

Let's talk about  
**Testing**  
instead of  
**guessing**

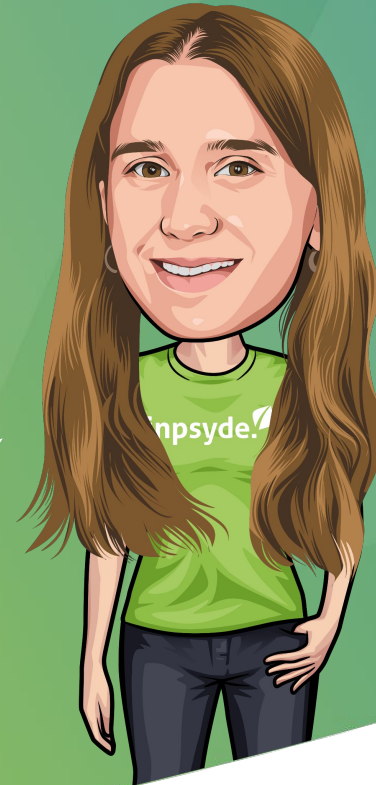


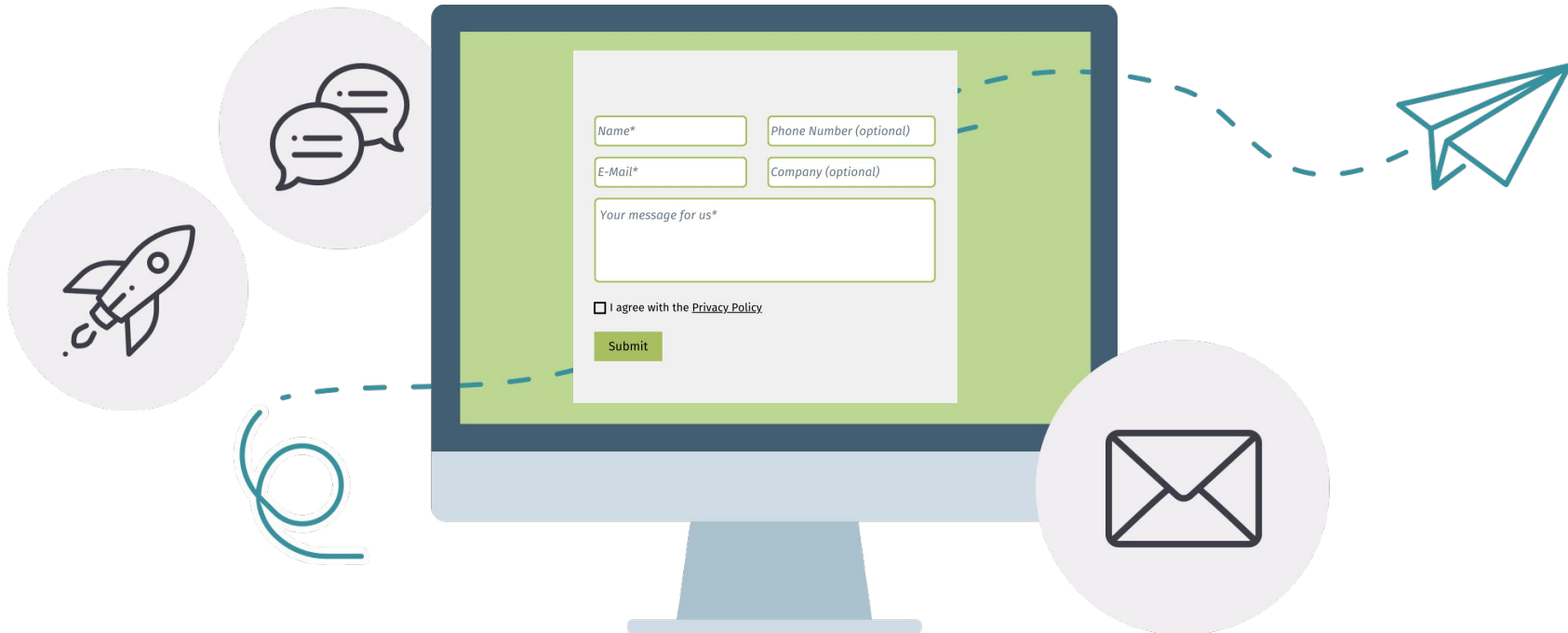
Viola Gruner | Inpsyde GmbH

inpsyde.



