



TSB

# PCA Spend & Save Product – Sticky Apply CTA

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

## Test Background

### Evidence

Currently only around 30% of visitors to the Spend & Save product page are exposed to the “ready to apply” section of the page. We believe this is since this content is right at the bottom of the page and requires a significant amount of scroll effort from users, particularly on mobile. This is an opportunity to boost the prominence of this content to encourage a higher proportion of users into the application flow for this product.

### Hypothesis

By adding a sticky “ready to apply” banner to the Spend & Save product page, we expect to see an uplift in the app start rate due to increased interaction with the apply now section of the product page.

### Test Goals

- Increase App Start for “Spend & Save” account
- Increase App Completes for “Spend & Save” account
- Reduce Exit Rate for the Spend & Save product page.

## Targeting

Name	Description	Example URLs
Spend & Save	Spend & Save product page	<a href="https://www.tsb.co.uk/current-accounts/spend-and-save-account/">https://www.tsb.co.uk/current-accounts/spend-and-save-account/</a>

## Audiences

### Devices

Mobile & Desktop

### Other

Exclude internal TSB IPs

## Scenarios & Considerations

### QA Tier

Tier 1

# Variations

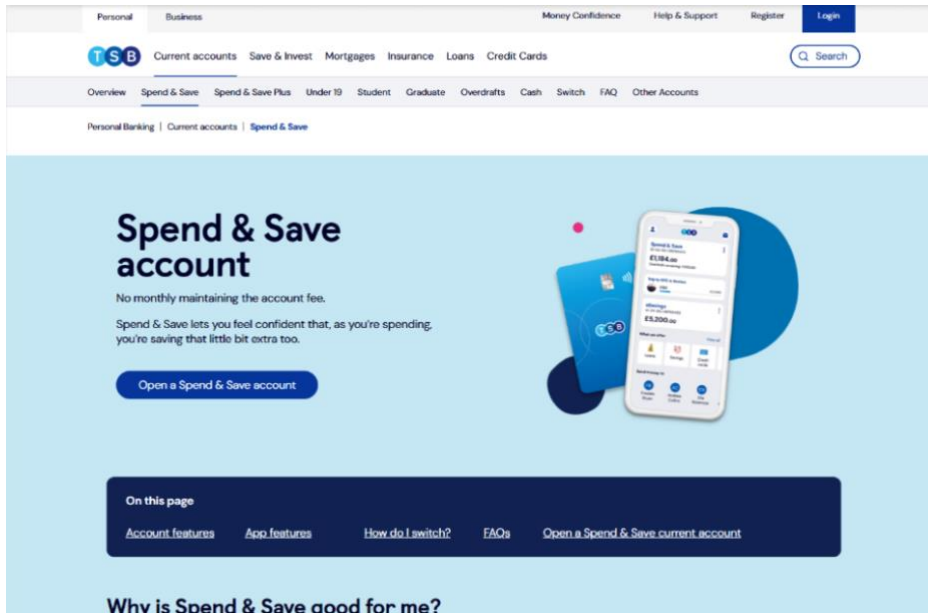
## Control - Mobile

The screenshot shows the mobile website for the TSB Spend & Save account. At the top, there is a navigation bar with the TSB logo, a login icon, a search icon, and a menu icon. Below the navigation bar, there is a breadcrumb trail: < Current accounts | Spend & Save. The main content area has a light blue background. The title 'Spend & Save account' is prominently displayed. Below the title, there is a sub-headline 'No monthly maintaining the account fee.' and a paragraph of text: 'Spend & Save lets you feel confident that, as you're spending, you're saving that little bit extra too.' A blue button with white text says 'Open a Spend & Save account'. Below the button is an image of a smartphone displaying the TSB app interface. At the bottom of the page, there is a dark blue box with white text titled 'On this page' containing a list of links: 'Account features', 'App features', 'How do I switch?', 'FAQs', and 'Open a Spend & Save current account'. Below this box is the text 'Why is Spend & Save good for me?' and at the very bottom, a light blue box with the text 'Earn £5 cashback'.

