

Accelerating Web Test Velocity with Limited Resources



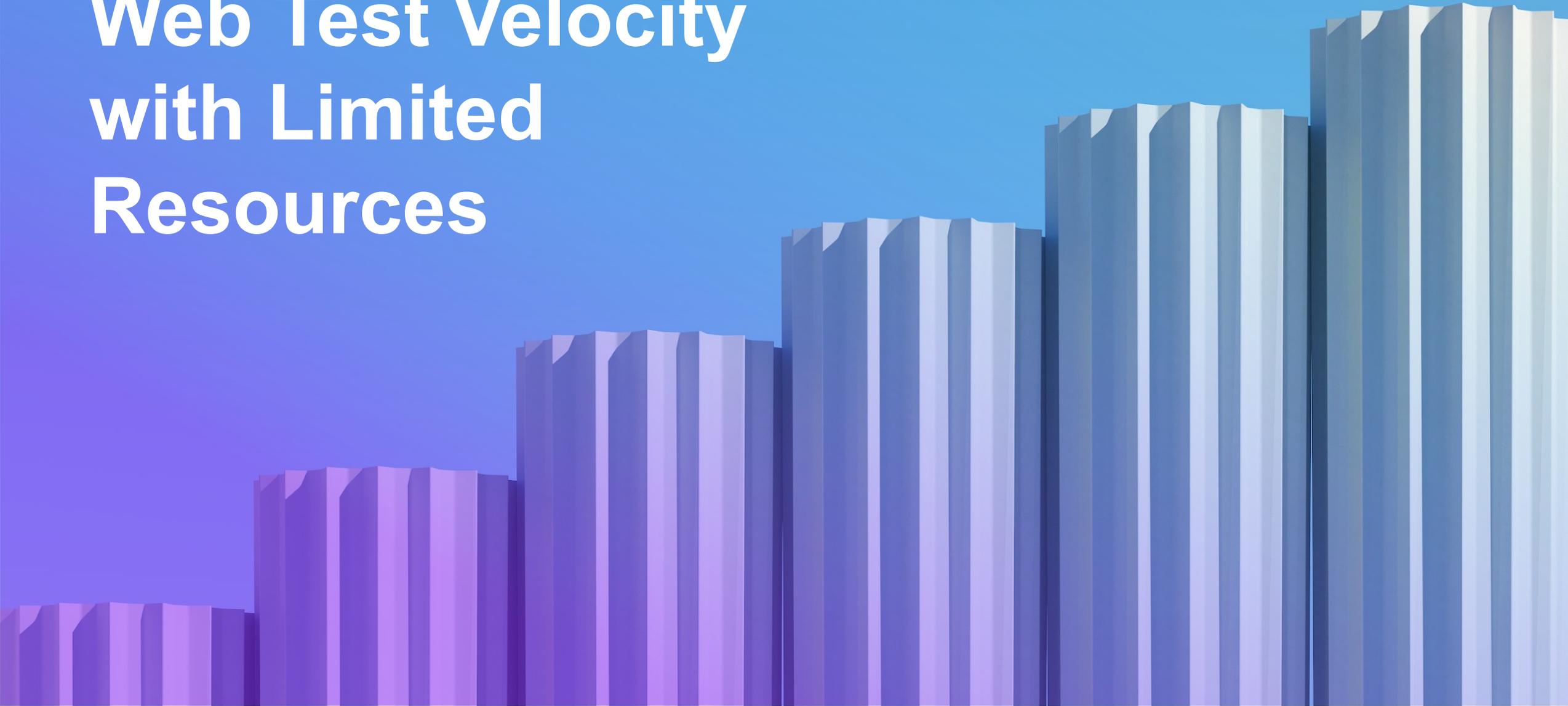
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Director - Rapid Experimentation, Optimizely

Accelerating Web Test Velocity with Limited Resources



Agenda

- 01 **Why Velocity Matters**
- 02 **Indeed's Story**
- 03 **Roadmap Planning**
- 04 **Velocity Challenges**
- 05 **Q&A**

Please visit www.optimizely.com/test-recommendations

Test Idea Report

Visit www.optimizely.com/test-recommendations for your complimentary Test Idea Report.



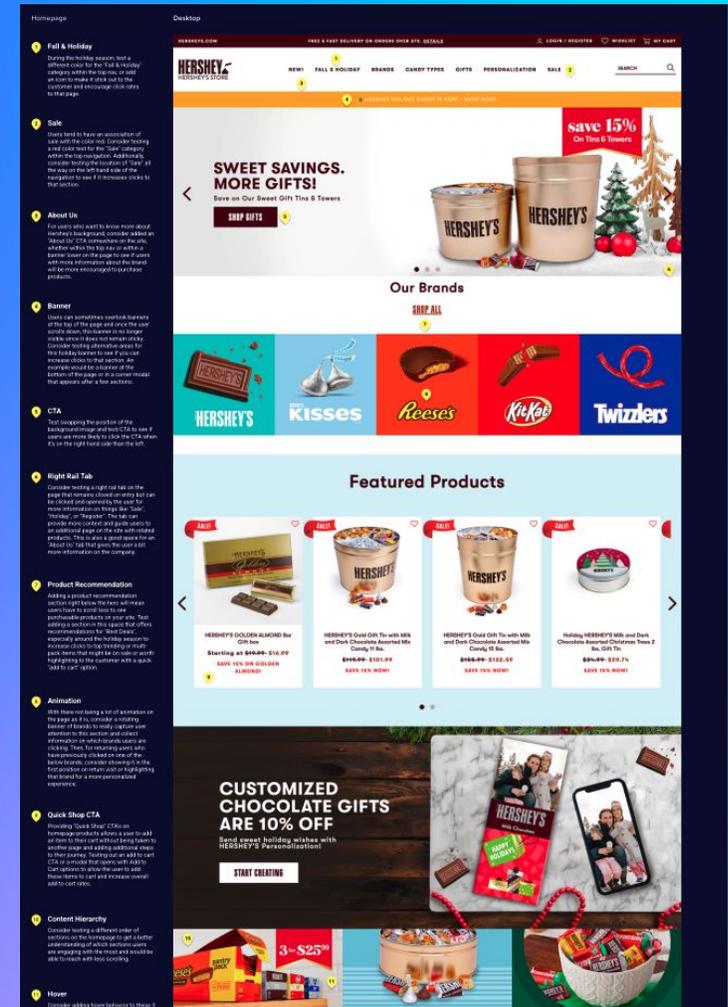
Fill out the form (just 8 questions)



Rapid X will provide customized test ideas



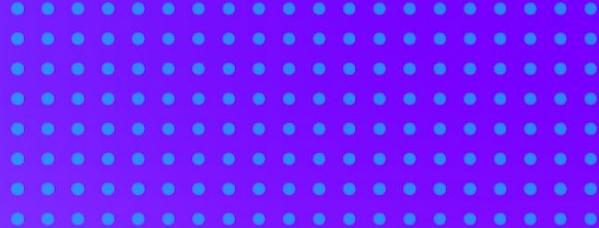
1 month turnaround limited to first 50 submissions

