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e-commerce

5 Optimization Discoveries

From the VMware website and conversion funnel

Cindy Lu

Senior Marketing Manager, Digital Marketing Strategy

VMware

Session speaker



@DawnOrchid

Cindy Lu

Sr. Marketing Manager, Digital Marketing Strategy

VMware

Cindy Lu is currently driving digital marketing strategy and Web optimization as a Senior Marketing Manager at VMware. Lu has specialized in Web strategy and optimization of marketing programs for the past seven years, including roles at Adobe, PayPal and Intuit.

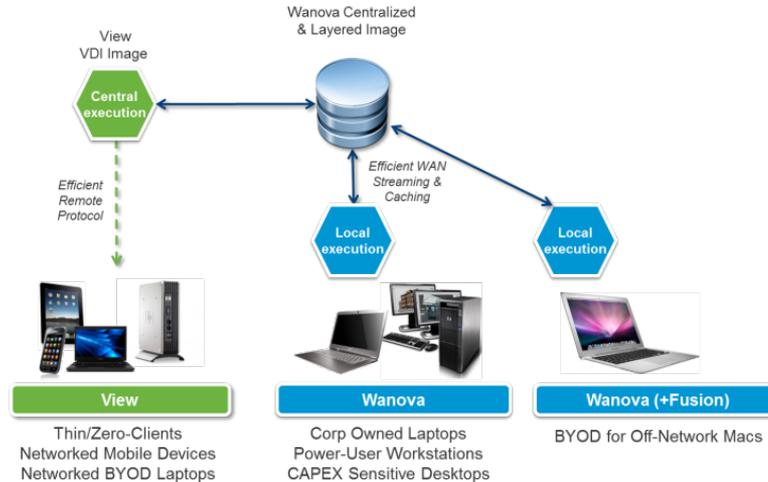
She has developed, implemented and optimized user experiences by driving global website traffic, monitoring conversion funnels and testing webpages, landing pages, content, product placement and overall merchandising mix.

Lu's digital marketing strategy experiences include the product launches of Adobe Creative Cloud, PayPal Payments Solutions and Intuit Payments Solutions. Lu holds a M.S. from Carnegie Mellon University and two B.A. degrees from the University of California, Berkeley. (GO BEARS!)

A little about us



VMware is an industry-leading virtualization software company that enables IT to deliver services from any device, anytime, anywhere.



Wanova Mirage with VMware View + VMware Fusion

Marketing objectives vary by product

United States My VMware Partner Central Training Community Store Search

vmware Products Support Downloads Consulting Partner Programs Company

Hybrid Cloud for Disaster Recovery

Discover the benefits of disaster recovery in the cloud and how it will keep your business up and running.

Read the blog >

- Research Products Find a Product
- Get Support
 - Log in to My VMware
- Download Software
 - All Downloads
 - Trial and Free Products

VMware Leads in Cloud Management

451 Research surveyed IT professionals who named VMware the top vendor in 4 key areas of cloud management and automation.

Get the Report

vsphere Users - Upgrade Now

Increase workload capacity and performance when you upgrade to vsphere with Operations Management.

Get Started

Highlights

Best of Interop 2014 Awards
vCloud Hybrid Service and Virtual SAN both received Best of Interop 2014 awards. Virtual SAN also won the Audience Choice Award.

Read the Blog

Who We Are

As the industry-leading virtualization software company, we empower organizations to innovate and drive by streamlining IT operations.

Learn More about VMware

Our Customers

More than 500,000 organizations, from small businesses to large enterprises—including 100% of the Fortune 100—rely on VMware technology.

