



DL4B

Landlord: All Devices: Adding USPs Summary

Sarah Cridland

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

Test Background

Evidence

Recent user testing showed that participants were impressed by some of the perks of being a DL customer e.g. no admin fees. Content Square zoning analysis shows that only 20% of users are seeing the body content of the new Landlord page where this content sits. Adding a short summary of the USPs higher up the page will make it visible to more users.

Hypothesis

Adding a USPs summary below the hero section will make the perks of being a DL customer visible to more users and encourage more users to start a quote.

Test Goal

Increase Visit to Start Quote (Landlord)

Targeting

Name	URL
Landlord product page	<p>https://www.directlineforbusiness.co.uk/landlord-insurance</p> <p>Please ensure the targeting also includes marketing parameters e.g. https://www.directlineforbusiness.co.uk/landlord-insurance/award-winning-landlord-insurance?cmpid=ppc_generic/acqc/landlord/43700003960750340/GOOGLE/landlord+insurance/kwd-90571765/9045006/c&gclid=Cj0KCQiAweaNBhDEARIsAJ5hwbcOKiFTsrzGkG_rhpHpo1BbNZpX9IF_dmqP64aba3XBIGx80KKxyPUaAmOFEALw_wcB&gclsrc=aw.ds</p>

Audiences

Devices

Desktop, Tablet, Mobile

Other

- Exclude internal IPs, browsers excluding legacy IE All Devices

Scenarios & Considerations

QA Tier

- Tier 3

Scenarios

- Please ensure the page works when the user has marketing parameters in their URL (see targeting section for example URL).

Considerations

- N/A

Variation 1

Control – Desktop

Our phone lines are very busy right now, so there may be long wait times. To avoid any delay, you can use our website to get a quote, [start a claim](#) and [view your policies](#). For other queries, chat to our [Virtual Assistant](#).

Direct Line Personal Insurance | Contact us | Claims | My Account

Landlord Insurance | Van Insurance | Tradesman Insurance | Small Business Insurance | Insurance cover | Business Blog

LANDLORD INSURANCE

We won't be beaten on price
We guarantee to beat your new quote or renewal premium from any other insurer.

New customers only. Cover on an equivalent basis to ours. Qualifying criteria apply. Doesn't apply when Rent Guarantee or Landlord Emergency Cover is added. [Terms & Conditions](#)

[Get a quote](#) [Retrieve a quote](#)

We're proud of our [Reevoo](#) customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance [click here](#).

Join over 250,000 landlords who trust us with their insurance.

Explore Landlord insurance
Get to the information you want to read quicker by using the links below.

- What is landlord insurance?
- What does landlord insurance cover in the UK?
- Do I need landlord insurance?
- Important info, FAQs and policy documents

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Direct Line Coronavirus help and support | Personal Insurance | Contact us | Claims | My Account

Landlord Insurance | Van Insurance | Tradesman Insurance | Small Business Insurance | Insurance cover | Business Blog

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- ✓ No admin fees if you make changes to your policy.
- ✓ Access to our 24/7 legal helpline.
- ✓ Up to 15 properties with one renewal date.
- ✓ 0% interest if you pay by instalments in the first year. Subject to eligibility, over 18s only.
- ✓ Your own specialist claims handler.

- What is landlord insurance?
- What does landlord insurance cover in the UK?
- Do I need landlord insurance?
- Important info, FAQs and policy documents

Control – Mobile

Direct Line

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[Get a quote](#)

[Retrieve a quote](#)

We're proud of our Reevo customer reviews for landlord insurance. To view all customer reviews for Direct Line landlord insurance click [here](#).

8.9 out of 10  [Read 4,259 reviews](#)

Join over 250,000 landlords who trust us with their insurance.

Explore Landlord insurance

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[What does landlord insurance cover in the UK?](#)

Variation 1 – Mobile

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- ✓ Your own specialist claims handler.
- ✓ Access to our 24/7 legal helpline.
- ✓ 0% interest if you pay by instalments in the first year. Subject to eligibility, over 18s only.