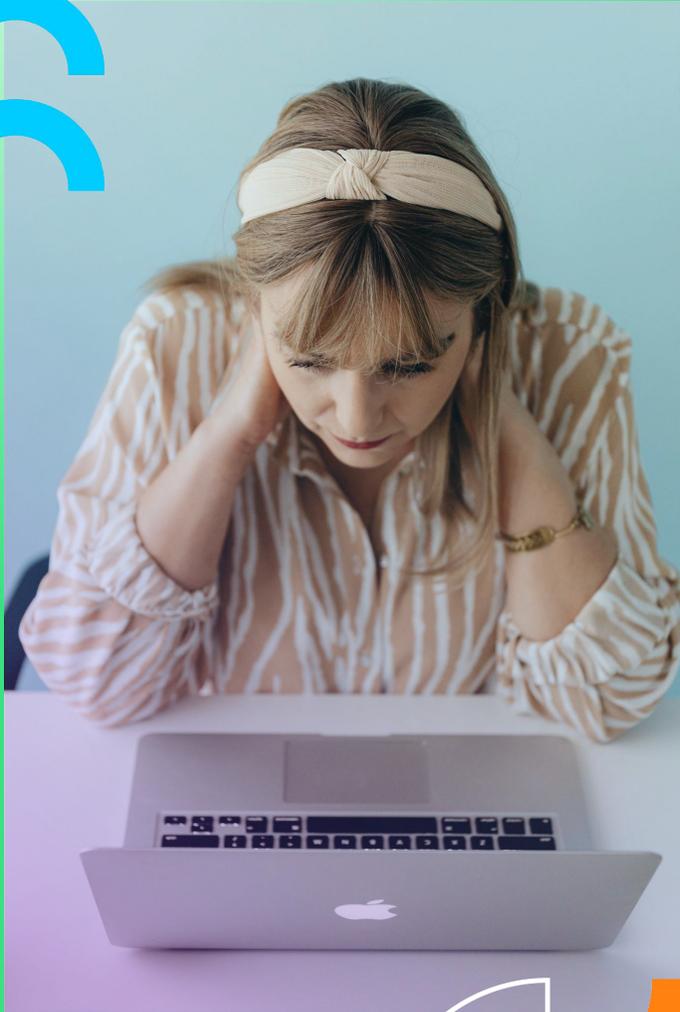
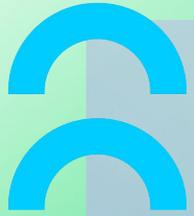


01

Why Velocity Matters

**More tests means
more quantifiable
business insights**

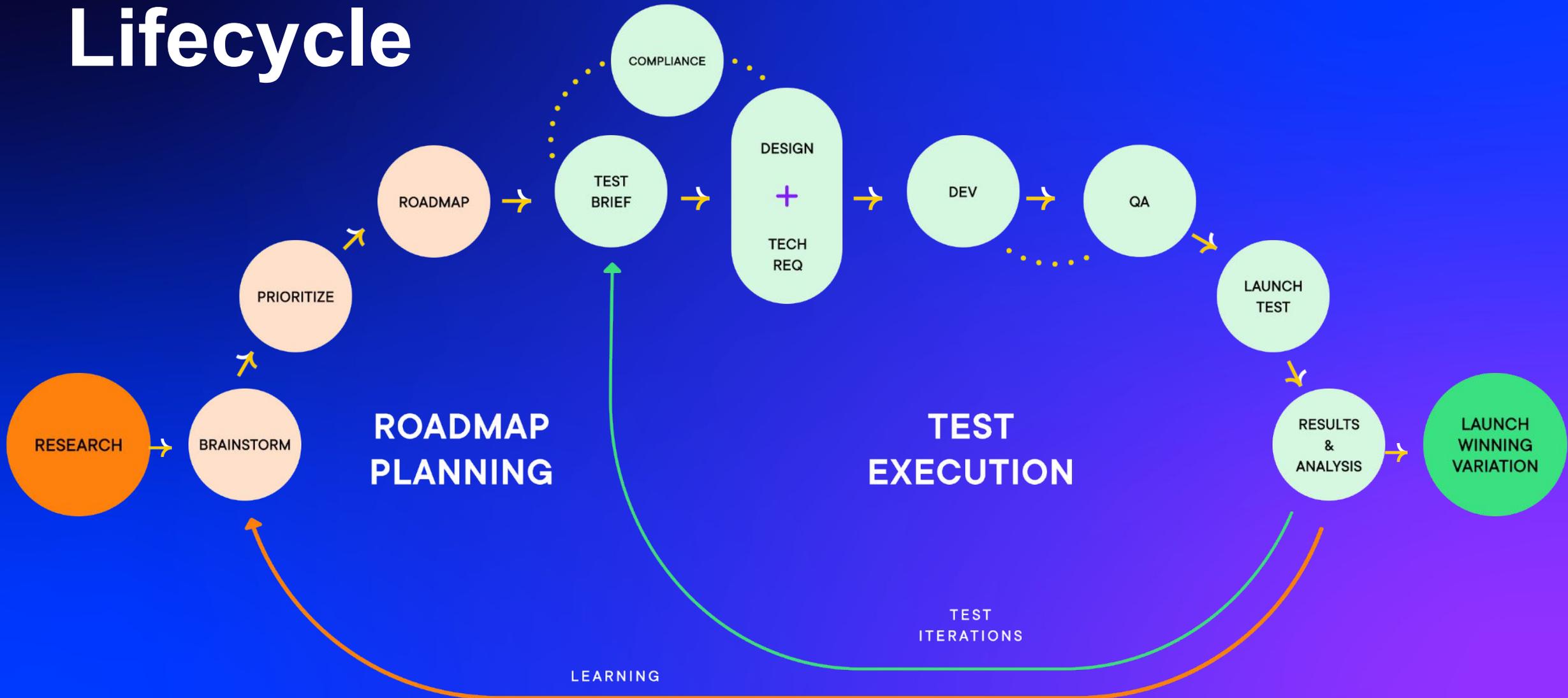

$$\text{Test Program ROI} = \frac{\text{Velocity} \times \text{Win Rate}}{\text{Program Cost}}$$



