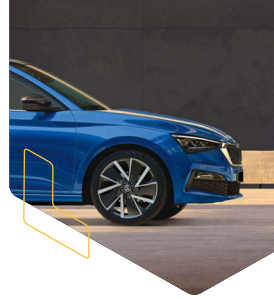


CASE STUDY



HOW SKODA INCREASED TEST DRIVE VISITS BY 40%



+40%

Book a Test Drive page visits



+12%

Find a Retailer page visits



+10%

Finance Calculator page visits



“Merkle, alongside Contentsquare, have been instrumental in helping us establish and then accelerate our CRO programme. They have really opened our eyes in terms of getting the most out of every test and we (the ŠKODA brand, not just the digital marketing team) are starting to see the benefits coming through. For this test, not only are we now giving customers the right tool options at the right time on their website journey – improving their experience with us and increasing our conversion rates but we are also helping inform and steer ŠKODA’s global roadmap for website developments.”

Chris Whitmore, Digital Transformation Manager, ŠKODA

Context

Chris Whitmore, the Digital Transformation Manager at SKODA UK wanted to encourage visitors to request a test drive by increasing the number of interactions with SKODA’s Toolkit, including the Finance Calculator, Find a Retailer and Car Configurator functionality.

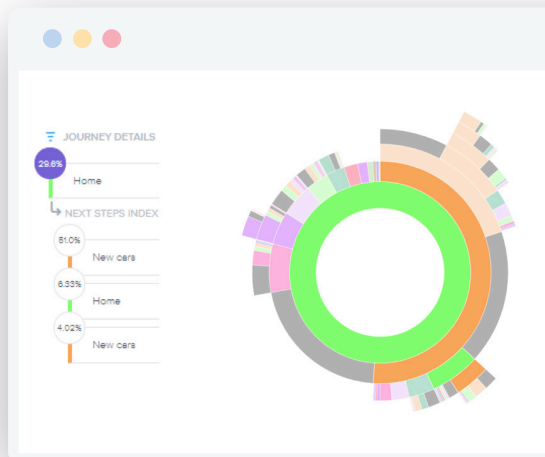
Insight

Using Contentsquare, the SKODA & Merkle teams identified two key insights into the user behaviour:

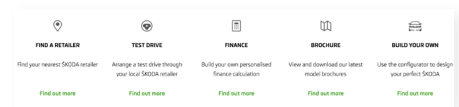
- Visitors were displaying looping behaviours
- At key points, users were left with a lack of clear next steps

The team noticed some unusual behaviour in the Journey Analysis, with many users looping back and forth between the homepage and the new cars page – suggesting they were struggling to find key information and weren’t able to navigate to the site easily.

The Click Rate metric in Zone-based Heatmaps revealed that very few users were clicking the Toolkit, hidden at the bottom of the homepage, leading to a lack of clarity in a user’s journey.

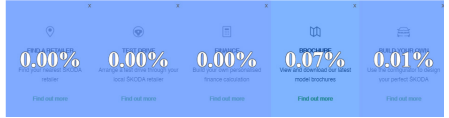
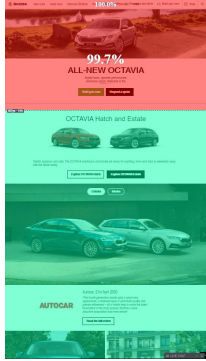
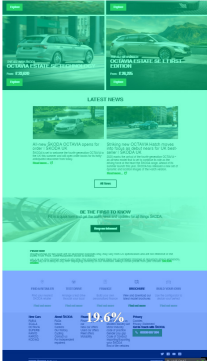


Journey Analysis shows users looping between the Homepage (green) and New Cars page (orange).



The Toolkit



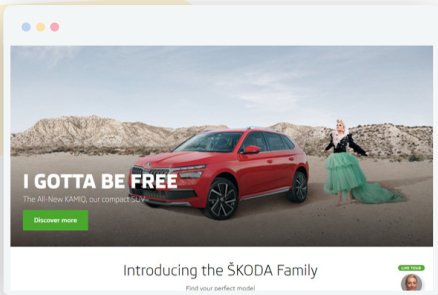


Click Rate in Zone-based Heatmaps

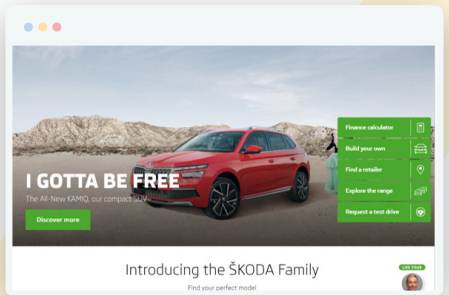
Actions

These conclusions led to a new experiment hypothesis: highlighting the visibility of the toolkit by implementing a sticky tools navigation on the right side of the page.

Exposure Rate (left) and Click Rate (right) in Zone-based Heatmaps



Before



After, with sticky navigation tools (green)

Results

Chris's team saw a **+40% increase in test drive visits**. Plus a +10% increase in visits to the Finance Calculator, +12% visits to Find a Retailer and +3% to Car Configurator.

About Contentsquare

Contentsquare empowers brands to build better digital experiences. Our experience analytics platform tracks and visualises billions of digital behaviours, delivering intelligent recommendations that everyone can use to grow revenue, increase loyalty and fuel innovation.

Find out more

matthew.robison@contentsquare.com
contentsquare.com

