

## Generating more sign-ups by testing showing main benefits (on homepage first screen)

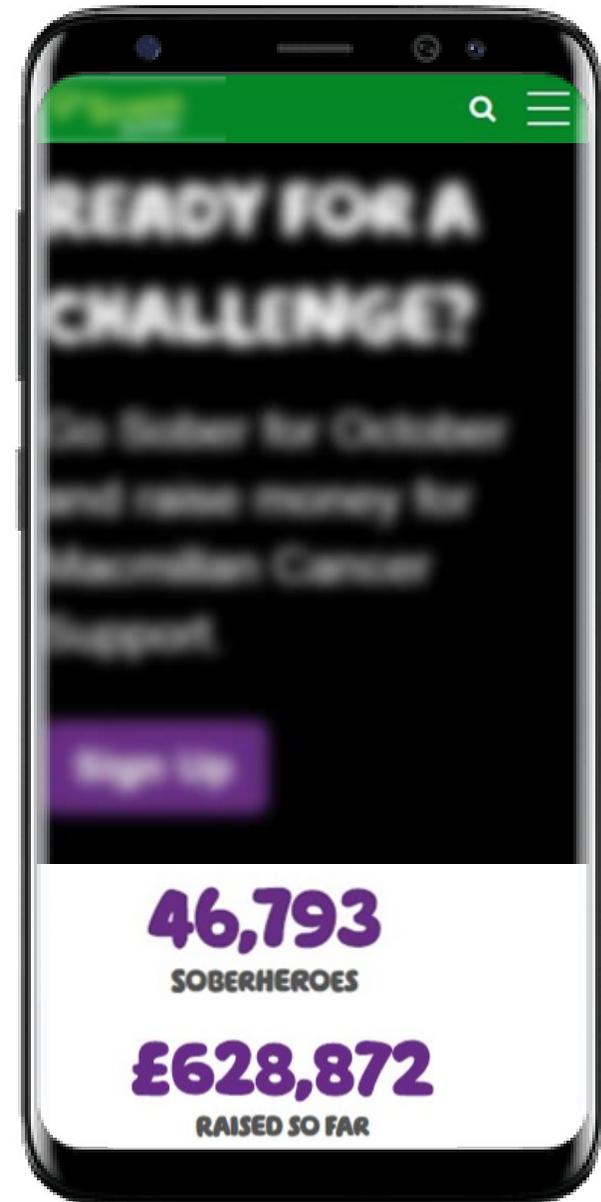
Based on the sign-up increase objective and the behaviour study/research I created the hypothesis for A/B testing.

IF: We have on the homepage reasons to sign-up

BY: Showing end-user benefits on the first screen

WE WILL: Generate a higher sign-up conversion rate of over 5%.

BECAUSE: The behavior study data shows that benefits could support the decision to sign-up.



# Behaviour study summary

## 1. Web Analytics data - Google Analytics

Segments: An internal benefits page showed a high sign-up %conv. rate vs. avg. and other pages (sign-up conv. rate higher than other higher visibility pages) but visibility of this page was very small.

Reason behind the low visibility was that people needed to make 2 clicks and scroll to see benefits.

1. Click to About page



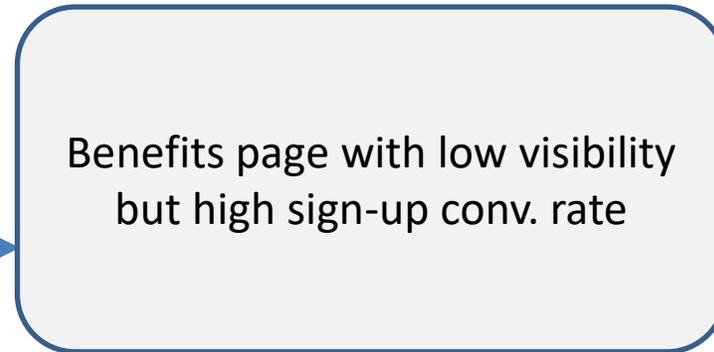
2. scroll to bottom



3. click on Benefits section



Benefits page with low visibility  
but high sign-up conv. rate



# Behaviour study summary

## 2. Heatmaps

Under 75% of people scrolled to see the second screen on mobiles.

The conclusion was that the testing variation should contain changes in the first screen.