[What is landlord insurance?](#)

[What does landlord insurance cover in the UK?](#)

Design changes

- A blue USPs summary box has been added below the Defaqto/Reevoo bar. Please see an example of how the USPs box should be styled on the Van page: <https://www.directlineforbusiness.co.uk/van-insurance>
- The bullet point copy for the USPs box is as follows:
 - o No admin fees if you make changes to your policy.
 - o Up to 15 properties with one renewal date.
 - o Your own specialist claims handler.
 - o Access to our 24/7 legal helpline.
 - o 0% interest if you pay by instalments in the first year.
Subject to eligibility, over 18s only.
- Grey bar with "*Join over 250,000 landlords who trust us with their insurance*" copy has been removed
- *Explore Landlord insurance* and *Get to the information quicker...* text has been removed

Considerations

- N/A

Metrics

Name	Goal Type	Description
Landlord: Start Quote	Custom	User starting quote for Landlord journey
Landlord: Your Quote	Custom	User has reached Your Quote for Landlord journey
Landlord: Payment Confirmation	Custom	User has completed purchase of Landlord policy
Hero: Get a Quote	Click	Track clicks on Get a quote CTA in the hero
Hero: Retrieve Quote	Click	Track clicks on Retrieve a quote CTA in the hero
Anchor links	Custom	Track clicks on any of the four anchor links in the grey bar
All: Get a quote	Custom	Track clicks on all Get a quote CTAs on the Landlord page

Segments

Name	Values description
Desktop	
Tablet	
Mobile	

Results

Start Date	10/02/22
End Date	24/02/22
Test duration	15 days
Control visitors	3,897
Variation 1 visitors	3,892
Test Result	Winner
Annual Incremental	+3.07% uplift in sitewide Landlord Visit to Quote 3,712 additional Landlord Quotes a year 672 additional Landlord Sales a year

Highlight

Adding a USP summary box below the hero on the Landlord landing page did not result in any significant change in Landlord Start Quotes. However, we did see a +6.14% increase in Landlord Quotes with 93% significance. Encouragingly, Landlord Sales also increased +4.53% though only reached 60% significance.

Insights

No impact on Landlord Start Quotes

Adding the USPs summary box below the hero area did not result in any significant change in users clicking the Get A Quote CTA in the hero or anywhere else on the page. As a result, there was no impact seen on users progressing to Landlord Start Quote. There was a -1.17% drop but this was not significant (48%).

-16.82% fall in clicks on the in-page navigation anchor links

Adding the USPs box pushed the in-page navigation anchor links further down the page. As a result, less users saw and engaged with them. Clicks on the anchor links fell -16.82% with 98% significance.

+6.14% uplift in Landlord Quotes

The users who did start a quote were clearly more likely to complete the form and get a quote. Landlord Quotes increased +6.14% and reached 93% significance. This suggests that the USPs box made the benefits of having a policy with Direct Line more visible. The benefits clearly appealed to users and persuaded them it was worth the investment of their time to proceed and get a quote. The increase was predominantly due to mobile and tablet users. Those on mobile devices are less likely to scroll down so summarising key information higher up on the page is therefore more likely to have an impact.

+4.53% uplift in Landlord Payment Confirmation

Landlord Payment Confirmation increased +4.53%. Though there was not enough data to reach significance, it is encouraging to see an indicator that the additional users getting a quote seemed to also proceed to purchase a policy.

Conclusions

- The USPs did not have any impact on users deciding to start a quote. However, the users who did start a quote were more likely to complete the form and get a quote.
- There are early indications that users were also more likely to purchase a policy.
- Users are more likely to see the benefits of being a Direct Line customer when they are summarised in bullet points and displayed higher up on the page.
- The benefits of being a Direct Line customer are appealing to users and play a role in their decision to get a quote and purchase a policy.

Next Steps

- As the variation had a positive impact on users proceeding to get a quote it is recommended to roll out the variation design.

