UMBRACOSPARK  @SPARKQA

# A/B Testing in Umbraco

## Jeffrey Schoemaker & Daniël Knippers

Crumpled Dog  MENTOR M  WATTLE  ŪMBRELLA  GIBE  Rock Solid Knowledge  umbraco

# A/B Testing

In Umbraco, with the uMarketingSuite

# Introducing…

Jeffrey Schoemaker

Working on the uMarketingSuite, developers at Perplex, won together 5 Umbraco Awards and were nominated 4 x Umbraco MVP

Daniël Knippers

# Exciting day!!!

First live demo of our uMarketingSuite
The project we started 8 months ago

# First some background

- Before we dive into the demo

Profiling

Personalization

Analytics

# Every website **has a goal**

- Perplex.nl  →  Lead generation

- E-Commerce  →  Sell products

- Umbraco.com  →  Sell cloud subscriptions, sell courses, promote Umbraco

- Blog  →  Let people read more content, sign up for a newsletter

Profiling

Personalization

Analytics

# Every website can be improved

- Conversion Rate Optimization (CRO)
- Conversion Optimization (CO)
- Landing Page Optimization (LPO)
- Search Engine Optimization (SEO)

Profiling

Personalization

Analytics

$$\textbf{Conversion rate} = \frac{\text{Number of people who do what you want them to do}}{\text{Number of people}}$$

$$\frac{140 \text{ persons who buy something}}{4{,}504 \text{ visitors}} = 3.108\%$$

# Conversions & Goals

## Micro

- Subscribe to the newsletter
- Add items to the shopping cart
- Fill in a contact form

## Macro

- Complete purchase

Profiling

Personalization

Analytics

# Your website is
# underperforming

- No website has a conversion rate of 100%
- We're constantly trying to increase the conversion rate
- Redesigns, changed functionality, new content...

Profiling

Personalization

Analytics

# How do we choose which improvements are implemented?

- Three methods

# Best practices

- Green buttons work best... (they don't)

- Red buttons work best... (nope)

- No use, orange buttons... (not always)

- Minimize form fields... (depends on the situation)

- Emphasize security icons... (bad idea)

- Sex sells... (usually not, unless you're selling sex)

- Always include smiling people (not always appropriate)

- Never include people... (test it)

- Use long copy landing pages... (in some cases)

- Minimize your copy length... (in many cases)

Shamelessly copied from the book "You should test that" (reference at the end)

Profiling

Personalization

Analytics
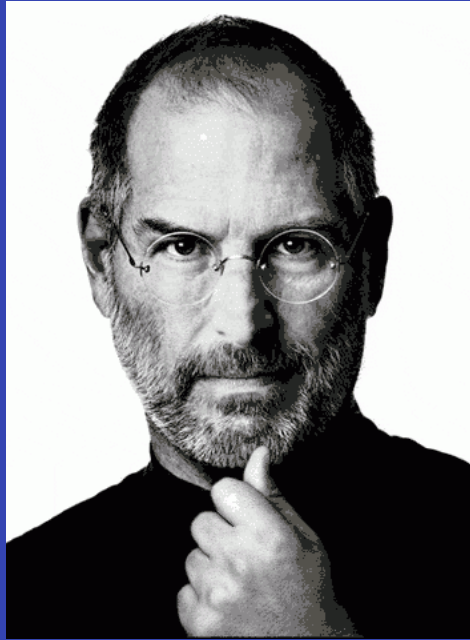
# The HiPPO...

Highest Paid Person's Opinion

# The turtle neck

# We've all been there

- Putting live a new design / functionality
- Regretting a week later because the conversion rate drops
- Putting the old design back

*Why didn't we test that?*

Profiling

Personalization

Analytics

# The before / after-method

Take into account:
- Competitive activity
- Seasonality
- Marketing activity
- Price changes

Profiling

Personalization

Analytics

# A **better** method

✓ Have a control group (the original)

✓ Have one or more variants (the challengers)

✓ Distribute visitors equally across the original and the variants

✓ Test for at least 10 days

✓ Then decide which the better implementation is

Profiling

Personalization

Analytics

# Not every test is a success

- But every test gives us information

- Plan → Do → Check → Act

Profiling

Personalization

Analytics

# The benefit of Conversion Rate Optimization

- Monthly revenue: € 100,000
- Current conversion rate: 2.3%

If we could increase that with 5%:

- New conversion rate: 2.41%
- + € 5,000 per month
  - + € 60,000 per year

# Let's test that!

Towards a culture of constant optimization

# But why don't we do it?

"Because we lack tooling"

"It's too expensive to get started!"

