



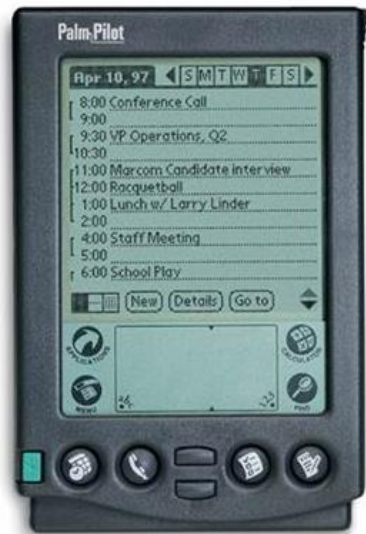
How to Present Test Results to Inspire Action

DAA OneConference

24-Oct-19

About me





Presentation Time!



“You’re telling me all about how to make the watch, but I just want to know what time it is.”

-COO



Agenda

Approach

Walk through template

Why and how to flex

Link to download template

Q&A



What do you
want your
audience to
walk away
with?



Less than ideal takeaways

“Can’t believe I went missing when I was trying to figure out what a p-value was!”

“If the test didn’t win, would I have been able to figure it out?”

“I’m not sure I agree with the results that have gone with 85%”

“I wonder if they looked

“Now that I attended the meeting, I wonder if I should update my L



Ideal takeaways

“I totally thought that was going to win, but can you imagine if we launched that without testing? Yikes!”

“I wonder where else on the site we could try to take advantage of knowing {learning}”

“Let’s go tell sales they need to be ready for this increase in leads”

“We should invite {person} to this next time, they would love hearing about what we’re learning from these experiments”



Template formula

Why we tested

What was tested

Outcome of the test

What we **learned**

What **actions** are we going to take





No time allocated
for education,
you're building an
action-focused
story.

Template





Lay out the business case

Outline the opportunity, what's the premise?

Include details such as:

- > Where on the site/app
- > Audience
- > Evidence

Business case

New chat bot deployed across our site to **capture leads**

Management was expecting this to pay for itself in the first month

From heatmaps, we can see that the **users attention is drawn to that page real-estate when it pops-up**

Before we consider this chatbot a poor source of qualified leads, let's **test the initial question copy**





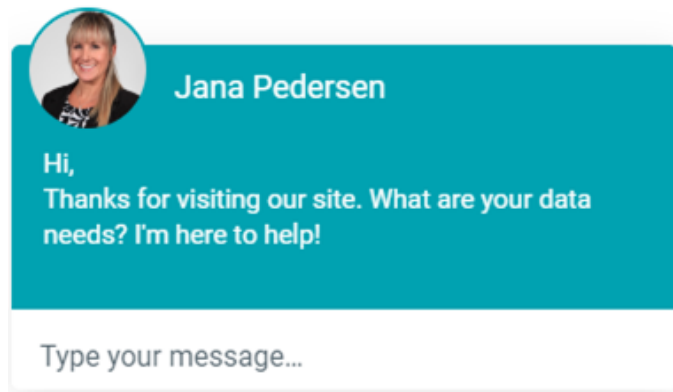
State the thesis

Describe the test in the form of a question
(*diet hypothesis*)

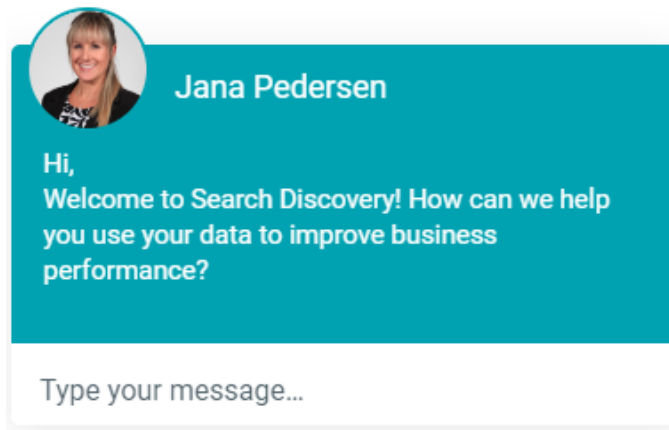
Include visuals, make sure changes are clear

Will a **value prop** chat prompt **increase lead capture**?

