We are all Behavioral Scientists

A New Framework For High-ROI Website Redesigns.

Brian Massey, Conversion Scientist®
Conversion Sciences
bmassey@conversionsciences.com
November, 18 2012

http://www.internetretailer.com/2013/01/08/finishtime-loses-3-million-sales-its-new-web-site
HELLO, WORLD.

Try searching for something...

Something that makes the girl say "Wow!".  
GO EXPLORE +
RUN WITH FEELING.

PureProject®

SHOP PUREPROJECT
Finish Line loses $3 million in sales with its new web site

The CEO says performance issues caused the retailer to fall back on its old site.

Switching to new e-commerce site technology Nov. 19 backfired for Finish Line Inc., the multi-channel retailer of shoes and apparel. It lost $3.4 million in sales in the third quarter of 2012 compared to the same period last year.
Behavioral Science
Let’s build a landing page
a landing page has two jobs
New Kind of Hat
Worn 10 Minutes a Day
Grows Hair in 30 Days—or No Cost

No matter how thin your hair may be, this remarkable new scientific invention is absolutely guaranteed to give you a brand new growth of hair in 30 days—or it costs you nothing. Don’t send a cent. Just mail coupon below.

By ALOIS MERKE
Founder of Famous Merke Institute, Fifth Ave., N. Y.

I HAVE perfected a new invention that I absolutely guarantee will give you a new head of hair in only 30 days—or the trial costs you nothing.

This new invention—the result of an experience gained in treating thousands of cases of baldness—is in the form of a new kind of hat. It is worn on the head just 10 minutes a day. No unnecessary fuss of any kind, just put the hat on your head. Wear it No Risk of Any Kind.

At the Merke Institute, Fifth Avenue, N. Y., which I founded, stage and social subtraction.
<table>
<thead>
<tr>
<th>Ad</th>
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<th>Ad group</th>
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<th>+ Impr.</th>
<th>+ Interactions</th>
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<td>We run over 1500 tests per year put our experience to work for you conversionsciences.com/Agency</td>
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</tr>
</tbody>
</table>
20% Off Window Treatments
We Bring the Showroom to You.
Free Local Design & Measure!
www.decorview.com

$100 off Power Shades
Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

Unbelievable Savings and FREE Installation
Take the stress out of shopping for large window fashions

- Unbelievable Savings
  Save 20% or more on select products.* Plus save up to an additional $100 off of our most popular automation products during our Fashion In Motion Savings Event. See your designer for details.

- Control Your Blinds from Anywhere
  Enjoy the utmost in control and convenience with the smart technology of the Hunter Douglas Platinum App. Raise and lower your shades automatically or with a quick slide of a finger from your phone or tablet.

- Perfect Fit, Without The Hassle
  No need to stress about measuring — our professional installers will make sure your window coverings fit perfectly — guaranteed.

- 100% Satisfaction, Guaranteed
  Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

Call us toll free 877-373-4700

Start Saving
$100 off Power Shades
Sale on Automated Fashions.
Free Local Design & Measure!
www.decorview.com

In Home Manufacturer Discounts
Our Certified Designers can offer you $100 off each unit you purchase.

- Combine Discounts
  You already qualify for 20% or more off of select products. Now, our certified designers are authorized to offer you up to an additional $100 off on our most popular automation products.

- Limited time only
  These discounts are only authorized during our Fashion in Motion Savings Event. Request your FREE consultation before the event ends.

- Get your in-home quote.
  Our designers will help you select the perfect window treatments and give you a quote based on your exact measurements.

- 100% Satisfaction, Guaranteed
  Your purchase is covered by our 100% Satisfaction Guarantee and the Hunter Douglas® Lifetime Warranty.

40% Increase in Leads

Our Certified Designers will give you a quote on the perfect window treatments for your home.

