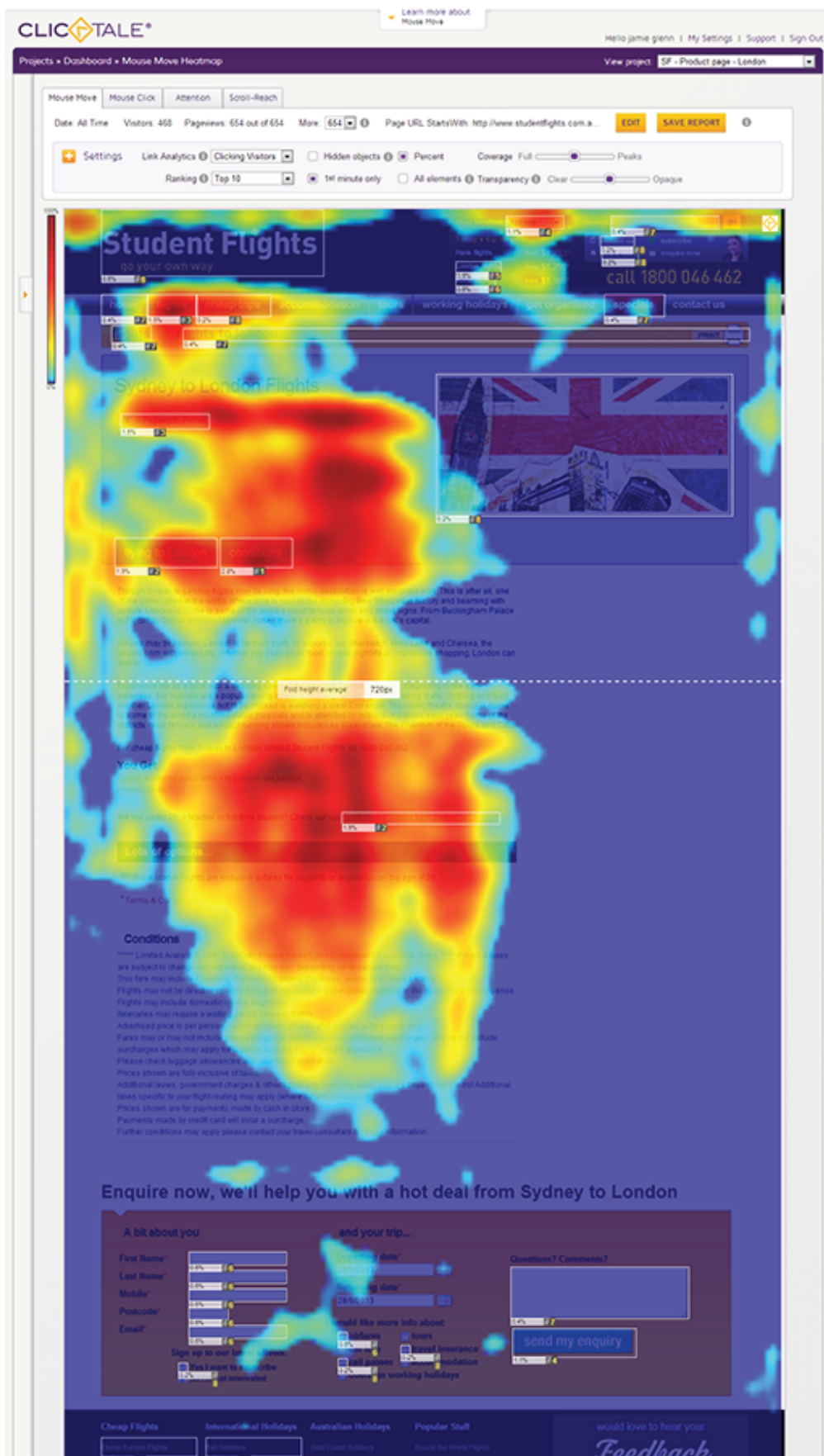


5 May 2013 Clicktale A/B Test

Placement of enquiry form in flight product pages

Previous clicktale and google analytics results has shown the click to call box has no interaction within the product pages.

In this test we want to find out if the visibility of the enquiry form above the page fold will engage more users to interact with it? Lastly we want to find if the call to action box is actually useful as previous findings states that no one is actually interacting with it at all.