Control



Challenger





Define how the experiment was measured

Full hypothesis statement

Success metric

Primary KPI (key performance indicator)

Supporting metrics

Secondary KPIs

What was tested

The details

Hypothesis	If we highlight our value prop in the question, then more leads will be captured, because they are reassured they're in the right place since we're speaking to a pain point
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Success metric	Lead capture rate
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Supporting metrics	Unique visitor response submit rate Chat abandons Chatbot box closes Total leads from other sources Heatmap hovers on chat
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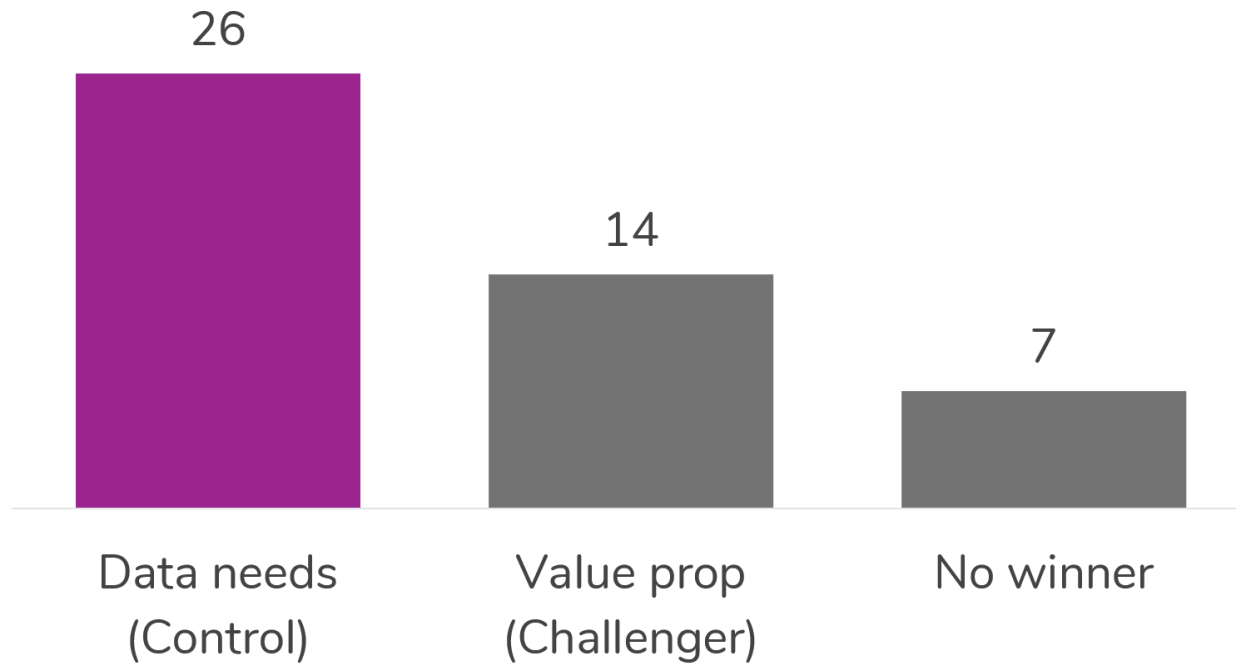
Make it interactive!