WORDCAMP  
LISBOA 2023





# Problem:

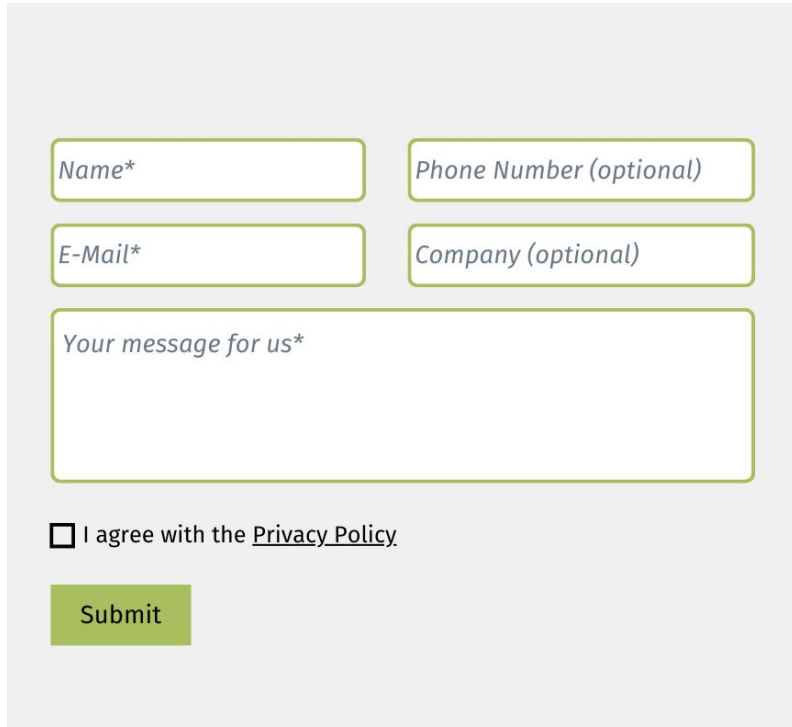
*The Sales-Team needed one more Form Field on our Contact form*

A contact form with the following fields and elements:

- Name\***: A text input field with a green border.
- Phone Number (optional)**: A text input field with a green border.
- E-Mail\***: A text input field with a green border.
- Company (optional)**: A text input field with a green border.
- Your message for us\***: A large text area with a green border.
- I agree with the [Privacy Policy](#).
- Submit**: A green button.

# Problem:

The Sales-Team needed one more Form Field on our Contact form



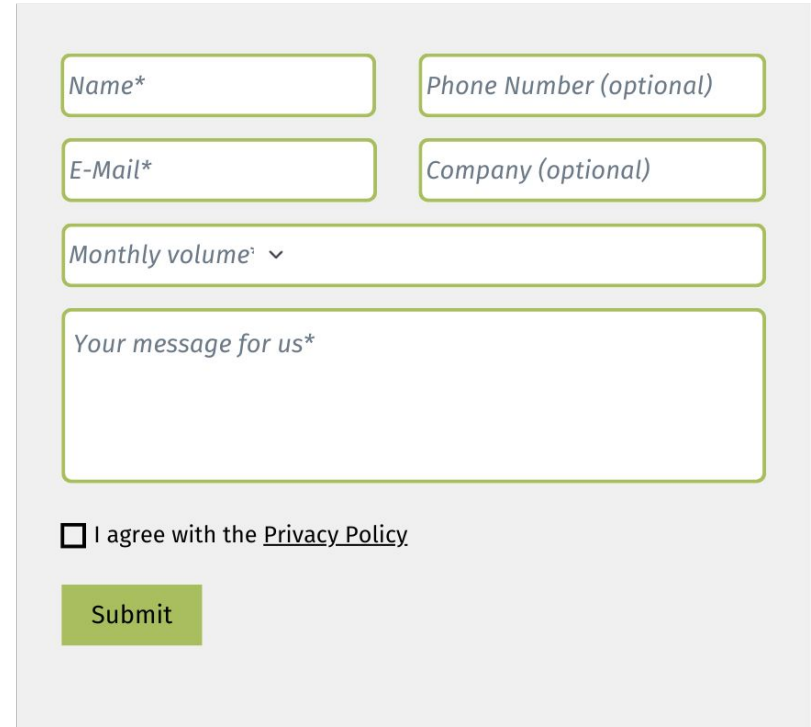
The original contact form layout consists of four input fields arranged in a 2x2 grid. The top row contains 'Name\*' and 'Phone Number (optional)'. The bottom row contains 'E-Mail\*' and 'Company (optional)'. Below these is a large text area for 'Your message for us\*'. At the bottom, there is a checkbox for 'I agree with the Privacy Policy' and a green 'Submit' button.