Learn More from Our Customers

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Desktop Virtualization
Virtualizing Enterprise Applications
Cloud Computing
Hybrid Cloud
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 - vCloud Suite
 - Compute
 - vSphere with Operations Management
 - vSphere
 - Networking & Security
 - NSX
 - Storage & Availability
 - Virtual SAN
 - vCenter Site Recovery Manager
 - vSphere Data Protection Advanced
 - Infrastructure as a Service
 - vCloud Hybrid Service
 - Data Center and Cloud Management
 - Cloud Operations Management
 - vCenter Operations Management Suite
 - vCenter Log Insight
 - vCenter Server Heartbeat
 - vCloud Director
 - Cloud Automation
 - vCloud Automation Center
 - vCenter Orchestrator
 - vSphere Data Protection Advanced
 - IT Business Management Suite
 - IT Benchmarking
 - Desktop and Application Virtualization
 - Horizon (with View)
 - Horizon DataS
 - Mirage
 - Personal Desktop
 - Fusion
 - Fusion Professional
 - Workstation
 - Player Plus
 - Free Products
 - vSphere Hypervisor
 - vCenter Converter
 - Compliance Checker for PCI
 - Compliance Checker for vSphere
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 - Infrastructure Planner
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- View All Products

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Get Started

Simplify Shared Storage with Virtual SAN

Create resilient shared storage with Virtual SAN software-defined storage for virtual machines.

Learn More about Virtual SAN

Small businesses to large enterprises

Including 100% of the Fortune 100—rely on VMware technology.

Learn More from Our Customers

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Desktop Virtualization
Virtualizing Enterprise Applications
Cloud Computing
Hybrid Cloud

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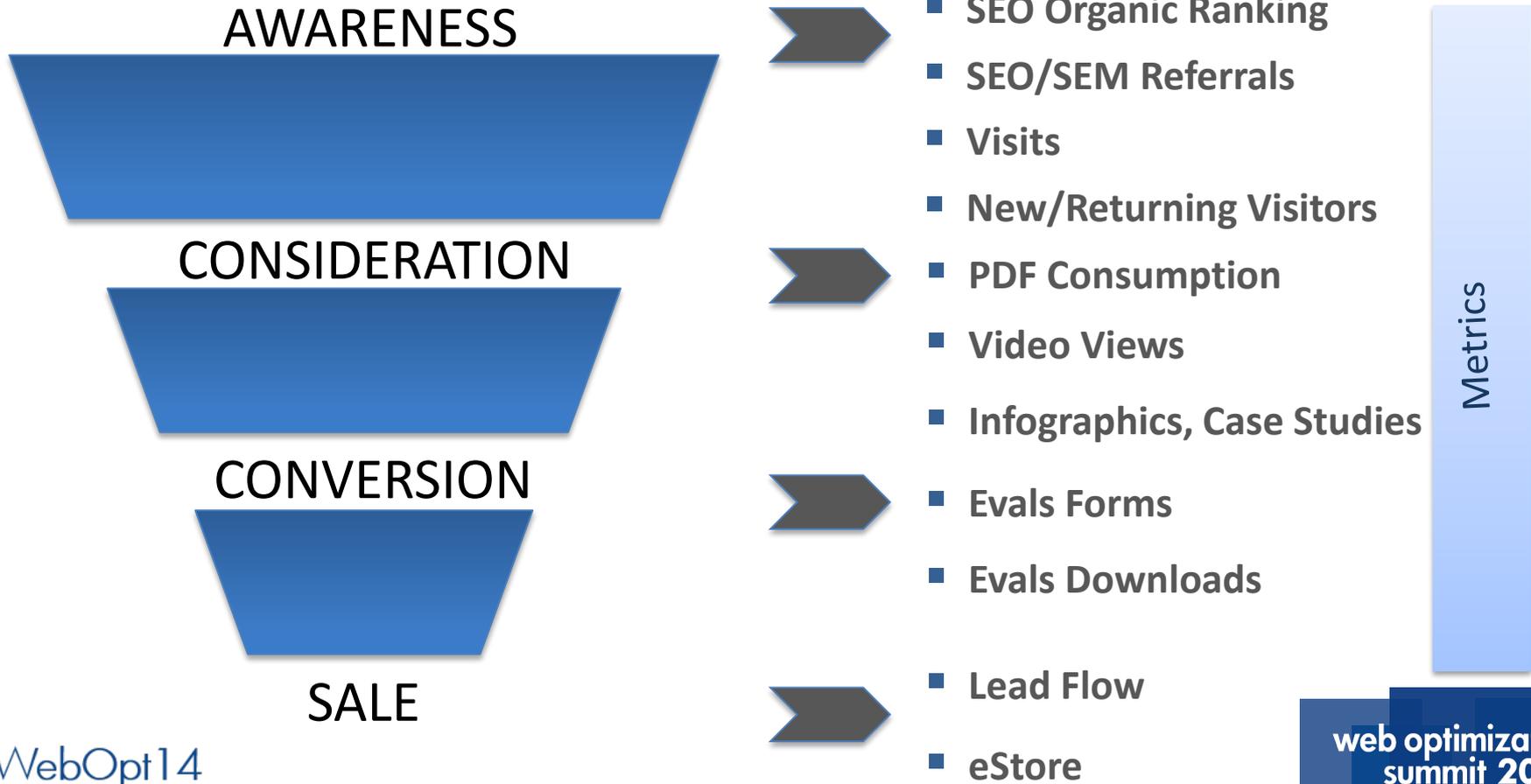
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Cisco Nexus 1000V	vCenter Hyperic	Download Trial
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Using metrics in the conversion funnel