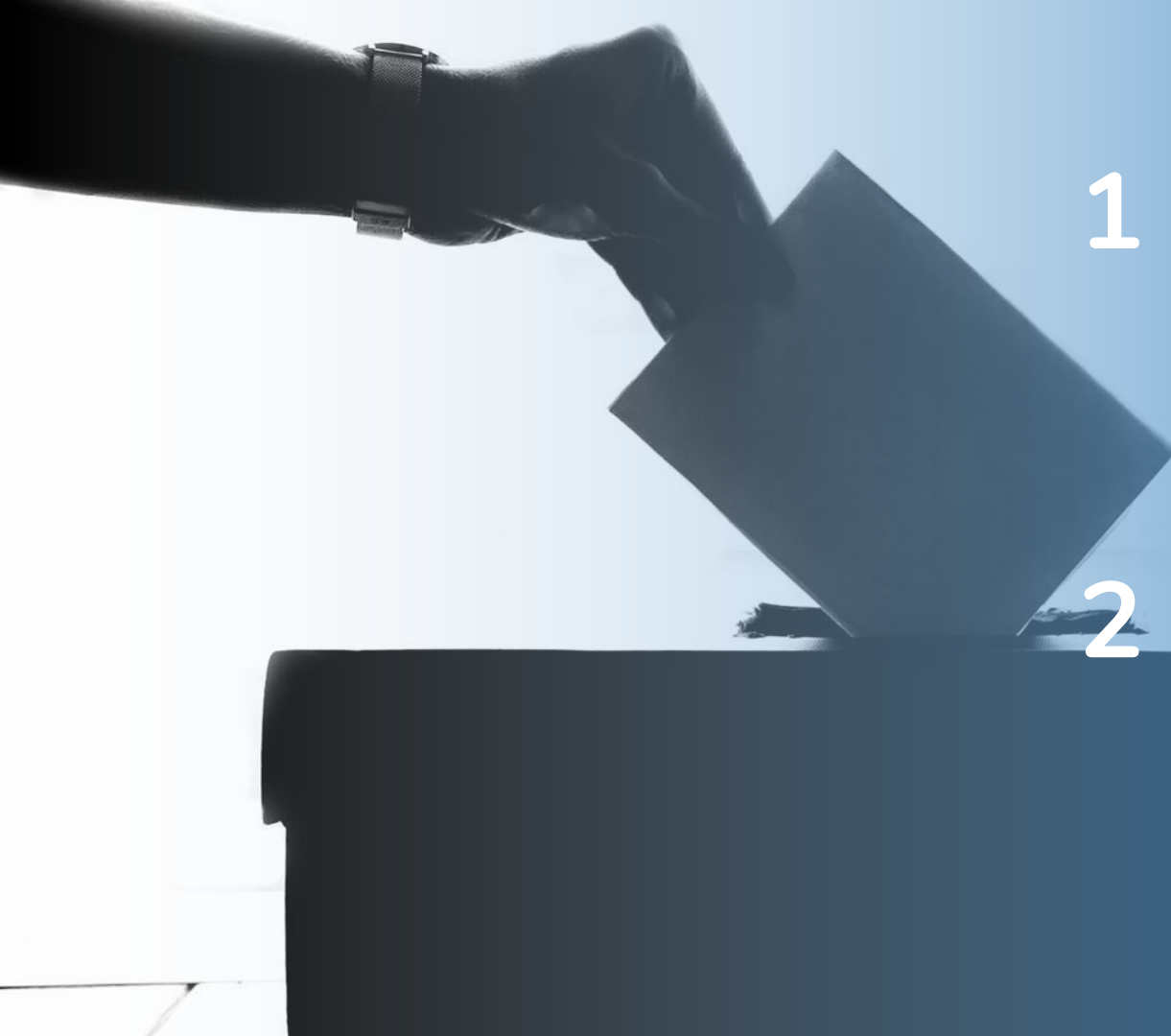
Take a live poll, show of hands or sli.do

OR

Show results of prior poll,
“Which test will win?”

How did you vote?





