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Product Manager - Growth squad

**Tails
.com**

#CHAMPAGNEBREAKFAST





Experimentation: a tool to understand your customers

Milena Court - Product Manager at Tails.com



Make experimentation sexy again


More and more teams are experimenting

Interest over time of “A/B testing” - *Google Trends*



But sometimes we lose track of true experimentation






Food as unique as your dog


The taste they love, the nutrition they need.

TRY NOW FOR FREE

Over 19,000 positive reviews


[See our reviews](#)




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The taste they love, the nutrition they need.

TRY NOW FOR FREE

Over 19,000 positive reviews


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How to make experimentation sexy again?

Use it as a powerful tool
to understand your customers



Change the world of pet
food for good





145,000 happily fed dogs

8,000,000 meals eaten every month

19,000 positive reviews on Trustpilot



Scaling our A/B testing rhythm with a new platform

Before	Now	Future
Only engineering was able to build and launch experiments	Anybody can launch an experiment and get results quickly	Scale personalisation programme by leveraging Monetate's AI driven personalisation capabilities
Running a test every month / other month because of limited engineering resources	Launch multiple new tests every week to constantly improve our website and make an impact	

Since January 2019....

We ran **40+ experiments**

Launched **1 new experiment every 5 working days**

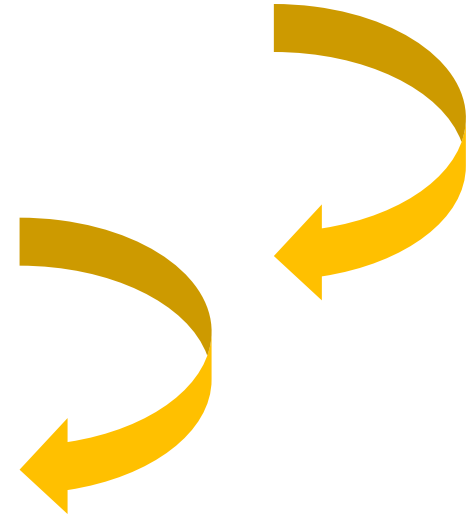
Grew **signup conversion rate by 30%.**

Not only about the outcome of an experiment but also what you learnt in the process

