

MECLABS
INSTITUTE

Research-based Subscription Case Studies Swipe File

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

MECLABS

Fellow evidence-based marketer,

“Recurring payments have changed the way that Americans consume software, music, movies, television, fitness, clothing, and food,” according to *Barron’s*.

The transformation is so large that “How Subscriptions Are Remaking Corporate America” was a recent cover story for the noted business weekly.

To help your company lock in a regular stream of subscription revenue, whether it’s a traditional subscription-driven company like a newspaper or magazine, or a company that is looking to transition to a recurring revenue model, we put together this swipe file with a high-level look at 26 subscription experiments that MECLABS Institute analysts conducted with B2B and B2C companies to help them learn about their customers and improve conversion rates.

There’s a lot of information here, so we’ve created a table of contents with internal anchor links to help you navigate. If these experiments inspire your own tests, we’d love to see the results — just drop me a line at d.burstein@meclabs.com. Here’s to higher-converting subscription websites,

Daniel Burstein
Senior Director, Content & Marketing



P.S. If you need help improving subscription conversion, you might want to consider a [MECLABS Quick Win Intensive](#).

MECLABS

MECLABS Research Approach



CONVERSION INDEX

$$C = 4m + 3v + 2(i-f) - 2a^{\circ}$$

EMAIL MESSAGING EFFECTIVENESS

$$eme = rv (of + i) - (f + a)^{\circ}$$

NET VALUE FORCE

$$Vf_{Ac} - Cf_{Ac} = Nf^{\circ}$$

OPTIMIZATION SEQUENCE

$$Opr > Oprn > Ocn^{\circ}$$

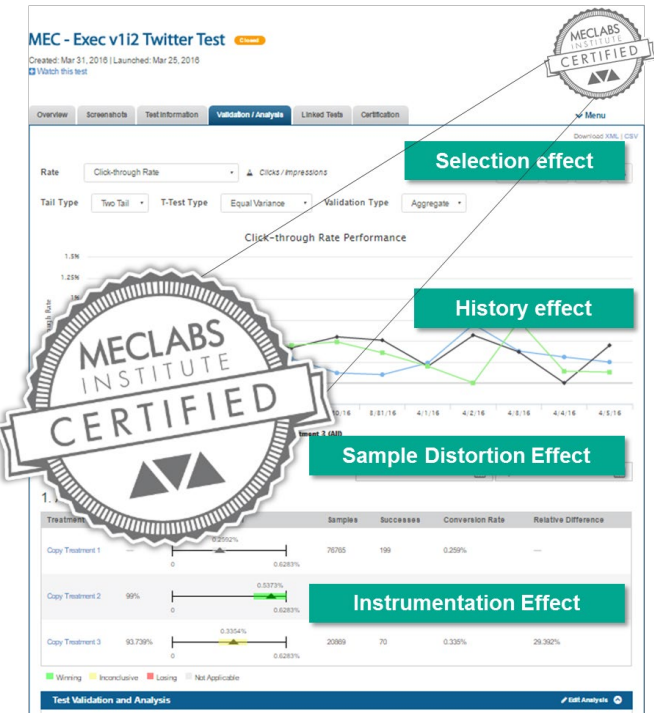
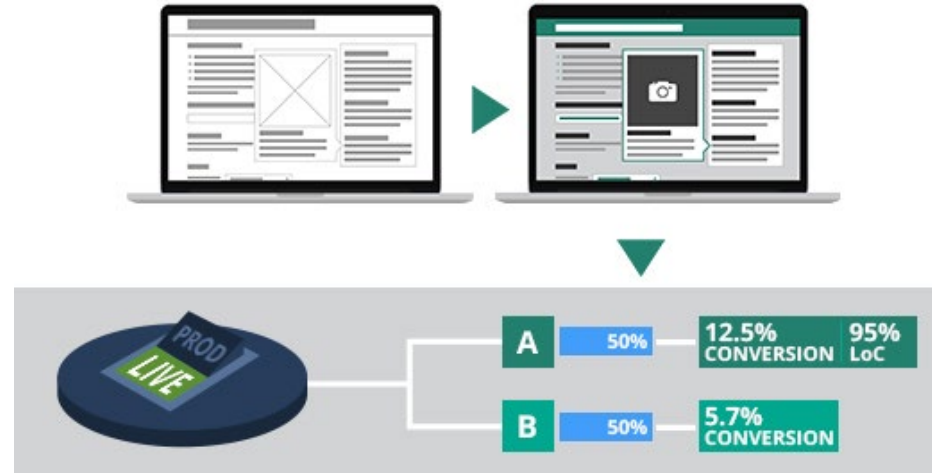
TEST PRIORITY SEQUENCE

$$Q = (2i_p / I_t) - r^{\circ}$$

TESTING UTILITY

$$u = 2q + t + m + 2v + i^{\circ}$$

And more...



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.

Contents

Select any of the experiments below to navigate to the full case study

[Experiment #1](#) Software Provider

[Experiment #2](#) Software Provider

[Experiment #3](#) Software Provider

[Experiment #4](#) Software Provider

[Experiment #5](#) Newspaper

[Experiment #6](#) Newspaper

[Experiment #7](#) Financial Advisor

[Experiment #8](#) Marketing Data Provider

[Experiment #9](#) Web Host

[Experiment #10](#) Business Host

[Experiment #11](#) Encyclopedia

[Experiment #12](#) News Feed

[Experiment #13](#) Day Trading Instructor

[Experiment #14](#) Newspaper

[Experiment #15](#) Sports Entertainment Provider

[Experiment #16](#) Newspaper

[Experiment #17](#) Newspaper

[Experiment #18](#) Newspaper

[Experiment #19](#) Newspaper

[Experiment #20](#) Newspaper

Contents

Select any of the experiments below to navigate to the full case study

[Experiment #21](#) Email News Provider for Professionals

[Experiment #22](#) Automotive Magazine

[Experiment #23](#) Online Artist Community

[Experiment #24](#) Large Media Outlet

[Experiment #25](#) People Search Company

[Experiment #26](#) Newspaper

Experiment #1

78% increase in conversion by removing the equally weighted calls-to-action

Experiment #1: Background



Experiment ID: TP1213

Location: MECLABS Research Library

Research Partner: *Protected*

Background: Integrated software solutions for businesses and enterprise

Goal: The company sought to increase free trial sign-ups for the CRM solutions

Primary Research Question: Which landing page will obtain the most conversions?

Approach: A/B split test (variable cluster)

Experiment #1: Background

Control

LOGO

GET THE CRM WITH A
360° CUSTOMER VIEW

See how **CRM+ helps you sell!**
Launch Product Demo

delivers what and others can't.

the only on-demand CRM system that gives you a true 360 degree view of your customers. With all your customer data in one easily accessible place, you'll close more deals and provide better service.

- See all customer interactions and transactions
- Know what customers bought and what they want
- View service issues, pending orders, overdue invoices
- Upsell and cross sell existing customers automatically
- Have complete customer insight every step of the way
- Integrate seamlessly with accounting solution at any time for a complete business suite

Can your CRM tell you all this?

Account Balance
Sales Opportunities
Purchase Trends
Project Status
Upsell Opportunities

FREE TRIAL OF

SCHEDULE A DEMO

CONTACT ME

THE 2006 CRM MARKET LEADERS
"In a class by itself."
- eWeek

IS THE COMPLETE CRM SOLUTION THAT MANAGES THE ENTIRE CUSTOMER LIFECYCLE.

Treatment

LOGO

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Can your CRM tell you all this?

- Sales Opportunities
- Contact History
- Purchase Trends
- Order Status
- Account Balance
- Service Issues
- Upsell Opportunities
- Project Status

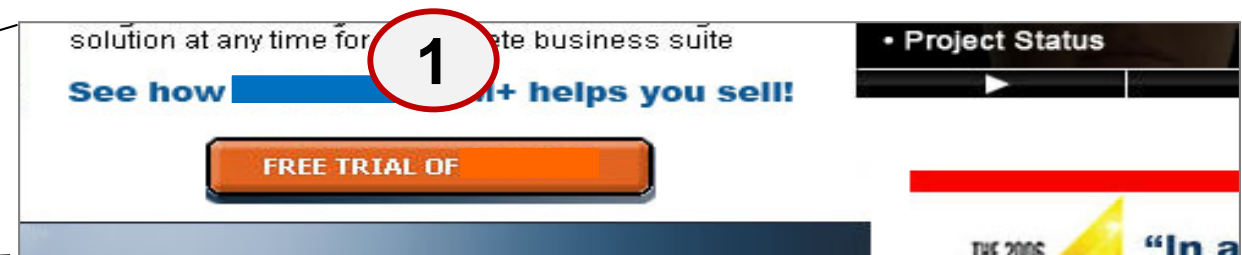
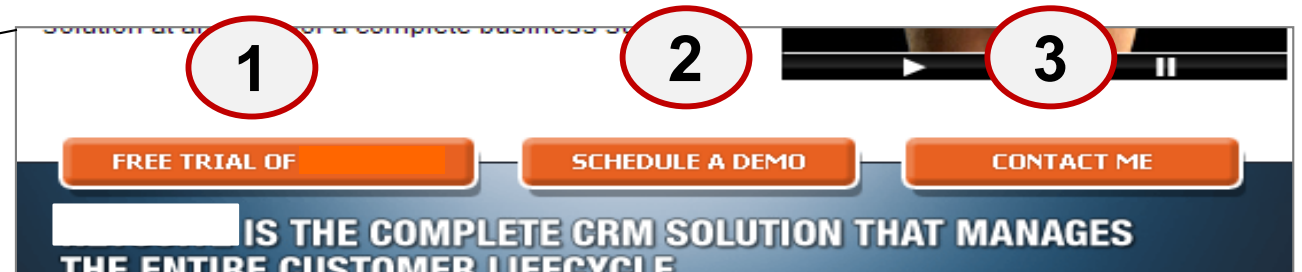
FREE TRIAL OF

THE 2006 CRM MARKET LEADERS
"In a class by itself."
- eWeek

IS THE COMPLETE CRM SOLUTION THAT MANAGES THE ENTIRE CUSTOMER LIFECYCLE.

Experiment #1: Treatment

By changing the display of the offer, we simplified the customer's decision from three evenly weighted buttons to a single selection.



Experiment #1: Results



78% Relative Increase in Conversion

The treatment significantly increased conversion by 77.94%

Design	KPI	% Rel. Change
Control	1.71%	-
Treatment	3.05%	77.94%



What You Need to Understand: Removing the equally weighted calls-to-action increased conversion significantly. You can learn more about this test on page 16 of the [MECLABS Quarterly Research Digest Volume I, Issue 2.](#)

Not This, But This

Friction

From this

LOGO

GET THE CRM WITH A 360° CUSTOMER VIEW

See how **CRM+ helps you sell!**
Launch Product Demo

delivers what and others can't.

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- See all customer interactions and transactions
- Know what customers bought and what they want
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- Integrate seamlessly with accounting solution at any time for a complete business suite

Can your CRM tell you all this?

Account Balance
Sales Opportunities
Purchase Trends
Project Status
Upsell Opportunities

FREE TRIAL OF **SCHEDULE A DEMO** **CONTACT ME**

IS THE COMPLETE CRM SOLUTION THAT MANAGES THE ENTIRE CUSTOMER LIFECYCLE.

THE 2005 CRM MARKET LEADERS
"In a class by itself."
- eWeek



To this

LOGO

GET THE CRM WITH A 360° CUSTOMER VIEW

delivers what and others can't.

the only on-demand CRM system that gives you a true 360 degree view of your customers. With all your customer data in one easily accessible place, you'll close more deals and provide better service.

- See all customer interactions and transactions
- Know what customers bought and what they want
- View service issues, pending orders, overdue invoices
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- Have complete customer insight every step of the way
- Integrate seamlessly with accounting solution at any time for a complete business suite

Can your CRM tell you all this?

- Sales Opportunities
- Contact History
- Purchase Trends
- Order Status
- Account Balance
- Service Issues
- Upsell Opportunities
- Project Status

See how CRM+ helps you sell!

FREE TRIAL OF

IS THE COMPLETE CRM SOLUTION THAT MANAGES THE ENTIRE CUSTOMER LIFECYCLE.

THE 2005 CRM MARKET LEADERS
"In a class by itself."
- eWeek

78%
In Conversion

Experiment #2

21% increase in conversion by using specific quantifiable statements

Experiment #2: Background



Experiment ID: TP1214

Record Location: MECLABS Research Library

Research Partner: *NetSuite*

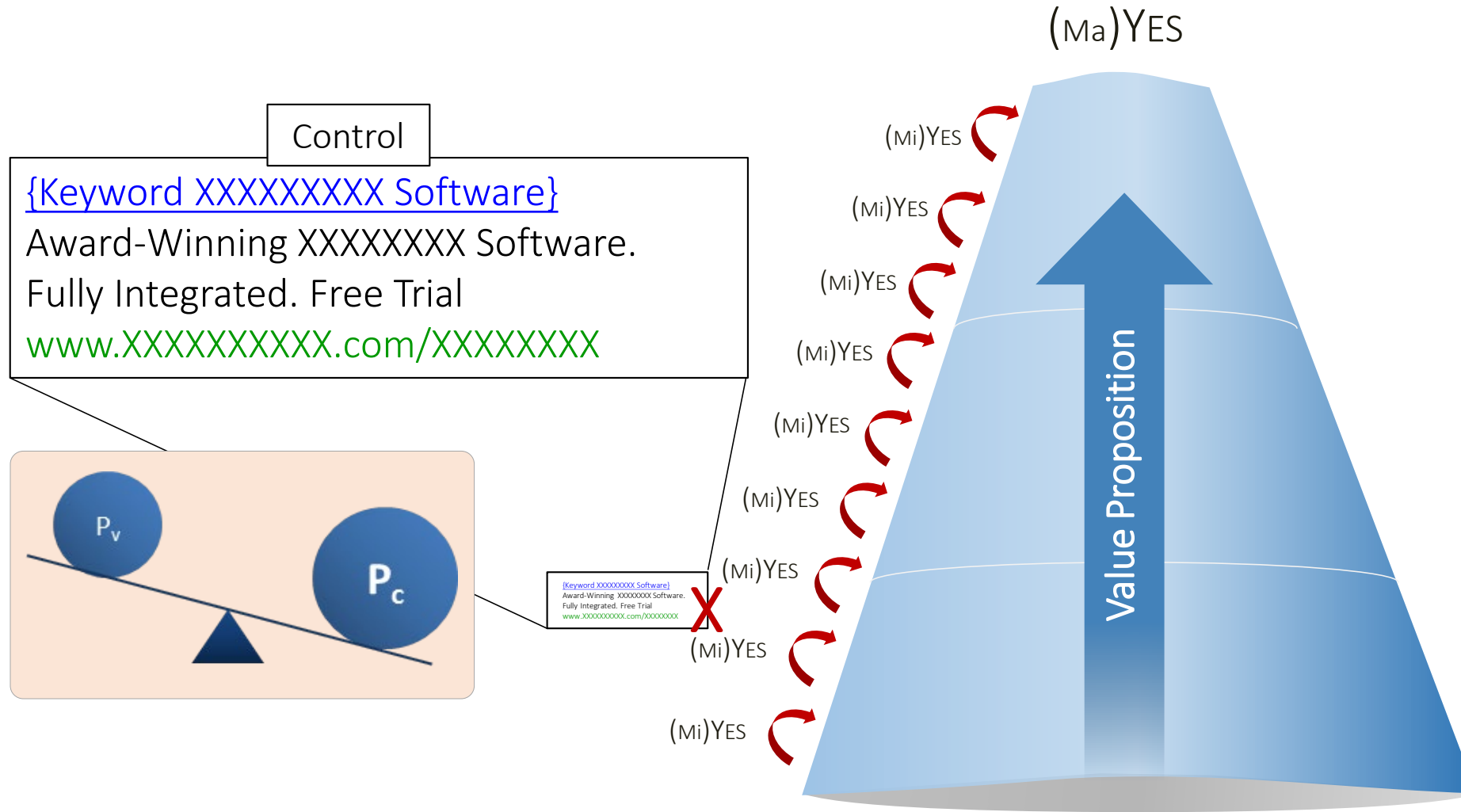
Background: A leading software provider

Goal: To increase total leads

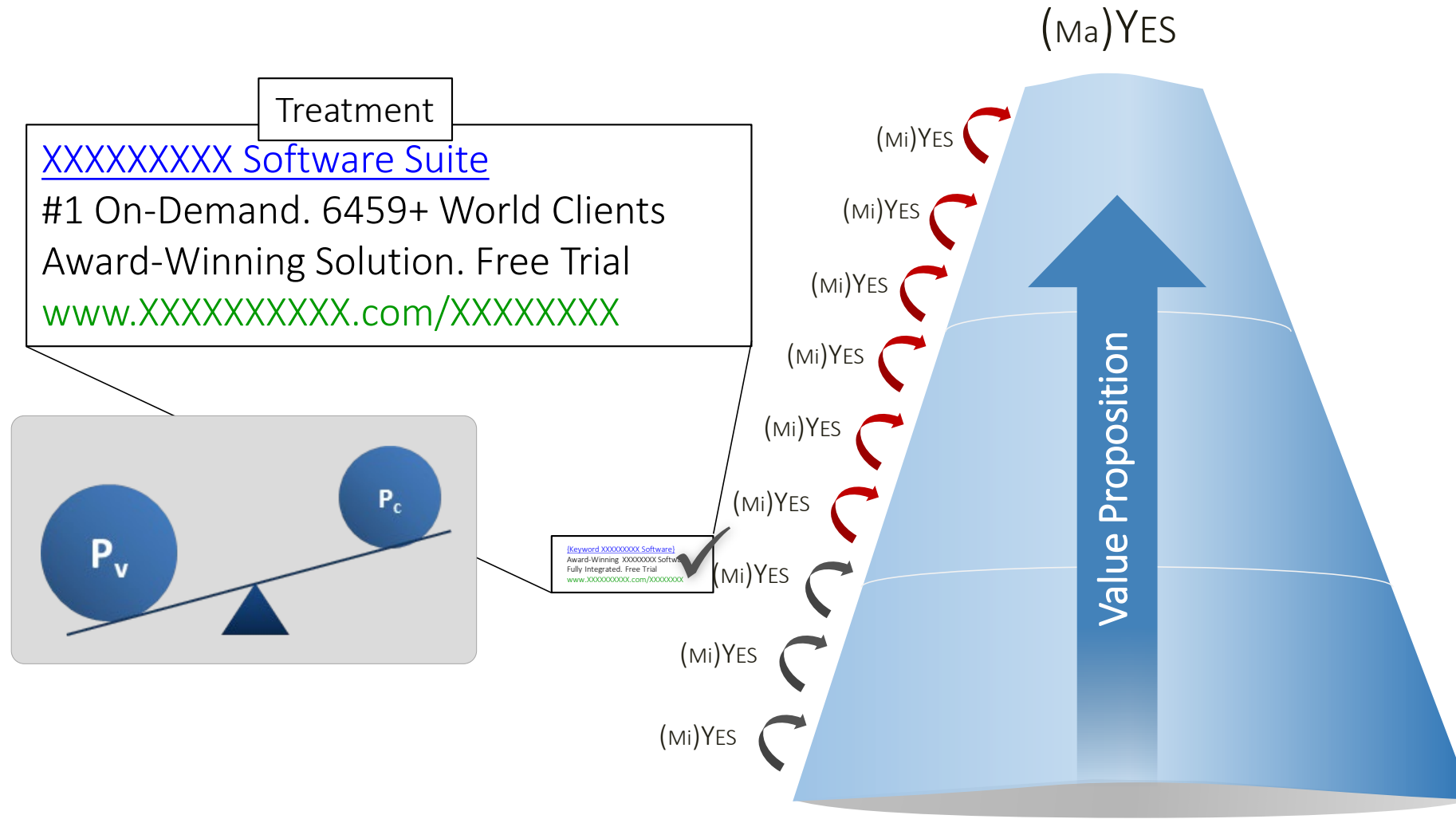
Primary Research Question: Which process will generate the most leads?

Approach: Radical redesign of the complete lead generation process

Experiment #2: Control



Experiment #2: Treatment



Experiment #2: Side-by-Side

Control

[{Keyword XXXXXXXXXX Software}](#)

Award-Winning XXXXXXXXXX Software.

Fully Integrated. Free Trial

www.XXXXXXXX.com/XXXXXXX

Treatment

[XXXXXXX Software Suite](#)

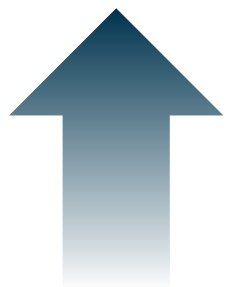
#1 On-Demand. 6459+ World Clients

Award-Winning Solution. Free Trial

www.XXXXXXXX.com/XXXXXXX

- The original ad uses only vague qualitative statements like “Award-Winning” and “Fully Integrated.”
- The optimized ad uses specific quantitative statements like “#1 On Demand” and “6459+ World Clients” to communicate the value.

Experiment #2: Results



21% Relative Increase in Conversion

The treatment increased conversion by 20.90%

Design	KPI	% Rel. Change
Control	0.89%	-
Treatment	1.08%	20.90%



What You Need to Understand: By using specific quantifiable statements, the treatment copy increased conversion by 20.90%. You can read more about this test in [Blandvertising: How you can overcome writing headlines and copy that don't say anything](#)

Experiment #3

54% increase in conversion by using specific quantifiable statements

Experiment #3: Background



Experiment ID: TP1213

Location: MECLABS Research Library

Research Partner: *NetSuite*

Background: Integrated software solutions for businesses and enterprise

Goal: The company sought to increase free trial sign-ups for the CRM solutions.

Primary Research Question: Which landing page will obtain the most conversions?

Approach: A/B split test (variable cluster)

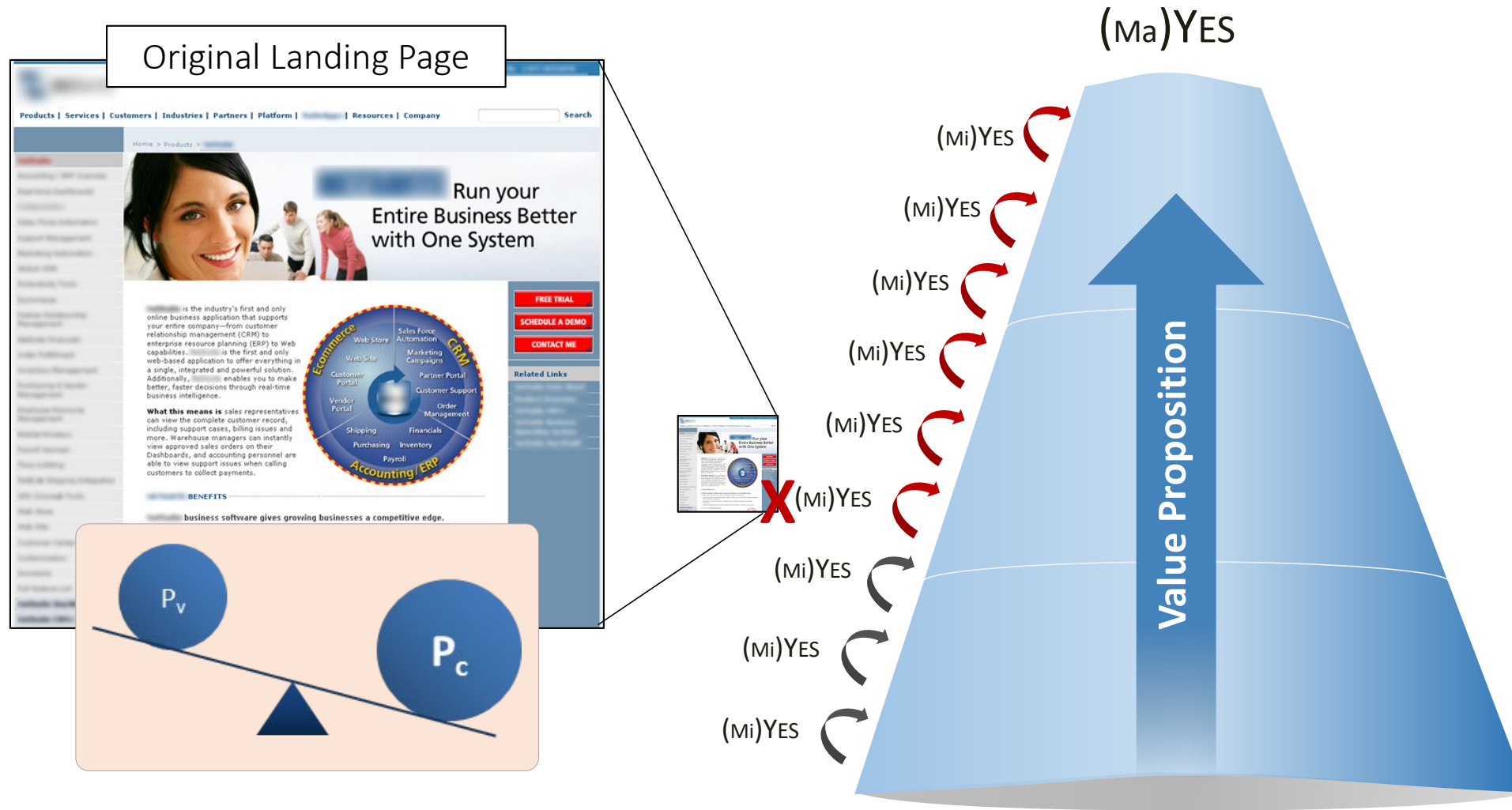
Experiment #3: Control

Control



- The original landing page from the ad is using vague language to communicate the value.
- Also, there is a significant disconnect between the value communicated in the PPC ad and the value in the landing page. Where is the “Award-winning”? Where is the “Fully Integrated”?

Experiment #3: Control



Experiment #3: Treatment

Treatment



The World's #1 On-Demand Business Software
6459+ Customers World Wide ... and still growing!

Forbes **THE CPA**

◆ **Companies Worldwide Manage Their Business with**
We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. is the all-in-one solution that can grow with your business.

◆ **One System For Your Entire Company**
Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.

◆ **Software That Grows With You**
You work hard to expand your business. ensures that your growth won't outpace your business systems.

◆ **Real-Time Dashboards**
is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with comprehensive solution. These savings are within your grasp when you join the community.

Start Your No Obligation Free Trial of Today!

[Get My Free Trial!](#)

"...gives you **unprecedented control** of your company."
Inc Magazine

"We saved **\$1 Million** by switching to from SAP, and reduced costs from 3% of revenue to 0.15%."
David Stover, CFO, Asahi Kasei

"We save more than **\$200,000** annually in transaction costs and \$70,000 per year in IT costs."
Jim Graham, CEO, Full Source LLC

"In a class of its own."
eWeek

- The optimized version immediately connects the PPC ad to the landing page maintaining strong continuity.
- As in the PPC ad, clear quantitative language is used.
- Awards are shown prominently.
- Testimonials and CTA both add value.

Experiment #3: Side-by-Side

Control



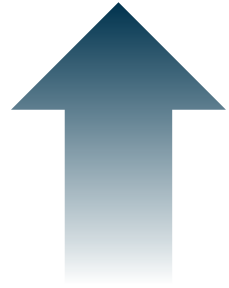
The Control website layout features a top navigation bar with links: Products | Services | Customers | Industries | Partners | Platform | Resources | Company. Below this is a search bar. The main header area includes a large image of a smiling woman and the text: "Run your Entire Business Better with One System". To the left of this image is a vertical list of product categories. Below the header, there is a circular diagram with segments for Ecommerce, CRM, Accounting/ERP, and other business functions. To the right of the diagram are three buttons: FREE TRIAL, SCHEDULE A DEMO, and CONTACT ME. Below these buttons is a "Related Links" section. At the bottom right, there is a circular seal that reads "SAS 70 Type II".

Treatment



The Treatment website layout features a top navigation bar with links: Products | Services | Customers | Industries | Partners | Platform | Resources | Company. Below this is a search bar. The main header area includes a large image of a smiling woman and the text: "Run your Entire Business Better with One System". To the left of this image is a vertical list of product categories. Below the header, there is a circular diagram with segments for Ecommerce, CRM, Accounting/ERP, and other business functions. To the right of the diagram are three buttons: FREE TRIAL, SCHEDULE A DEMO, and CONTACT ME. Below these buttons is a "Related Links" section. At the bottom right, there is a circular seal that reads "SAS 70 Type II".

