

# Research-based Lead Gen Swipe File

22 valid marketing experiments to give you ideas for your next A/B test

Fellow evidence-based marketer,

Generating quality leads has only gotten harder as more industries have embraced digital marketing.

So how do you compete? How do you increase your conversion rate and get more leads? I can't give you a specific answer.

But I'll tell you who can – your customers.

With A/B testing, you can discover what really works on your company's website, and in your email and ads with your prospective customers.

To give you test ideas, we put together this swipe file of 22 lead generation experiments that MECLABS Institute analysts conducted in <u>lead generation Research Partnerships with B2B and B2C companies</u> to help them **learn about their customers** and improve conversion rates.

If these experiments inspire your own tests, we'd love to see the results – just drop me a line at <u>d.burstein@meclabs.com</u>.

Here's to higher-converting lead gen websites,

Daniel Burstein
Senior Director, Content & Marketing

marketingsherpa

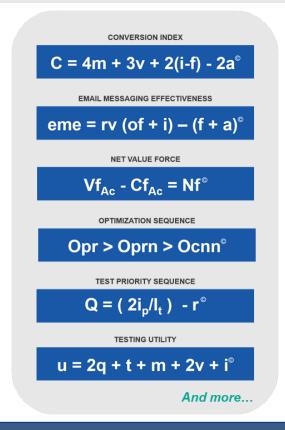
MECLABS

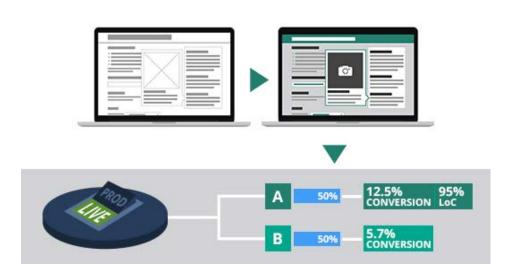
INSTITUTE

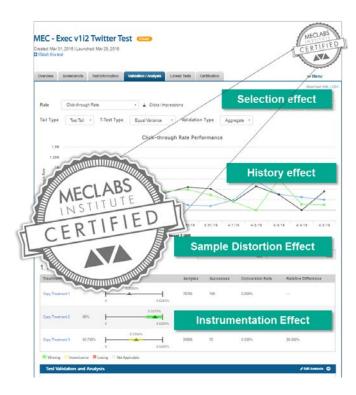
P.S. If you need help improving conversion, just drop me a line as well. MECLABS analysts can work hand-in-hand with you to apply our patented methodology to your conversion challenges.

## **MECLABS** Research Approach









10 Patented Heuristics developed from 20,000+ sales path experiments are applied respectively for analysis. MECLABS Scientists use this rigorous methodology to identify testing opportunities and generate optimized treatment designs.

A/B Split Testing is used to validate hypotheses and collect customer data. Traffic is divided amongst test pages, and performance is compared to identify behavioral insights.

The MECLABS Seal indicates that an experiment has undergone multiple validity checks by the MECLABS Data Sciences Group and is certified as an accurate representation of real-world customer behavior.

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**Experiment #6** Gas and Oil Tech Company

**Experiment #7** Market Solutions Provider

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Experiment #9 Rehabilitation Facility

**Experiment #10** A Global Social Network

**Experiment #11** Home Sales Organization

Experiment #12 Mailing-List Solutions Provider

**Experiment #13** Physician-Only Social Network

Experiment #14 Luxury Home Builder

**Experiment #15** Physician-Only Social Network

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# Experiment #1

10% increase in registrations for survey company by reducing the length of the form and strengthening the value through a clear headline



# **Experiment #1: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1111

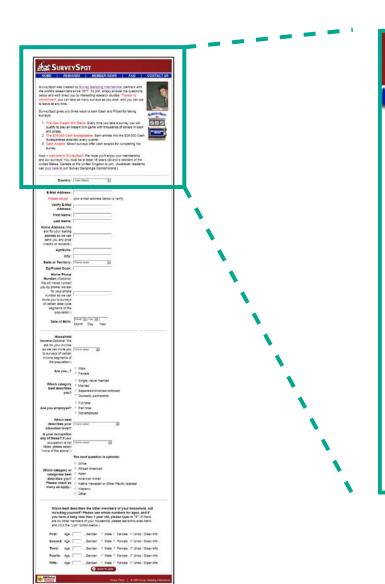
Background: A survey company offering to pay its members to take surveys

Primary Research Question: Which panelist registration page will have a higher conversion rate?

Goal: To increase qualified survey panelist registrations

**Approach:** A/B multifactor split test





Control: Top of Page

## SURVEY SPOT

HOME | REWARDS

MEMBER NEWS

FAQ |

**CONTACT US** 

SurveySpot was created by <u>Survey Sampling International</u>, partners with the world's researchers since 1977. To join, simply answer the questions below and we'll direct you to interesting research studies. There's no <u>commitment</u>, you can take as many surveys as you wish, and you can opt to leave at any time.

SurveySpot gives you three ways to earn Cash and Prizes for taking surveys:

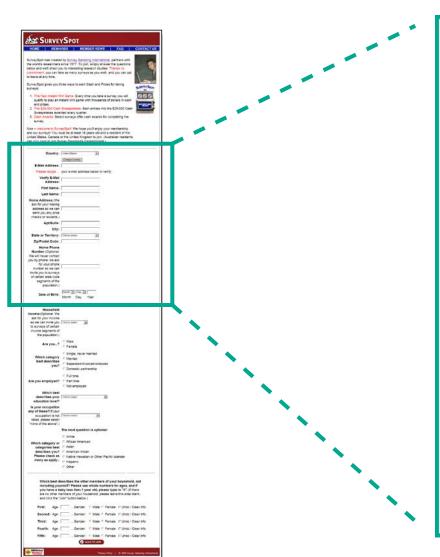
- The New Instant Win Game: Every time you take a survey you will
  qualify to play an Instant Win game with thousands of dollars in cash
  and prizes.
- The \$25,000 Cash Sweepstakes: Earn entries into the \$25,000 Cash Sweepstakes awarded every quarter.
- Cash Awards: Select surveys offer cash awards for completing the survey.

Now -- welcome to SurveySpot! We hope you'll enjoy your membership and our surveys! You must be at least 18 years old and a resident of the United States, Canada or the United Kingdom to join. (Australian residents can click here to join Survey Sampling's OpinionWorld.)





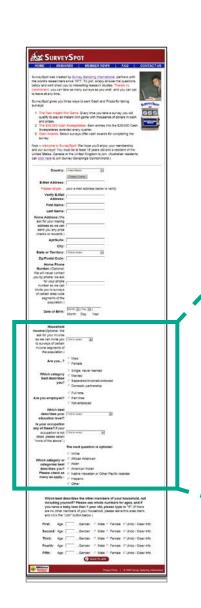


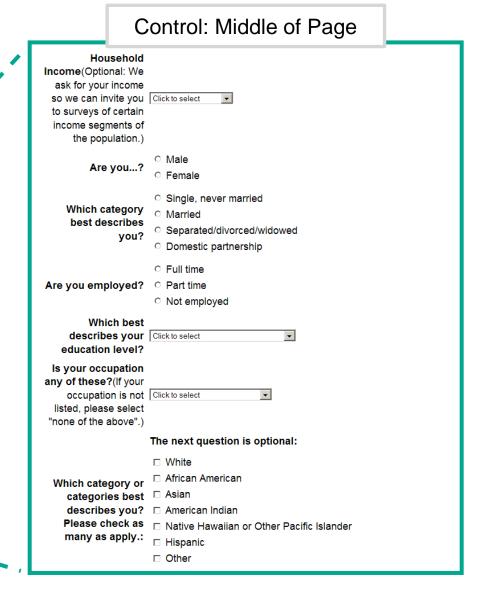


## Control: Middle of Page

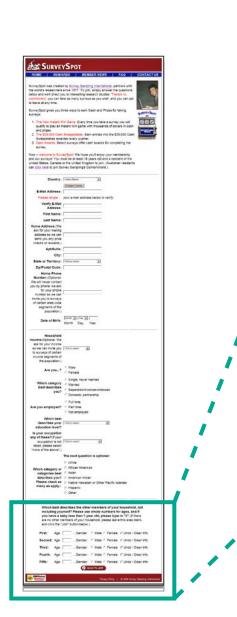
| Country:  | United States                        |
|---|--------------------------------------|
|   | Change Country                       |
| E-Mail Address:   |                                      |
| Please retype   | your e-mail address below to verify: |
| Verify E-Mail<br>Address:   |                                      |
| First Name:   |                                      |
| Last Name:  |                                      |
| Home Address:(We<br>ask for your mailing<br>address so we can<br>send you any prize<br>checks or rewards.)  |                                      |
| Apt/Suite:  |                                      |
| City:   |                                      |
| State or Territory:   | Click to select                      |
| Zip/Postal Code:  |                                      |
| Home Phone Number:(Optional: We will never contact you by phone; we ask for your phone number so we can invite you to surveys of certain area code segments of the population.) |                                      |
| Date of Birth:  | Month Day Year                       |





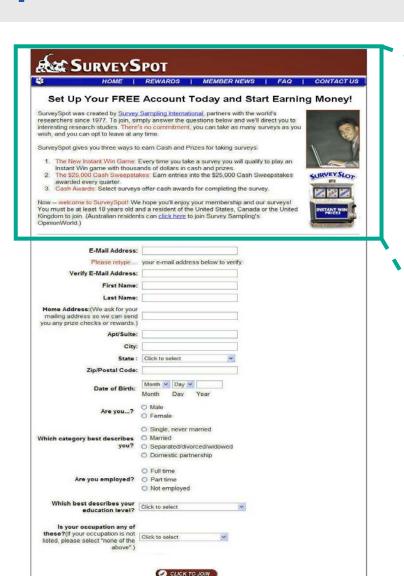






|   | Control: Bo | ottom of Page   | Э                                  |  |  |
|---|-------------|-----------------|------------------------------------|--|--|
| Which best describes the other members of your household, not including yourself? Please use whole numbers for ages, and if you have a baby less than 1 year old, please type in "0". (If there are no other members of your household, please leave this area blank, and click the "Join" button below.) |             |                 |                                    |  |  |
| First:  | Age:Gender: | ○ Male ○ Female | □ Undo / Clear Info                |  |  |
| Second:   | Age:Gender: | ○ Male ○ Female | □ Undo / Clear Info                |  |  |
| Third:  | Age:Gender: | ○ Male ○ Female | □ Undo / Clear Info                |  |  |
| Fourth:   | Age:Gender: | ○ Male ○ Female | □ Undo / Clear Info                |  |  |
| Fifth:  | Age:Gender: | ○ Male ○ Female | □ Undo / Clear Info                |  |  |
| CLICK TO JOIN   |             |                 |                                    |  |  |
| BBBONLINE RELIABILITY   |             | Privacy Policy  | © 2006 Survey Sampling Internation |  |  |





Privacy Policy | © 2006 Survey Sampling Int



✓ New headline added to clarify the value proposition





### Set Up Your FREE Account Today and Start Earning Money!

researchers since 1977. To join, simply answer the questions below and we'll direct you to interesting research studies. There's no commitment, you can take as many surveys as you wish, and you can opt to leave at any time.

SurveySpot gives you three ways to earn Cash and Prizes for taking surveys:

- The New Instant Win Game: Every time you take a survey you will qualify to play an Instant Win game with thousands of dollars in cash and prizes.
- The \$25,000 Cash Sweepstakes: Earn entries into the \$25,000 Cash Sweepstakes awarded every quarter.
- 3. Cash Awards: Select surveys offer cash awards for completing the survey.

Now -- welcome to SurveySpot! We hope you'll enjoy your membership and our surveys! You must be at least 18 years old and a resident of the United States, Canada or the United Kingdom to join. (Australian residents can <u>click here</u> to join Survey Sampling's OpinionWorld.)

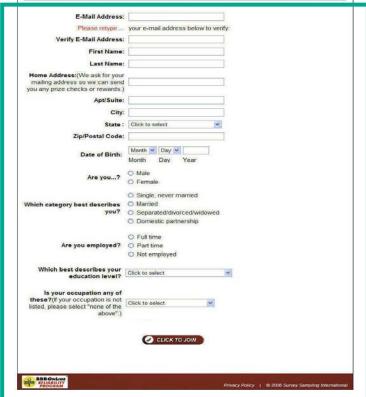


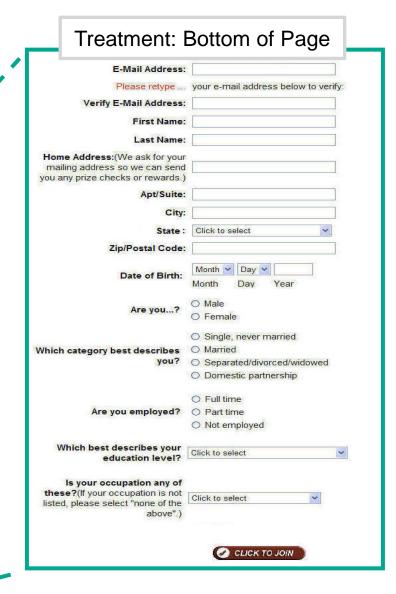
| ID   | Headline  |
|------|---|
| HL1  | Set Up Your FREE Account Today and Start Earning Money!                                   |
| HL2  | Get Paid to Take FREE Surveys   |
| HL3  | Take Online Surveys From Home and Win Cash & Prizes                                       |
| HL4  | Get Paid to Fill Out Online Surveys   |
| HL5  | Surveys – Quick, Easy and FREE  |
| HL6  | Join the [Company Name] Community and Have Your Opinions Count                            |
| HL7  | Win Cash & Prizes for Online Surveys  |
| HL8  | Get Rewarded for Your Opinion   |
| HL9  | You're Invited to Join the [Company Name] Community and to Earn Rewards For Your Opinions |
| HL10 | Here's Your First Survey, and an Invitation to Join Our Research Community                |

- ✓ New headline added to clarify the value proposition
- ✓ Due to the level of traffic this page received, we were able to test 10 different possible headlines for this offer.





