



BAT

# Test Plan – UK: PDP Subscription Detail

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16/12/2021

Name	Version	Changes
Matt Maidment	1	Document created
Matt Maidment	1.1	Results added

# Background

## Evidence

CS analysis indicates that less than 2% of PDP visitors trigger the subscription info modal. 1.8% on desktop, 1.9% on mobile.

User testing participants mentioned that the info within the modal was useful, clearly explained the benefits of the subscription tiers and clarifies the pause/cancellation process.

There is an opportunity to increase the exposure of this content for users that have shown purchase intent towards a subscription.

## Hypothesis

By making information regarding subscription easier to discover at PDP once the option has been selected, we expect to see an uplift in the percentage of subscription orders.

## Test Goal

1. Conversion Rate
2. Subscription Orders
3. Add to Basket
4. PDP Subscription Modal Interaction

## Targeting

Name	Description	Example URLs
UK Flavours PDPs	All UK product pages for flavours	<a href="https://www.vuse.com/gb/en/e-liquids/pods/vuse-epod-chilled-mint-nic-salts-e-liquid-pods">https://www.vuse.com/gb/en/e-liquids/pods/vuse-epod-chilled-mint-nic-salts-e-liquid-pods</a>

## Audiences

### Devices

Mobile & Desktop

## Scenarios & Considerations

### QA Tier

Tier 1

### Considerations

- The changes within variation 1 should only activate once users select the subscription option at PDP. The default option on PDP is one time.

# Variations

## Control - Mobile

**VUSE ePOD**  
Passionfruit Fields e-Liquid Pods

ONE TIME PURCHASE **£6.99** per pack

SUBSCRIBE FROM **£4.79** per pack

**NICOTINE LEVEL**  
ZERO

1

**£6.99** ADD TO BASKET

## Variation 1 - Mobile

**VUSE ePOD**  
Passionfruit Fields e-Liquid Pods

SUBSCRIBE FROM **£4.79** per pack

ONE TIME PURCHASE **£6.99** per pack

**WHY TAKE OUT A VUSE SUBSCRIPTION?**

- Save time and effort with delivery straight to your each month.
- Choose your preferred mix of flavours
- You're in control- pause, skip or cancel at any time
- Includes a new device FREE every six months

**MORE INFO** →

**NICOTINE LEVEL**  
ZERO

## Control - Desktop

### VUSE ePOD

#### Passionfruit Fields e-Liquid Pods

MIX & MATCH: 10 FOR ~€50.00 or SUBSCRIBE FROM ~€4.79 PER PACK

READ MORE

ONE TIME PURCHASE **€6.99** per pack

SUBSCRIBE FROM **€4.79** per pack

NICOTINE LEVEL



QUANTITY

- 1 +

**€6.99** / month

Bronze, Silver, Gold discounts will be applied at checkout

ADD TO BASKET



**NEXT DAY DELIVERY**

This option is available for orders placed before 3PM Monday to Friday. More Information



## Variation 1 – Desktop



### VUSE ePOD

Passionfruit Fields e-Liquid Pods

MIX & MATCH: 10 FOR ~£50.00 or SUBSCRIBE FROM ~£4.79 PER PACK

READ MORE

ONE TIME PURCHASE **£6.99** per pack

SUBSCRIBE FROM **£4.79** per pack

#### WHY TAKE OUT A VUSE SUBSCRIPTION?

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**MORE INFO** →

#### NICOTINE LEVEL



#### QUANTITY

– 1 +

**£6.99** / month

Bronze, Silver, Gold discounts will be applied at checkout

ADD TO BASKET



#### NEXT DAY DELIVERY

This option is available for orders placed before 3PM Monday to Friday. More Information

## Design changes

V1

- Subscribe option has updated purple background colour when selected.
- “ i ” icon is removed on the far right of the subscription option.
- New content slot appears below the subscription option when it’s selected.
  - Title for content slot: “ What is a vuse subscription?”
- Bullet points for the content slot:
  - Sent straight to your door every month, no delivery charges.
  - Your choice of Vuse flavours and strengths.
  - You’re in control – pause, skip or cancel any time.
  - Your choice of device every six months.
- “More info” CTA should trigger the same modal as used in control, which is triggered using the “ i ” icon.
- If users changes the selection back to one time, then the subscription content slot should be removed and the purple state is also removed.
- Functionality is identical for desktop and mobile devices.