Experiment #3: Results



54% in Clickthrough Rate

The optimized page increased clickthrough by 54.26%

Design	KPI	% Rel. Change
Control	7.17%	-
Treatment	11.06%	54.26%



! **What You Need to Understand:** By using specific quantifiable statements, the treatment copy increased conversion by 54.26%. To learn more about this test, see page 114 of the [MarketingExperiments Research Journal](#)

Experiment #4

272% increase in conversion by optimizing all the way through the path

Experiment #4: Background



Experiment ID: Location: MECLABS Research Library
Research Partner: *Protected*

Background: Integrated software solutions for businesses and enterprise

Goal: The company sought to increase free trial sign-ups for the CRM solutions.

Primary Research Question: Which landing page will obtain the most conversions?

Approach: A/B split test (variable cluster)

Experiment #4: Control

Control

Fields marked with an * are required.

Home > Resource Center > Free Trial

Get Your Free Trial of [blurred] Now
Experience for yourself how [blurred] can help you run better.

Just enter your information below. A [blurred] representative will respond promptly to give you access to your trial.

First name*
Last name*
E-mail address*
Phone number*
Area Code or Country Code first, excluding 1, 011, and + dialing directions
Company name*
Zip/Postal Code*
Contact Role*
Country*
Number of employees*
Type of business*
How did you hear about us*

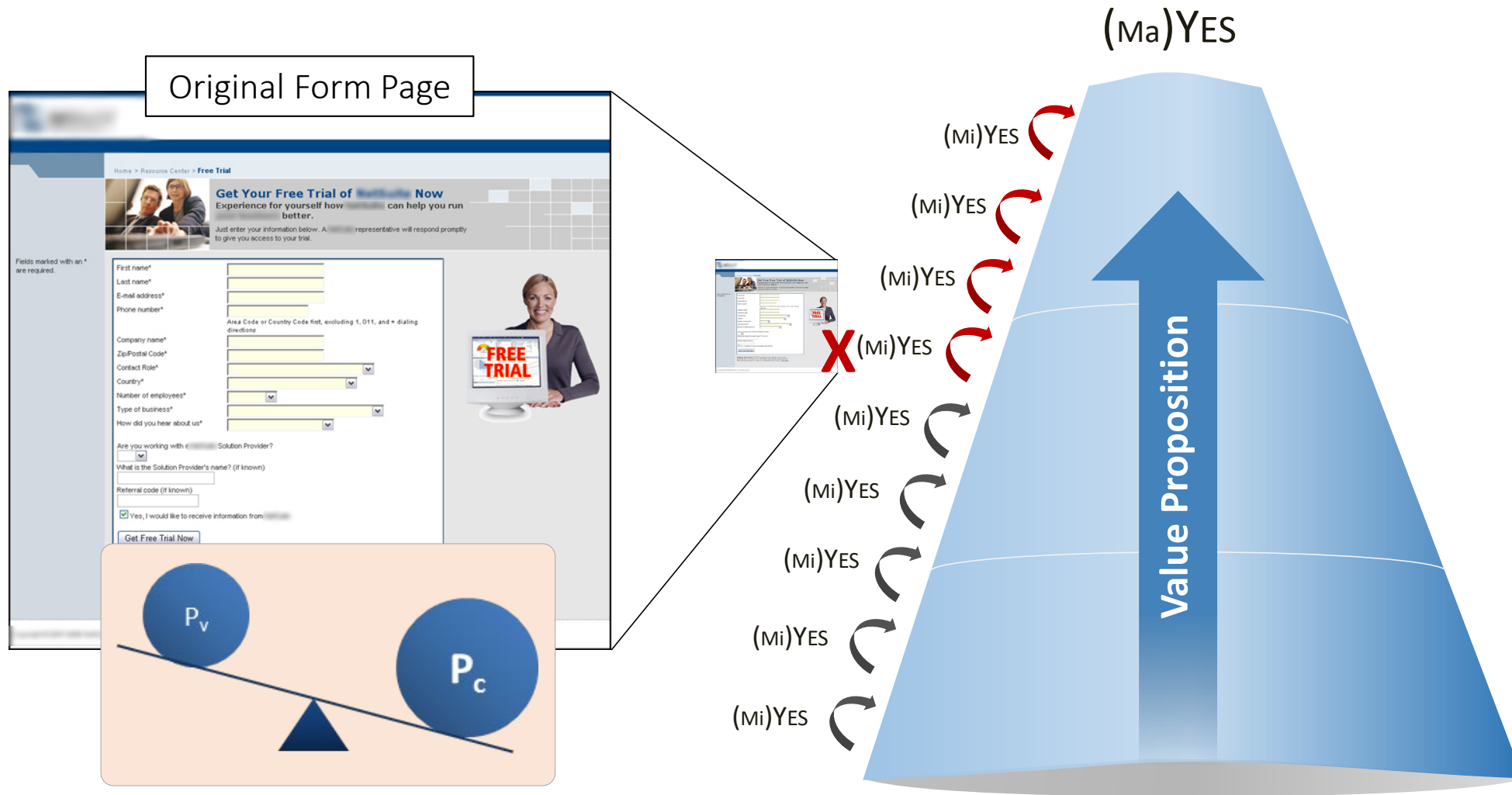
Are you working with a [blurred] Solution Provider?
What is the Solution Provider's name? (if known)
Referral code (if known)
☒ Yes, I would like to receive information from [blurred]

Get Free Trial Now

Privacy Assurance: [blurred] respects and protects your privacy. [blurred] does not share your information with outside companies for their promotional use. To view our complete privacy policy, [click here](#).

- This form page is not really communicating any value. They have stopped trying to sell and are assuming that the customer is motivated enough to complete the form.
- There is conflicting messaging between this page, the landing page and the PPC ad.

Experiment #4: Control



Experiment #4: Treatment

Treatment



The World's **#1** On-Demand Software

Almost there! To begin your **FREE TRIAL** of [redacted], please complete the simple questionnaire below:

First Name
Last Name
Company Name
E-mail Address ([Privacy Policy](#))
Phone Number Area Code or Country Code first, excluding 1, 011, and + dialing directions
Postal Code
Country

The following information will help us personalize your free trial experience.

Your Role [Privacy Policy](#) respects and protects your privacy and will not share your information with outside companies for their promotional use.
Type of Business
Industry

Are you working with a Solution provider?
Solution Provider's Name (if known):
Referral Code (if known):

☒ Yes, I would like to receive information from [redacted]

Start Your Free Trial of [redacted]

FREE TRIAL

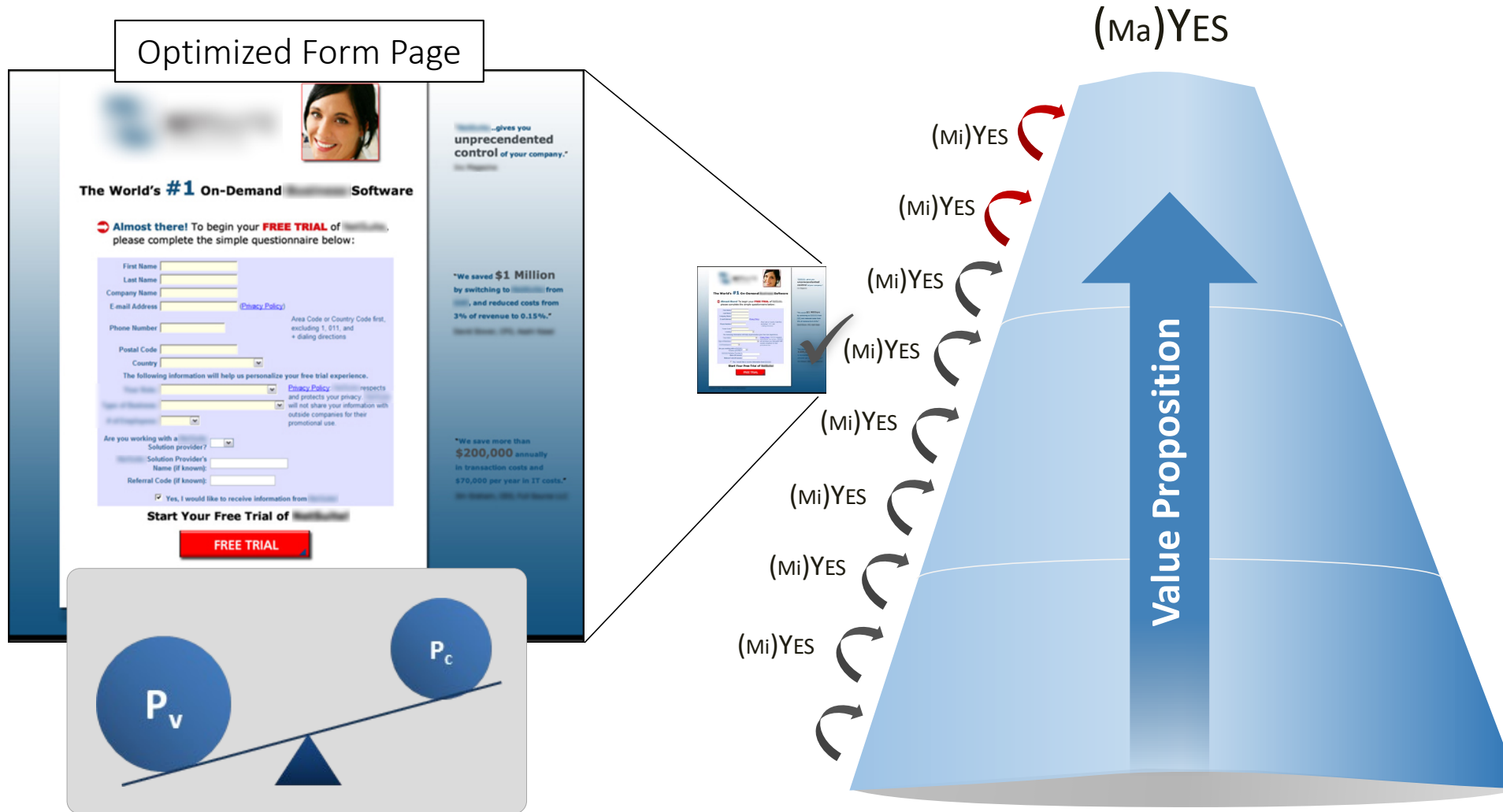
...gives you unprecedented control of your company."

"We saved **\$1 Million** by switching to [redacted] from [redacted], and reduced costs from 3% of revenue to 0.15%."

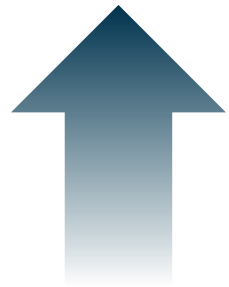
"We save more than **\$200,000** annually in transaction costs and \$70,000 per year in IT costs."

- The optimized page continues to communicate the value of the offer, even on the registration page.
- The message is directly connected to both the landing page and the PPC campaign.

Experiment #4: Treatment



Experiment #4: Results



97% Increase in Form Completions

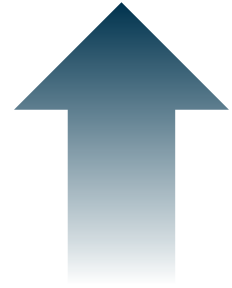
The optimized page increased conversion by 97.27%

Design	KPI	% Rel. Change
Control	15.84%	-
Treatment	31.25%	97.27%



What You Need to Understand: By continuing to communicate value, event on the registration page, the treatment garnered 97% more form completions.

Experiment #4: Results



272% Increase in Overall Conversion

The treatments significantly increased cumulative conversion by 272%

Design	Control	Treatment	% Rel. Change
PPC Advertisement	.89%	1.08%	20.9%
Landing Page Clickthrough	7.17%	11.06%	54.26%
Form Completion	15.84%	31.25%	97.27%
Impression-to-Lead Conversion	.009%	0.033%	272.2%



What You Need to Understand: By optimizing all the way through the path, the treatment outperformed the control by a total of 272%.

Experiment #5

40% increase in subscriptions by emphasizing the well-known brand of an American daily newspaper

Experiment #5: Background



Experiment ID: TP1651

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: One of the largest metropolitan print news sources in the United States.

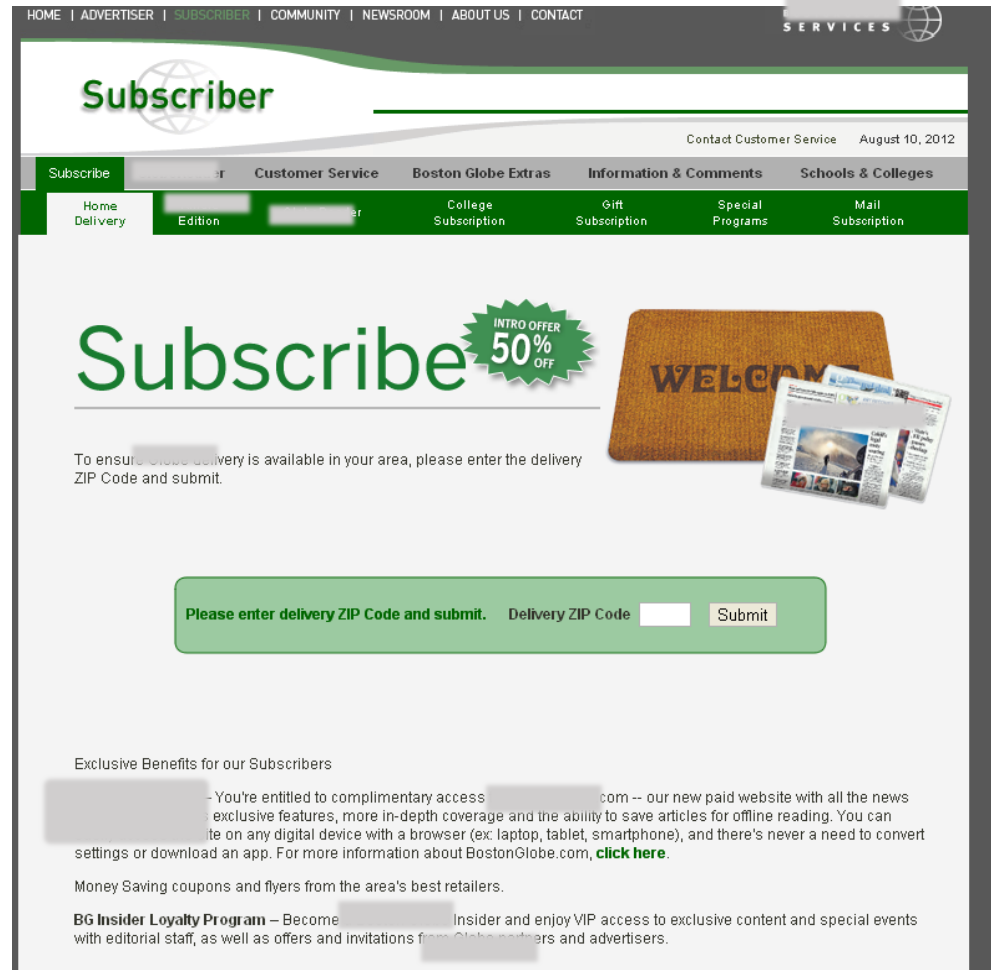
Goal: To increase the number of online subscriptions.

Research Question: Which offer page will result in the highest subscription rate?

Test Design: A/B variable cluster test

Experiment #5: Control

- The goal of the original page was to get people into the subscription process.
- The original page used a template CMS structure that did very little to leverage the brand's well-known name.



HOME | ADVERTISER | SUBSCRIBER | COMMUNITY | NEWSROOM | ABOUT US | CONTACT

SERVICES

Subscriber

Contact Customer Service August 10, 2012

Subscribe | Customer Service | Boston Globe Extras | Information & Comments | Schools & Colleges

Home Delivery | Edition | College Subscription | Gift Subscription | Special Programs | Mail Subscription

Subscribe

INTRO OFFER 50% OFF

WELCOME

To ensure your delivery is available in your area, please enter the delivery ZIP Code and submit.

Please enter delivery ZIP Code and submit. Delivery ZIP Code Submit

Exclusive Benefits for our Subscribers

- You're entitled to complimentary access to [BostonGlobe.com](#) -- our new paid website with all the news, exclusive features, more in-depth coverage and the ability to save articles for offline reading. You can access it on any digital device with a browser (ex: laptop, tablet, smartphone), and there's never a need to convert settings or download an app. For more information about BostonGlobe.com, [click here](#).

Money Saving coupons and flyers from the area's best retailers.

BG Insider Loyalty Program -- Become a BG Insider and enjoy VIP access to exclusive content and special events with editorial staff, as well as offers and invitations from Globe partners and advertisers.

Experiment #5: Control

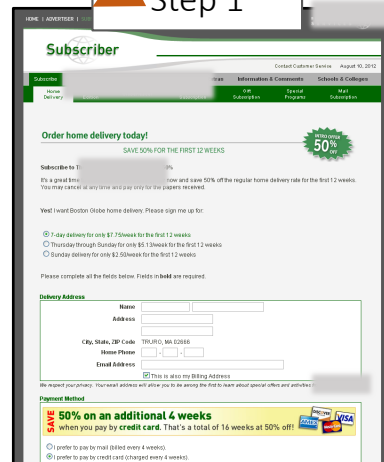
Offer Page



The Offer Page features a green header with navigation links: HOME | ADVERTISER | SUBSCRIBER | COMMUNITY | NEWSROOM | ABOUT US | CONTACT. Below the header is a 'Subscriber' banner with a 'Subscribe' button and a '50% OFF' offer. The main content area has a 'WELCOME' message and a form to enter a delivery ZIP code. Below the form, there are sections for 'Exclusive Benefits for our Subscribers', including access to BostonGlobe.com, and a 'BIG Insider Loyalty Program'.

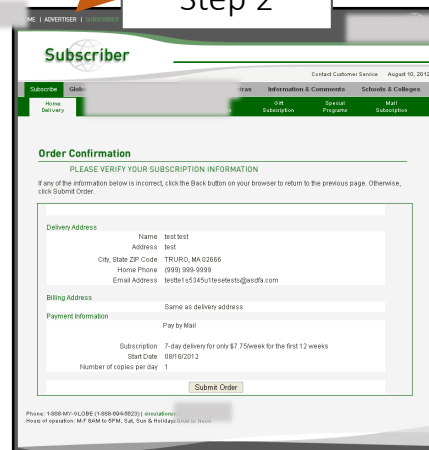
The unbranded template is used throughout the entire conversion process.

Step 1



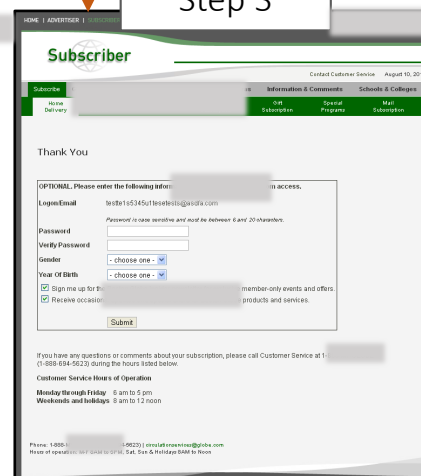
Step 1: 'Order home delivery today!' page. It features a green header and a '50% OFF' offer. The main content area has a form to enter delivery address and payment information. Below the form, there are sections for 'Exclusive Benefits for our Subscribers' and a 'BIG Insider Loyalty Program'.

Step 2



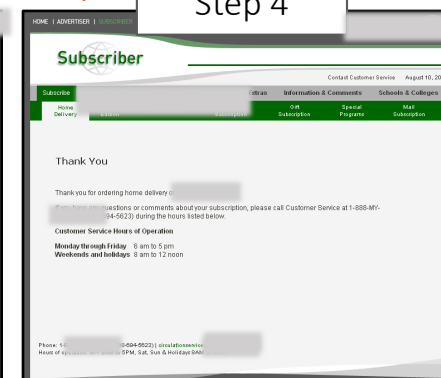
Step 2: 'Order Confirmation' page. It features a green header and a '50% OFF' offer. The main content area has a form to enter delivery address and payment information. Below the form, there are sections for 'Exclusive Benefits for our Subscribers' and a 'BIG Insider Loyalty Program'.

Step 3



Step 3: 'Thank You' page. It features a green header and a '50% OFF' offer. The main content area has a form to enter delivery address and payment information. Below the form, there are sections for 'Exclusive Benefits for our Subscribers' and a 'BIG Insider Loyalty Program'.

Step 4



Step 4: 'Thank You' page. It features a green header and a '50% OFF' offer. The main content area has a form to enter delivery address and payment information. Below the form, there are sections for 'Exclusive Benefits for our Subscribers' and a 'BIG Insider Loyalty Program'.

Experiment #5: Treatment

The treatment slightly adjusts the CMS template to emphasize the well-known brand.

LOGO

Already a Subscriber? [Click Here](#)

Subscribe

INTRO OFFER
50% OFF



Special Online Offer: Sign up for home delivery of  and save 50% off the home delivery rate.

Please enter delivery ZIP Code and submit. Delivery ZIP Code

Exclusive Benefits for our Subscribers

 - You're entitled to complimentary access to  - our new paid website with all the news, exclusive features, more in-depth coverage and more. You can also access our exclusive articles for offline reading. You can easily access the site on any digital device with a browser (e.g., smartphone), and there's never a need to convert settings or download an app. For more information about our website, [click here](#).

Money Saving coupons and flyers from the area's best retailers.

BG Insider Loyalty Program - Become a  and enjoy VIP access to exclusive content and special events with editorial staff, as well as offers and invitations from Globe partners and advertisers.

Phone: 1-
Hours of operation: M-F 8AM to 5PM, Sat 9AM to 12PM, Sun & Holidays 8AM to Noon



Experiment #5: Treatment

LOGO

Already a Subscriber? [Click Here](#)

Subscribe

INTRO OFFER
50% OFF

Special Online Offer: Sign up for home delivery and save 50% off the home delivery rate.

Please enter delivery ZIP Code and submit. Delivery ZIP Code

Exclusive Benefits for our Subscribers

BostonGlobe.com – You're entitled to complimentary access to our new paid website with all the news, exclusive features, more in-depth coverage and the ability to save articles for offline reading. You can easily access the site on any digital device with a browser (ex: laptop, tablet, smartphone), and there's no need to convert settings or download an app. For more information, click here.

Money Saving coupons and flyers from the area's best retailers.

BG Insider Loyalty Program – Become a BG Insider and enjoy VIP access to exclusive content and special events with editorial staff, as well as offers and invitations from our retail partners and advertisers.

Phone: 1-888-861-1111
Hours of operation: 9-5 PM to 5 PM, Sat 9 AM to 5 PM, Sun 10 AM to 5 PM

The branding is made prominent throughout the entire conversion process.

Already a Subscriber? [Click Here](#)

Order home delivery today!

SAVE 50% FOR THE FIRST 12 WEEKS

50% OFF

Subscribe today and save 50% off the regular home delivery rate for the first 12 weeks. It's a great time to subscribe. You may cancel at any time and your subscription will be processed.

You can also get home delivery. Please sign me up for:

☐ 7-day delivery for only \$7.75/week for the first 12 weeks

☐ Thursday through Sunday for only \$2.13/week for the first 12 weeks

☐ Sunday delivery for only \$2.50/week for the first 12 weeks

Please complete all the fields below. Fields in **bold** are required.

Delivery Address

Name

Address

City, State, ZIP Code TRIURO, MA 02566

Home Phone

Email Address

This is also my Billing Address ☒

We respect your privacy. Your email address will allow you to be among the first to learn about special offers and activities from The Boston Globe.

Payment Method

SAVE 50% on an additional 4 weeks when you pay by **credit card**. That's a total of 16 weeks at 50% off!

☐ I prefer to pay by mail (billed every 4 weeks).

Already a Subscriber? [Click Here](#)

Order Confirmation

PLEASE VERIFY YOUR SUBSCRIPTION INFORMATION

If any of the information below is incorrect, click the Back button on your browser to return to the previous page. Otherwise, click Submit Order.

Delivery Address

Name: test1test
Address: test
City, State ZIP Code: TRIURO, MA 02566
Home Phone: (999) 999-9999
Email Address: test1test@boston.com

Billing Address

Same as Delivery Address

Payment Information

Cardholder Name: test
Card Number: 1000100010001111
Expiration Date: 01/2016

Subscription: 7-day delivery for only \$7.75/week for the first 12 weeks
Start Date: 08/17/2012
Number of copies per day: 1

Already a Subscriber? [Click Here](#)

Thank You

Your Order Has Been Processed

OPTIONAL: Please enter the following information to enable BostonGlobe.com access.

LogInEmail: test1test@boston.com

Password:

Verify Password:

Gender: choose one

Year of Birth: choose one

☒ sign me up for ☐ receive occasional offers and services.

If you have any questions or comments about your subscription, please call Customer Service at 1-888-861-1111 during the hours listed below.

Customer Service Hours of Operation

Monday through Friday: 9 am to 5 pm
Weekends and holidays: 9 am to 12 noon

Already a Subscriber? [Click Here](#)

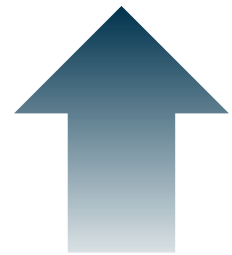
Thank You

If you have any questions or comments about your subscription, please call Customer Service at 1-888-861-1111 during the hours listed below.

Customer Service Hours of Operation

Monday through Friday: 9 am to 5 pm
Weekends and holidays: 9 am to 12 noon

Experiment #5: Results



40% Relative Increase in Subscriptions

The treatment significantly increased subscription rate by 40.30%

Design	KPI	% Rel. Change
Control - Unbranded	1.32%	-
Treatment - Branded	1.86%	40.30%



What You Need to Understand: By simply emphasizing the well-known brand name, the treatment subscriber path increased subscriptions 40%.

Experiment #6

33% increase in open rate by placing the incentive point first

Experiment #6: Background



Experiment ID: TP2078

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: Well-known news publication

Goal: To increase the open rate of an email

Research Question: Which subject line will produce the greatest open rate?

Approach: A/B single-factorial split test

Experiment #6: Version A/B

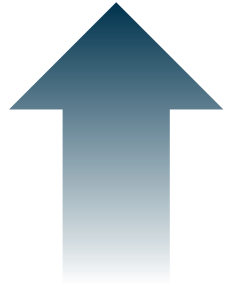
Version A

Save 50% on your choice of two new subscription options

Version B

Get the NEW [Name] for 50% off

Experiment #6: Results



33% Relative Increase in Open Rate

The treatment significantly increased open rate by 32.7%

Design	KPI	% Rel. Change
Version A	21.1%	32.7%
Version B	15.9%	-



What You Need to Understand: By placing the incentive point first, version A increased open rate significantly.

Experiment #7

36% increase in emails captured by combining an increase in value force with a decrease in cost force

Experiment #7: Background



Experiment ID: TP2011

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A company offering professional financial advice to investors and consumers

Goal: To increase marketable email captures in the subscription process

Research Question: Which page will have the highest email capture rate?

Approach: A/B multifactorial split test

Experiment #7: Control

Logo

Where should I email you when I am about to make a trade?

Already a member?
To gain access, [click here.](#)

Please enter your current email address:

Enter Email Address :

(We promise to protect your privacy)

Please enter your first and last name :

Enter First Name :

Enter Last Name :

☐ I have read and understand the [Privacy Policy](#)

☐ I accept the [Terms and Conditions](#)

Continue

Image of Product Spokesperson

TRUST.e | We Value Your Privacy

- Headline asks a question instead of stating a value
- Irrelevant question interrupts the eye-path of new visitors
- Unnecessary fields for this step in the process
- No additional value copy or content

Experiment #7: Treatment

- Headline immediately states a promise of value
- Irrelevant question moved out of the primary eye-path
- Two required fields have been replaced with an opt-in field
- Additional value copy connected to the primary path's total value proposition is included

The form is titled "Logo" and features a headline: "I'll send you an alert each time I am about to make a trade...". A green arrow points from the first bullet point to this headline. Below the headline is a large grey box labeled "Image of Product Spokesperson". A green arrow points from the second bullet point to this box. To the right of the box are three input fields: "Enter Email Address : #email#", "Enter First Name : #FirstName#", and "Enter Last Name : #LastName#". A green arrow points from the third bullet point to the "Enter Email Address" field. Below these fields is a checkbox labeled "Please send me any free information from [redacted] or its partners." with a green arrow pointing to it from the third bullet point. Below the checkbox is a section titled "As part of your Free Trial you will also get :" containing three checked items: "Email alerts before each time I trade", "Exclusive quarterly web casts (my [redacted] & [redacted])", and "Open access to my [redacted] (how and what I trade)". A green arrow points from the fourth bullet point to this section. At the bottom is a "Continue" button. The footer includes the "TRUST.e" logo and the text "We Value Your Privacy".