Learning what matters to your customers

Focusing on the right opportunities

Using resources wisely



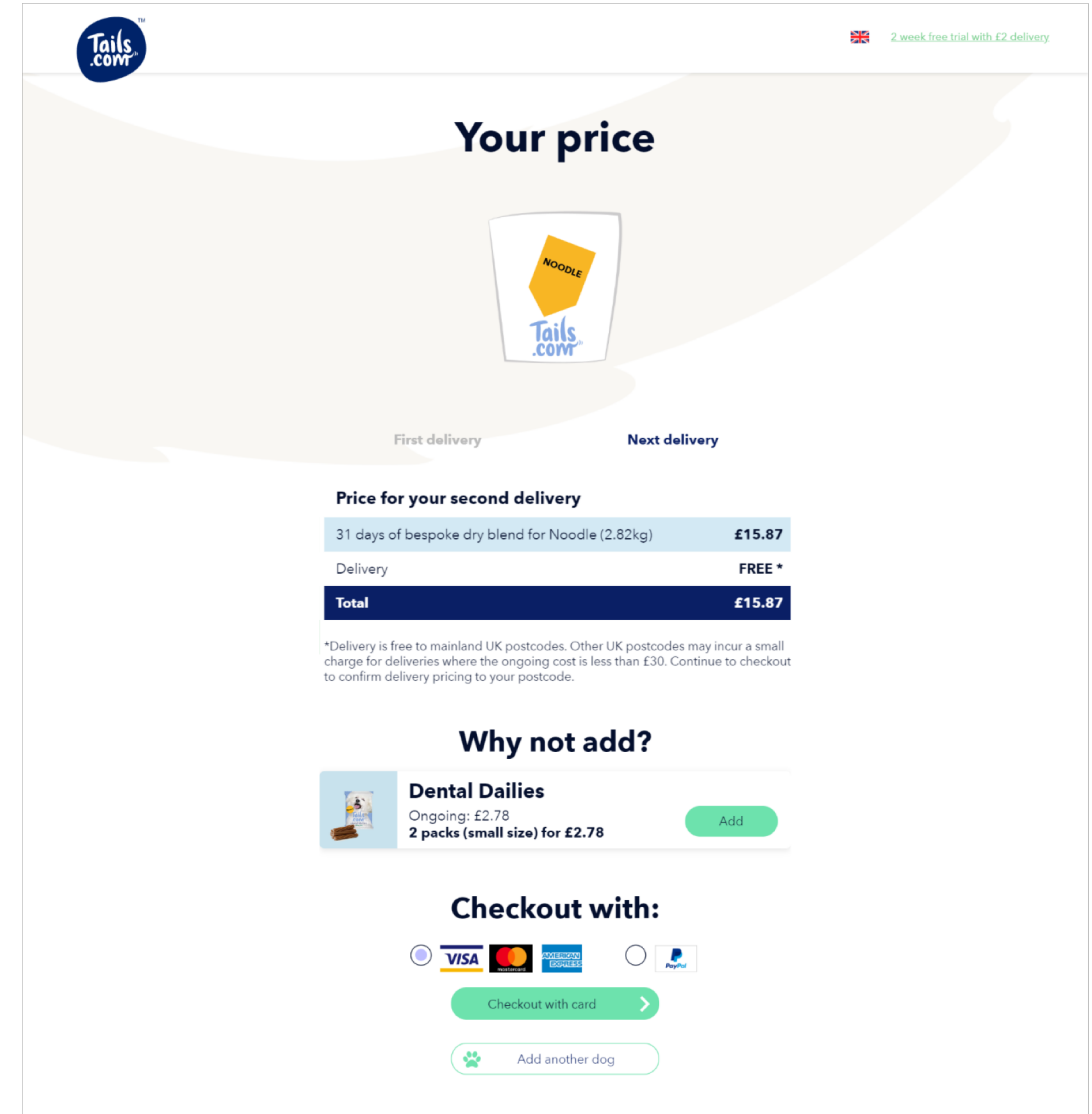
= The biggest impact
on your metrics in the long run

Learning about customers in action

Improving our Price page

We show customers their dog's unique recipe based on the information they give us. This is the first page on which they will learn about their ongoing price.

=> Key decision page



The screenshot shows the 'Your price' page on the Tails.com website. At the top, there's a Tails.com logo and a note about a 2-week free trial with £2 delivery. The main heading is 'Your price'. Below it, a bag of 'NOODLE' dog food is shown. The page is divided into 'First delivery' and 'Next delivery' sections. The 'Next delivery' section shows the price for the second delivery: 31 days of bespoke dry blend for Noodle (2.82kg) for £15.87, with free delivery, resulting in a total of £15.87. A disclaimer states that delivery is free to mainland UK postcodes, but other UK postcodes may incur a small charge. Below this, there's a 'Why not add?' section featuring 'Dental Dailies' for £2.78. At the bottom, there's a 'Checkout with:' section showing payment options: VISA, Mastercard, American Express, and PayPal. A 'Checkout with card' button is highlighted, and there's also an 'Add another dog' button.

Your price

First delivery Next delivery

Price for your second delivery

31 days of bespoke dry blend for Noodle (2.82kg)	£15.87
Delivery	FREE *
Total	£15.87

*Delivery is free to mainland UK postcodes. Other UK postcodes may incur a small charge for deliveries where the ongoing cost is less than £30. Continue to checkout to confirm delivery pricing to your postcode.

Why not add?

Dental Dailies
Ongoing: £2.78
2 packs (small size) for £2.78 [Add](#)

Checkout with:

☒ VISA ☐ Mastercard ☐ American Express ☐ PayPal

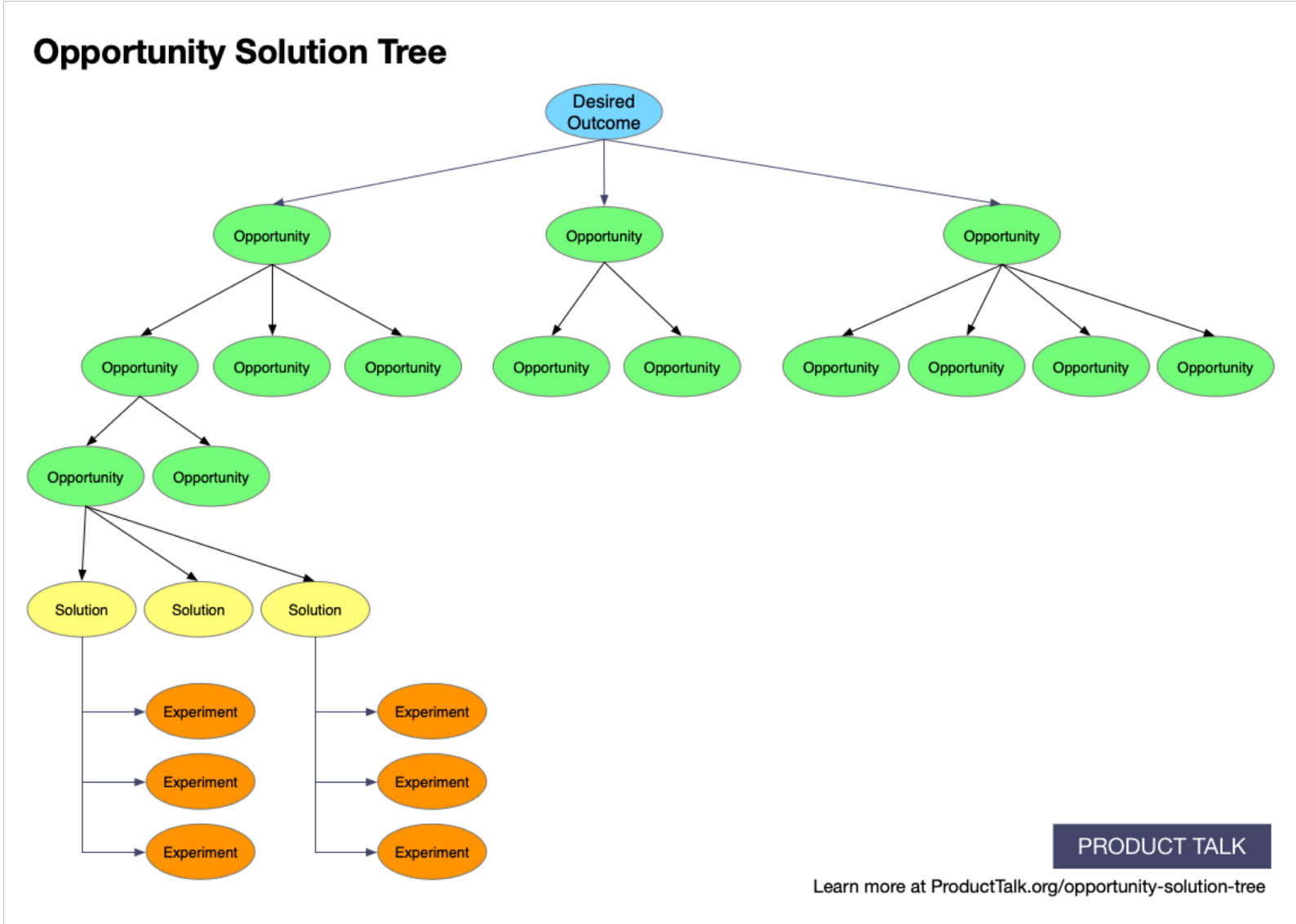
[Checkout with card](#) [Add another dog](#)