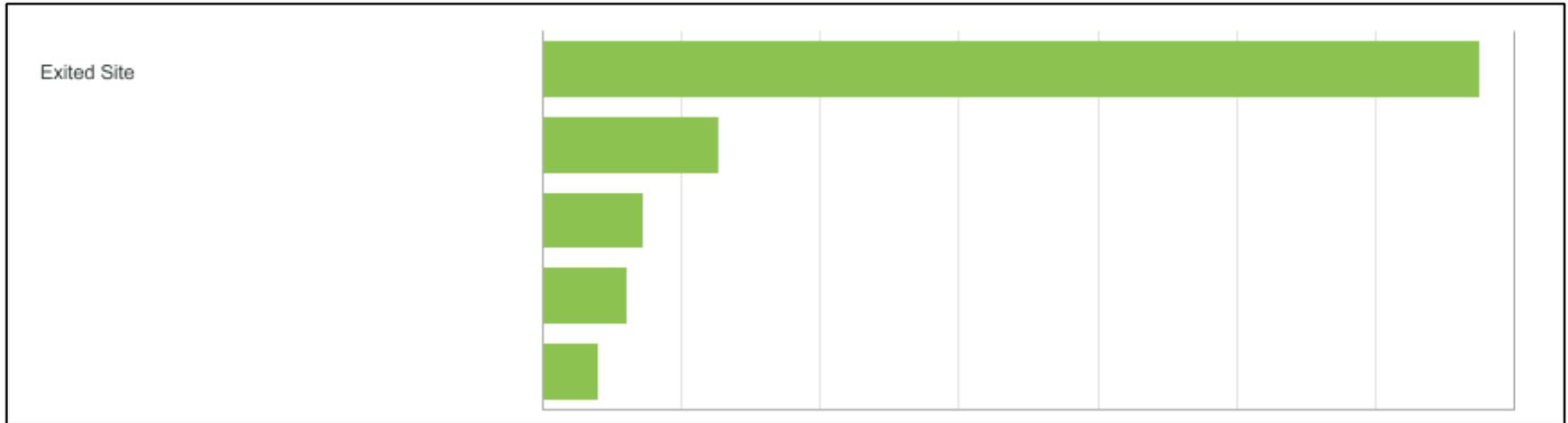
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vCenter Log Insight: Business background

Exit rate for overview page was 20% than other product pages



vCenter Log Insight: Optimize content for customer

Opportunity: Unusually high bounce rate from vCenter Log Insight Overview page.

Objective: Generate greater trial downloads and eStore clicks in the vCenter Log Insight product pages.



Download Free Trial

Buy Online

<http://www.vmware.com/products/vcenter-log-insight/>

vCenter Log Insight: Optimize content for customer

Hypothesis:

Redirecting visitors to the Features Tab, which has a much lower exit rate, will increase visitor engagement and will lead to greater clicks to the Free Trial Download and Buy Online CTAs.

Home / Products / vCenter Log Insight Email Us
1-877-486-9273

vCenter Log Insight

Overview Features Resources Purchasing

VMware® vCenter™ Log Insight™ delivers automated log management through aggregation, analytics and search, enabling operational intelligence and enterprise-wide visibility in dynamic hybrid cloud environments.