Name*	Phone Number (optional)
E-Mail*	Company (optional)

Your message for us\*

I agree with the [Privacy Policy](#)

Submit



The modified contact form layout adds a fifth input field. The top row now contains 'Name\*' and 'Phone Number (optional)'. The second row contains 'E-Mail\*' and 'Company (optional)'. The third row contains a new dropdown menu labeled 'Monthly volume' with a downward arrow. Below this is the 'Your message for us\*' text area. At the bottom, there is a checkbox for 'I agree with the Privacy Policy' and a green 'Submit' button.

Name*	Phone Number (optional)
E-Mail*	Company (optional)
Monthly volume: ▾	

Your message for us\*

I agree with the [Privacy Policy](#)

Submit



# Risk for the Conversion Rate (CVR)

*Fears that the Conversion Rate will significantly decrease*

## **NeilPatel**

- Increased CVR 26%.
- By removing one form field.

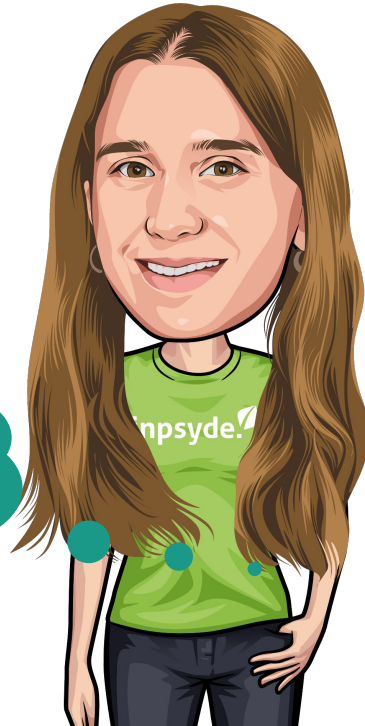
## **ImageScope**

- Increased the conversion rate by 120%.
- By reducing the contact form from 11 to 4 fields.



# *Instead of guessing. Test.*

*The Conversion Rate will decrease*



Let's test this!

# But how?

*With my self-created Workflow.*





# Steps



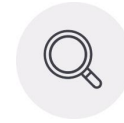
***Share & Pitch  
the idea***



***Rate the idea***



***Start the  
Experiment***



***Draw conclusions  
and implement***

# Share & Pitch the idea



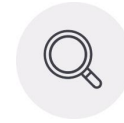
**Share & Pitch  
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**Draw conclusions  
and implement**









# *Pitch Card*

**DOC**

**1. HYPOTHESIS**

**2. OBJECTIVE**

**3. EXPERIMENT DESIGN**

**4. REQUIRED DURATION**

**5. OUTCOME**

**6. LEARNING & CONCLUSION**

# *Pitch Card*

**DOC**

**1. HYPOTHESIS**

**2. OBJECTIVE**

**3. EXPERIMENT DESIGN**

**4. REQUIRED DURATION**

---

**5. OUTCOME**

**6. LEARNING & CONCLUSION**



# Pitch Card

**DOC**

*Before testing*

**1. HYPOTHESIS**

**2. OBJECTIVE**

**3. EXPERIMENT DESIGN**

**4. REQUIRED DURATION**

**5. OUTCOME**

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# Pitch Card

**DOC**

**1. HYPOTHESIS**

**2. OBJECTIVE**

**3. EXPERIMENT DESIGN**

**4. REQUIRED DURATION**

**5. OUTCOME**

**6. LEARNING & CONCLUSION**

***After  
testing***

# 1. Hypothesis

**Adding a new form field to our contact form will significantly drop the conversion rate (CRV) by 12% from 7% to 6.16%.**