1 Majority has
never gotten it
right!

2 Great interactive
moment with
your audience





Results: Impact on primary KPI

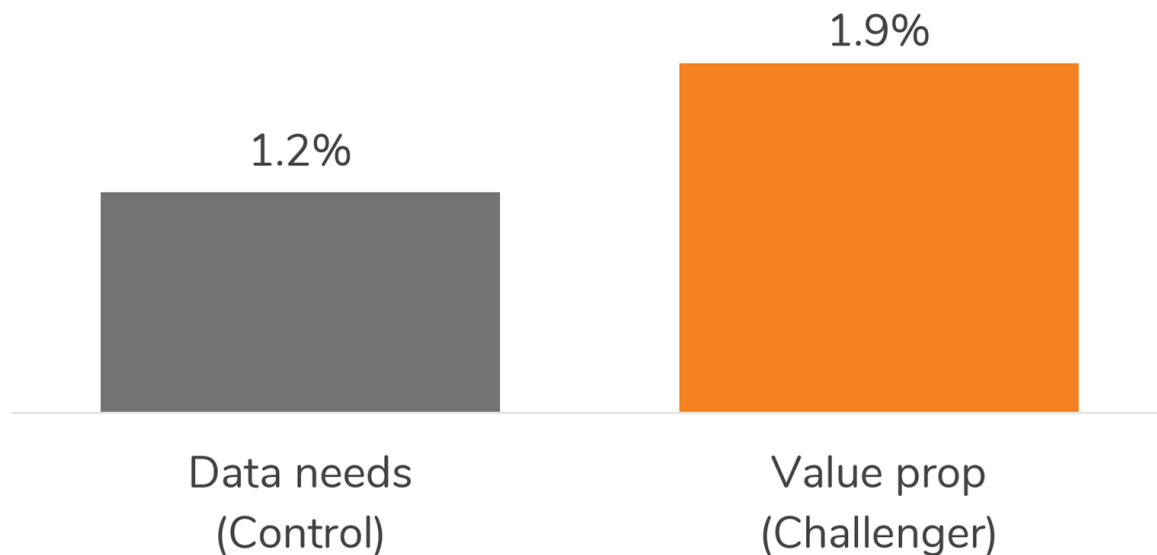
One visualization of primary KPI

Headline stating the outcome

Call-out of business impact


The **value prop** message won with a **58% lift** in leads captured

Primary KPI: Lead capture rate



Estimated business impact = **840** more leads





Results: segmentation & secondary KPIs

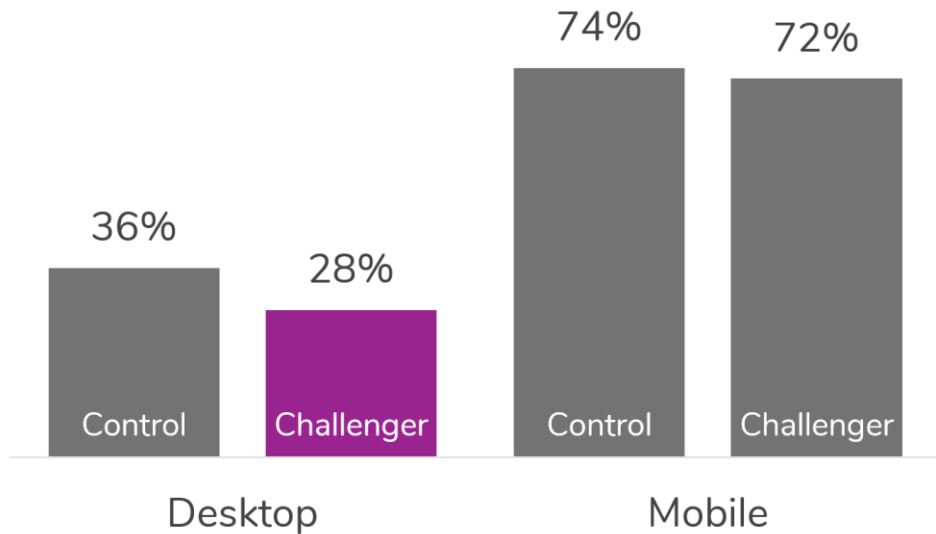
Impact on other key metrics, *if any*

Segments that stood out, *if any*

What else did we find?

Secondary KPI: chat bot closes

On **desktop**
(83% of sessions),
there were **22% fewer
chat closes** with the
challenger variation.





Learnings and actions

Regardless of outcome, what did we learn?

What are we going to do now that we know?

What are we testing next?

What we learned
What actions are we going to take

So what?



Learnings

The value prop messaging resonated and increased interest in starting a relationship

Mobile visitors didn't respond the same as desktop

Changes to chatbot questions can cause changes in user behavior



Actions

Roll-out challenger variation - new control to beat! Record in learning library.

Conduct usability tests on mobile

Prioritize chatbot capability personalization test next



So what didn't make it into the template...

Dates the experiment ran

Statistical significance level

Practical significance threshold

Guardrail metrics

Who signed-off

How long it took the devs


Screenshots from any native tool analytics

Screenshots of how variants looked across devices

Table of all metrics by variation

*Leverage the
Appendix!*





If something
isn't adding to
your presentation,
it's detracting
from it.