"Where to start"

"Are our tests complete?"

"How about adblockers?"

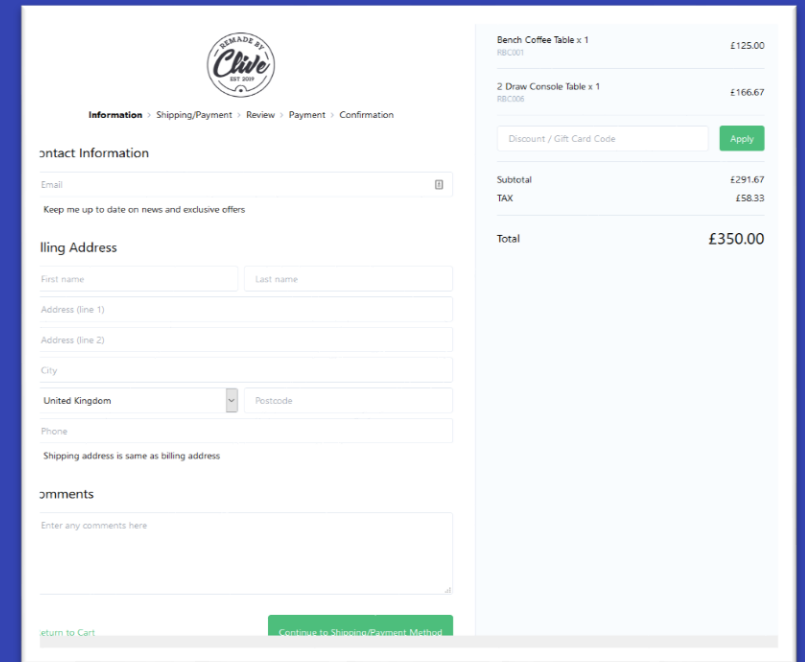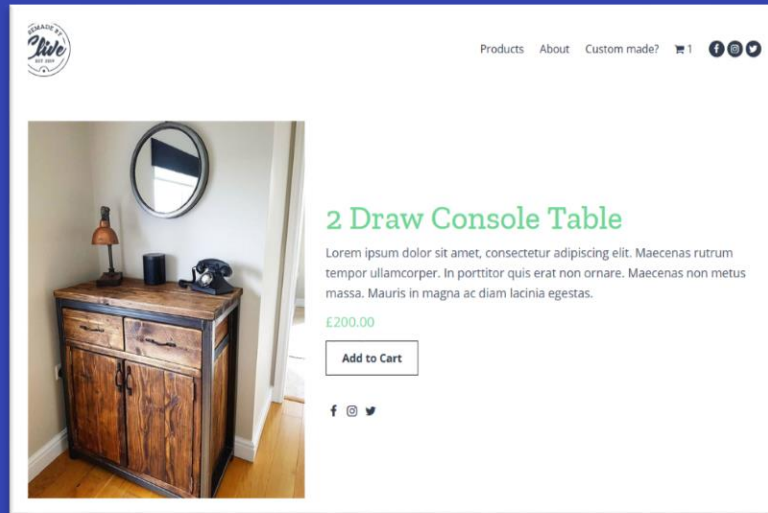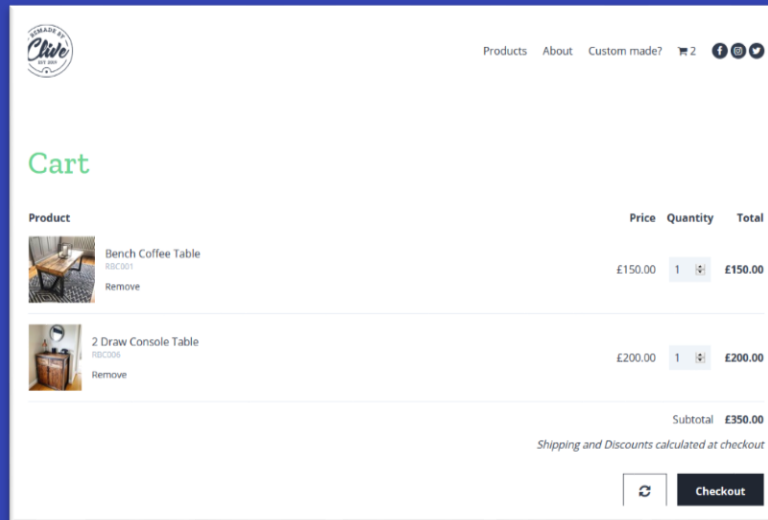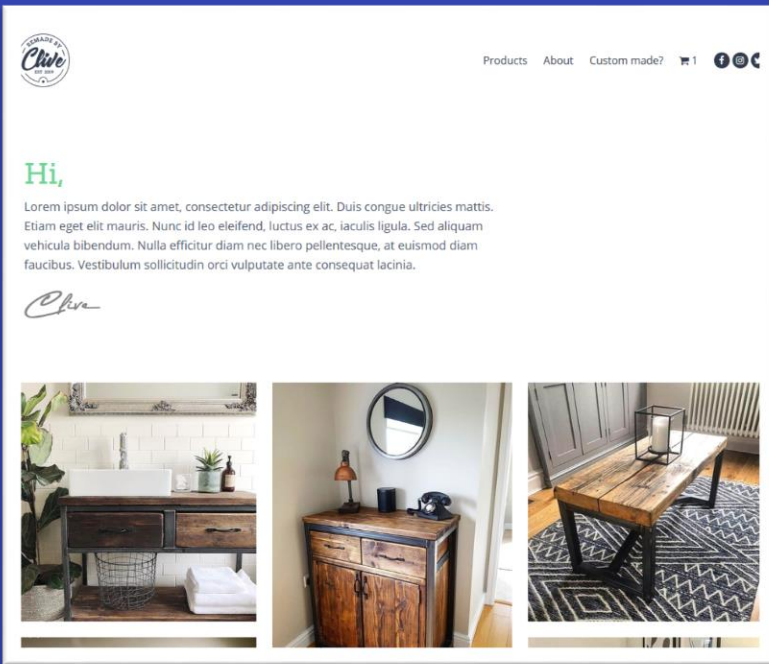"Who owns the test data?"

