



DL4B

SME Q&B: All Devices: Quote Page: Discount Messaging

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Name	Version	Changes
Sarah Cridland	1	Document created
Sarah Cridland	2	Results added

Test Background

Evidence

DL4B regularly run special offers on their product pages. The discounts are built into the price when the user lands on the Quote Page however this is not explained to the user. Polls have shown that many users abandon in frustration that they couldn't see a discount had been applied or knew how to apply it.

Hypothesis

Adding messaging to the Quote Page to indicate to the user that a discount has been applied will reassure the user that they are getting a discount and increase the likelihood of them completing a purchase.

Test Goal

- Increase progression to Your Post Quote
- Increase policy sales

Targeting

Name	Example URLs
All Your Quote pages in the SME Quote & Buy journey	<p>https://secure.directlineforbusiness.co.uk/DirectLine/servletcontroller</p> <p>Please note this is an SPA and all Quote & Buy steps have the same URL. There are also multiple journeys to target. This test should only run on the pages with the following Adobe Analytics page names:</p> <p>Undefined: Your Quote TP: Your Quote R: Your Quote OP: Your Quote H&B: Your Quote B&B: Your Quote</p>

Audiences

Devices

Desktop, Tablet, Mobile

Other

- Exclude internal IPs, browsers excluding legacy IE All Devices

Scenarios & Considerations

QA Tier

- Tier 1

Scenarios & Considerations

- Please note that there are several versions of the Q&B journey that need to be checked. The form fields you can use to get through to the Quote page are listed in a separate spreadsheet.

Journey	Starting URL	Occupation
Trade (TP)	https://www.directlineforbusiness.co.uk/small-business-insurance/tradesman	Carpenter
Retail (R)	https://www.directlineforbusiness.co.uk/small-business-insurance/craft-insurance	Arts & crafts retail
Office and Professional (O&P)	https://www.directlineforbusiness.co.uk/small-business-insurance/accountants-and-bookkeepers	IT Consultancy
Hair & Beauty (H&B)	https://www.directlineforbusiness.co.uk/small-business-insurance/hair-and-beauty-insurance	Hairdresser
Bed & Breakfast	https://www.directlineforbusiness.co.uk/small-business-insurance/bed-and-breakfast-guesthouse-insurance	Bed and breakfast

Variations

Control – Desktop

The screenshot shows the top navigation bar with the Direct Line logo and contact number 0345 303 1635. Below is a progress bar with three steps: 'Your Business' (checked), 'Your Quote' (current), and 'Payment'. The quote reference number is 700990090, valid for 30 days. Two options are presented: a monthly payment of £4.24 and a lump sum of £51.00, both including Insurance Premium Tax. Each option has a 'Select' button.

Direct Line 0345 303 1635
or text us on 0742 7572 363

Your Business Your Quote Payment

Quote Reference Number: 700990090
Quotes are valid for 30 days

£4.24
per month
including Insurance Premium Tax
Select

OR

£51.00
as a lump sum
including Insurance Premium Tax
Select

Variation 1 – Desktop

The screenshot shows the top navigation bar with the Direct Line logo and contact number 0345 303 1635. Below is a progress bar with three steps: 'Your Business' (checked), 'Your Quote' (current), and 'Payment'. The quote reference number is 700994437, valid for 30 days. Two options are presented: a monthly payment of £4.24 (reduced from £5.10) and a lump sum of £51.00 (reduced from £61.20), both including Insurance Premium Tax. The monthly option includes a 12-month offer for the price of 10 applied, saving £0.85. The lump sum option includes a 12-month offer for the price of 10 applied, saving £10.20. Each option has a 'Select' button.

Direct Line 0345 303 1635
or text us on 0742 7572 363

Your Business Your Quote Payment


Quote Reference Number: 700994437
Quotes are valid for 30 days

~~£5.10~~
£4.24
per month
including Insurance Premium Tax
12 months for the price of 10 applied
You save £0.85!
Select

OR

~~£61.20~~
£51.00
as a lump sum
including Insurance Premium Tax
12 months for the price of 10 applied
You save £10.20!
Select

Control – Mobile

 **Direct Line**
0345 303 1635
or text us on 0742 7572 363

1 ✓ — 2 — 3

Quote Reference Number: 700990090
Quotes are valid for 30 days

£4.24
per month
including Insurance Premium Tax

OR

£51.00
as a lump sum
including Insurance Premium Tax

Variation 1 – Mobile

 **Direct Line**
0345 303 1635
or text us on 0742 7572 363

1 ✓ — 2 — 3

Quote Reference Number: 700994437
Quotes are valid for 30 days

~~£5.10~~
£4.24
per month
including Insurance Premium Tax

✓ 12 months for the price of 10 applied
You save £0.85!

OR

~~£61.20~~
£51.00
as a lump sum
including Insurance Premium Tax

✓ 12 months for the price of 10 applied
You save £10.20!

Design changes

- The original price has been added above the monthly and annual prices in red, strikethrough text. The price to display can be calculated using the following calculation
 - o Monthly price x 1.2
 - o Annual price x 1.2
- The following message has been added beneath the price per month / as a lump sum text:

[tick icon] 12 months for the price of 10 applied
You save £X!

X can be calculated using the following formula:

- o Monthly price x 0.2
- o Annual price x 0.2

Considerations

N/A

Metrics

- On the below metrics All means that every variation of the page in the Q&B journey should be covered e.g. TP: Payment Confirmation, R: Payment Confirmation, OP: Payment Confirmation, B&B: Payment Confirmation, H&B: Payment Confirmation, undefined: Payment Confirmation.

