CONTENTSQUARE

Client Club

13 February 2020 // 9:00 - 13:00

Bounce, London

9:30   Introduction talk by Gareth Drabble, Contentsquare

9:45   Keynote talks by

              - Sam Farndale, Auto Trader

              - Desi Becheva, Hackett

10:30   Networking coffee break

10:45   Product stand up: New Zoning

11:10   Brand-led Roundtable discussions, led by

              - Joanne Melville, Boux Avenue

              - Bryony Tag, Moss Bros

12:00   Q&A Panel with EIP *(External Important Person)* Speaker

              - Alex Hamilton, Dentsu Isobar

12:30   Networking Lunch

13:00   Finish

Client Club

POLLEV.COM/CSCLIENTCLUB650

Wifi: bounce old street guest

fill in required details to sign in

Client Club

SAM FARNDALE

AutoTrader

AutoTrader

Consumer Confidence: Converting UX Changes to KPI Results

1 Background & Metrics

2 Consumer Confidence

3 Impacts & Future

AutoTrader

58m
cross platform visits
Jan 2020 (+5% YoY)

14m
App downloads

259m
advert views

AutoTrader

Between July and October 2019, Auto Trader received **over 211 million visits**.

This was **5x** the nearest competitor (Gumtree Motors).

And **13% more traffic than all competitors combined.**

Source: comScore MMX Multi-Platform, Cross Visits 2018, U.K.

Gumtree Motors
Pistonheads
Auto Express
Whatcar
Parkers
Car Gurus
eBay Motors
Motors.co.uk
Car Wow

Additionally, our audience is far more en[gaged], spending 6 times more time on our site t[han the] closest competitor

82.7 minutes
≡AutoTrader

6X
12.9 minutes
ebay

7X
11.9 minutes
Gumtree

11X
7.8 minutes
CarGurus

15X
5.4 minutes
MOTORS .co.uk

16X
5.2 minutes
carwow

Source: comScore MMX, Average minutes per visitor September 2019, U.K.
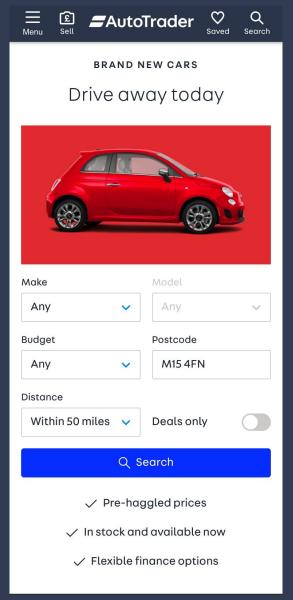
1