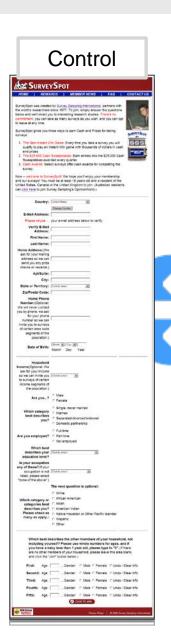




✓ We also reduced the amount of required forms from 24 to 15, significantly decreasing the perceived length of the form

# **Experiment #1: Side by Side**







## **Experiment #1: Results**



10% Relative Increase in Registrations

The optimized version increased conversion rate by 10.44%.

| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 26.04% | - CLABS             |
| Treatment  | 28.76% | 10.44% CERTIFIED    |
|            | ·      |                     |



What You Need to Understand: By focusing on reducing the length of the form and strengthening the value through a clear headline, the treatment generated 10.44% more registrations.

# Experiment #2

20% increase in applications for survey company by minimizing hidden friction on the page



# **Experiment #2: Background**





Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1297

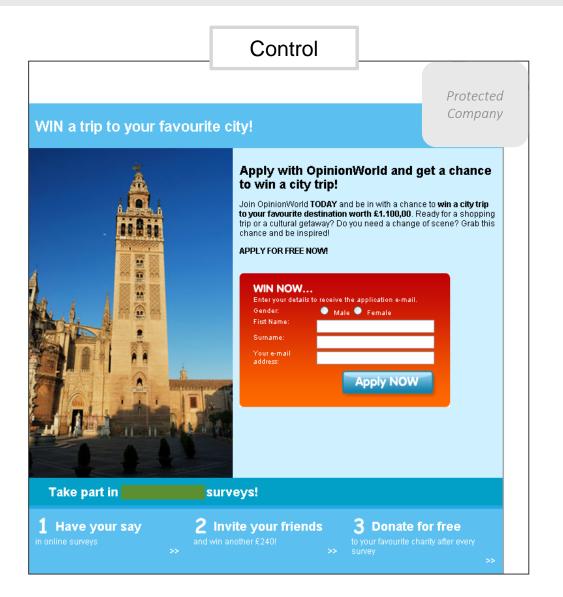
**Background:** A survey company seeking consumer opinions in exchange for a chance to win a trip to an exotic location.

Primary Research Question: Which destination page will result in higher conversions to panelist sign-up?

Goal: To increase the number of applications

**Approach:** A/B multifactor split test



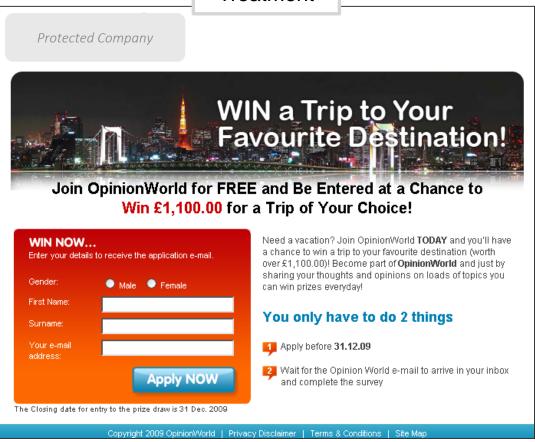


## The Challenge:

The control page communicates a low perceived value. With poor imagery and little value copy, customers do not have a reason to fill out this lead form.



### **Treatment**



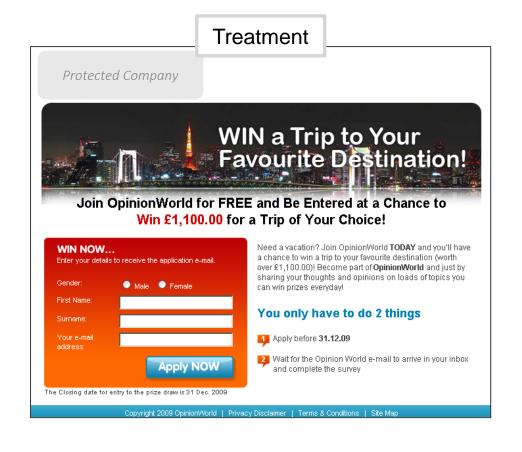
## **Treatment Design:**

The treatment features pictures of different appealing destinations in Europe, smaller page layout and less (but more valuable) copy.

## **Experiment #2: Side by Side**







## **Experiment #2: Results**





| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 26.54% | - LECLABS           |
| Treatment  | 31.76% | 19.67% CERTIFIED    |
|            |        |                     |



What You Need to Understand: By minimizing hidden difficulty-based friction on the page and clearly communicating the value of the offer, the treatment out-performed the control by 19.67%.

# Experiment #3

100% higher clickthrough rate for medical provider by using a "symptoms" content approach



# **Experiment #3: Background**



View Full Case Study



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP4067

Background: Medical provider specializing in an innovative chronic pain treatment

Primary Research Question: Which content approach will achieve a higher click-through rate?

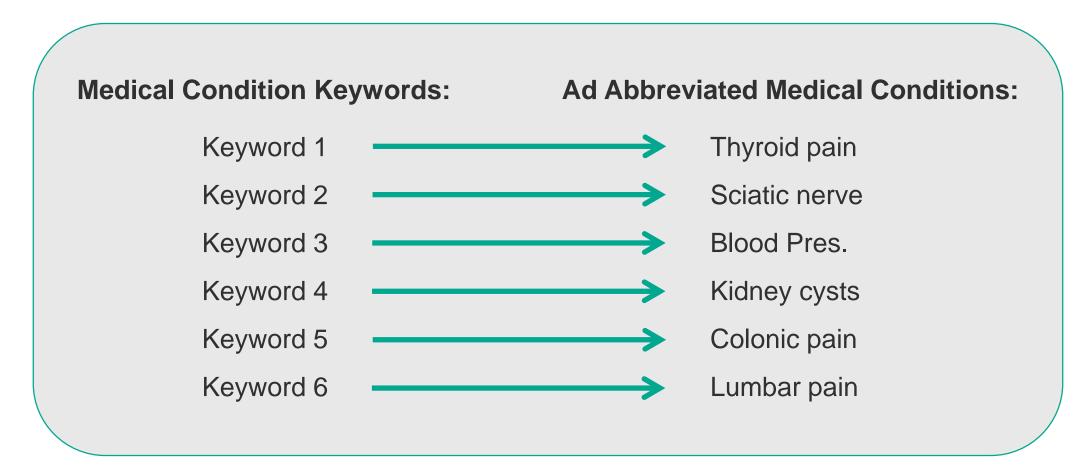
Goal: To plan a content marketing strategy based on which approach generates more appeal in conditionbased searchers

**Approach:** A/B multifactor split test

# **Experiment #3: Background**



Keywords have been randomly selected and optimized to protect partner identity.





T1: Body Part Pain Resources

[Condition] Sufferer? <</p>

Free access to kidney pain resources from the experts in kidney health.

[Display URL]/[condition]

## **Treatment 1 Design**

- ✓ Template test in 6 condition-based ad groups
- ✓ Headline is specific to [condition] ad group
- ✓ Variable is description line one
- √ Value corresponds to content approach



T2: Treatment Options

[Condition] Sufferer?

Compare available treatments,

from the experts in [specialty] health.

[Display URL]/[condition]/[condition]

## **Treatment 2 Design:**

- ✓ Template test in 6 condition-based ad groups
- ✓ Headline is specific to [condition] ad group
- ✓ Variable is description line one
- ✓ Value corresponds to content approach



T3: Causes and Solutions\*

<u>[Condition] Sufferer?</u> ◀

Learn about the causes & solutions, from the experts in [specialty] health.

[Display URL]/[condition]

## **Treatment 3 Design:**

- ✓ Template test in 6 condition-based ad groups
- Headline is specific to [condition] ad group
- √ Variable is description line one
- Value corresponds to content approach



T4: Recognize Symptoms

<u>[Condition] Sufferer?</u> ◀

How to recognize the symptoms, from the experts in [specialty] health.

[Display URL]/[condition]

## **Treatment 4 Design:**

- ✓ Template test in 6 condition-based ad groups
- Headline is specific to [condition] ad group
- ✓ Variable is description line one
- Value corresponds to content approach

# **Experiment #3: Side by Side**



T1: Body Part Pain Resources

### [Condition] Sufferer?

Free access to kidney pain resources from the experts in kidney health.

[Display URL]/[condition]

T3: Causes and Solutions\*

### [Condition] Sufferer?

Learn about the causes & solutions, from the experts in [specialty] health. [Display URL]/[condition]

T2: Treatment Options

## [Condition] Sufferer?

Compare available treatments, from the experts in [specialty] health. [Display URL]/[condition]/[condition]

T4: Recognize Symptoms

### [Condition] Sufferer?

How to recognize the symptoms, from the experts in [specialty] health. [Display URL]/[condition]

## **Experiment #3: Results**





| Treatments                   | KPI    | Relative Difference |
|------------------------------|--------|---------------------|
| T1: Specialty Pain Resources | 0.15%  | - AFCLABS           |
| T2: Treatment Options        | 0.17%  | CERTIFIED           |
| T3: Causes and Solutions     | 0.26%  |                     |
| T4: Symptoms                 | 31.76% | 19.67%              |



What You Need to Understand: By determining the most effective value point to communicate, the treatment improved clickthrough rate by 19.67%

# Experiment #4

40% increase in clickthrough rate for medical provider by adding "Symptoms" to both header and description



## **Experiment #4: Background**



Follow up test for: Experiment #3 TP4067)



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP4068

Background: Medical provider specializing in treating chronic pain

Primary Research Question: Which content approach will achieve a higher clickthrough rate?

Goal: To plan a content marketing strategy based on which approach generates more appeal in condition-based searchers

**Approach:** A/B multifactor split test



### **Control Ads**

### **Keyword 1 Treatment**

Read about our xx-minute treatment for keyword pain relief.
[Display URL]/Keyword\_1

### **Keyword 2 Treatment**

Keyword pain? You Have Options. Ask Our Experts About [procedure]. [Display URL]

### **Keyword 3 Treatment**

Relieve [keyword] Pain with Our Unrivaled xx-Minute Procedure. [Display URL]/Keyword 3

### **Keyword 4 Treatment**

New 53-Minute Procedure, Reclaim Your Life From [keyword] Pain. [Display URL]/Keyword

### **Relief From Keyword Pain**

Read about our 30-minute treatment for total freedom from [keyword] pain! [Display URL]

### <u>Degenerative Keyword Disease</u>

Relieve Degenerative [keyword] Pain w/ Our Unrivaled Revolutionary Program [Display URL]/Degenerative

## The Challenge:

Based on what we learned from the previous content approach test (TP4067), if we use a symptom content approach while matching the control's specificity to each ad group, we can achieve a higher clickthrough rate.



### Treatment 1 Ads

### **Keyword 1 Symptoms**

Read about our XX-minute treatment For keyword pain relief. [Display URL]/keyword

### **Keyword 2 Symptoms**

Keyword 2? You Have Options. Ask Our Experts About [Procedure™]. [Display URL]

### **Keyword 3 Symptoms**

Relieve [keyword] Pain with
Our Unrivaled XX-Minute Procedure.
[Display URL]/keyword

### **Keyword 4 Symptoms**

New xx-Minute Procedure, Reclaim Your Life From [keyword] Pain. [Display URL]/keyword

### **Keyword 5 Symtpoms**

Read about our XX-minute treatment for total freedom from [keyword] pain! [Display URL]

### **If Treatment 1 Wins:**

If Treatment 1 wins, we will learn that the symptom content approach is most effective only when used in the headline.



### Treatment 2 Ads

#### **Keyword 1 Treatment**

Read about our xx-minute treatment for keyword pain relief.
[Display URL]/keyword

#### **Keyword 2 Treatment**

Read about keyword Symptoms and see how our experts can help! [Display URL]

#### **Keyword 3 Treatment**

Read about keyword Symptoms and see how our experts can help! [Display URL]/keyword

### **Keyword 4 Treatment**

Read about keyword Symptoms and see how our experts can help! [Display URL]/keyword

#### Relief From Keyword Pain

Read about keyword Symptoms and see how our experts can help! [Display URL]

### <u>Degenerative Keyword Disease</u>

Read how our keyword experts can help relieve Degenerative keyword Symptoms! [Display URL]/Degenerative

### **If Treatment 2 Wins:**

If Treatment 2 wins, we will learn that the symptom content approach is most effective when used in the description and when the description is specific to the ad group.



### Treatment 3 Ads

### **Keyword 1 Symptoms**

Read about our xx-minute treatment for keyword pain relief.
[Display URL]/keyword

### **Keyword 2 Symptoms**

Read about keyword Symptoms and see how our experts can help! [Display URL]

### **Keyword 3 Symptoms**

Read about keyword Symptoms and see how our experts can help! [Display URL]//keyword

### **Keyword 3 Symptoms**

Read about keyword Symptoms and see how our experts can help! [Display URL]//keyword

### **Keyword 4 Symptoms**

Read about keyword Symptoms and see how our experts can help! [Display URL]

### **If Treatment 3 Wins:**

If Treatment 3 wins, we will learn that the symptom content approach is most effective when used in BOTH the headline and description and when the description is specific to the ad group.

## **Experiment #4: Results**





| Treatments                  | KPI   | Relative Difference |
|-----------------------------|-------|---------------------|
| C: Specialty Pain Resources | 0.28% | - AFCLABS           |
| T1: Treatment Options       | 0.26% | - CERTIFIED         |
| T2: Causes and Solutions    | 0.21% |                     |
| T3: Symptoms                | 0.39% | 40%                 |



What You Need to Understand: By applying insight from the previous test and inserting 'Symptoms' into both the headline and description, it created more successful treatments across all ad groups.