Lock In Your Savings
# email performance

<table>
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<th>Subject</th>
<th>Open Rate (1st column)</th>
<th>Click Rate (2nd column)</th>
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<tr>
<td>11 Copywriting Tips You Think You Know (But You're So Very Wrong)</td>
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<td>20 Landing Page Best Practices to Kickstart Your Conversion Lift</td>
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<td>21 Fascinating Persuasion Techniques for Conversion Optimization</td>
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<td>10 Value Proposition Upgrades That Increased Conversions By At Least 100%</td>
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<td>4 Automated Email Responses With Insanely High Conversion Rates</td>
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<td>The Most Recommended AB Testing Tools By Leading CRO Experts</td>
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<td>8 Business Tagline Examples That Drove Multi-Million Dollar Growth</td>
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<td>5 Proven Methods For Increasing Your Email Open Rate</td>
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<tr>
<td>Why The Visual Cues On Your Site Are All Wrong (And How To Fix Them)</td>
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<td>How To Persuade People Without Trying: 8 Ways To Be Naturally Influential</td>
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<td>Anatomy Of An Optimized Checkout Experience</td>
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<td>4 Types of Useful AB Testing Tools You May Not Realize You Have</td>
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<td>9 Lessons On Home Page Optimization From A Multiple Choice Test</td>
<td>15.81%</td>
<td>2.65%</td>
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</tbody>
</table>
21 Quick and Easy CRO Copywriting Hacks

colorservices/services/copy-hacks
Discounted Dollar Bills
50% off of new US dollars from the leading reseller.
www.mint.gov
Get US Dollars 50% Off

Enter Your Email Address *

Click Here
Get US Dollars 50% Off

Enter Your Email Address *

☐ Let us email stuff to you.

Click Here
Get US Dollars 50% Off

Enter Your Credit Card Number

Click Here
Get US Dollars 50% Off
Enter a “Friend’s” Credit Card Number

Click Here
Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *
Select a State

Security Code

Expiration Date

Click Here
Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *
Select a State

Security Code

Expiration Date

Click Here
Get US Dollars 50% Off

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *

Select a State

Security Code

Expiration Date

Click Here
customer research
Double Your Money Instantly

Save on Half-price Dollars

Give us Fifty Cents, We’ll give you a Dollar

Get 50% Off Direct from the Mint

50% off US Dollars for a Limited Time

Trade in Your Tens for Twenties

Time is Running Out. Half-priced Dollars

The IRS Says, “Sorry.” Sells Half-priced Dollar Bills
Images are Powerful
The Caption Test
The Caption Test

Business Porn
The Caption Test

We want to shake your hand, so you can start sending us checks.

Business Porn
Avoid Business Porn
Avoid Business Porn

We aren’t racist. Or sexist. And we aren’t sure why we had to point that out.
Avoid Business Porn
Avoid Business Porn

There’s a man in our website. And he’s touching things.
The Two Jobs of an Experimenter

Here’s your check.

Here’s your new Website.

Wait a minute...
Increase the Sample Size
Get more eyes on your decisions.

Photo by davide ragusa on Unsplash
Increase the Sample Quality
study: 5-second test
Click Test:
Find Roadside Assistance.

Took 20 seconds on average.
Final iteration.
From 20 seconds to 5 seconds to find roadside assistance.

Source: UsabilityHub.com
Get US Dollars 50% Off

Real US Dollars

From the Leader in US Dollar Bill Sales. You can trust us.

- Genuine US dollar bills
- New, still in circulation.
- Another 900 billion available soon.

12,982,046,122,004 Sold!

Quantity

Enter Your Credit Card Number

First Name

Last Name

Address

City

State *

Select a State

Security Code

Expiration Date

Click Here
Get US Dollars 50% Off

Real US Dollars

From the Leader in US Dollar Bill Sales.
You can trust us.

- Genuine US dollar bills
- New, still in circulation.
- Another 900 billion available soon.

12,982,346,122,004 Sold!

Click Here
invite the designer in
Get 50% Off Genuine US Dollars
Direct from the US Mint.

You can trust the US Mint.
Genuine US Dollar Bills
New, Still in Circulation
Another 900 Billion Available Soon

12,982,345,122,004 Already Sold!

Get Your Discounted Dollar Bills

Our Happy Customers
eye-tracking
Get 50% Off Genuine US Dollars
From the Leader in US Dollar Bill Sales.

You can trust us.
1. Genuine US Dollar Bills
3. Another 900 billion available soon.

12,982,345,122,004 Sold!