FPA Views

AutoTrader

1

1

FPA Views

Number of leads

Time on search

Number of leads

Quality of leads

Time on FPA

Search appearances

AutoTrader

Consumer
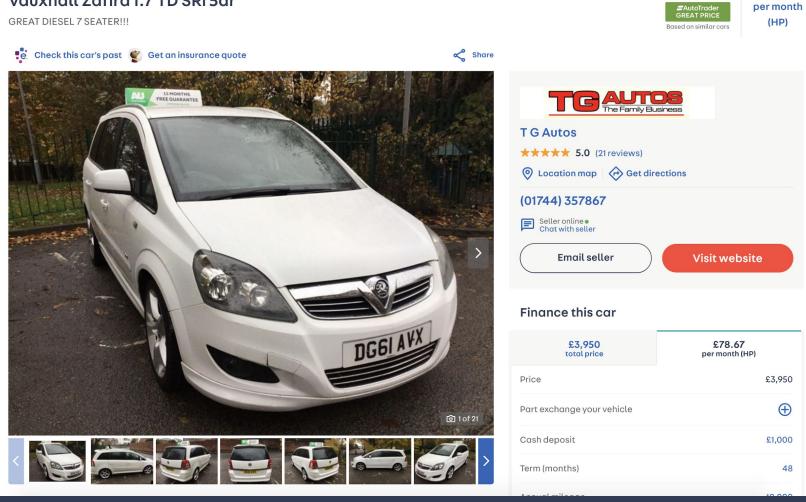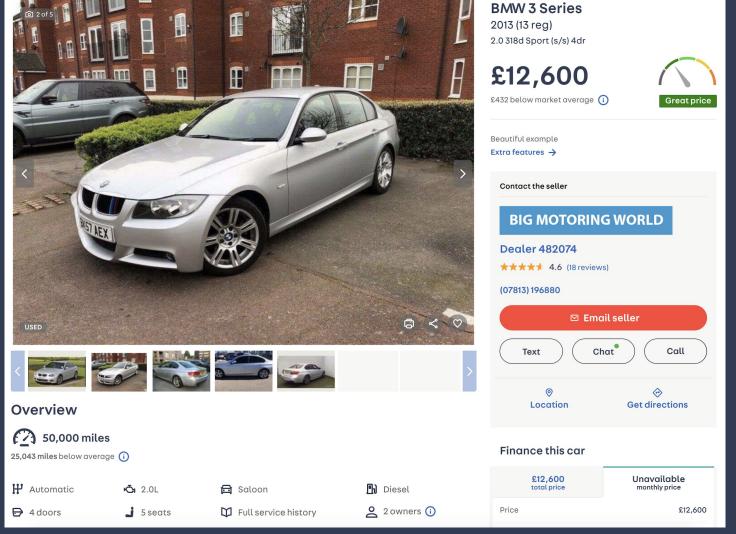
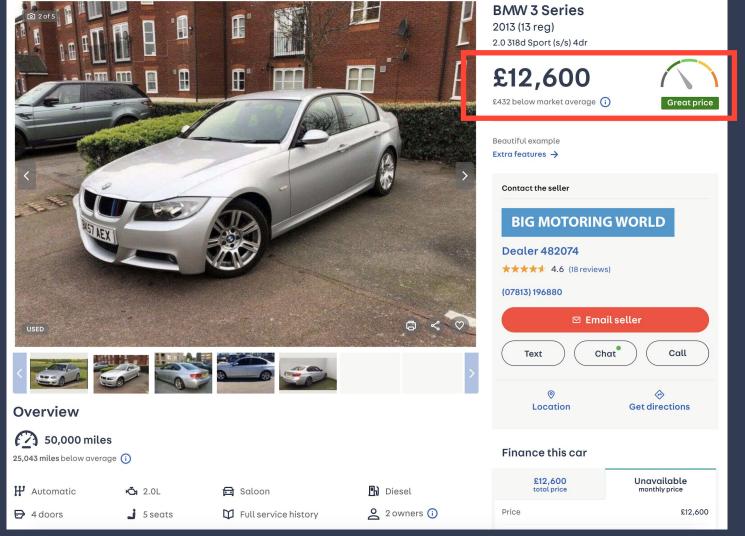# Vauxhall Zafira 1.7 TD SRi 5dr

GREAT DIESEL 7 SEATER!!!

£3,950

AutoTrader
GREAT PRICE

Based on similar cars

£79
per month
(HP)

Check this car's past Get an insurance quote

Share

1 of 21

TG Autos
The Family Business

T G Autos

★★★★★ **5.0** (21 reviews)

⊙ Location map | ⇄ Get directions

(01744) 357867

Seller online ●
Chat with seller

Email seller   **Visit website**

Finance this car

£3,950 total price	£78.67 per month (HP)

Price	£3,950
Part exchange your vehicle	⊕
Cash deposit	£1,000
Term (months)	48

2

USED

BMW 3 Series

2013 (13 reg)

2.0 318d Sport (s/s) 4dr

£12,600

£432 below market average ⓘ

Great price

Beautiful example

Extra features →

Contact the seller

BIG MOTORING WORLD

Dealer 482074

★★★★⯨ 4.6 (18 reviews)

(07813) 196880

✉ **Email seller**

| Text | Chat • | Call |

📍 **Location**

◈ **Get directions**

Finance this car

| £12,600 total price | Unavailable monthly price |

| Price | £12,600 |

Overview

🕐 **50,000 miles**

25,043 miles below average ⓘ

⊯ Automatic	⛽ 2.0L	🚗 Saloon	⛽ Diesel
🚪 4 doors	🪑 5 seats	📖 Full service history	👤 2 owners ⓘ

≡AutoTrader

②

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AutoTrader

②

About our price indicator

Powered by
☰AutoTrader Valuations

We've compared the seller's asking price to our Auto Trader Valuation and rated this car a great price compared to similar cars on the market.