[Download Free Trial](#)
[Buy Online](#)
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vCenter Log Insight Overview

What vCenter Log Insight Does

- Extends Analytics to Log Data**
With huge amounts of machine data generated in dynamic, virtual and cloud infrastructures on a daily basis, there is an acute need to apply analytics-based technologies to solve IT problems. vCenter Log Insight extends VMware's leadership in analytics capabilities to unstructured data and log files, giving you operational intelligence and deep, enterprise-wide visibility across all tiers of your IT infrastructure and applications, without the need to know the data beforehand.
- Optimized for Your VMware Environment**
vCenter Log Insight is the log management solution best suited for VMware vSphere® and the VMware environment. Integration of vCenter Log Insight with the vCenter Operations platform allows you to leverage best-of-breed tools for IT operations management, connecting structured and unstructured data for a significantly enhanced operations management experience.
- Easy to Use and Accessible Log Management**
Unlike command line-based tools or highly specialized solutions that are only available to the largest of enterprises, VMware's powerful log management solution is accessible to everyone. vCenter Log Insight is fast to deploy and easy to use, with intuitive, UI-based interactions that get you started immediately, without the need to learn a new query language.

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Join Our Technical Preview Program
Participate in the vCenter Log Insight Technical Preview Program.
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vCenter Log Insight: Optimize content for customer

Background: Unusually high bounce rate from vCenter Log Insight Overview page.

Objective: To increase Try and Buy clicks.

Primary Research Question: Will redirecting visitors to the Features Tab increase clicks to the Free Trial and Buy Online CTAs?

Test Design: A/B test (Control vs. Redirect) 50/50 split

vCenter Log Insight: Optimize content for customer

Variant B

Control

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Connect to Everything
vCenter Log Insight collects and analyzes all types of machine-generated log data such as application logs, network traces, configuration files, messages, performance data and system state dumps. It enables administrators to connect to it everything in their environment—operating systems, applications, storage, firewalls, network devices or something else—for enterprise-wide visibility.

Powerful Log Analytics
vCenter Log Insight provides faster analytical queries and aggregation than traditional tools, especially on larger data sets. It identifies key-value pairs and adds structure to all types of unstructured log data, enabling administrators to troubleshoot quickly, without needing to know the data beforehand. It delivers real-time monitoring, search and analytics, coupled with a dashboard for stored queries, reports and alerts. These features enable IT to derive meaningful insights from terabytes of log data and correlate events across multiple tiers of a hybrid cloud environment in a single location, cutting down troubleshooting times, improving operational efficiency and reducing IT costs. vCenter Log Insight also provides a single location to collect, store and analyze logs at scale.

Ease of Use
Since it is made available as a virtual appliance, vCenter Log Insight is easy to deploy. Its intuitive, GUI-based interface makes it easy to run simple interactive searches, as well as deep analytical queries for quick insights, providing immediate value and improved IT operational efficiency. There is no need to learn a new query language to get started. To make things even simpler, vCenter Log Insight automatically chooses the best visualization for your data, saving you valuable time.

Built-in vSphere Knowledge
Developed by VMware experts, vCenter Log Insight comes with built-in knowledge and native support for VMware vSphere® with Operations Management™. It is the solution best suited for your VMware environment. With vCenter Log Insight you can analyze logs beyond your virtual infrastructure and use a central log management solution to analyze data from your entire IT environment, including your physical infrastructure, operating systems, applications, network and storage devices.

Integration with vCenter Operations
Integration of vCenter Log Insight with the vCenter Operations platform extends operational visibility and proactive management capabilities across infrastructure and applications in a dynamic, hybrid cloud environment. Integration also helps you maximize ROI and value by bringing unstructured data (such as log files) together with structured data (such as metrics and key performance indicators), offering a significantly enhanced solution for end-to-end operations management.

Simple and Predictable Pricing Model
vCenter Log Insight has a simple, flat pricing model that includes unlimited amounts of data with the license. Unlike other solutions, it does not penalize you if your devices start generating more log data; you do not have to purchase licenses based on peak log volumes and worst-case scenarios.