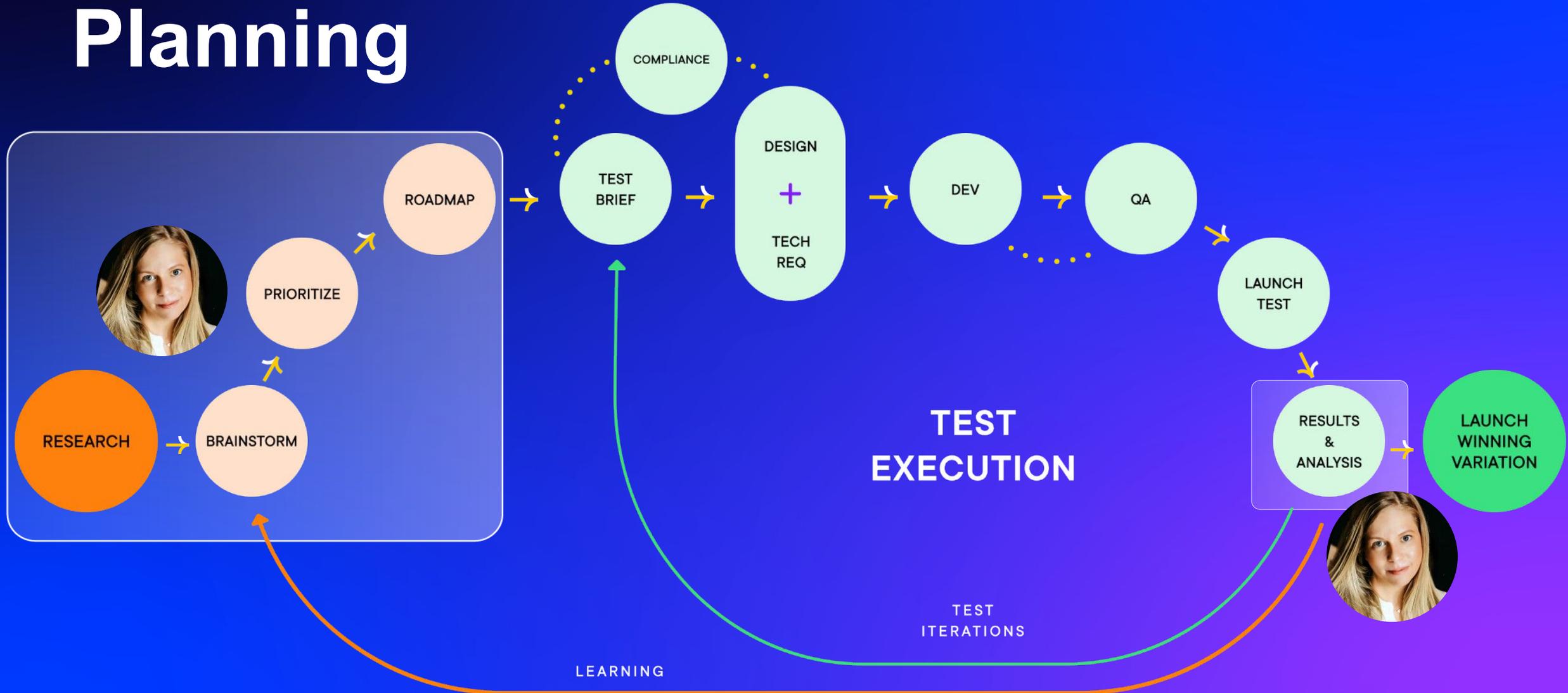
Why is velocity so challenging?

- **Testing is a newer business discipline**
 - Confusion around its value
 - Companies may not prioritize or fund test programs appropriately, resulting in very small teams (often 1 person)
- **Program Owners are overstretched**
 - Understaffed and thus wear many hats
- **Test production involves multiple players**
 - This inherently increases complexity

