

from the telecommunications sector

HOW TELEFÓNICA INCREASED THE CONVERSION RATE BY 25.8% WITH A DIRECT LINK TO THE SHOPPING CART

„We are continuously optimizing our product portfolio to offer the best services to our customers. We discovered early on that it's not just the offer itself that counts, but that online purchases in particular depend strongly on the user experience. Therefore, we have been focusing on constantly optimizing the user experience for visitors on the website for years. To validate our hypotheses, we set up a strategically set up test prior to any major adjustment to our online presence to let the numbers speak for themselves and to make changes based on valid results only. In most cases, analyzing just one parameter is not sufficient as there are many factors that can have an effect on the overall performance. This is why we always keep an eye on the entire funnel and analyze our different customer groups. Not every hypothesis is confirmed, but every result brings an insight: This is how we make our offers even better for our customers!“

Jose Carmona, Specialist Testing & CRO, Telefonica Germany Retail GmbH

The image illustrates the user interface for mobile service contracts on the trbo website. The laptop screen displays a promotional banner for '7GB LTE' and three product cards for '3 GB LTE', '7 GB LTE', and '9 GB LTE'. The smartphone screen shows the '3 GB LTE' product card with a 'In den Warenkorb' button. A magnified view of the product cards is shown below the laptop.

Aktion: GB geschenkt		
<p>3 GB LTE Allnet Flat</p> <ul style="list-style-type: none"> ✓ Kein Anschlusspreis ✓ EU-Roaming inklusive ✓ Volle Kostenkontrolle <p>Jetzt nur 7⁹⁹ € mit / 24 Monate</p> <p>In den Warenkorb ></p> <p>Zum 3 GB Angebot > Produktinformationsblatt ></p>	<p>Statt 3-GB Jetzt 7 GB LTE Allnet Flat</p> <ul style="list-style-type: none"> ✓ Kein Anschlusspreis ✓ EU-Roaming inklusive ✓ Volle Kostenkontrolle <p>Nur 9⁹⁹ € mit / 24 Monate</p> <p>In den Warenkorb ></p> <p>Zum 7 GB Angebot > Produktinformationsblatt ></p>	<p>Statt 5-GB Jetzt 9 GB LTE Allnet Flat</p> <ul style="list-style-type: none"> ✓ Kein Anschlusspreis ✓ EU-Roaming inklusive ✓ Volle Kostenkontrolle <p>Jetzt nur 12⁹⁹ € mit / 24 Monate</p> <p>In den Warenkorb ></p> <p>Zum 9 GB Angebot > Produktinformationsblatt ></p>

Contract options on the homepage with CTA-Buttons leading directly to the shopping cart

1

GOAL

Founded in 1995, Telefónica Deutschland GmbH and the O2 brand had set themselves one goal: To grow into one of the most important telecommunications providers by obtaining the fourth mobile communications license in Germany. “Weniger Bla, mehr Blau” is the message of sister brand Blau, which gets to the heart of mobile communications and presents a consistently simplified portfolio of plans and contracts. For years, retail and online have been growing together in what was originally a strong brick-and-mortar business, making it a key issue to present the available plans and contracts online in a simple and self-explanatory way. In mobile communications, a distinction is made between basic mobile contracts and the combination of contracts

with devices (bundles). For a long time now, there has been an overview of the available mobile contracts on www.blau.de, which clearly communicates the advantages of the different plans. The options are integrated directly on the homepage to allow the customer a quick and easy purchase. The individual plans are linked to the product detail pages which contain further information on the contract and from which the selected option can be added to the shopping cart. The Telefónica/Blau team assumed that a direct entry into the shopping cart via the “Tariff-Steps” (showing the different contract options) would simplify the customer journey and thus lead to a higher conversion rate in the contract portfolio.

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IMPLEMENTATION

For the test, the contract options on the homepage www.blau.de – where the three main plans were displayed – were to be tested in a **split test**. Therefore, **50 percent of the users were shown the existing variant while the other 50 percent were shown the new variant with a direct link to the shopping cart**. The test was to be carried out on all customer groups and across all devices, with the possibility of a differentiated analysis.

Visually, the variant was only slightly adapted in order to test the effect of the direct link as the primary change. The wording of the call to action (CTA) was changed from „Go to offer“ or „Go to promotion“ to „Add to cart“. In addition, a linked text to the offer’s product detail page was added underneath the CTA so that users could still access the product detail page if needed. The offer is also linked to the product information sheet in order to comply with legal requirements and to display further details of the plan. The CTA contained a link directly to the shopping cart instead of the product detail page, already preselecting the corresponding contract.

As the display on mobile devices differs greatly from the display on desktop devices, two device groups were formed, for each of which an individual variant was created.