"Flickering content"



Profiling

Personalization
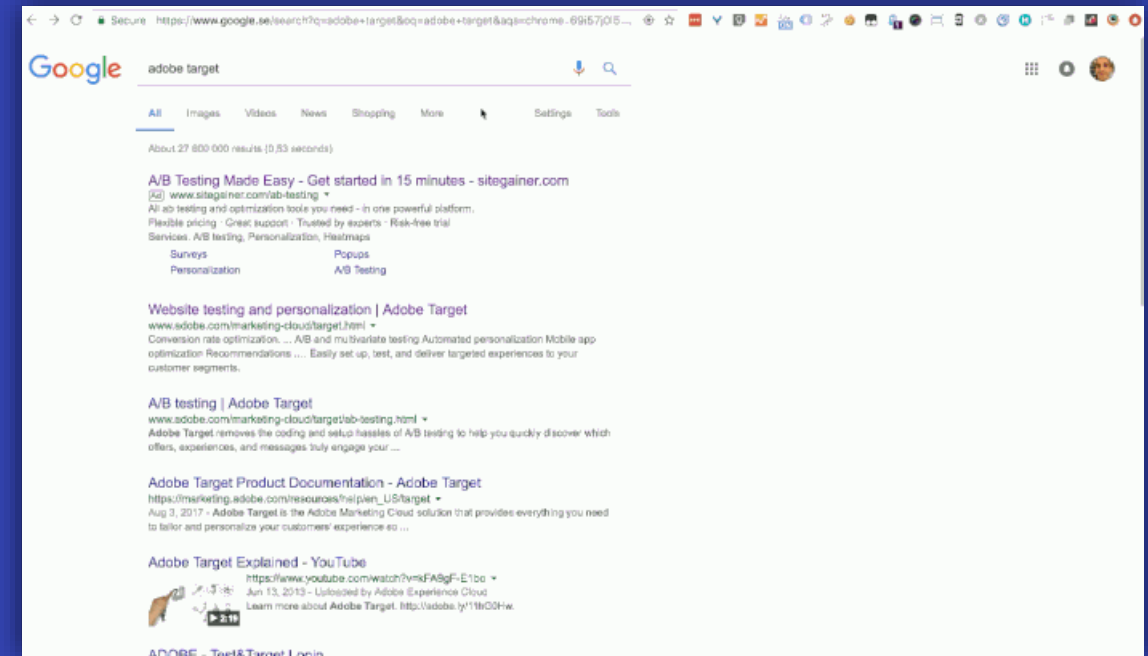
Analytics

# uMarketingSuite

- ✓ An Umbraco extension

- ✓ Integrated Digital Analytics
- ✓ Setup your goals
- ✓ Start A/B testing

- ✓ In 5 minutes!
- ✓ No-code solution

Profiling

Personalization

Analytics

uMarketingSuite

Hi,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis congue ultricies mattis. Etiam eget elit mauris. Nunc id leo eleifend, luctus ex ac, iaculis ligula. Sed aliquam vehicula bibendum. Nulla efficitur diam nec libero pellentesque, at euismod diam faucibus. Vestibulum sollicitudin orci vulputate ante consequat lacinia.

Clive

Cart

| Product | | Price | Quantity | Total |
|---------|--|-------|----------|-------|
| Bench Coffee Table RBC301 Remove | | £150.00 | 1 | £150.00 |
| 2 Draw Console Table RBC006 Remove | | £200.00 | 1 | £200.00 |

Subtotal £350.00

Shipping and Discounts calculated at checkout

Checkout

2 Draw Console Table

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas rutrum tempor ullamcorper. In porttitor quis erat non ornare. Maecenas non metus massa. Mauris in magna ac diam lacinia egestas.

£200.00

Add to Cart

Information > Shipping/Payment > Review > Payment > Confirmation

Contact Information

Email

Keep me up to date on news and exclusive offers

Billing Address

First name        Last name

Address (line 1)

Address (line 2)

City

United Kingdom        Postcode

Phone

Shipping address is same as billing address

Comments

Enter any comments here

Return to Cart        Continue to Shipping/Payment Method

| Bench Coffee Table x 1 RBC301 | £125.00 |
|---|---|
| 2 Draw Console Table x 1 RBC006 | £166.67 |

Discount / Gift Card Code        Apply

| Subtotal | £291.67 |
|---|---|
| TAX | £58.33 |
| **Total** | **£350.00** |

Profiling

Personalization

Analytics

Products  About  Custom made?  🛒 1

Products  About  Custom made?  🛒 1

Products  About  Custom made?  🛒 1

2 D

Lorem ip
tempor
massa. N

£200.00

2 Draw Console Table