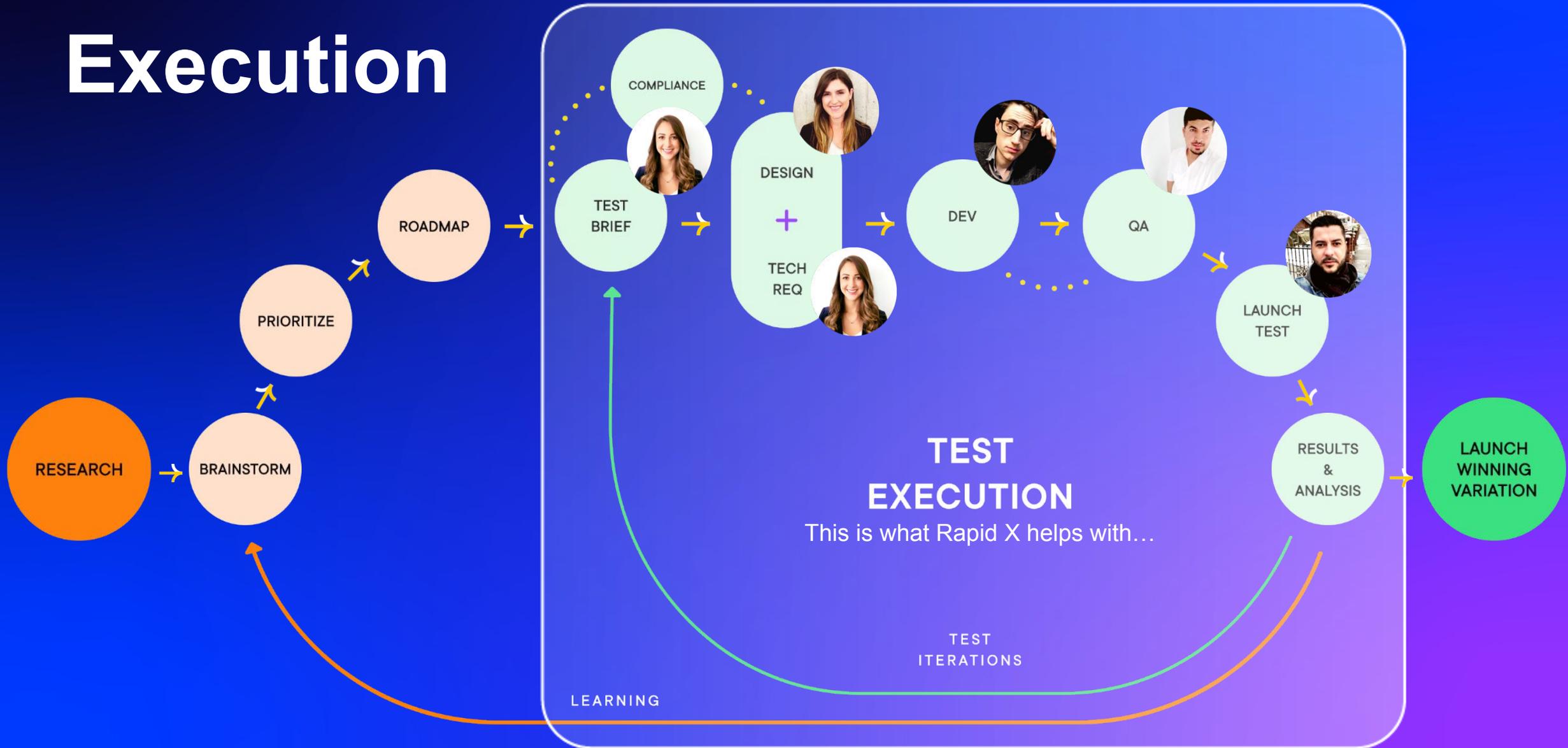
The Test Lifecycle



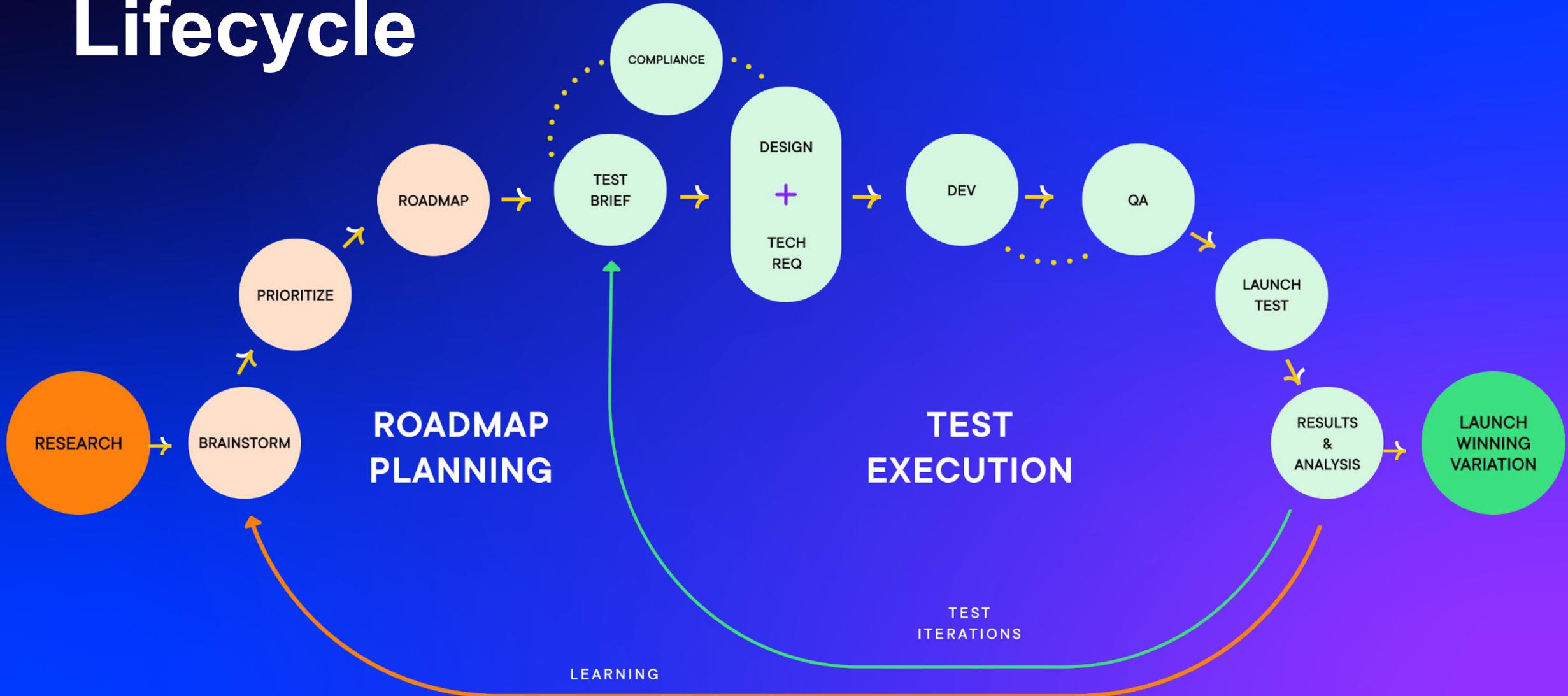
Roadmap Planning

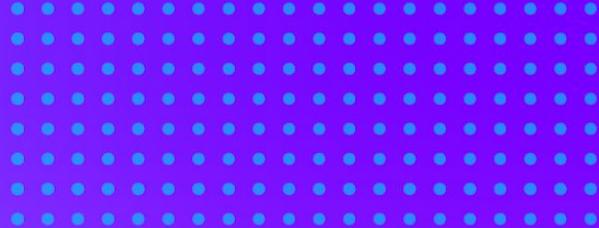


Test Execution



The Test Lifecycle




$$\text{Test Program ROI} = \frac{\text{Velocity} \times \text{Win Rate}}{\text{Program Cost}}$$

02

Indeed's Story

**How Indeed's
Growth Marketing
tripled testing velocity**

Melissa's Timeline



2015

2016

2017

2018

2019

2020

Started working with Optimizely for testing

Agency SEO + A/B testing

Joined Indeed

Partnered with Rapid X

Increased Velocity

Switched to Rapid X's credit system, hit our stride during pandemic

Indeed's 2022 Program Value

2,080%

Annualized return
on investment (ROI)

=

Net return* from 60 tests**
across 15k content pages

Cost of Optimizely Web Platform
+ Edge + headcount
+ Rapid Experimentation

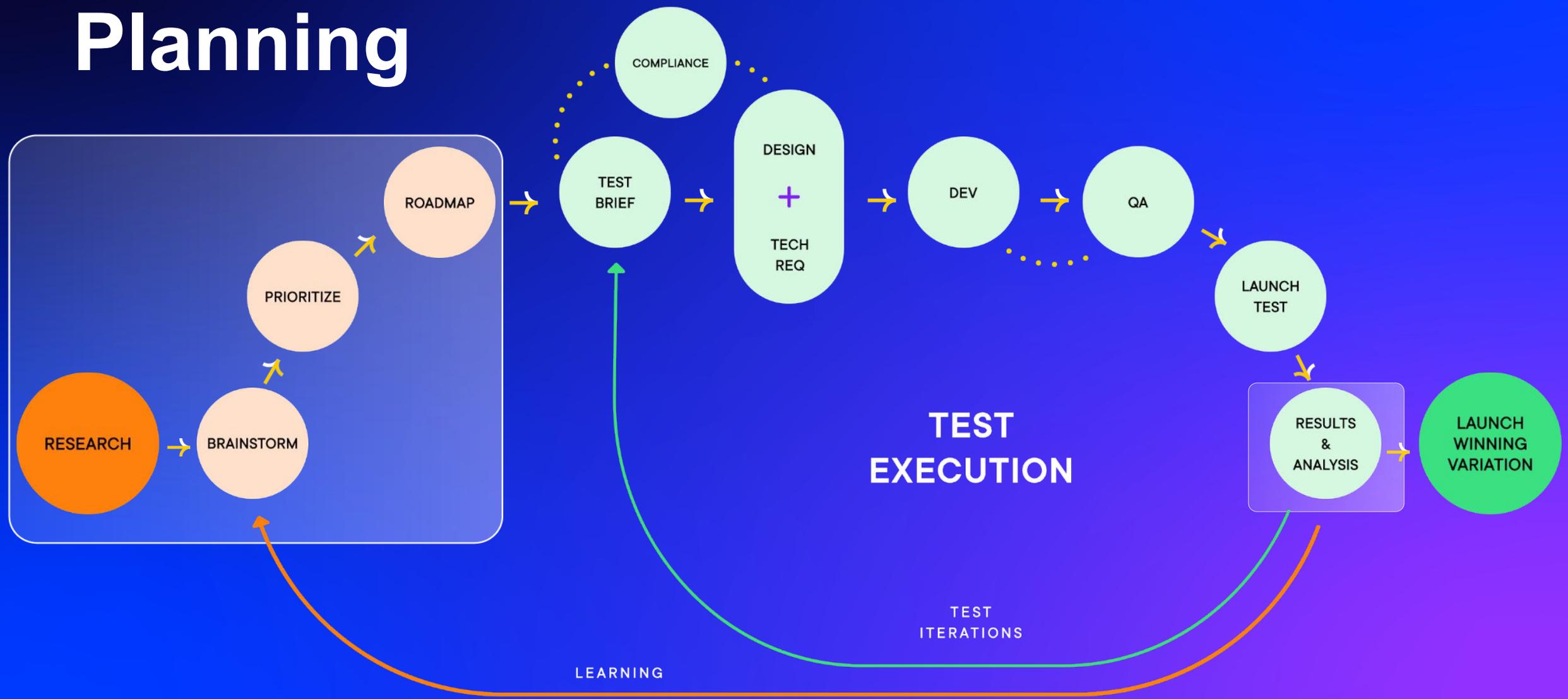
* Doesn't include cost savings from test losses ** On track to do 100+ tests in 2023