Already a member?
To gain access, [click here.](#)

Logo

I'll send you an alert each time I am about to make a trade...

Please enter your current email address:
Enter Email Address : #email#
(We take anti spam seriously)

Please enter your first and last name :
Enter First Name : #FirstName#
Enter Last Name : #LastName#

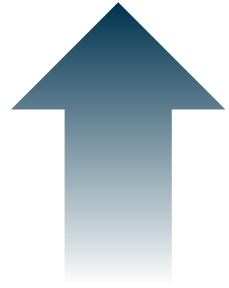
☒ Please send me any free information from [redacted] or its partners.

As part of your Free Trial you will also get :
☒ Email alerts before each time I trade
☒ Exclusive quarterly web casts (my [redacted] & [redacted]).
☒ Open access to my [redacted] (how and what I trade).

Continue

TRUST.e | We Value Your Privacy

Experiment #7: Results



36% Relative Increase in Emails Captured

The treatment significantly increased email opt-ins by 36.25%

Design	KPI	% Rel. Change
Version A	6.56%	-
Version B	8.94%	36.25%



What You Need to Understand: By combining an increase in value force with a decrease in cost force, the treatment email capture page increased opt-in emails by 36.25% without negatively affecting the subscription rate.

Experiment #8

78% increase in subscriptions by removing elements on the page that did not match prospect motivation

Experiment #8: Background



Experiment ID: TP1155

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A publisher of electronic marketing information and related services

Goal: Increase the number of registrations for a free email newsletter

Research Question: Which sign-up page will yield the highest subscription rate?

Approach: A/B multifactorial test

Experiment #8: Control

Original Page

Free Access to Britain's Leading MARKETING Website

The [redacted] website is Britain's most popular resource for business owners and managers looking for leading edge Marketing information

[redacted] has been featured on BBC, The Times and The Sunday Times. On his exclusive FREE Marketing website, you will discover

- Essential Marketing Information to grow your business and increase your Profits
- Why most Advertising does not work.
- How you can duplicate the Marketing strategies of Entrepreneur Millionaires to attract large numbers of new customers
- The Marketing disasters that can destroy new businesses
- How to get higher positions on the Search Engines
- How to do effective Marketing for FREE
- How to make sure your website passes 'The 8 Second Test'
- [redacted] Marketing - What your Business can learn from a Virgin Billionaire
- And so much more!

For immediate FREE access to Britain's leading Marketing website, please enter your details below

Enter Your Name:

Enter Your Email:

[Click Here for Immediate FREE Access](#)

Please note, when you enter your details above you will have immediate access to [redacted] FREE Marketing Website. We respect your privacy and your details will never be given to any third party. The [redacted] Marketing website is Britain's leading Marketing resource and is used by over 160,000 UK business owners who want leading edge Marketing information to grow their business.

- Common landing page best practices failed to improve conversion on this original page.
- We began testing the removal of elements from the page to match visitor motivation levels.
- If adding elements to increase the value proposition decreased conversion, maybe the traffic to this page was already highly motivated.

Experiment #8: Treatment

- Much of the copy on this page was removed, leaving simple form submission fields.
- No real selling points were included in this design.

Treatment

Free Access to Britain's Leading MARKETING Website

For immediate FREE access to Britain's leading Marketing website, please enter your details below

Enter **Your Name:**

Enter **Your Email:**

[Click Here for Immediate FREE Access](#)

Please note, when you enter your details above you will have immediate access to [REDACTED] FREE Marketing Website. We respect your privacy and your details will never be given to any third party. The [REDACTED] Marketing website is Britain's leading Marketing resource and is used by over 160,000 UK business owners who want leading edge Marketing information to grow their business.

Experiment #8: Side-by-Side

Original Page

Free Access to Britain's Leading MARKETING Website

The **Marketing website** is Britain's most popular resource for business owners and managers looking for leading edge Marketing information

Steve Case has been featured on **BBC, The Times, The Sunday Times**. On his exclusive FREE Marketing website, you will discover

- Essential Marketing Information to grow your business and increase your Profits
- Why most Advertising does not work.
- How you can duplicate the Marketing strategies of Entrepreneur Millionaires to attract large numbers of new customers
- The Marketing disasters that can destroy new businesses
- How to get higher positions on the Search Engines
- How to do effective Marketing for FREE
- How to make sure your website passes 'The 8 Second Test'
- **Marketing** - What your Business can learn from a Virgin Billionaire
- And so much more!

For immediate FREE access to Britain's leading Marketing website, please enter your details below

Enter Your Name:

Enter Your Email:

[Click Here for Immediate FREE Access](#)

Please note, when you enter your details above you will have immediate access to **Marketing** FREE Marketing Website. We respect your privacy and your details will never be given to any third party. The **Marketing website** is Britain's leading Marketing resource and is used by over 160,000 UK business owners who want leading edge Marketing information to grow their business.

Treatment

Free Access to Britain's Leading MARKETING Website

For immediate FREE access to Britain's leading Marketing website, please enter your details below

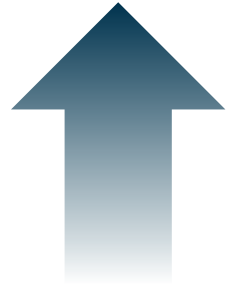
Enter Your Name:

Enter Your Email:

[Click Here for Immediate FREE Access](#)

Please note, when you enter your details above you will have immediate access to **Marketing** FREE Marketing Website. We respect your privacy and your details will never be given to any third party. The **Marketing website** is Britain's leading Marketing resource and is used by over 160,000 UK business owners who want leading edge Marketing information to grow their business.

Experiment #8: Results



78% Relative Increase in Subscriptions

The treatment significantly increased conversion by 78%

Design	KPI	% Rel. Change
Control	12.09%	-
Treatment	21.54%	78%



What You Need to Understand: By removing elements on the page that did not match prospect motivation, the treatment email capture page increased subscriptions by 78%

Experiment #9

162% increase in subscriptions by addressing customer anxiety with specific corrective measures

Experiment #9: Background



Experiment ID: TP1063

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: Company offering web hosting and related services

Goal: Increase service sign-ups

Research Question: Which landing page will produce the highest conversion rate?

Approach: A/B split test (variable cluster) aimed at supporting the value proposition, prioritizing information and addressing and correcting specific visitor anxiety.

Experiment #9: Control

Control -Top

LOGO

Domains Web Hosting Servers E-commerce Offers FREE Dial Up FREE E-mail

What do you want to use your website for?

I've always wanted: An easy to update website GO £3.99 / month

Show me the technical specifications

	Complete £3.99 / month SIGN UP	Plus £5.99 / month SIGN UP
Free Domain	✓	✓
Webpace	3,000MB	15,000MB
Monthly Traffic	100GB	750GB
E-mail Accounts	6	106
SQL Databases	1	5
Website Sharing Domains	10	25
Controlpanel (Demo)	cPanel 11	cPanel 11
Google AdWords	£20	£30

Some of the things you can do with a Website

Create an easy to update website
With our advanced you can create a website in a matter of minutes, and keeping it updated is easy! [Read more...](#)

Run your own blog
Have your say with your very own blog! The ideal way to keep family, friends, colleagues or work associates up to date. [Read more...](#)

Set up an online shop
Our hosting packages come with some ready-made and easy-to-use pre-installed website shops. [Read more...](#)

Create a photo gallery
Putting your digital photographs online is a great way to keep friends and family in touch, or to market your business and products. [Read more...](#)

Run a forum
Get a discussion going on your hobby, your business or whatever interests you. [Read more...](#)

Add a guestbook
Receive feedback quickly and easily from your website visitors, by enabling them to leave comments. [Read more...](#)

Run a classified site
Do you want to create a searchable database of adverts? [Read more...](#)

Create online surveys and polls
Do you need to canvass opinion on various subjects or products? [Read more...](#)

Manage your own Wikipedia
Do you know Wikipedia? Want your company to be as why not add one to your website. [Read more...](#)

Run a support system for your clients
Having strong support and service is essential for any online business. [Read more...](#)

Experiment #9: Control

Control - Bottom

LOGO

Home About Us Blog Contact Us

Domains Web Hosting Servers E-commerce Other FREE Chat Up FREE E-mail

What do you want to use your website for?

I've always wanted: An easy to update website **3.99**

Show me the technical specifications

	Complete £3.99 / month Sign Up	Plus £5.99 / month Sign Up
Free Domain	Yes	Yes
Webpace	3,000MB	15,000MB
Monthly Traffic	100GB	750GB
E-mail Accounts	5	100
SQL Databases	1	5
Website Sharing Domains	10	25
Contentpanel	iPanel 11	iPanel 11
Google Adwords	£20	£30

Some of the things you can do with a Website

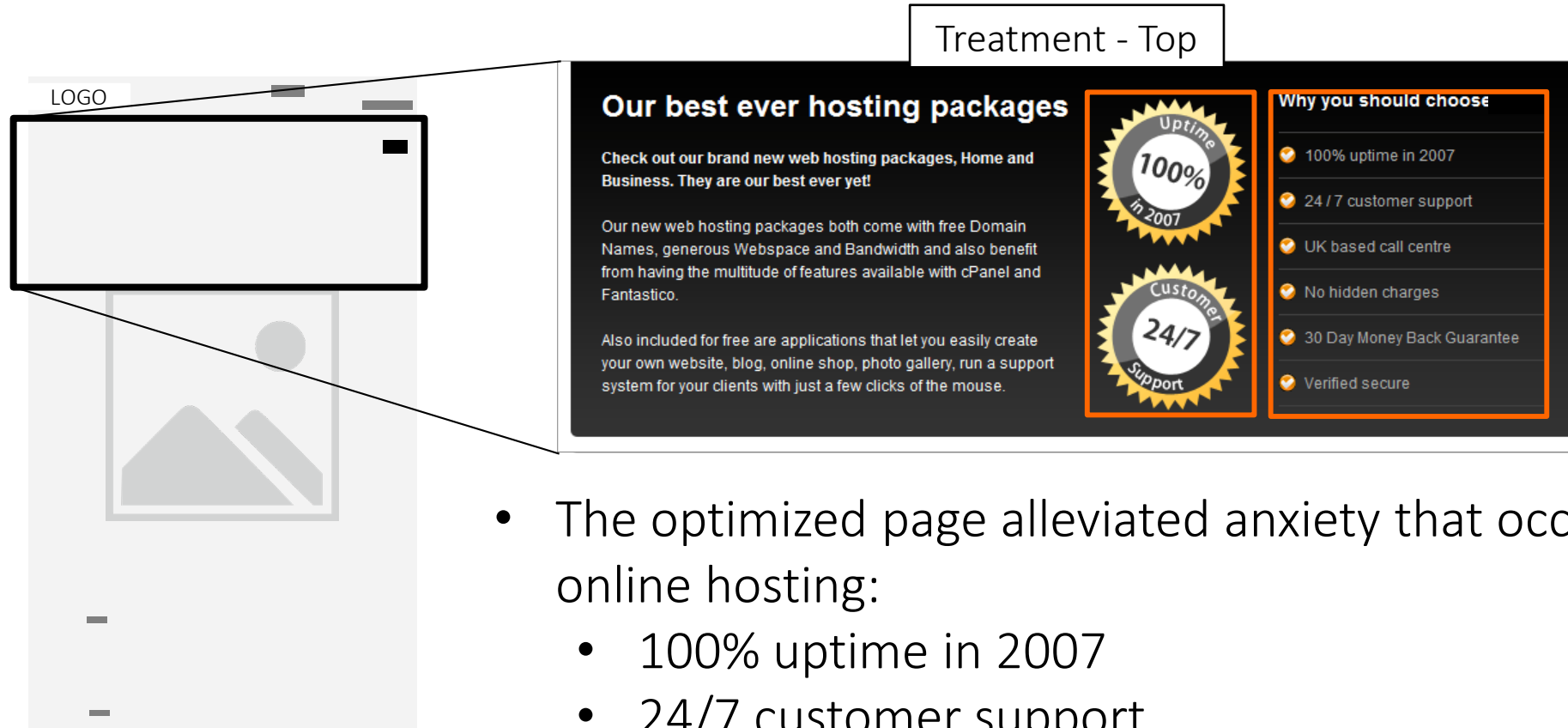
- Create an easy to update website**
With our sitebuilder you can create a website in a matter of minutes, and keeping it updated is easy! [Read more.](#)
- Run your own blog**
Have your say with your very own blog! The ideal way to keep family, friends, colleagues or work associates up to date. [Read more.](#)
- Set up an online shop**
Our Website Hosting packages come with some really cool and easy to use pre-installed website shops. [Read more.](#)
- Create a photo gallery**
Putting your digital photographs online is a great way to keep friends and family in touch, or to market your business and products. [Read more.](#)
- Run a forum**
Get a discussion going on your hobby, your business or whatever interests you. [Read more.](#)
- Add a guestbook**
Receive feedback quickly and easily from your website visitors, by enabling them to leave comments. [Read more.](#)
- Run a classified site**
Do you want to create a searchable database of adverts? [Read more.](#)
- Create online surveys and polls**
Do you need to canvass opinion on various subjects or products? [Read more.](#)
- Manage your own Wikipedia**
Do you know Wikipedia? Most of you probably do, so why not add one to your website. [Read more.](#)
- Run a support system for your clients**
Having strong support and service is essential for any online business. [Read more.](#)

Some of the things you can do with a Website

- Create an easy to update website**
With our sitebuilder you can create a website in a matter of minutes, and keeping it updated is easy! [Read more.](#)
- Run your own blog**
Have your say with your very own blog! The ideal way to keep family, friends, colleagues or work associates up to date. [Read more.](#)
- Set up an online shop**
Our Website Hosting packages come with some really cool and easy to use pre-installed website shops. [Read more.](#)
- Create a photo gallery**
Putting your digital photographs online is a great way to keep friends and family in touch, or to market your business and products. [Read more.](#)
- Run a forum**
Get a discussion going on your hobby, your business or whatever interests you. [Read more.](#)
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Receive feedback quickly and easily from your website visitors, by enabling them to leave comments. [Read more.](#)
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Do you want to create a searchable database of adverts? [Read more.](#)
- Create online surveys and polls**
Do you need to canvass opinion on various subjects or products? [Read more.](#)
- Manage your own Wikipedia**
Do you know Wikipedia? Most of you probably do, so why not add one to your website. [Read more.](#)
- Run a support system for your clients**
Having strong support and service is essential for any online business. [Read more.](#)

[Contact Us](#) [Affiliate Programme](#) [Important Information](#) [Privacy Policy](#) [Sitemap](#)

Experiment #9: Treatment



- The optimized page alleviated anxiety that occurs with online hosting:
 - 100% uptime in 2007
 - 24/7 customer support
 - No hidden charges
 - 30-day money-back guarantee
- With clear images, they communicated product reliability and customer service.

Experiment #9: Treatment

LOGO

Our best ever hosting packages

Check out our latest new web hosting packages, Home and Business. They are our best ever yet!

Our new web hosting packages both come with free Domain Names, unlimited Webspace and Bandwidth, and easy access from having the multitude of features available with cPanel and Fantastico.

Also included for free are applications you really need to run your website, like our amazing online gallery, and a support system to use whenever you need a few clues of the process.

Why you should choose us

- 24/7 Customer support
- 100% Uptime
- 24/7 Server Call Centre
- No hidden charges
- 30 Day Money Back Guarantee
- Verified security

	Home £39.99 / year	Business £69.99 / year
Free domain names	1	3
Webspace	3GB	100GB
Monthly Traffic	100GB	1000GB
Addon Domains	10	Unlimited
POP / IMAP E-mail Accounts	5	1000
Controlpanel (Demo)	cPanel 11	cPanel 11
Google AdWords	£20	£30
CGI, PHP, Ruby on Rails, MySQL	✓	✓
Frontpage Extensions	✓	✓
Easy to use Sitebuilder	✓	✓
24 / 7 Superb Responsive Support	✓	✓

BUY BUY

Features

- Create an easy to update website**
With our sitebuilder you can create a website in a matter of minutes, and keeping it updated is easy!
[Read more.](#)
- Set up an online shop**
Our Web Hosting packages come with some really cool and easy to use pre-installed website shops.
[Read more.](#)
- Run a support system for your clients**
Having strong support and service is essential for any online business.
[Read more.](#)

Testimonials

A superb reliable service that has yet to fail us. The automatic responses are fast and comprehensive.

Peter Lawson

As a relative lay person to computers I have found the website of MECLABS to be easy to understand and trouble free for webspace and email configuration.

Ewen Rankin

I love the fast an efficient way I can search for Domain Names. The search results are excellent. And when I decide to go ahead and order, the process is easy. Thank you.

Edi Farshi

Treatment - Bottom

	Home £39.99 / year	Business £69.99 / year
Free domain names	1	3
Webspace	3GB	100GB
Monthly Traffic	100GB	1000GB
Addon Domains	10	Unlimited
POP / IMAP E-mail Accounts	5	1000
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Easy to use Sitebuilder	✓	✓
24 / 7 Superb Responsive Support	✓	✓

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Edi Farshi

Testimonials addressed concerns of reliability, ease of use and speed of service

Experiment #9: Side-by-Side

Original Page

Support Customer Login

Domains Web Hosting Servers E-commerce Offers FREE Dial Up FREE E-mail

What do you want to use your website for?

I've always wanted:

From **£3.99** / month

Show me the technical specifications

	Complete £3.99 / month	Best Seller Plus £5.99 / month
Free Domain	✓	✓
Webpace	3,000MB	15,000MB
Monthly Traffic	100GB	750GB
E-mail Accounts	6	105
SQL Databases	1	5
Website Sharing Domains	10	25
Controlpanel (Demo)	cPanel 11	cPanel 11
Google AdWords	£20	£30

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Create an easy to update website
With our sitebuilder you can create a website in a matter of minutes, and keeping it updated is easy! [Read more](#)

Run your own blog
Have your say with your very own blog! The ideal way to keep family, friends, colleagues or work associates up to date. [Read more](#)

Set up an online shop
Our packages come with some really cool and easy to use pre-installed website shops. [Read more](#)

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Putting your digital photographs online is a great way to keep friends and family in touch, or to market your business and products. [Read more](#)

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Run a support system for your clients
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Optimized Page

Support Customer Login

Domains Web Hosting Servers E-commerce Offers FREE Dial Up FREE E-mail

Our best ever hosting packages

Check out our brand new web hosting packages, Home and Business. They are our best ever yet!

Our new web hosting packages both come with free Domain Names, generous Webspace and Bandwidth and also benefit from having the multitude of features available with cPanel and Fantastico.

Also included for free are applications that let you easily create your own website, blog, online shop, photo gallery, run a support system for your clients with just a few clicks of the mouse.

Why you should choose!

- 100% uptime in 2007
- 24 / 7 customer support
- UK based call centre
- No hidden charges
- 30 Day Money Back Guarantee
- Verified secure

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Controlpanel (Demo)	cPanel 11	cPanel 11
Google AdWords	£20	£30
CGI, PHP, Ruby on Rails, MySQL	✓	✓
Frontpage Extensions	✓	✓
Easy to use Sitebuilder	✓	✓
24 / 7 Superb Responsive Support	✓	✓

Features

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With our sitebuilder you can create a website in a matter of minutes, and keeping it updated is easy! [Read more](#)

Set up an online shop
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Run a support system for your clients
Having strong support and service is essential for any online business. [Read more](#)

Testimonials

A superb reliable service that has yet to fail us. The automatic responses are fast and comprehensive.

Peter Lawson

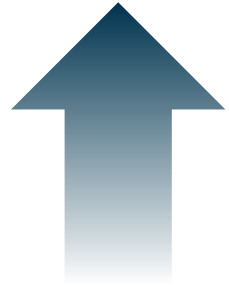
As a relative lay person to computers I have found the website of easy to understand and trouble free for webspace and email configuration.

Ewen Rankin

I love the fast an efficient way I can search for Domain Names. The search results are excellent. And when I decide to go ahead and order, the process is easy. Thank you.

Edi Farshi

Experiment #9: Results



162% Relative Increase in Subscriptions

The optimized page yielded a 162% higher conversion rate as well as a 128% increase in revenue per visitor.

Design	KPI	% Rel. Change
Control	12.09%	-
Treatment	21.54%	162%



What You Need to Understand: By addressing customer anxiety with specific corrective measures, the treatment increased subscriptions by 162%. To learn more about this test, see Case Study 2 in

[Improving Conversion by 162%: How to Overcome Value Inhibitors](#)

Experiment #10

189% increase in conversions by making improvements to the user experience that allowed prospects to navigate information with greater ease

Experiment #10: Background



Experiment ID: TP1341

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A company offering dedicated business hosting services

Goal: To increase the amount of leads

Primary Research Question: Which page design will generate the greatest amount of leads?

Approach: A/B multifactorial split test (radical redesign)

Experiment #10: Control



The banner, what prospects see first, might mean something to the company, but it conveys little value to the prospect.

Experiment #10: Control

The image shows a web form for 'Business Dedicated Servers Australia'. The form is divided into two main sections: a top section with a header and a bottom section with a detailed form. The top section includes a header with the company name and a navigation bar. The bottom section is titled 'Dedicated Server Solution Required:' and contains several dropdown menus and checkboxes. A zoomed-in view of the bottom section is shown on the right, highlighting the 'Dedicated Server Solution Required:' section. This section includes fields for 'Service Required:', 'Deployment Time?', 'What are you looking to Host?', and 'Additional Hosting Requirements:'. The 'Additional Hosting Requirements' section includes checkboxes for 'Server Virtualisation', 'Load Balancing', 'Database', 'Backup & Recovery', 'Enterprise SAN Storage', 'Professional Hosting Services', 'Intrusion Protection', 'Managed Security Services', 'Risk Management', 'Managed Database Services', 'Custom Optimisation & Builds', and 'Disaster Recover Services'. The form also includes a 'Request a Quotation' button and a privacy statement.

Phone
Email

Dedicated Server Solution Required:

Service Required: Deployment Time?

What are you looking to Host?

Additional Hosting Requirements:

Server Virtualisation: ☐ Yes ☐ No
Load Balancing: ☐ Yes ☐ No
Database: ☐ Yes ☐ No
Backup & Recovery: ☐ Yes ☐ No
Enterprise SAN Storage: ☐ Yes ☐ No

Professional Hosting Services:

Intrusion Protection: ☐ Yes ☐ No
Managed Security Services: ☐ Yes ☐ No
Risk Management: ☐ Yes ☐ No
Managed Database Services: ☐ Yes ☐ No
Custom Optimisation & Builds: ☐ Yes ☐ No
Disaster Recover Services: ☐ Yes ☐ No

Additional information that you can provide that will help us tailor a more detailed solution (type or paste into box):

[Request a Quotation](#) No Obligation - We respect your privacy

- This company only needs 4 fields to obtain a qualified lead yet requires prospects to complete 20.
- Call-to-action “Request a Quote” is impersonal and implies commitment and cost.

Experiment #10: Treatment

Treatment

CALL US FOR YOUR DEDICATED SERVER NEEDS

Australia's Most Trusted & Accredited
Business Hosting Company

Macquarie Hosting, a division of Macquarie Telecom, is the Australian leader in providing businesses with dedicated server and hosting solutions, with customisable options suitable for companies requiring mission critical application hosting.

Our suite of dedicated server hosting solutions enables businesses and government organizations to meet specific hosting requirements. Our solutions are custom built to your needs and backed by stringent Service Level Guarantees with cash rebates for under-performance.

24/7 Technical and Customer Support
Highest Level of Global Accreditations
99.9% Uptime Guarantee

Flexibility to Meet Every Need
End-to-End Security Solutions
Most Trusted Hosting Company

Call 1 800 000 1234 to Discuss Your Needs
OR
Contact Macquarie Hosting online for a no-obligation discussion of your dedicated server needs.

Name
Title
Phone
E-Mail

Contact

Privacy Guarantee

Microsoft GOLD CERTIFIED Partner
Networking Infrastructure Solutions
Advanced Infrastructure Solutions

vmware service provider PROGRAM

redhat ADVANCED HOSTING PARTNER

Group IT Manager, PBL Media


"Macquarie Hosting is willing to change the way they do things. They are always there, they are part of my team. Great customer service."

- Immediately lets the visitor know where they are and what they can do on this page
- Provides organized content that prospects could navigate based on their needs.
- Uses easy-to-understand images
- Uses the more personal/lower commitment call-to-action language of "Call to Discuss Your Needs"
- Moves all unnecessary forms fields to a secondary step

Experiment #10: Side-by-Side

Control

Phone [REDACTED]
Business Dedicated Servers Australia



Dedicated Servers
Fully Managed Dedicated Services by the Hosting Experts
Award-Winning Best Customer Care

Dedicated Servers
We provide customised, secure, scalable and reliable cost-effective services backed by proven accreditations for your critical web applications.

Australia's leading supplier of Business Dedicated Server Solutions

Winner of World Communication Award for "Best Customer Care"

Request a no obligation free quote on a Macquarie Hosting Dedicated Server Solution

For Immediate Advice - Call [REDACTED]

Name
Title
Company
Phone
Email

Dedicated Server Solution Required:

Service Required: Deployment Time?

What are you looking to Host?

Additional Hosting Requirements:

Server Virtualization: ☐ Yes ☐ No
Load Balancing: ☐ Yes ☐ No
Database: ☐ Yes ☐ No
Backup & Recovery: ☐ Yes ☐ No
Enterprise SAN Storage: ☐ Yes ☐ No

Professional Hosting Services:

Intrusion Protection: ☐ Yes ☐ No
Managed Security Services: ☐ Yes ☐ No
Risk Management: ☐ Yes ☐ No
Managed Database Services: ☐ Yes ☐ No
Custom Optimisation & Builds: ☐ Yes ☐ No
Disaster Recover Services: ☐ Yes ☐ No

Additional information that you can provide that will help us tailor a more detailed solution (type or paste into box):

No Obligation - We respect your privacy

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Treatment

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+ 24/7 Technical and Customer Support
+ Highest Level of Global Accreditations
+ 99.9% Uptime Guarantee

+ Flexibility to Meet Every Need
+ End-to-End Security Solutions
+ Most Trusted Hosting Company

Call [REDACTED] to Discuss Your Needs
OR
Contact [REDACTED] online for a no-obligation discussion of your dedicated server needs.

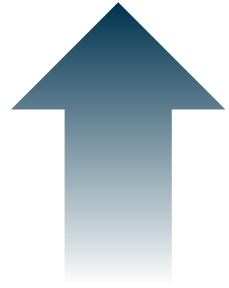
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Group IT Manager, PBL Media

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Experiment #10: Results



189% Relative Increase in Conversion

The treatment significantly increased conversion by 189%

Design	KPI	% Rel. Change
Control	2.00%	-
Treatment	5.77%	188.46%



What You Need to Understand: By making improvements to the user experience that allowed prospects to navigate information with greater ease, the treatment increased conversion by 189%.

Experiment #11

103% increase in conversion by making strategic changes to the value copy that reinforce the value proposition

Experiment #11: Background



Experiment ID: N/A

Record Location: MECLABS Research Library

Research Partner: *Encyclopedia Britannica*

Background: Well-known B2C company offering an online encyclopedia subscription product

Goal: To get visitors to sign up for a free trial

Primary Research Question: Which landing page will have the highest subscription rate?

Approach: A/B multifactorial split test

Experiment #11: Control

- The headline does not communicate the value proposition
- The “member benefits,” which are primary selling points, are in a separate column, not directly in the customer’s eye-path
- The images on the left and bottom do not help communicate anything about the service or why they should try it

Control

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More Comprehensive than Any Other English-language Encyclopedia.
Over 120,000 articles, an updated world atlas, thousands of images and videos, an online dictionary and thesaurus, over 300,000 articles from respected magazines and journals, news headlines, a guide to the Web's best sites, —and much more.