## DOC

1. HYPOTHESIS

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## 2. Objective

**Structuring the leads** so they become more **manageable** for the **Sales-Team**.

### DOC

1. HYPOTHESIS

2. OBJECTIVE

3. EXPERIMENT DESIGN

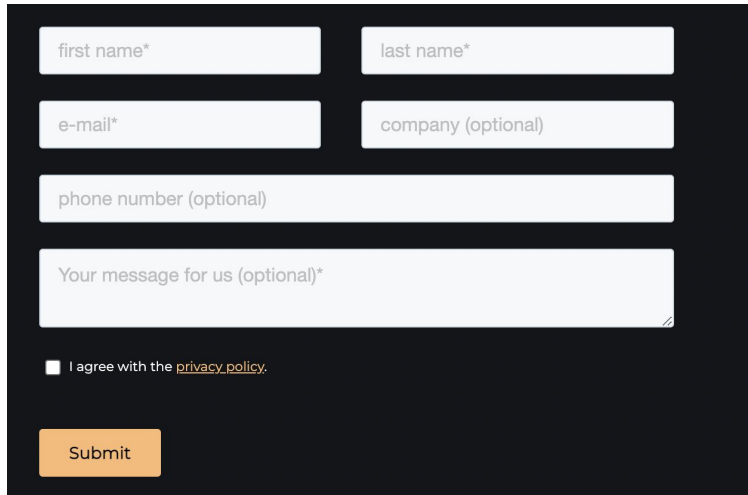
4. REQUIRED DURATION

---

5. OUTCOME

6. LEARNING & CONCLUSION

# 3. Design



first name\*

last name\*

e-mail\*

company (optional)

phone number (optional)

Your message for us (optional)\*

I agree with the [privacy policy](#).

Submit

## DOC

**1. HYPOTHESIS**

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## 4. Duration

*Required Duration: 12 Weeks*



AB Testguide

### AB test duration

Minimum test duration 11.82 weeks \*

Round up to a **AB-test period of 12 weeks** (discrete number of business cycles)

# DOC

**1. HYPOTHESIS**

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# *Rate the idea*



***Share & Pitch  
the idea***



***Rate the idea***



***Start the  
Experiment***



***Draw conclusions  
and implement***

# Experiment Set Up

Experiment Rater	Impact	Confidence	Ease	Priority						
Pitcher										
Tamas										
Martin										
Anne-Sophie										
Luca										
Final					<i>&lt;- priority</i>					





## Experiment Set Up

Experiment Rater	Impact	Confidence	Ease	Priority						
Pitcher	9									
Tamas	8									
Martin	10									
Anne-Sophie	10									
Luca	7									
Final	<b>8,8</b>				<b>&lt;- priority</b>					

## Experiment Set Up

Experiment Rater	Impact	Confidence	Ease	Priority						
Pitcher	9	9								
Tamas	8	9								
Martin	10	10								
Anne-Sophie	10	9								
Luca	7	9								
Final	<b>8,8</b>	<b>9,2</b>			<b>&lt;- priority</b>					



3 Backlog

3 Rater

3 Live

3 Closed

## Experiment Set Up

Experiment Rater	Impact	Confidence	Ease	Priority						
Pitcher	9	9	9							
Tamas	8	9	8							
Martin	10	10	9							
Anne-Sophie	10	9	9							
Luca	7	9	10							
Final	<b>8,8</b>	<b>9,2</b>	<b>9,0</b>	<b>&lt;- priority</b>						

## Experiment Set Up

Experiment Rater	Impact	Confidence	Ease	Priority						
Pitcher	9	9	9							
Tamas	8	9	8							
Martin	10	10	9							
Anne-Sophie	10	9	9							
Luca	7	9	10							
Final	<b>8,8</b>	<b>9,2</b>	<b>9,0</b>	<b>9,0</b> <- priority						

### Experiment Set Up

#	Owner	Item name (short code)	Description (Hypothesis)	Key Metric	Impact	Confidence	Ease	Priority	Country/ Language
#2	Tamas	<a href="#">REDDIT ADS</a>	reddit ads increases form submission for less money	Conv.Rate	6	5,75	8,25	6,7	AT
#3	Alex	<a href="#">Thank You Screen</a>	Gain social followers through thank you screen after	Followers	6	6	6	6,0	ALL
#4	Viola	<a href="#">Offering Live Demo</a>	Create webinar sign up soft conversion rate	Conv.Rate	8,7	9,3	5,3	7,8	DE
#9	Viola	<a href="#">Optimize CTA Button</a>	Standardized Call to Action	Conv.Rate	6	7,25	9,75	7,7	FR
#10	Viola	<a href="#">Referral Campaign</a>	Referral campaign with an monetary incentive, we can	Conv.Rate	9	8,2	5,2	7,5	AT
#11	Tamas	<a href="#">Readability</a>	Readability test for articles and posts.	Bounce rate	5	7	2	4,7	AT
#12	Josef	<a href="#">G-Ads Retargeting</a>	Improve Conversion Rate through Google Ads	Conv.Rate	7	8,00	6	7,0	DE
#13	Viola	<a href="#">Form Fields Contact For</a>	By adding one more Form Field our Conversion Rate will drop 12%	Conv.Rate	8,8	9,2	9	9,0	DE