Test Data

All Devices

ALL DEVICES	Unique Visitors
Control	3,897
V1	3,892

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	2,397	61.51%	n/a	n/a
	B - Variation	2,366	60.79%	-1.17%	48.40%
Landlord: Your Quote	A - Control	1,215	31.18%	n/a	n/a
	B - Variation	1,288	33.09%	6.14%	92.98%
Landlord: Payment Confirmation	A - Control	591	15.17%	n/a	n/a
	B - Variation	617	15.85%	4.53%	59.80%
Hero: Get a Quote	A - Control	1,682	43.16%	n/a	n/a
	B - Variation	1,691	43.45%	0.66%	20.15%
Hero: Retrieve Quote	A - Control	284	7.29%	n/a	n/a
	B - Variation	284	7.30%	0.13%	1.27%
Anchor Links Clicks	A - Control	325	8.34%	n/a	n/a
	B - Variation	270	6.94%	-16.82%	98.02%
All Get A Quote Clicks	A - Control	1,874	48.09%	n/a	n/a
	B - Variation	1,866	47.94%	-0.30%	10.10%

Desktop

DESKTOP	Unique Visitors
Control	2,408
V1	2,433

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	1,480	61.46%	n/a	n/a
	B - Variation	1,486	61.08%	-0.63%	21.66%
Landlord: Your Quote	A - Control	869	36.09%	n/a	n/a
	B - Variation	909	37.36%	3.53%	64.18%
Landlord: Payment Confirmation	A - Control	468	19.44%	n/a	n/a
	B - Variation	456	18.74%	-3.57%	46.03%
Hero: Get a Quote	A - Control	1,080	44.85%	n/a	n/a
	B - Variation	1,108	45.54%	1.54%	37.04%
Hero: Retrieve Quote	A - Control	187	7.77%	n/a	n/a
	B - Variation	203	8.34%	7.44%	53.99%
Anchor Links Clicks	A - Control	135	5.61%	n/a	n/a
	B - Variation	108	4.44%	-20.82%	93.70%
All Get A Quote Clicks	A - Control	1,175	48.80%	n/a	n/a
	B - Variation	1,191	48.95%	0.32%	8.66%

Mobile

MOBILE	Unique Visitors
Control	1,314
V1	1,288

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	797	60.65%	n/a	n/a
	B - Variation	771	59.86%	-1.31%	32.10%
Landlord: Your Quote	A - Control	300	22.83%	n/a	n/a
	B - Variation	330	25.62%	12.22%	90.32%
Landlord: Payment Confirmation	A - Control	110	8.37%	n/a	n/a
	B - Variation	140	10.87%	29.84%	96.92%
Hero: Get a Quote	A - Control	530	40.33%	n/a	n/a
	B - Variation	514	39.91%	-1.06%	17.62%
Hero: Retrieve Quote	A - Control	87	6.62%	n/a	n/a
	B - Variation	66	5.12%	-22.61%	89.58%
Anchor Links Clicks	A - Control	175	13.32%	n/a	n/a
	B - Variation	145	11.26%	-15.47%	89.07%
All Get A Quote Clicks	A - Control	609	46.35%	n/a	n/a
	B - Variation	591	45.89%	-1.00%	18.68%

Tablet

TABLET	Unique Visitors
Control	171
V1	166

Metric name	Variation	Conversions	Conversion Rate	Improvement	Confidence
Landlord: Start Quote	A - Control	119	69.59%	n/a	n/a
	B - Variation	106	63.86%	-8.24%	73.60%
Landlord: Your Quote	A - Control	46	26.90%	n/a	n/a
	B - Variation	50	30.12%	11.97%	48.70%
Landlord: Payment Confirmation	A - Control	13	7.60%	n/a	n/a
	B - Variation	20	12.05%	58.48%	82.92%
Hero: Get a Quote	A - Control	72	42.11%	n/a	n/a
	B - Variation	68	40.96%	-2.71%	16.82%
Hero: Retrieve Quote	A - Control	10	5.85%	n/a	n/a
	B - Variation	15	9.04%	54.52%	73.45%
Anchor Links Clicks	A - Control	15	8.77%	n/a	n/a
	B - Variation	17	10.24%	16.75%	35.39%
All Get A Quote Clicks	A - Control	90	52.63%	n/a	n/a
	B - Variation	83	50.00%	-5.00%	37.09%