Enterprise-Wide Log Management with vCenter Log Insight
[How VMware Customers Use Log Analytics to Improve IT Operations](#)

[Log Insight Overview](#)
[Log Insight Installation](#)
[Log Insight Use Cases](#)

[vCenter Log Insight Overview](#)

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Experiment 1: Results



38% increase in Buy Online CTA clicks

Redirecting visitors to the Features Tab increased clicks 37.98%.

Buy Online CTR	Conversion Rate	Level of Confidence
Control Page	0.44%	-
Treatment Features Page (redirect)	0.61%	98%
Relative Difference	37.98%	



What You Need to Understand: Prospects need the right amount of product information **before** they buy.

5 optimization discoveries

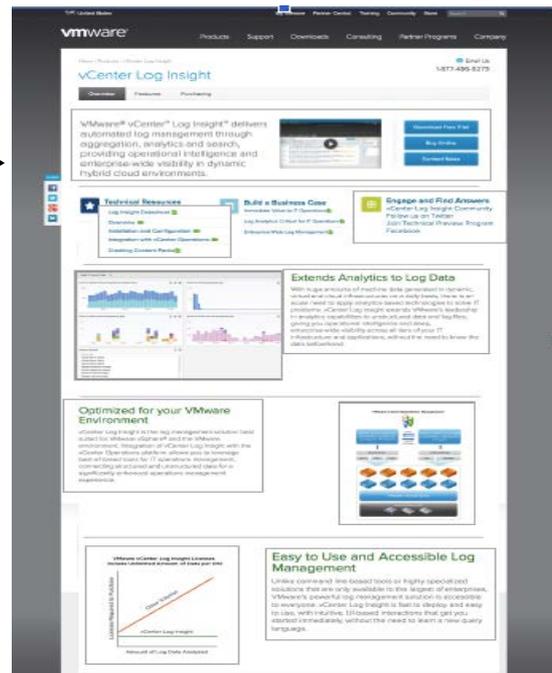
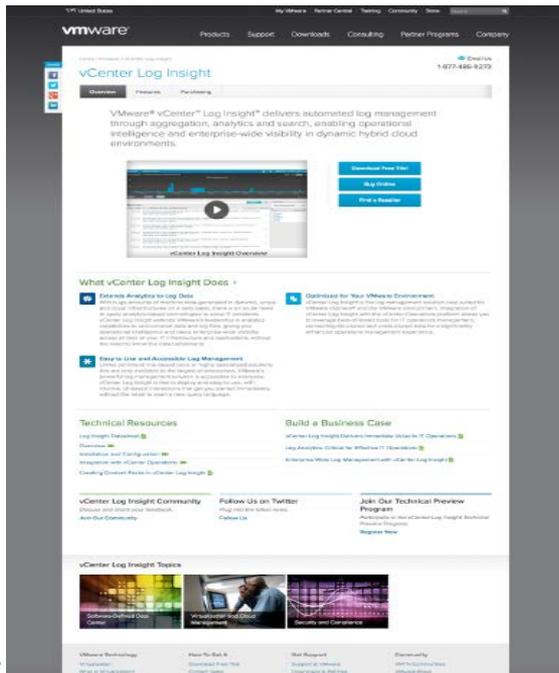
From the VMware website and conversion funnel

- 1 Optimize content for the customer
- 2 Rapidly iterate and test
- 3 Identify and capitalize on quick wins
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- 5 Tie optimization efforts to the bottom line

Log Insight: Rapidly iterate and test

Hypothesis:

Redesigning the Overview page to make it easier to browse will increase engagement and will drive trial downloads and eStore clicks.



Experiment 2: Results



14% decrease in CTR

The new vCenter page decreased clicks 14.34%.

Buy Online CTR	Conversion Rate	Level of Confidence
Control	6.05%	-
Treatment – New design page	5.24%	98%
Relative Difference	14.3%	-



What You Need to Understand: The more iterations you test, the more you learn about what prospects really want.

5 optimization discoveries

From the VMware website and conversion funnel

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SMB: Identify and capitalize on quick wins

Background: SMB Solutions Page features multiple products.