CROs wear many hats



Statistician



Communicator
extraordinaire



Scrum master



QA specialist

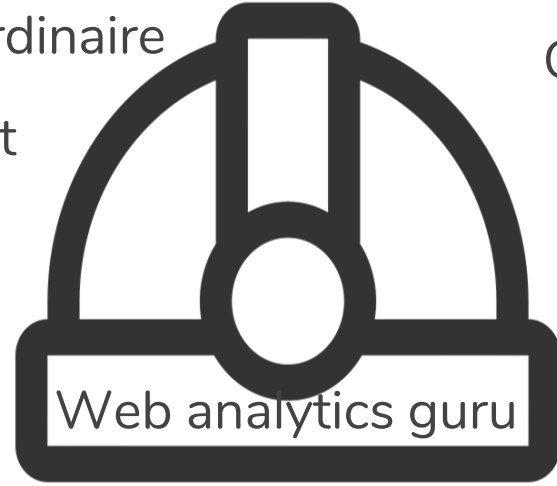
Copywriter



Change agent



Product whisperer



Marketing
go-to

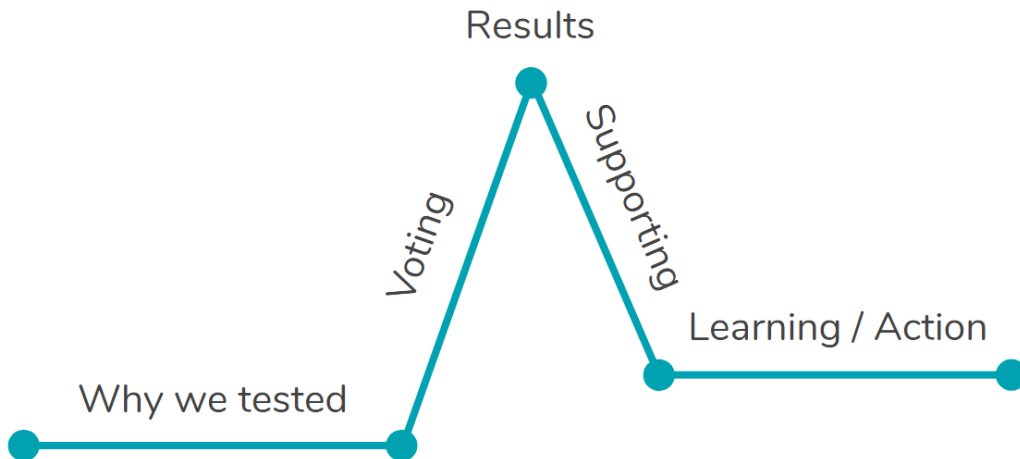


Benefits of a predictable template

Audience expectations
are set

Easier to “automate”
your processes

Follows classic
storytelling arc





What if
your test
isn't a
simple
A/B split?



Business case

In a [prior test](#), we proved that the chat bot can be a rich source of qualified leads if the initial question copy resonates

New control to beat, but one-size-fits-all messaging is likely a local maxima since we have clients with a diverse set of needs

There is high actionability for an evergreen campaign (low cost)

3 most popular content areas of the site: Domo, Adobe Launch and CRO

MVP: vet congruent chat bot content personalization on top content areas



Will content specific chats create more leads?

Control

Generic



Jana Pedersen

Hi,
Welcome to Search Discovery! How can we help
you use your data to improve business
performance?

Type your message...

Challengers

DOMO

Are you currently using or thinking about Domo to improve the way your company accesses, shares and uses data? Talk to us! We have the world's largest partner team of Certified Domo Consultants globally.

CRO

Ready to grow your Optimization Program into a Center of Excellence? Talk to us! We have a combined 50+ years of expertise in digital experimentation with experts in each of the top tools!

Adobe Launch

Planning your Adobe Launch migration from DTM? Talk to us! We have a deep history with Adobe and our team has already implemented this new platform on 80+ websites!



The details

Hypothesis	If we personalize the chat box for our top 3 content areas, then more leads will be captured, because users will see our authority on the topics they are interested in learning more about
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Success metric	Lead capture rate
----------------	-------------------