Hover

Form Interaction increase

No hovers around click to action box

SF PRODUCT PAGE

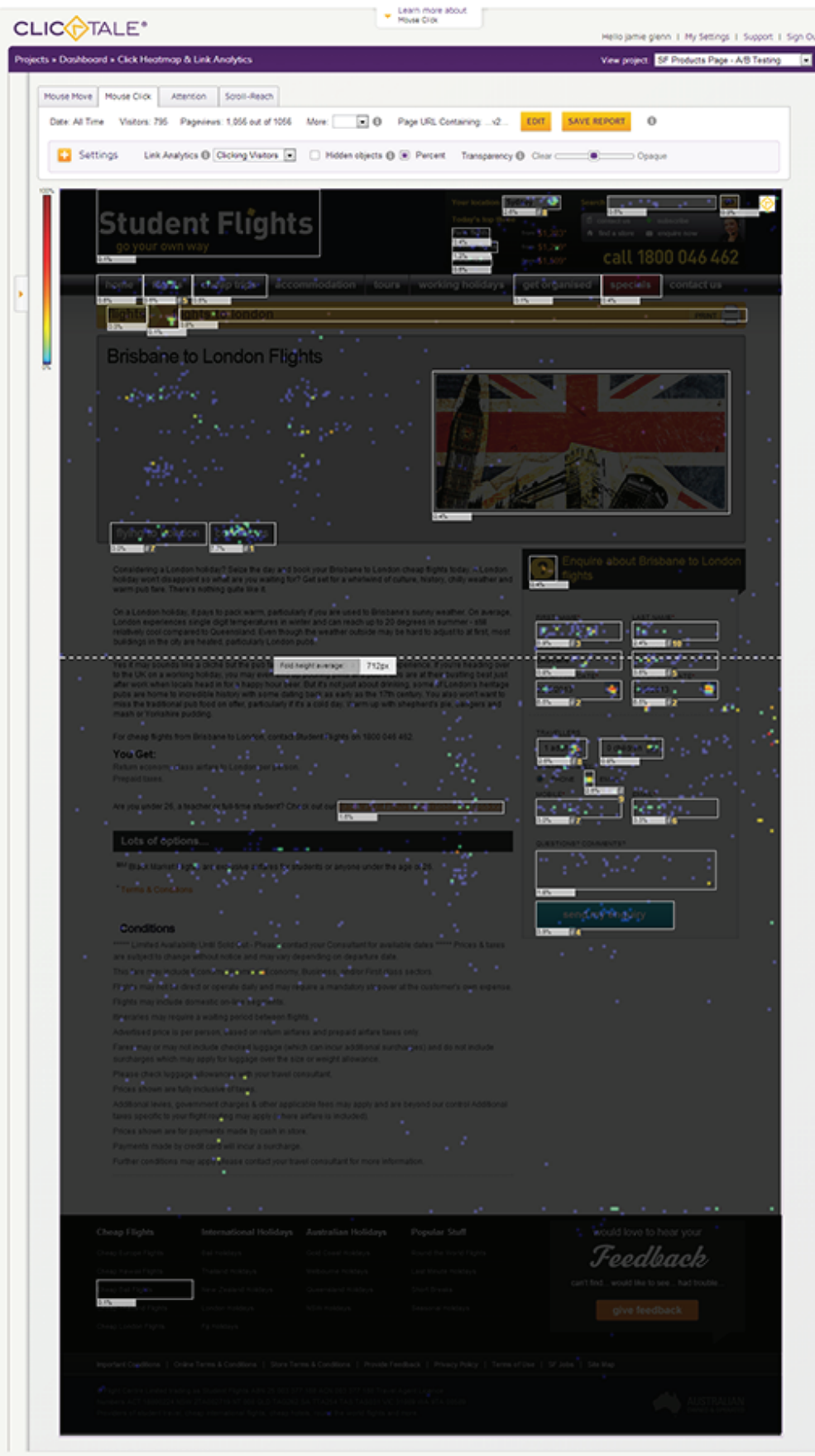
V1

V2



SF PRODUCT PAGE

V1



V2

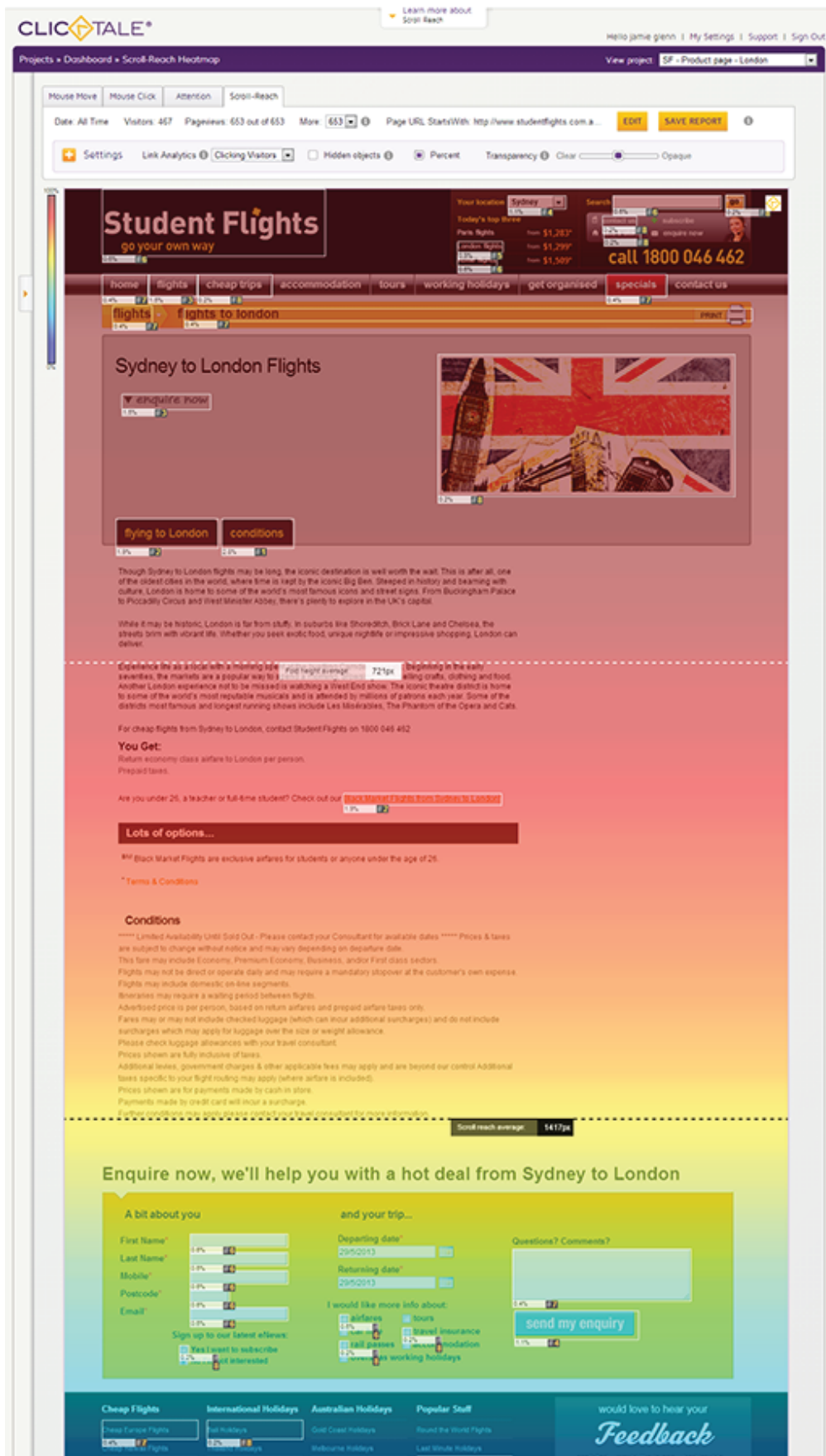
Click

Form Interaction increase

Enquiry click thru
increase 2.6%

Clicking activity beside
the image. Recommend
to remove box around
text

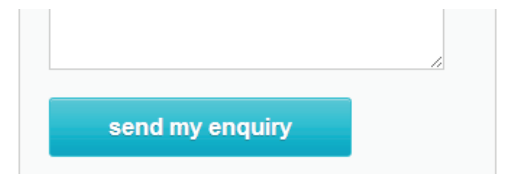
Small percentage on
click to action box.
Mainly 0.2% on enquiry
button



