Customers Buy Experiences But Brands Struggle to Deliver

Why are people abandoning?

How can I best recover or personalize this experience?

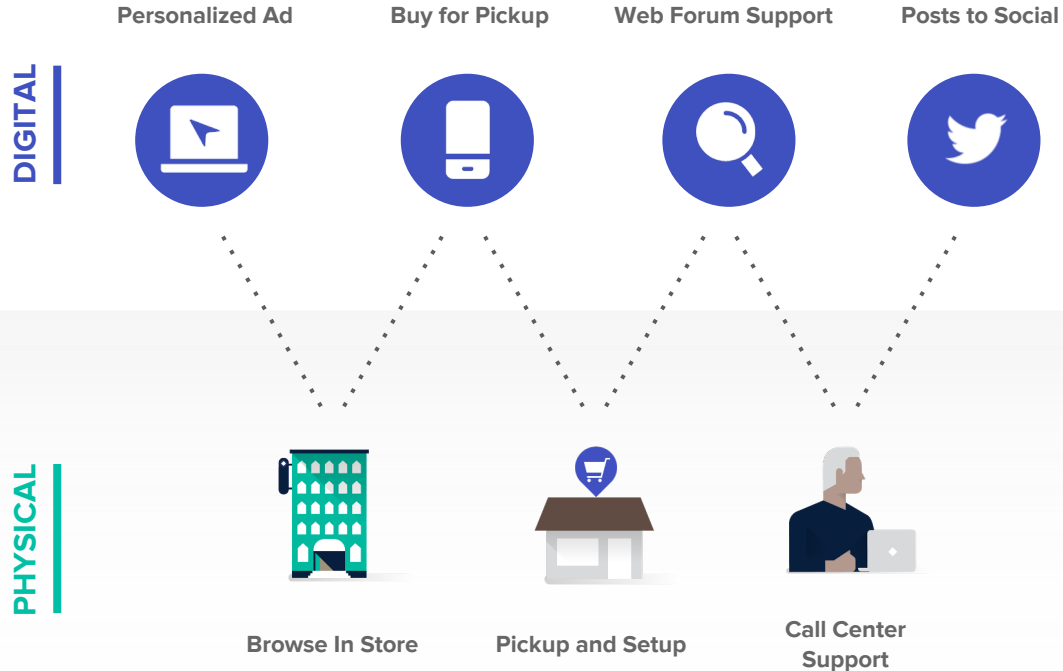Who will engage with my campaign?

Which enhancements should I prioritize?

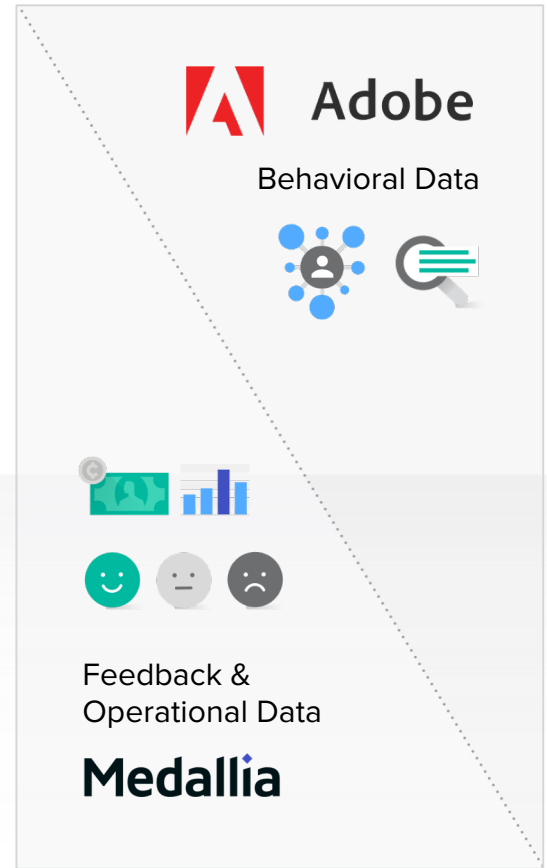How do I measure impact before and after my change?