03

Roadmap Planning

**Planning your
roadmap for higher
testing velocity**

Roadmap Planning



Roadmap Planning Tips

DO:

- Involve other teams (*consider their goals and OKRs (Objective Key Result)*)
- Identify your top KPIs (Key Performance Indicator)
- Start off with simple tests
- Establish and refine your process

DON'T:

- Set and forget your roadmap
- Assume everyone gets it
- Attempt big swing tests right away

04

Velocity Challenges

**Mitigating common
velocity challenges**

Velocity Challenges

- 01 Too Many Cooks in the Kitchen**
- 02 Borrowing Resources**
- 03 Incomplete Briefs**
- 04 Surprise Requirements**
- 05 Communicating Value**

Challenge 01

Too many cooks in the (testing) kitchen

1. Test brief ready

2. Run brief through required approval channels

 HOTSPOT

What should take a day or 2, can extend weeks

3. Test brief finalized; design begins; technical requirements completed

4. Design feedback

 HOTSPOT

The more folks involved, the longer this takes

5. Technical requirements & mock ups ready for Developer(s)

6. Test development & QA

 HOTSPOT

Not an ideal time to run the test by compliance!

7. Implement winning test

Solutions

1. Limit approvals to critical folks
2. Batch compliance approvals
3. Clearly communicate the process (a lot)
4. Build trust over time
5. The right tooling can help!

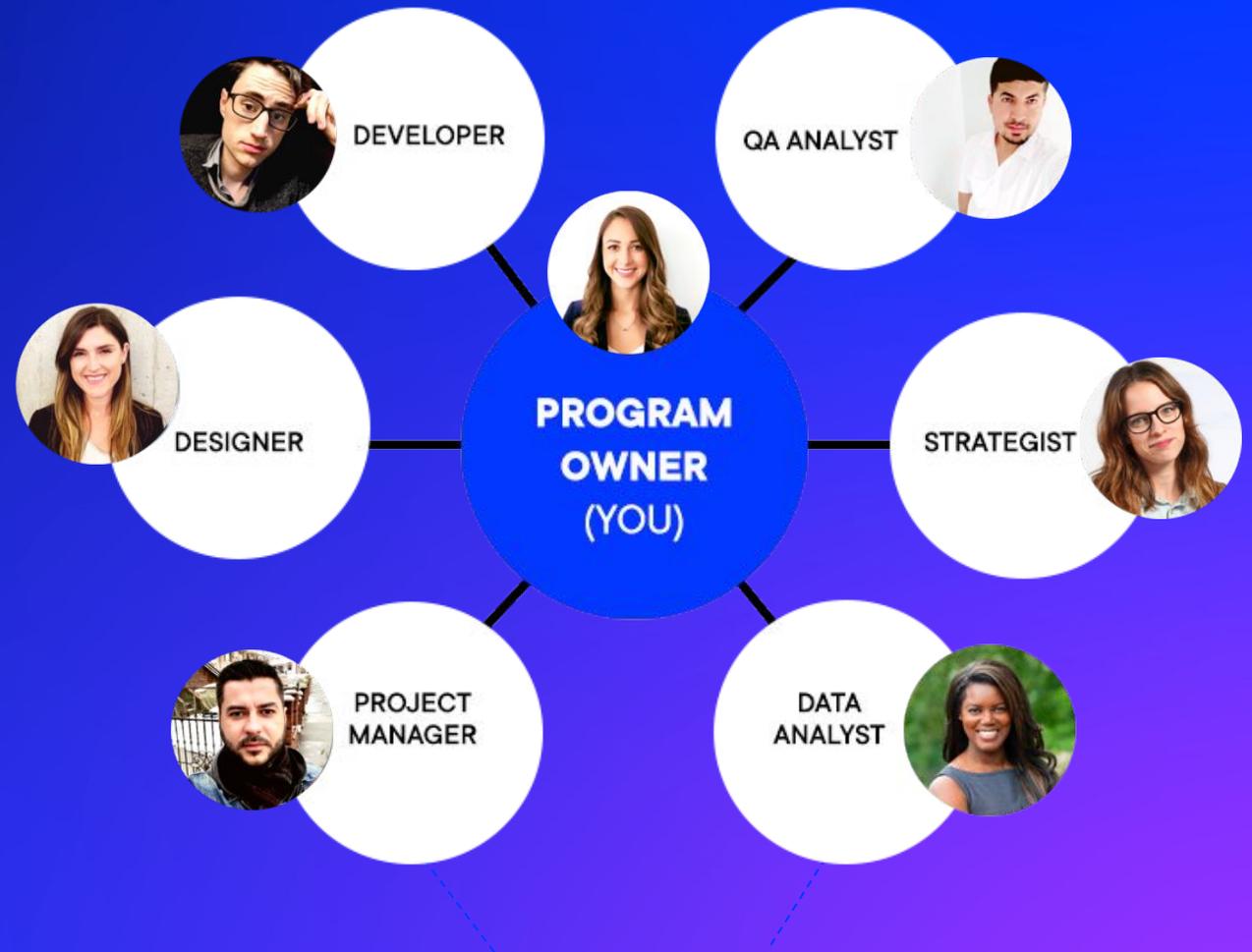
*Check out the Experiment Collaboration Session
Thursday at 3:15 pm*

Good things to communicate:

- We are testing ideas before committing developer resources.
- Please know that no permanent changes will be implemented without going through the correct channels.
- We need to move fast to deliver max value and that means we can't run each test brief by everyone, but I will always involve you in roadmap planning and retrospectives.
- We would love to have all your test ideas in our backlog.
- We have the brand standards and will adhere to them and UX best practices.
- Test code is developed quickly and is not pixel perfect or production ready, which is the norm for experimentation. That said, we definitely want the experience to look and behave correctly - please ping me directly if you have any concerns about a test that is running.
- We will always do a spike before we run more complex tests as to respect engineering time and availability.

Challenge 02

Borrowing resources
can delay things



Resources often have limited availability

1. Test brief ready
2. Run brief through required approval / feedback channels

3. Design of mock up begins

 **HOTSPOT**

Potential roadblock

4. Technical requirements completed
5. Design feedback and finalization
6. Technical requirements & mock ups ready for Developer(s)

7. Test development and QA

 **HOTSPOT**

Potential roadblock

8. Implement winning test

 **HOTSPOT**

Potential roadblock

Solutions

1. **Align OKRs or create joint OKR**
2. **Make the business case to prioritize testing**
3. **Show gratitude and share the spotlight**
4. **Build a case for dedicated resources**
(or consider partnering with a team like Rapid X)

Challenge 03

Incomplete briefs and technical requirements

Idea Details

Goal	<i>Click to edit goal.</i>
Primary Metric	<i>Click to edit the primary metric.</i>
Hypothesis	<i>Click to edit the hypothesis.</i>
Description	<i>Click to edit the description.</i>
Editor URL	<i>Click to edit.</i>
Metrics to track (other than primary)	<i>Click to edit.</i>
Dev/QA Requirements	<i>Click to edit.</i>
Design Requirements	<i>Click to edit.</i>
Page(s) being tested	<i>Click to edit.</i>
Devices	<i>Click to select devices.</i>

Solutions

1. Be thorough
2. Use a test brief template that includes:

- *The goal of the test (in the hypothesis)*
- *The target audience(s)*
- *Where the test will run*
- *Metrics to track*
- *Detailed descriptions of each variation, including visual and functional elements*

3. Have technical requirements template

- *Page targeting, audience, page activation conditions, and metrics*
- *Provide high fidelity design mockups*
- *Explain variation changes in technical terms*

Example Requirement: *Once the visitor has been on the confirmation page for 15 sec., a screen takeover modal should appear with the following characteristics: < link to design mock up of modal >*

Test Ideas

Visit www.optimizely.com/test-recommendations for your complimentary Test Idea Report.



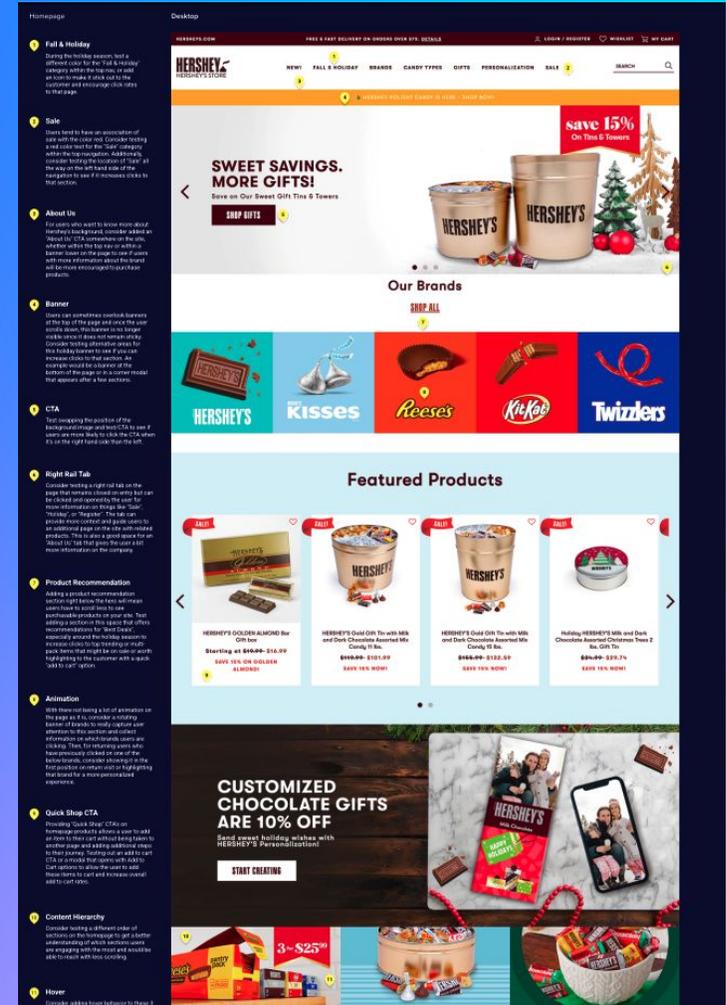
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Rapid X will provide customized test ideas



1 month turnaround limited to first 50 submissions



Homepage Desktop

1 Navigation
On page scroll, the top navigation becomes sticky and all the top navigation options become part of a collapsed hamburger menu. Consider adding a bold "Make an Appointment" CTA in the center of the sticky navigation to have this action top of mind whenever the user may be on the page.

2 Exit Intent Modal
When a user is signaling exit intent, show a modal to remind them to "Sign up for newsletters, offer news and more", "Show your previously purchased items", or "Pick up where you left off and finish making your appointment". This can be an easy way to decrease exit rates while increasing sign ups, add to carts, or appointment creation rates.

3 Call to Action
With all CTAs having the same design, users might not understand the hierarchy of actions on the page. Consider a bolder design for the first CTA to have it stand out from the additional CTAs lower on the page in order to increase clicks to that section.

4 Page Layout
Having two large hero-style banners can take up a lot of space on the page (especially above the fold) and provide little direction when your site is to offer. Consider using a free alternative options like a darker banner that extends between the two or a different design for the second banner that takes up less space. The goal of this idea is to find more information above the fold by decreasing the size of the second banner, resulting in increased clicks to sections lower on the page.

5 Featured Products
For users who have previously come to your site to shop, consider including a "Featured Products" or "Your Recently Viewed Items" recommender on the homepage to expedite the time it takes for them to find shoppable products and add them to cart.

6 "Make an Appointment"
With "Make an Appointment" being the primary KPI, consider other ways of reminding a user to take this action on the site. For example, include an additional banner with a "Make an Appointment" CTA that only shows the page show a modal after the user reaches 50% scroll that reminds them to make an appointment, or have a right rail bar that is collapsed and says "Make an Appointment" so this action is always available.

You can also request:

- Test brief template
- Technical Requirements template
- Test results template
- A call to discuss Rapid X
- A demo of Experiment Collaboration

In addition to the report, are you interested in us providing any of the following?

- Test Brief template
- Technical Requirements template
- Templates for sharing your winning tests
- A call to learn more about Rapid Experimentation
- A demo of Experiment Collaboration, Optimizely's new experimentation project management tool
- No thank you - just the review please!

Challenge 04

Surprise requirements and sneaky tests

- Surprise requirements lead to additional rounds of development or “do overs”
- “Sneaky tests” occur when stakeholders sneak in a website change under the guise of being a test
- Both of these challenges are resource drains that will slow your velocity

Solutions

1. **Have a formal test approval process**
2. **Go through the required approval channels** *(prior to development)*
3. **As part of your pre-dev checklist, run the test brief by the originator to ensure no miscommunications or new developments**
4. **“We can make that an iteration!”**

Challenge 05

Communicating the program's value

Remember this slide?



Why is velocity so challenging?