Scroll-Reach

Users scroll to view the products. Anything underneath it is not as important

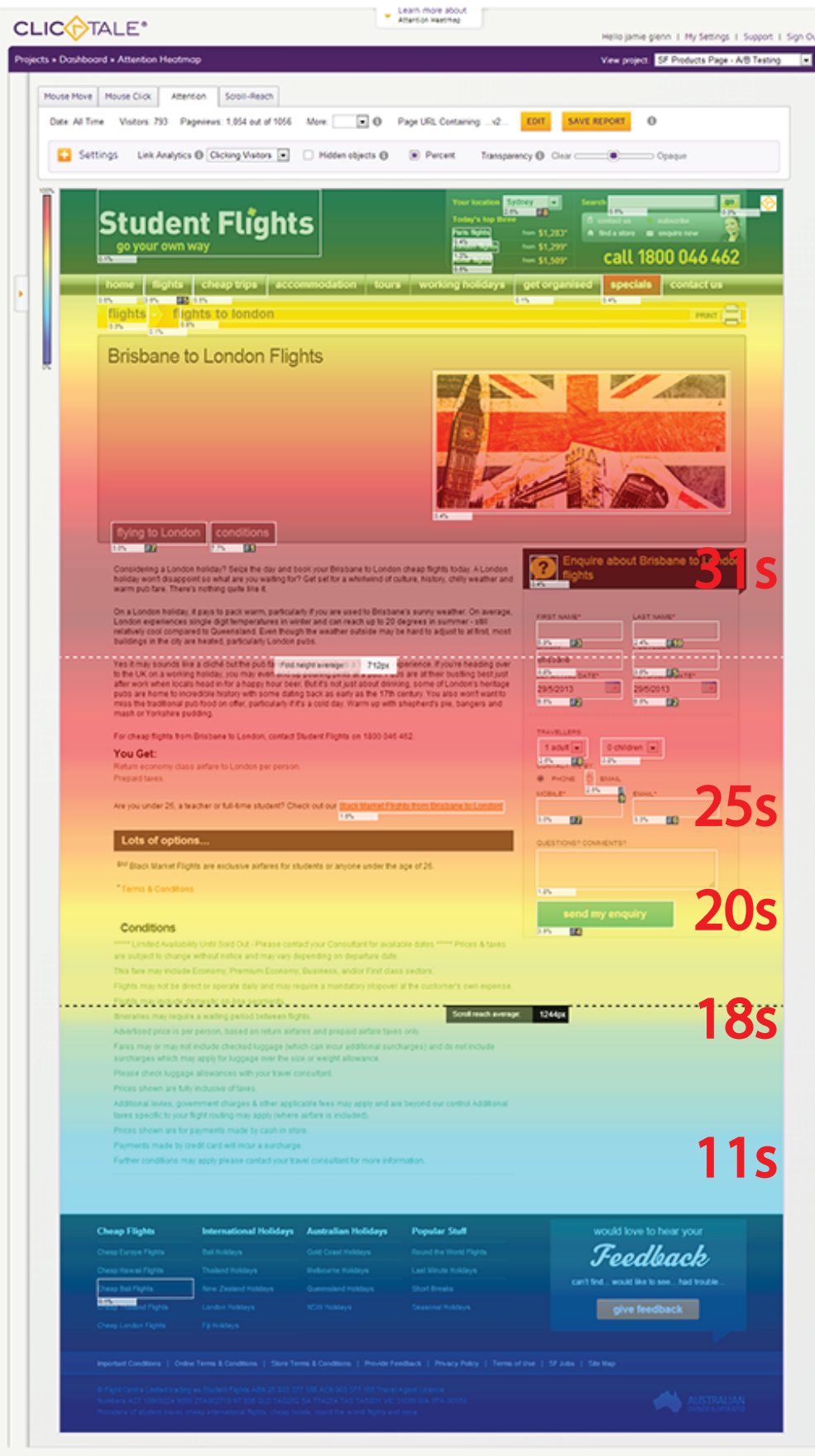
This further proves that few are interested in the call to action box under the form



SF PRODUCT PAGE

V1

V2



SF PRODUCT PAGE

V1

V2

Engagement time

V2 Form area has products

15.5s more form engagement time in V2

Considerations

V1 are mainly organic search users while V2 are SEM pushes hence the test has inconsistency.

V1 is measured across 2 product pages while V2 is across 6 other pages.

This report is based only on clicktale and more data from GA and SEM side is required to fully conclude the findings.

Recommendations

Remove the boxes around the flight infos beside the location image as users are clicking it so often thinking that it is a button.

Remove the call to action box as most of the options are available on the header.

Update flights product pages with the new enquiry form and it needs to add in check box for “I am student, U26”