Experiment Set Up

#	Owner	Item name (short code)	Description (Hypothesis)	Key Metric	Impact	Confidence	Ease	Priority	Country/ Language
#8	Tamas	<a href="#">LinkedIn focus</a>	LinkedIn and increases the nr. Of account visits by 20%	Reach	7,7	8,7	9,3	8,6	ALL
#13	Viola	<a href="#">Form Fields Contact</a>	By adding one more Form Field our Conversion Rate will drop 12%	Conv.Rate	8,8	9,2	9	9,0	DE

# *Start the Experiment*



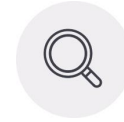
***Share & Pitch  
the idea***



***Rate the idea***



***Start the  
Experiment***



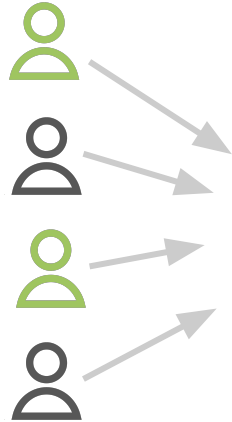
***Draw conclusions  
and implement***



***Wait 12 Weeks***



# A/B Testing



**A/B Test**



## Option A

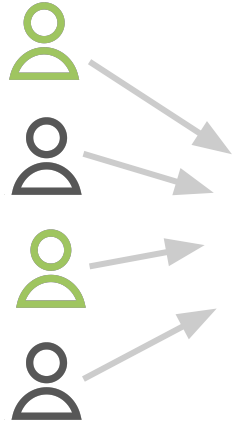
I agree with the [Privacy Policy](#)

## Option B

I agree with the [Privacy Policy](#)

**Visitors**

# A/B Testing



**A/B Test**



## Option A

Name\* Phone Number (optional)

E-Mail\* Company (optional)

Your message for us\*

I agree with the [Privacy Policy](#)

Submit



## Option B

Name\* Phone Number (optional)

E-Mail\* Company (optional)

Monthly volume: ▾

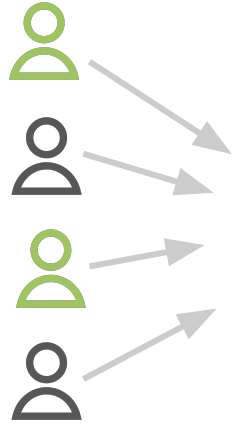
Your message for us\*

I agree with the [Privacy Policy](#)

Submit

**Visitors**

# A/B Testing



Visitors



## Option A

Name\* Phone Number (optional)

E-Mail\* Company (optional)

Your message for us\*

I agree with the [Privacy Policy](#)

Submit



## Option B

Name\* Phone Number (optional)

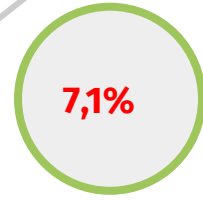
E-Mail\* Company (optional)

Monthly volume: ▾

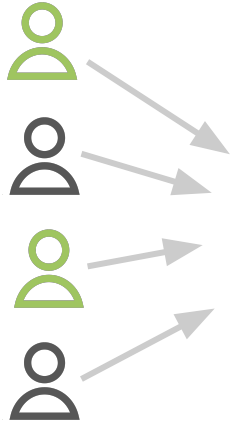
Your message for us\*

I agree with the [Privacy Policy](#)

Submit



# A/B Testing



Visitors



## Option A

Name\*  Phone Number (optional)

E-Mail\*  Company (optional)

Your message for us\*

I agree with the [Privacy Policy](#)



## Option B

Name\*  Phone Number (optional)

E-Mail\*  Company (optional)

Monthly volume:

Your message for us\*

I agree with the [Privacy Policy](#)