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas rutrum tempor ullamcorper. In porttitor quis erat non ornare. Maecenas non metus massa. Mauris in magna ac diam lacinia egestas.

£200.00

Add to Cart

Analytics

# Single page test

**Firstname**

**Lastname**

**Gender**
○ Male
○ Female

**E-mailaddress**

**Address (Line 1)**

**Address (Line 2)**

**City**

**Phone**

**Type of comment**

**Comments**

**Consent for storing submitted data ***
☐ Yes, I give permission to store and process my data

Submit

## Step 1

**Firstname**

**Lastname**

## Address

**Emailaddress**

**Address (Line 1)**

**Gender**
○ Male                **Address (Line 2)**
○ Female

**City**

Next

**Phone**

Previous

## Final step

**Type of comment**

**Comments**

**Consent for storing submitted data ***
☐ Yes, I give permission to store and process my data

Previous        Submit

**Firstname**

**Lastname**

**Emailaddress**

**Comment**

Submit

Profiling

Personalization

Analytics

uMarketingSuite

# Highlights

- Works out-of-the-box
- Full control over all data (GDPR-proof)
- You don't have to write any code (if you don't want to)
- Usage of ModelsBuilder
  - Model.Title
  - Model.Image
- Vanilla Umbraco
  - Same look & feel
  - Use the power of segments
  - Use the power of content apps & custom sections
- Designed with performance in mind

# A sneak preview

Profiling

Personalization

Analytics

Content    Media    Members    Forms    Email    Chat    Marketing

Dashboard

about us                                                                  English ▾

Content | Analytics | A/B-Test | Persona.. | Info                Actions ▾

▾ 🏠 Contentpage
    📄 Contentpage
    📄 Contentpage
    📄 Contentpage                                    ⟳
  ▾ 📄 Contentpage                                    ⚗
      ▸ 📄 Contentpage                                ⚗
      ▸ 📄 Contentpage
    📄 Contentpage                                 ⚗ ⟳
    📄 Contentpage                                 ⚗ ⟳