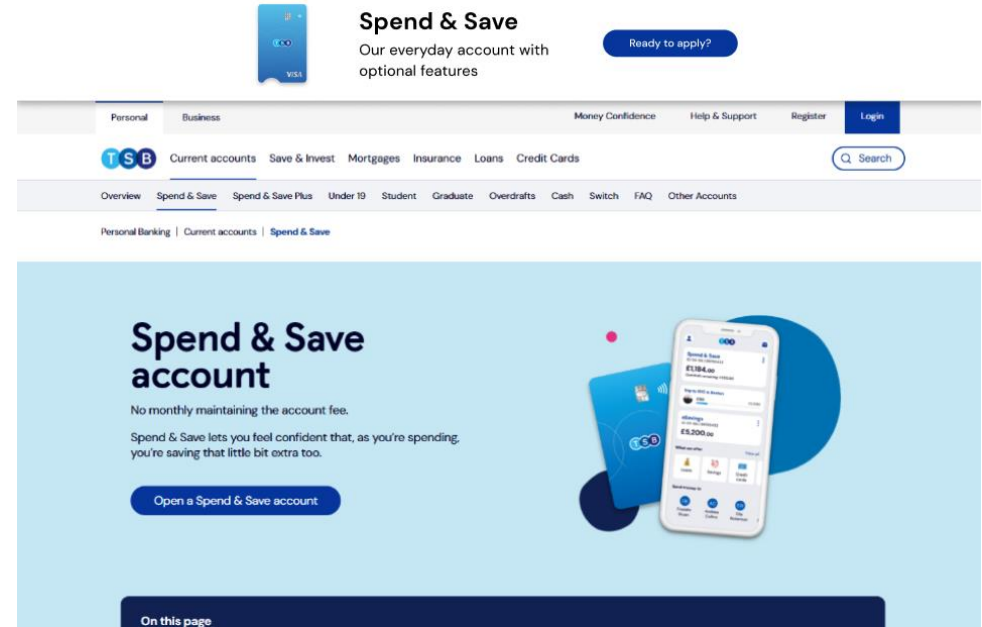
## Variation 1 - Mobile

This variation of the mobile website for the TSB Spend & Save account features a different layout. At the top, there is a blue card with a Visa logo and the text 'Spend & Save' and 'Our everyday account with optional features'. A blue button with white text says 'Ready to apply?'. Below this card is a dark blue box with white text titled 'On this page' containing a list of links: 'Account features', 'App features', 'How do I switch?', 'FAQs', and 'Open a Spend & Save current account'. Below this box is the text 'Why is Spend & Save good for me?'. At the bottom of the page, there is a light blue box with white text titled 'Earn £5 cashback' and 'For first six months'. Below this box is the text 'When you make 30 payments or more on your debit card each calendar month.' and a blue button with white text says 'Learn more'.

## Control - Desktop



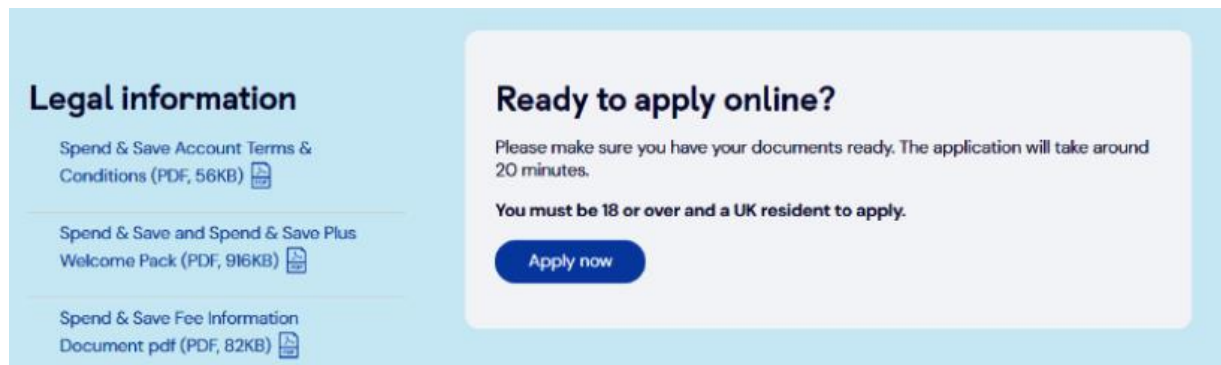
## Variation 1 - Desktop



## Design changes

V1

- A full width banner sticky to the top of the browser window is added to the page. The “Ready to apply?” CTA should anchor the user to the application section of the same page on click, shown below:



- The sticky banner is only displayed when the “Open a spend & save account” CTA at the top of the page is not visible, i.e. the banner only appears as users scroll down the page. If users scroll back to expose the “Open a spend & save account” CTA at the top of the page then the sticky banner is removed.

## Considerations

- No other functionality changes

## Metrics

	Name	Description
1.	App starts	Track started applications on PCA
2.	App completes	Track completed applications on PCA
3.	App submits	Track submitted applications on PCA
4.	App declines	Track declined applications on PCA
5.	App refers	Track referred applications on PCA
6.	App start to submit %	Track % of app starts that reach submit
7.	App start to complete %	Track % of app starts that reach complete
8.	App start to decline %	Track % of app starts that are declined
9.	PCA Overview Bounce rate	Track bounces on PCA Overview product page
10.	PCA Overview Exit rate	Track exits on PCA Overview product page

## Segments

Name	Values description
Mobile & Desktop	Mobile & desktop users only. Exclude tablet

## Integrations

Name	Values description
Adobe Analytics	A4T



## Results

### Winner

Start: 12/01/22

End: 01/02/22

Duration: 21 days

Control Visitors: 12,524

V1 Visitors: 12,822

### Highlights

We observed a statistically significant uplift in the primary metric of App Start of **+5.27%** vs. the control experience. We believe this is due to significant interaction with the sticky apply banner, which anchored users to the apply section on the Spend & Save product page.

We saw a very similar uplift in App Submits of **+5.43%** vs. the control experience, indicating that not only were more users starting the application process, but a higher proportion of total visitors were also attempting to complete the application.