Supporting metrics	Unique visitor response submit rate Chat abandons Chatbot box closes Total leads from other sources Heatmap hovers on chat
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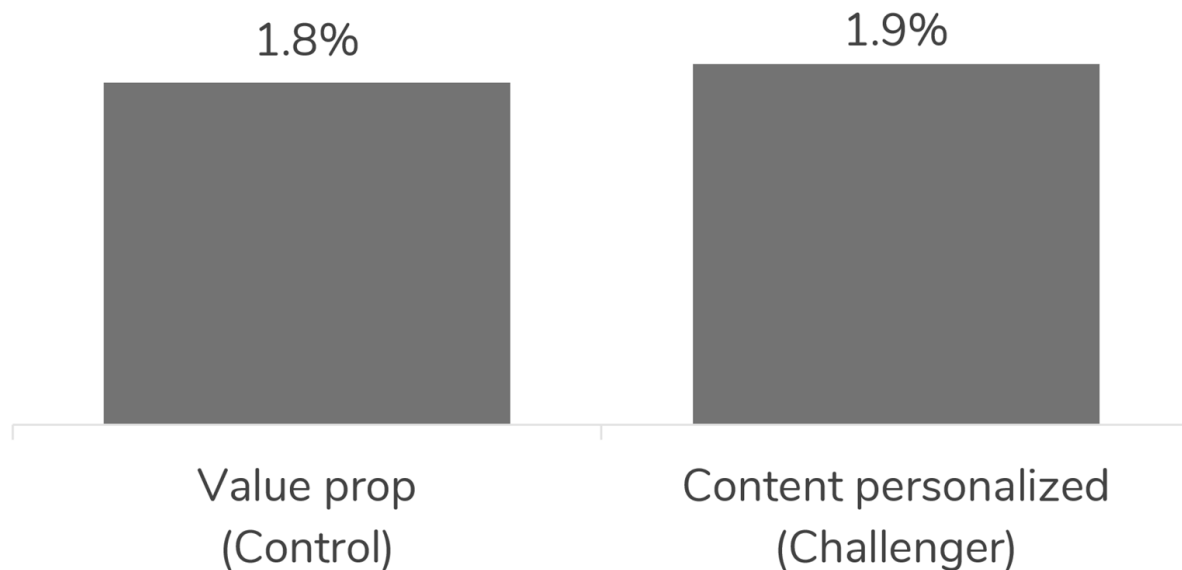


Which variation do
you think won?



The personalized chats **did not increase** leads captured

Primary KPI: Lead capture rate



The challenger had no material impact on leads captured



So what?



Learnings

Content personalized chats didn't garner the lift we had hoped

Perhaps the content chat should be used as cross-sell instead of congruent with page content

Those coming to top 3 content areas perhaps needed less convincing of our expertise



Actions

Leave current control in place and record in learning library

Research multi-content visits and interaction with current chat

Prioritize another content test that attempts to lift the projects with the lowest rate of web leads



A man in a dark blue suit and striped tie is adjusting his jacket. A semi-transparent grey box is overlaid on the image, containing white text. The background shows a modern building with glass and metal structures.

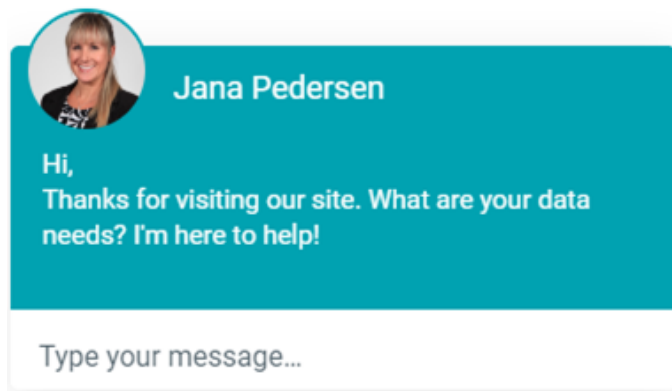
What if senior
management wants
“just two slides”?



The **value prop** message won with a **58% lift** in leads captured

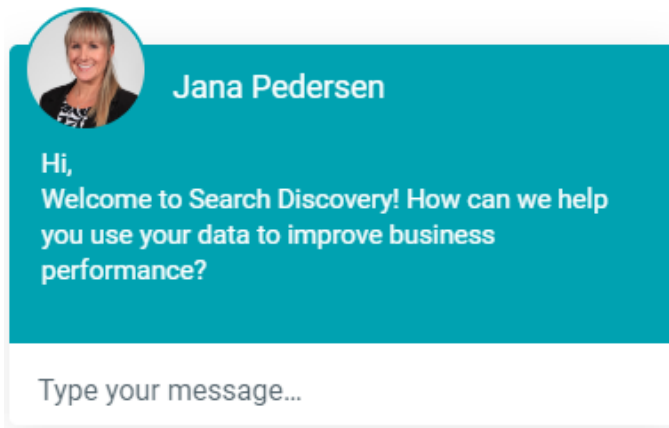
Chatbot value prop message test, Jan 2019