# Experiment #5

31% increase in responses for insurance carrier by expressing a voicemail message that connected with the "right" specific prospect-level motivations



# **Experiment #5: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** (Protected)

**Background:** Large well-known insurance carrier

Primary Research Question: Which voicemail script will generate the most lead responses?

Goal: To increase the number of lead responses to a scripted voicemail

**Approach:** A/B multifactor split test

### **Experiment #5: Control**



Control Voicemail Script

Hello, \_\_\_\_, my name is Lisa and I am calling with [Insurance Company]. We are currently the 5<sup>th</sup> largest life insurance carrier in the nation offering competitive rates and solutions to help ease administration **burdens.** When we last spoke, you told me that you work with a broker for your price quotes for the group life benefits. I would like to get your broker contact information in order to be in consideration when they next do their evaluations for you.

### The Challenge

- ✓ The original voicemail messaging focused on the primary-level value proposition of the company.
- ✓ However, after conducting qualitative research concerning the specific motivations of the prospect, we hypothesized that they:
  - Had a high degree of anxiety when they felt they were "being sold"
  - Had little interest in learning about an insurance company
  - Simply desired to redirect us to their broker

## **Experiment #5: Treatment**



Treatment Voicemail Script

Hello, \_\_\_\_, my name is Lisa and I am calling with [Insurance Company]. When we last spoke, you told me that you work with a broker for your price quotes for the group life benefits. Since we do not nationally advertise and may not have had the opportunity to work with your consultant; we would like to share our information with them. I would like to get your broker contact information in order to be in consideration when they next do their evaluations for you.

### **Two Key Changes:**

- ✓ First, we moved this sentence to the top in order to immediately mention that we had previously spoken and reduce potential anxiety.
- ✓ Second, we crafted a new sentence which further justified why we were calling and made a more prospectlevel appeal of letting us "work with your consultant" instead of doing the work yourself.

## **Experiment #5: Side by Side**



Control Voicemail Script

Hello, \_\_\_\_, my name is Lisa and I am calling with [Insurance Company]. We are currently the 5<sup>th</sup> largest life insurance carrier in the nation offering competitive rates and solutions to help ease administration **burdens.** When we last spoke, you told me that you work with a broker for your price quotes for the group life benefits. I would like to get your broker contact information in order to be in consideration when they next do their evaluations for you.



Treatment Voicemail Script

Hello, \_\_\_\_, my name is Lisa and I am calling with [Insurance Company]. When we last spoke, you told me that you work with a broker for your price quotes for the group life benefits. Since we do not nationally advertise and may not have had the opportunity to work with your consultant; we would like to share our information with them. I would like to get your broker contact information in order to be in consideration when they next do their evaluations for you.

## **Experiment #5: Results**



31% Relative Increase in Conversions

The optimized version increased conversion rate by 30.80%.

| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 50.00% | - CLABS             |
| Treatment  | 65.40% | 30.80%              |
|            |        |                     |



What You Need to Understand: By expressing a message that connected with the "right" specific prospect-level motivations, the treatment outperformed the control by a 30.8% relative difference in conversions

# Experiment #6

17% increase in clickthrough for gas and oil technology company by focusing on overcoming challenges rather than focusing on results



# **Experiment #6: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP2067

**Background:** Company provides technology and product supply to the oil and gas industry. For this experiment, they were making a specific segment (drilling engineers) of their opt-in list aware of an upcoming conference.

**Primary Research Question:** Which value category (overcoming challenges or generating results) will generate the most response?

Goal: To determine the most effective point of value

**Approach:** A/B multifactor split test

## **Experiment #6: Version A**



### Version A – Overcoming Challenges

#### Dear %%CONTACT%%,

To help you make the most informed decisions and keep your operations moving forward, scientists and engineers are continuously researching to find solutions to the spectrum of monitoring and technology issues that you face. They ask the questions relevant to each issue.

- How can you intelligently adjust surface drilling parameters based on new downhole data?
- How can <u>deepwater risk</u> be reduced by combining emerging best practices, real-time remote monitoring, and on-rig expert support?
- What are the newest, most intelligent insights and ideas around stick-slip mitigation?

#### Get the answers

If you're attending the in Amsterdam, don't miss the presentations that address these issues, and be sure to stop by the booth where our experts will be available to answer your questions. Even if you're unable to attend the conference in person, we invite you to read the paper abstracts at our Online Resource Center.

### **Key Elements**

- " ... researching to find solutions to the monitoring and technology issues you face."
- ✓ "How can deepwater risk be reduced?"
- ✓ "How can you adjust drilling parameters based on new downhole data?"
- ✓ "What are the newest insights around stick-slip mitigation?"

## **Experiment #6: Version B**



### Version B – Generating Results

#### Dear %%CONTACT%%,

To help you drill more safely, efficiently, and effectively scientists and engineers continuously conduct in-depth field tests to leverage the latest technologies and measurement tools. Some of the recent results from this testing will be presented at the Drilling Conference and Exhibition in Amsterdam.

- Technology enabling real-time monitoring of downhole drilling conditions results in faster, more informed decision making, improved <u>penetration rates</u>, and <u>higher quality wellbores</u>.
- The combination of managed-pressure drilling techniques and treated micronized barite
  drilling fluids can enhance wellbore security and <u>reduce drilling risks in wells considered</u>
  hydraulically undrillable.
- New BHA designs deliver better directional control and penetration rates while outperforming conventional drilling BHAs by more than 350% in three eastern Siberia wells.
- A closed-loop, automated system, performing real-time monitoring of drilling parameters and performance with automatic adjustment of WOB and RPM, resulted in <u>more than a</u> <u>10% improvement in ROP</u> in several field studies.

#### Find Out More

If you're attending the Drilling Conference, don't miss the presentations that address these issues, and be sure to stop by the Dooth where our experts will be available to answer your questions. Even if you're unable to attend the conference in person, we invite you to read the paper abstracts at our 2011 Online Resource Center.

### **Key Elements**

- ✓ " ... conduct in-depth field tests to leverage the latest technology ... recent results will be presented ... "
- ✓ " ... improved penetration rates and higher quality wellbores."
- ✓ " ... outperforming conventional drilling BHAs by more than 350% ... "
- ✓ " … 10% improvement in ROP … "

## **Experiment #6: Side by Side**



### Version A – Overcoming Challenges

#### Dear %%CONTACT%%,

To help you make the most informed decisions and keep your operations moving forward, scientists and engineers are continuously researching to find solutions to the spectrum of monitoring and technology issues that you face. They ask the questions relevant to each issue.

- How can you intelligently adjust surface drilling parameters based on new downhole data?
- How can <u>deepwater risk</u> be reduced by combining emerging best practices, real-time remote monitoring, and on-rig expert support?
- What are the newest, most intelligent insights and ideas around <u>stick-slip</u> mitigation?

#### Get the answers

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### Version B – Generating Results

#### Dear %%CONTACT%%.

To help you drill more safely, efficiently, and effectively scientists and engineers continuously conduct in-depth field tests to leverage the latest technologies and measurement tools. Some of the recent results from this testing will be presented at the Drilling Conference and Exhibition in Amsterdam.

- Technology enabling real-time monitoring of downhole drilling conditions results in faster, more informed decision making, improved penetration rates, and higher quality wellbores.
- The combination of managed-pressure drilling techniques and treated micronized barite
  drilling fluids can enhance wellbore security and <u>reduce drilling risks in wells considered</u>
  hydraulically undrillable.
- New BHA designs deliver better directional control and penetration rates while outperforming conventional drilling BHAs by more than 350% in three eastern Siberia wells.
- A closed-loop, automated system, performing real-time monitoring of drilling parameters and performance with automatic adjustment of WOB and RPM, resulted in <u>more than a</u> 10% improvement in ROP in several field studies.

#### Find Out More

If you're attending the Drilling Conference, don't miss the presentations that address these issues, and be sure to stop by the Dooth where our experts will be available to answer your questions. Even if you're unable to attend the conference in person, we invite you to read the paper abstracts at our 2011 Online Resource Center.

## **Experiment #6: Results**





| Treatments | KPI    | Relative Difference |           |
|------------|--------|---------------------|-----------|
| Version A  | 20.93% | 17.05%              | AECI ABS  |
| Version B  | 17.88% | -                   | CERTIFIED |
|            | ·      |                     |           |



What You Need to Understand: By focusing the messaging on overcoming challenges, this test revealed that for this segment, customers find more value in obtaining the solution to problems.

# Experiment #7

201% increase in form submissions for market solutions provider by placing elements of the value proposition directly in the eye path of prospects



# **Experiment #7: Background**



View Full Case Study



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1291

**Background:** A market solutions provider that offers end-to-end market solutions for small- and medium-sized businesses

Primary Research Question: Which page will obtain the most form submissions?

Goal: Increase the email capture rate of an online form

**Approach:** A/B multifactor split test

## **Experiment #7: Control**



#### Control

# 100% Satisfaction Guarantee Our data may not be perfect, but we think our guarantee is pretty close.

### Searching for the Most Accurate Mailing Lists? Your Hunt is Over!

Get 500 Free Leads Today with Qualifying Purchase

We Have the Best Data Guranteed!

| *First Name                    |                                     |
|--------------------------------|-------------------------------------|
| *Last Name                     |                                     |
| *Company<br>Name               |                                     |
| Email Address                  |                                     |
| *Phone<br>Number               |                                     |
| Once your informatiled to you. | mation is submitted your password w |

| F   | egister 7 | oday T  | o Get Your    |
|-----|-----------|---------|---------------|
|     | 500 I     | ree L   | eads!         |
|     |           |         |               |
|     |           |         |               |
| Why | Should Yo | u Marko | t Today?      |
| vny | Snoula 10 |         | ick to watch) |

The industry leader in database marketing, offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their sales, and for other direct marketing, telemarketing, customer analysis and credit reference purposes.

#### Why Choose

- . Safe & Secure online shopping
- · Expert advice to help you succeed
- Privacy & Do Not Call compliant
- Free counts & guotes
- · Free Business Resource Center
- 100% Satisfaction Guaranteed

#### Plus Phone Verified Data!

We make more than 26 million phone calls each year to verify and enhance our business databases. Why? To ensure you have the freshest, most comprehensive information available. No other company in the industry does that. Period!

#### How Can We Help?

From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

### The Challenge:

In the control, the most impactful elements of the value proposition are hidden throughout the heavy copy on the page, making the value of this offer unclear to customers.

### **Experiment #7: Treatment**



#### Treatment



We Make 26 Million Phone Calls a Year to Ensure You Get

#### The Most Accurate Mailing Lists Available!

Trusted since 1972, has compiled the **most comprehensive** databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.



#### Why choose

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to phone verify your data
- ▶ 100% money-back guarantee on every single lead

#### >> Plus, get 500 FREE leads added to your purchase!\*

#### Set up your FREE access to

- · Search our business and consumer database
- . Preview leads, get a quote, and download lists
- . Build a list 24 hours a day 7 days a week

| First Name: |             |
|-------------|-------------|
| Last Name:  |             |
| Email:      | QUALY       |
| Phone:      | Secure Site |

100% Satisfaction Guarantee you receive any bad data, we will refund sur money, no questions asked!

#### What Our Customers Are Saying

It's a powerful tool for small businesses to market like the big guys.

Haydens

Sparta, New Jersey

I would recommend to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am

Ruhter Auction & Realty Inc. Hastings, Nebraska

It's great, one-stop shopping. There's no need to coordinate between the mail house and the printer!

**Habitat America** 

Annapolis, Maryland

### **Treatment Design:**

- ✓ The new page layout placed elements of the value proposition in a better position for the visitor to see
- ✓ Emphasizing setting up a "free" account reduced anxiety
- ✓ The supporting bullets in the lead gen box gave legitimate reason to set up an account.

# **Experiment #7: Side by Side**



#### Control

#### 100% Satisfaction Guarantee Our data may not be perfect, but we think our guarantee is pretty close. Searching for the Most **Accurate Mailing Lists?** Register Today To Get Your 500 Free Leads! Your Hunt is Over! Get 500 Free Leads Today with Qualifying Purchase Why Should You Market Today? (Click to watch) We Have the Best Data Guranteed! The industry leader in database marketing, offers the freshest, most accurate business and consumer sales leads and mailing lists available anywhere. Nearly 4 million customers use our services to find new customers, grow their To receive your \*500 Free Leads, fill out and submit sales, and for other direct marketing, telemarketing, customer the form below. Once received you will be contacted by analysis and credit reference purposes. one of our business consultants. \*First Name Why Choose · Safe & Secure online shopping \*Last Name · Expert advice to help you succeed . Privacy & Do Not Call compliant · Free counts & guotes \*Company Name · Free Business Resource Center 100% Satisfaction Guaranteed \*Email Address Plus Phone Verified Data! \*Phone We make more than 26 million phone calls each year to verify Number and enhance our business databases. Why? To ensure you Once your information is submitted your password will be have the freshest, most comprehensive information available. emailed to you. No other company in the industry does that. Period! How Can We Help? Click Here From mailing lists to email marketing, we're your one-stop shop to grow your sales. We'll focus on your marketing needs so you can focus on your business and grow your sales!

#### Treatment



We Make 26 Million Phone Calls a Year to Ensure You Get

#### The Most Accurate Mailing Lists Available!

Trusted since 1972, has compiled the **most comprehensive** databases in the industry including 210 million U.S. consumers, 14 million U.S. businesses, 13 million executives and more, all cleaned for duplicates and phone verified.



#### Why choose

- ▶ 600 full-time researchers dedicated to building, verifying, and updating your data
- ▶ Our tele-research associates make over 80,000 calls a day to phone verify your data
- ▶ 100% money-back guarantee on every single lead

#### >> Plus, get 500 FREE leads added to your purchase!\*

#### Set up your FREE access to

- Search our business and consumer database
- · Preview leads, get a quote, and download lists
- Build a list 24 hours a day 7 days a week
- Personalized online service to assist you

| First Name: |                       |
|-------------|-----------------------|
| Last Name:  |                       |
| Email:      | OLIVIYE               |
| Phone:      | QUALYS<br>Secure Site |





#### What Our Customers Are Saying

It's a **powerful tool** for small businesses to market like the big guys. **Haydens** 

Sparta, New Jersey

I would recommend to anyone looking for speedy service, accurate listings and great customer service. It is refreshing to receive a follow-up phone call within a week, just to make sure that I am satisfied.