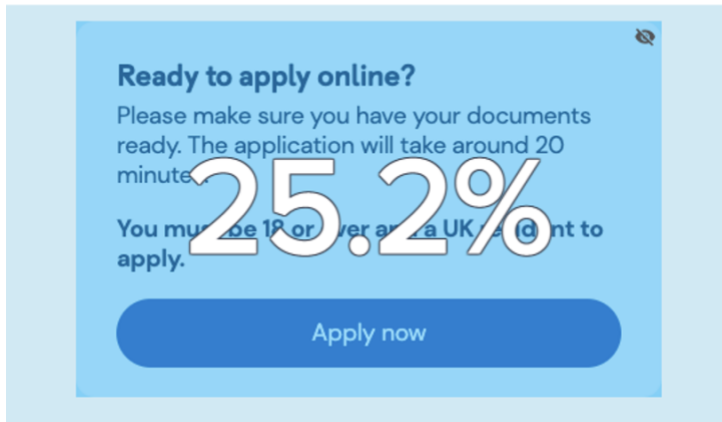
App complete rate stayed **flat** vs. the control experience. We believe this is due to a significant uplift in declined applications (**+14.6%**). Based on the data currently available to us, the cause of the uplift in declined applications is unclear. However, It's likely that the sticky banner is driving a higher volume of lower quality applications thanks to the increased prominence of the "Apply now" content.

## Further Insights

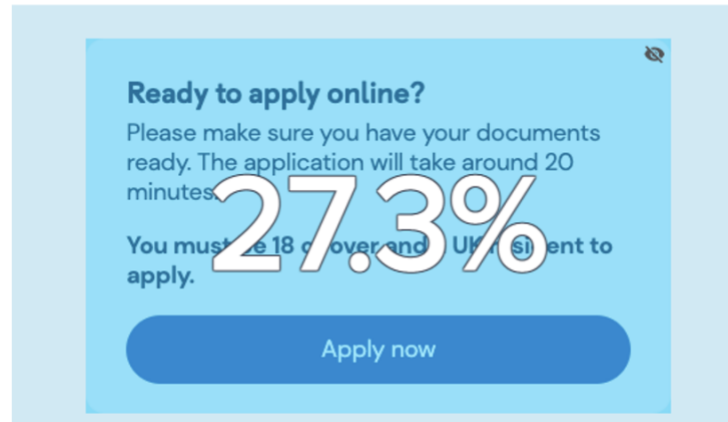
### *Increased exposure of the “Ready to apply online” content slot*

We observed a +2% point uplift in the exposure rate of the ready to apply online content slot, which indicates that the sticky Apply banner saw a high enough click rate to positively influence the proportion of visitors that were anchored down to this content near the bottom of the page. We can be confident that this increased exposure is the key reason for the uplift in app start behaviour.

#### Control



#### Variation 1 |



### *Exit rate for the Spend & Save product page decreased*

We observed a **-4.2%** reduction in exit rate on the page. This suggests that the sticky banner introduced as part of the experiment did not cause any frustration for users navigating to this page. There was some concern that the height of the banner, particularly on mobile, could cause some frustration for users as they scroll as less content is visible on the page. However, we found no evidence of this.

### **Conclusion & Recommendations**

There is clear evidence that the addition of the sticky Apply banner on the Spend & Save product page encourages a higher proportion of visitors to start and submit an application for this account. The key driver for this is interaction with the sticky banner itself, which drove a significantly higher exposure rate for the apply now section of the page. However, due to a significant uplift in app declines, there is no evidence that the banner drives additional business in terms of successful account applications. We recommend analysing specific decline reasons once available to understand any behaviour changes that might be driving this.

We can therefore recommend deploying the sticky apply banner to 100% of visitors to the Spend & Save product page. We would also recommend duplicating this onto the new Spend & Save Plus product page once the redesign has been fully tested.

## Raw Data

PCA Spend & Save Product: Sticky Apply CTA: (12/01/22 - 31/01/22)						
Metric Name	Variation	Visitors	Conversions	Conversion Rate	Improvement	Confidence
S&S Product Page Exit Rate	Control	12,524	4,416	35.26%		
	Variation #1	12,822	4,332	33.79%	-4.18%	0.68%
S&S App Start	Control	12,524	5,582	44.57%		
	Variation #1	12,822	6,016	46.92%	5.27%	99.99%
S&S App Submit	Control	12,524	3401	27.16%		
	Variation #1	12,822	3671	28.63%	5.43%	99.56%
S&S App Complete	Control	12,524	1,119	8.93%		
	Variation #1	12,822	1,144	8.92%	-0.14%	48.59%
S&S App Refers	Control	12,524	1,685	13.45%		
	Variation #1	12,822	1,853	14.45%	7.41%	98.91%
S&S App Declines	Control	12,524	672	5.37%		
	Variation #1	12,822	789	6.15%	14.68%	99.65%
S&S App Start > Submit	Control	5,582	3,401	60.93%		
	Variation #1	6,016	3,671	61.02%	0.15%	54.07%
S&S App Start > Complete	Control	5,582	1,119	20.05%		
	Variation #1	6,016	1,144	19.02%	-5.14%	8.10%