## Option B

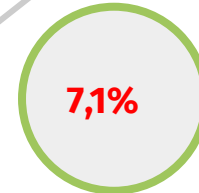
Name\*  Phone Number (optional)

E-Mail\*  Company (optional)

Monthly volume:

Your message for us\*

I agree with the [Privacy Policy](#)



# Winner:

Name\*

Phone Number (optional)

E-Mail\*

Company (optional)

Monthly volume:

Your message for us\*

I agree with the [Privacy Policy](#)

# ***Draw conclusions and implement***



***Share & Pitch  
the idea***



***Rate the idea***



***Start the  
Experiment***



***Draw conclusions  
and implement***

## Experiment Set Up

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#13	Viola	<a href="#">Form Fields Contact For</a>	By adding one more Form Field our Conversion Rate will drop 12%	Conv.Rate	8,8	9,2	9	9,0	DE







## 5. OUTCOME

*No significant difference between group A&B regarding the conversion rate.*

***So we can implement the new form field on our website.***

# DOC

1. HYPOTHESIS

2. OBJECTIVE

3. EXPERIMENT DESIGN

4. REQUIRED DURATION

5. OUTCOME

6. LEARNING & CONCLUSION

## 6. LEARNING

*Our assumption could not be confirmed.*

*In the **next step**, we will test the contact form in the **english-speaking market**.*

### DOC

1. HYPOTHESIS

2. OBJECTIVE

3. EXPERIMENT DESIGN

4. REQUIRED DURATION

---

5. OUTCOME

6. LEARNING & CONCLUSION

# Learning



**Testing instead of guessing.**



**Every target group is different.**



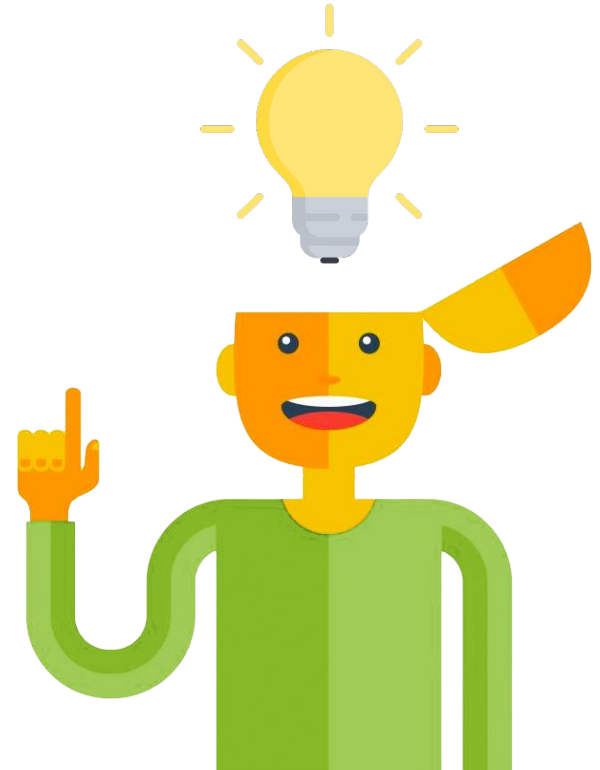
**Know your numbers.**



**Don't be afraid of failing tests.**



**Every completed test is a success.**



# Get the Workflow

*Or contact me, if you have any questions.*

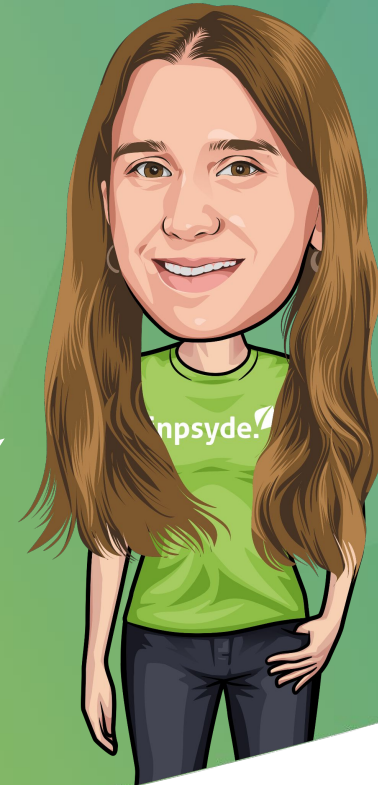


**Thanks!**  
**Any**  
**Questions?**

inpsyde.



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