Trustworthy Results.
• Cited in U.S. Supreme Court cases.
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Spend Less Time Searching and More Time Finding.
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"I use the Britannica for all my investigation of history, past and present...(and) to satisfy my intellectual curiosity about almost any subject."
-Flora

"Your material provides both a wealth of factual information, as well as lessons of life material which I find fundamental to the raising of children."
-Mick

"Just because it pays to know."
-Vinicius

Member Benefits
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- ✓ Access to **more content** than any other English-language encyclopedia.
- ✓ An **advertising-free** environment!
- ✓ Informative **newsletters** brought to you exclusively by Britannica editors.
- ✓ Members-only **discounts** to the Britannica Store.
- ✓ A **discount subscription** to Merriam-Webster Unabridged Online.
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"The online home of one of the most respected sources of information on just about everything."
PC Magazine April 2004

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IRAQ

Experiment #11: Treatment

- The new headline and sub-headline describe exactly what you get
- Bullets are used to emphasize the valuable features of the service in an easy-to-read format
- The new image is clearer and includes a caption that re-emphasizes the value proposition

Treatment


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Experiment #11: Treatment

- “Activate Your Free Trial” is used instead of “Please Enter Your Billing Information” or “Subscribe Now” messaging
- Savings over the print edition instantly shows the customer the value
- Button copy emphasizes the “receiving” aspect of the transaction instead of “giving” language such as “submit”

Treatment

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Experiment #11: Side-by-Side

Control

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• Trusted by over 7 million students at top colleges and universities worldwide.



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-Flora

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-Mick

"Just because it pays to know."
-Vincius



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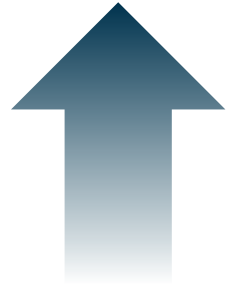
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Experiment #11: Results



103% Relative Increase in Conversion

The treatment significantly increased subscriptions by 103%

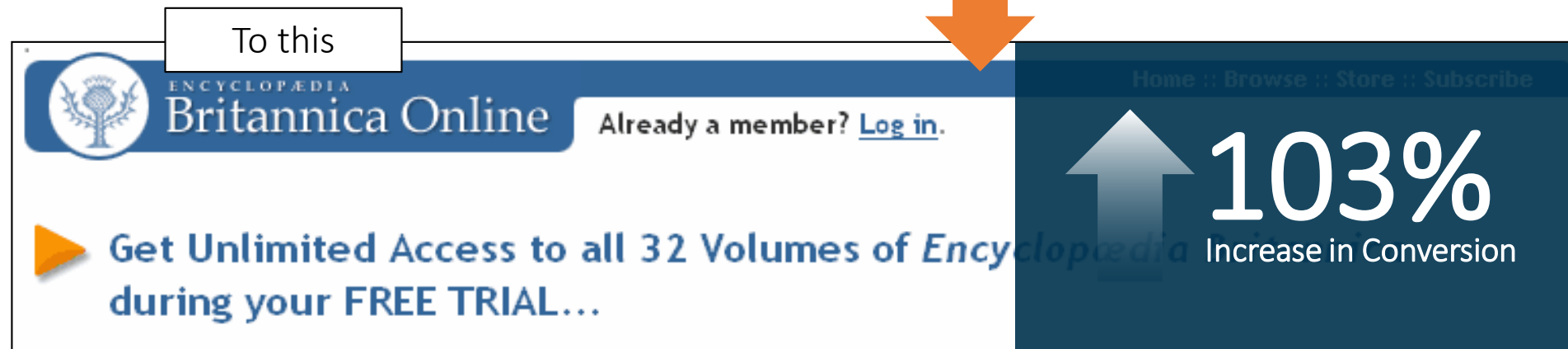
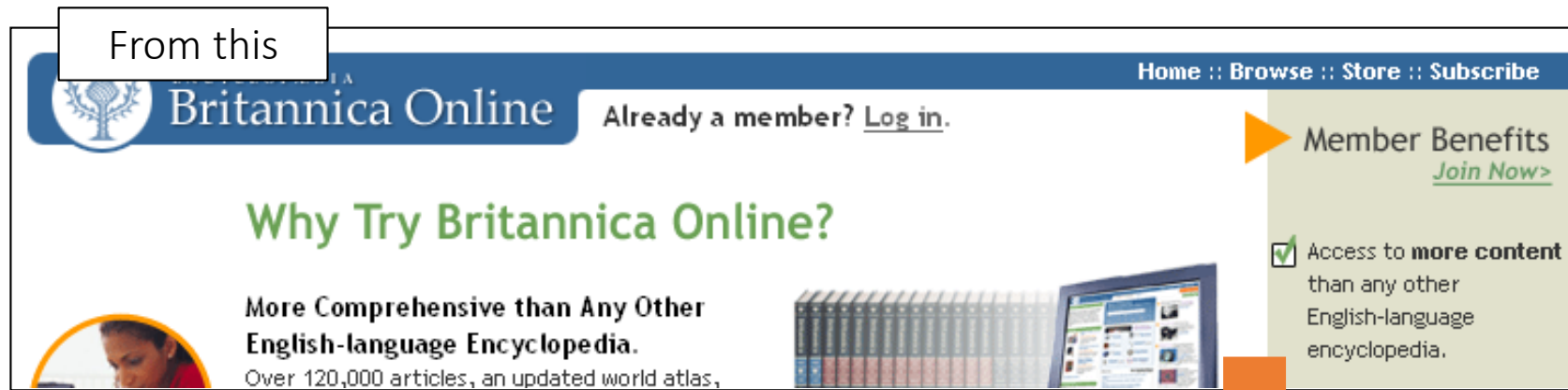
Design	KPI	% Rel. Change
Control	1.00%	-
Treatment	2.03%	103.46%



! **What You Need to Understand:** By making strategic changes to the value copy that reinforce the value proposition, the treatment increased conversion by 103%. Learn more about this test in [Copywriting Case Study: How Encyclopedia Britannica increased conversion 103%](#)

Experiment #11: Not This, But This...

Steps in Process



Experiment #12

112% increase in subscriptions by using a responsive design treatment

Experiment #12: Background



Experiment ID: TP1633

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: Largest electronic distributor of news/press releases

Goal: To increase the number of subscription starts from the services page

Primary Research Question: Which page will generate the most subscription starts?

Approach: A/B variable cluster split test

Experiment #12: Control

Control

1 Choose 2 Create 3 Preview 4 Pay 5 Release!

You can now add a YouTube video to your **WebPost** or **WebPost Plus** order!

It's never been easier to be on Broadway!
Display your photo and headline on the Thomson Reuters Sign in the heart of Times Square*

Order **WebPost Plus Today!**

*This product is offered through a partnership with Times Square2, a Thomson Reuters affiliate.

MOST POPULAR:

Enhance your message with an image and drive traffic to your site for just \$299 per release.

Order **WebPost**

All the benefits of **WebPost** **PLUS**

- ✓ **Optimize** your message with an image
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- ✓ **Leverage** your message to get links from authoritative websites
- ✓ **Measure** visibility via reporting

Order **WebPost**

Reach millions of viewers and display your photo on the Reuters Sign in Times Square for just \$399 per release.

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All the benefits of **WebPost** **PLUS**

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Get your message online and in search for \$129 per release.

Order **SearchPost**

✓ **Post to** the industry's most trafficked website

✓ **Make** your news findable by search & news engines (Google, Bing, Yahoo!)

✓ **Drive** traffic to your website with live site preview

✓ **Reach** subscribers and bloggers with RSS

✓ **Find** your release posts with a search-friendly permalink URL

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Order **SearchPost**

[Learn More](#)

LIVE HELP
Chat with an expert.
Start Chat

Live Help support available 9am to 5pm EST M-F or email

Sign in or Register

- Headline and image are not clearly expressing the value proposition.
- Body copy is vague and does not clearly distinguish between the product options.
- Call-to-action wording implies little-to-no value.

Experiment #12: Treatment

Treatment

Send or Just Preview Your News Release in Minutes
Reach PR is the online news release creation and distribution platform
Get the power of PR News, fast

No Membership Fees, No Contracts, Just Releases

- Take advantage of Reach PR's online press release network with no membership
- Save when you sign up for packages of iReach: view package discounts

Distribute to 1,000+ Web sites

- Get exposure on a site with over 1 million unique visitors per month
- Put your news on 1,000+ web sites in the network

Increase Re-tweets, Shares and Likes

- Reach 20,000+ Twitter followers via 20 targeted feeds
- Go viral via the social media toolbar on every release on the site

Creating & Submitting Your Release is Quick & Easy!

Create & Target Preview & Refine Pay & Release

1 Choose a distribution option below to start creating:


Post to the industry's most trafficked website.	✓	✓	✓
Make your news findable by search & news engines (Google, Bing, Yahoo!)	✓	✓	✓
Drive traffic to your website with live site preview.	✓	✓	✓
Reach subscribers and bloggers with RSS.	✓	✓	✓
Find your release posts with a search-friendly permalink URL.	✓	✓	✓
Go viral with our social media toolbar.	✓	✓	✓
Optimize your message with an image.		✓	✓
Distribute to the syndication network of 1000+ websites.		✓	✓
Leverage your message to get links from authoritative websites.		✓	✓
Measure visibility via Release Watch reporting.		✓	✓
Showcase your photo on the Reuters sign in the heart of Times Square.			✓
Receive a webcam snapshot of your photo and headline displayed on the Reuters sign.			✓
Choose the option to fit your need:	\$129	\$	\$399

Order Upgrade to Upgrade to

- Headline better states the value proposition.
- Images better connect to the value proposition.
- Key points of value are outlined in the main bullets.
- Feature matrix clarifies the value of each product.
- CTAs emphasize “upgrade” implying value.

Experiment #12: Side-by-Side

Control


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Live Help support available
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1 Choose 2 Create 3 Preview 4 Pay 5 Release!

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- Distribute** to the [Reuters](#) syndication network of 1,000+ websites
- Leverage** your message to get links from authoritative websites
- Measure** visibility via [Google Analytics](#) reporting

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Reach millions of viewers and display your photo on the Reuters Sign in Times Square for ~~\$449~~ **\$399** per release.

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- All the benefits of [WebPost](#) +PLUS
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- Showcase your photo on the Reuters Sign** in the heart of Times Square and demand the attention of a diverse audience
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Get your message online and in search for \$129 per release.

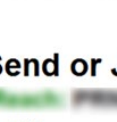
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- Post** to [Google News](#), the industry's most trafficked website
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- Reach** subscribers and bloggers with RSS
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Distribute to **iReach Press Release and 1,000+ Web sites**

- Get exposure on **iReach Press Release** site with over 1 million unique visitors per month
- Put your news on 1,000+ web sites in **iReach Press Release** network

Increase Re-tweets, Shares and Likes

- Reach 20,000+ Twitter followers via 20 **iReach Press Release** targeted feeds
- Go viral via the social media toolbar on every release on **iReach Press Release** site

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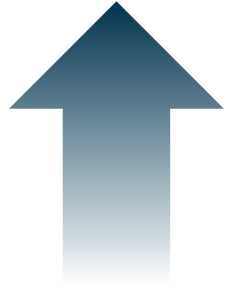


1 Choose a distribution option below to start creating:

Post to iReach Press Release the industry's most trafficked website.	✓	✓	✓
Make your news findable by search & news engines (Google, Bing, Yahoo!)	✓	✓	✓
Drive traffic to your website with live site preview .	✓	✓	✓
Reach subscribers and bloggers with RSS .	✓	✓	✓
Find your release posts with a search-friendly permalink URL .	✓	✓	✓
Go viral with our social media toolbar .	✓	✓	✓
Optimize your message with an image .		✓	✓
Distribute to the iReach Press Release syndication network of 1000+ websites .		✓	✓
Leverage your message to get links from authoritative websites .		✓	✓
Measure visibility via iReach Press Release Release Watch reporting .		✓	✓
Showcase your photo on the Reuters sign in the heart of Times Square .			✓
Receive a webcam snapshot of your photo and headline displayed on the Reuters sign.			✓
Choose the option to fit your need:	\$129	\$299	\$399
	Order	Upgrade to	Upgrade to

MECLABS

Experiment #12: Results



112% Increase in Subscriptions

The treatment significantly increased subscriptions by 111.5%

Design	KPI	% Rel. Change
Control - Unresponsive	3.0%	-
Treatment - Responsive	6.2%	111.5%



! **What You Need to Understand:** The responsive design treatment increased free trial subscriptions when compared in aggregate to the control.

Experiment #13

30% increase in signups by aligning email sends closer to the weekends (when markets are closed)

Experiment #13: Background



Experiment ID: TP2004

Record Location: MarketingExperiments Research Library

Research Partner: *Protected*

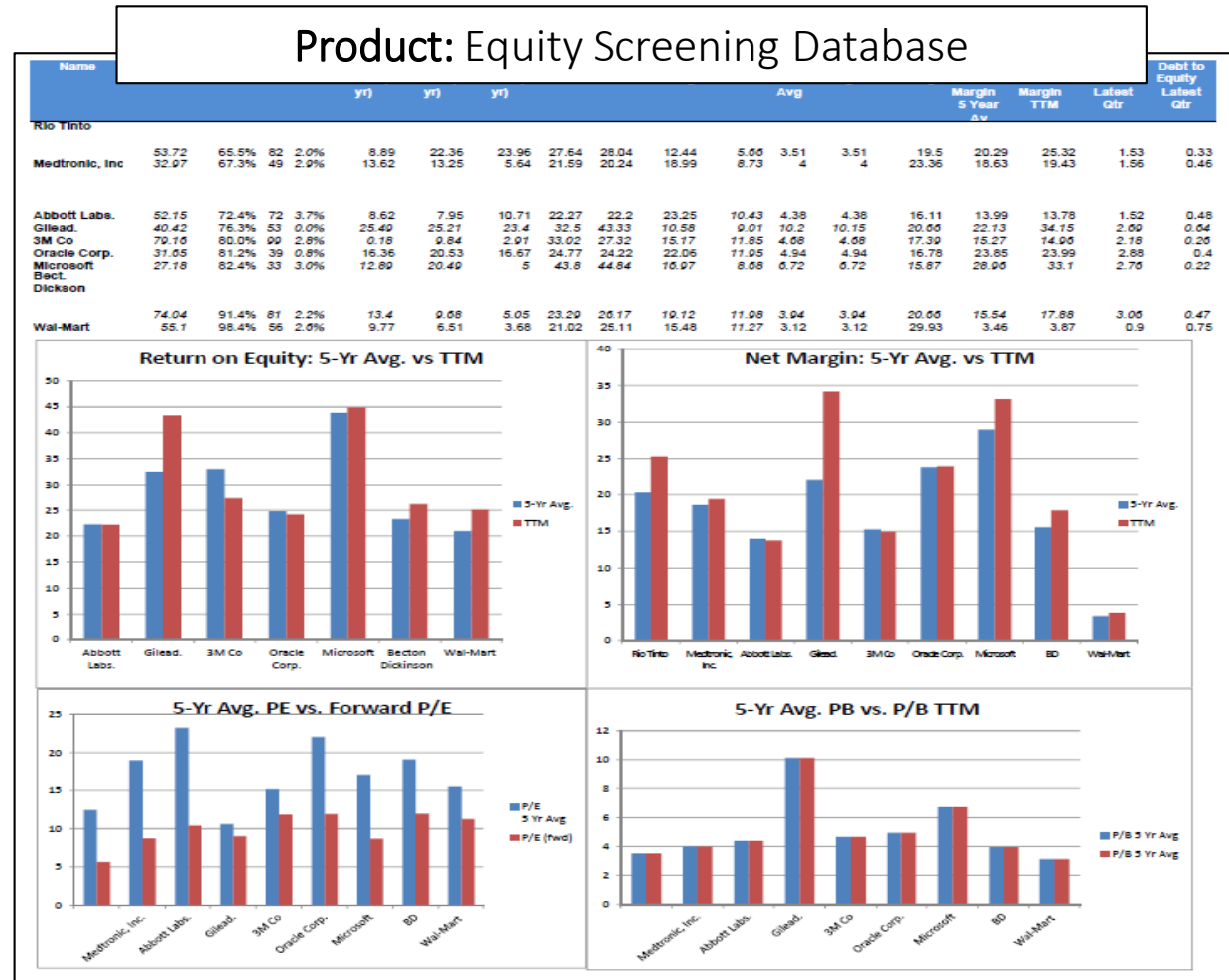
Background: A large media company offering a free trial of day trading instructional content

Goal: To increase the amount of free trials

Primary Research Question: Of the send times tested, which time will result in the highest rate of free trial sign ups for the content?

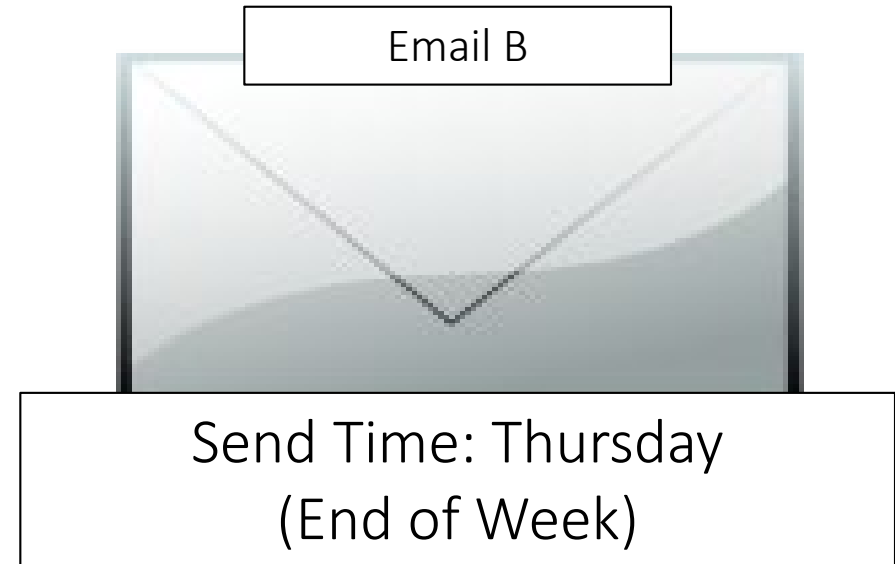
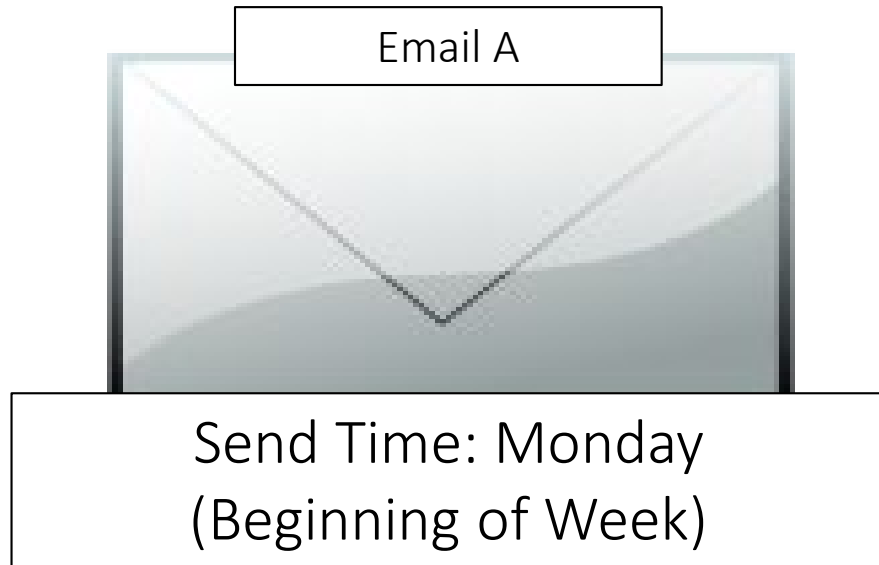
Approach: A/B single factor sequential test

Experiment #13: Background

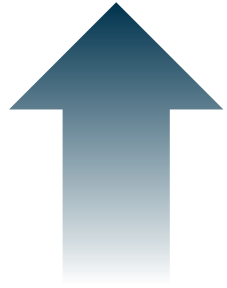


The main offer for this campaign was a free trial giving the reader access to an equity screening database for day traders.

Experiment #13: Version A/B



Experiment #13: Results



30% Relative Increase in Signups

Sending email later in the week increased sign up rates by 30%

Design	KPI	% Rel. Change
Monday	4.34%	-
Thursday	5.65%	30%



What You Need to Understand: By aligning email sends closer to the weekends (when markets are closed), emails sent on Thursday performed 30% better than email sent on Mondays.

Experiment #14

24% increase in conversion by making small changes in the way the page communicated

Experiment #14: Background



Experiment ID: TP1740

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: National news publication selling subscriptions

Goal: To increase home delivery subscription rate

Research Question: Which treatment will generate the highest home delivery subscription rate?

Test Design: A/B variable cluster test

Experiment #14: Version A

Order home delivery today!

SAVE 50% FOR THE FIRST 12 WEEKS

INTRO OFFER
50%
OFF

50% off the [redacted] and unlimited access to [redacted] 1.

Save 50% and get [redacted] subscription for 12 weeks. Your print subscription comes with unlimited access to [redacted].

Yes! I want a [redacted] subscription. Please sign me up for:

☐ 7-day delivery for only \$6.49/week for the first 12 weeks

☐ Sunday delivery for only \$1.75/week for the first 12 weeks

☐ Digital only for \$1.99/week for the first 12 weeks

Please complete all the fields below. Fields in **bold** are required.

Delivery Address

Name

Address

City, State, ZIP Code

Home Phone

-

-

Email Address

This is also my Billing Address

☒

We respect your privacy. Your email address will allow you to be among the first to learn about special offers and activities from The Boston Globe.

Payment Method

☐ I prefer to pay by mail (billed every 4 weeks).

☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name

(as it appears on your card)

Card Type

American Express

Card Number

Expiration Date

01

/

2012

Start Date

Number of copies per day

1

Continue

Checkout Page A retains all of the standard checkout presentation factors from the previous test.

MECLABS

Experiment #14: Version B

Save 50% on Home Delivery of The [REDACTED]

Order now, save 50% on home delivery for 16 weeks, and get unlimited access to [REDACTED].com



Choose Your Subscription Options

Each offer represents 50% off the regular subscription rate.

- ☐ 7-day delivery for \$6.49/week for the first 16 weeks plus unlimited access to [REDACTED].com — Save \$103.84!
- ☐ Sunday only delivery for \$1.75/week for the first 16 weeks plus unlimited access to [REDACTED].e.com — Save \$28!
- ☐ Digital only for \$1.99/week for the first 12 weeks — Save \$24!

Delivery Information

Please complete all the fields below.

First Name Last Name

Address

Phone

Email

☒ This is also my Billing Address

Start Date Number of Copies per Day

Payment Method

- ☐ I prefer to be billed by mail every 4 weeks (save 50% for 12 weeks instead of 16 weeks)
- ☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name (As it appears on your card.)

Card Number

Expiration Date 01 2013



[Review My Order](#)

Satisfaction Guaranteed
You can cancel your subscription at any time

- Checkout page B makes a different set of adjustments:
- Copy and image were tweaked to re-emphasize the value proposition previously stated
- Savings are re-emphasized, lines around information are removed, and header fonts increased
- Call-to-action re-aligned, recolored, rewritten emphasizing the next step of the process
- Similar to Experiment 1, credibility and satisfaction indicators are added

Experiment #14: Side-by-Side

Version A

Order home delivery today!

SAVE 50% FOR THE FIRST 12 WEEKS

50% off the subscription, and unlimited access to BostonGlobe.com.

Save 50% and get a BostonGlobe subscription for 12 weeks. Your print subscription comes with unlimited access to BostonGlobe.com.

Yes! I want a BostonGlobe subscription. Please sign me up for:

☐ 7-day delivery for only \$6.49/week for the first 12 weeks

☐ Sunday delivery for only \$1.75/week for the first 12 weeks

☐ Digital only for \$1.99/week for the first 12 weeks

Please complete all the fields below. Fields in **bold** are required.

Delivery Address

Name

Address

City, State, ZIP Code

Home Phone - -

Email Address

This is also my Billing Address ☒

We respect your privacy. Your email address will allow you to be among the first to learn about special offers and activities from The Boston Globe.

Payment Method

☐ I prefer to pay by mail (billed every 4 weeks).

☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name (as it appears on your card)

Card Type

Card Number

Expiration Date /

Start Date

Number of copies per day

[Continue](#)

Version B

Save 50% on Home Delivery of The Boston Globe

Order now, save 50% on home delivery for 16 weeks, and get unlimited access to BostonGlobe.com

Choose Your Subscription Options

Each offer represents 50% off the regular subscription rate.

☐ 7-day delivery for \$6.49/week for the first 16 weeks plus unlimited access to BostonGlobe.com — **Save \$103.84!**

☐ Sunday only delivery for \$1.75/week for the first 16 weeks plus unlimited access to BostonGlobe.com — **Save \$28!**

☐ Digital only for \$1.99/week for the first 12 weeks — **Save \$24!**

Delivery Information

Please complete all the fields below.

First Name Last Name

Address

Phone

Email

☒ **This is also my Billing Address**

Start Date Number of Copies per Day

Payment Method


☐ I prefer to be **billed by mail** every 4 weeks (save 50% for 12 weeks instead of 16 weeks)

☒ I prefer to **pay by credit card** (charged every 4 weeks).


Cardholder Name (As it appears on your card.)

Card Number

Expiration Date /



[Review My Order](#)

 **Satisfaction Guaranteed**
You can cancel your subscription at any time

Experiment #14: Results



24% Relative Increase in Conversion

Version B's content increased the rate of conversion by 23.6%

Design	KPI	% Rel. Change
Version A	1.89%	-
Version B (Small Changes)	2.34%	23.6%



What You Need to Understand: By making small changes in the way the page communicated, our analysts were able to produce a 23.6% relative increase in completed conversions. For more info about this test, see Experiment #2 in [Sustainable Competitive Advantage in 2015: How customer-first science transforms the way companies achieve a superior position](#)

Experiment #14: Not This, But This...

Field Layout

Protocol ID: TP1740

From this

Delivery Address

Name

Address

City, State, ZIP Code

Home Phone

Email Address

☒ This is also my Billing Address

We respect your privacy. Your email address will allow you to be among the first to learn about special offers and activities from The Boston Globe.

Payment Method

☐ I prefer to pay by mail (billed every 4 weeks).

☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name

Card Type

Card Number

Expiration Date

Start Date

Number of copies per day

Continue

To this

Delivery Information

Please complete all the fields below.

First Name

Last Name

Address

BOSTON

MA

02124

Phone

Email

☒ This is also my Billing Address

Start Date

Number of copies per day

Payment Method

☐ I prefer to be billed by mail every 4 weeks (save 50% for 12 weeks instead of 16 weeks)


☒ I prefer to pay by credit card (charged every 4 weeks)


Cardholder Name

Card Number

Expiration Date

Review My Order

 **TRUSTe**
CERTIFIED PRIVACY

 **Satisfaction Guaranteed**
You can cancel your subscription at any time

24%
Purchase Rate

MECLABS

Experiment #15

97% increase in league starts by de-emphasizing the price early in the process

Experiment #15: Background



Experiment ID: TP1645

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A large sports entertainment provider sought to increase conversion on it's main landing page.

Goal: To increase league start-ups

Research Question: Which page will generate the most league start-ups?