What use cases involve other parts of the business we do not directly own?

Providing the Industry's Most Comprehensive Cross-Channel View

DIGITAL

Personalized Ad | Buy for Pickup | Web Forum Support | Posts to Social

PHYSICAL

Browse In Store | Pickup and Setup | Call Center Support

Adobe
Behavioral Data

Feedback & Operational Data

Medallia

Medallia

Medallia + Adobe

Cross-channel view of **all digital and physical interactions** by **combining behavioral and feedback signals** to deliver great customer experiences

KEY BUSINESS OUTCOMES:
INCREASE ACQUISITION, CONVERSION, & REPEAT ENGAGEMENT

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Three key use cases

Digital Experience Optimization

Continually improve customer experiences

Personalization

Deliver tailored experiences across all digital channels

Omni-channel Experience Management

Orchestrate managed, cross-realm experiences

TODAY'S AGENDA

1. _Setting Ground Rules_: Internal best practices

2. _Qualitative Research:_ Developing an understanding of the "athlete"

3. _Calibration_: Reviewing qualitative feedback to formulate a hypothesis

4. _Quantitative Goal Setting:_ Be SMART and objective

5. _Testing_: Monitoring the qualitative & quantitative data throughout testing

6. _Conclusion:_ Things to remember

SETTING GROUND RULES
Internal best practices

Create Swim Lanes
Use an A/B randomization variable to create specific groups that will see surveys and groups that will not.

SETTING GROUND RULES
Internal best practices

Import Survey Form ID & Survey Customer ID
...into your analytics platform for assistance in segmenting.

SETTING GROUND RULES

Internal best practices

Create Swim Lanes
Use an A/B randomization variable to create specific groups that will see surveys and groups that will not.

Import Survey Form ID & Respondent ID
...into your analytics platform for assistance in segmenting.

Understand Statistical Significance
If unfamiliar, find free sample size & significance calculators online.

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# QUALITATIVE RESEARCH

Developing an understanding of the "athlete"

What % of athletes visiting our site have a high intent to purchase and what % have a low intent to purchase?

How does purchase intent vary by product category?

How does purchase intent vary by season?

What are some of the primary reasons athletes leave our site without making a purchase?

Research | Hypothesize & Synthesize | Test
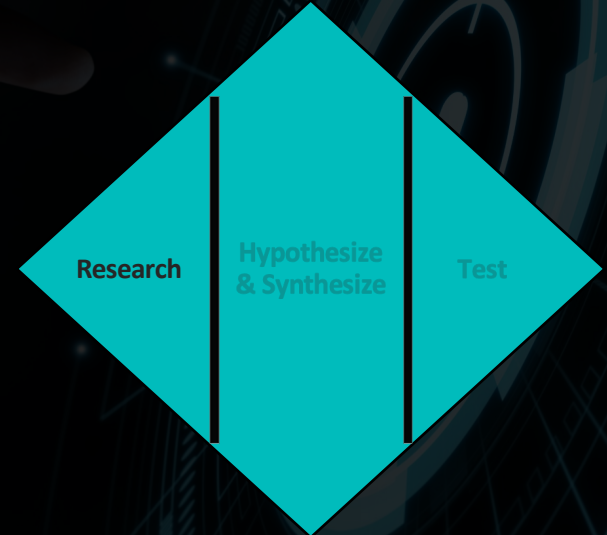
BROWSE SURVEY

- We intercept athletes, on their 1st page view, as they enter the site and ask two simple questions.

- "Are you here today primarily to…."
  - …find a specific product?
  - …browse what is available?

- What product categories are you interested in?
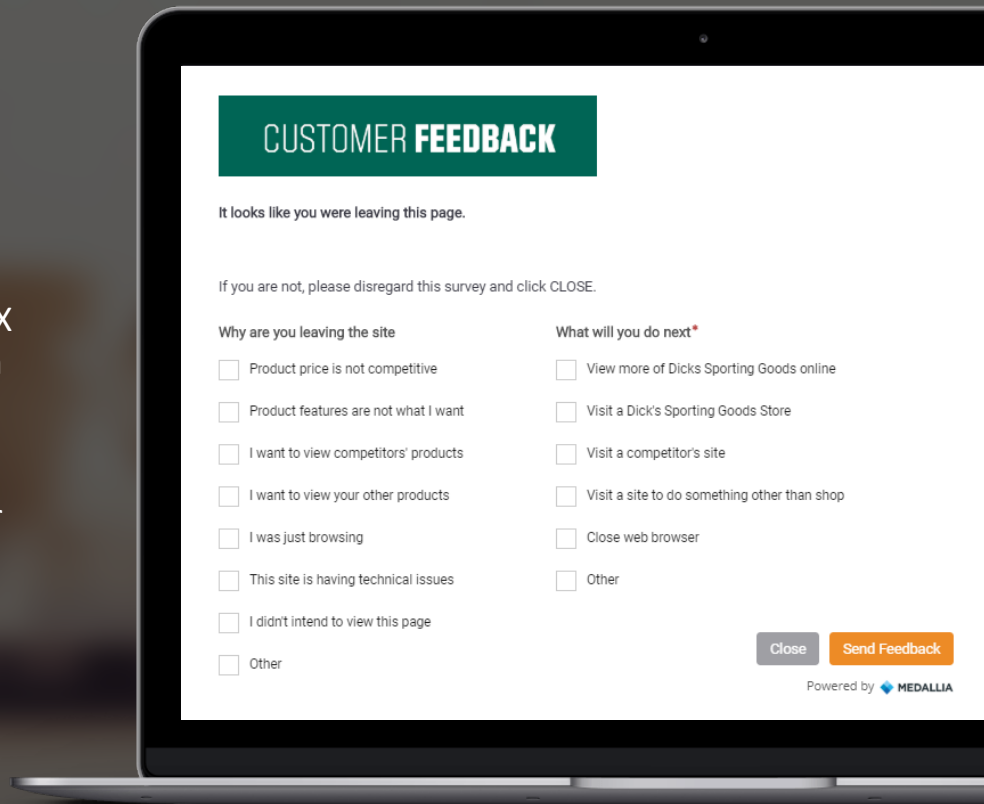
PRODUCT PAGE ABANDON SURVEY

-or-

Customer hovers over URL bar or close dialog box

Spends more than 2X the average time on page

Survey appears in corner of the page without invitation

Survey deploys over the entire page

Ask two quick questions

CUSTOMER FEEDBACK

It looks like you were leaving this page.

If you are not, please disregard this survey and click CLOSE.

Why are you leaving the site

- [ ] Product price is not competitive
- [ ] Product features are not what I want
- [ ] I want to view competitors' products
- [ ] I want to view your other products
- [ ] I was just browsing
- [ ] This site is having technical issues
- [ ] I didn't intend to view this page
- [ ] Other

What will you do next *

- [ ] View more of Dicks Sporting Goods online
- [ ] Visit a Dick's Sporting Goods Store
- [ ] Visit a competitor's site
- [ ] Visit a site to do something other than shop
- [ ] Close web browser
- [ ] Other

Close   Send Feedback

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CALIBRATION...
Reviewing Qualitative Feedback

Browse Survey Learnings

1. Browse behavior varies by category.

2. Browse behavior varies by season.

3. Browse behavior varies by marketing channel.

Abandon Survey Learnings

1. Athletes are price sensitive.

2. Adding the "Other" option can uncover sentiment you never anticipated if you provide an open ended "Please Explain" field.

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CALIBRATION...

Tying Medallia Qualitative Feedback Back to Quantitative Analytical Data

Falling back on our best practices, we built athlete profiles for each survey & response type then leveraged those profiles to design testing strategies.

Browse Survey Double Click

1. We built a segment in Adobe for the Browse Survey Form ID + Survey Customer ID's that self-identified as "Browsers."

2. Browsers convert at 1/3 the rate of athletes shopping for a specific product.

3. The return visitor rate for "browsers" was noticeably lower than for athletes shopping for a specific product.

Abandon Survey Double Click

1. We built 1 segment in Adobe for the Abandon Survey Form ID + Survey Customer ID's that self identified as "Price Sensitive" and a second segment for all "Assortment" related responses.

2. We found that the return visitor rate was significantly lower for "Price Sensitive" athletes than for the "Assortment" group.

CALIBRATION...
Developing a Hypothesis
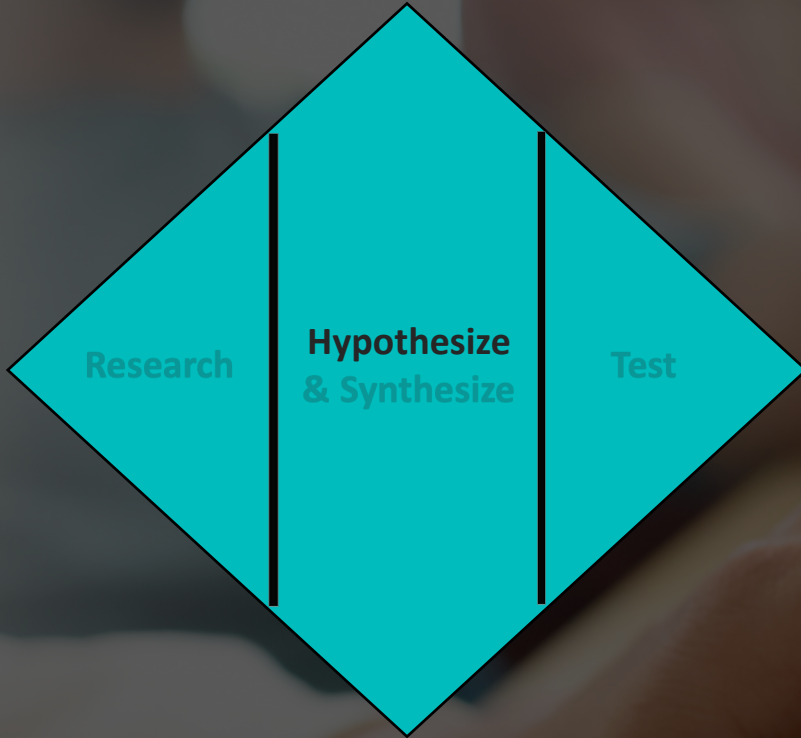
Research

Hypothesize & Synthesize
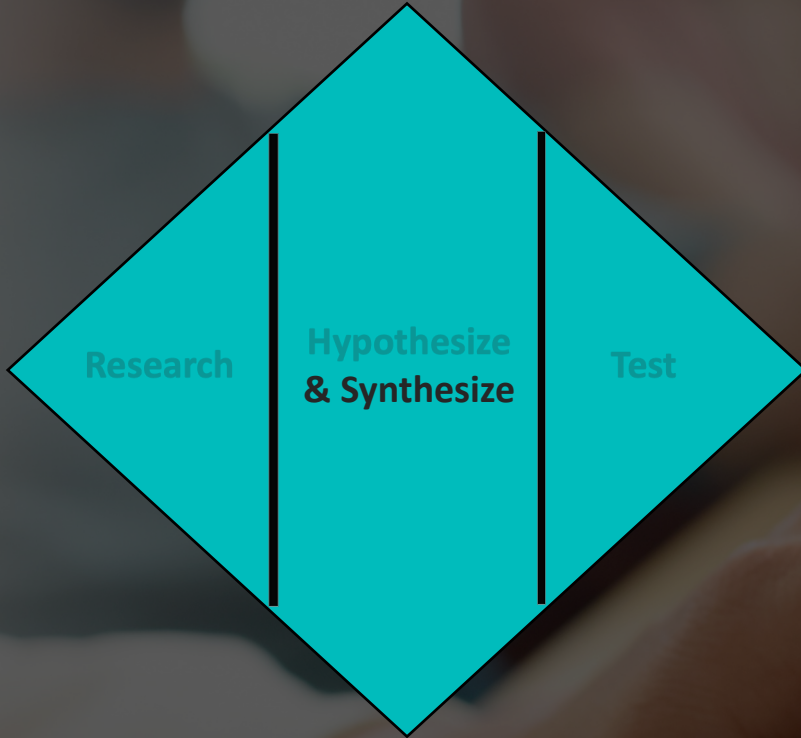
Test

Hypothesize
- This should be the ideation phase.

- No idea is a bad idea.

- What do you know and what *can* you do with that knowledge?

Synthesize
- Utilize the Effort/Impact Matrix.

- Target Low Effort/High Impact initiatives.

- Table ideas that are High Effort/Low Impact.

CALIBRATION...
Synthesizing Your Hypothesis

Research | **Hypothesize & Synthesize** | **Test**
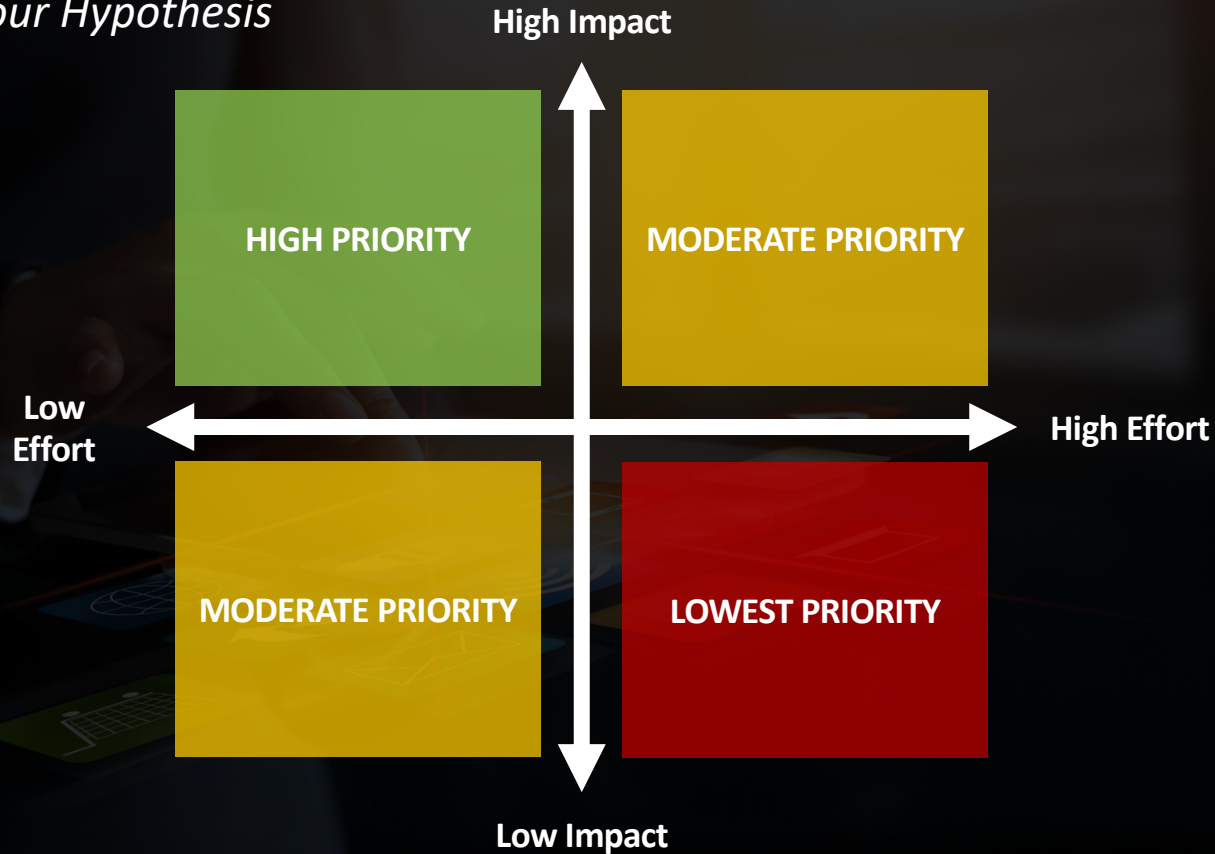
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CALIBRATION...

Finalizing Our Hypothesis

- We know that athletes have a low conversion rate & low return rate when they are in the "browse" phase.

- We know that price sensitive customers have a low return rate.

- We know *when* browsing behavior is high for each category & for each marketing channel.

- *Hypothesis:* Targeting categories and marketing channels, when browse behavior is high, with marketing that outlines ways to save money is low effort and high reward.
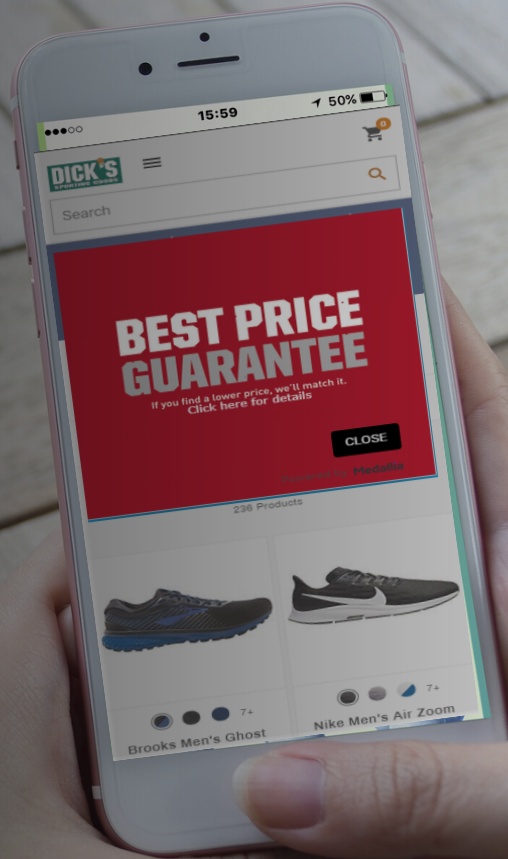
QUANTITATIVE GOAL SETTING
Be SMART and remain objective!

Specific

Measurable

Attainable

Relevant

Time-based

1. Do not change your goals during the test unless absolutely necessary.

2. Do not allow yourself to be biased by anyone.

3. Communication is key.

4. Understand statistical significance.

QUANTITATIVE GOAL SETTING

What are my goals and how can I measure them?

1 By marketing options for saving money to browse customers, we will increase email sign ups, text message sign ups, Best Price Guarantee Redemptions & overall conversion.

2 How much traffic will we need to test and what sort of lift will we need to see in order to reach statistical significance?

3 How much time do we need to hit that level of traffic and is that a realistic expectation?

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TESTING

Monitoring the qualitative & quantitative data throughout testing

- Are we seeing the % of "browsers" that we expected during the test?

- Are we seeing any quantitative changes in the behavior of those "browsers?"

- Are we seeing any changes in the Product Page Abandon survey?

- If the test does not appear to be successful from a high level, are there any diamonds in the rough?

- Are we seeing strong performance in a certain marketing channel or a certain category?

Research | Hypothesize & Synthesize | Test

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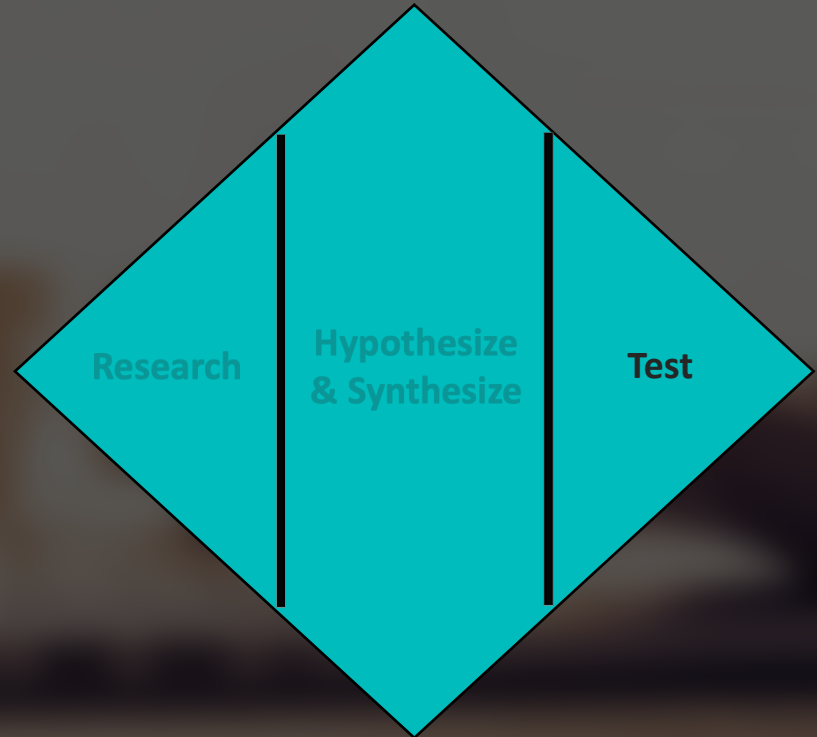
CONCLUSION

Things to remember....

1. Create swim lanes for flexibility in targeting, testing & analysis.

2. Import Survey Form ID & Survey Customer ID into your analytics platform.

3. Statistical significance is paramount in research & testing.

4. Remember the "Other" factor.

5. Always consider effort & impact.

6. Be SMART, unbiased and never be afraid to dig deeper for diamonds in the rough.
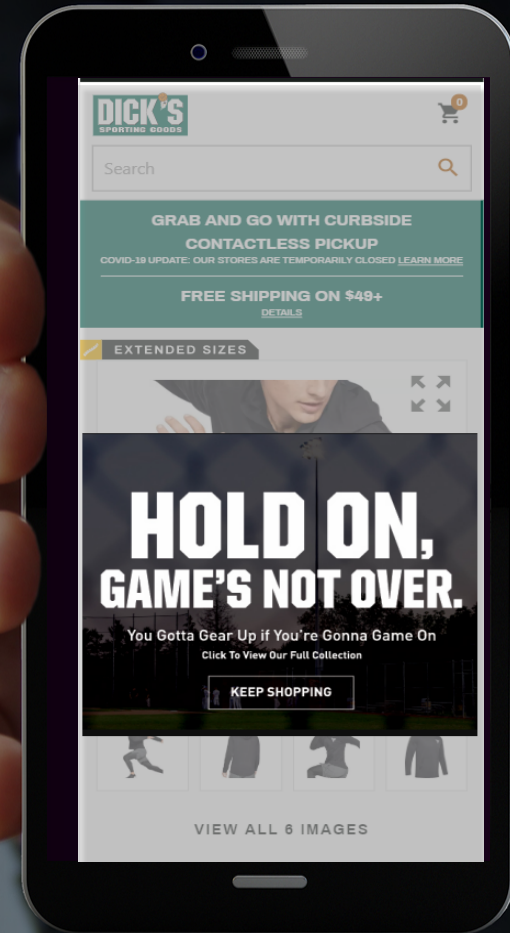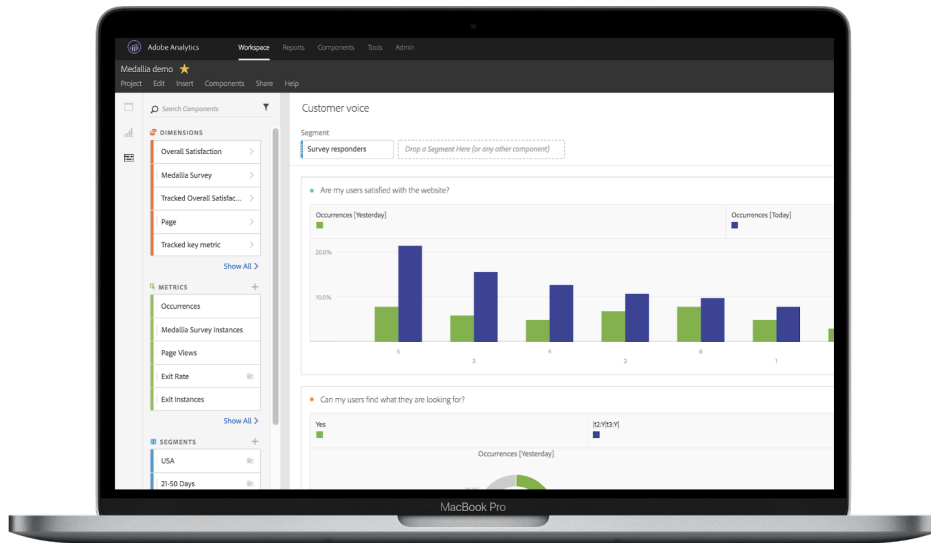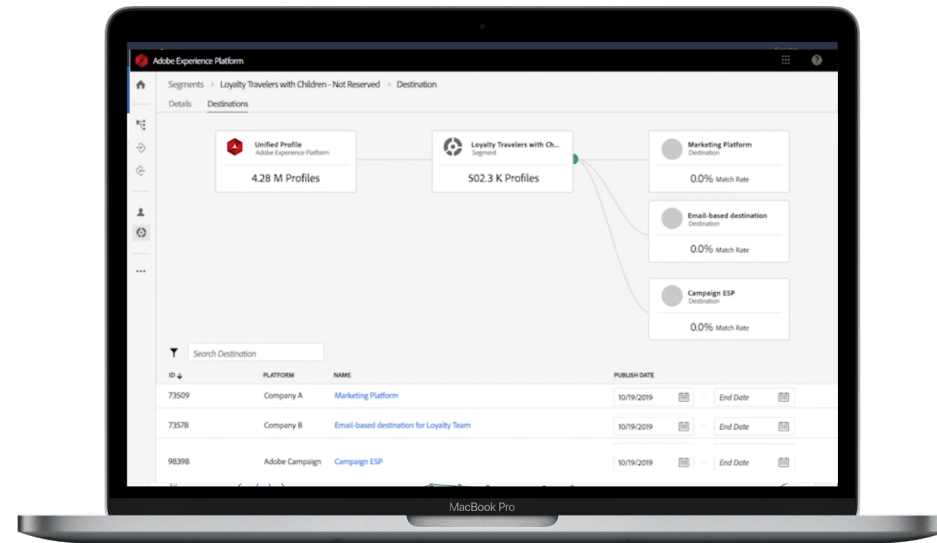
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Adobe Analytics
Available Today

Continuously improve experience with centralized experience insights

Adobe Experience Platform
Available Today

Deliver experiences with emotional insight enriched profiles, segmentation and workflows

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Learn More

Request a Follow-Up

To request a conversation with your account team, type "call me" in the Q&A box.

Watch PowerUp Sessions

Here are some additional topics you may be interested in:
1. Digital
2. Integrations
3. Athena

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