Design link: <https://www.figma.com/file/qYGTPuuilKbo8G1VKTzz8t/617-BAT%3A-All-Domains%3A-PDP-Subscription-Detail?node-id=0%3A1>

## Metrics

	Name	Description
1	Subscription add to cart	Every Category = "Subscriptions" AND Every Action = "SubscriptionAddToCart"
2.	Subscription Orders	The number of subscription orders completed
3.	Transactions	The total number of transactions
4.	Subscription Info Visits	Unique visits to <a href="https://www.vuse.com/fr/fr/abonnement">https://www.vuse.com/fr/fr/abonnement</a> (GA)
5.	Add to Cart	Event Category = "Ecommerce" + Event Action = "Add to cart"
6.	Basket Views	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/cart/">https://www.vuse.com/fr/fr/checkout/cart/</a> (GA)
7.	Checkout – Login	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/customer/login/">https://www.vuse.com/fr/fr/checkout/customer/login/</a> (GA)
8.	Checkout	Unique visits to <a href="https://www.vuse.com/fr/fr/checkout/">https://www.vuse.com/fr/fr/checkout/</a> (GA)

## Segments

Name	Values description
N/A	No segments required within Google Optimize



## Integrations

Name	Values description
Google Analytics	Experiment ID is generated automatically and available within GA.

## Results

### Winner

Start: 12/01/22

End: 07/02/22

Duration: 28 days

Control Visitors: 8,244

V1 Visitors: 8,338

### Highlights

We observed an uplift in the primary metric of subscription orders of **+5.65%** vs. the control at 88% statistical significance. We believe this is as a direct result of the introduction of the grey content slot added to product pages when the subscription purchase option was selected.

The uplift in subscription orders impacted overall transactions, which were **+6.5%** vs. control at 92% statistical significance. This was ultimately reflected in an uplift in overall revenue per visitor of **+14.7%** from £3.20 to £3.67 because of the increase in subscriptions.

## Further Insights

### Low interaction with the More Info CTA

Contentsquare data suggests a relatively low click rate on the "More Info" CTA within the subscription content slot of 1.2% across all devices. The significant uplift in subscription orders suggests that the content featured within the content slot is sufficient to encourage users to opt for a subscription purchase.

ONE TIME PURCHASE **£6.99**  
per pack

SUBSCRIBE FROM **£4.79**  
per pack

**WHAT IS A VUSE SUBSCRIPTION?**

- Sent straight to your door every month, no delivery charges.
- Your choice of Vuse flavours and strengths.
- You're in control - pause, skip or cancel any time.
- Your choice of device every six months.

**MORE INFO**

**NICOTINE LEVEL**

## *Subscription add to cart rate saw a decrease.*

We observed an **-8.4%** reduction in the percentage of visitors that add a subscription to their cart. This contrasts with the uplift seen in actual subscription orders. We believe this is due to an improved understanding from visitors on the requirements and benefits of a subscription, so we are encouraging better qualified visitors to continue to the basket with a subscription added. To support this, we observed a **-2.7%** reduction in exit rate from the basket vs. the control experience. We can assume that visitors had a better understanding how what a subscription was and how to purchase it, and therefore were less likely to abandon their order at the basket step.

We know from previous usability testing around subscriptions that there is significant confusion at the basket step around the minimum quantity and delivery frequency of a subscription purchase. By offering more information on this topic at PDP, we believe that frustration has been significantly decreased.

## **Conclusion & recommendations**

There is clear evidence that the addition of the subscription info content slot on PDP for users that have selected the subscription option drives a significant uplift in subscription orders and therefore overall transactions.

The **+6.5%** uplift in overall transactions observed in this experiment is worth an estimated **£40.5k** in annual incremental revenue, from an additional 1.1k transactions. This has been calculated by applying the uplift in conversion rate to the last 12 months of GA revenue data for flavour PDP visitors. This calculation assumes that the volume of traffic will be level year on year. We recommend a follow up experiment to highlight the new subscription info content slot to all PDP visitors rather than just those that have selected the subscription option. We believe this could result in an even higher uplift in

subscription orders due to showing the benefits of a subscription to visitors that have not yet showed an interest in this purchase method.

## Raw Data

PDP Subscription Detail (12/01/22 - 07/02/22)						
Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Confidence
Subscription Orders	Control	8,244	832	10.09%		
	Variation #1	8,338	889	10.66%	5.65%	88.55%
Total Orders	Control	8,244	855	10.37%		
	Variation #1	8,338	921	11.05%	6.50%	92.00%
Revenue Per Visitor	Control	8,244	£3.20			
	Variation #1	8,338	£3.67		14.69%	99.04%
Add to Cart	Control	8,244	2,210	26.81%		
	Variation #1	8,338	2,283	27.38%	2.14%	79.69%
Subscription Add to Cart	Control	8,244	230	2.79%		
	Variation #1	8,338	213	2.55%	-8.44%	17.37%