Please be aware that there's a running A/B test on this page/doctype at the moment. Changing anything on this page could change the outcome of the experiment.          Show the test

**Content**

**Page Title**
The title of the page, this is also the first text in a google search result. The ideal length is between 40 and 60 characters
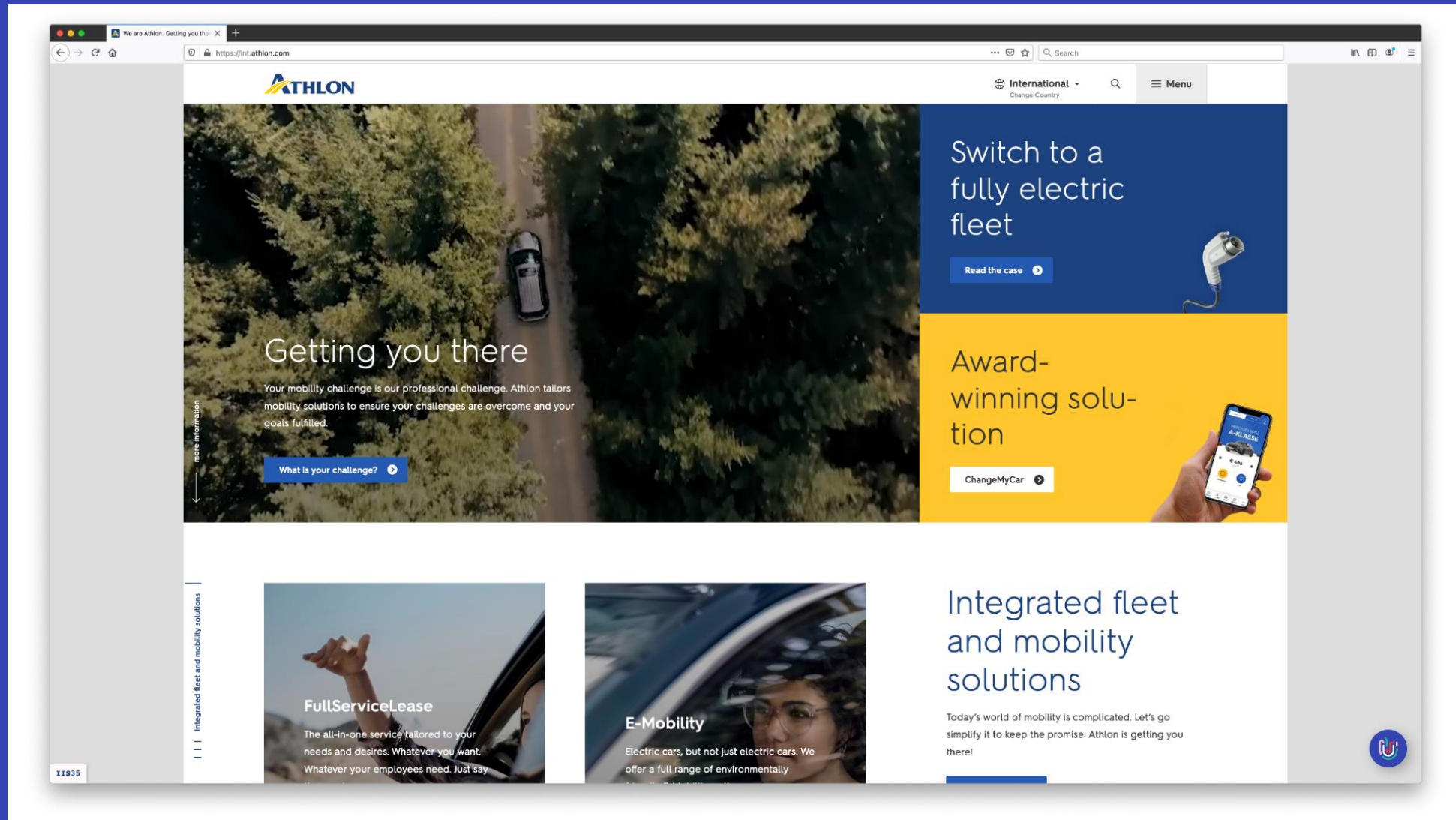
About Us