What was happening with the page

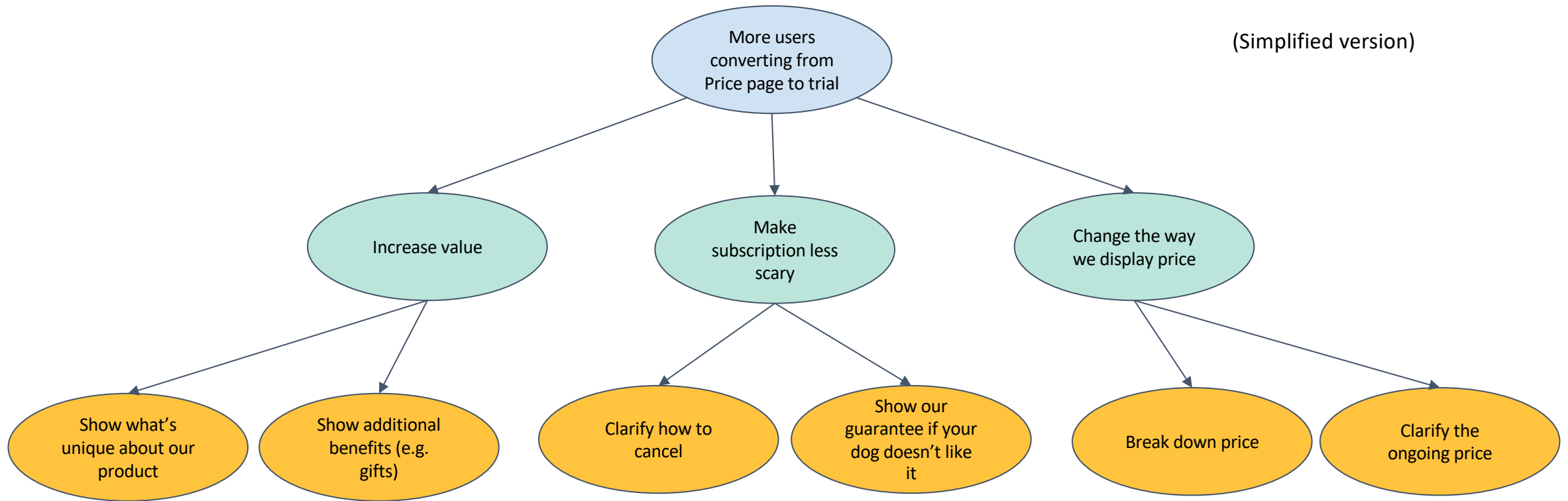
About half of the users seeing this page were stopping their signup process

Research showed that users were blocked because it “is too expensive” or they “don’t want a subscription”

To identify what we could experiment on, we created an opportunity solution tree



A tool to create better hypotheses



Experiments

What is the quickest way we can prove that this is valuable for customers?

For each of the solutions, you could do a full page redesign taking 1+ month, or you can set up an experiment very quickly and see if your idea has some potential, and what is the best way to execute it.

Adding messaging about subscription to see what was the best way to talk about it

No commitment

Pause your deliveries, change the dates, or cancel anytime. Easy.



100% your way

Pause your deliveries, change the dates, or change your mind anytime. Easy.

Monthly subscription

Flexible deliveries: change or cancel in a few clicks.

Some of the things we learnt about our customers along the way

WHAT THEY FIND UNIQUE ABOUT OUR PRODUCT

Users love the portion scoop, a gift that is part of our proposition that we were not talking about before.

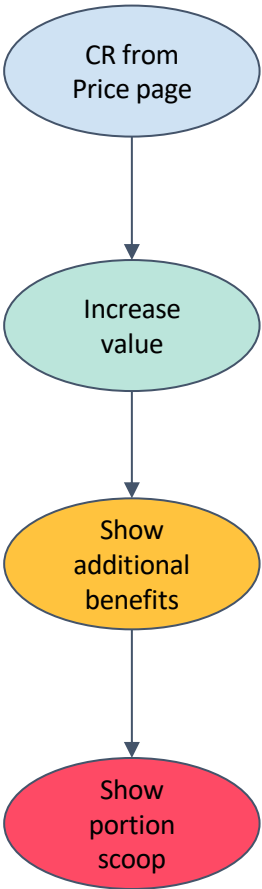
Also in the box



Portion scoop

The scoop helps you feed Noodle their perfect portion everyday.





Some of the things we learnt about our customers along the way

WHAT THEY WERE STRUGGLING TO DO

Users thought that the price was probably too expensive because they couldn't find it. Usability issues made them think that we were hiding it.