Ruhter Auction & Realty Inc. Hastings, Nebraska

It's great, **one-stop shopping**. There's no need to coordinate between the mail house and the printer!

Habitat America Annapolis, Maryland

## **Experiment #7: Results**





| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 4.8%   | - AECI ABS          |
| Treatment  | 14.65% | 201.40%             |
|            | •      |                     |



What You Need to Understand: By placing elements of the value proposition directly in the eye path of prospects, the treatment increased form submissions by 201.40%

# Experiment #8

2% increase in leads for market solutions provider by conducting a follow-up test, incorporating a stylistic treatment design



# **Experiment #8: Background**



Follow up test for: Experiment #7 (TP1291)



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1323

**Background:** A market solutions provider that offers end-to-end market solutions for small- and mediumsized businesses

Primary Research Question: Which page will obtain the most form submissions (i.e., leads)?

Goal: Increase the amount of leads from an online form

**Approach:** A/B multifactor split test

## **Experiment #8: Control**



#### Control



### The Challenge:

- The control was a high-performing page (201% gain over original page) from a previous round of tests.
- This company wanted to test a more stylized/aesthetic version of this page.
- They wanted to know how much design elements would impact the overall conversion rates.

## **Experiment #8: Treatment**



#### Treatment



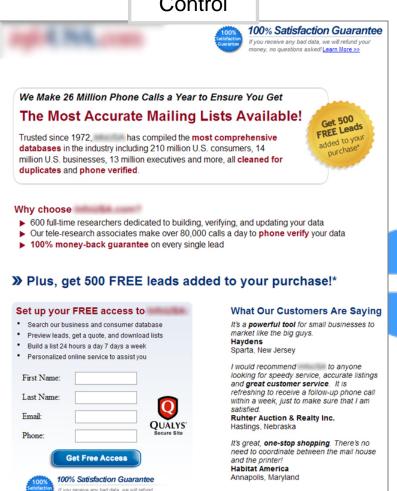
### **Treatment Design:**

The treatment design kept the overall copy and structure of the page intact, but made significant changes in the graphics of this page.

# **Experiment #8: Side by Side**



#### Control



#### **Treatment**



## **Experiment #8: Results**





| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 12.24% | - LACIABS           |
| Treatment  | 12.58% | 2.0% CERTIFIED      |
|            |        |                     |



What You Need to Understand: The stylistic treatment design did not impact conversion positively or negatively with any statistical significance, indicating that the learning from the previous test (TP1291) can be transferred across the company's site-wide templates.

# Experiment #9

220% more captures online for addiction and mental health rehabilitation facility by utilizing a single-column, long-copy approach



# **Experiment #9: Background**



View Full Case Study



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1662

Background: An addiction and mental health rehabilitation facility

Primary Research Question: Which page will obtain the most form submissions (i.e., leads)?

Goal: Increase the total number of leads captured

**Approach:** A/B multifactor split test

## **Experiment #9: Control**



### Control

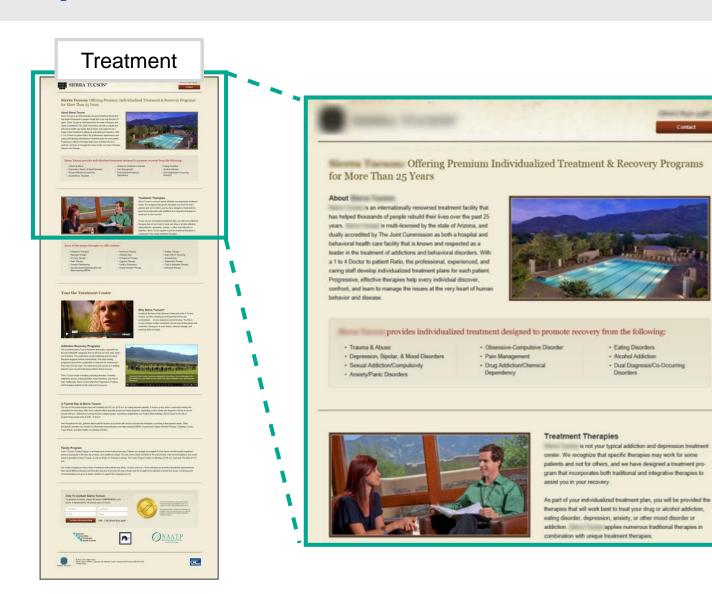


### The Challenge:

- Average short-form page template with a rotating banner
- Call-to-action on the right-hand side and above the fold

## **Experiment #9: Treatment**





### **Treatment Design:**

The treatment design kept the overall copy and structure of the page intact, but made significant changes in the graphics of this page.

## **Experiment #9: Side by Side**





### Treatment



## **Experiment #9: Results**





| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 0.78% | - LECLABS           |
| Treatment  | 2.48% | 220.00% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By utilizing a single-column, long-copy approach, the treatment better guided the prospect's thought process and generated 220% more captures online.

# Experiment #10

197% increase in email capture for a global social network for physicians by adding value copy and reducing anxiety



# **Experiment #10: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1483

**Background:** A physician-only social network that allows medical product companies to conduct first-hand research on potential purchasers

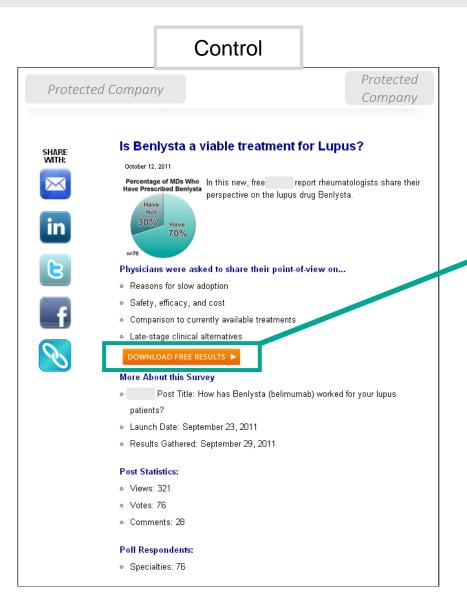
Primary Research Question: Which barrier page will result in a higher lead rate for returning visitors?

Goal: To increase the number of leads from a rented trade publication list

**Approach:** A/B variable cluster split test

# **Experiment #10: Control**





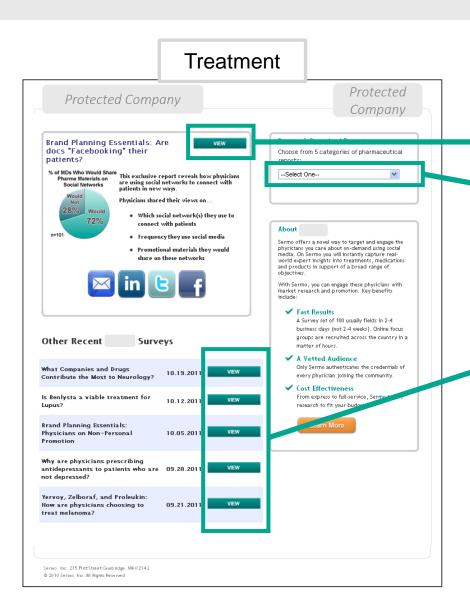


### The Challenge:

A wide variance in conversion rates indicated that some articles are more relevant than others. So the team hypothesized that customers need to be presented more opportunities to discover relevance.

# **Experiment #10: Treatment**







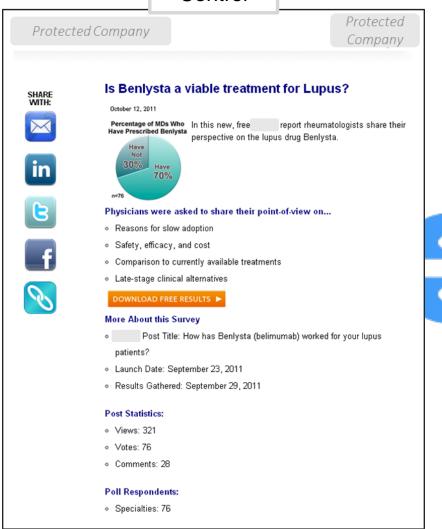
### **Treatment Design:**

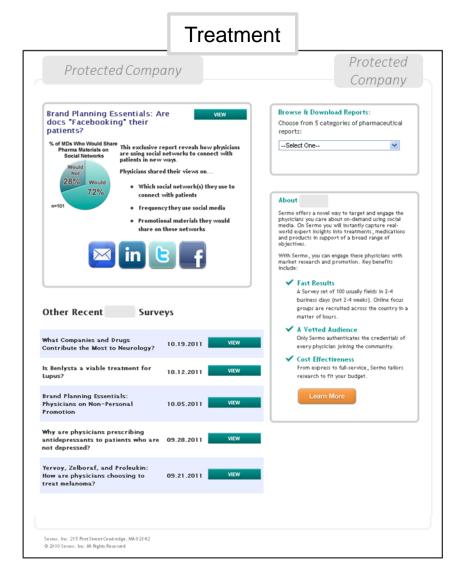
- ✓ Reduced the amount of real estate dedicated to the current article
- ✓ Eliminated post statistics while keeping the primary content
- ✓ Listed newsworthy headlines of the most recent surveys.

# **Experiment #10: Side by Side**



### Control





## **Experiment #10: Results**



# 197% Relative Increase in Email Capture The optimized version increased email capture by 197.30%.

| Treatments | KPI    | Relative Difference |
|------------|--------|---------------------|
| Control    | 18.18% | - ABS               |
| Treatment  | 54.05% | 197.30%             |
|            |        |                     |



What You Need to Understand: By giving the rented list more content options, the treatment increased second-visit email captures by 197%.

# Experiment #11

326% increase in email capture for a national land and home sales organization by discovering and using the right incentive



## **Experiment #11: Background**





Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1432

**Background:** A national land and home sales organization began testing the use of incentive on community microsites to help capture more emails of potential prospects.

Primary Research Question: Which specific section of content will result in the largest lead rate?

Goal: To increase the number of leads for each community microsite

**Approach:** A/B multifactor split test

## **Experiment #11: Control**



|                       | Control           |   |
|-----------------------|-------------------|---|
| GET YOUR FREE         | Protected Company | COMMUNITY GUIDE   |
| local sci<br>services |                   | -to resource for information on<br>rtation, and other regional<br>nd learn why Protected Company is |
| First Name:           | Last Name         | e: [  |
| Email:                | Phone             | e:  |
|                       |                   | (optional)  |

#### The Challenge:

- ✓ This offer description focuses on the details of the community guide
- ✓ The mental cost outweighs the perceived value of this offer



#### Treatment **GET YOUR FREE** Protected Company COMMUNITY MAP Be prepared for your visit to Protected Company by downloading our comprehensive Community Map. The map displays the layout of the community as well as important landmarks and amenities. First Name: Last Name: Email: Phone: (optional)

#### **Treatment Design:**

- ✓ This offer description focuses on how the community guide benefits the customer
- ✓ The offer contains a higher perceivedvalue than the control

## **Experiment #11: Side by Side**







## **Experiment #11: Results**





| Treatments | КРІ    | Relative Difference |          |
|------------|--------|---------------------|----------|
| Control    | 4.32%  | - LECLABS           | <u>\</u> |
| Treatment  | 18.40% | 326.00% CERTIFIED   |          |
|            |        |                     |          |



What You Need to Understand: By making a simple change of substance in a single, important section of content, the treatment generated a 326% increase in leads

## Experiment #12

29% increase in lead generation rate for end-to-end mailing list solutions provider by reducing page length and adding incentives and testimonials



## **Experiment #12: Background**



Follow up test for: Experiment #8 (TP1323)



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1330

Background: Provides end-to-end mailing list solutions for small- and medium-sized businesses

Primary Research Question: Which page will obtain the most form submissions (i.e., leads)?

Goal: Increase the amount of leads from an online form

**Approach:** A/B multifactor split test

#### **Experiment #12: Control**



#### Control



#### **Control Design:**

The winning treatment from test #TP1291 became the control for the next test.



#### Treatment 1

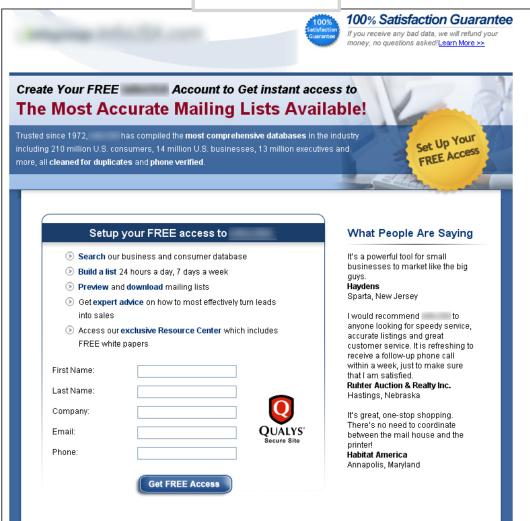


#### **Treatment 1 Design:**

The first treatment tested against the control presented a more research-centric message.