Our price labels are intended to act as a guide to help you make an informed decision.

How we do the maths

Every day we combine and analyse data from millions of vehicles. We use this data to work out a car's current market price, taking into account things like make, model, year, mileage, fuel type and optional extras.

The following is not included in our calculations, but may affect the car's price:

- The car's condition
- The car's colour
- Regional supply and demand
- Special modifications
- Additional services, warranties, admin fees and finance deals
- The number of owners
- The car's service history

Price rating categories

Low price
Much lower than the market average

Great price
Below market average

Good price
Close to market average
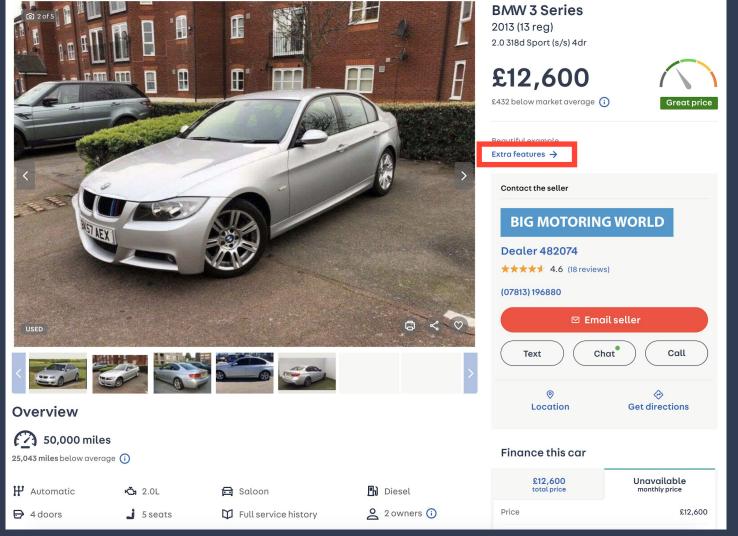
Fair price
Slightly above the market average

High price
Above the market average

☰AutoTrader

(2)

7/10

USED

BMW 3 Series

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Text | Chat• | Call

📍 **Location** ◈ **Get directions**

Finance this car

£12,600 total price	Unavailable monthly price

Price	£12,600

Overview

🏁 **50,000 miles**
25,043 miles below average (i)

🔧 Automatic ⚙ 2.0L 🚗 Saloon ⛽ Diesel

🚪 4 doors 🪑 5 seats 📖 Full service history 👤 2 owners (i)

AutoTrader

2

Description

BMW Business Media Package. Reading this isn't really part of the presentation but thank you for taking the time to study our design in detail. Thank you for attending the Client Club , Full service history, Black, 2 owners, This is some strapline text!!!, £12,600

Extra features

These are in addition to what this car typically comes with as standard:

Armrest Front, Sliding

BMW Individual Extended Merino Leather

Xenon Headlights

This car comes with

12V Power Socket in Front Centre Console and Passenger Footwell

17in Light Alloy Double - Spoke Style 392 Wheels with 225/50 Tyres

Alarm System (Thatcham 1)

Anti - Lock Braking System (ABS) Including Brake Assist

Armrest - Front, Folding with Storage Compartment

Auto Start-Stop (MSA)