**Full Width**

## Oooh la la

Add content

Home / About Us

Preview    Save    Save and publish ▴

Profiling

Personalization

Analytics

# uMarketingSuite

## Card 1: uMarketingSuite Data

**uMarketingSuite Data**

| | |
|---|---|
| Browser: | Firefox 31.1 |
| Screen: | 1024 x 768 |
| Referrer: | - |
| Type of device: | Desktop |
| IP: | 123.123.123.2 |
| CookieID: | #451123 | Delete cookie 🗑 |

Analytics

A/B Testing

## Card 2: Analytics

**uMarketingSuite Data**

**Analytics**

| | |
|---|---|
| Time on page: | 24.2 sec |
| Engaged time on page: | 11.2 sec |
| Max scrolldepth: | 1240px (33%) |

Tracked events:

| VARIANT | CATEGORY | ACTION | LABEL | VALUE | NON INTERACTION |
|---|---|---|---|---|---|
| A | - | - | - | - | - |
| B | - | - | - | - | - |

Tracked clicks:

[/media/deze-en-deze.pdf](/media/deze-en-deze.pdf)

[www.twitter.com/perplex](www.twitter.com/perplex)

A/B Testing

## Card 3: A/B Testing

**uMarketingSuite Data**

**Analytics**

**A/B Testing**

Active tests:

Title of the test

Title of the test

| | |
|---|---|
| Classified in variant: | A Black button variant |
| Other variants: | B Variant ↗ |
| | C Variant ↗ |

---

Analytics          Profiling          Personalization

# When can I use this?

Release when Umbraco 8.7 is released!

## Want to help?

Send an e-mail (product@umbraco.com) or a tweet (@hemraker)

to Rune that they should ship 8.7 asap!

**That's it for this update...**

A large part of the work we do is inspired by the feedback we get from you. For issues and specific feature requests, you can find the issue trackers for our products on the Umbraco Github account.

If you have product feedback you're welcome to reach out to us on product@umbraco.com, contribute to the RFCs and if you want to get personal, you can find me on Twitter (@hemraker).

... Until next time.

@hemraker Please release Umbraco 8.7 asap so we can use the @uMarketingSuite. High 5, You Rock!

Tweet

# Our timeline

**February 01 2020** ✓ Start beta testing with 5 launching agencies

**March 06 2020** ✓ First public demonstration at Umbraco Spark

**Mid-March 2020** ● Public release uMarketingSuite, including digital analytics & A/B testing

**May 01 2020** ● Release of the uMarketingSuite personalization module

**Q2 2020** ● Profiles

**Q3 2020** ● Marketing automation

**Q4 2020** ● Emails, pdf and reporting

uMarketingSuite

Profiling

Personalization

Analytics

# Personalization

- If you can A/B test, you can personalize

- Sometimes a variant works better for a subset of the customers
  - Personas
  - Customer journey

Profiling

Personalization

Analytics

# See you @CodeGarden 2020

- "Don't let an Enterprise platform get in your way" by Leon de Wildt



codegarden
The Official Umbraco Conference

# Questions?

**Jeffrey Schoemaker**
@JeffreyPerplex

**Daniël Knippers**
@dknippers

**More information on www.umarketingsuite.com**

# Pricing

uMarketingSuite

| Monthly Plan | Dev | Free | Basic | Extended | Complete | Enterprise |
|---|---|---|---|---|---|---|
| Analytics | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ |
| A/B Testing | ✔ | Limited to 3 tests | ✔ | ✔ | ✔ | ✔ |
| Profiles | ✔ | Limited to 1.000 profiles | ✔ | ✔ | ✔ | ✔ |
| Personalization & segmentation | ✔ | Referral based only | ✔ | ✔ | ✔ | ✔ |
| Pageviews per month | Unlimited 60 days | Limited to 10.000 and 90 days | Limited to 100.000 | Limited to 500.000 | Limited to 1.000.000 | Unlimited |
| Max (sub-)domains | 1 (localhost) | 5 | 5 | 10 | 25 | Unlimited |
| | LATER THIS YEAR | LATER THIS YEAR | | | | |
| License per month | € 0 | € 0 | ~~€ 369~~ € 249 | ~~€ 649~~ € 499 | ~~€ 899~~ € 749 | Contact sales |

Price sheet 2020. Introductory offer valid till 31-07-2020. One license fee per Umbraco installation.

Profiling

Personalization

Analytics