[Form for purchasing discounted dollar bills]

Get Your Discount Dollar Bills
Get US Dollars 50% Off for a Limited Time

From the Leader in US Dollar Bill Sales. You can trust us.

Genuine dollar bills discounted by the US Mint.
3. Another 900 billion available soon.

12,982,345,122,004 Sold!

Preferred by countries all over the world.

We respect your privacy.

Copyright 2014 US Mint. All rights reserved.
launch and know
heatmaps
Which of these pages has a scroll problem?
What is the High IQ offer for a Hawaiian Golf Resort?

UNLIMITED GOLF!
FREE BREAKFAST
What is the High IQ offer for a Hawaiian Golf Resort?
What is the High IQ offer for a Hawaiian Golf Resort?
ask your visitors
Automatic Lite
$79.95

LEARN MORE

- Trip logging
- Business tagging & expensing
- Engine light diagnostics
- Fill-up logging
- iPhone and Android apps
- Web dashboard
- Bluetooth® syncing

Automatic Pro
$129.95

LEARN MORE

- All Lite Features
- Crash Alert
- Parking tracking
- Live vehicle tracking
- Event-based apps
- Streaming apps
- Unlimited 3G syncing
“What made you choose Lite instead of Pro?”

<table>
<thead>
<tr>
<th>DATE</th>
<th>Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 hours ago</td>
<td>Didn’t really know what the long term benefits were.</td>
</tr>
<tr>
<td>18 hours ago</td>
<td>Biggest concern is the security of a 3G connected ODB2 device. Additionally, I live in a rural area where cellular coverage is spotty other than on Vzw. Finally, for me, the added features if the pro simply aren’t worth the extra cost.</td>
</tr>
<tr>
<td>Yesterday</td>
<td>Older car, looking mainly for dashboard diagnostics</td>
</tr>
<tr>
<td>2 days ago</td>
<td>I’m the only driver of my car and always have my cell phone, and I’ve never had an accident in 25+ years. The 3G connectivity and other additional benefits were not quite enough for me to spend $50 more.</td>
</tr>
</tbody>
</table>
“What made you choose Lite instead of Pro?”

I don’t think I need crash alert. I have apps that track where I park just fine, nor have I ever needed it. I don’t know what Live vehicle tracking means. I don’t know what event-based apps means. I don’t know what streaming apps mean, either.

Additionally, I live in an area where 3G coverage is spotty for me. The added benefits aren’t worth the extra cost to me.

I’m the only driver of my car and I’ve never had an accident in 25+ years. The 3G connectivity and other additional benefits were not quite enough for me to spend $50 more.
ab testing
Control

Variation

- +13% Conversion Rate
- +24% Revenue Per Visit
High IQ Design
“High IQ” Style of Design

Website Development

Planning

Use Experience and Intuition

Positioning

Copy

Wireframes

Mockups

Approval and Launch

Revise and Test

Use Data and Research

Copy Testing

Image Testing

Layout Testing

Analyze Results

Launch

© Conversion Sciences Everyday Behavioral Science
Helicopter Executives
Agencies and Internal Teams
“Steal like a Scientist”
Test things that deliver.

More Leads
More Sales
Lower Acquisition Cost
Less Churn

GROWTH
Experiments you can do without leaving your desk.

Behavioral

- Google Analytics
- Adobe Analytics
- AdWords
- Facebook
- MailChimp
- Marketo

- Live Chat
- Transcripts
- Ratings and Reviews

Attitudinal

- UsabilityHub
- Helio

- Qualaroo
- SurveyMonkey

Positioning
- Messaging
- Visuals
- Layout
- Prototype
- Launch
- Improve

Tools:
- Optimizely
- Clicktale
- Crazy Egg
- SessionCam
- Inspectlet
- Unbounce
- Sticky
- Validateley
December 2012
http://www.internetretailer.com/2013/01/08/finish-line-loses-3-million-sales-its-new-web-site
High IQ

- Heatmap Reporting
- Session Recording
- AB Testing Software
- Three kinds of analytics
Get these Slides

Slide me your business card after this and I’ll email them to you.

Conversion Sciences LLC
www.ConversionSciences.com
bmassey@conversionsciences.com