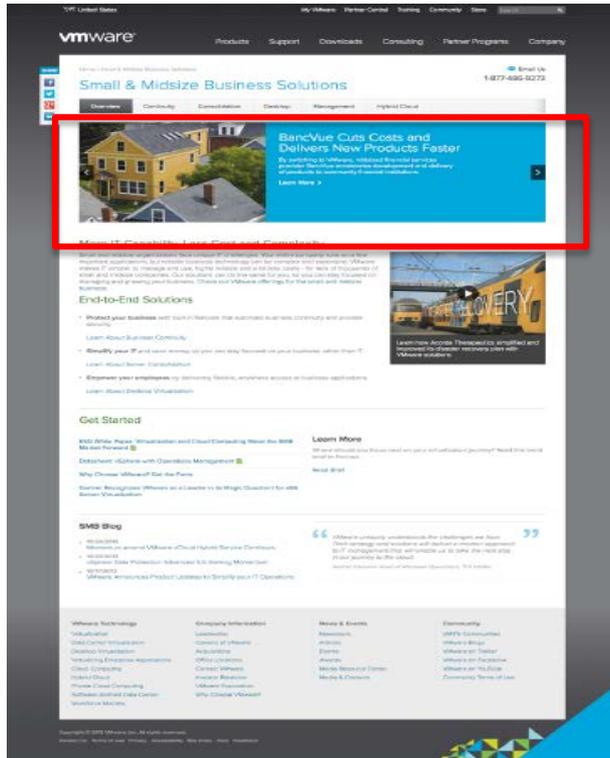
Objective: To increase Try, Buy and engagement clicks.

Primary Research Question: Will elevating vSphere Essentials and vCenter Log Insight above the fold with CTAs increase **engagement**?

Test Design: A/B test (Control vs. Variant B vs. Variant C) 33/33/33 split

SMB: Identify and capitalize on quick wins

Control



The screenshot shows the VMware website's 'Small & Midsize Business Solutions' page. A red box highlights a banner for 'BancVue Cuts Costs and Delivers New Products Faster'. The banner features an image of a yellow house and text stating: 'By migrating to VMware, BancVue reduced service delivery time by 50% and improved customer satisfaction. Learn More >'. Below the banner, the page lists 'End-to-End Solutions' such as 'Protect your business with built-in backup', 'Ready your IT and server rooms for any disaster', and 'Empower your employees by increasing flexibility'. There are also sections for 'Get Started' and 'SMB Blog'.

Variant B: vSphere Essentials Hero



The screenshot shows the VMware vSphere Essentials Kit hero page. It features a photograph of two men in blue shirts looking at a computer monitor. The text reads: 'VMware vSphere Essentials Kit. An all-in-one solution enabling small IT environments to consolidate workloads, achieve business continuity and simplify management.' Below the text are three blue buttons: 'Download Free Trial', 'Get Pricing', and 'Find a Partner'. A 'Learn More >' link is also present.

Variant C: vCenter Log Insight Hero



The screenshot shows the VMware vCenter Log Insight hero page. It features a photograph of two men in blue shirts looking at a computer monitor. The text reads: 'VMware vCenter Log Insight. Automates log management through aggregation, analytics and search, enabling operational intelligence and enterprise-wide visibility in dynamic hybrid cloud environments.' Below the text are three blue buttons: 'Download Free Trial', 'Buy Online', and 'Find a Reseller'. A 'Learn More >' link is also present.

Experiment 3: Results



956% increase in clickthrough

Moving the CTA above the fold increased CTR 956%.

Buy Online CTR	Conversion Rate	Relative Difference	Level of Confidence
Control Page	1.56%	-	-
Treatment A – vSphere Essentials CTA	16.50%	956.16%	98%
Treatment B – vCenter Log Insight CTA	6.73%	330.49%	



What You Need to Understand: For a quick win, start with thinking about where low-hanging fruit opportunities can be found.

5 optimization discoveries

From the VMware website and conversion funnel

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- 2 Rapidly iterate and test
- 3 Identify and capitalize on quick wins
- 4 Increase engagement with product differentiation
- 5 Tie optimization efforts to the bottom line

SMB: Increase engagement with product differentiation

Background: SMB Solutions Page features multiple products.