Control



1.2% Lead capture rate

Challenger

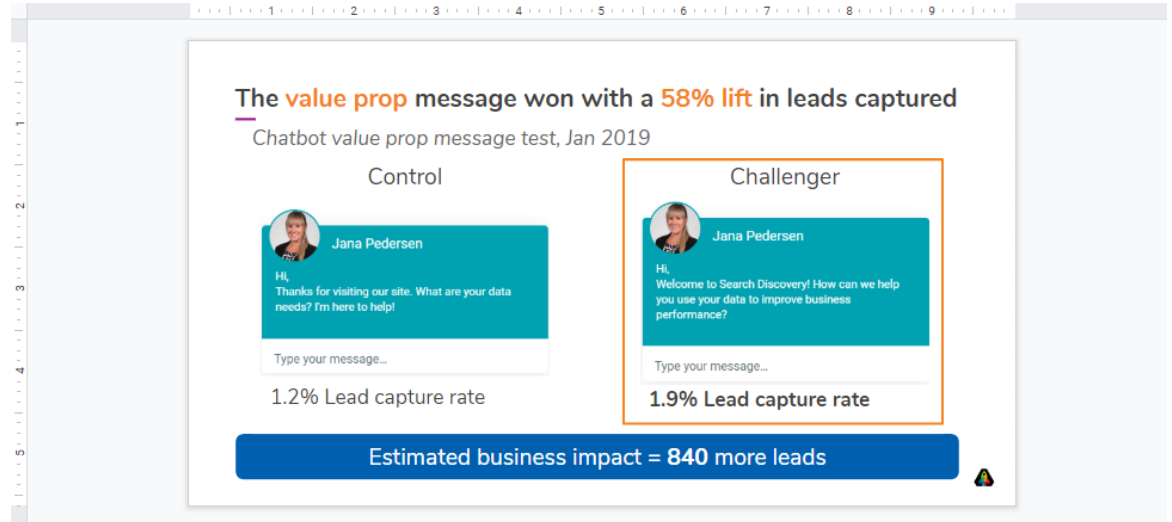


1.9% Lead capture rate

Estimated business impact = **840** more leads



Leverage notes section



BUSINESS CASE:

- New chat bot deployed across our site to capture leads
- Not performing as expected
- From heatmaps, we can see that users are paying attention to the pop-ups
- Before we consider this chatbot a poor source of qualified leads, let's test the initial question copy

Next steps: roll-out winner & content personalization test

Chatbot value prop message test, May 2019



We learned value prop messaging resonated with visitors and increased their interest in starting a relationship

Actions:



- > Roll-out the challenger variation (new control to beat)
- > Record outcomes and learnings in the learning library



We learned changes to the chatbot question can cause changes in user behavior



Action:

- > Prioritize chatbot capability personalization test next

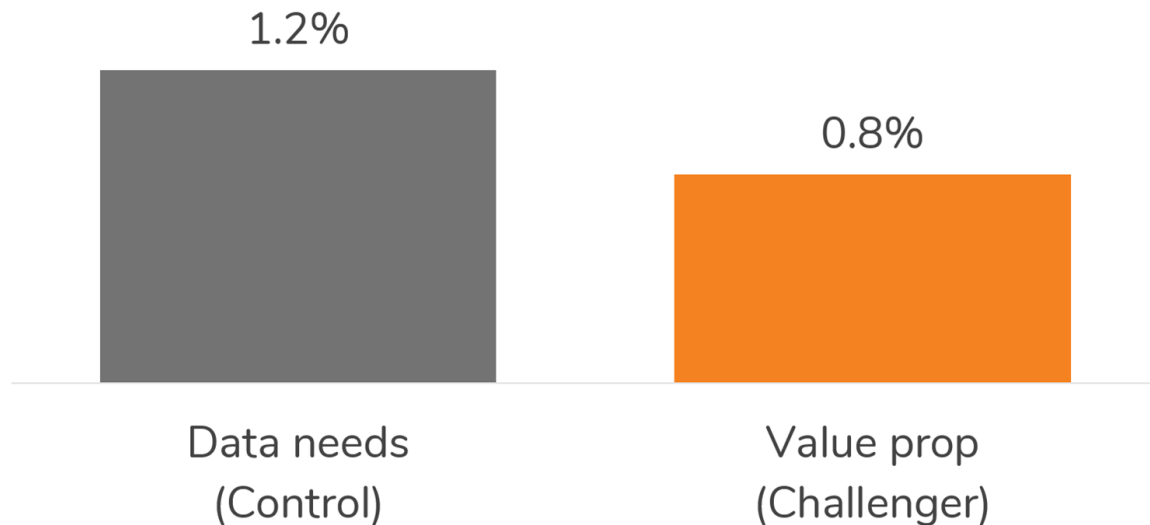


How do you
present a
losing test
result?