- **Testing is a newer business discipline**
 - Confusion around its value
 - Companies may not prioritize or fund test programs appropriately resulting in very small teams (often 1 person)
- **Program Owners are overstretched**
 - Understaffed and thus wear many hats
- **Test production involves multiple players**
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If the company doesn't understand the value you drive, it will likely block collaboration, support, and funding

Solutions

1. **Clear owner of success communications**
2. **Create easy-to-follow assets** *to socialize around the company: be concise, show test images, emphasize data, explain why the results matter*
3. **Make it easy** *to access these assets and test roadmap*
4. **Host regular updates** *with shareholders*
5. **Get results** *in front of leadership regularly*
6. **Feature big test wins**
(and loses that saved money! -in company all-hands)
7. **Solicit test ideas** *from across the company*

Checkout Test

Hypothesis: If we prominently display accepted credit card brands at checkout, then we will increase customer trust, resulting in a higher conversion rate.

V-1

Enter your email

Confirm email address

By submitting my information I agree to the [Privacy Policy](#) and [Terms of Service](#) and to receive offers and promotions from Bloomberg.

Payment Method

PayPal G Pay

Credit card number

MM / YY CVC/CVV

Country

Billing Zip Code OPTIONAL

Your subscription will automatically renew unless you cancel. You can cancel anytime before your renewal date by contacting customer support.

Charged today: **\$1.99**
\$1.99 charged today and every month of your 3 month introductory period. After your introductory period, you will be automatically charged \$34.99 every month. Tax Included.

Purchase Subscription

V-2 - Winner

Enter your email

Confirm email address

By submitting my information I agree to the [Privacy Policy](#) and [Terms of Service](#) and to receive offers and promotions from Bloomberg.

Payment Method

VISA MASTERCARD DISCOVER AMERICAN EXPRESS PayPal G Pay

Credit card number

MM / YY CVC/CVV

Country

Billing Zip Code OPTIONAL

Your subscription will automatically renew unless you cancel. You can cancel anytime before your renewal date by contacting customer support.

Charged today: **\$1.99**
\$1.99 charged today and every month of your 3 month introductory period. After your introductory period, you will be automatically charged \$34.99 every month. Tax Included.

Purchase Subscription

+5% Payments shifted to preferred credit card processor

+\$2.7M In annual cost savings

What we learned:

While the original hypothesis did not prove true, the images led more users to select our preferred credit card processor which will save the company \$2.7M in annual processing fees.

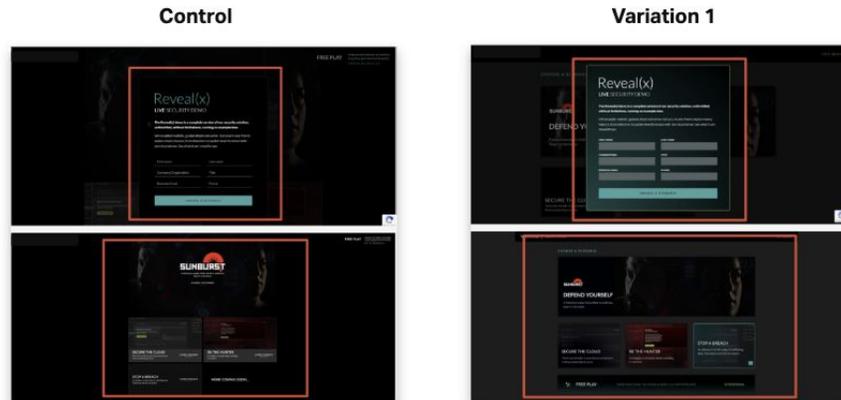
Client: Cybersecurity Company
Test Type: Navigation

Hypothesis

The demo is the biggest driver of leads, meetings and deals on the website. We want to be sure that the entire flow of the demo, from arriving on the page, to selecting a scenario, to being taken to the demo itself is optimized. By redesigning the demo form and landing page to be more clear using the recommended UI improvements, we will increase demo form submissions and engagement.

Good To Know

RapidX had performed a UX/UI Design Review for the client that recommended improvements on the demo form and landing page. The following test resulted from that review.



Results

Winner: Variation 1

The experiment was a notable success, with an **increase of +18.86% in demo form submissions** for the variant experience.

Variation 2 resulted in a decrease of 7.82% and was thus paused.

Key Takeaways

- The variation experience drove significant change in form submission behavior.
- Post-submission metrics showed that nearly all users who submitted the form went on to perform an action on the landing page in the variant.
- The metrics also showed that the variant had higher click rates to almost all scenarios on the post-submission landing page than in the control.

Next Steps

- ▶ 100% of traffic was sent to the variant experience until the client was able to fully rollout the experience on their end.

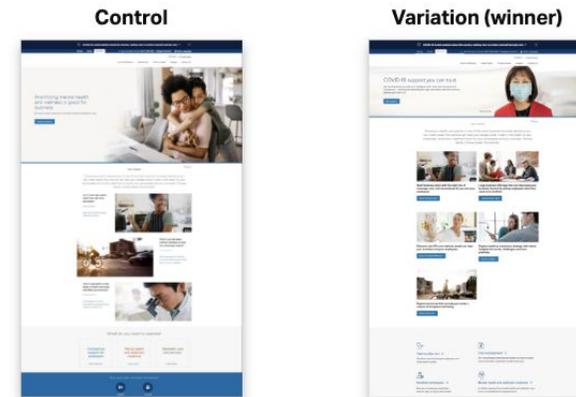
Client: Healthcare Company
Test Type: Homepage Redesign

Hypothesis

If we elevate and enhance content that interests the B2B audience, user engagement metrics will increase which enhances lead capture.

Good To Know

RapidX designed a new Homepage using the client's brand guidelines. The new design expanded topics and resources that support the B2B audience to research, shop, and convert while minimizing the length of the hero image to move key content upward on the page.



Results

+103.4%

Home page body/content-area clicks + Hero CTA clicks (combined metric)

+2.65%

Qualified Leads Generated (combined form fills)

Key Takeaways

- Redesigning the home page and including entry points to important content pages, including small and large business themes, increased engagement.
- Module 1 of the body section proved to provide an enhanced user experience with +122.3% more engagement.
- Module 2 also saw increased engagement and outperformed the control by +98.3%.
- While the variation saw a slight increase in Qualified Lead Generation (+13.7%), the results were not statistically significant, and thus inconclusive.

Next Steps

We recommend the client consider adding a high-funnel lead capture to the home page such as a downloadable whitepaper or e-book to drive marketing-qualified, nurturable leads for the sales team. While we monitored lead



Q3 2023 Testing Program Summary

1. Check out page testing: **+\$6m**

- Q3 primary focus
- Thank you, Dev Team 3 for your support!