#### Treatment 2

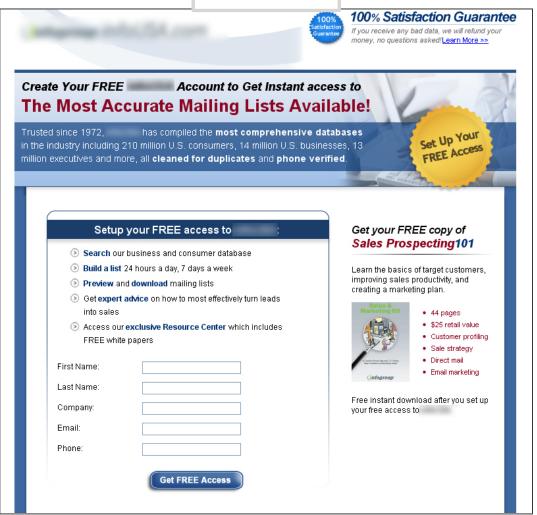


#### **Treatment 2 Design:**

The second treatment reduced the length of the page and brought attention mainly to the lead submission form. In addition, it also used testimonials to support value.



#### Treatment 3

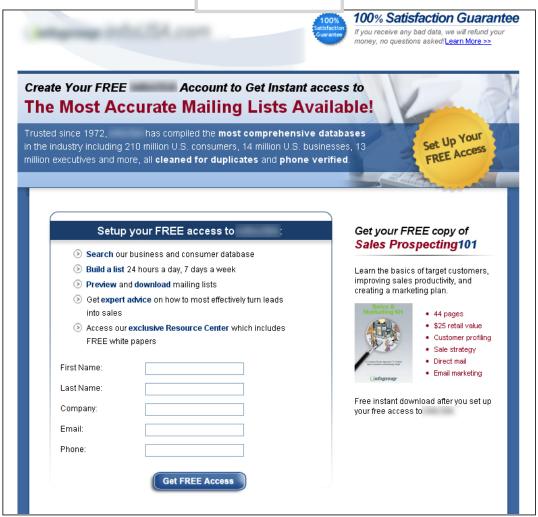


#### **Treatment 3 Design:**

The third treatment was similar to the second, but it included a free white paper incentive as part of the offer.



#### Treatment 4



#### **Treatment 4 Design:**

The fourth treatment was similar to the second and third, but it provided a product tour to support value.

### **Experiment #12: Results**





# 29% Relative Increase in Conversions

Treatments 2 and 3 each increased visit-to-lead conversion by 29%.

| Treatments                    | KPI    | Relative Difference |   |
|-------------------------------|--------|---------------------|---|
| Control                       | 10.17% | - MATCLABS          | 1 |
| T1: Research Focused          | 12.04% | 19% CERTIFIED       |   |
| T2: Shortened w/ Testimonials | 13.00% | 29%                 |   |
| T3: Shortened w/ Incentive    | 13.02% | 29%                 |   |
| T4: Shortened w/ Tour         | 12.53% | 24%                 |   |



What You Need to Understand: By testing to determine which messaging focus produces the best performance, we learned that the incentive-focused approach produces 29% more leads than the control.

## Experiment #13

104% lift in clickthrough rate for physician-only social network by changing the email messaging to engage the reader and guide them through a logical series of micro-conversions



## **Experiment #13: Background**





Location: MarketingExperiments Research Library

**Test Protocol Number: TP2081** 

**Background:** A physician-only social network that allows medical product companies to conduct first-hand research on potential purchasers

Primary Research Question: Which email design will generate the most opens, clicks?

Goal: To increase the number of leads from a rented trade publication list

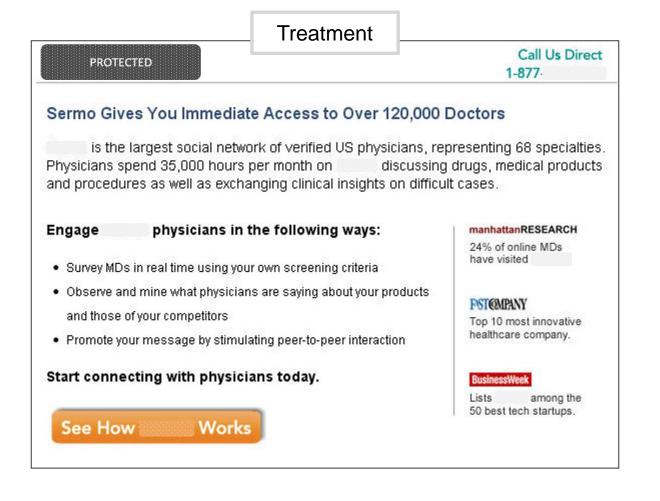
**Approach:** A/B multifactor split test

#### **Experiment #13: Control**



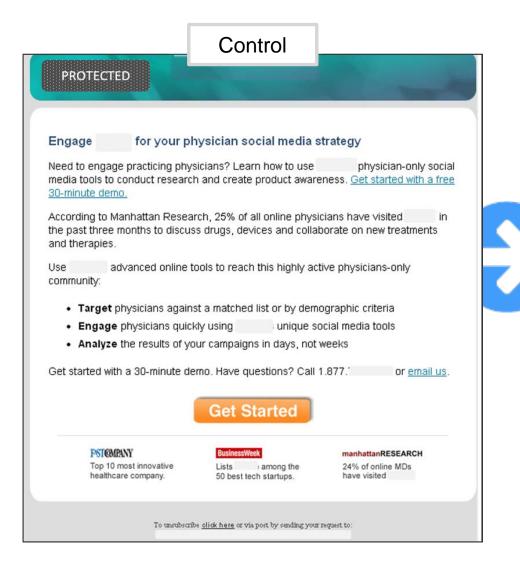
#### Control **PROTECTED** for your physician social media strategy Engage Need to engage practicing physicians? Learn how to use physician-only social media tools to conduct research and create product awareness. Get started with a free 30-minute demo. According to Manhattan Research, 25% of all online physicians have visited the past three months to discuss drugs, devices and collaborate on new treatments and therapies. Use advanced online tools to reach this highly active physicians-only community: . Target physicians against a matched list or by demographic criteria . Engage physicians quickly using unique social media tools . Analyze the results of your campaigns in days, not weeks Get started with a 30-minute demo. Have questions? Call 1.877.1 or email us. **Get Started PST@MPANY** manhattanRESEARCH Top 10 most innovative Lists among the 24% of online MDs healthcare company. have visited 50 best tech startups. To unsubscribe click here or via post by sending your request to:

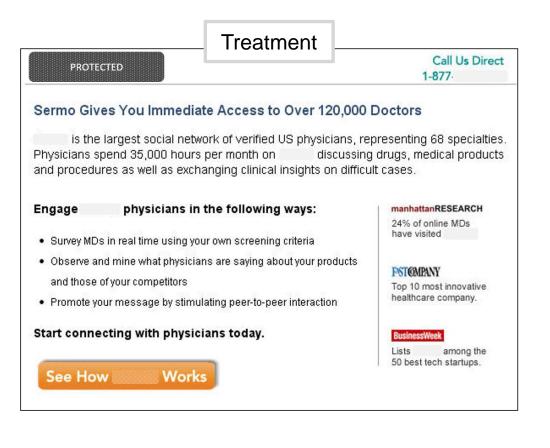




## **Experiment #13: Side by Side**







## **Experiment #13: Results**



# 104% Relative Increase in Email Capture The optimized version increased lead rate by 104.00%.

| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 1.55% | - AECLABS           |
| Treatment  | 3.16% | 104.00% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By changing the email messaging to guide and engage the reader through a logical series of micro-conversions, the treatment generated a 104% lift in clickthrough rate.

# Experiment #14

275% increase conversion for a large luxury home builder by simply making one of the form fields optional



## **Experiment #14: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1416

Background: A large luxury home builder seeking to attract high-end home buyers

Primary Research Question: Which page will generate the most leads?

Goal: To increase the number of leads

**Approach:** A/B multifactor split test

## **Experiment #14: Control**



#### Control

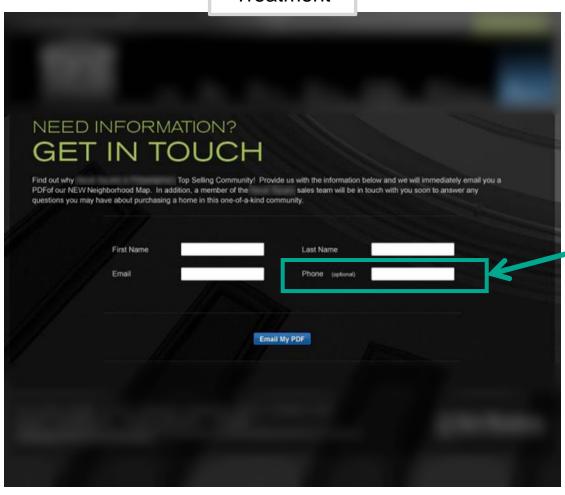


#### The Challenge:

In the control, all of the form fields were required in order to download the PDF.



#### **Treatment**

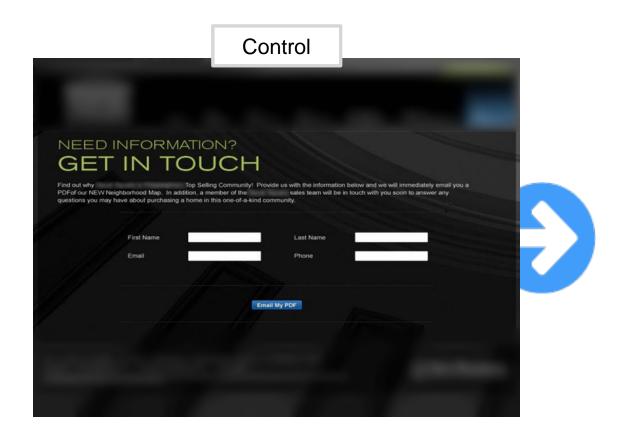


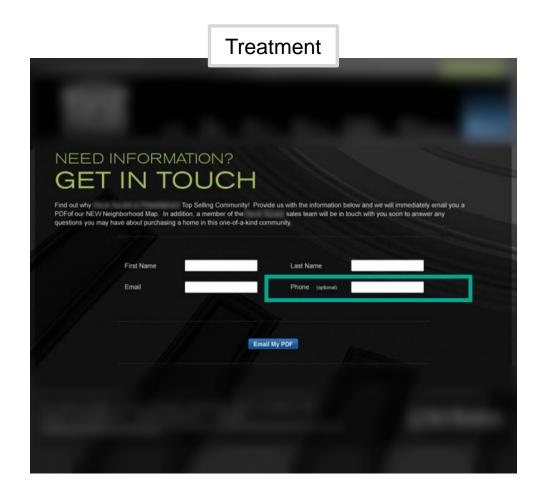
#### **Treatment Design:**

In the treatment, we tested one simple change – we made the "Phone" field optional.

## **Experiment #14: Side by Side**







### **Experiment #14: Results**



# 275% Relative Increase in Email Capture The optimized version increased lead rate by 275.00%.

| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 1.96% | - CLABS             |
| Treatment  | 7.35% | 275.00% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By simply making one of the form fields optional, the treatment was able to increase conversion by 275.00%.

# Experiment #15

155% increase in conversion for physician-only social network by changing the amount and sequence of microsite content



## **Experiment #15: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1483

**Background:** A physician-only social network that allows medical product companies to conduct first-hand research on potential purchasers

Primary Research Question: Which microsite content approach will result in the largest lead rate?

Goal: To increase the number of product company leads from the microsite

**Approach:** A/B multifactor split test

### **Experiment #15: Version A**



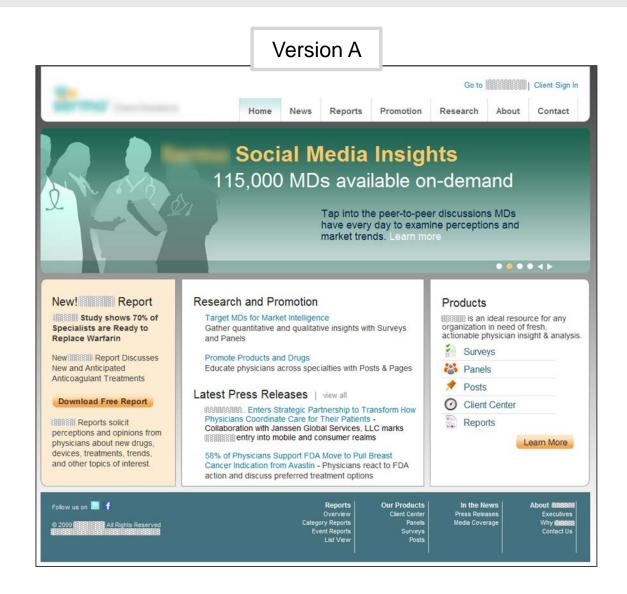


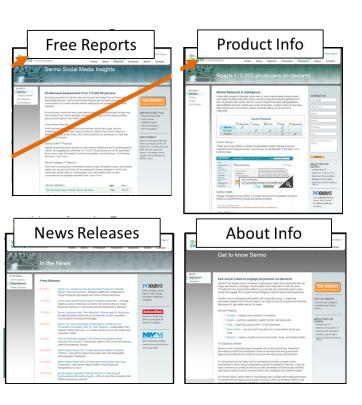
#### The Challenge:

- ✓ The original page is designed to connect the visitor with all the information that they might need to make a decision.
- ✓ However, it does require the visitor to take multiple steps to get the information.