Test Design: A/B Single factor split

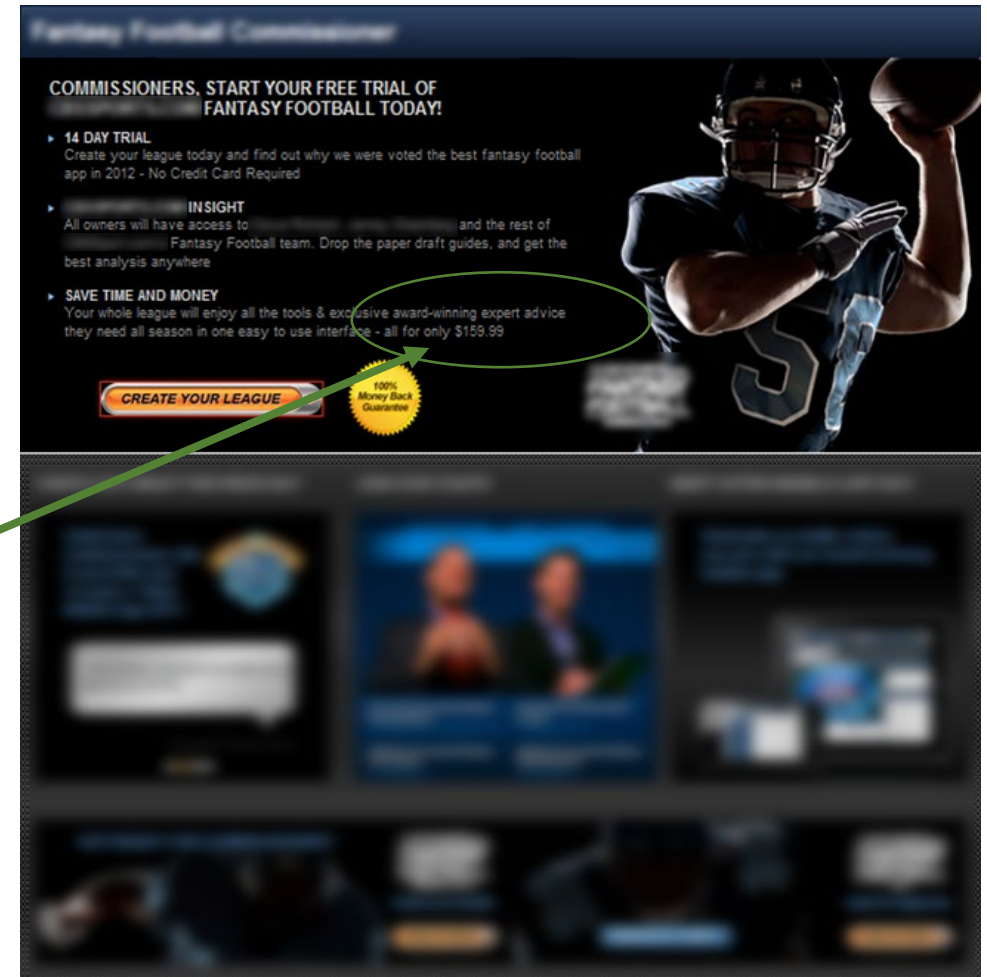
Experiment #15: Control



- The original version of the page emphasized the value proposition of the app software itself.
- We wanted to test emphasizing different aspects of the value proposition as well as **the impact of deemphasizing the price.**

Experiment #15: Treatment

- For this test, we were limited to changing only the banner section of this page, and our language was constrained.
- In the first treatment, we shifted the focus of the message from the app itself to the value of the free trial.
- We also tested the effect of de-emphasizing the price in the eye-path.



Experiment #15: Treatment

- In Treatment 2, we shifted the focus of the copy and images to emphasize the value of the company.
- However, the most radical change is that we completely removed the price from this page altogether.



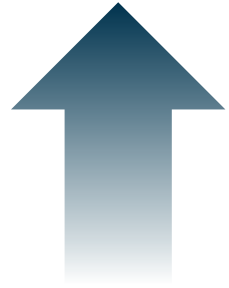
Experiment #15: Side-by-Side

The Presentation of Price

Control	Web Page	Free Trial Week 1	Free Trial Week 2	End of Free Trial
Treatment 1	Web Page	Free Trial Week 1	Free Trial Week 2	End of Free Trial
Treatment 2	Web Page	Free Trial Week 1	Free Trial Week 2	End of Free Trial

THE CONTROL strongly emphasized the price at the beginning of the process. **TREATMENT 1** revealed but de-emphasized the price on the first page. It was not until the second week of the free trial that price was emphasized. **TREATMENT 2** did not reveal the price at all until the second week of the free trial.

Experiment #15: Results



97% Relative Increase in League Starts

Treatment 2 increased the rate of conversion by 96.6%

Design	KPI	% Rel. Change
Control	5.01%	-
Treatment 1	9.25%	84.6%
Treatment 2	9.85%	96.6%



What You Need to Understand: In this case, there was a strong relationship between the moment the price was revealed and the conversion rates. When price was de-emphasized early in the process, we received a greater response from prospects. Learn more about this test on page 73 of [MECLABS Quarterly Research Digest Vol. I, Issue 2](#)

Experiment #16

101% increase in conversion by making small changes to further emphasize the offer to the visitor

Experiment #16: Background



Experiment ID: TP1789

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A newspaper selling subscriptions for home delivery

Goal: To increase home delivery subscription rate

Research Question: Which treatment will generate the highest home delivery subscription rate?


Test Design: A/B variable cluster test

Experiment #16: Control

Control Cart

Already a Subscriber? [Click Here](#)

Order now, save 50% on home delivery for 16 weeks, and get unlimited access!



Choose Your Subscription Options

Each offer represents 50% off the regular subscription rate.

☐ 7-day delivery for \$6.49/week for the first 16 weeks plus unlimited access to **\$103.84!**

☐ Sunday only delivery for \$1.75/week for the first 16 weeks plus unlimited access to **\$28!**

☐ Digital only for \$1.99/week for the first 12 weeks — **Save \$24!**

Delivery Information

Please complete all the fields below.

First Name Last Name

Address

Phone

Email

☒ This is also my Billing Address

Start Date Number of Copies per Day

Payment Method


☐ I prefer to be **billed by mail** every 4 weeks (save 50% for 12 weeks instead of 16 weeks)


☒ I prefer to **pay by credit card** (charged every 4 weeks).

Cardholder Name (As it appears on your card.)

Card Number

Expiration Date



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- The control was the original home-delivery checkout page. It was already doing many things right.
- However, after reflection, we hypothesized that perhaps some slight changes in the design could emphasize the value proposition.

Experiment #16: Treatment

Treatment Cart

Already a Subscriber? [Click Here](#)

Save 50% on Home Delivery of

Order now, save 50% on home delivery for 16 weeks, and get unlimited access to BostonGlobe.com

Choose Your Subscription Options
Each offer represents 50% off the regular subscription rate.

☐ 7-day delivery for \$6.49/week for the first 16 weeks plus unlimited access to BostonGlobe.com — Save

☐ Sunday only delivery for \$1.75/week for the first 16 weeks plus unlimited access to BostonGlobe.com — Save

☐ Digital only for \$1.99/week for the first 12 weeks — Save \$24!

Delivery Information
Please complete all the fields below.

First Name Last Name

Address

Phone

Email

☒ This is also my Billing Address

Start Date Number of Copies per Day

Payment Method


☐ I prefer to be billed by mail every 4 weeks (save 50% for 12 weeks instead of 16 weeks).


☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name (As it appears on your card)

Card Number

Expiration Date 01 2013

 **TRUST**
Your privacy is our priority

 **Satisfaction Guaranteed**
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- Adjusted copy and imagery to emphasize the value proposition of the offer.
- Added copy after each option to emphasize the savings.
- Call to action is clearer and implies value.
- Credibility indicators and satisfaction guarantees are added.

Experiment #16: Side-by-Side

Control Cart

Already a Subscriber? [Click Here](#)

Order home delivery today!

SAVE 50% FOR THE FIRST 12 WEEKS

50% off the _____, and unlimited access to _____

Save 50% and get a _____ for 12 weeks. Your print subscription comes with unlimited access to _____

Yes! I want a _____ Please sign me up for:

☐ 7-day delivery for only \$6.49/week for the first 12 weeks

☐ Sunday delivery for only \$1.75/week for the first 12 weeks

☐ Digital only for \$1.99/week for the first 12 weeks

Please complete all the fields below. Fields in **bold** are required.

Delivery Address

Name

Address

City, State, ZIP Code

Home Phone - -

Email Address

☒ This is also my Billing Address

We respect your privacy. Your email address will allow you to be among the first to learn about special offers and activities from _____

Payment Method

☐ I prefer to pay by mail (billed every 4 weeks).

☒ I prefer to pay by credit card (charged every 4 weeks).

Cardholder Name (as it appears on your card)

Card Type

Card Number

Expiration Date /

Start Date

Number of copies per day

Treatment Cart

Already a Subscriber? [Click Here](#)

Save 50% on Home Delivery of

Order now, save 50% on home delivery for 16 weeks, and get unlimited access to: _____

Choose Your Subscription Options

Each offer represents 50% off the regular subscription rate.

☐ 7-day delivery for \$6.49/week for the first 16 weeks plus unlimited access to _____ — Save \$103.84!

☐ Sunday only delivery for \$1.75/week for the first 16 weeks plus unlimited access to _____ — Save \$28!

☐ Digital only for \$1.99/week for the first 12 weeks — Save \$24!

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Address

Phone

Email

☒ **This is also my Billing Address**

Start Date Number of Copies per Day

Payment Method


☐ I prefer to be **billed by mail** every 4 weeks (save 50% for 12 weeks instead of 16 weeks)


☒ I prefer to **pay by credit card** (charged every 4 weeks).

Cardholder Name (As it appears on your card.)

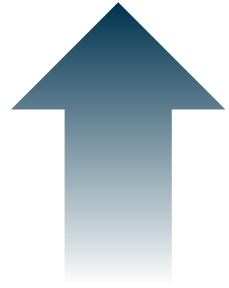
Card Number

Expiration Date /

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EXTENDING PRIVACY

 **Satisfaction Guaranteed**
You can cancel your subscription at any time

Experiment #16: Results



101% Relative Increase in Conversion

The treatment significantly increased total cart conversions by 101.40%

Design	KPI	% Rel. Change
Control	6.40%	-
Treatment	12.90%	101.40%



What You Need to Understand: By making small changes to further emphasize the offer to the visitor, the treatment generated a 101% increase in conversion. Learn more about this test on page 35 of

[MECLABS Quarterly Research Digest Vol. I, Issue 2](#)

Experiment #17

**1052% cumulative optimization gain by applying 5 tests;
these included several changes, including long copy, key
word changes and a radical redesign**

Experiment #17: Background



Research Partner: *The New York Times*

Record Location: MECLABS Research Library

Background: The New York Times came to us with a subscription product that they were having difficulty marketing called the “Electronic Edition.”

Goal: To increase the number of subscriptions for the “Electronic Edition”

Research Question: Which page design will generate the most subscriptions?

Approach: A/B variable cluster split test

Experiment #17: Test 1

Control

expect the world®

The New York Times electronic edition

An exact digital replica of the printed paper.



Get all the news you need to stay well-informed with The New York Times Electronic Edition.

It's not a web site, but a digital reproduction of America's premier newspaper! Every article, color photograph and advertisement is automatically delivered to your computer each morning. It's there for you to read offline, anytime.

Experience the Electronic Edition today.

- Click on the 'Buy Now' button to get started. You'll be taken to a purchase options page.
- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

[Buy Now!](#) [Learn More](#) [FREE Sample](#)

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NEWSSTAND

7 Great reasons to try the electronic edition

- 1. Portable.**
No need to be online - read The Times anytime, anywhere!
- 2. Easy to read.**
Zoom in to articles, pictures and graphs to maximize your easy, comfortable reading.
- 3. Convenient.**
You can auto-schedule your electronic delivery and have the newspaper waiting for you!
- 4. Efficient.**
Keyword searches - gives you the power to research any topic, person or event instantly.
- 5. Compact.**
Store past issues on your computer. Fast, neat and highly compact means to retain information for quick reference later.
- 6. Organized.**
Jump to article continuations with a single click. Makes your reading experience effortless.
- 7. Expect the World.**
All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

Treatment Test 1

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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ Sample today's paper **FREE** (one time only)
- ☐ Mon - Fri: INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ Sun only: INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ 7 - day: INTRO OFFER: 50% OFF first 8 weeks **\$24.95**

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Experiment #17: Test 1 Results

Control

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- Click on the 'Buy Now' button to get started. You'll be taken to a purchase options page.
- Choose today's issue or a subscription option.
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[Buy Now!](#) [Learn More](#) [FREE Sample](#)

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- ☐ Mon - Fri: INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ Sun only: INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
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- 6. Organized.**
Jump to article continuations with a single click. Makes your reading experience effortless.
- 7. Expect the World.**
All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

64%
in Conversions

Experiment #17: Test 2

Treatment Test 1

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The New York Times

electronic edition

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- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ **Sample** today's paper **FREE** (one time only)
- ☐ **Mon - Fri:** INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ **Sun only:** INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
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Treatment Test 2

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The New York Times

electronic edition

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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ **Mon - Fri:** 7 - Day no risk* **FREE** trial.
- ☐ **Sun only:** 7 - Day no risk* **FREE** trial.
- ☐ **7 - day:** 7 - Day no risk* **FREE** trial.

[Confirm My Subscription](#)

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Not using Windows? Please [click here for Mac/Unix support](#).

* For your convenience your credit card will be billed \$24.95 for 8 weeks for Monday-Friday or Sunday and \$49.95 for 8 weeks of 7 day service. You may cancel at any time within the trial period and you will not be charged.

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- 1. Portable.**
No need to be online - read The Times anytime, anywhere!
- 2. Easy to read.**
Zoom in to articles, pictures and graphs to maximize your easy, comfortable reading.
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- 6. Organized.**
Jump to article continuations with a single click. Makes your reading experience effortless.
- 7. Expect the World.**
All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

Experiment #17: Test 2 Results

Treatment Test 1

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Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ Sample today's paper **FREE (one time only)**
- ☐ **Mon - Fri:** INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ **Sun only:** INTRO OFFER: 50% OFF first 8 weeks **\$12.50**
- ☐ **7 - day:** INTRO OFFER: 50% OFF first 8 weeks **\$24.95**

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7 Great reasons to try the electronic edition


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- 6. Organized.**
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- 7. Expect the World.**
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Treatment Test 2

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- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ **Mon - Fri: 7 - Day** no risk* **FREE** trial.
- ☐ **Sun only: 7 - Day** no risk* **FREE** trial.
- ☐ **7 - day: 7 - Day** no risk* **FREE** trial.

[Confirm My Subscription](#) [Learn More](#)

Not using Windows? Please [click here for Mac/Unix support.](#)

* For your convenience your credit card will be billed \$24.95 for 8 weeks for Monday-Friday or Sunday and \$49.95 for 8 weeks of 7 day service. You may cancel at any time within the trial period and you will not be charged.

POWERED BY
NEWSSTAND

7 Great reasons to try the electronic edition

- 1. Portable.**
No need to be online - read The Times anytime, anywhere!
- 2. Easy to read.**
Zoom in to articles, pictures and graphs to maximize your easy, comfortable reading.
- 3. Convenient.**
You can auto-schedule your electronic delivery and have the newspaper waiting for you!
- 4. Efficient.**
Keyword searches - gives you the power to research any topic, person or event instantly.
- 5. Compact.**
Store past issues on your computer. Fast, neat and highly compact means to retain information for quick reference later.
- 6. Organized.**
Jump to article continuations with a single click. Makes your reading experience effortless.
- 7. Expect the World.**
All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

541%
in Conversions

Experiment #17: Test 3

- At this point, we were given more freedom with testing the pages
- We tested this radical redesign (Optimized Page #3)

Treatment Test 3

The New York Times

electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

▶ **It's An Exact Digital Replica Of The Printed Paper**

It's not a web site, but a digital reproduction of *The New York Times* — The only newspaper in America to win over 90 Pulitzer Prizes.

Every article, color photograph and advertisement is automatically delivered to your computer. Past issues can be **stored** and you can **search** and **navigate** through the paper with ease.

To help you evaluate this new version of *The Times*, we are offering a **7-DAY RISK FREE TRIAL** — And if you decide to continue receiving the *Electronic Edition*, we will reward you with a **savings of up to 50% off the print edition**.

▶ **Top 5 Reasons To Start Your Free Trial Now**

- 1. It is searchable.**
You can search by topic, person, event, or keyword to identify the information you want in just seconds.
- 2. It is easy to read.**
You can **zoom**, **highlight**, **copy** and **paste**, clip or email an article.
- 3. It can be archived.**
You can create your own archive of articles for future reference and research.
- 4. It is portable.**
You can read it at work, at home or on the road — anywhere, anytime.
- 5. It is convenient.**
You can auto-schedule your electronic delivery and have the newspaper waiting for you.



▶ **Start Your 7-Day Free Trial**

STEP 1: Select your delivery preference

- ☐ **Mon - Fri** Get 1 - Week **Free**. If you decide to continue, save 50% at just \$24.95 every eight weeks.
- ☐ **Sun Only** Get 1-Week **Free**. If you decide to continue, save 50% at just \$24.95 for eight weeks.
- ☒ **7 - Day** Get 1-Week **Free**. If you decide to continue, save 50% at just \$49.95 for eight weeks.

[Continue To Free Trial](#) [Learn More](#)

Not using Windows? [Click here for Mac/Unix support.](#)

7 - Day Trial Terms

This is a **risk free** trial allowing you to read the complete New York Times Electronic Edition. You can **cancel anytime** during your trial and you will not be billed.

Experiment #17: Test 3 Results

Treatment Test 2

The New York Times electronic edition

An exact digital replica of the printed paper.



Get all the news you need to stay well-informed with The New York Times Electronic Edition.

It's not a web site, but a digital reproduction of America's premier newspaper! Every article, color photograph and advertisement is automatically delivered to your computer each morning. It's there for you to read offline, anytime.

Experience the Electronic Edition today.

- Choose today's issue or a subscription option.
- In order to view The Times electronically, you'll be asked to register to download the free NewsStand reader software.

Select Your Subscription Option

- ☐ Mon - Fri: 7 - Day no risk* FREE trial.
- ☐ Sun only: 7 - Day no risk* FREE trial.
- ☐ 7 - day: 7 - Day no risk* FREE trial.

[Confirm My Subscription](#)

[Learn More](#)

Not using Windows? Please [click here for Mac/Unix support](#).

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POWERED BY
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5. Compact.

Store past issues on your computer. Fast, neat and highly compact means to retain information for quick reference later.

6. Organized.

Jump to article continuations with a single click. Makes your reading experience effortless.

7. Expect the World.

All the local, national and international news from the winner of 90 Pulitzer Prizes, far more than any other newspaper.

Treatment Test 3

The New York Times electronic edition

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To help you evaluate this new version of *The Times*, we are offering a **7-DAY RISK FREE TRIAL** - And if you decide to continue receiving the Electronic Edition, we will reward you with a savings of **50% off the print edition**.

Top 5 Reasons to start your free trial

1. It is searchable.

You can search by topic, person, event, or keyword to identify the information you want in just seconds.

2. It is easy to read.

You can **zoom**, **highlight**, **copy** and **paste**, clip or email an article.

3. It can be archived.

You can create your own archive of articles for future reference and research.

4. It is portable.

You can read it at work, at home or on the road - anywhere, anytime.

5. It is convenient.

You can auto-schedule your electronic delivery and have the newspaper waiting for you.

47%

in Conversions

☐ Mon - Fri Get 1-Week Free. If you decide to continue, save 50% at just \$24.95 every eight weeks.

☐ Sun Only Get 1-Week Free. If you decide to continue, save 50% at just \$24.95 for eight weeks.

☒ 7 - Day Get 1-Week Free. If you decide to continue, save 50% at just \$49.95 for eight weeks.

[Continue To Free Trial](#)

[Learn More](#)

Not using Windows? [Click here for Mac/Unix support](#).

7 - Day Trial Terms

This is a **risk free** trial allowing you to read the complete New York Times Electronic Edition. You can **cancel anytime** during your trial and you will not be billed.

MECLABS

Experiment #17: Test 4

Treatment Test 3

The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

▶ It's An Exact Digital Replica Of The Printed Paper

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Every article, color photograph and advertisement is automatically delivered to your computer. Past issues can be **stored** and you can **search** and **navigate** through the paper with ease.

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▶ Top 5 Reasons To Start Your Free Trial Now

1. It is searchable.

You can search by topic, person, event, or keyword to identify the information you want in just seconds.

2. It is easy to read.

You can **zoom**, **highlight**, **copy** and **paste**, clip or email an article.

3. It can be archived.

You can create your own archive of articles for future reference and research.

4. It is portable.

You can read it at work, at home or on the road – anywhere, anytime.

5. It is convenient.

You can auto-schedule your electronic delivery and have the newspaper waiting for you.

▶ Start Your 7-Day Free Trial

STEP 1: Select your delivery preference

- ☐ **Mon - Fri** Get 1-Week Free. If you decide to continue, save 50% at just \$24.95 every eight weeks.
- ☐ **Sun Only** Get 1-Week Free. If you decide to continue, save 50% at just \$24.95 for eight weeks.
- ☒ **7 - Day** Get 1-Week Free. If you decide to continue, save 50% at just \$49.95 for eight weeks.

[Continue To Free Trial](#) [Learn More](#)

Not using Windows? [Click here for Mac/Unix support.](#)

7 - Day Trial Terms

This is a **risk free** trial allowing you to read the complete New York Times Electronic Edition. You can **cancel anytime** during your trial and you will not be billed.

Treatment Test 4

The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

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To help you evaluate this new version of *The Times*, we are offering a **7-DAY RISK FREE TRIAL** – And if you decide to continue receiving the *Electronic Edition*, we will reward you with a **savings of up to 50% off the print edition**.



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- ☒ **7 - Day** Get 1-Week Free. If you decide to continue, save 50% at just \$49.95 for eight weeks.

[Continue To Free Trial](#) [Learn More](#)

Not using Windows? [Click here for Mac/Unix support.](#)

7 - Day Trial Terms

This is a **risk free** trial allowing you to read the complete New York Times Electronic Edition. You can **cancel anytime** during your trial and you will not be billed.

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NEWSTAND

MECLABS

Experiment #17: Test 4 Results

We tested changing a few words in Optimized Page #4. Can you spot them?

The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

▶ It's An Exact Digital Replica Of The Printed Paper

It's not a web site, but a digital reproduction of *The New York Times* – The only newspaper in America to win over 90 Pulitzer Prizes.

Every article, color photo, and graphic are automatically delivered to your device and stored on our servers so you can read them anytime, anywhere.

Treatment Test 3

Start Your 7 Day Free Trial

STEP 1: Select your delivery preference

- ☐ Mon - Fri 7 Days Free or continue at \$24.95 for eight weeks at a savings of 50%.
- ☐ Sun Only 7 Days Free or continue at \$24.95 for eight weeks at a savings of 50%.
- ☒ 7 - Day 7 Days Free or continue at \$49.95 for eight weeks at a savings of 50%.

STEP 2: Tell us where to send your download instructions

Your Email Address

Continue To Free Trial

You can auto-schedule your electronic delivery and have the newspaper waiting for you.

complete New York Times Electronic Edition. You can cancel anytime during your trial and you will not be billed.

The New York Times
electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

▶ It's An Exact Digital Replica Of The Printed Paper

It's not a web site, but a digital reproduction of *The New York Times* – The only newspaper in America to win over 90 Pulitzer Prizes.

Every article, color photo, and graphic are automatically delivered to your device and stored on our servers so you can read them anytime, anywhere.

Treatment Test 4

Start Your 7 Day Free Trial

STEP 1: Select your delivery preference

- ☐ Mon - Fri 7 Days Risk Free then continue at just \$24.95 for 8 weeks (50% savings)
- ☐ Sun Only 7 Days Risk Free then continue at just \$24.95 for 8 weeks (50% savings)
- ☒ 7 - Day 7 Days Risk Free then continue at just \$49.95 for 8 weeks (50% savings)

STEP 2: Tell us where to send your download instructions

Your Email Address

Continue To Free Trial

POWERED BY NEWSSTAND

12%
in Conversion

Experiment #17: Test 5

We then tested a long-copy version (Optimized Page #5)

Treatment Test 5

The New York Times
electronic edition


Free: Try The New York Times Electronic Edition For 7 Days


Dear Reader,

The *Electronic Edition* is an **exact digital replica** of the printed paper. It's not a web site, but a digital reproduction of the New York Times – The only newspaper in America to win over **90** Pulitzer Prizes.

Every article, color photograph and advertisement is automatically delivered to your computer. And once it's on your computer you can read it offline, anytime, anywhere.

Past issues can be **stored** and you can **search** and **navigate** through the paper with the same ease as a website. And The *Electronic Edition* can dramatically improve your productivity.





- **It is searchable.** You can search by topic, person, event, or keyword to identify the information you want in just seconds.
- **It easy to read.** You can **zoom**, **highlight**, **copy** and **paste**, clip or email an article.
- **It can be stored on your computer.** You can create your own archive of articles for future reference and research.
- **It is portable.** You can read it at work, at home or on the road.
- **It is convenient.** You can auto-schedule your electronic delivery and have the newspaper waiting for you.


To help you evaluate this new version of *The Times*, we are offering a **7-Day Risk Free Trial** – And if you decide to continue receiving the *Electronic Edition*, we will reward you with a **savings of 50% off the cover price**.

We invite you try *The New York Times – Electronic Edition* **without any risk**. If after 7-days, you are not completely satisfied with the *Electronic Edition*, just tell us and we **will not bill** you.

To start your **FREE TRIAL** (and get instant access to the current issue), just select your delivery preferences.

Sincerely,
The New York Times Electronic Edition

PS. With your Free trial you will get **instant access** to the Times, and you will **save up to 50% off the regular price**. But you need to start your Trial now.

 **Start Your 7 Day Free Trial**

STEP 1: Select your delivery preference

☐ Mon - Fri 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)

☐ Sun Only 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)

☒ 7 - Day 7 Days **Risk Free** then continue at just \$49.95 for 8 weeks (50% savings)

STEP 2: Tell us where to send your download instructions

Continue To Free Trial

Experiment #17: Test 5 Results

Treatment Test 5

Treatment Test 4

The New York Times

electronic edition

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Top 5 Reasons To Start Your Free Trial Now

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- 2. It is easy to read.**
You can **zoom**, **highlight**, **copy** and **paste**, clip or email an article.
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You can create your own archive of articles for future reference and research.
- 4. It is portable.**
You can read it at work, at home or on the road – anywhere, anytime.
- 5. It is convenient.**
You can auto-schedule your electronic delivery and have the newspaper waiting for you.



Start Your 7-Day Free Trial

STEP 1: Select your delivery preference

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- ☒ **7 - Day** Get 1-Week **Free**. If you decide to continue, save 50% at just \$49.95 for eight weeks.

Continue To Free Trial [Learn More](#)

Not using Windows? [Click here for Mac/Unix support.](#)

7 - Day Trial Terms

This is a **risk free** trial allowing you to read the complete New York Times Electronic Edition. You can **cancel anytime** during your trial and you will not be billed.

POWERED BY
NEWSSTAND

Treatment Test 5

The New York Times

electronic edition

Free: Try The New York Times Electronic Edition For 7 Days

Dear Reader,

The *Electronic Edition* is an **exact digital replica** of the printed paper. It's not a web site, but a digital reproduction of the New York Times – The only newspaper in America to win over 90 Pulitzer Prizes.

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Past issues can be **stored** and you can **search** and **navigate** through the paper with the same ease as a website. And The *Electronic Edition* can dramatically improve your productivity.



88% in Conversion

To help you evaluate this new version of *The Times*, we are offering a **7-DAY RISK FREE TRIAL** – And if you decide to continue receiving the *Electronic Edition*, we will reward you with a **savings of 50% off the cover price**.

We invite you to try *The New York Times Electronic Edition* without any risk. If after 7 days you are not completely satisfied with the *Electronic Edition*, just tell us and we **will not bill** you.

To start your **FREE TRIAL** (and get instant access to the current issue), just select your delivery preferences.

Sincerely,
The New York Times Electronic Edition

PS. With your Free trial you will get **instant access** to the Times, and you will **save up to 50% off the regular price**. But you need to start your Trial now.