2. Exit intent modal testing: **+\$2.5m**

- "Cancel any time" messaging outperformed discounts and drives more revenue

3. Navigation reorg (in progress): **+\$181k**

- Q4 focus

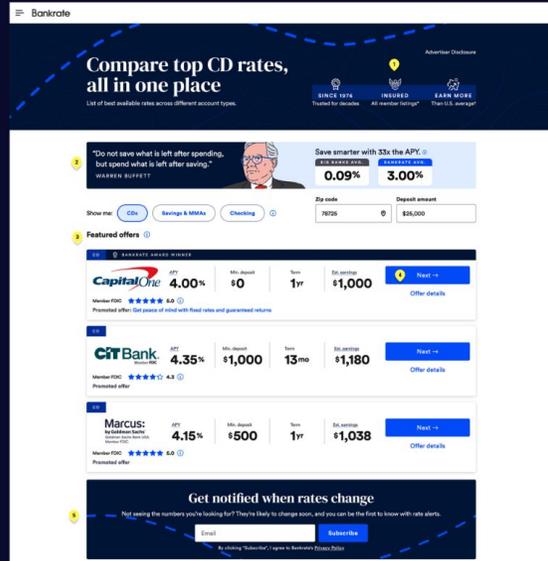
4. Personalization (in progress): **+\$125k**

- Preliminary results; a 2024 focus
- Thank you Growth Marketing for customer data and segments!

5. Small page adjustments: **+\$21k**

- Many ideas came from internal teams! Please submit test ideas [here!](#)

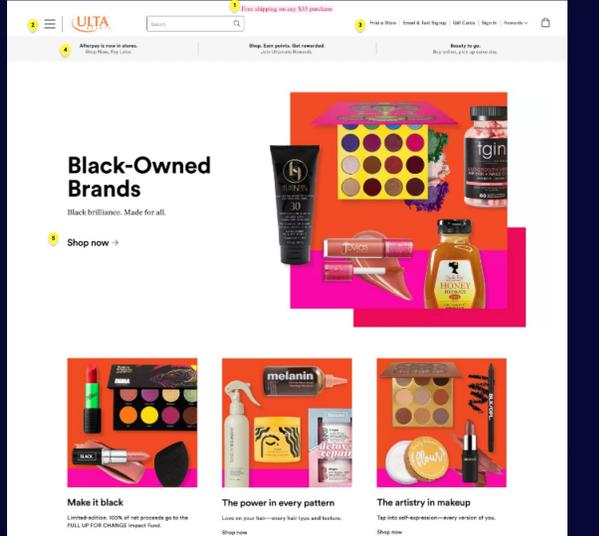
- Badges**
The "Insured" badge lacks some clarity. What does "insured" mean in relation and how does the market "insure" against that? Consider improving the clarity of this badge to improve relevance for users.
Trust badges are positioned at the top of the page. These elements are effective at building credibility and trust. Consider adding these further down the page to maintain user trust.
- Quote**
This quote isn't really suited to Bankrate specifically and is located in the prime location on the page. The existing copy could be improved and a more relevant headline is better communication of clear value proposition, allowing for users to understand why they should proceed and why Bankrate is better than its competitors.
- Headlines**
What is the difference between "Featured offers" and "Recommended offers"? The different language here is confusing and may cause clutter with the user. Increase in severity could cause the user to miss these details and exit the page. Consider improving clarity if these two terms are being used interchangeably to describe the same thing.
- CTA**
This CTA copy doesn't provide any clarity on the next step - will the user remain on site, will they log in and/or view more? Lack of clarity may increase user anxiety and reduce CTA engagement. Consider providing more relevant copy such as "Go to product" to create a more relevant experience.
- Barriers**
These two banners interrupt the user exploration journey. This may cause confusion and frustration in exploring content on the page. The result of this may be higher page drop-off. Consider removing or replacing these banners so that page flow becomes clearer and clarity is improved.
- Design**
While this banner is adopting a native design approach, its lack of contrast



Test Idea Report

1. Visit www.optimizely.com/test-recommendations
2. Rapid X will craft you a report for you and schedule a time to talk through our recommendations together
3. In the form you can also indicate whether you would like additional assets:

- Promo Placement**
Customers often associate this placement with ads rather than a brand specific value proposition. We have seen highly successful experiments in the past with retailers like Amazon & eBay which moved value propositions like this one to a ribbon below other header elements.
- Hamburger Menu**
Hamburger menu concepts are most often seen on mobile devices or smaller screen resolutions. It would be a really interesting learning to see how this experience performs against an optimally built variation which displays some of these navigation categories across the width of the screen.
- Links in Header**
Number of links in this area creates a bit of clutter and possibly shifts visitor focus away from higher value purchases focused behavior. The fact that the primary navigation is within a hamburger menu also gives this section a bit more emphasis.
One test opportunity could be to replace some of the links with small icons and combine some categories under a single umbrella (e.g. Sign in and Rewards under a Rewards umbrella).
- Unclear UX**
These are great value propositions but they do not appear clickable on this page load. We could test different visual approaches to see which drives the most engagement and influences conversion rates (e.g. chevron icons, underline, etc.)
It also suggest displaying this same ribbon below the fold as well to reinforce the behavior.
- CTA Styling**
Based on our experience testing CTAs in



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Q&A

Ask Away!

Or share your
experiences and
insights

Please visit www.optimizely.com/test-recommendations for your complimentary Test Idea Review

Thank you!

Please visit
www.optimizely.com/test-recommendations
for your complimentary Test Idea Report

The screenshot shows a desktop view of the 'bhere' website. The page features a navigation bar with the logo, search, and links for 'Shop', 'Make an appointment', 'Mybhere', and 'Log out'. Below the navigation is a hero section with a large image of a woman kissing a cat, with the text 'bhere for love' and a 'Make an appointment' button. The next section is titled 'smart packages of petcare' with a 'Shop packages' button. Below this are two product cards: 'fresh-picked safety tips' with a 'Shop now' button, and 'AutoShip aka auto easy' with a 'Visit the Barfield Shop' button. On the left side of the screenshot, there are several numbered annotations (1-7) pointing to specific elements on the page, such as the navigation bar, the hero image, the 'smart packages' section, and the product cards.

Navigation
On page scroll, the top navigation becomes sticky and all the top navigation options become part of a consistent banner space. Consider adding a float 'Make an Appointment' CTA in the center of the sticky navigation to have this attractive of mind whenever the user may be on the page.

Exit Intent Modal
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Call to Action
With all clicks having the same design users might not understand the hierarchy of actions on the page. Consider a better design for the first CTA to have it stand out from the additional CTAs below on the page in order to increase clicks to that section.

Page Layout
Having this design on both side banners can take up a lot of space on the page especially about the first and provide the content for what you are looking to offer. Consider testing if the placement options like a carousel banner that rotates between the two or a different design for the second banner that takes up less space. The goal of this test is to get more information above the fold by decreasing the size of the second banner, creating an increased clicks to sections lower on the page.

Featured Products
For users who have previously come to your site to visit, consider including a 'Featured Products' or 'Your Previously Viewed Items' recommendation on the homepage to expedite the time it takes for them to find engaging products and add them to cart.

'Make an Appointment'
With 'Make an Appointment' being the primary CTA, consider other ways of reminding a user to have this action on the site. For example, include an 'Appointment' CTA that may float on various sites, scroll that reminds them to have an appointment, or have a right rail that is collapsed and says 'Make an Appointment' so this option is always available.