First delivery

Next delivery

Price for your first delivery


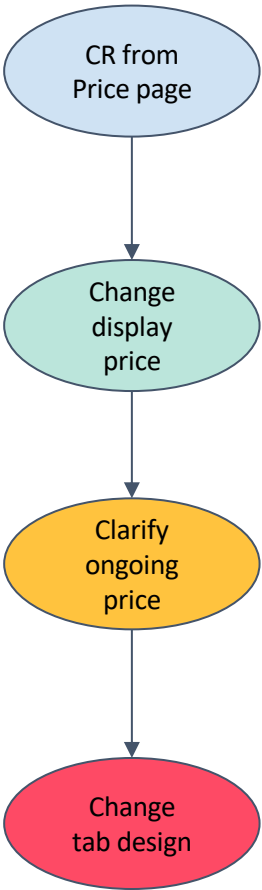
18 days of bespoke dry blend for Noodle (1.35kg) **FREE**

First delivery

Next delivery

Price for your first delivery

18 days of bespoke dry blend for Noodle (1.35kg) **FREE**






Some of the things we learnt about our customers along the way

WHAT THEY THINK IS BEST VS. WHAT WE THINK IS BEST

We thought the bag drawing was confusing to users, users loved knowing that their bag was going to be personalised.

Your price





Your price

First delivery


Next delivery

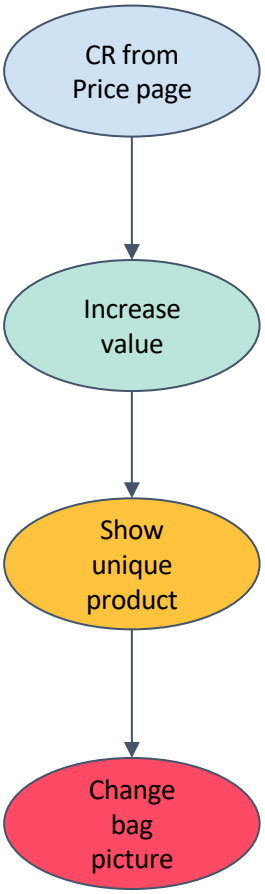
Price for your first delivery

18 days of bespoke dry blend for Noodle (1.62kg)

FREE

Your price





We ran 12 Monetate tests on the Price page increasing conversion from this page by more than 10%.

AND... we learnt massively from each of these 12 tests!



2 week free trial with £2 delivery

Your price



First delivery

Next delivery

Price for your second delivery

31 days of bespoke dry blend for Noodle (2.82kg)	£15.87
Delivery	FREE *
Total	£15.87

*Delivery is free to mainland UK postcodes. Other UK postcodes may incur a small charge for deliveries where the ongoing cost is less than £30. Continue to checkout to confirm delivery pricing to your postcode.

Why not add?

Dental Dailies
Ongoing: £2.78
2 packs (small size) for £2.78

Add

Checkout with:



Checkout with card



Add another dog



2 week free trial with £2 delivery

Your price



First delivery

Next delivery

Price for your second delivery

31 days of bespoke dry blend for Noodle (2.82kg)	£15.87
Delivery	FREE *
Total	£15.87

[Less food than you were expecting?](#)

*Delivery is free to mainland UK postcodes. Other UK postcodes may incur a small charge for deliveries where the ongoing cost is less than £30. Continue to checkout to confirm delivery pricing to your postcode.

Why not add?

Dental Dailies
Ongoing: £2.78
2 packs (small size) for £2.78

Add

Also in the box



Portion scoop

The scoop helps you feed Noodle their perfect portion everyday.

Empty bowl guarantee



If Noodle doesn't love their Tails.com food, we'll change the recipe for free, and together we'll create food they love.

No commitment

Pause your deliveries, change the dates, or cancel anytime. Easy.

Checkout with:



Checkout with card



Add another dog

What's next?

Iterate, iterate, iterate!

We now have a clearer understanding about some of the things that matter to our customers on this page

What's next?

Scale Personalisation

Tails.com is about tailored dog food as a physical product.

We want to tailor the experience on a digital level to offer visitors a personalised experience across every touch-point.

To do so, we'll leverage Monetate's Machine Learning capabilities, enabling us to personalise at scale.

**“The first step in exceeding your customer’s expectations
is to know those expectations.”**

Roy H. Williams



Thank
you

Tails
.com