Start Your 7 Day Free Trial

STEP 1: Select your delivery preference

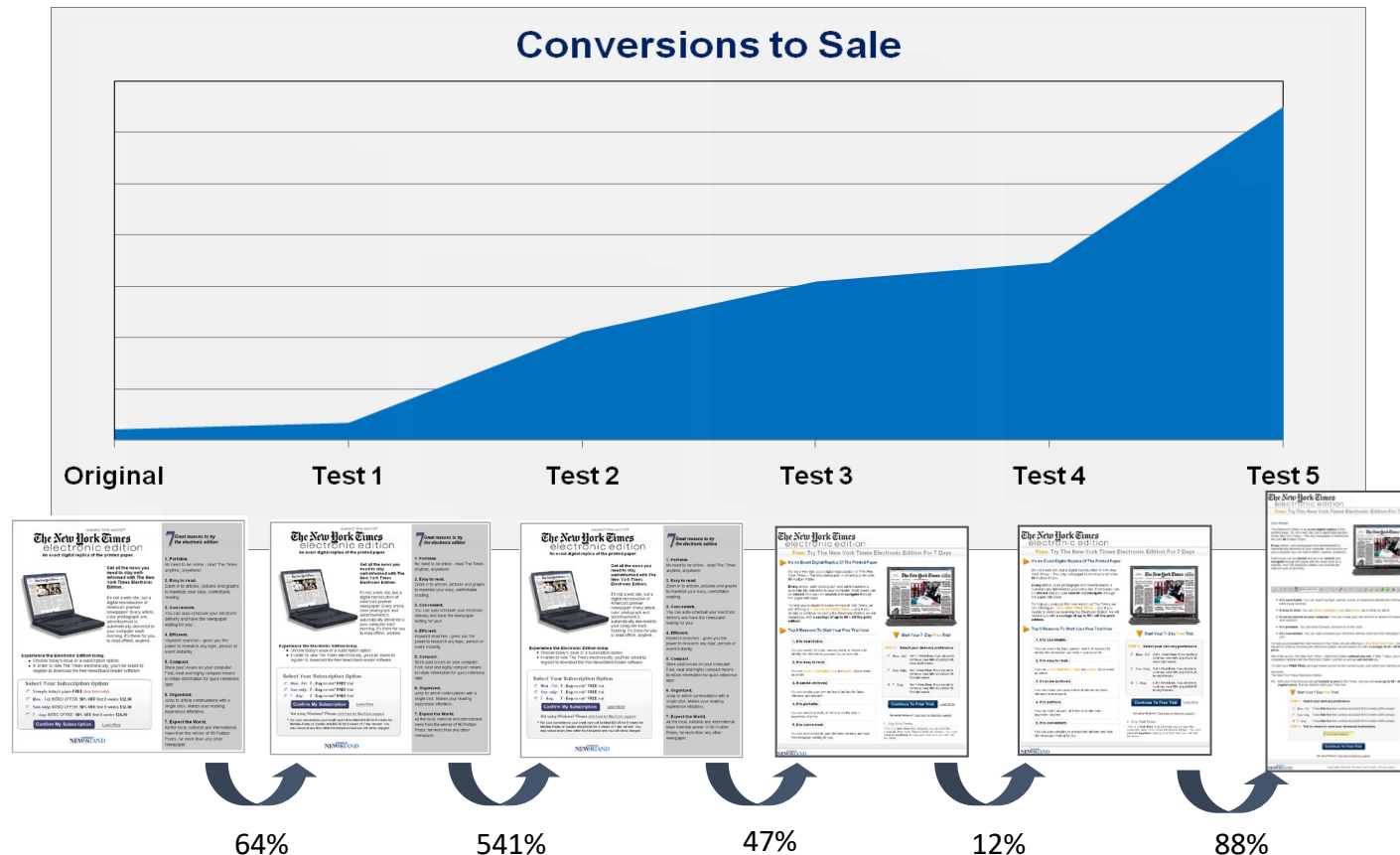
- ☐ **Mon - Fri** 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)
- ☐ **Sun Only** 7 Days **Risk Free** then continue at just \$24.95 for 8 weeks (50% savings)
- ☒ **7 - Day** 7 Days **Risk Free** then continue at just \$49.95 for 8 weeks (50% savings)

STEP 2: Tell us where to send your download instructions

Continue To Free Trial

Experiment #17: Cumulative Results

↑ 1,052% Cumulative Optimization Gain



! Learn more about this test series in [Landing Page Optimization: How The New York Times generated a 1,052% cumulative conversion gain](#)

Experiment #18

137% increase in purchases by changing the email copy

Experiment #18: Background



Experiment ID: TP2137

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: Internationally recognized news service known for its journalism

Goal: To increase paid home delivery subscriptions from promotional email campaigns

Research Question: Which email will generate the most paid subscriptions?

Approach: A/B split test (variable cluster)


Experiment #18: Version B

Version B

HOME DELIVERY + WEB + MOBILE + TABLET
= ONE EXCEPTIONAL OFFER

Save 50% on unlimited access to The [redacted]

Subscribe & Save



Dear [redacted] Reader,

As a registered user of [redacted] you get just a sampling of all we have to offer you. Now, have it all — for half the price.

SUBSCRIBE TO HOME DELIVERY TO ENJOY:

- Convenient newspaper delivery
- Free, unlimited access to everything on our Web site,
- Unlimited access to our smartphone and tablet apps, wherever you go
- Subscriber-only benefits, like discounts to special events, products and more

And, with your subscription, you can give a friend or family member FREE digital access!

So get the full deal. Get the big savings. Get Home Delivery + Free All Digital Access today. **Act now and get 50% off your first 12 weeks!**

Subscribe & Save

4 WAYS TO READ,
1 LOW PRICE

- 1 Convenient newspaper delivery
- 2 Unlimited access to [redacted]
- 3 Unlimited access to our Smartphone Apps
- 4 Unlimited access to our Tablet Apps

GET IT NOW & SAVE 50% FOR YOUR FIRST 12 WEEKS

Subscribe & Save

Experiment #18: Version A

Version A

Get 50% Off [REDACTED] Newspaper Delivery for 12 Weeks

+ **UNLIMITED ONLINE ACCESS FREE**

Hello {Name}

We want to thank you for being a valued [REDACTED] reader. We would like to offer unrestricted online access **AND** print delivery of [REDACTED] for as low as \$3/week. That is a **savings of 50%** for your first 12 weeks.



What you receive with your subscription:

- Award-winning journalism
- Free digital access
- Subscriber-only benefits

Enjoy all of this and more at an exceptional value. Subscribe today and **save 50%** on your first 12 weeks of home delivery.

 **VIEW SUBSCRIPTION OPTIONS**

Experiment #18: Side-by-Side

Version A

Get 50% Off  Newspaper Delivery for 12 Weeks

+ **UNLIMITED ONLINE ACCESS FREE**

Hello {Name}

We want to thank you for being a valued  reader. We would like to offer unrestricted online access **AND** print delivery of  for as low as \$3/week. That is a **savings of 50%** for your first 12 weeks.



What you receive with your subscription:


- Award-winning journalism
- Free digital access
- Subscriber-only benefits

Enjoy all of this and more at an exceptional value. Subscribe today and **save 50%** on your first 12 weeks of home delivery.


[VIEW SUBSCRIPTION OPTIONS](#)


Version B

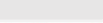
HOME DELIVERY + WEB + MOBILE + TABLET
= ONE EXCEPTIONAL OFFER

Save 50% on unlimited access to The 

[Subscribe & Save](#)



Dear  Reader,

As a registered user of  you get just a sampling of all we have to offer you. Now, have it all — for half the price.

SUBSCRIBE TO HOME DELIVERY TO ENJOY:


- Convenient newspaper delivery
- Free, unlimited access to everything on our Web site,
- Unlimited access to our smartphone and tablet apps, wherever you go
- Subscriber-only benefits, like discounts to special events, products and more

And, with your subscription, you can give a friend or family member **FREE** digital access!

So get the full deal. Get the big savings. Get Home Delivery + Free All Digital Access today. **Act now and get 50% off your first 12 weeks!**

[Subscribe & Save](#)

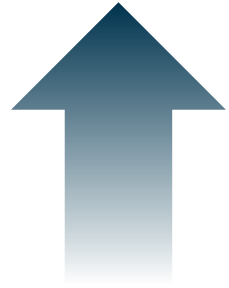
4 WAYS TO READ, 1 LOW PRICE

- 1 Convenient newspaper delivery
- 2 Unlimited access to 
- 3 Unlimited access to our Smartphone Apps
- 4 Unlimited access to our Tablet Apps

GET IT NOW & SAVE 50% FOR YOUR FIRST 12 WEEKS

[Subscribe & Save](#)

Experiment #18: Results



137% Increase in Purchases

The optimized version increased purchases by 136.6%.

Headline	KPI	% Rel. Change
Version A (Optimized)	3.43%	136.6%
Version B	1.45%	-



What You Need to Understand: By reducing multiple calls-to-action to a single call-to-action and changing the headline to focus on customer benefit ("Free Unlimited Online Access"), the treatments generated a 137% increase in subscriptions.

Experiment #19

273% cumulative increase in purchases by optimizing email landing page and checkout

Experiment #19: Background



Experiment IDs: TP1353, TP1356, TP1403, TP1737, TP2137

Record Location: MECLABS Research Library

Company: *Protected*

Background: Internationally recognized news service known for its journalism

Goal: To significantly increase paid home delivery subscriptions from promotional email campaigns

Research Question: Which page will generate the most paid subscriptions?

Approach: A/B split test (variable cluster)

Experiment #19: Background

Protocol IDs: TP1353, TP1407, TP1737

Original

Log-in To Manage Your Account

LOGO

Some Promise You the World. We Deliver.
Act now and save up to 50% on home delivery.

We've got your world covered — from global issues to national concerns, from business to the arts, science to travel. No other news source brings you the breadth, depth and insights you'll find in The Times.

- **Daily** — Unsurpassed coverage of the news that matters most to you, plus the renowned **columnists**
- **Tuesday** — Science Times (astronomy to zoology, Jane Brody on health)
- **Wednesday** — Dining (recipes, reviews, features)
- **Thursday** — Technology (David Pogue, Circuits) plus Thursday Styles, the Home section
- **Friday** — Weekend Arts (influential reviews, extensive listings)
- **Sunday** — The Magazine, Travel, Week in Review, Book Review and more

Order **at 50% off the regular subscription rate. Discover how much it can add to your life.**

CHECK DELIVERY AVAILABILITY
Enter Your ZIP Code (Example: 10018) **GO**


All Home Delivery Subscriptions Include:
New York edition of The Times, exactly as it appears in print, page by page, including all the articles, photos, images and the crossword.

Exclusive Subscriber Discounts
products from The Times's online store.

Version A








Already a Subscriber? [Click Here](#)


Save 50% on home delivery of

**Check Availability**
Enter your ZIP code: **GO**

Home delivery Subscribers get free All Digital Access
Includes unlimited access to tablet and smartphone apps.

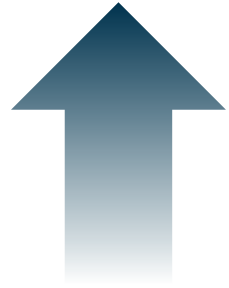
Free Access

-  **Monday**
Media
-  **Tuesday**
Science Times
-  **Wednesday**
Dining
-  **Thursday**
Technology, Styles & Home
-  **Friday**
Weekend, Arts, Escapes
-  **Saturday**
Personal Finance
-  **Sunday**
The Magazine, Travel, Week in Review, Book Review & More



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Experiment #19: Results



29% Relative Increase in Conversion

Version A produced a 29.4% lift over the original.

Design	KPI	% Rel. Change
Original	3.23%	-
Version A (Optimized)	4.18%	29.41%



What You Need to Understand: What you Need to Understand: By more clearly showing details of what subscribers receive in the newspaper on each weekday, as well as incorporating relevant newspaper images, Version A had a 29% lift in conversion rate.

Experiment #19: Background

Experiment Series - Checkout

Protocol IDs: TP1353, TP1356, TP1407, TP1737

Original

[Log-in To Manage Your Account](#)

With home delivery, you'll start each day with the world at your fingertips.

Order now to take advantage of these introductory rates. Each offer represents **50% off the regular subscription rate.***

Start a new subscription

- ☒ **Daily Delivery (7 Days)** for just \$7.40 per week [Details](#)
- ☐ **The Weekender (Friday-Sunday)** for just \$5.20 per week [Details](#)
- ☐ **Sunday Only** for just \$3.75 per week [Details](#)
- ☐ **Weekday (Monday-Friday)** for just \$3.70 per week [Details](#)

Delivery information

First name

Last name

Address

City, State, ZIP **JACKSONVILLE, FL 32250**

Phone () -

E-mail address

Sign up to receive subscriber e-mails. Be the first to learn about exclusive subscriber discounts and new merchandise, upcoming events, special features in the newspaper and more.

☐ Yes, sign me up for exclusive subscriber e-mails. ☐ No, please do not send me subscriber e-mails.

Billing information

☐ Billing address, if different from delivery address

☒ Pay by credit card and get your first **12 weeks** at 50% off

☐ Pay by mail and get your first **8 weeks** at 50% off

Credit Card

Card Number

Exp. Date

Card ID Number [What's this?](#)

ABOUT SSL CERTIFICATES

[Submit](#)

Version A

[Home Delivery](#)

1. Select the New Subscription That's Best For You.

Each offer represents 50% off the regular subscription rate.*

- ☒ **Daily Delivery (7 Days)** – \$7.40 per week [More Details](#)
- ☐ **The Weekender (Friday-Sunday)** – \$5.20 per week [More Details](#)
- ☐ **Sunday Only** – \$3.75 per week [More Details](#)
- ☐ **Weekday (Monday-Friday)** – \$3.70 per week [More Details](#)

Included in all subscription: [Store](#)

2. Delivery Information

First name

Last name

Address

City, State, ZIP **JACKSONVILLE, FL 32250**

Phone () -

E-mail address

Sign up to receive subscriber e-mails. Be the first to learn about exclusive subscriber discounts and new merchandise, upcoming events, special features in the newspaper and more.

☐ Yes, sign me up for exclusive subscriber e-mails. ☐ No, please do not send me subscriber e-mails.

3. Billing Information

☐ Billing address, if different from delivery address

☒ Pay by credit card and get your first **12 weeks** at 50% off

☐ Pay by mail and get your first **8 weeks** at 50% off

Credit Card

Card Number

Exp. Date

Card ID Number [What's this?](#)

ABOUT SSL CERTIFICATES

[COMPLETE ORDER](#)

Version B

[Already a Subscriber? Click Here](#)

1. Select the New Subscription That's Best For You.

Each offer represents 50% off the regular subscription rate.* –Plus Free All Digital Access

- ☒ **Daily Delivery (7 Days)** – \$6.35 per week [More Details](#)
- ☐ **The Weekender (Friday-Sunday)** – \$4.15 per week [More Details](#)
- ☐ **Saturday-Sunday** – \$3.60 per week [More Details](#)
- ☐ **Weekday (Monday-Friday)** – \$3.40 per week [More Details](#)

Home delivery subscribers can share their digital access with a family member at no additional charge.

2. Delivery Information

First name

Last name

Address

City, State, ZIP **NEW YORK, NY 10012**

Phone () -

E-mail address

Sign up to receive subscriber e-mails. Be the first to learn about exclusive subscriber discounts and new merchandise, upcoming events, special features in the newspaper and more.

☒ Yes, sign me up for exclusive subscriber e-mails. ☐ No, please do not send me subscriber e-mails.

3. Billing Information

☐ Billing address, if different from delivery address

☒ Pay by credit card and get your first **12 weeks** at 50% off*

☐ Pay by mail and get your first **8 weeks** at 50% off*

Credit Card

Card Number

Exp. Date

Card ID Number [What's this?](#)

SECURED BY digicert 2013-13 Identity Assured SSL CERTIFICATE

[COMPLETE ORDER](#)

Experiment #19: Results



30% Relative Increase in Conversion

Version B lifted conversion 30.2% above the control.

Design	KPI	% Rel. Change
Original	13.8%	
Version A	14.7%	-
Version B (Optimized)	17.9%	30.22%



What You Need to Understand: By making changes to the email, landing page and checkout, we saw a 273% increase in subscriptions.

Experiment #19: Background

Experiment Series - Full Campaign Path

Protocol IDs: TP1353, TP1356, TP1407, TP1737, TP2137

Original

HOME DELIVERY + WEB + MOBILE + TABLET
= ONE EXCEPTIONAL OFFER

Save 50% on unlimited access to The Times.

[Subscribe & Save](#)

Dear [Name],

As a registered user at NYTimes.com, you get just a sampling of all we have to offer you. Now, have it all — for half the price.

SUBSCRIBE TO HOME DELIVERY TO ENJOY:

- Convenient newspaper delivery
- Free, unlimited access to everything on our Web site,
- Unlimited access to our smartphone and tablet apps, whenever you go
- Subscriber-only benefits, like discounts to special events, products and more

And, with your subscription, you can give a friend or family member FREE digital access!

So get the full deal. Get the big savings. Get Home Delivery + Free All Digital Access today. Act now and get 50% off your first 12 weeks!

[Subscribe & Save](#)

4 WAYS TO READ, 1 LOW PRICE

- 1 Convenient newspaper delivery
- 2 Unlimited access to our Smartphone Apps
- 3 Unlimited access to our Tablet Apps
- 4 Unlimited access to our Tablet Apps

GET IT NOW & SAVE 50% FOR YOUR FIRST 12 WEEKS

[Subscribe & Save](#)

Log-in To Manage Your Account

Some Promise You the World. We Deliver.
Act now and save up to 50% on home delivery.

We've got your world covered — from global issues to national concerns, from business to the arts, science to travel. No other news source brings you the breadth, depth and insights you'll find in The Times.

All Home Delivery Subscriptions Include:

- **Daily** — Unsurpassed coverage of the news that matters most to you, plus the
- **Tuesday** — Science, Times Capsule, to zoology, Jane Brody on health
- **Wednesday** — Dining (recipes, reviews, features)
- **Thursday** — Technology (David Pogue, Circuits) plus Thursday Styles, the Home section
- **Friday** — Weekend Arts (influential reviews, extensive listings)
- **Sunday** — The Magazine, Travel, Week in Review, Book Review and more

Order The Times at 50% off the regular subscription rate. Discover how much it can add to your life.

CHECK DELIVERY AVAILABILITY

Enter your ZIP Code (Example: 10018) [GO](#)

Customer Care | Copyright 2013 The New York Times Company | Privacy Policy

Log-in To Manage Your Account

Home Delivery

With home delivery, you'll start each day with the world at your fingertips.

Order now to take advantage of these introductory rates. Each offer represents 50% off the regular subscription rate.*

Start a new subscription

- **Daily Delivery** (7 days) for just \$7.40 per week [Details](#)
- **The Weekend Delivery** (Sundays) for just \$5.50 per week [Details](#)
- **Sunday Only** for just \$3.75 per week [Details](#)
- **Weekday (Monday-Friday)** for just \$3.70 per week [Details](#)

Delivery information

First name

Last name

Address

City, State, ZIP JACKSONVILLE, FL 32208

Phone

Email address

Sign up to receive subscriber e-mails. Be the first to learn about exclusive subscriber discounts and new merchandise at The New York Times Store, upcoming events, special features in the newspaper and more.

☐ Yes, sign me up for exclusive subscriber e-mails. ☐ No, please do not send me subscriber e-mails.

Billing information

☐ Billing address, if different from delivery address

☐ Pay by credit card and get your first 12 weeks at 50% off

☐ Pay by mail and get your first 8 weeks at 50% off

Credit Card

Card Number

Exp. Date MM YY

Card ID Number

[What's This?](#)

[SUBMIT](#)

Optimized

Get 50% Off Home Delivery for 12 Weeks
+ UNLIMITED ONLINE ACCESS FREE

Hello [Name],

We want to thank you for being a valued member of The Times. We would like to offer you a special discount on our home delivery service. This is a savings of 50% for your first 12 weeks.

What you receive with your subscription:

- Award-winning journalism
- Free digital access
- Subscriber-only benefits

Enjoy all of this and more at an exceptional value. Subscribe today and save 50% on your first 12 weeks of home delivery.

[VIEW SUBSCRIPTION OPTIONS](#)

Already a Subscriber? [Click Here](#)

Save 50% on home delivery of The Times

Check Availability

Enter your ZIP code: [GO](#)

Home delivery subscribers get free All Digital Access

Includes unlimited access to our smartphone and tablet apps, and smartphone apps.

Free Access

Monday News

Tuesday Science Times

Wednesday Dining

Thursday Technology, Styles & Home

Friday Weekend, Arts, Escapes

Saturday Personal Finance

Sunday The Magazine, Travel, Week in Review, Book Review & More

FAQ | Privacy Policy | Contact Us | Help

The New York Times

Already a Subscriber? [Click Here](#)

1. Select the New Subscription That's Best For You.

Each offer represents 50% off the regular subscription rate.* Plus Free All Digital Access.

- **Daily Delivery** (7 days) for just \$7.40 per week [Details](#)
- **The Weekend Delivery** (Sundays) for just \$5.50 per week [Details](#)
- **Sunday Only** for just \$3.75 per week [Details](#)
- **Weekday (Monday-Friday)** for just \$3.70 per week [Details](#)

*Home delivery subscribers get free digital access to NYTimes.com and the NYTimes smartphone and tablet apps.

Plus, home delivery subscribers can share their digital access with a family member at no additional charge.

2. Delivery Information

First name

Last name

Address

City, State, ZIP NEW YORK, NY 10012

Phone

Email address

Sign up to receive subscriber e-mails. Be the first to learn about exclusive subscriber discounts and new merchandise at The New York Times Store, upcoming events, special features in the newspaper and more.

☐ Yes, sign me up for exclusive subscriber e-mails. ☐ No, please do not send me subscriber e-mails.

3. Billing Information

☐ Billing address, if different from delivery address

☐ Pay by credit card and get your first 12 weeks at 50% off

☐ Pay by mail and get your first 8 weeks at 50% off

Credit Card

Card Number

Exp. Date MM YY

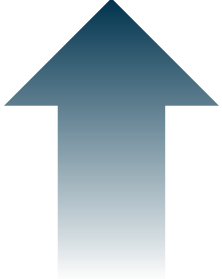
Card ID Number

[What's This?](#)

[COMPLETE ORDER](#)


ECLABS

Experiment #19: Results

 **273% Cumulative Increase in Purchases**
The optimized process achieved a 273% increase in purchases.

Design	KPI	% Rel. Change
Original	3.23%	-
Optimized (email traffic + landing page + checkout)	12.06%	273.43%



 **What You Need to Understand:** By making changes to the email, landing page and checkout, we saw a 273% increase in subscriptions.

Experiment #20

124% increase in subscriptions by making stylistic changes to subscription page and landing page. After the direct mail sends concluded, the results reverted to a non-significant difference

Experiment #20: Background



Experiment ID: *Protected*

Location: MarketingExperiments Research Library

Test Protocol Number: TP1321

Background: Well-known news publication offering home delivery services via online registration

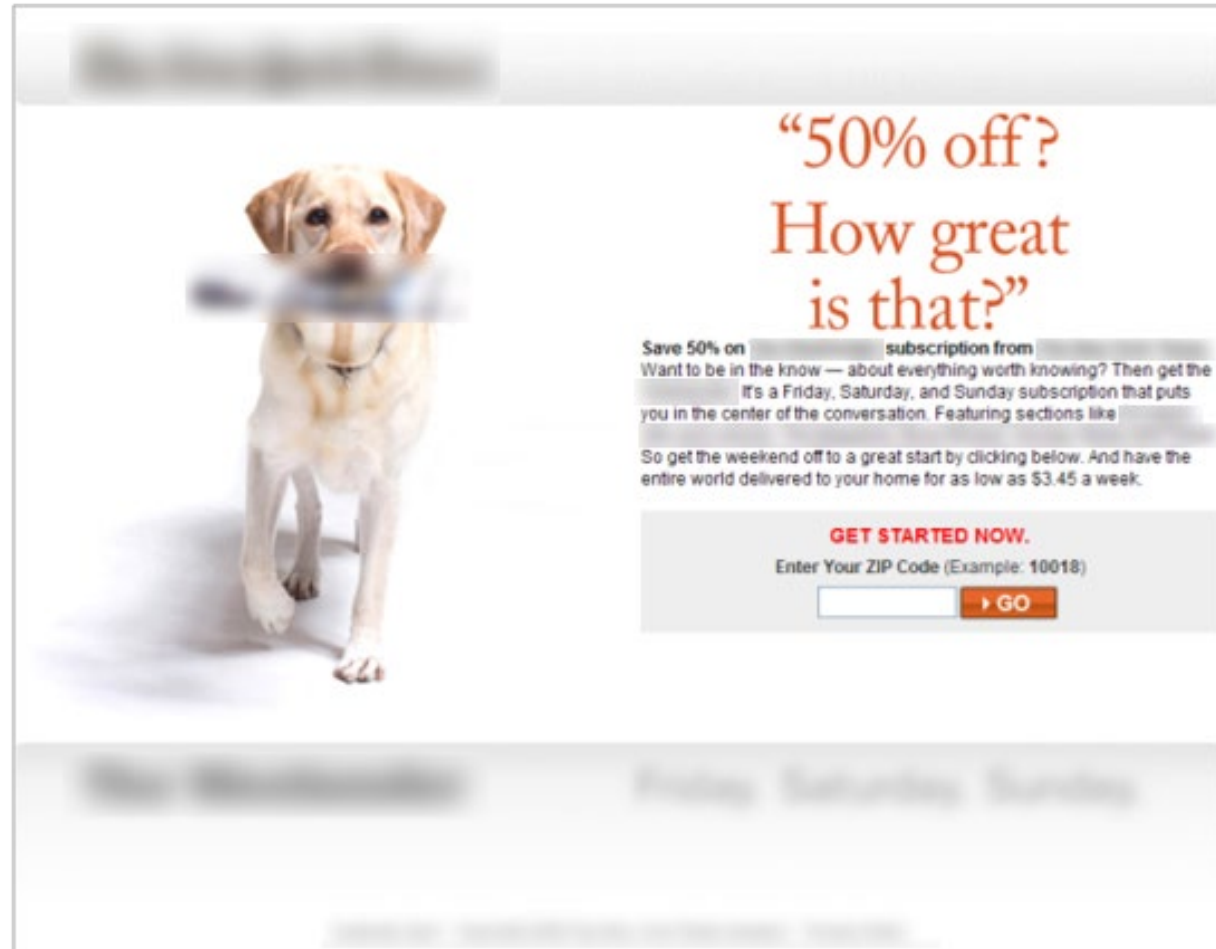
Goal: To increase the amount of home delivery subscriptions

Primary research question: Which page/process will generate the most subscriptions?

Test Design: A/B multi-factorial split test of a landing page and registration form.

Experiment #20: Control


- The current offer page design had proven successful in previous tests.
- However, we wondered how other marketing efforts interfered with the success of this page.




Experiment #20: Direct Mail Example

FRIDAY. SATURDAY. SUNDAY
50% OFF | \$3.80 PER WEEK

"It's a table of contents to the world."



"I love that it's there waiting for me in the morning."



"Find out what's happening in the city before the weekend starts."

Dear Jamie Stephenson,




Start your weekend a day early! Enjoy **The Observer** through Sunday and full of the best news, travel, and more.

Get exceptional coverage and convenience with **home delivery**. With home delivery, your paper is there waiting for you. Enjoy the morning with the world's best news, information, and more.

Be on the inside and receive special offers. For an insightful view of the world, there's no paper subscription, you'll get:

- Advance delivery of Sunday sections of **The Observer**
- Free online access to the new premium crossword
- All the latest looks from **our style**
- Free online access to the complete **Observer**


ORDER NOW:

  /deliver
 mail form

Get **The Observer** delivered to you — for 50% less!

Indulge yourself a day early with **The Observer** delivered to your home every week. It's an incredible offer — eight weeks for just \$3.80 a week. It's time for you to get **The Observer**.

Sincerely,



P.S. **Jump! Jump!** if you act now and order your **The Observer** subscription using your credit card, you can get an additional four weeks at 50% off.

PLEASE DETACH AND RETURN IN THE ENCLOSED POSTAGE PAID ENVELOPE.

☒ **YES, I want to save 50% on home delivery of **The Observer****

Your best deal!

☐ I want 8 weeks of **The Observer** at \$3.80 per week.

☐ I want 12 weeks of **The Observer** at 50% off — an **extra 4 weeks of savings**, available only when I pay by credit card.

Charge my: ☐ American Express ☐ VISA ☐ MasterCard ☐ Discover

Cardholder Name

Account # Exp. Date

Signature (required)

Home Phone ()

E-mail


PLEASE PRINT OR TYPE CLEARLY.

☐ I want **The Observer** all week long! Please charge my credit card for 12 weeks of 7-day delivery at 50% off, just \$5.85 per week.

PLEASE DETACH AND RETURN IN THE ENCLOSED POSTAGE PAID ENVELOPE.

Experiment #20: Treatment

The treatment uses an image directly tied to the direct mail campaign.



"I love that _____ is there waiting for me in the morning."

"50% off?"
How great is that?"

Save 50% on _____ subscription from _____
Want to be in the know — about everything worth knowing? Then get the _____
It's a Friday, Saturday, and Sunday subscription that puts you in the center of the conversation. Featuring sections like _____ and _____ So get the weekend off to a great start by clicking below. And have the entire world delivered to your home for as low as \$3.80 a week.

GET STARTED NOW.
Enter Your ZIP Code (Example: 10018)
 ▶ GO

Friday. Saturday. Sunday.

Experiment #20: Treatment

The treatment path also includes stylistic changes similar to the DM campaign


The screenshot shows a subscription form with the following sections:

- The Weekend Starts Here.**
Put yourself in the center of the conversation by getting *The Weekend* delivered directly to your home. And be the first to know which movies to see, which destinations to visit, which investments to pursue, and much, much more. Order now to take advantage of our introductory rate — 50% off the regular subscription price.*
- Start a New Subscription.**
The Weekend (Friday-Sunday) for just **\$5.20** per week [Details](#)
- Delivery Information.**
First name:
Last name:
Address:
City, State, ZIP: JACKSONVILLE, FL 32206
Phone: () -
E-mail address:
- Billing Information.**
☐ Billing address, if different from delivery address
☒ Pay by credit card and get your first **12 weeks** at 50% off
☐ Pay by mail and get your first **8 weeks** at 50% off
- Credit Card Information:**
Credit Card:
Card Number:
Exp. Date:
Card ID Number: [What's this?](#)
- Buttons:**
A large orange button labeled "Get" and a smaller orange button labeled "& Save 50%".
- Footer:**
A grey bar at the bottom with the text "Friday. Saturday. Sunday."

A green arrow points from the text "The treatment path also includes stylistic changes similar to the DM campaign" to the "Pay by credit card" option, which is circled in green and labeled "Your best deal!" with a handwritten note.

Experiment #20 Side-by-Side

Control



50% off?
How great
is that?"

Save 50% on the [redacted] subscription from [redacted]. Want to be in the know — about everything worth knowing? Then get the [redacted] it's a Friday, Saturday, and Sunday subscription that puts you in the center of the conversation. Featuring sections like [redacted]. So get the weekend off to a great start by clicking below. And have the entire world delivered to your home for as low as \$3.45 a week.

GET STARTED NOW.
Enter Your ZIP Code (Example: 10018)
 [GO](#)

The Weekend Starts Here.
Friday. Saturday. Sunday.

The Weekend Starts Here.

Put yourself in the center of the conversation by getting [redacted] delivered directly to your home. And be the first to know which movies to see, which destinations to visit, which investments to pursue, and much, much more. Order now to take advantage of our introductory rate — 50% off the regular subscription price.*

Start a New Subscription.
(Friday-Sunday) for just \$5.20 per week [Details](#)

Delivery Information.

First name

Last name

Address

City, State, ZIP

Phone

E-mail address

Billing Information.

☐ Billing address, if different from delivery address

☒ Pay by credit card and get your first 12 weeks at 50% off

☐ Pay by mail and get your first 8 weeks at 50% off

Credit Card

Card Number

Exp. Date

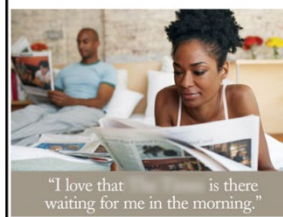
Card ID Number

[What's this?](#)

[Submit](#)

Friday. Saturday. Sunday.

Treatment



50% off?
How great
is that?"

Save 50% on the [redacted] subscription from [redacted]. Want to be in the know — about everything worth knowing? Then get the [redacted] it's a Friday, Saturday, and Sunday subscription that puts you in the center of the conversation. Featuring sections like [redacted]. So get the weekend off to a great start by clicking below. And have the entire world delivered to your home for as low as \$3.80 a week.

GET STARTED NOW.
Enter Your ZIP Code (Example: 10018)
 [GO](#)

The Weekend Starts Here.
Friday. Saturday. Sunday.

The Weekend Starts Here.

Put yourself in the center of the conversation by getting [redacted] delivered directly to your home. And be the first to know which movies to see, which destinations to visit, which investments to pursue, and much, much more. Order now to take advantage of our introductory rate — 50% off the regular subscription price.*

Start a New Subscription.
(Friday-Sunday) for just \$5.20 per week [Details](#)

Delivery Information.

First name

Last name

Address

City, State, ZIP

Phone

E-mail address

Billing Information.

☐ Billing address, if different from delivery address

☒ Pay by credit card and get your first 12 weeks at 50% off

☐ Pay by mail and get your first 8 weeks at 50% off

Credit Card

Card Number

Exp. Date

Card ID Number

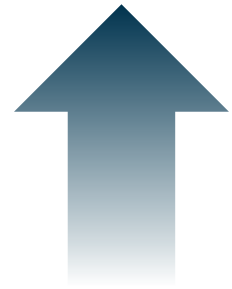
[What's this?](#)

[Get](#) [& Save 50%](#)

Friday. Saturday. Sunday.

MECLABS

Experiment #20: Results



124% Cumulative Increase in Conversion

The highest performing treatment outperformed the control by 124%.

Design	KPI	% Rel. Change
Original	1.23%	-
Optimized (email traffic + landing page + checkout)	2.76%	124%



! What You Need to Understand: For the two weeks of the direct-mail efforts, the treatments outperformed the control by up to 124%. After the direct mail sends concluded, the results reverted to a non-significant difference. Learn more about this test on page 23 of The [MarketingExperiments Quarterly Research Journal](#)

Experiment #21

74% increase in Buyer's Guide visits by making very slight changes to the banner (color, case, layout, and position) and by increasing the participation factor

Experiment #21: Background



Company: SmartBrief

Record Location: MarketingExperiments Research Library

Background: Launched in 2000, the American Advertising Federation SmartBrief provides email news for busy professionals belonging to industry trade associations and societies.

Goal: To increase the trial sign-up conversion rate

Research Question: Which page will have the higher subscription rate?

Approach: A/B split test (variable cluster)

Experiment #21: Control

Control

AAF SmartBrief

American Advertising Federation,
The Unifying Voice for Advertising




[Sign Up](#) [Send Feedback](#) [Tell a Friend](#) [View Sample](#)

What is AAF SmartBrief?

- Daily e-mail news briefing
- Created for advertising professionals
- News from hundreds of top industry sources
- It's what decision makers need to know
- Plus 24/7 access to a breaking industry news Web site
- It's FREE!

Save time. Stay smart. Sign up for SmartBrief.



▲ [Click here to read a sample issue](#)

Privacy Information

SmartBrief and AAF will not rent, sell, or trade your e-mail address to any external entities -- ever. Click here to read our [Privacy Policy](#).

[About SmartBrief](#)
[About AAF](#)

Complete the form below to start receiving your AAF SmartBrief.

* E-mail

* Re-type E-mail

* First Name

* Last Name

* Company Name

* Company Type

Please select...
If "other", please indicate:

* Job Title

* Job Function

Please select...
If "other", please indicate:

* Zip/Postal Code

Country

Please select...

* Preferred E-mail Type

☒ **HTML (full graphics and rich text)**
Click "HTML" if you use Microsoft Outlook, Outlook Express, Eudora Pro 4, Netscape Navigator 3.0, Netscape Communicator, AOL 6.0, or a web-based mail service such as Hotmail or Yahoo! Mail.

☐ **Text**
Click "Text" if you use Eudora Light, Eudora Pro 3 or earlier versions of Eudora Pro, Lotus Notes or AOL 5.0 or earlier.

* Indicates required fields

Submit


Experiment #21: Treatment

Treatment

AAAA SmartBrief

AAAA

[Sign Up](#) [Send Feedback](#) [Tell a Friend](#) [View Sample](#)



Click here to read a sample issue

"AAAA SmartBrief cuts right to the chase and give me exactly the news I am looking for pertaining to our industry. No need to look anywhere else."

Joe Bloggs, CEO
Some Agency Inc

"I would be lost in a sea of periodicals without AAAA SmartBrief. I save many hours every day now by not having to look through all the nonsense that doesn't apply to me."

Jane Doe, COO
That Agency Inc

Sign up for daily updates and analysis on top stories in the advertising industry, FREE.

- Know which accounts are up for review.
- Find out when top industry figures are on the move, and where they are going.
- Spot trends and act on them first.
- Keep in touch with important news in creative, media, research and more.

The AAAA SmartBrief brings you daily news of **what really matters**. We identify all the top stories of the day and deliver a brief synopsis of each.

In other words, **we do all the research**, going through hundreds of industry sources...and you get the news you really need, without the fluff.

Sign up now. It's free!

First Name

Last Name

Email

Sign Up Now!

[We promise to protect your privacy](#)

Sign up today and receive a free subscription to Creative Magazine, an exclusive offer for our new members.




©2004 SmartBrief, Inc.

Experiment #21: Side-by-Side

Control

AAF SmartBrief

American Advertising Federation,
The Unifying Voice for Advertising



AMERICAN ADVERTISING FEDERATION
THE UNIFYING VOICE FOR ADVERTISING™

Sign Up

Send Feedback


Tell a Friend

View Sample

What is AAF SmartBrief?

- Daily e-mail news briefing
- Created for advertising professionals
- News from hundreds of top industry sources
- It's what decision makers need to know
- Plus 24/7 access to a breaking industry news Web site
- It's FREE!

Save time. Stay smart.
Sign up for SmartBrief.



Click here to read a sample issue

Privacy Information

SmartBrief and AAF will not rent, sell, or trade your e-mail address to any external entities -- ever. Click here to read our [Privacy Policy](#).

About SmartBrief

About AAF

Complete the form below to start receiving your AAF SmartBrief.

* E-mail

* Re-type E-mail

* First Name

* Last Name

* Company Name

* Company Type

Please select...

If "other", please indicate:

* Job Title

* Job Function

Please select...

If "other", please indicate:

* Zip/Postal Code

Country

Please select...

* Preferred E-Mail Type

☒ HTML (full graphics and rich text)
Click "HTML" if you use Microsoft Outlook, Outlook Express, Eudora Pro 4, Netscape Navigator 3.0, Netscape Communicator, AOL 6.0, or a web-based mail service such as Hotmail or Yahoo! Mail.

☐ Text
Click "Text" if you use Eudora Light, Eudora Pro 3 or earlier versions of Eudora Pro, Lotus Notes or AOL 5.0 or earlier.

* Indicates required fields

Submit

Treatment

[Sign Up](#) |
 [Send Feedback](#) |
 [Tell a Friend](#) |
 [View Sample](#)

Click here to read a sample issue

"AAAA SmartBrief cuts right to the chase and give me exactly the news I am looking for pertaining to our industry. No need to look anywhere else."

Joe Bloggs, CEO
Some Agency Inc

"I would be lost in a sea of periodicals without AAAA SmartBrief. I save many hours every day now by not having to look through all the nonsense that doesn't apply to me."

Jane Doe, COO
That Agency Inc

Sign up for daily updates and analysis on top stories in the advertising industry, FREE.

- Know which accounts are up for review.
- Find out when top industry figures are on the move, and where they are going.
- Spot trends and act on them first.
- Keep in touch with important news in creative, media, research and more.

The AAAA SmartBrief brings you daily news of **what really matters**. We identify all the top stories of the day and deliver a brief synopsis of each.

In other words, **we do all the research**, going through hundreds of industry sources...and you get the news you really need, without the fluff.

Sign up now. It's free!

First Name

Last Name

Email

Sign Up Now!

Sign up today and receive a free subscription to Creative Magazine, an exclusive offer for our new members.

We promise to protect your privacy

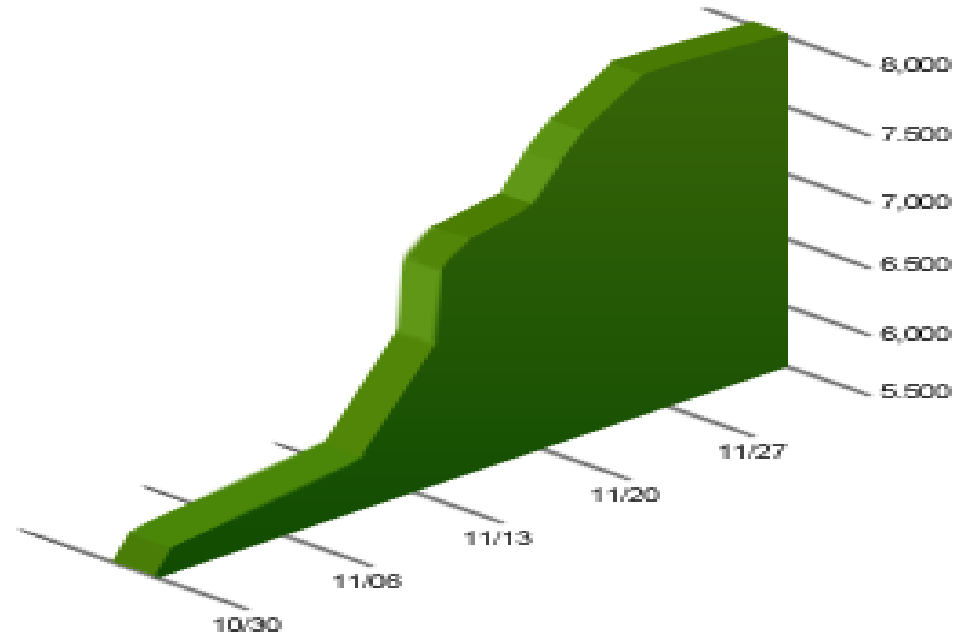
©2004 SmartBrief, Inc.

Experiment #21: Results



816% Growth in Subscription

The optimized page increased conversion rate by 816%.



Learn more about this test at the 12-minute mark of [How to Write Headlines That Convert: Key discoveries from a meta-analysis of 15 years of behavioral research](#)

Experiment #22

74% increase in webpage visits by making very slight changes to the banner (color, case, layout, and position) and by increasing the participation factor

Experiment #22: Background



Experiment ID: *Car & Driver Buying Guide Test*

Location: MarketingExperiments Research Library

Background: Popular automotive magazine, Car & Driver sought to increase the total visits to their Car Buying Guide

Goal: To increase number Car Buying Guide visitors

Primary research question: Which banner will generate the most Buying Guide visits?

Approach: A/B multifactor split test

Experiment #22: Control

The image shows a screenshot of the Car and Driver website. A dashed line originates from a small thumbnail of a car on the website and points to a larger, magnified view of the '2007 & 2008 New Car Buying Guide'. The magnified view features a yellow header with the text '2007 & 2008' and a section titled 'New Car Buying Guide' with the subtitle 'REVIEWS, SPECS, AND PRICING BY BODYSTYLE:'. Below this, a list of car body styles is presented in two columns, each with a blue underline: Sedans, Coupes, Hybrids, More... on the left, and Mid-Size SUVs, Mid-Size Pickups, Convertibles on the right. The background of the magnified view is white with a subtle grid pattern.

2007 & 2008

New Car Buying Guide
REVIEWS, SPECS, AND PRICING
BY BODYSTYLE:

Sedans
Coupes
Hybrids
More...

Mid-Size SUVs
Mid-Size Pickups
Convertibles

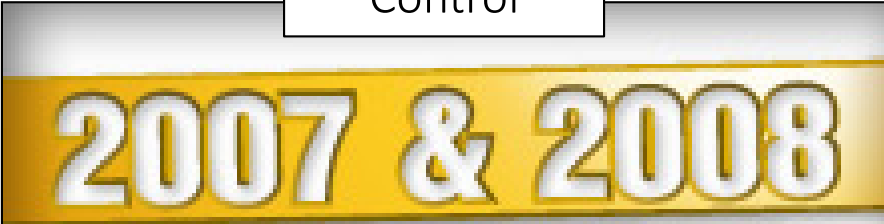


Experiment #22: Treatment



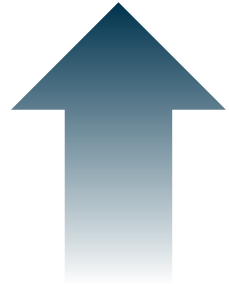
Banner position changed from right to left.



Experiment #22: Side-by-Side

Control	Treatment																		
																			
<p><u>New Car Buying Guide</u> REVIEWS, SPECS, AND PRICING BY BODYSTYLE:</p> <table><tbody><tr><td>Sedans</td><td>Mid-Size</td></tr><tr><td>Coupes</td><td>SUVs</td></tr><tr><td>Hybrids</td><td>Mid-Size</td></tr><tr><td>More...</td><td>Pickups</td></tr><tr><td></td><td>Convertibles</td></tr></tbody></table>	Sedans	Mid-Size	Coupes	SUVs	Hybrids	Mid-Size	More...	Pickups		Convertibles	<p><u>New Car Buying Guide</u></p> <p>Select a Make </p> <p>Reviews, Specs, and Pricing by Bodystyle:</p> <table><tbody><tr><td>Sedans</td><td>Mid-Size SUVs</td></tr><tr><td>Coupes</td><td>Mid-Size Pickups</td></tr><tr><td>Hybrids</td><td>Convertibles</td></tr><tr><td>More..</td><td></td></tr></tbody></table>	Sedans	Mid-Size SUVs	Coupes	Mid-Size Pickups	Hybrids	Convertibles	More..	
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Sedans	Mid-Size SUVs																		
Coupes	Mid-Size Pickups																		
Hybrids	Convertibles																		
More..																			

Experiment #22: Results



74% Increase in Buyer's Guide Visits

The Treatment generated 74% more Buyer's Guide visits.

Design	KPI	% Rel. Change
Control - Unresponsive	45,668	-
Treatment - Responsive	79,308	74%



! What You Need to Understand: By making very slight changes to the banner (color, case, layout, and position) and by increasing the participation factor, we were able to generate a dramatic lift. Learn more about this test in [Make Your Content Useful: How a simple UI change created 74% more page views.](#)

Experiment #23

45% increase in clickthrough by adding value near the call-to-action

Experiment #23: Background



Experiment ID: *(protected)*

Location: MarketingExperiments Research Library

Test Protocol Number: TP1444

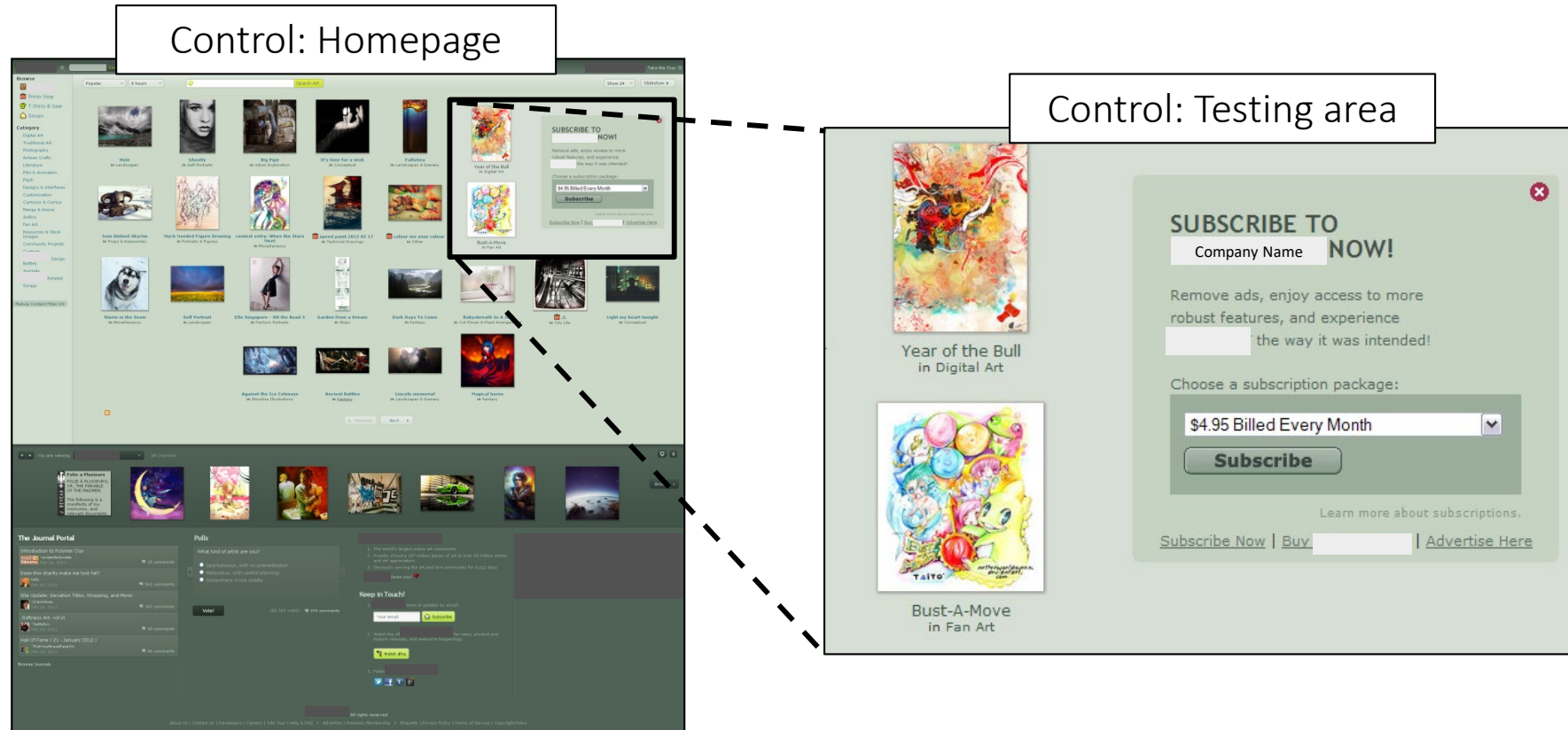
Background: A large online artist community seeking to sell premium membership to its existing free subscriber base

Goal: To increase the number of paid subscribers

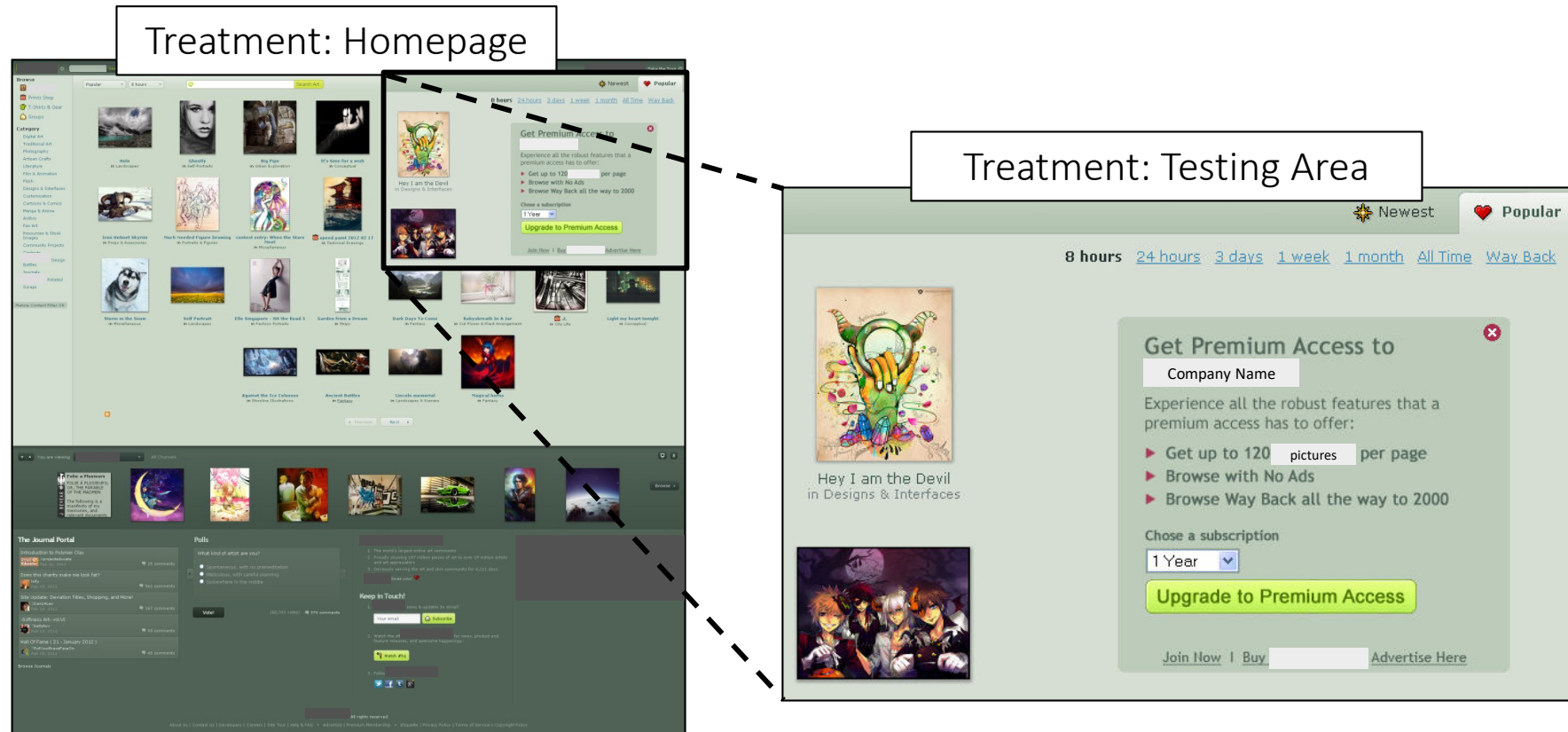
Primary Research Question: Which treatment will generate the highest clickthrough rate?

Approach: A/B multifactor split test

Experiment #23: Control




Experiment #23: Treatment




Experiment #23: Side-by-Side

Control



Year of the Bull
in Digital Art



Bust-A-Move
in Fan Art

SUBSCRIBE TO

Company Name

NOW!

Remove ads, enjoy access to more robust features, and experience the way it was intended!

Choose a subscription package:

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Subscribe


Learn more about subscriptions.

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Treatment

Newest Popular

8 hours [24 hours](#) [3 days](#) [1 week](#) [1 month](#) [All Time](#) [Way Back](#)



Hey I am the Devil
in Designs & Interfaces



Get Premium Access to

Company Name

Experience all the robust features that a premium access has to offer:

▶ Get up to 120 pictures per page

▶ Browse with No Ads

▶ Browse Way Back all the way to 2000

Chose a subscription

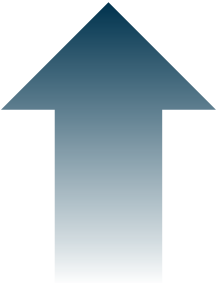
1 Year

▼

Upgrade to Premium Access

[Join Now](#) | [Buy](#) | [Advertise Here](#)

Experiment #23: Results



45% Increase in Clickthrough

The New CTA Improved Clickthrough Rate by 45% .

Design	KPI	% Rel. Change
Control	.02%	-
Treatment	.03%	45%



! **What You Need to Understand:** By adding value near the call-to-action, the treatment was able to generate a 45% higher clickthrough rate (a **major lift**, considering the amount of traffic to the homepage).

Experiment #24

56% increase in subscriptions by using a responsive design treatment

Experiment #24: Background



Experiment ID: TP1933

Record Location: MECLABS Research Library

Research Partner: *Protected*

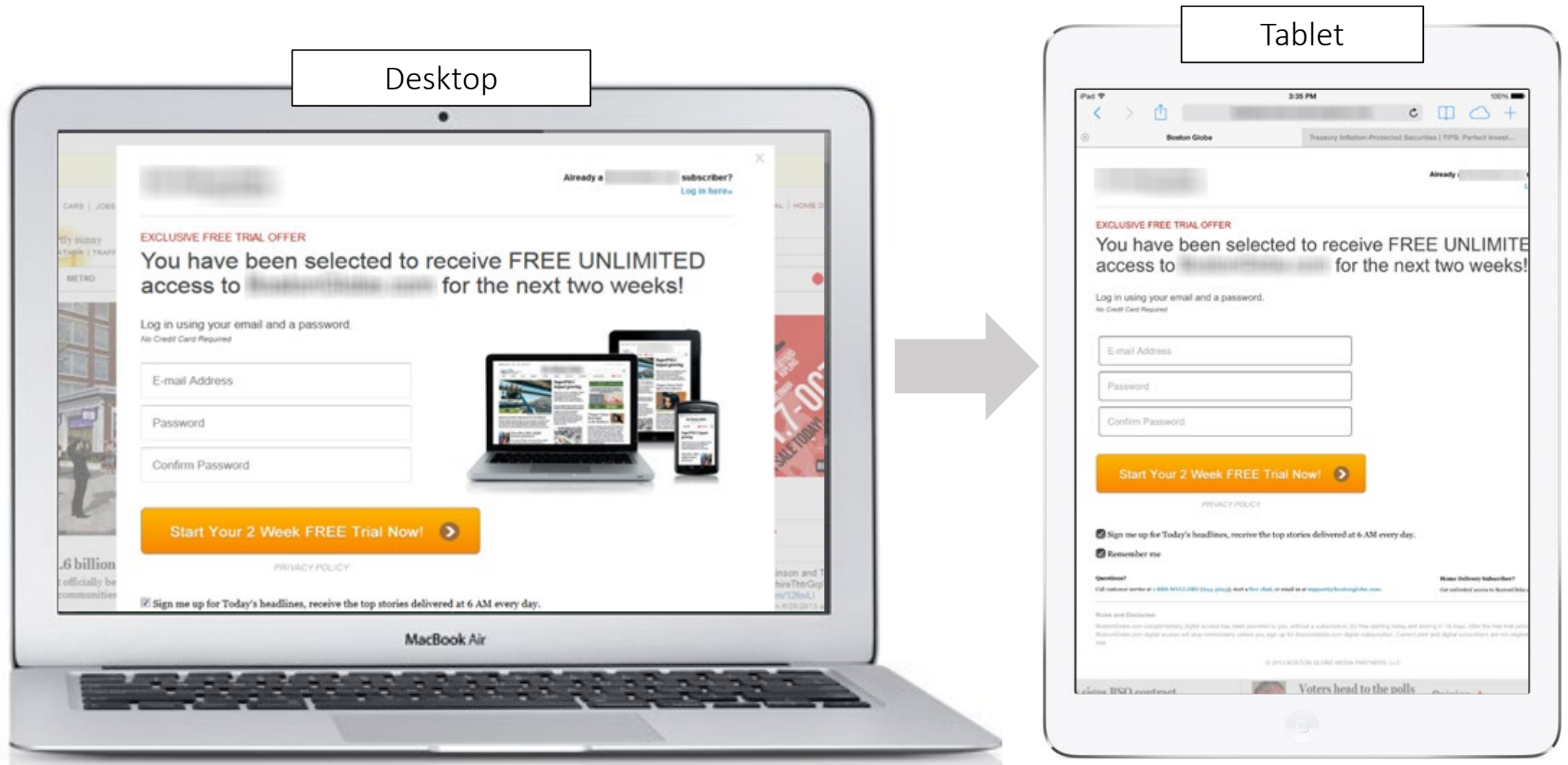
Background: A large news media organization trying to determine whether it should invest in responsive mobile design

Goal: To significantly increase the number of free trial sign-ups

Research Question: Which design will generate the highest rate of free trial sign-ups, responsive or unresponsive?

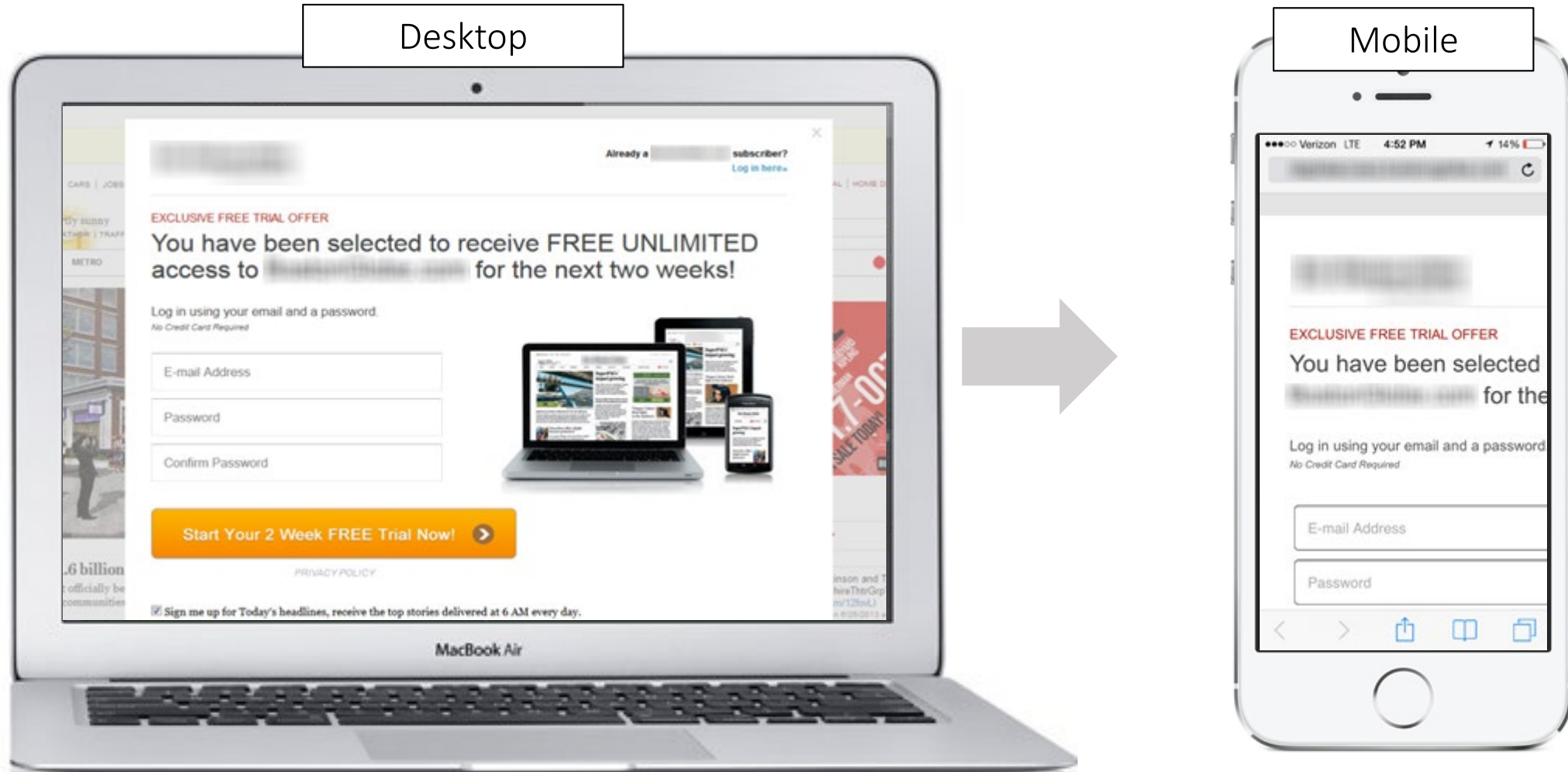
Test Design: A/B multifactor split test

Experiment #24: Control



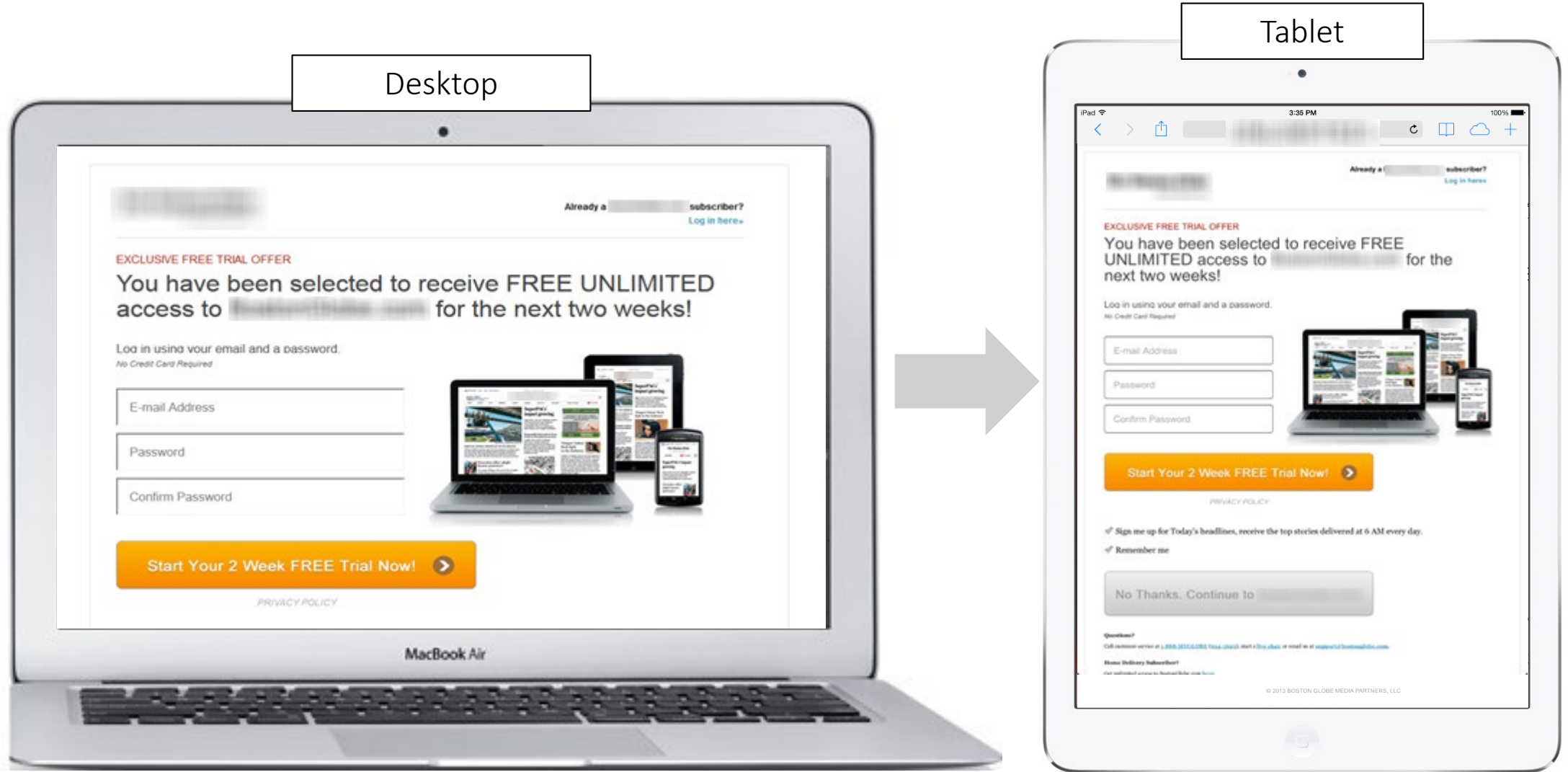
*Android devices also included in this test

Experiment #24: Control



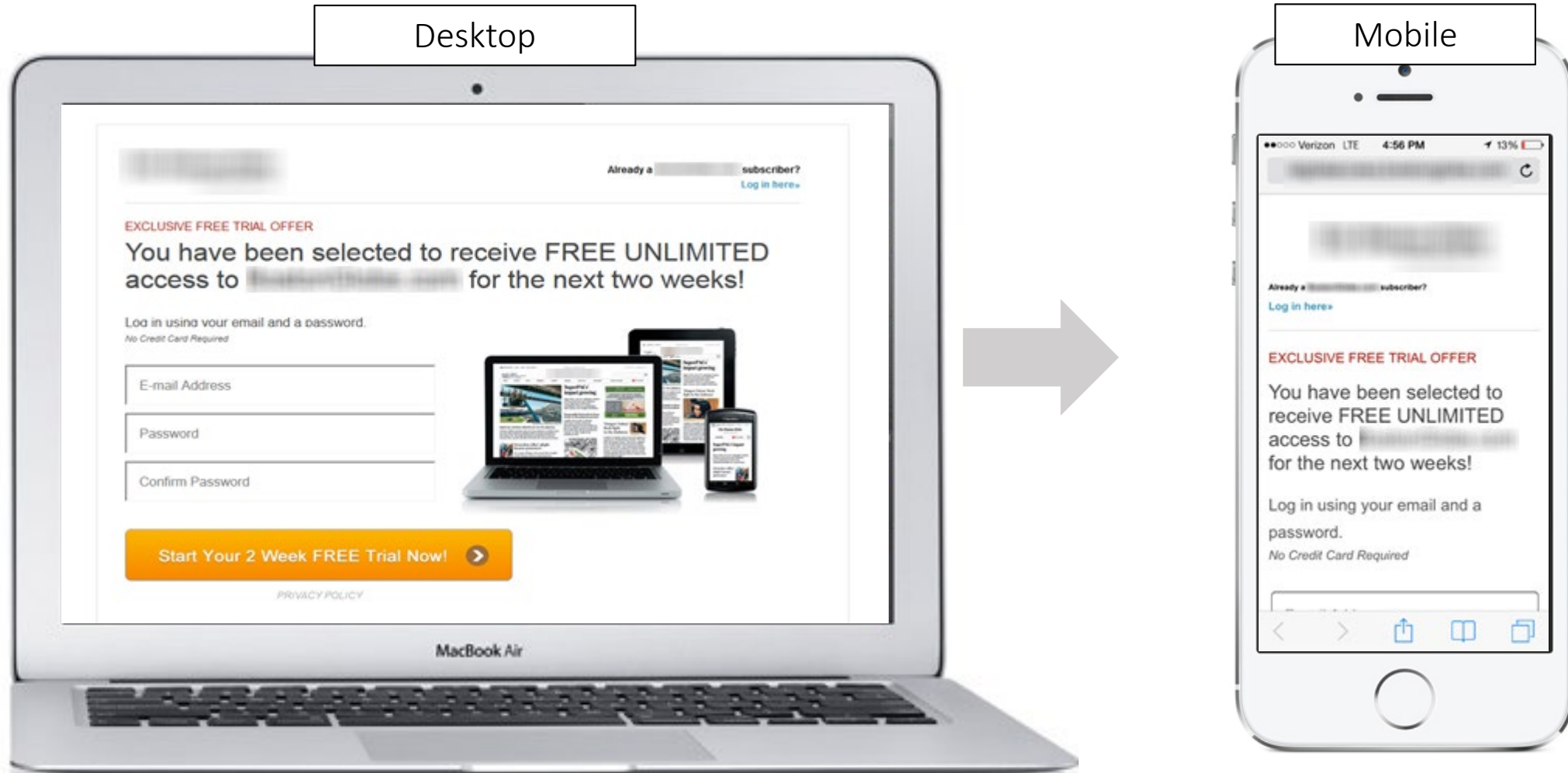
*Android devices also included in this test

Experiment #24: Treatment



*Android devices also included in this test

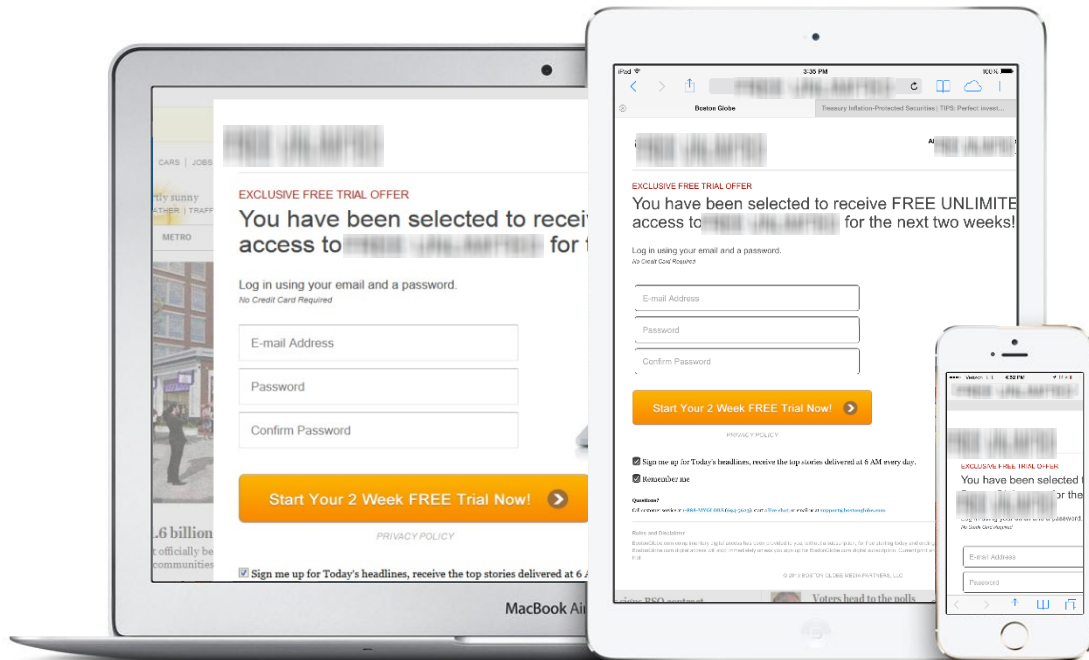
Experiment #24: Treatment



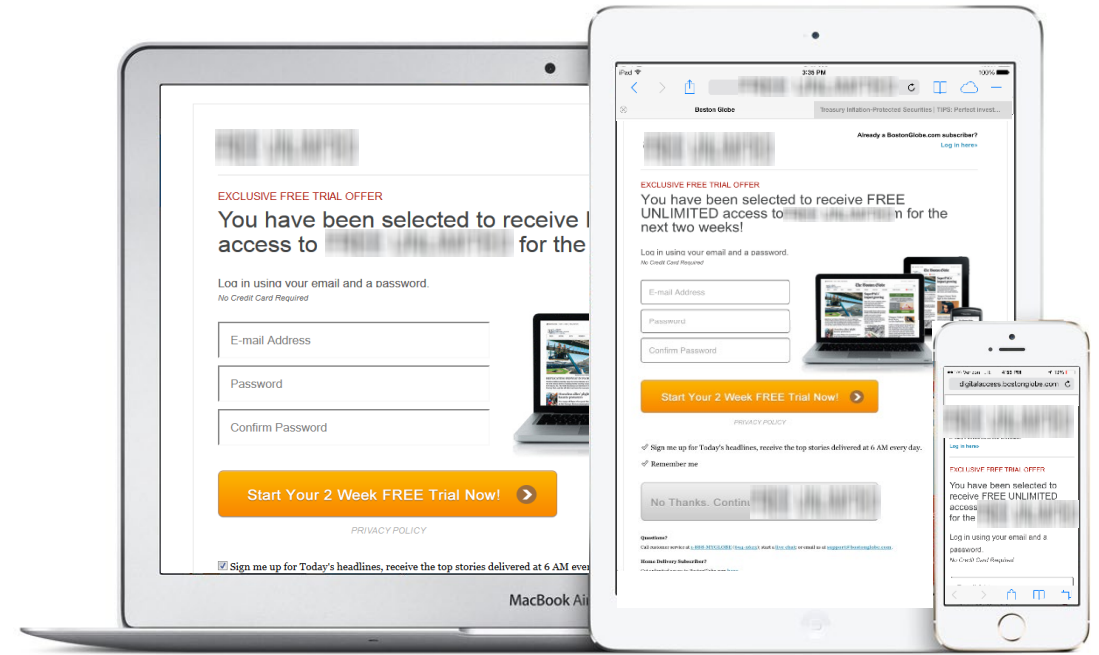
*Android devices also included in this test

Experiment #24: Side-by-Side

Unresponsive



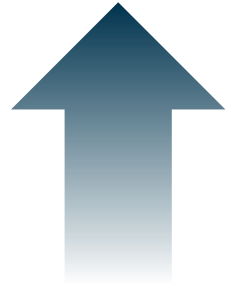
Responsive



*Android devices also included in this test

MECLABS

Experiment #24: Results



56% Aggregate Increase in Conversion

The treatment significantly increased conversion by 56.41%

Design	KPI	% Rel. Change
Control – Unresponsive	3.71%	-
Treatment – Responsive	5.80%	56.41%



What You Need to Understand: The responsive design treatment increased free trial subscriptions when compared in aggregate to the control. For more test info, see pg 57 of [MECLABS Research Digest Volume II, Issue 1](#).

Experiment #25

15% increase in orders by using radio buttons to present subscription options

Experiment #25: Background



Experiment ID: TP1774

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: A large people search company catering to customers searching for military personnel

Goal: To significantly increase the total number of subscriptions

Research Question: Which subscription option format will produce the highest subscription rate, a dropdown or radio button?

Test Design: A/B single factorial split test

Experiment #25: Treatment

Treatment 1

Get access to our 4 million military records with a Full Access Membership

Subscribe now to view the record for [Name] and receive immediate access to the entire site

What do you get for subscribing?

- ✓ Access to millions of military records.
- ✓ Unlimited use of the site.
- ✓ Full access to thousands of documents in our exclusive historic document library.
- ✓ Post in our genealogy forum and get help from our professional researchers.
- ✓ Contact over one million Veterans.

Member Testimonial

"Your help has been fantastic! Within 24 hrs I have found out info regarding my Grandad, when and where the photo was taken and have now been able to order the portrait of him I saw last night on your TV advert. Thank you so much!"

Full Access Member

1. Select Your Subscription Option

<input checked="" type="radio"/> 1 Month £8.95	just £8.95 per month!
<input type="radio"/> 3 Months £25.95	just £8.65 per month!
<input type="radio"/> 6 Months £47.95	just £7.99 per month!
<input type="radio"/> 12 Months £85.95	just £7.16 per month!

2. Enter Your Payment Information

Cardholder Name:

Card Number:

Start Date (from last card):

Expiry Date:

Security Code:

Verified by **MasterCard** **VISA** **SecureCode**

Total: **£8.95**

Discount Code:

To ensure you receive uninterrupted access to Forces War Records, your subscription will be automatically renewed for successive periods of 12 months for your convenience. You can cancel this service by setting the auto-renewal membership option to no in your profile settings. By submitting this form you are agreeing to our [Terms and Conditions](#)

1. Select Your Subscription Option

Recommended Option

☒ **1 Month**
£8.95

just **£8.95** per month!

☐ **3 Months**
£25.95

just **£8.65** per month!

☐ **6 Months**
£47.95

just **£7.99** per month!

☐ **12 Months**
£85.95

just **£7.16** per month!

Experiment #25: Treatment

Get access to our 4 million records with a Full Access Membership

Subscribe now to view the record for [redacted] and receive immediate access to the entire site.

What do you get for subscribing?

- ✓ Access to millions of [redacted]
- ✓ Unlimited use of the site.
- ✓ Full access to thousands of documents in our exclusive historic document library.
- ✓ Post in our genealogy forum and get help from our professional researchers.
- ✓ Contact over one million UK Armed Forces Veterans.

Member Testimonial

"Your help has been fantastic! Within 24 hrs I have found out info regarding my Grandad, when and where the photo was taken and have now been able to order the postcard of him I saw last night on your TV advert. Thank you so much."

Full Access Member

1. Select Your Subscription Option

1 Month - £8.95 per month (Recommended) [v]

2. Enter Your Payment Information

Cardholder Name: [redacted]

Card Number: [redacted]

Start Date (If you have a card): Month [v] Year [v]

Expiry Date: Month [v] Year [v]

Security Code: [redacted] **Verified by MasterCard VISA SecureCode**

Total: £8.95

Get Immediate Access Here

2048 BIT SSL This site is 100% secure and uses 2048 bit SSL to ensure your information is safe.

Discount Code: [redacted] **Apply Discount**

To ensure you receive uninterrupted access to Forces War Records, your subscription will be automatically renewed for successive periods of four weeks for your convenience. You can cancel this service by setting the auto renew membership option to no in your profile settings. By submitting this form you are agreeing to our [Terms and conditions](#)

Treatment 2

1. Select Your Subscription Option

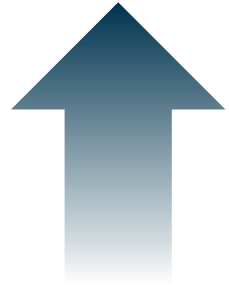
1 Month - £8.95 per month (Recommended) [v]

3 Months - £25.95 (just £8.65 per month)

6 Months - £47.95 (just £7.99 per month)

12 Months - £85.95 (just £7.16 per month)

Experiment #25: Results



15% Relative Increase in Orders

The treatment significantly increased orders by 14.60%

Design	KPI	% Rel. Change
Treatment 1 – Radio Buttons	11.73%	14.60%
Treatment 2 – Dropdown	10.69%	-



What You Need to Understand: Using radio buttons to present subscription options increased orders 15%.

Experiment #25: Side-by-Side

Treatment 1

1. Select Your Subscription Option

Recommended Option



1 Month

£8.95

just **£8.95** per month!



3 Months

£25.95

just **£8.65** per month!



6 Months

£47.95

just **£7.99** per month!



12 Months

£85.95

just **£7.16** per month!

Treatment 2

1. Select Your Subscription Option

1 Month - £8.95 per month (Recommended) ☒

3 Months - £25.95 (just £8.65 per month)

6 Months - £47.95 (just £7.99 per month)

12 Months - £85.95 (just £7.16 per month)

Experiment #26

173% increase in clickthrough by placing emphasis on the value of multi-device ease of access

Experiment #26: Background



Experiment ID: TP1481

Record Location: MECLABS Research Library

Research Partner: *Protected*

Background: Newspaper attempting to increase its online subscriptions

Goal: To increase clickthrough

Research Question: Which landing page will generate the highest clickthrough rate?

Test Design: A/B multifactor, radical redesign split test

Experiment #26: Control



Access the NEW **The Boston Globe**.com for just **99¢**

- The Boston Globe**.com Access Only
Pay just 99 cents for the first 4 weeks. Then pay the regular rate of \$3.99 per week.
- The Boston Globe**.com Access & Sunday Paper
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- Breakthrough technology:** The responsive design automatically adapts content so it always reads perfectly on the digital device of your choice - view the demo to see it in action.
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Experiment #26: Control

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thebostonherald.com for just
99¢

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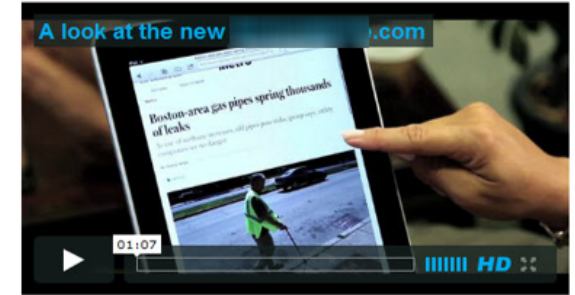


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Experiment #26: Treatment

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Read anywhere you go-online or offline

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com is designed for users who prefer a deeper reading experience and the full scope of the journalism, including exclusive reports, in-depth analyses, and a range of commentary -always in a clean, reader-friendly format.

com includes all of the daily news contained in the print edition, plus breaking news updates and a range of Web-only multimedia videos and photo presentations.

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Experiment #26: Side-by-Side

Control

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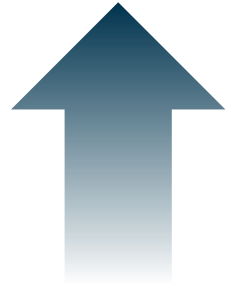
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Experiment #26: Results



173% Relative Increase in Clickthrough

The optimized treatment increased clickthrough by 173.24%

Design	KPI	% Rel. Change
Control	15.24%	-
Treatment	41.63%	173.24%



What You Need to Understand: By placing emphasis on the value of multi-device ease of access, the treatment dramatically increased clickthrough. You can learn more about this test in the article: [Grow Digital Subscriptions with 4 Proven Insights](#)

Boost your conversion rate with a

MECLABS Quick Win Intensive

Get the scientists at MECLABS to rapidly analyze your critical pages for the **fastest way to drive a major revenue increase**. Using the largest library of conversion experiments in the world (more than 20,000 treatments tested), MECLABS can help you **ramp up your conversion rate**.

- Designed for lead gen, ecommerce or subscriptions
- No **long-term** commitment required
- Drives **quick fixes to drive immediate results**
- Provides **strong testing** ideas for long-term success
- Works for **small** and **large** organizations

Here's how it works

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- Then they will help you study the **customer psychology** of your offer: You will get two types of actionable insights, "**Fix-Now(s)**" and "**Test-Now(s)**"
- And they will help you **score** and critique the force of your **value proposition**



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