Objective: To increase Try, Buy and engagement clicks.

Primary Research Question: Are SMB prospects more interested in vSphere or vSphere with Operations Management?

Test Design: A/B test (Control vs. Variant B vs. Variant C) 33/33/33 split

SMB: Increase engagement with product differentiation

Control

The screenshot shows the VMware website's 'Small & Midsize Business Solutions' page. A red rectangular box highlights a featured article titled "BankVue Cuts Costs and Delivers New Products Faster". The article includes a sub-headline "By adopting vSphere, VMware BankVue cut costs and delivered new products faster" and a "Learn More" button. Below the highlighted article, the page lists "End-to-End Solutions", "Get Started", and "SMB Blog" sections.

Variant B: vSphere Essentials Hero

This hero banner features a photograph of two men in a blue shirt looking at a computer monitor. To the right of the image, the text reads "VMware vSphere Essentials Kit" followed by a description: "An all-in-one solution enabling small IT environments to consolidate workloads, achieve business continuity and simplify management." Below the text is a "Learn More" link and three buttons: "Download Free Trial", "Get Pricing", and "Find a Partner".

Variant C: vSphere with Operations Management

This hero banner features the same photograph of two men in a blue shirt looking at a computer monitor. To the right of the image, the text reads "VMware vSphere with Operations Management" followed by a description: "Leverage the world's leading virtualization platform with insight into IT capacity and performance." Below the text is a "Learn More" link and three buttons: "Download Free Trial", "Get Pricing", and "Find a Partner".

Experiment 4: Results



86% increase in CTR

The CTA copy change to “Get Pricing” increased CTR 86%

Buy Online CTR	Conversion Rate	Relative Difference	Level of Confidence
Control	1.56%	-	
Treatment A – vSphere Essentials	18.65%	86.34%	99%
Treatment B – vSphere with Operations Management	10.01%	-	-



What You Need to Understand: Communicating value to prospects starts with thinking like prospects. Test language that talks **to** them, not **at** them.

5 optimization discoveries

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SMB: Tie optimization to the bottom line

How can we continue to build on our success?

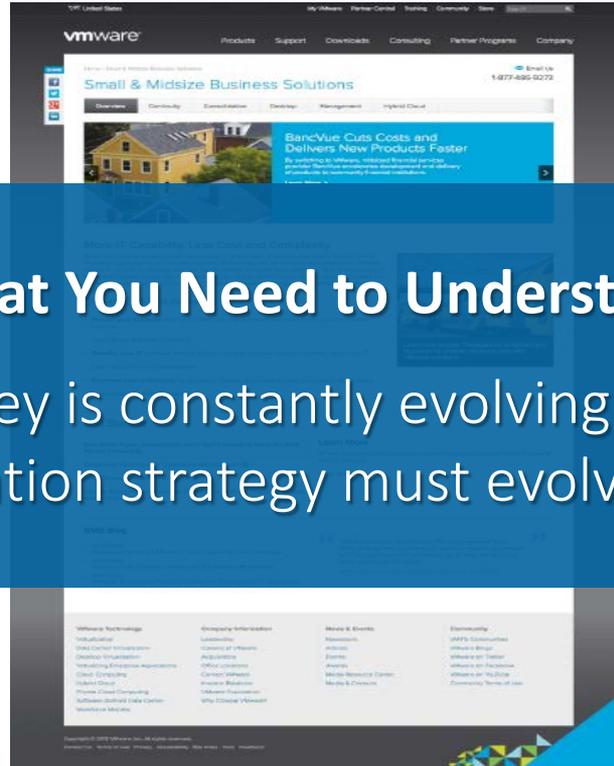


SMB: Tie optimization to the bottom line

How can we continue to build on our success?



SMB: Tie optimization to the bottom line



What You Need to Understand:

The customer journey is constantly evolving and your testing and optimization strategy must evolve as well.

Closing the loop

5 key takeaways to remember

- 1 Optimize content for the customer
- 2 Rapidly iterate and test
- 3 Identify and capitalize on quick wins
- 4 Increase engagement with product differentiation
- 5 Tie optimization efforts to the bottom line

Thank you

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