#### **Experiment #15: Version A**







#### **Experiment #15: Version B**



#### Version B

|  |  | 1.877.778.396   |
|--|--|---|
|  | Et Promote Your Pro<br>s Across 68 Specialties with  | ducts with Social Media<br>o Sermo  |
| Physicians in all 50 US states spend<br>Sermo's social media platform discu<br>and procedures as well as exchangin<br>cases. | issing drugs, medical products   | See how Sermo works live Take the next step by filling out the short form below |
| With Sermo, you can engage these pand promotion. Key benefits include  |  | Name:   |
|  | ds in 2-4 business days (not 2-4<br>re recruited across the country  | Email:  Phone:  Company:  |
| ✓ A Vetted Audience<br>Only Sermo authenticates the<br>joining the community.  | credentials of every physician   | Title:  |
| ✓ Cost Effectiveness   | ermo tailors research to fit your  | See How Sermo Works  We Respect Your <u>Privacy</u>                             |
| Panels  Client Center  Promotion   | With Sermo Surveys, you can:  Screen physicians using your criteria or target list  Capture independent phy feedback  Save money with a survey customized to suit your n | package   |
|  | >> <u>Download the full Sermo Sur</u>  | reys overview   |
|  | The SERMO MISSION  | Free Reports  The depth and breadth of the Sermo                                |

#### **Treatment Design:**

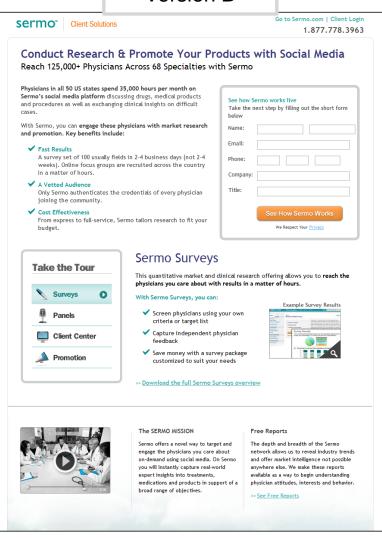
- ✓ An alternative design of the microsite was tested that integrated the majority of the information into a single page.
- ✓ The entry page took a long-copy approach and integrated the following information:
  - Key Product Info
  - Key Company Info

## **Experiment #15: Side by Side**





#### Version B



## **Experiment #15: Results**



# 155% Relative Increase in Conversion Version A generated a 154.70% higher conversion rate than Version B

Treatments KPI Relative Difference

Version A 27.40% 154.70%

Version B 8.97% -



What You Need to Understand: By changing the amount and sequence of microsite content, the treatment generated an increase in leads without negatively affecting SEO.

## Experiment #16

96% increase in leads for a B2B company selling thermal image cameras by reducing the form fields



## **Experiment #16: Background**



View Full Case Study



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1877

**Background:** A B2B company selling thermal image cameras

Primary Research Question: Which landing page will generate the most leads?

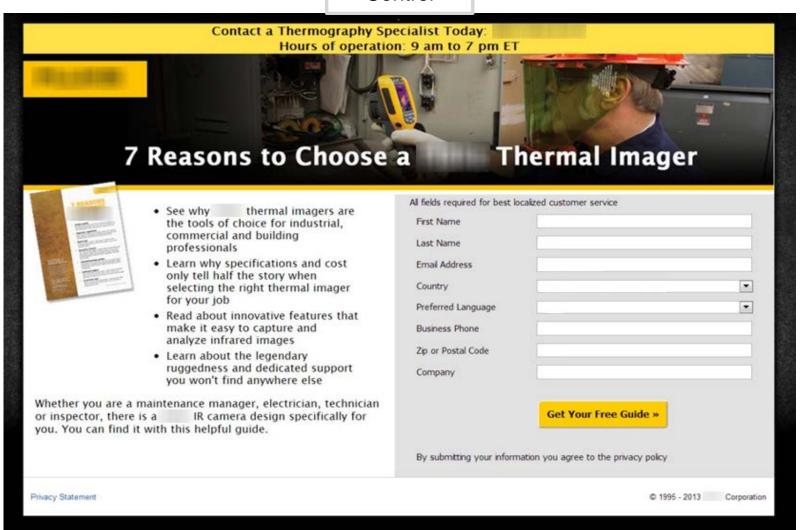
Goal: To generate more leads

**Approach:** A/B multifactor split test

## **Experiment #16: Control**



#### Control

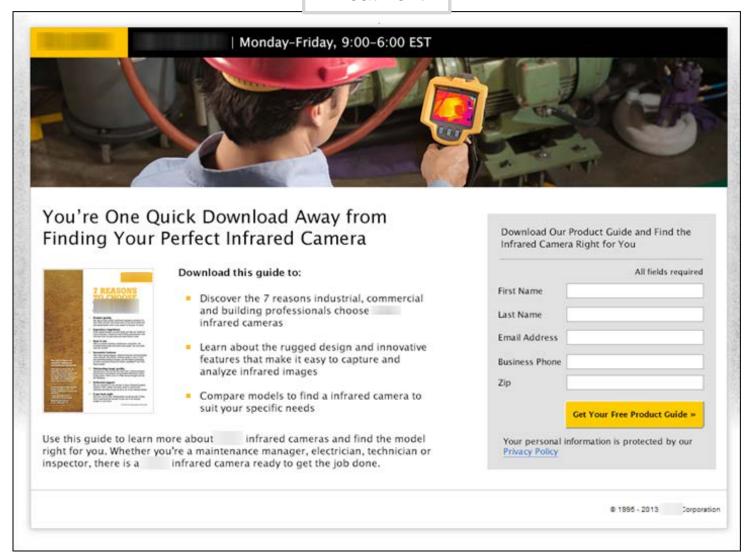


#### The Challenge:

- ✓ High number of form fields
- ✓ Poor use of imagery
- ✓ Lack of continuity from headline to CTA
- ✓ Mental cost outweighs perceived value
- Competing page objectives



#### Treatment



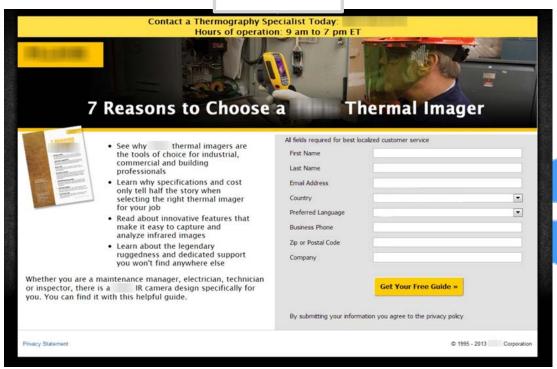
#### **Treatment Design:**

- ✓ Clearly communicating the value of the guide via body and form copy
- ✓ Adding valuable imagery
- ✓ Reducing friction by reducing the amount of form fields
- ✓ Reducing anxiety by optimizing the privacy statement

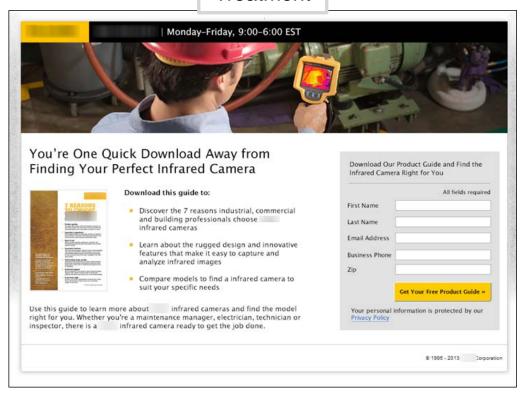
## **Experiment #16: Side by Side**



#### Control



#### Treatment



## **Experiment #16: Results**





| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 2.70% | - AECI ABS          |
| Treatment  | 6.00% | 95.80% CERTIFIED    |
|            |       |                     |



What You Need to Understand: By clearly communicating the value of the guide and reducing friction and anxiety within the form, the treatment increased the lead rate by 95.80%.

# Experiment #17

331% Relative increase in capture rate for medical treatment organization by applying a radical redesign



## **Experiment #17: Background**



View Full Case Study



**Location:** MarketingExperiments Research Library

**Test Protocol Number:** TP1560

**Background:** An organization that offers a minimally invasive medical treatment for people suffering from chronic pain

Primary Research Question: Which site will generate the highest lead conversion rate?

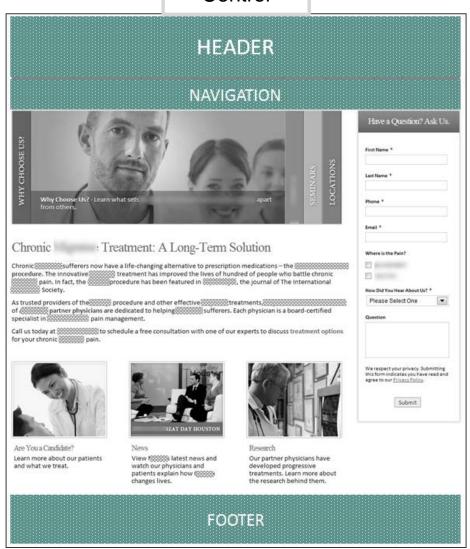
Goal: To increase leads from the website

**Approach:** A/B multifactor split test

## **Experiment #17: Control**



#### Control

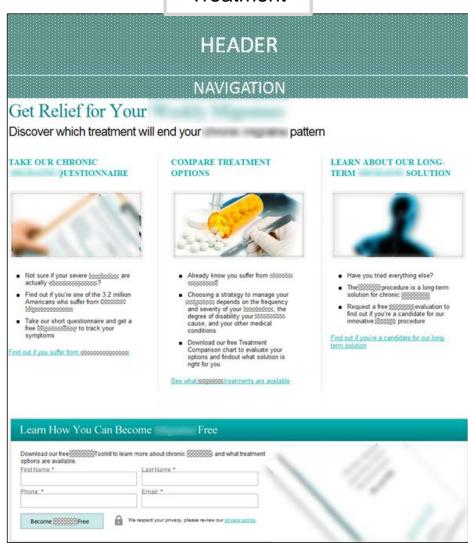


#### The Challenge:

- ✓ The control site's value proposition does not address the various stages of the process visitors may be in.
- ✓ Single CTA does not provide enough value exchange for visitors in various stages of the process.



#### Treatment



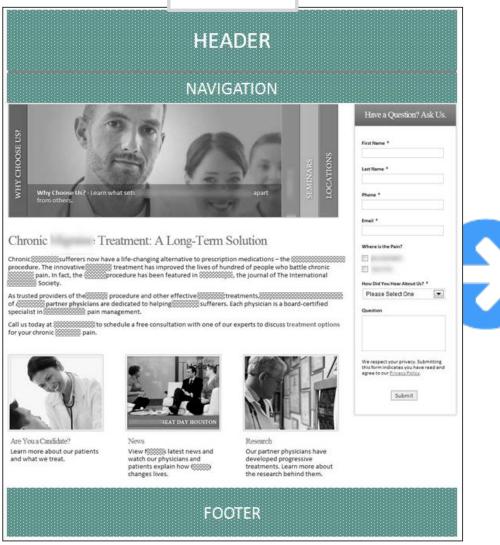
#### **Treatment Design:**

- ✓ New content and CTA guides visitors toward a next step appropriate for where they are in the thought sequence (using multiple CTAs).
- ✓ Optimized page layout reduces process-based friction.

## **Experiment #17: Side by Side**



#### Control



#### Treatment



## **Experiment #17: Results**



# 331% Relative Increase in Email Capture The optimized version increased lead rate by 331.00%.

| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 1.06% | - AECI ABS          |
| Treatment  | 7.00% | 331.00% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By providing visitors with multiple CTAs to accommodate for various motivation levels and improving the page design to reduce process-based friction, the treatment generated a 331% increase in email capture.

# Experiment #18

135% increase in leads for industrial equipment seller by optimizing the form



## **Experiment #18: Background**





Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1135

**Background:** A small B2B company that offers industrial equipment

Primary Research Question: Which page and quote process will generate the most leads?

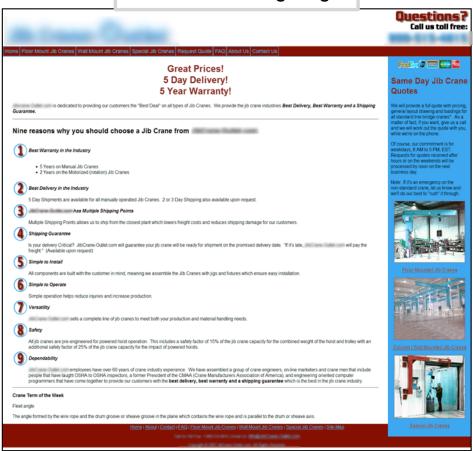
Goal: To increase the amount of crane quote requests

**Approach:** A/B multifactor split test

## **Experiment #18: Control**



#### Control: Landing Page



#### The Challenge:

- Like many smaller organizations, this company had limited customer insight and little internal capabilities.
- However, even without these resources there were still many things that could be done to improve the conversation happening on this page.