Name	Goal Type	Description
All: Payment Confirmation	Custom	User has reached any Payment Confirmation step
All: Your Post Quote	Custom	User has reached any Your Post Quote step
All: Payment	Custom	User has reached any Payment step
All: Payment Information	Custom	User has reached any Payment Information step
All: Payment Review	Custom	User has reached any Payment Review step
Monthly / Annual Select CTAs	Click	Track clicks on the Monthly or Annual payment Select CTAs

Segments

Name	Values description
Desktop	Desktop users
Tablet	Tablet users
Mobile	Mobile users

Results

Start Date	25/10/21 (full launch)
End Date	02/11/21 (last day of 12 for 10 offer)
Test duration	9 days
Control visitors	1,174
Variation visitors	1,246
Test Result	Winner

Highlight

Adding discount messaging to the Quote Page resulted in a +3.13% uplift in SME Payment with 46% significance. Engagement with the monthly/annual payment CTAs increased +10.01% with 91% significance.

Insights

+10.01% uplift in engagement with the Monthly/Annual CTAs

Users were more likely to interact with the monthly and annual select CTAs with the variation design. Clicks increased +10.01% with 91% significance. This indicates that more users took action to progress with their quote when they saw the messaging confirming the 12 for 10 discount had been applied. Both desktop and mobile saw a similar uplift.

Uplift in progression to Your Post Quote and Payment

Progression to the next two funnel steps Your Post Quote and Payment saw increases of +1.6% and 3.13% respectively. The impact was mainly a result of uplifts seen on mobile devices. This is a positive sign that the discount messaging encouraged more users to proceed with their quote. Unfortunately, the test could only be run for a short period of time and so significance was not reached.

No impact on Payment Confirmation

No impact on progression to Payment Information, Payment Review or Payment Confirmation was seen however as mentioned previously, the test was only live for 9 days and therefore insufficient data was gathered to assess impact on the latter funnel steps.

Conclusions

- Users are more likely to start interacting with the quote page when the discount messaging is displayed
- Users are more likely to progress to the next two funnel steps on mobile
- No impact was seen on the remaining funnel steps however only a small sample of data was gathered

Next Steps

- Early indications for this test show an increase in engagement and progression to the next funnel steps when the discount messaging appears. It is recommended to repeat the test with a future special offer.

Test Data

All Devices

ALL DEVICES	Unique Visitors
Control	1,174
V1	1,246

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
SME: Your Post Quote	A - Control	575	48.98%	n/a	n/a
	B - Variation	620	49.76%	1.60%	29.92%
SME: Payment	A - Control	455	38.76%	n/a	n/a
	B - Variation	498	39.97%	3.13%	45.79%
SME: Payment Information	A - Control	500	42.59%	n/a	n/a
	B - Variation	533	42.78%	0.44%	7.42%
SME: Payment Review	A - Control	484	41.23%	n/a	n/a
	B - Variation	509	40.85%	-0.91%	14.90%
SME: Payment Confirmation	A - Control	443	37.73%	n/a	n/a
	B - Variation	467	37.48%	-0.67%	10.27%
Monthly/Annual Select CTAs	A - Control	388	33.05%	n/a	n/a
	B - Variation	453	36.36%	10.01%	91.25%

Desktop

DESKTOP	Unique Visitors
Control	535
V1	546

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
SME: Your Post Quote	A - Control	279	52.15%	n/a	n/a
	B - Variation	285	52.20%	0.09%	1.27%
SME: Payment	A - Control	224	41.87%	n/a	n/a
	B - Variation	230	42.12%	0.61%	6.78%
SME: Payment Information	A - Control	244	45.61%	n/a	n/a
	B - Variation	250	45.79%	0.39%	4.74%
SME: Payment Review	A - Control	238	44.49%	n/a	n/a
	B - Variation	244	44.69%	0.46%	5.34%
SME: Payment Confirmation	A - Control	219	40.93%	n/a	n/a
	B - Variation	224	41.03%	0.22%	2.43%
Monthly/Annual Select CTAs	A - Control	173	32.34%	n/a	n/a
	B - Variation	193	35.35%	9.31%	70.46%

Mobile

MOBILE	Unique Visitors
Control	617
V1	677

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
SME: Your Post Quote	A - Control	287	46.52%	n/a	n/a
	B - Variation	325	48.01%	3.20%	40.83%
SME: Payment	A - Control	225	36.47%	n/a	n/a
	B - Variation	262	38.70%	6.12%	59.27%
SME: Payment Information	A - Control	249	40.36%	n/a	n/a
	B - Variation	258	38.11%	-5.57%	59.16%
SME: Payment Review	A - Control	239	38.74%	n/a	n/a
	B - Variation	258	38.11%	-1.62%	18.30%
SME: Payment Confirmation	A - Control	217	35.17%	n/a	n/a
	B - Variation	237	35.01%	-0.46%	4.89%
Monthly/Annual Select CTAs	A - Control	210	34.04%	n/a	n/a
	B - Variation	253	37.37%	9.80%	78.92%

Tablet

TABLET	Unique Visitors
Control	20
V1	23

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
SME: Your Post Quote	A - Control	8	40.00%	n/a	n/a
	B - Variation	10	43.48%	8.70%	18.15%
SME: Payment	A - Control	6	30.00%	n/a	n/a
	B - Variation	6	26.09%	-13.04%	22.27%
SME: Payment Information	A - Control	7	35.00%	n/a	n/a
	B - Variation	7	30.43%	-13.04%	24.81%
SME: Payment Review	A - Control	7	35.00%	n/a	n/a
	B - Variation	7	30.43%	-13.04%	24.81%
SME: Payment Confirmation	A - Control	7	35.00%	n/a	n/a
	B - Variation	6	26.09%	-25.47%	47.05%
Monthly/Annual Select CTAs	A - Control	4	20.00%	n/a	n/a
	B - Variation	7	30.43%	52.17%	56.91%