The **value prop** message depressed leads by **32%**

Primary KPI: Lead capture rate



Estimated save = **960** fewer leads if we had not tested



So what?



Learnings

This value prop copy did not resonate, but doesn't mean this idea isn't worth exploring further!

Changes to chatbot questions **can** cause changes in user behavior



Actions

Record in learning library, work with marketing to draft new variations of the value prop copy, and pick next test copy with UX

Prioritize the next value prop test amongst the backlog



tl;dr

Your audience is **not** there to learn how to become a CRO

Your goal is to **inspire action** among your audience, focus on what matters to them

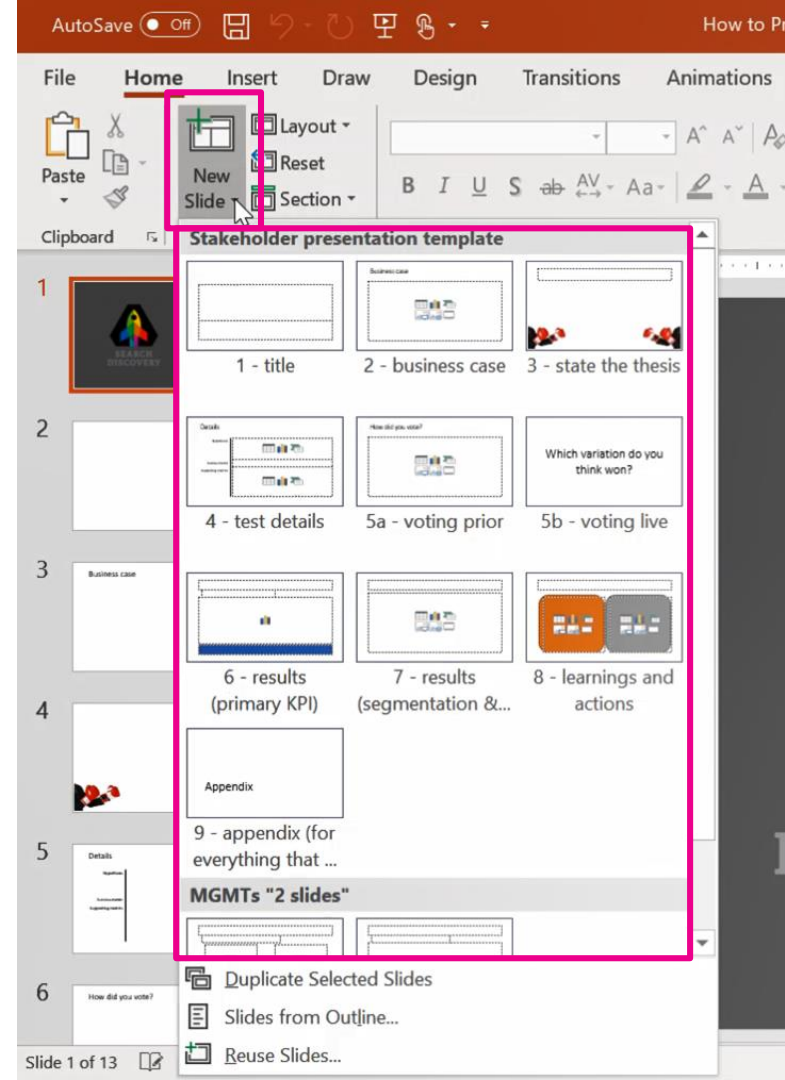
Every touchpoint with your stakeholders is an opportunity to **evangelize testing**



Download the templates!

bit.ly/OneConf

Applying your company's branding is as simple as selecting a Theme from the Design menu (all defaults were used in building the Master)



Questions?



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LinkedIn Code:

