

WEBINAR

Driving Impact with Decibel on Black Friday

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Decibel by Medallia

Medallia



Agenda

1. Leveraging Revenue Impact & Opportunity
2. Best Practices for Black Friday Traffic
3. Optimizing Key Landing Pages
4. Live Q&A



Sheila Mulrooney
Product Marketing
Manager

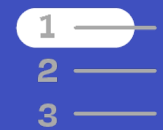
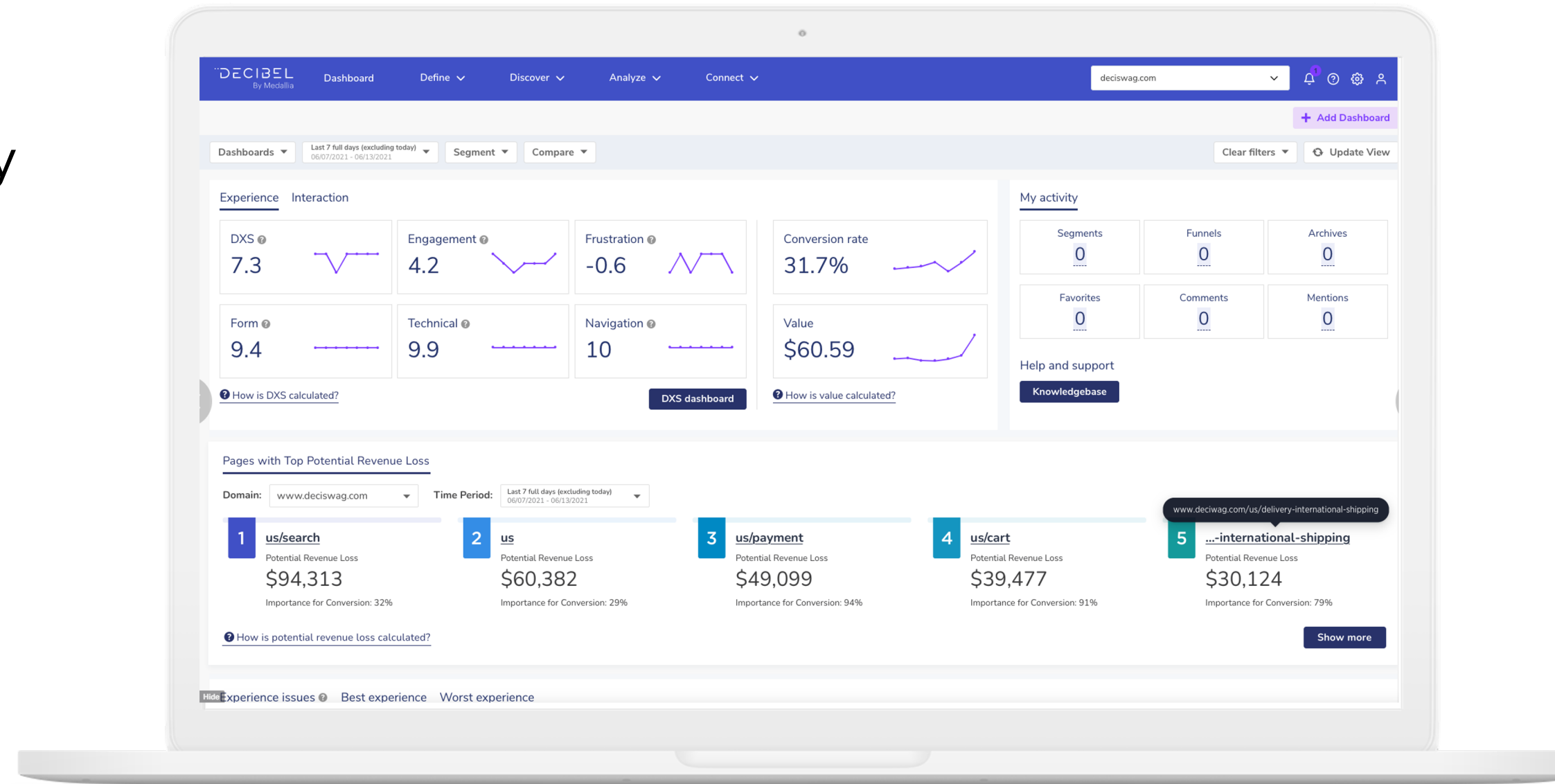


Emmy Yatagai
Digital Analytics
Expert

Decibel by Medallia

Understanding the silent majority

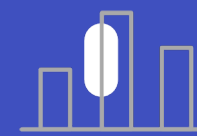
- Prioritize issues affecting the majority of users
- Visualize root causes and resolve quickly
- Increase on-page engagement & conversion at scale
- Understand and optimize customer journeys



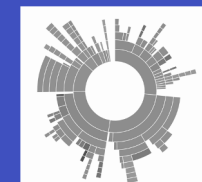
Experience
Metrics



Session Replays
& Heatmaps



Conversion &
Form Analytics



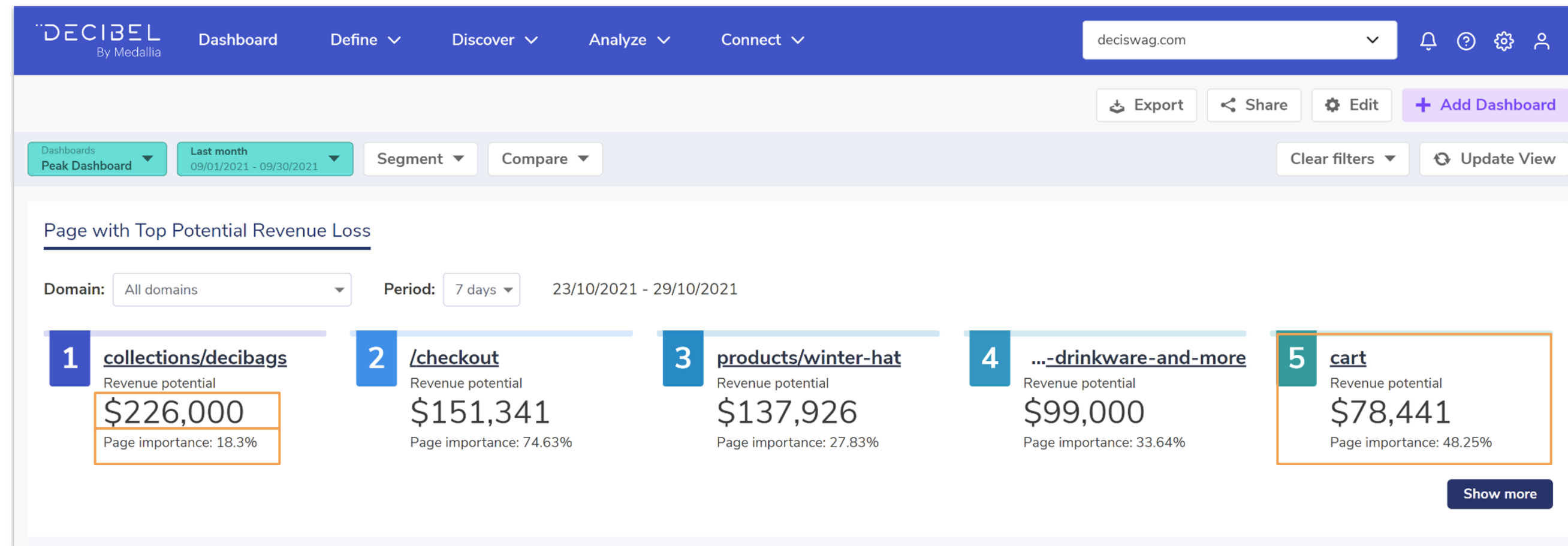
Customer
Journeys

Leveraging Revenue Impact & Opportunity

How do I reduce time to insight using Decibel?

Revenue Impact & Opportunity

Step 1 - Identifying Your Page



- **Potential revenue loss** - if you fix these issues, this is how much revenue you could gain back across a given period
- **Page importance** - how close to conversion this page generally is and hence how impactful a change could be over BF

Revenue Impact & Opportunity

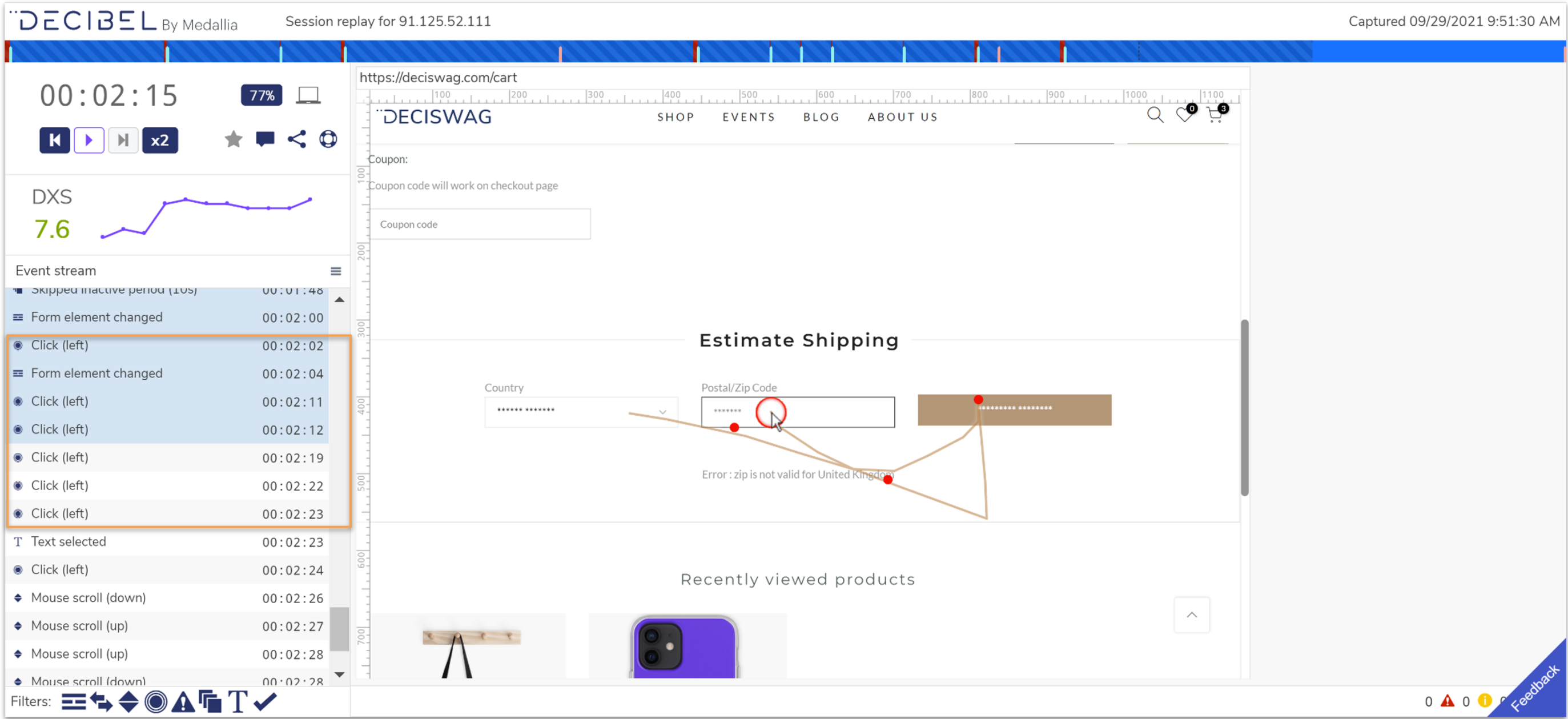
Step 2 - Identifying Your Experience Issue

DECIBEL By Medallia						
Dashboard Define Discover Analyze Connect						
deciswag.com						
Revenue Impact / cart						
Domain: All domains Period: 30 days 30/09/2021 - 29/10/2021						
Experience issues impacting: Shopping Cart (deciswag.com/cart) Revenue potential: \$281,005						
Experience issue	Non-converted sessions ?	Count	Browser		Operating system	Session replay
Unresponsive Clicks ? Statistically significant: Yes	807 (11%)	1,713	Chrome: 92% Edge: 7% Firefox: 2%		Windows: 75% Mac: 25% Android: < 1%	Desktop 100% 1 2 3
Rapid Cursor Movements ? Statistically significant: Yes	1,018 (13.9%)	2,292	Chrome: 89% Firefox: 11% Safari: < 1%		Windows: 84% Mac: 16% Android: < 1%	Desktop 100% 1 2 3

- **% of non-converted sessions** - context on proportion of sessions you're likely to impact by fixing the issue
- **Count of experience issue** - gives context on volume and also whether this happened multiple times in a session

Revenue Impact & Opportunity

Step 3 - Uncovering Root Causes



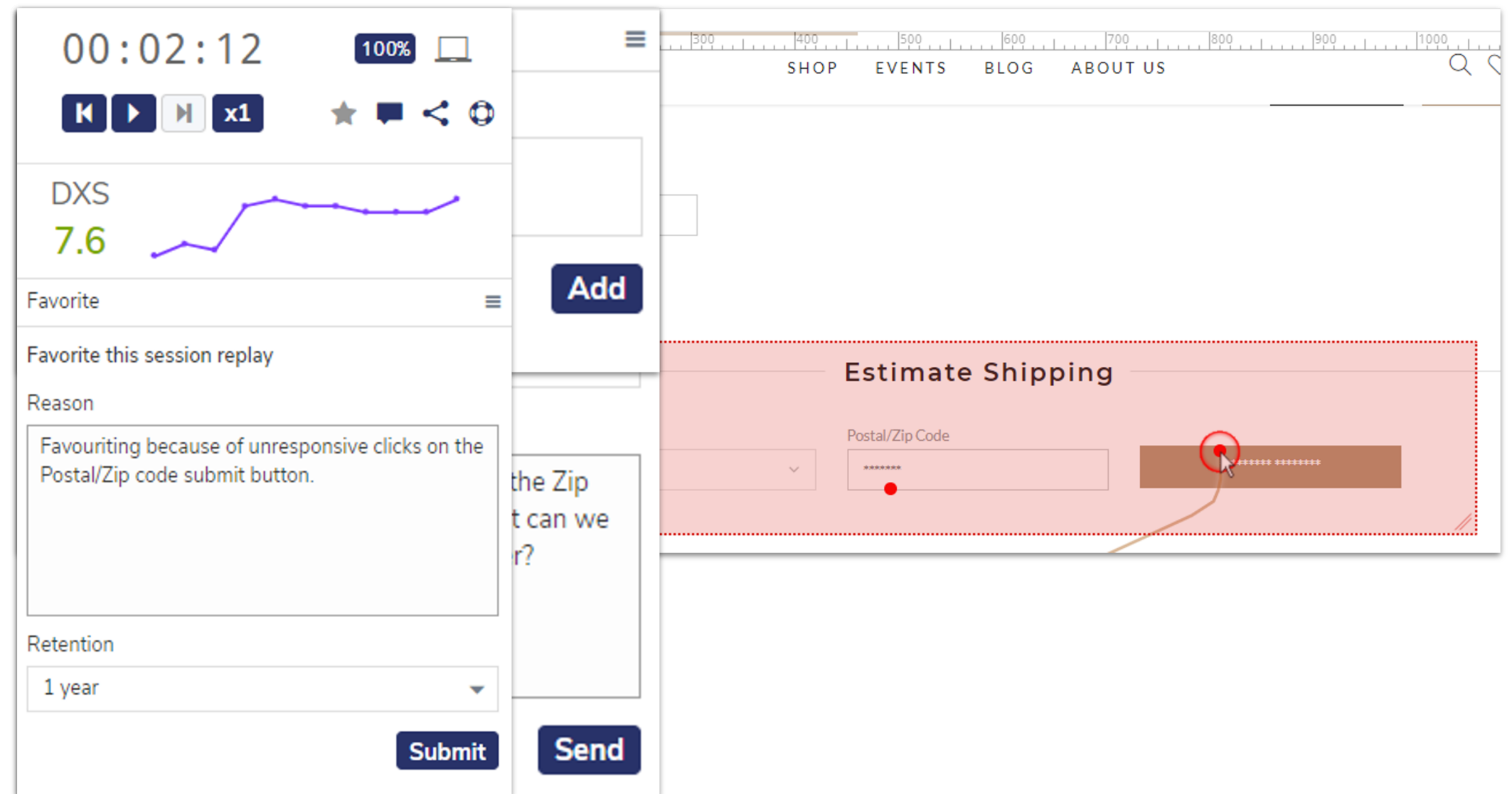
Revenue Impact & Opportunity

Step 4 - Save and share your findings

Using the session replay links, you will be able to identify the element or area of the page related to the experience issue.

Once you have found an issue, don't forget to do the following:

- Share with your colleagues
- Favourite the session
- Write comments
- Add a tag, e.g., checkout



Example Use Case

STEP 1: IDENTIFY MY PAGE

Winter hat page, weekly revenue potential of \$137,926

STEP 2: IDENTIFY EXPERIENCE ISSUE

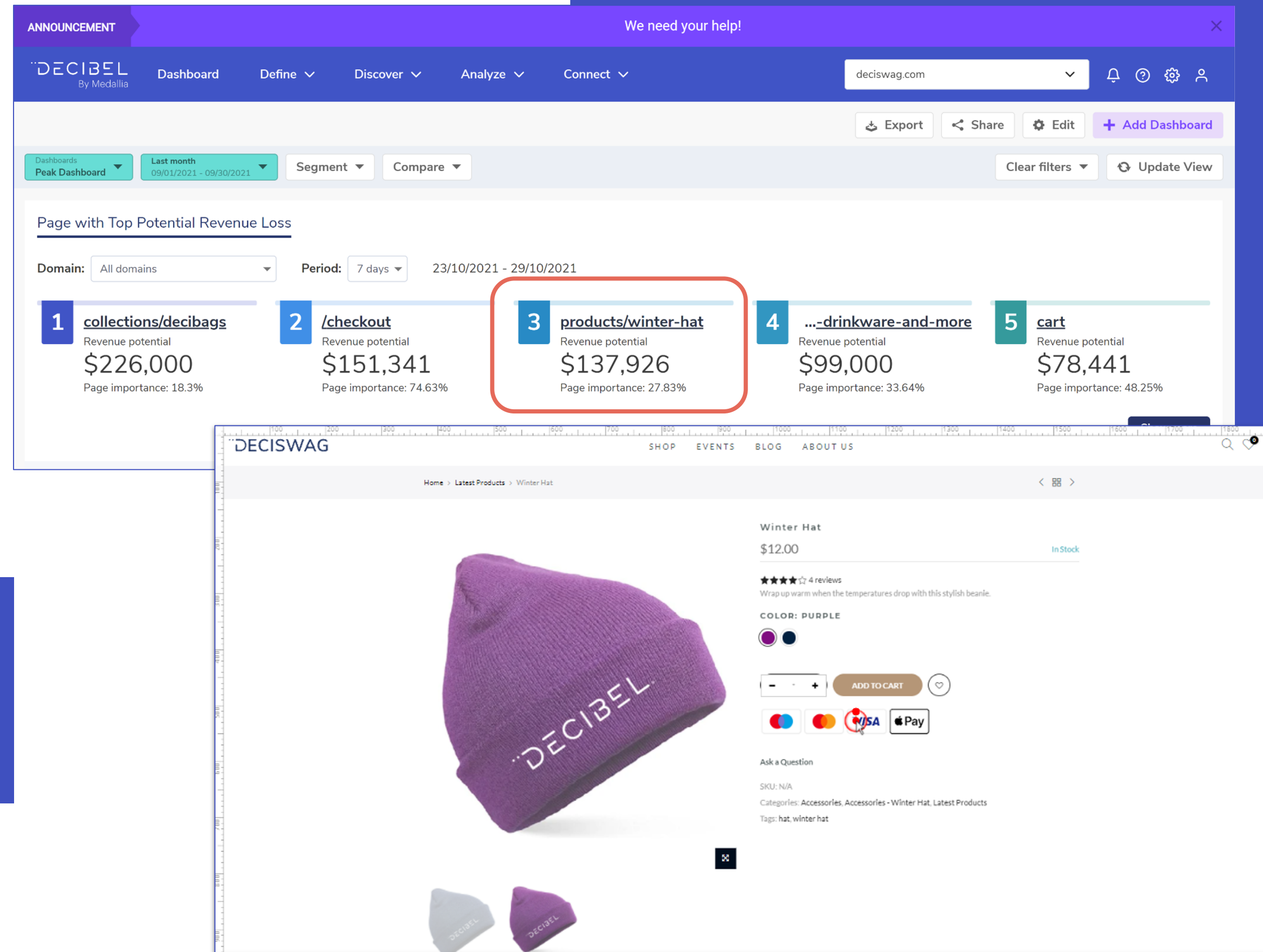
Unresponsive multi-clicking

STEP 3: UNCOVER ROOT CAUSES

Clicks were on the **VISA logo** which was unresponsive

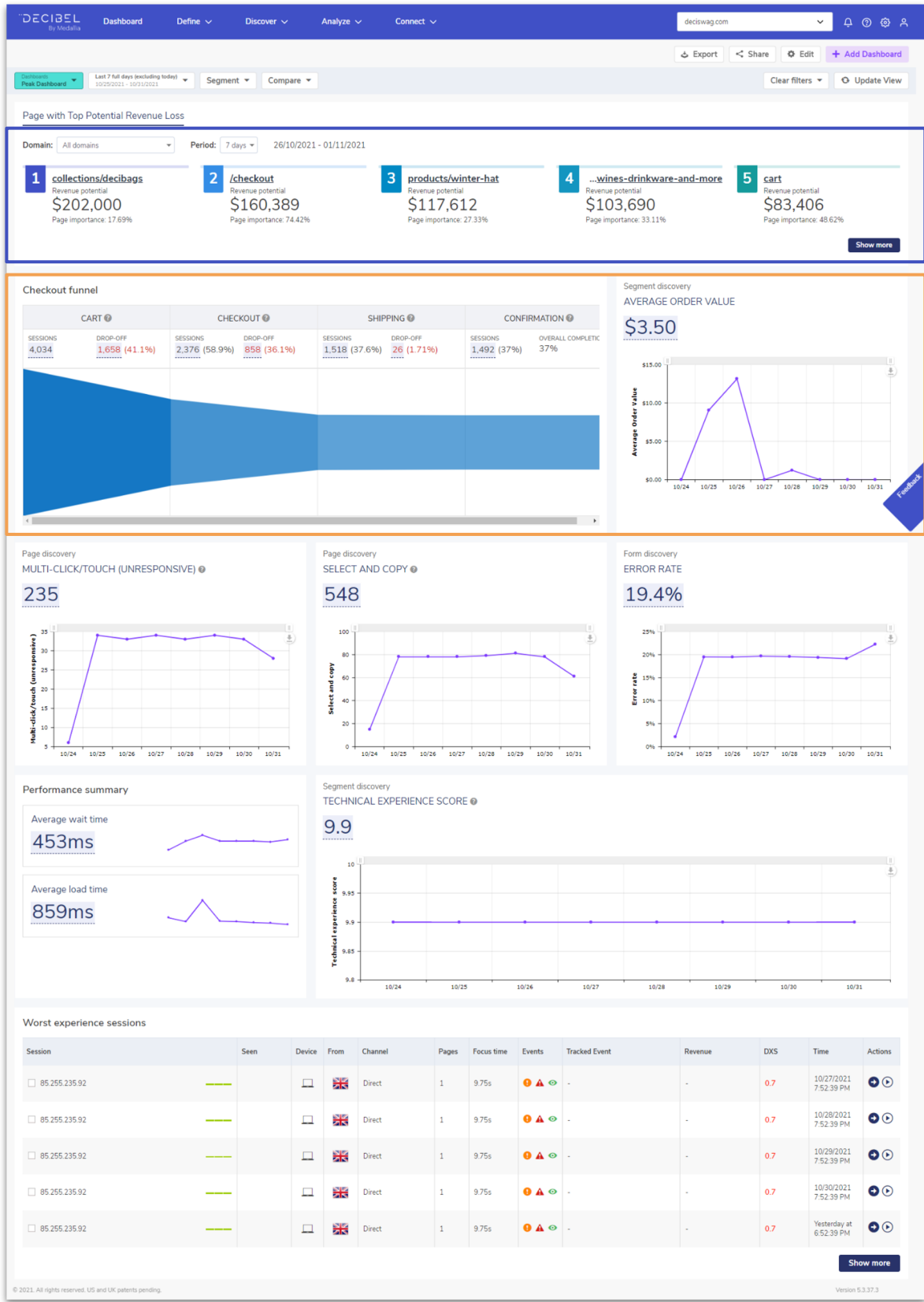
RECOMMENDATION

Make them clickable with a pop-up informing them that they can choose the payment method in the checkout section.



Dashboards

Building Your Black Friday Dashboard

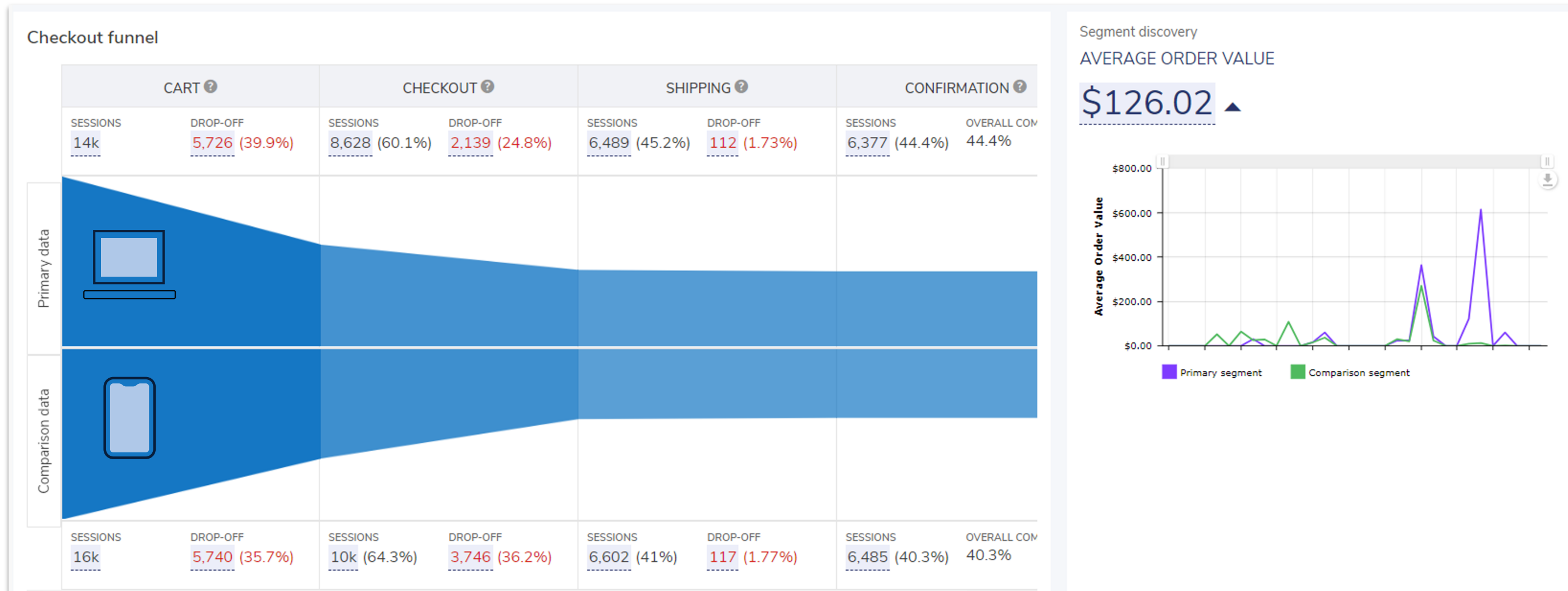


Opportunity table

Checkout funnel
AOV

Black Friday Dashboard

Monitor your funnel performance and revenue metrics



- Quick identification of **drop off** points in your funnel
- Trending AOV over time to monitor for spikes and drops

Dashboard layout



Opportunity table

Checkout funnel
AOV

Behavioural metrics
Form metrics

Unresponsive clicks (behaviours)
Select & copy (behaviours)
Error rate (forms)

Technical metrics

Average wait time
Average load time
Technical experience score

Session replays

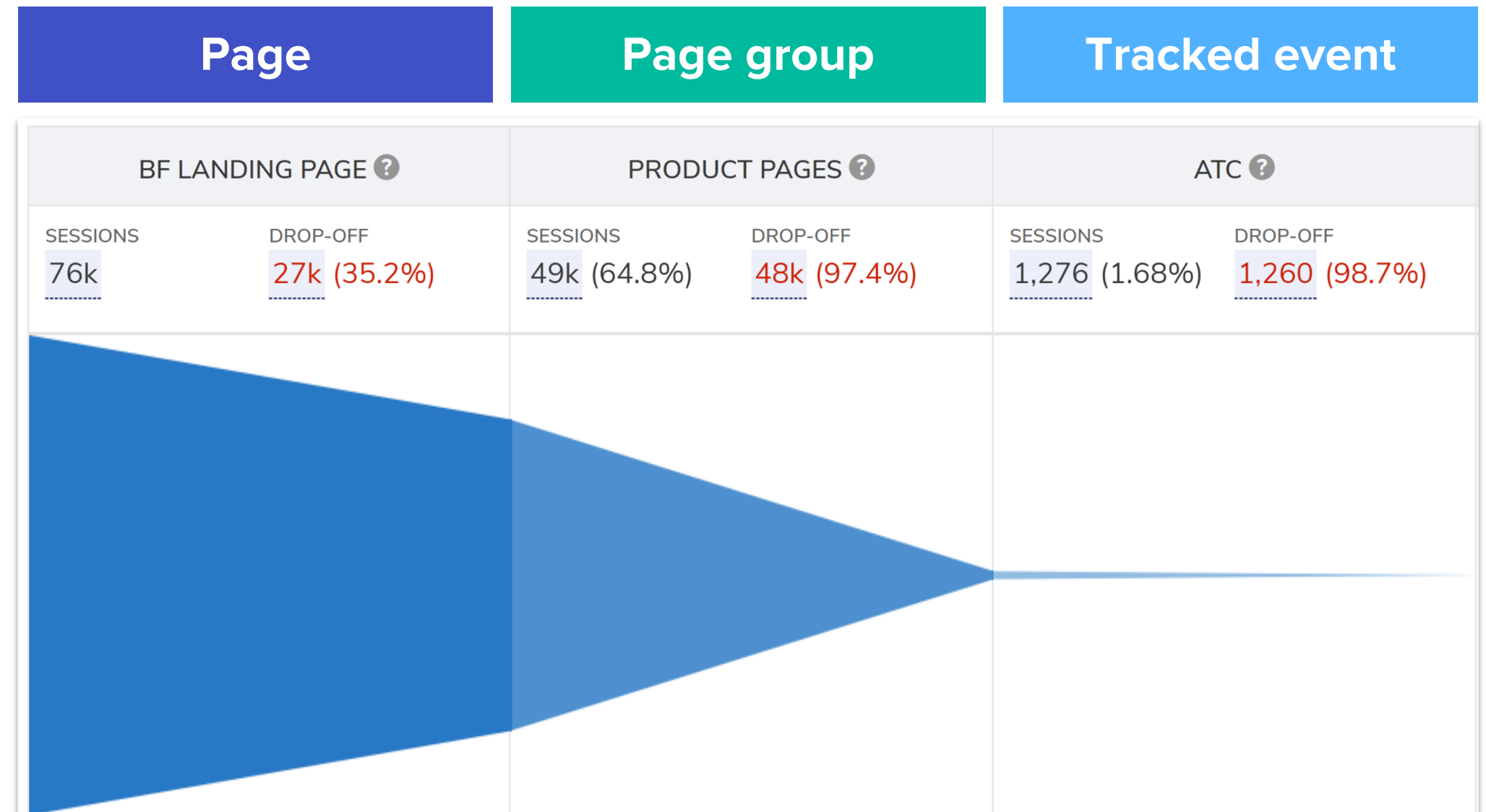
Worst experiences
Best experiences

Funnels

Building a Funnel

A funnel should represent the **most desired journey** you want your customers to take when visiting your site during Black Friday.

- Start with your Black Friday landing pages and then move into logical page groups or other pages e.g., Product Landing Pages or Checkout Pages
- Consider using individual pages, page groups, and tracked events to build out your steps

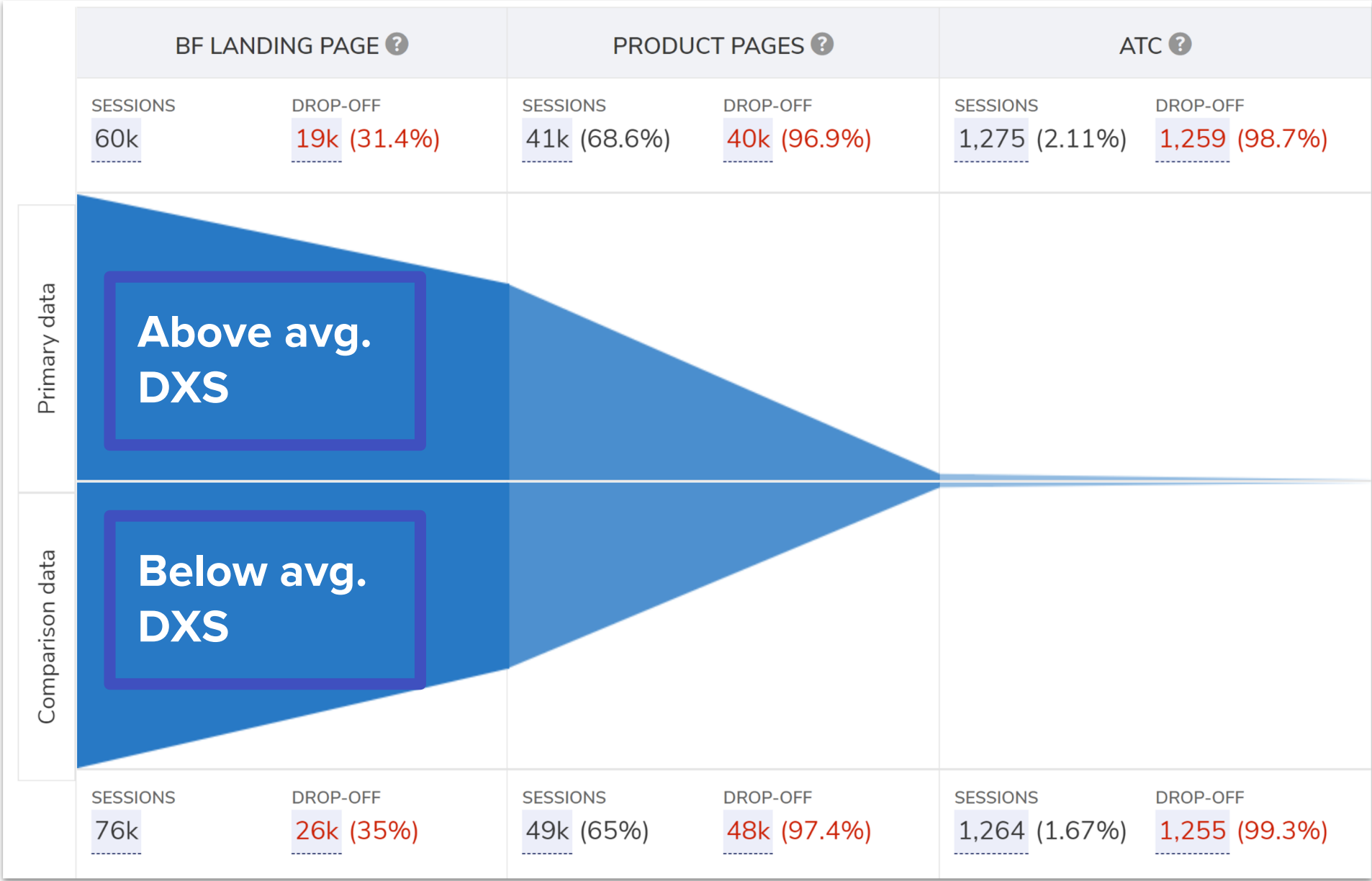


Analyzing Your Funnel Effectively

Your funnel analysis allows you to see which steps have the highest **drop-off** or which segments have the best **completion**, etc.

Use the following features to get the most out of your funnel analysis:

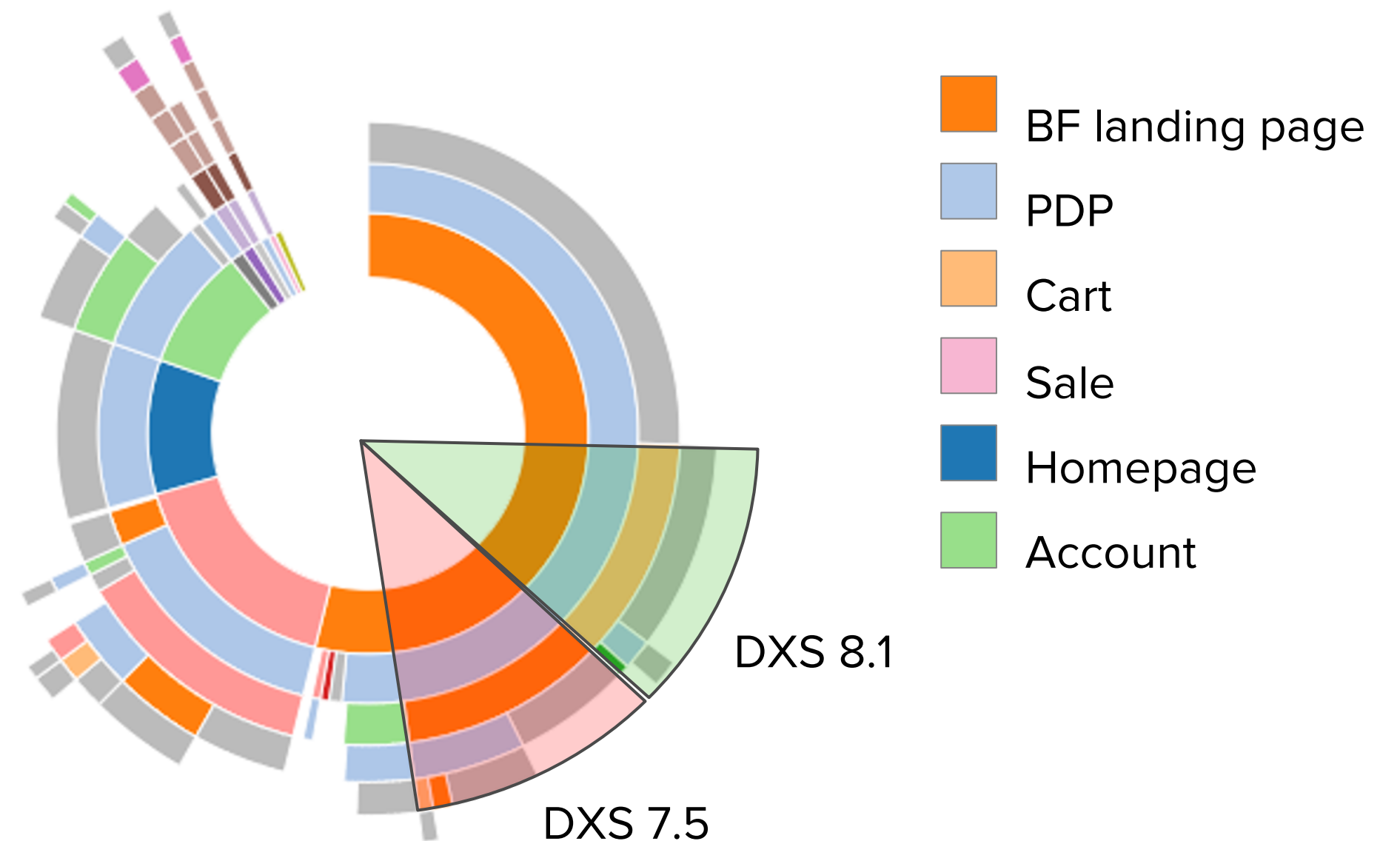
- Segment comparison, for example:
 - Desktop vs. mobile
 - New vs. returning visitors
 - Below vs. above avg. DXS
- Drop-off discovery



Analyzing Your Journey Effectively

Journey analysis will enable you to understand those journeys that customers take that may not fit directly into your 'prescribed' funnel.

- Watch out for looping behaviour - seen here between BF landing page > PDP > BF landing page
- Compare DXS scores across your journeys to see whether certain journeys were better or worse



Example Use Case: Travel

FUNNEL

Flight booking funnel (Homepage -> Payment)

EXPERIENCE ISSUE

High drop off on the summary page in the analysis and journey analysis identified looping behavior between summary and flight options

INSIGHT

>16% of unresponsive clicks on the summary page where customers were trying to edit information by clicking on text but not the 'Modify' CTA

RECOMMENDATION

Add a **hyperlink** to the text to enable customers to click and edit within the summary page





Summary page



Forms

Form Analysis

Form groups help to aggregate form experiences

All forms <u>Groups</u>							
Name	Engaged	FXS	Engagement rate	Time spent	Completed	Error	Actions
<input type="checkbox"/> Checkout forms	50,350	9.5	61.1%	21.3s	93%	18.4%	 
<input type="checkbox"/> Promo code forms	2,715	9.5	21.3%	17.5s	72.1%	34.6%	 
Showing results 1 to 2 (of 2)						Show per page 20 ▼	
























Useful for you if your organisation wants to:

- Aggregate up form experience data across larger areas of the site e.g., checkout
- Understand form performance across the same form in different markets e.g., promo code form across UK, DE & FR

Form Analysis

Form view helps to see performance at a high level

All forms Groups
















Name		Engaged	FXS	Engagement rate	Time spent	Completed	Error	Actions
<input type="checkbox"/> /search		84	-	2.18%	4.78s	0%	0%	  
<input type="checkbox"/> Careers - job application		266	9.6 	15%	16.7s	57.9%	10.5%	  
<input type="checkbox"/> Decibel contact us		370	9.5 	30.8%	17.7s	80.3%	50.3%	  
<input type="checkbox"/> Event registration		1,475	9.3 	31.5%	32.6s	89.4%	21.3%	  
<input type="checkbox"/> payment	 	3,341	9.8 	86%	6.08s	99.8%	1.68%	  
<input type="checkbox"/> shipping-address	 	5,015	9 	44.4%	44.4s	84.1%	42%	  
<input type="checkbox"/> shipping-method		3,387	9.7 	83.4%	2.23s	99.2%	0%	  

This view is useful to understand:

- Individual form performance at a high level
- Comparing the same form potentially across different markets

Form Analysis

Form field breakdown highlights the problem fields

Order 	Title 	Type 	Engaged 	Delay 	Complete time 	Change rate 	Error rate 	Abandoned 	Actions
1	Email or mobile phone number	T	21k	1.83s	7.07s	2.89%	6.17%	4.24%	
13	Address	T	20k	1.44s	6.17s	6.94%	2.28%	0.62%	
18	Postcode	T	20k	2.12s	7.88s	23.7%	31.46%	0.77%	
15	City	T	19k	847ms	3.02s	3.37%	2.8%	1.22%	
11	First name (optional)	T	19k	1.73s	4.42s	4.92%	0%	1.09%	
12	Last name	T	19k	728ms	2.43s	2.9%	0%	1.98%	

Change rate: the requirements for the field may be unclear

Error rate: the field is erroring and causing frustration to the customer

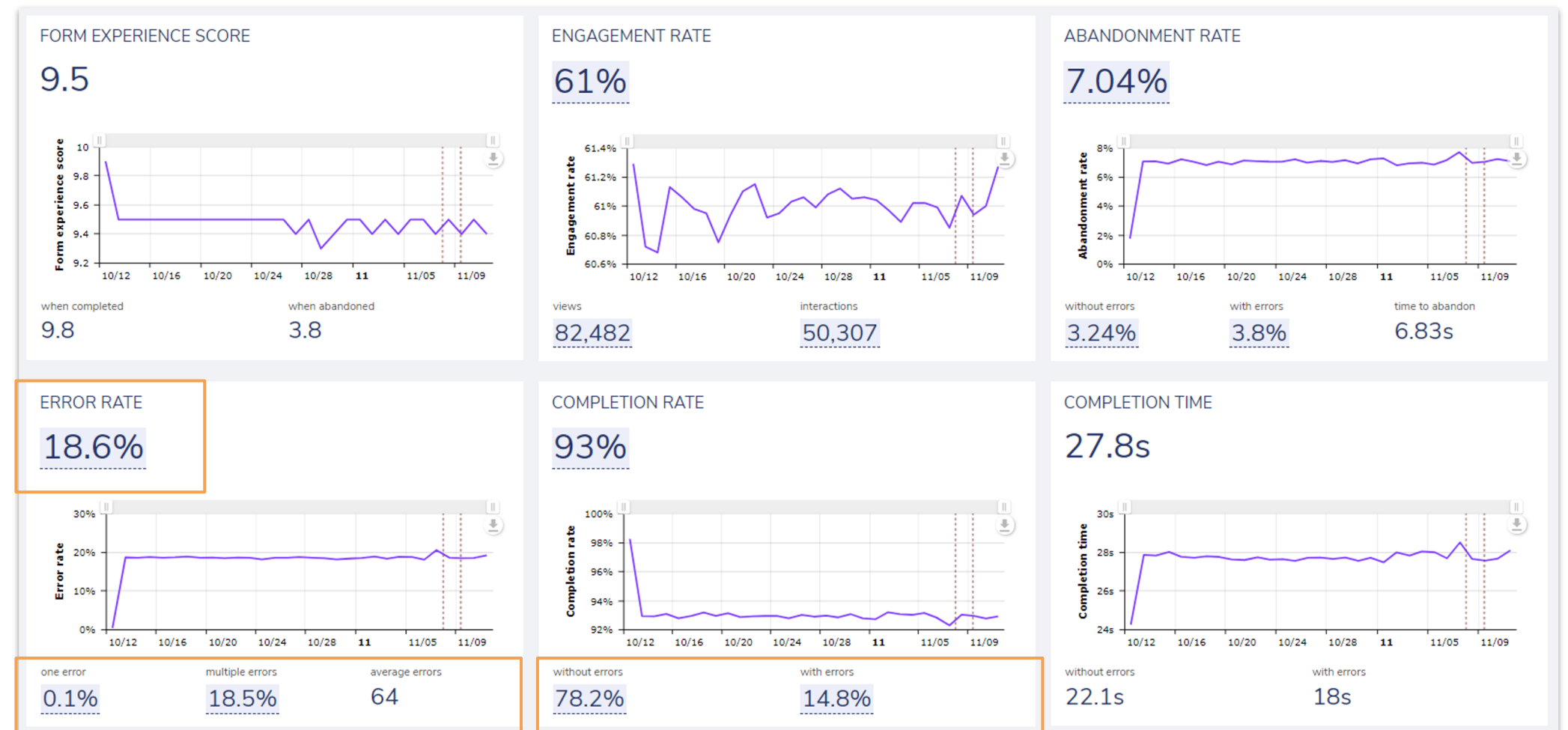
Abandoned: this field is causing enough frustration to push a customer to abandon the form at this field

Form Analysis

Form validation errors provide deeper understanding

Validation errors tracking will allow you to understand:

- What is the error rate on a particular form?
- How often are error seen?
- What was the completion rate for those that saw an error?
- What proportion of those that completed saw an error?



Form Analysis

Form validation errors provide deeper understanding

Validation errors tracking will allow you to understand:

- Which error messages a customer was most likely to see?
- How often error messages are seen?
- What behaviours may have triggered that specific error message?
- What behaviours may have triggered any error message?

Checkout forms			View sessions
Error	Count	Actions	
Please enter a valid number.	44,351		
Apartment, suite, etc. is required.	26,618		
Address is required.	3,723		
Email or mobile phone number is required.	3,635		
Postal code is required	1,493		
City is required.	1,079		

Example Use Case: Retail

PAGE

Cart page

EXPERIENCE ISSUE

During promotional periods, promo code field saw and increased change rate (20%) and error rate (38%).



INSIGHT AND HYPOTHESIS

People were attempting to enter multiple promotional codes but triggering errors. This may have been customers trying to find a *better deal* or getting confused by the *text prompt*.

RECOMMENDATION

Unless you have specific promotional codes running over Black Friday, consider hiding this in cart and instead replace with prompt to enter within the payment step to reduce distractions.

Cart page - promo code form

Change rate 	Error rate 
20.43%	38.09%

Current cart

Coupon:

Coupon code will work on checkout page

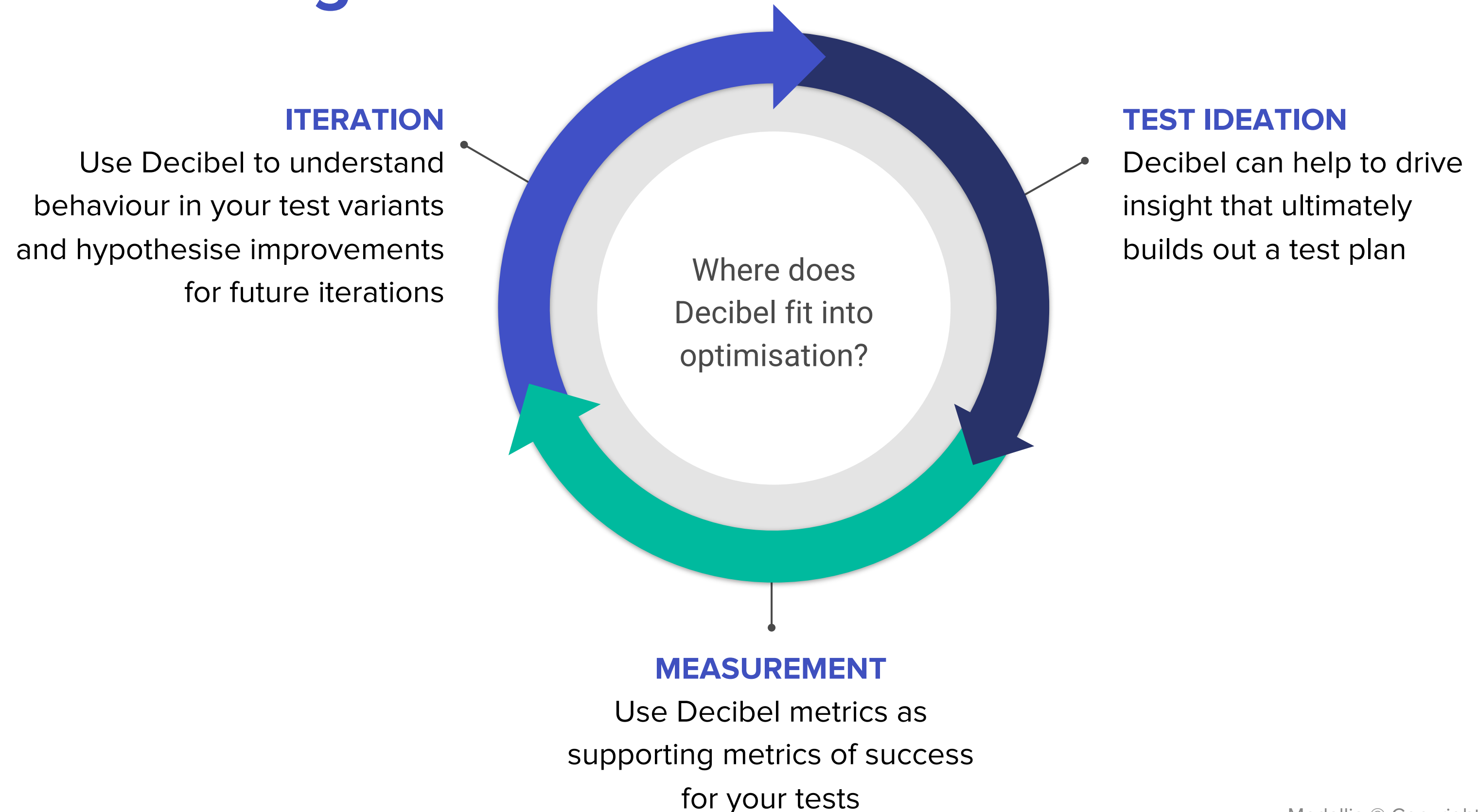
Proposed cart

Coupon:

Please apply your coupon code at the payment step in checkout

A/B Testing

A/B Testing



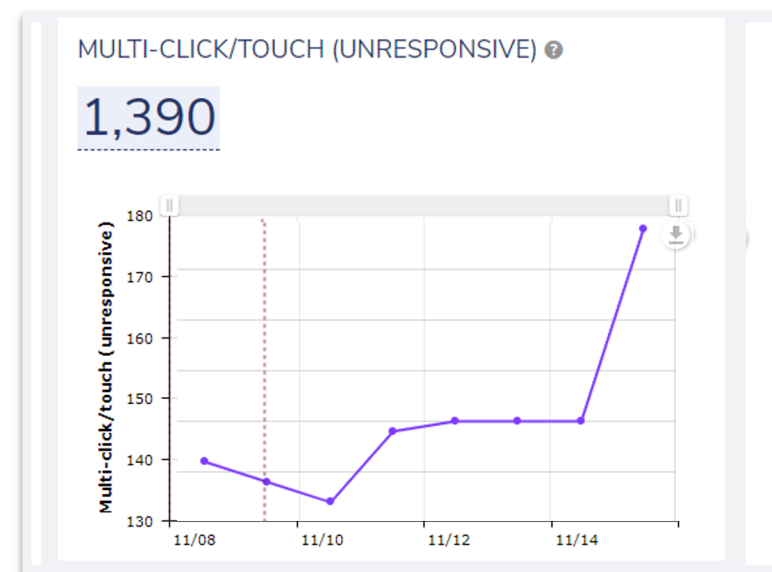
A/B Testing

The steps to test ideation and analysis



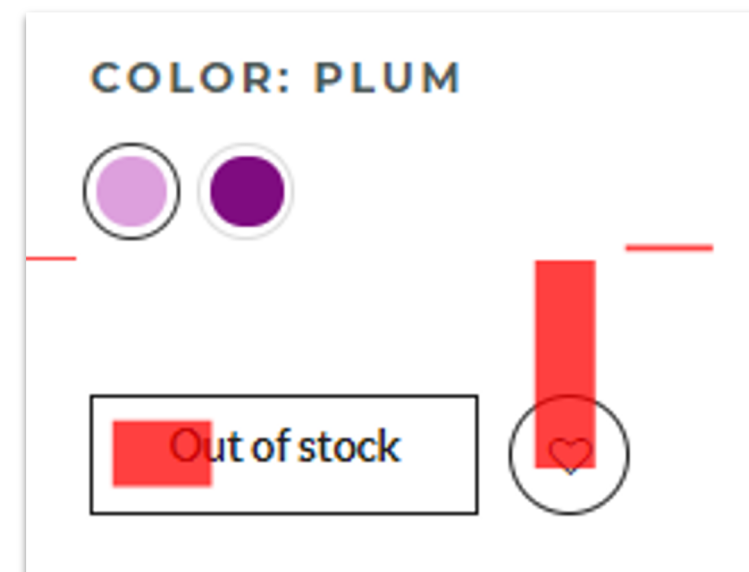
Don't forget to use our data connectors to pass test segmentation straight from your testing tool into Decibel!

Page discovery



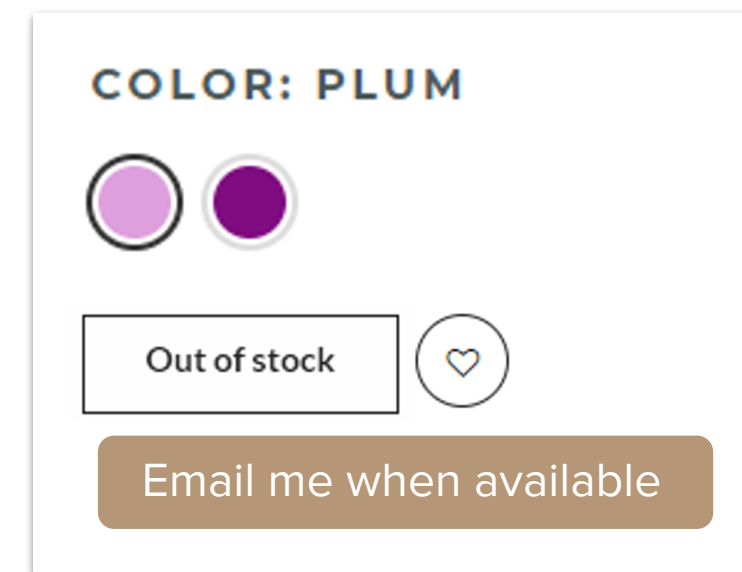
Identify a behaviour or metric that is causing friction in your journey

Behavioural heatmap



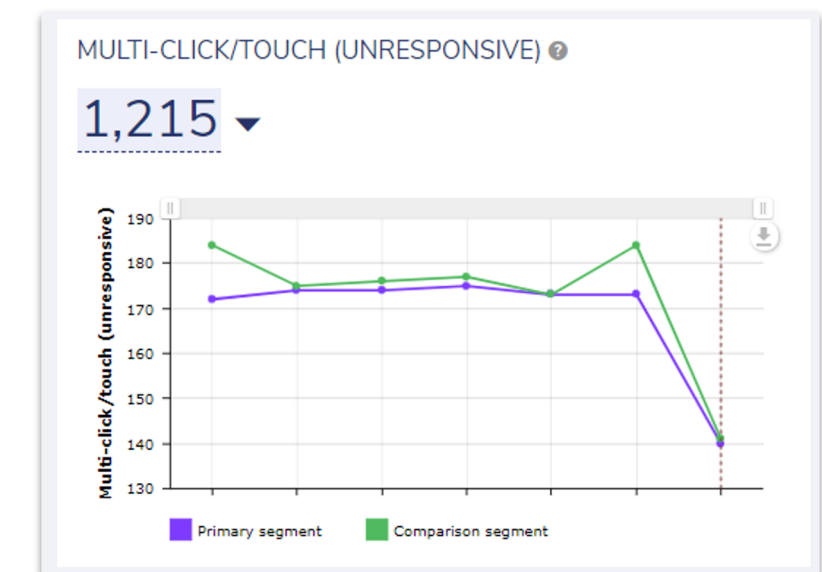
Use a heatmap or report to understand the root cause

Proposed test variant



Hypothesise and build out your test variants

Page discovery (comparison mode)



Use Decibel to measure the performance of variants vs. control

- Page discovery
- Heatmaps
- Funnel analysis

Example Use Case: Retail

DEFINING THE PAGE

Product listing page

A/B TESTING WITH HEATMAPS

Attribution heatmap in comparison mode

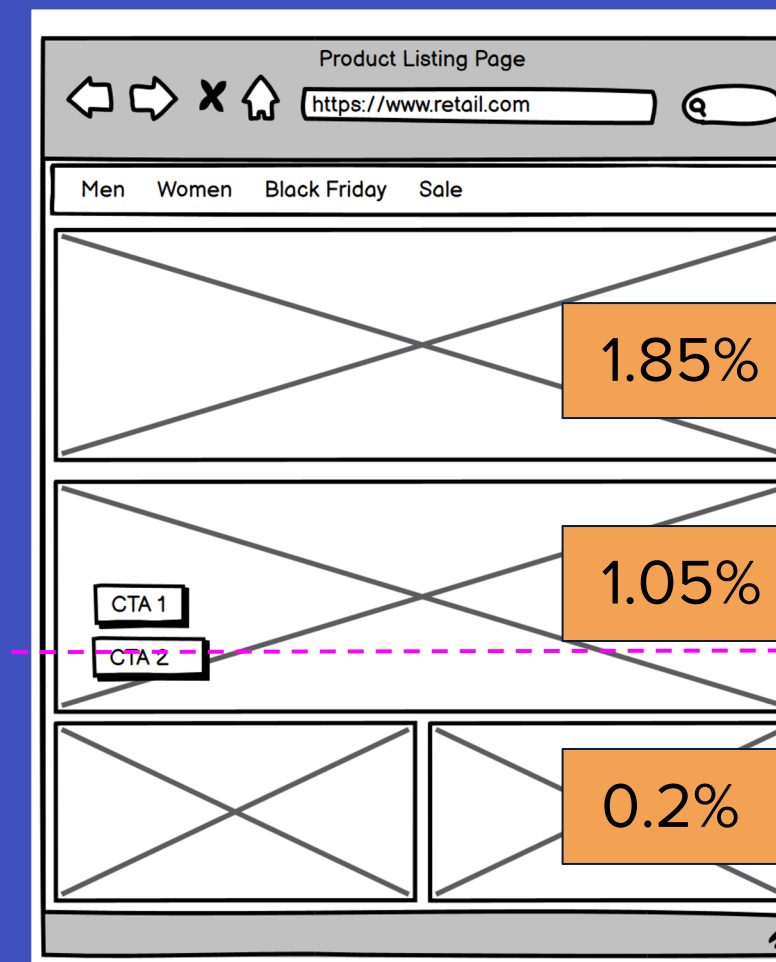
INSIGHT

New categories showed lower engagement than the original content in the same position. The 'New Arrivals' panel however saw high engagement even though it was below the fold.

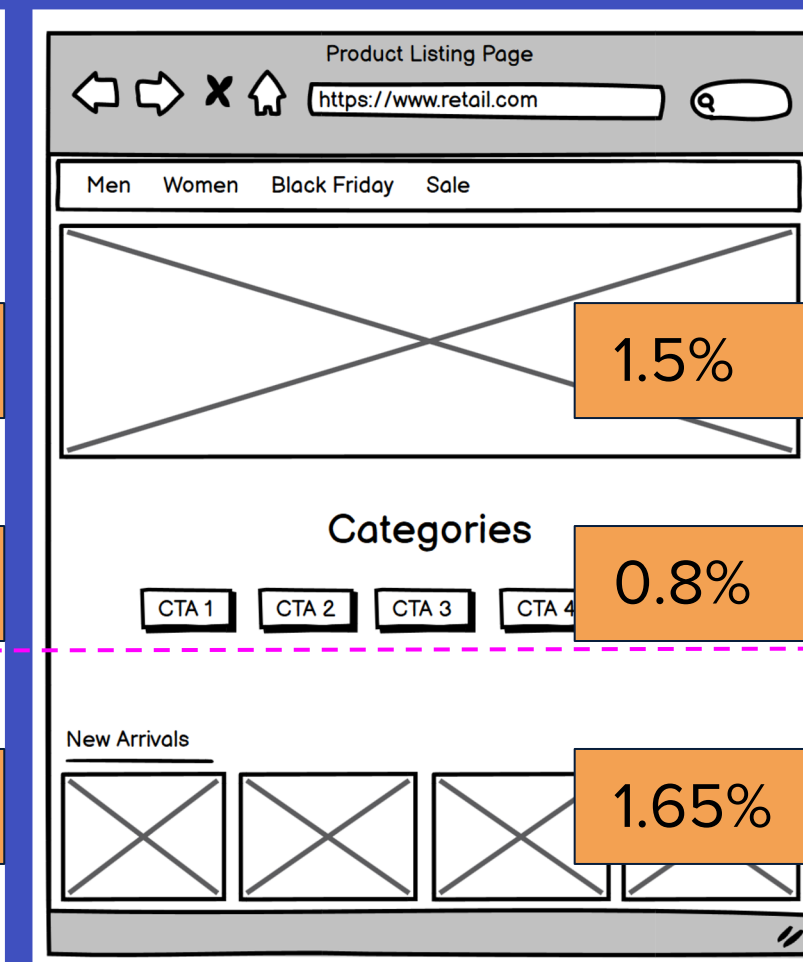
RECOMMENDATION

Further testing required to understand the full value of the 'New Arrivals' section and what position it should appear in for maximum engagement

Control



Variant



Optimizing Your Key Landing Pages

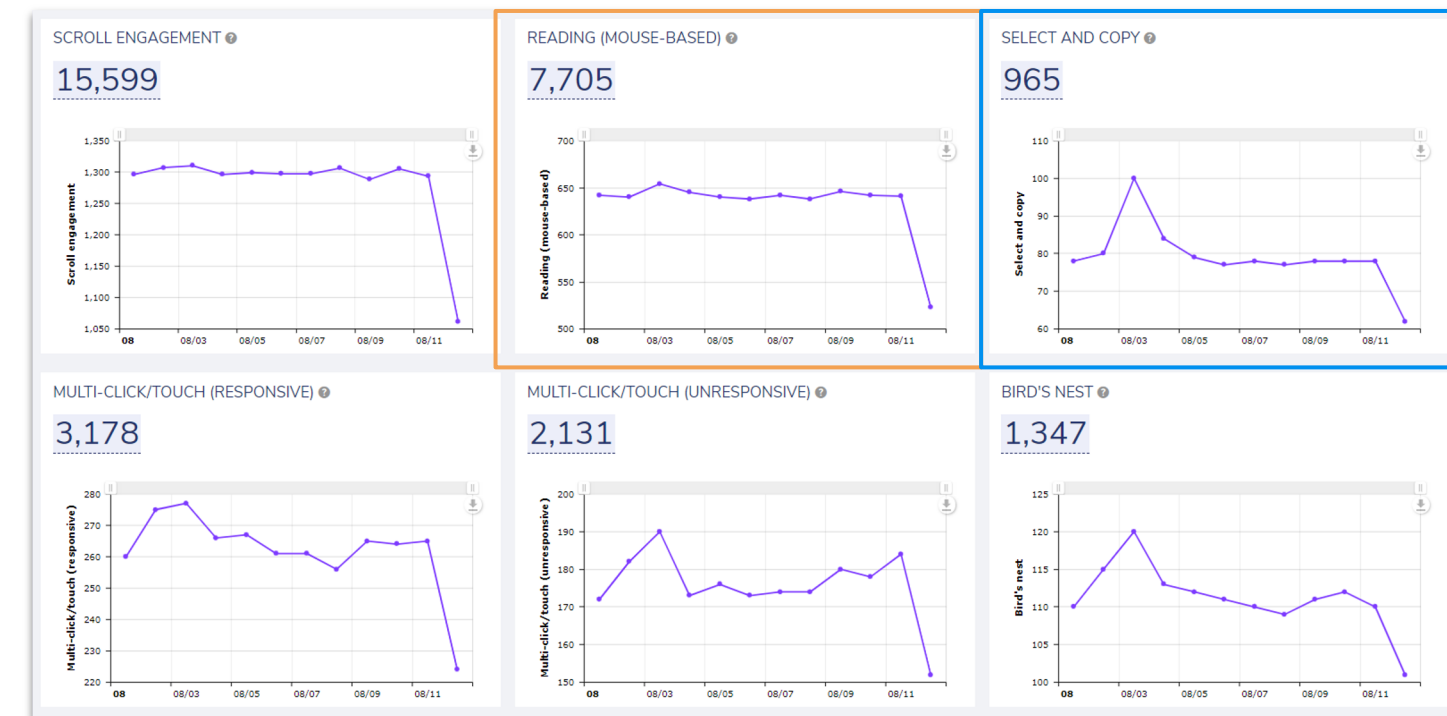
Page Discovery

Uncover key behaviors & metrics

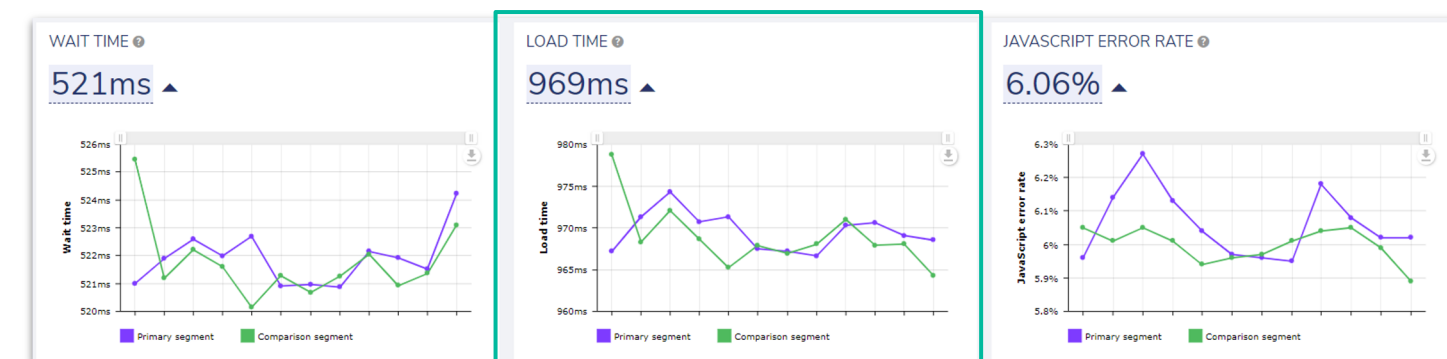
A sneak peak into some of our favourites:

- **Reading behaviour** - indicates where your customers are focused and could be an area to feed in important info to encourage a conversion
- **Select & copy** - a behaviour often associated with price comparison which is especially frequent over Black Friday
- **Load time** - especially relevant during Black Friday, you can monitor technical issues on your high traffic pages and ensure customers are having a smooth experience

Behaviours tab within page discovery



Technical tab within page discovery



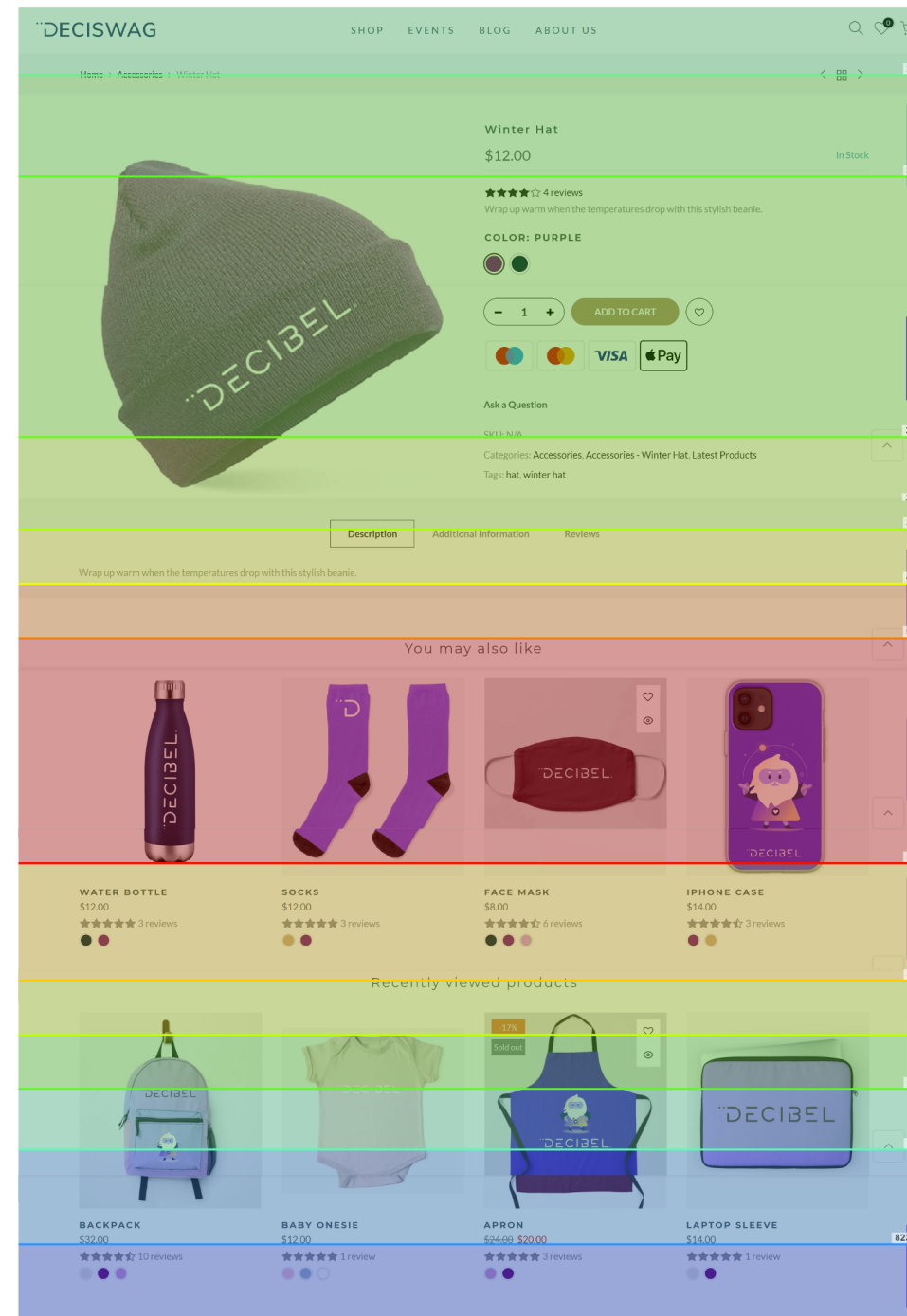
Heatmaps

Investigate on-page behaviors

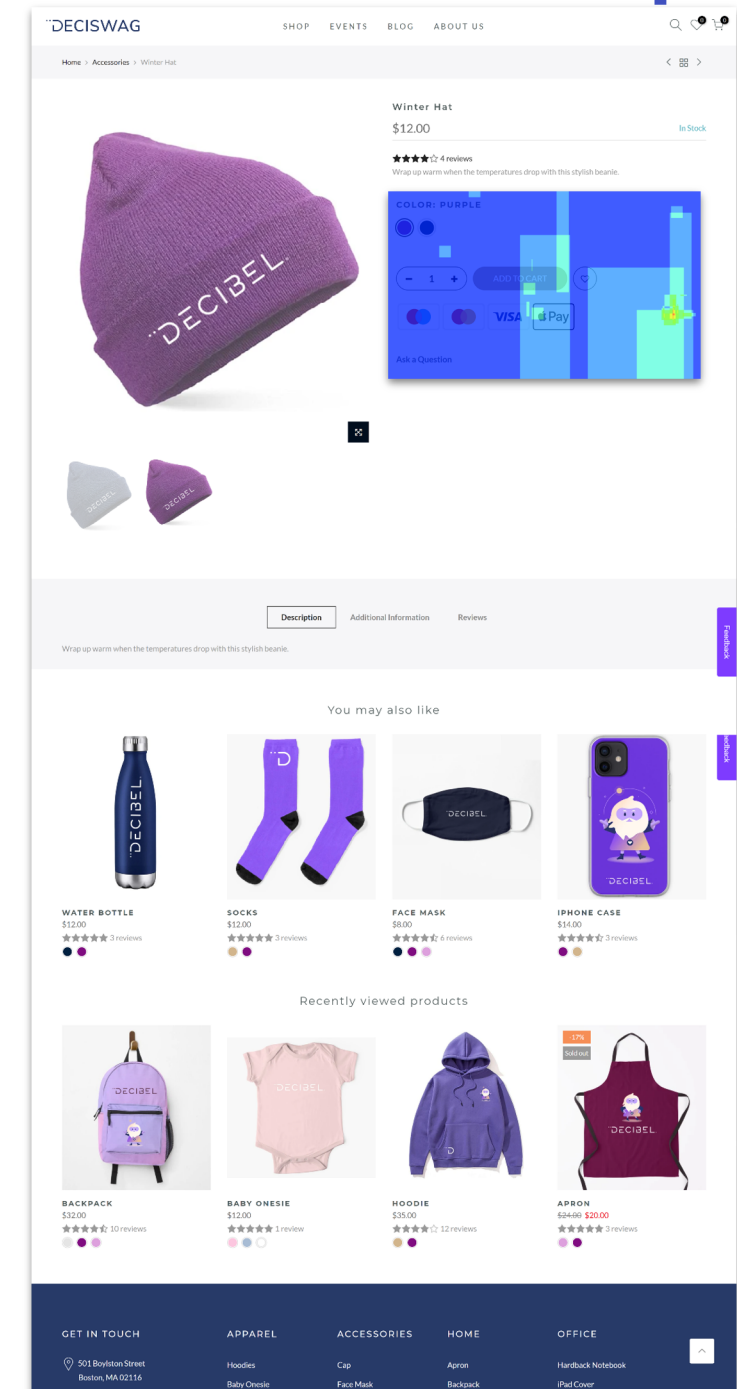
Use what you've found in page discovery to guide you into the correct heatmaps and segmentation

- You can use these heatmaps in conjunction with one another to help bring more context to your insights
- Remember you can always adjust heatmaps like attention or scroll using the boundary mode

Attention heatmap



Unresponsive clicks heatmap

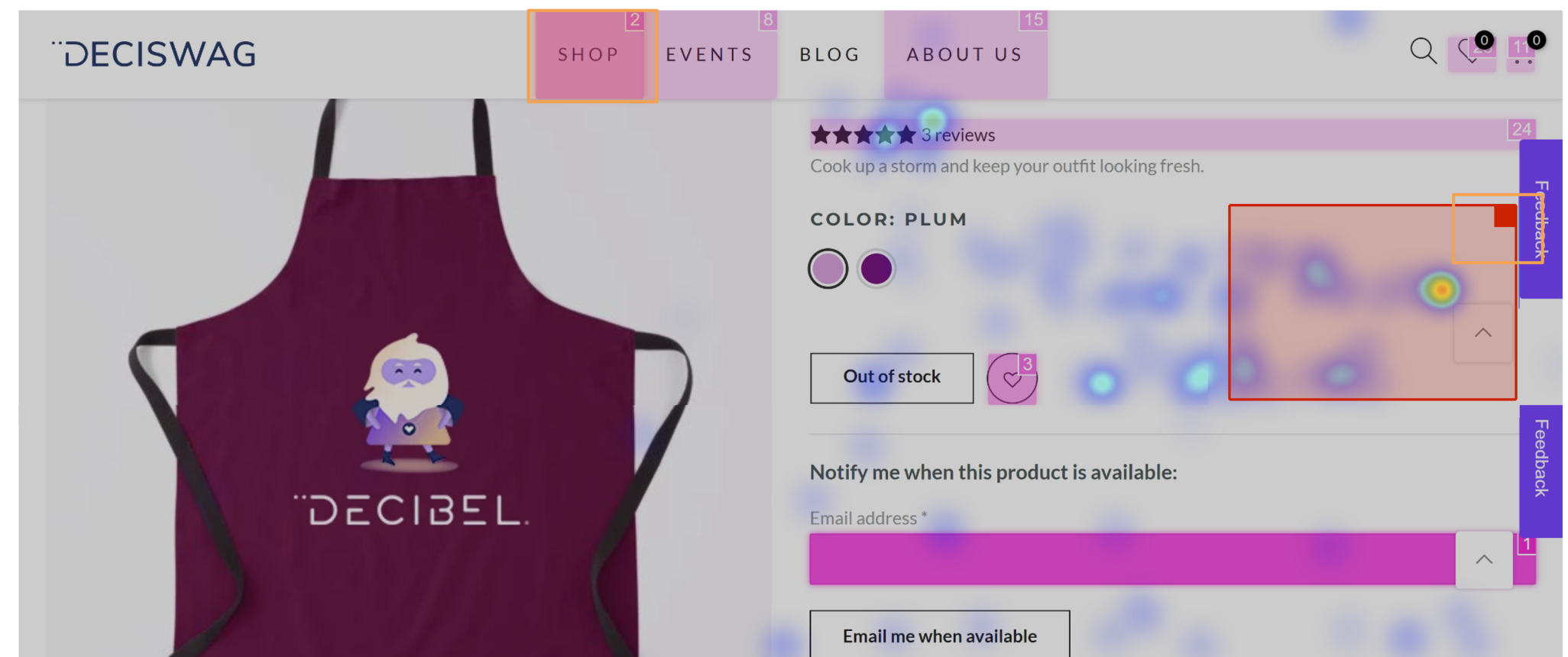


Session replays

Understand the context behind those behaviors

Hovering over the element or metric of interest or using **boundary mode** will enable you to access session replays.

- I want to understand customer behaviour when they aren't able to click on this element
- I want to see what customers were looking for when they clicked 'Events'
- What were those unattributed clicks actually associated with?



Example Use Case: Product Listing Page

PAGE

PLP for new campaign and existing campaign

HEATMAP

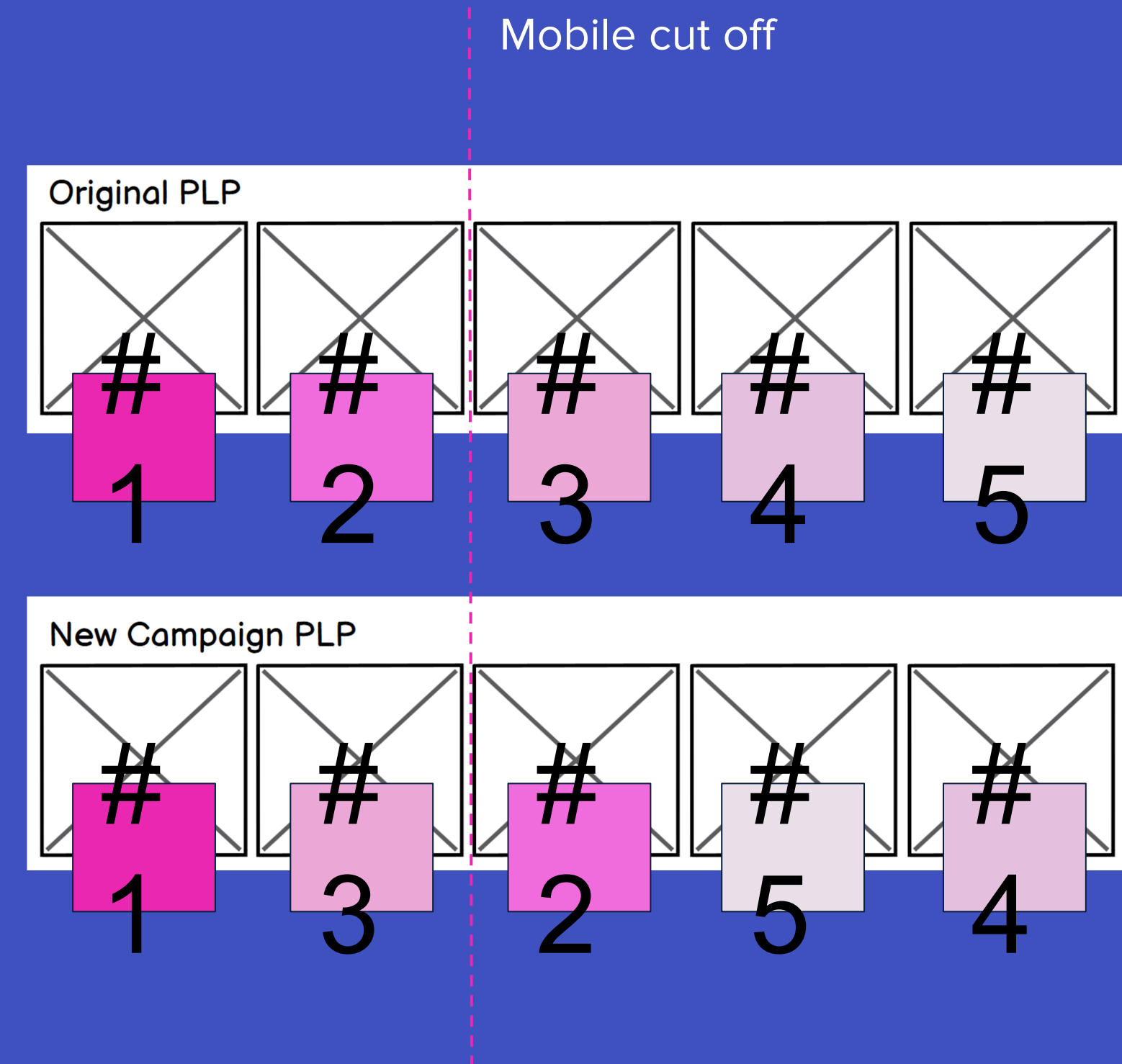
Attribution heatmap

INSIGHT

These category selectors are the top of the PLPs and on the new PLP, the order did not reflect the order of popularity. On mobile devices it would make accessing the categories they want to even harder.

RECOMMENDATION

Rearrange the tile order and monitor engagement to ensure similar or increased engagement on this PLP.



Example Use Case: Product Detail Page

PAGE

Product detail page - triggered alert for frustration score deviation on OOS visits to PDP.

EXPERIENCE ISSUE

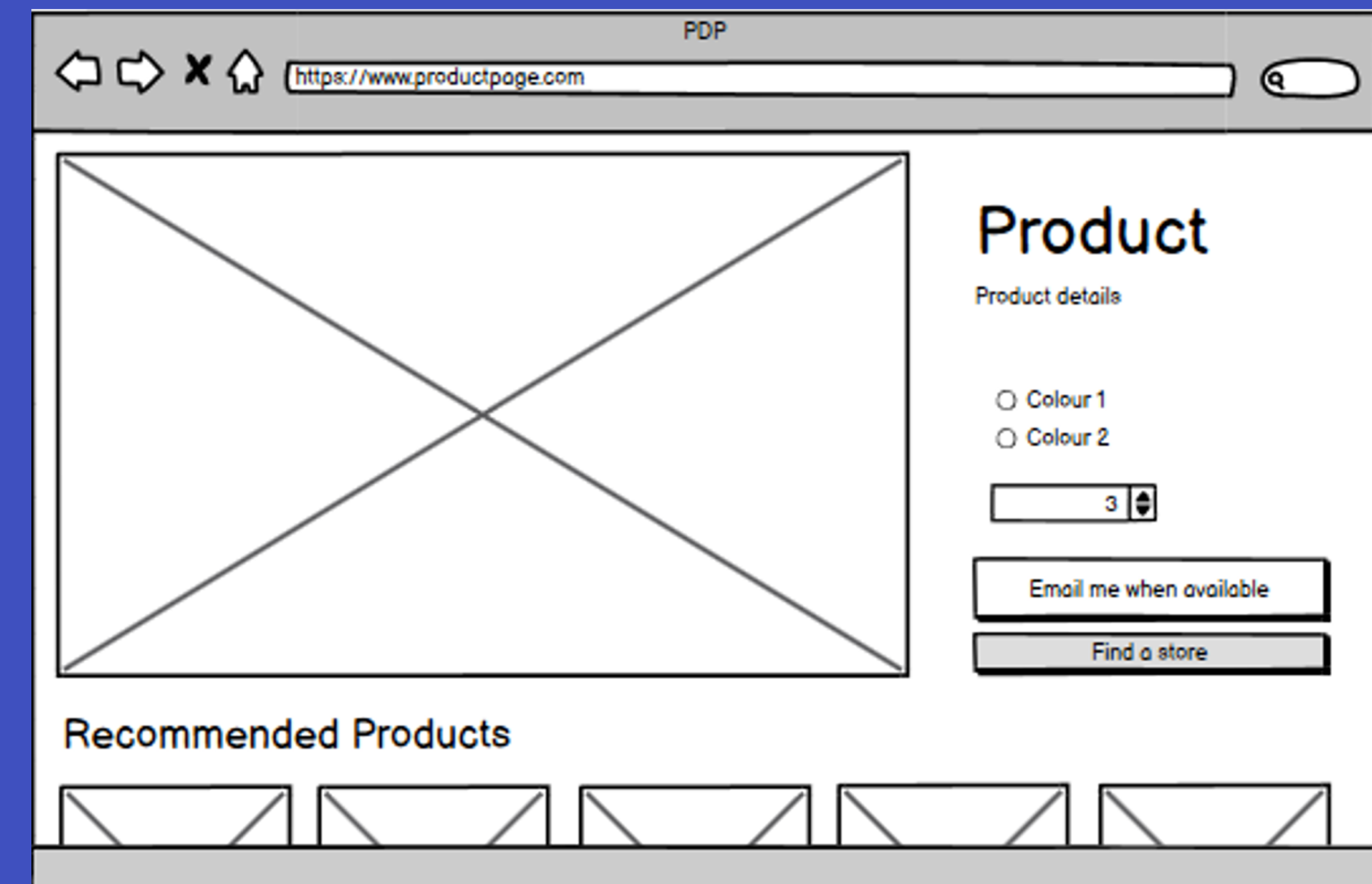
Frustration score was very low for OOS PDPs.

INSIGHT

Unresponsive multi-clicking occurring on ATC button. High click rate on the 'recommended products' at the bottom of the page.

RECOMMENDATION

Change ATC to 'Email me when available' when the product is OOS and move 'recommended products' panel near the top of the page to increase visibility of other products.



Q&A