## **Experiment #18: Control**



#### Control: Quote Form

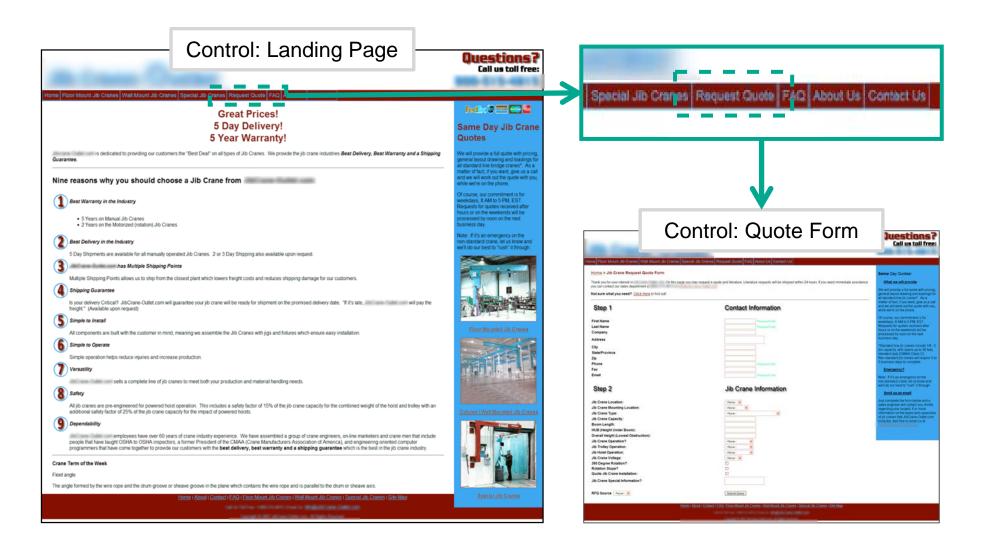
| Step 1   | Contact Information   |
|--|-----------------------|
| First Name   | *Required Field       |
| Last Name  | *Required Field       |
| Company  |                       |
| Address  |                       |
| City   |                       |
| State/Province   |                       |
| Zip  |                       |
| Phone  | *Required Field       |
| Fax  |                       |
| Email  | *Required Field       |
| Step 2   | Jib Crane Information |
| Jib Crane Location:  | None 🔻                |
|  |                       |
|  |                       |
| Jib Crane Mounting Location:   | None ✓                |
| Jib Crane Mounting Location:<br>Jib Crane Type:  |                       |
| Jib Crane Mounting Location:<br>Jib Crane Type:<br>Jib Crane Capacity:   | None ✓                |
| Jib Crane Mounting Location:<br>Jib Crane Type:<br>Jib Crane Capacity:<br>Boom Length:   | None ✓                |
| Jib Crane Mounting Location:<br>Jib Crane Type:<br>Jib Crane Capacity:<br>Boom Length:<br>HUB (Height Under Boom):   | None V                |
| Uib Crane Mounting Location:<br>Uib Crane Type:<br>Uib Crane Capacity:<br>Boom Length:<br>HUB (Height Under Boom):<br>Overall Height (Lowest Obstruction):   | None V                |
| Uib Crane Mounting Location: Uib Crane Type: Uib Crane Capacity: Boom Length: HUB (Height Under Boom): Overall Height (Lowest Obstruction): Uib Crane Operation?   | None V                |
| Uib Crane Mounting Location:<br>Uib Crane Type:<br>Uib Crane Capacity:<br>Boom Length:<br>HUB (Height Under Boom):<br>Overall Height (Lowest Obstruction):   | None V                |
| Uib Crane Mounting Location: Uib Crane Type: Uib Crane Capacity: Boom Length: HUB (Height Under Boom): Overall Height (Lowest Obstruction): Uib Crane Operation? Uib Trolley Operation:  | None V                |
| Jib Crane Mounting Location:  Jib Crane Type:  Jib Crane Capacity:  Boom Length:  HUB (Height Under Boom):  Overall Height (Lowest Obstruction):  Jib Crane Operation?  Jib Hoist Operation:   | None                  |
| Jib Crane Mounting Location: Jib Crane Type: Jib Crane Capacity: Boom Length: HUB (Height Under Boom): Overall Height (Lowest Obstruction): Jib Crane Operation? Jib Hoist Operation: Jib Hoist Operation:   | None                  |
| Jib Crane Mounting Location: Jib Crane Type: Jib Crane Capacity: Boom Length: HUB (Height Under Boom): Overall Height (Lowest Obstruction): Jib Crane Operation? Jib Trolley Operation: Jib Hoist Operation: Jib Crane Voltage: Jib Crane Voltage:                   | None                  |
| Jib Crane Mounting Location: Jib Crane Type: Jib Crane Capacity: Boom Length: HUB (Height Under Boom): Overall Height (Lowest Obstruction): Jib Crane Operation? Jib Trolley Operation: Jib Hoist Operation: Jib Crane Voltage: 360 Degree Rotation? Rotation Stops? | None                  |

#### The Challenge:

 The form on this page is long and the eye path is unclear, causing friction in the mind of the customer.

## **Experiment #18: Control**







Treatment: Landing Page

| March College   |                             |                                  |
|---|-----------------------------|----------------------------------|
| anes   Wall Mount Jib Cranes   Special Jib Cranes                                       | Request Quote FAC           | About Us Contact Us              |
| Welcome   | to                          |                                  |
| Your FREE, NO OBLIGATION, NO H  | ASSLE Jib Crane             | QUOTE is only a few clicks away. |
| Our easy-to-use Jib Crane Creator make<br>Just click on any information link or dial to |                             |                                  |
| Get You   | ır Free Jib Crane (         | Quote                            |
| First Name:   |                             |                                  |
| Last Name:  |                             |                                  |
| Email:  |                             |                                  |
| Crane Type:   | Click here to select Need h | telp deciding?                   |
| LET   | 'S BUILD MY CRANE           |                                  |
| Floor Mount   | Wall Mount                  | Special Jib Cranes               |
|   |                             |                                  |

#### **Treatment Design:**

✓ The treatment tries to improve the conversation by greeting the customer at arrival and guides them into the quote process with a personal tone.



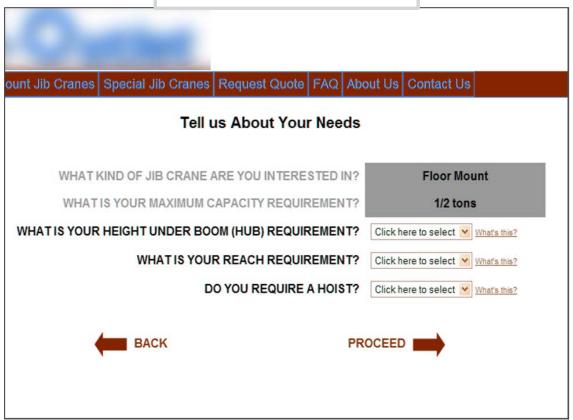


#### **Treatment Design:**

✓ The new form breaks the quote process into three simple steps and uses conversational questions to request information.



Treatment: Form Step 2



#### **Treatment Design:**

✓ Clicking "PROCEED" adds three more questions.



Treatment: Form Step 3

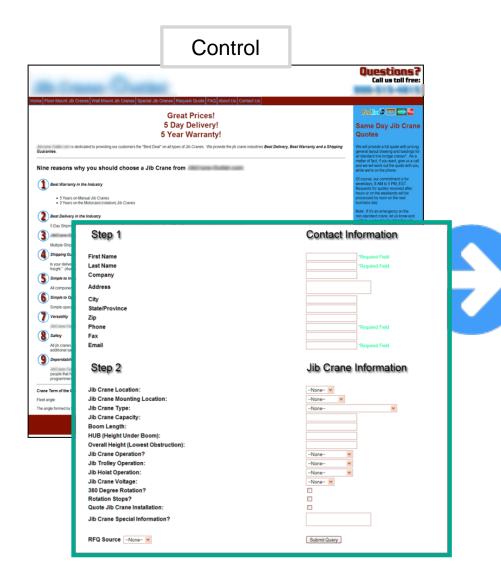


#### **Treatment Design:**

✓ All the way through the final step, this form acts as if it is a personal representative walking your through each step.

## **Experiment #18: Side by Side**







## **Experiment #18: Results**



# 135% Relative Increase in Conversion

The treatment outperformed the control by 134.73%

| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 4.15% | - LECLABS           |
| Treatment  | 8.71% | 134.73% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By reducing friction within the form process and clarifying the page objective, the treatment increased the number of leads (those who started the quote process but didn't finish) by 135%.

# Experiment #19

166% relative increase in leads for a luxury home builder by minimizing friction through reducing the number of steps and fields in form



## **Experiment #19: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1546

**Background:** A luxury home builder seeking to sell homes to families with a higher-than-average income level

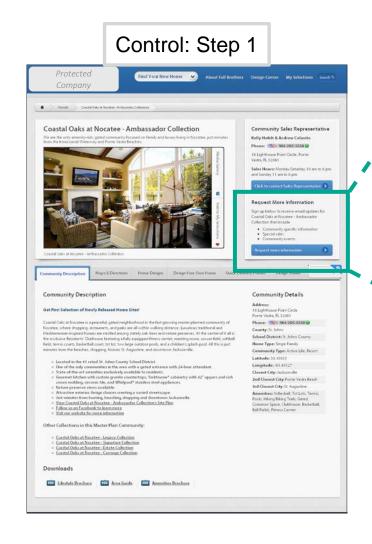
Primary Research Question: Which treatment will generate the highest lead rate?

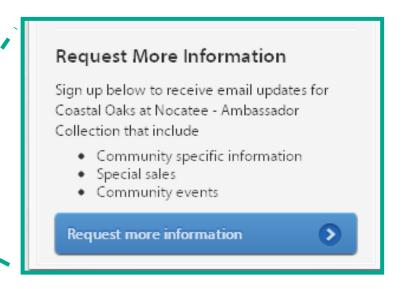
Goal: To increase the number of leads

**Approach:** A/B multifactor split test

## **Experiment #19: Control**

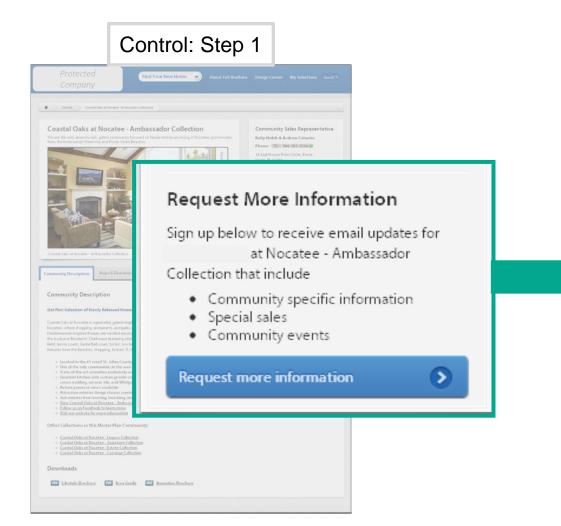






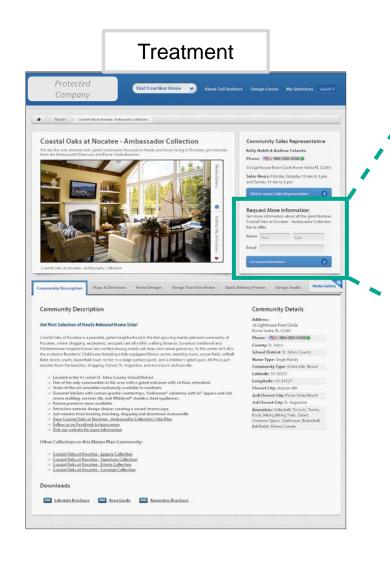
## **Experiment #19: Control**

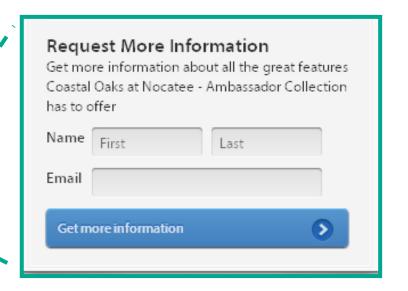




#### Control: Step 2 $\otimes$ Coastal Oaks at Nocatee - Ambassador Collection We are the only amenity-rich, gated community focused on family and luxury living in Nocatee, just minutes from the Intracoastal Waterway and Ponte Vedra Beaches. Please fill out the form below to start receiving email updates on special sales, community events, and much more! In most cases, you will hear from us a few times per month. Fields marked with an asterisk (\*) are required. Required Firstname \* Last Name: Required Lastname \*Email Address: Required Email Address **Questions or Comments** Send If you would rather contact us by phone, please call 904-285-5550. At Toll Brothers, we understand that the privacy of the information provided to us is very important to you. We use the data gathered only to provide you with more information about our quality products and services. This information will NOT be sold/distributed to any unaffiliated third parties without your prior

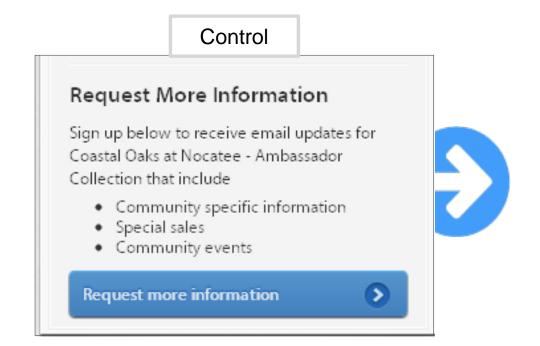


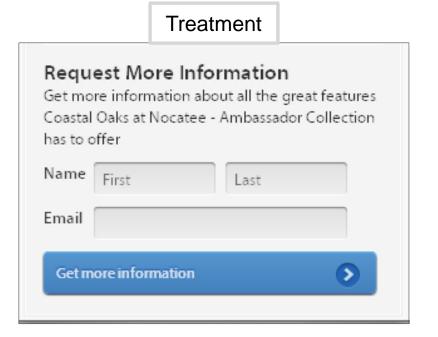




## **Experiment #19: Side by Side**







## **Experiment #19: Results**





| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 0.09% | - CLABS             |
| Treatment  | 2.03% | 166.5% CERTIFIED    |
|            |       |                     |



What You Need to Understand: By minimizing friction through reducing the number of steps and fields, the treatment outperformed the control by 166%.

