price at top	1.83% ±1%	-75.47%	-
Var2 - No price or cart button at top	1.45% ±1%	-80.55%	-

About That Button...

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

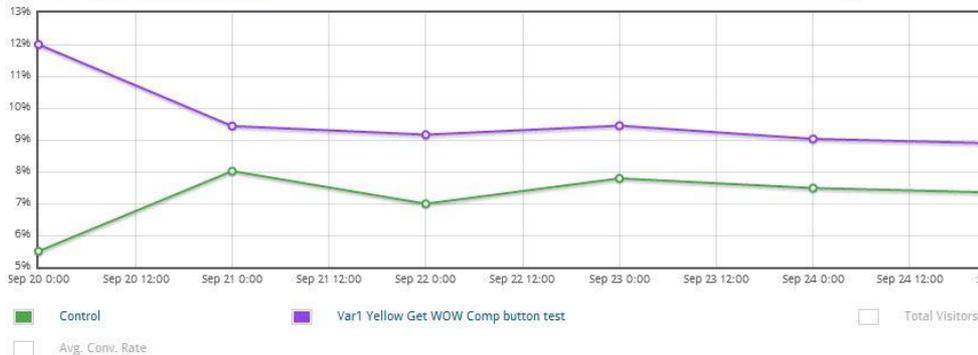
Test #18 - WOW Yellow Button test

<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

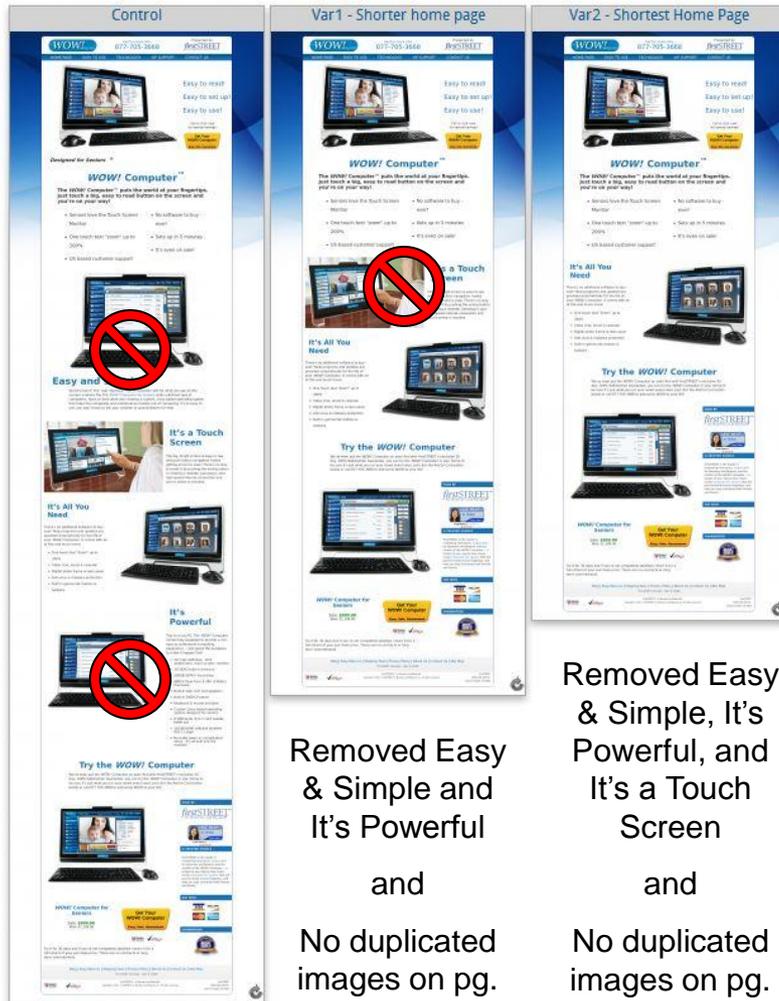


Variations ?	Conversion Rate Range ?	Percentage Improvement
Control	7.43% ±1%	-
Var1 Yellow Get WOW Comp button test	8.56% ±1%	+15.26%
Average Case	7.99% ±1%	-



Thought Sequence, Revisited

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



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

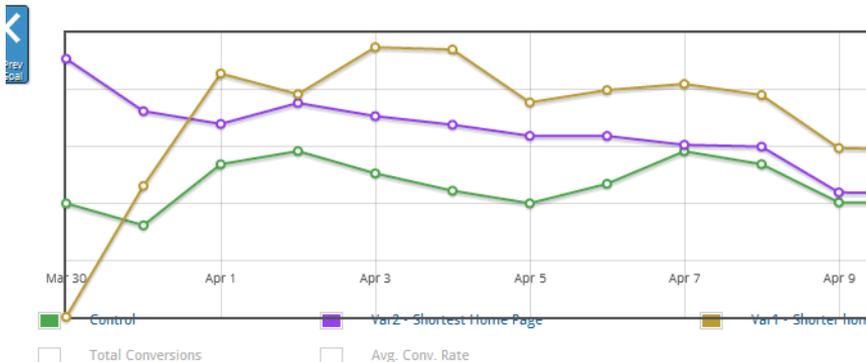
Test #26 - WOW shorter home pages

<http://mywowcomputer.com>

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

Goals: Goal #1 - Engage Any ✓ Goal #2 - Add to Cart click

Goal #2 - Add to Cart click tracks clicks on



Variations	Conversion Rate Range	Percentage Improvement
Control	3.18% ±1%	-
Var1 - Shorter home page	4.64% ±1%	+45.86%
Var2 - Shortest Home Page	3.47% ±1%	+9.21%

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...

Call for more info: **877-705-3668**

Presented by **firstSTREET**

HOME PAGE EASY TO USE TECHNOLOGY VIP SUPPORT CONTACT US

Easy to read!
Easy to set up!
Easy to use!

Call or click now for special savings!

Get Your WOW! Computer
Easy, Safe, Guaranteed.

WOW! Computer™

The WOW! Computer™ puts the world at your fingertips. Just touch a big, easy to read button on the screen and you're on your way!

Call for more info: **877-705-3668**

Presented by **firstSTREET**

HOME PAGE EASY TO USE TECHNOLOGY VIP SUPPORT CONTACT US

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Easy, Safe, Guaranteed.

WOW! Computer™

The WOW! Computer™ puts the world at your fingertips. Just touch a big, easy to read button on the screen and you're on your way!

Where Am I, Revisited

Test #35 - WOW - New Control (shorter home page) vs. same + Print Ad Title - Now with Convert Track

<http://www.mywowcomputer.com>

Summary Detailed Report Preview Variations Heatmaps & Clickmaps View / Edit Test Details May

Goals: Goal #1 - Engage Any Goal #2 - Add to Cart on FSO - track w/ FSO link

Goal #1 - Engage Any tracks engagement



Variations	Conversion Rate Range	Percentage Improvement	Chance to Beat Original
New Control - Shorter home page <small>Base</small>	24.60% ±2%	-	-
Var1 - New Control plus Print Ad Headline	36.31% ±2%	+47.61%	100%
Average Case	30.38% ±1%	-	-

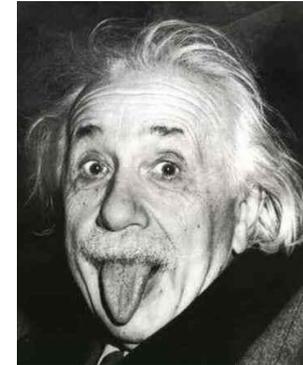
Winner is 'B'

- 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.