Tool used to check heatmaps: Hotjar



# Behaviour study summary

## 3. Site/s with a similar content/audience

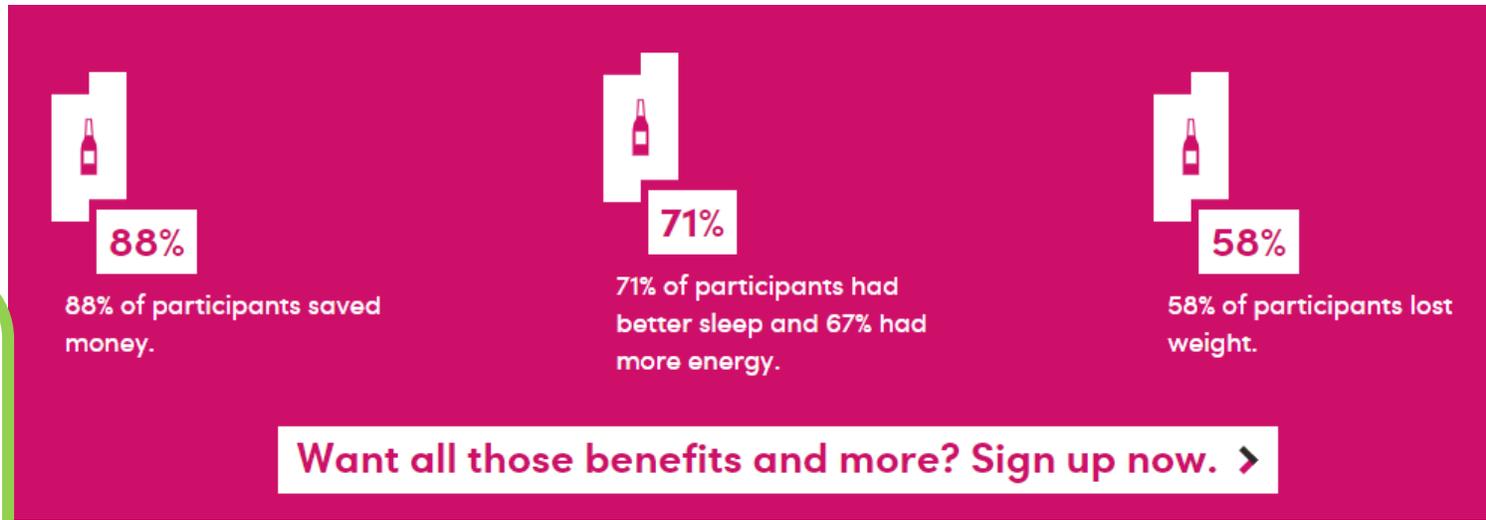


Alcoholchange.org.uk Dry January is a non-Macmillan campaign that is also featuring the **benefits on the top menu** “Why do Dry January?” and also on homepage on scroll: see purple image below

If you're reading this, you're **thinking about your drinking.** Lots of us feel like we're drinking a bit too much, or too often, or just like we could do with some time off. Dry January is the perfect way to **reset your relationship with alcohol.** It only takes three weeks to break a habit, so this could be your route to happier, healthier drinking long-term.

### Reasons to try dry

- New year, new you – do Dry January and feel healthier and happier as:
  - you sleep better
  - your skin improves
  - you lose weight
- More money in your pocket (the average person spends £50,000 on booze in their lifetime)
- Get healthier – through giving up alcohol for a month you do your insides a lot of good.
- Amazing sense of achievement!



# Behaviour study summary

## 4. Research study data (Source: sussex.ac.uk research)

The University of Sussex research showed that:

- 93% of participants had a sense of achievement;
- 88% saved money;
- 82% think more deeply about their relationship with drink;
- 80% feel more in control of their drinking;
- 76% learned more about when and why they drink;
- 71% realised they don't need a drink to enjoy themselves;
- 70% had generally improved health;
- 71% slept better;
- 67% had more energy;
- 58% lost weight;
- 57% had better concentration;
- 54% had better skin.

. Dr de Visser, Reader in Psychology at the University of Sussex, said:  
“The simple act of taking a month off alcohol helps people drink less in the long term: by August people are reporting one extra dry day per week. There are also considerable immediate benefits: nine in ten people save money, seven in ten sleep better and three in five lose weight

[1 month sobriety study - source here](#)

# VWO.com – A/B testing setup

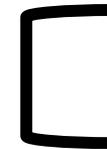
On top of using the visual editor I added new custom CSS changes  
Reason: Desktop has a different format vs. Mobile.  
The focus was to show also on mobile the benefits on first screen as much as possible.

## Details:

To fit benefits on 2 lines on mobile in the first screen  
I needed to reduce the font size on the elements above.

**Desktop:** Font size to 38 px to fit  
All benefits showing on first screen

**Mobile:** Reduced title font size to 34px  
to fit all benefits showing on first screen



## Custom CSS code in VWO editor

```
ul {  
  text-align: left;  
}  
  
DIV.col-sm-8 {  
  width: 100%;  
}  
col-xs-4.col-sm-2.text-center {  
  width: 100%;  
}  
@media screen and (min-width: 991px) {  
  body.public .page-banner-title {  
    font-size: 38px !important;  
  }  
}  
@media screen and (max-width: 990px) {  
  body.public .page-banner-title {  
    font-size: 34px !important;  
  }  
  .macmillan-custom-styled h2 {  
    margin-top:12px !important;  
    margin-bottom:10.5px !important;  
  }  
}
```

## Technology used for Data analysis and A/B testing:

- **Google Analytics** – analysis of high converting segments, integration with A/B testing tool.
- **VWO** – A/B test setup
- **Google Data Studio** – Custom Dashboard
- **Hotjar** – analyse scroll levels and heatmaps

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Changes on new version/variation:

- Added 6 benefits on first screen  
(after the Sign Up button)
- Decreased font sizes on first screen  
(to fit the benefits in first screen)

Results:

+8% increase on sign-up conv. rate  
Statistical significance: 99%