# Experiment #20

246% increase in conversion for large energy company by reducing the amount of friction in the CTA process and adding a simple radio button CTA to the first step



## **Experiment #20: Background**





Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1576

Background: A large energy company seeking to increase whitepaper download leads

**Primary Research Question:** Which treatment will generate the most whitepaper downloads?

Goal: To increase the number of leads

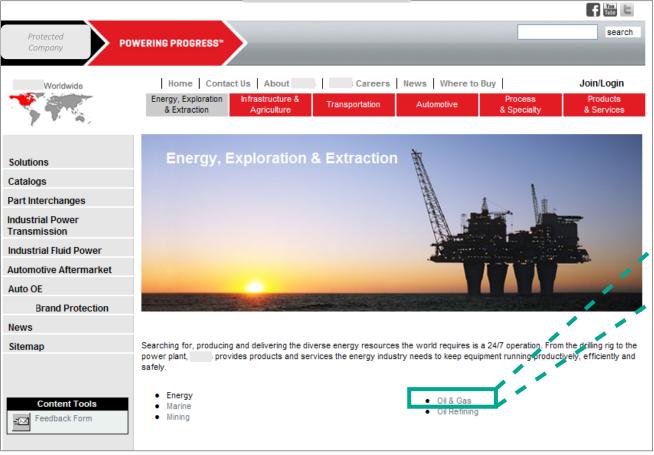
**Approach:** A/B multifactor split test

## **Experiment #20: Control**



Oil & Gas

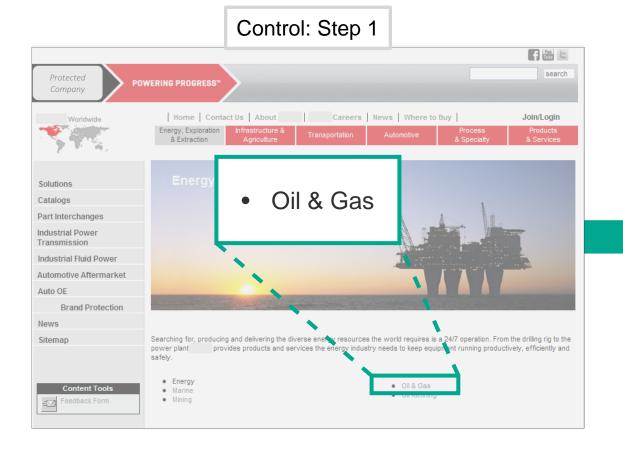






## **Experiment #20: Control**



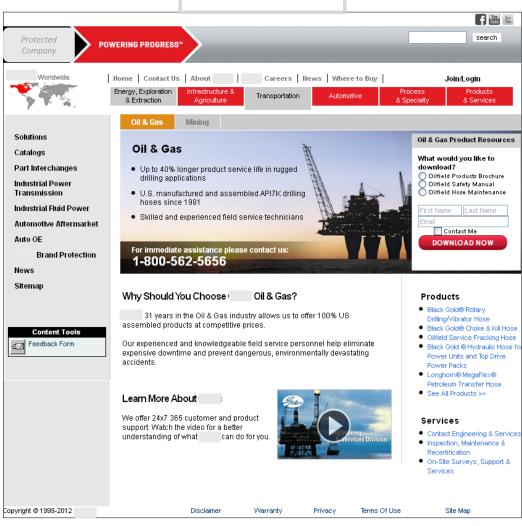




Step 2 gives visitors three equally weighted call-to-actions for report downloads.



#### **Treatment**



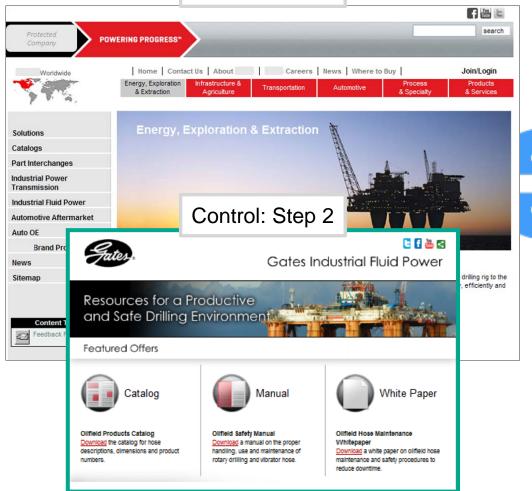
#### **Treatment Design:**

- ✓ Reduced friction by eliminating step two and combining it with step one.
- ✓ Clearer expression of the value proposition replaces the original low-value image.

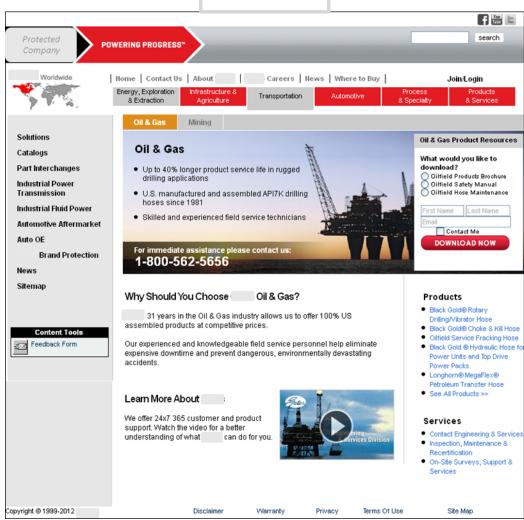
## **Experiment #20: Side by Side**



Control: Step 1







## **Experiment #20: Results**





| Treatments | KPI   | Relative Difference |
|------------|-------|---------------------|
| Control    | 1.03% | - CLABS             |
| Treatment  | 4.06% | 245.06% CERTIFIED   |
|            |       |                     |



What You Need to Understand: By reducing the amount of friction in the CTA process and adding a simple radio button CTA to the first step, the treatment increased lead rate by 246%.

# Experiment #21

638% increase in call center leads for a healthcare company by increasing the perceived value on a long-from landing page.



## **Experiment #21: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** TP1560

**Background:** Healthspire, an Aetna company, serving Americans 65+ with Medicare, Medicare Advantage and Medicare Supplement insurance plans

**Primary Research Question:** Will the addition of primary and product-level value coupled with the emphasis of value on a "Trusted Advisor" drive additional calls?

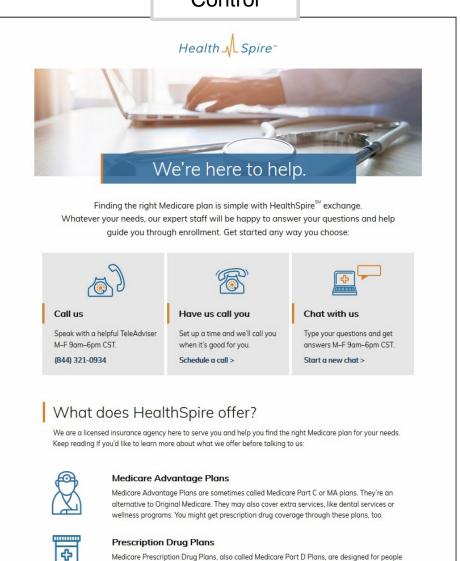
Goal: To increase leads from the landing page to the call center

**Approach:** A/B multifactor split test

## **Experiment #22: Control**



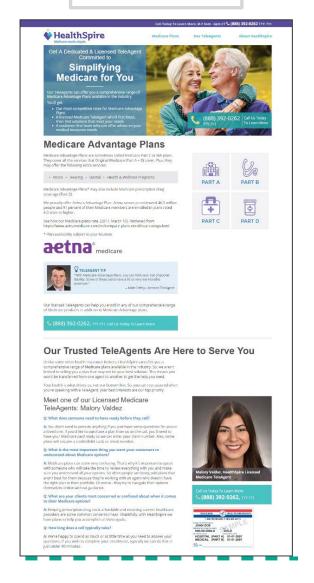
#### Control



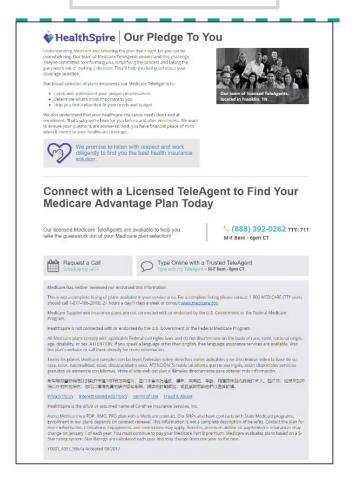
## **Experiment #21: Treatment 1**



T1: Top of Page



#### T1: Bottom of Page



## **Experiment #21: Treatment 2**



T2: Top of Page



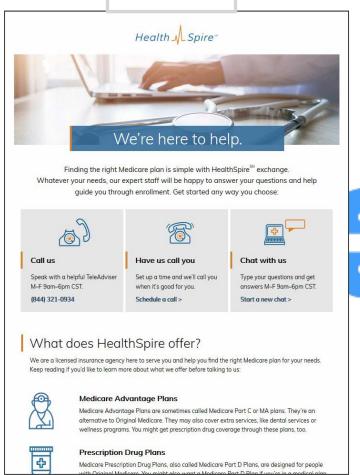
T2: Bottom of Page



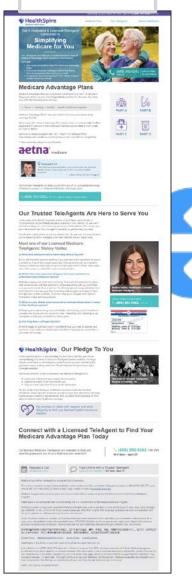
## **Experiment #21: Side by Side**



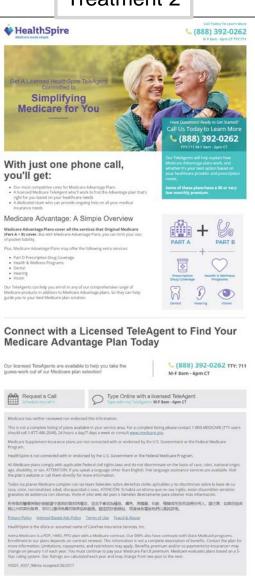
#### Control



#### Treatment 1



#### Treatment 2



## **Experiment #21: Results**





| Treatments  | КРІ | Relative Difference |      |
|-------------|-----|---------------------|------|
| Control     |     | -                   | ABS  |
| Treatment 1 |     | 638.6%              | FIED |
| Treatment 2 |     |                     |      |



What You Need to Understand: By providing emphasis on the trusted advisor value rather than overwhelming prospects with the various Medicare products and plans options, Treatment 2 generated 638% more leads and requests for calls than the control.

## Experiment #22

33% increase in sales per hour for Canada's national newspaper by optimizing call guide and new product training tactics



## **Experiment #22: Background**



View Full Case Study



Location: MarketingExperiments Research Library

**Test Protocol Number:** (Protected)

**Background:** The Globe and Mail, Canada's national newspaper, is seeking to identify the best times to call and optimize messaging for those calls.

Primary Research Question: Which call script and process approach will convert more leads?

**Goal:** To investigate the current telemarketing performance, identify opportunities for improvements with each vendor and ultimately, help to increase the channel's profitability

**Approach:** A/B multifactor split test

## **Experiment #22: Research Approach**



Plan to improve profitability of tele-sales channel

#### Data Analysis

#### Qualitative Analysis

#### Testing

#### Implement Changes

- Historical customer transactional data (past four years)
- Channel performing data (last 12 months)
- Channel operational data (last 12 months)

- Call guides and recordings
- Training documentation
- Focus group with agents
- Shadow live agents' sessions
- Identify key changes to test based on the insights of the analysis phase
- Provide The Globe with specific set of actionable changes that can impact bottom line significantly

#### The Goal:

The goal of this plan was to provide The Globe not just data findings and recommendations, but process improvements that could truly make a long-term impact on profits

## **Experiment #22: Data Analysis**



Telemarketing Sales Funnel

#### Sales Funnel Metrics & Rates



#### **Funnel Analysis:**

- ✓ The funnel analysis showed that vendor A generated three times more connected calls than vendor B (higher volume of calls at the top of the funnel).
- ✓ However, vendor B had 80% more success at right party connect (RPC) and closing a sale.

## **Experiment #22: Qualitative Analysis**



#### Call Guide Analysis

#### Value Analysis

| Call Guide   | Value    |  |  |
|--|----------|--|--|
| Vendor A   | Moderate | Leads with company-centric value; however:     Provides detailed product-level value to agents     Provides extensive rebuttal value copy to overcome prospect's objections     Sales approach ("limited time offer") can decrease credibility of the offer  |  |
| Neman and the second of the se | Weak     | Leads with company-centric value  Does not provide agents with short, key product benefits  Does not provide rebuttal value copy to overcome prospect's objections  Vendor provides 26 rebuttals in training material, but does not have them reference on the guide for easy access  Sales approach ("limited time offer") can decrease credibility of the or |  |

Company-centric value During this time of media cutbacks, The Globe continues to invest in our content....and we're calling

#### Friction Analysis

| Call Guide   | Friction |   |
|--|----------|---|
| Vendor A   | High     | <ul> <li>Lengthy product-level value copy, good to have but can be prioritized</li> <li>Price framing causes difficulty friction due to shift from daily to weekly to monthly cost</li> </ul>   |
| Neuron Barris Ba | Moderate | Guide content is short and concise which helps to support a more natural conversation     However, it could use some format and content tactics to better support phone associates     Price framing causes difficulty friction due to shift from daily to weekly to monthly cost |

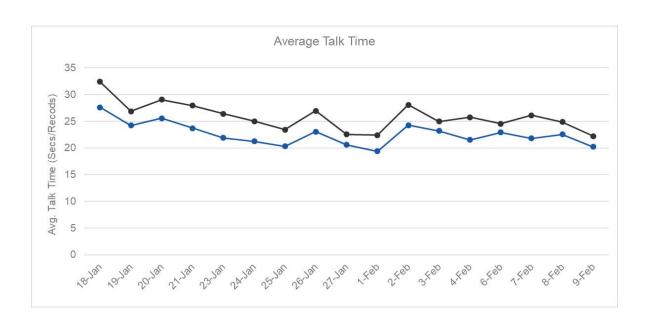
#### **Call Guide Analysis:**

- ✓ Focus groups revealed that more product training was needed.
- ✓ Call guide review showed that a clear product-level value proposition was missing.
- ✓ There was an opportunity to significantly reduce callers' anxiety on payment and terms.

## **Experiment #22: Testing**



#### **Call Testing**



#### **Call Testing Treatment:**

- ✓ Created a treatment script using a consumer-centric approach to strengthen the value of the product
- ✓ Reduced friction of how the offer was presented
- ✓ Reduced anxiety related to the purchase

## **Experiment #22: Results**





# 33% Increase in Sales Per Hour

Vendor A – the vendor with high quantity but low quality of calls – increased SPH by 33% over a four-month period.

| Treatments       | KPI   | Relative Difference |
|------------------|-------|---------------------|
| Control Script   | 0.09% | - AECI ABS          |
| Treatment Script | 0.12% | 33.0% CERTIFIED     |
|                  |       |                     |



What You Need to Understand: Even though The Globe cut its calling in half, the focus on the use of a newly optimized call guide and new product training tactics have had an effect on sales per hour.



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36,980 companies benchmarked



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**Research Partnerships** 

**Methodology** 

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