For a granular analysis of the funnel steps up to purchase completion, a differentiation was made between the primary KPI payment data arrivals (users on the payment details page) and the secondary metric basket arrivals (users in the shopping cart). The impact on the Order KPI (purchase completion) was also considered in each test.

Due to the high traffic on the homepage www.blau.de and the high interaction with the prominently integrated options displaying the different plans, the test period was set to three weeks. During this period, there were no changes planned in the product portfolio to exclude external factors influencing the test as far as possible.

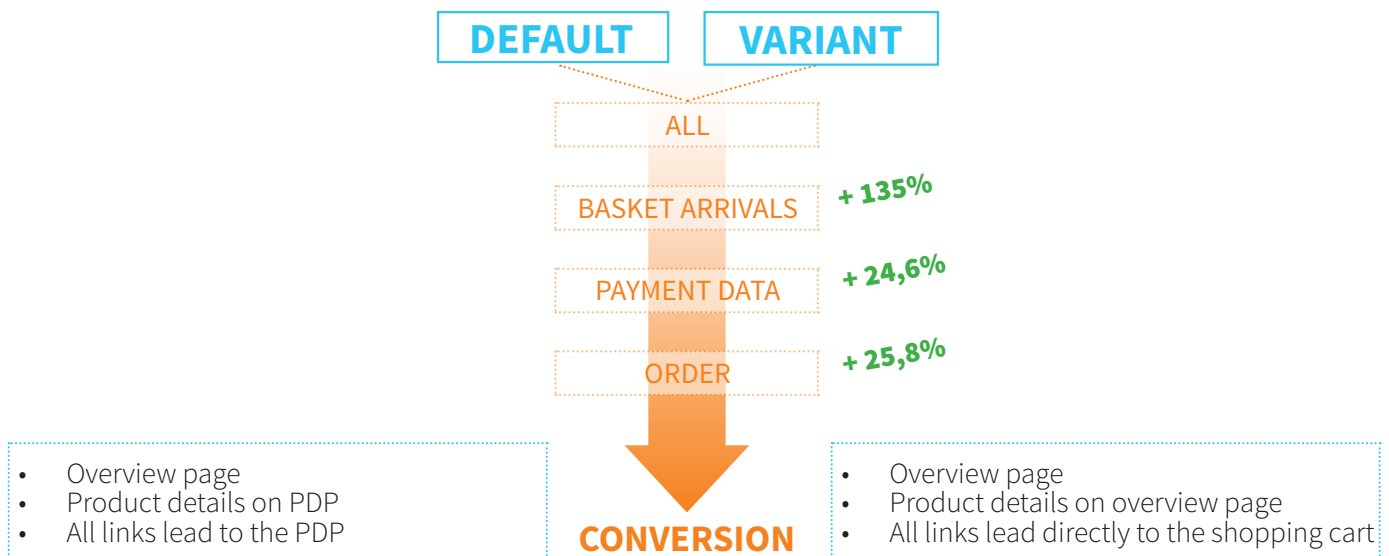
RESULT

The 3-week test period achieved a confidence of more than 98.3 percent across all devices considering the metrics and KPIs. For the test, only users who interacted with the contract options on the homepage and converted from a plan were taken into account. With an uplift of **25.8 percent in the conversion rate**, a significantly positive result was achieved. In total, 24.16 percent more users called up the PaymentData page via the direct link than via the original route using the details page. The result of the basket arrival was also significantly positive with an uplift of 135 percent. The analysis of the funnel clearly shows that although the test group receives significantly more traffic in the shopping cart, this traffic is reduced by the high number

of unqualified users in the PaymentData funnel step. The resulting uplift has a consistently positive effect of around 25 percent on the other funnel steps.

A differentiated analysis of mobile and desktop showed almost no difference in conversion rates. However, the path to the shopping cart (basket arrival) and the achievement of the primary metric of the PaymentData arrivals were slightly higher on desktop than on mobile.

The hypothesis that a direct entry from the plan options on the homepage lead to a higher conversion rate was thus confirmed. As a result, the campaign was adjusted immediately and displayed to all users.



FURTHER APPLICATIONS IN THE FIELD OF ONSITE PERSONALIZATION AND OPTIMIZATION

trbo offers many additional features that can demonstrably increase the success of a website. Through the integration of overlays or inpage elements campaigns such as vouchers, discounts or seasonal offers can be set up quickly, easily and specifically. Teaser areas and other content elements can also be modified based on the users' interests. The use of A/B-testing makes it easy to test new page elements before they are integrated for a longer period of time. With trbo, online retailers and publishers have numerous possibilities to bind customers, increase shop performance and lead the company to long-term success.

Would you also like to increase the conversion rate on your website with trbo or get to know other onsite implementations to increase turnover and user value?

We are happy to present how your webshop can also benefit from increased user engagement!
Make an appointment for a free demo at contact@trbo.com now!