Automatic Air Conditioning, Single-Zone

BMW Business Radio with Single CD Player (with MP3 Playback Capability)
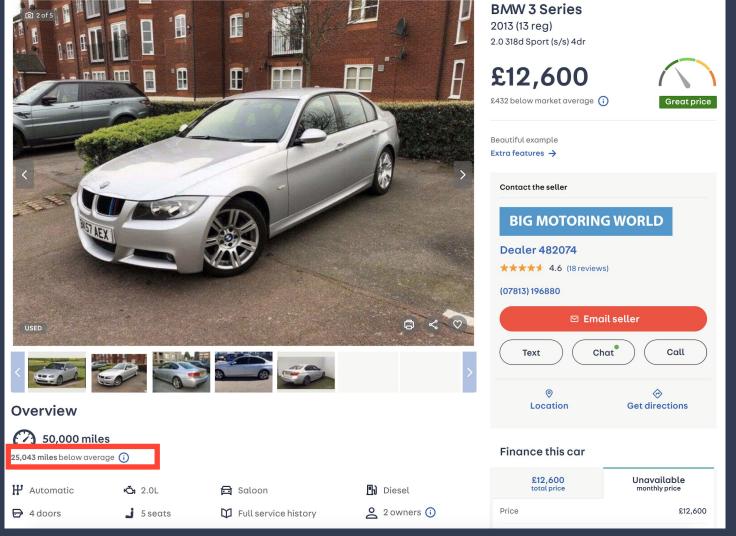
Description
0.10%
→

Description

here we have this fully loaded m-sport business edition in gleaming white. Full MOT. Full service history and fully loaded with all the toys. , 12…
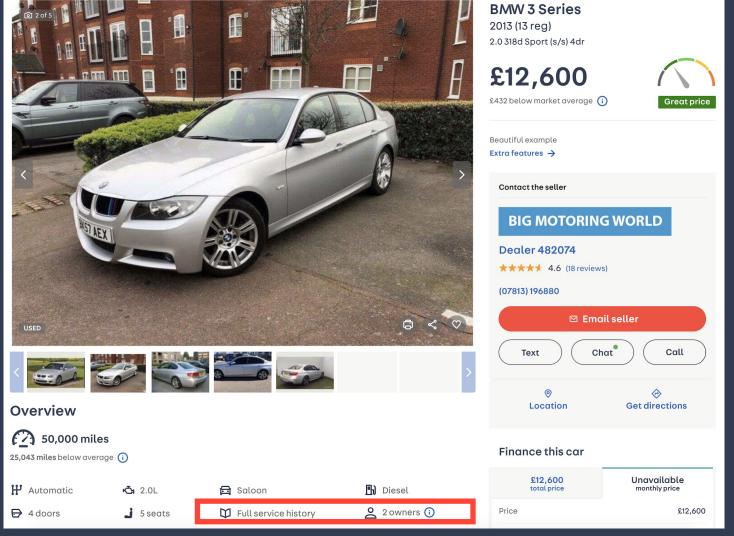
Re0.24 %re

AutoTrader

2

USED

BMW 3 Series
2013 (13 reg)
2.0 318d Sport (s/s) 4dr

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Beautiful example
Extra features →

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✉ Email seller

Text   Chat•   Call

📍 Location   ◈ Get directions

Finance this car

£12,600
total price   Unavailable
monthly price

Price   £12,600

Overview

⏱ 50,000 miles

25,043 miles below average ⓘ

🅟 Automatic   ⚙ 2.0L   🚗 Saloon   ⛽ Diesel

🚪 4 doors   🪑 5 seats   🗺 Full service history   👤 2 owners ⓘ

AutoTrader

2

How it compares

This vehicle has done 25,043 fewer miles than the average **diesel BMW 3 Series Sport Saloon** registered in **March 2013**, compared to similar vehicles on Auto Trader.

USED

BMW 3 Series
2013 (13 reg)
2.0 318d Sport (s/s) 4dr

£12,600
£432 below market average ⓘ

Great price

Beautiful example
Extra features →

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Text | Chat • | Call

📍 **Location** | ◈ **Get directions**

Finance this car

£12,600 total price	Unavailable monthly price
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Overview

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⚙ Automatic	⛽ 2.0L	🚗 Saloon	⛽ Diesel
🚪 4 doors	💺 5 seats	📖 Full service history	👤 2 owners ⓘ

AutoTrader

②

Overview

Owner ratings (173) ★★★★☆ 4

Read owner reviews for Vauxhall Zafira

| 2011 (61 reg) | MPV | 62,434 miles | 1.7L |
| Manual | Diesel | 5 doors | 7 seats |

This Vauxhall Zafira is a really roomy and comfortable car with extra seats in the back to make it a seven seater if necessary. It is in great condition and only 62434 miles on the clock. Alloy wheels, clean interior, dash cam and parrot phone system installed., We are an award winning family busine… **View more**

✅ Vehicle history check
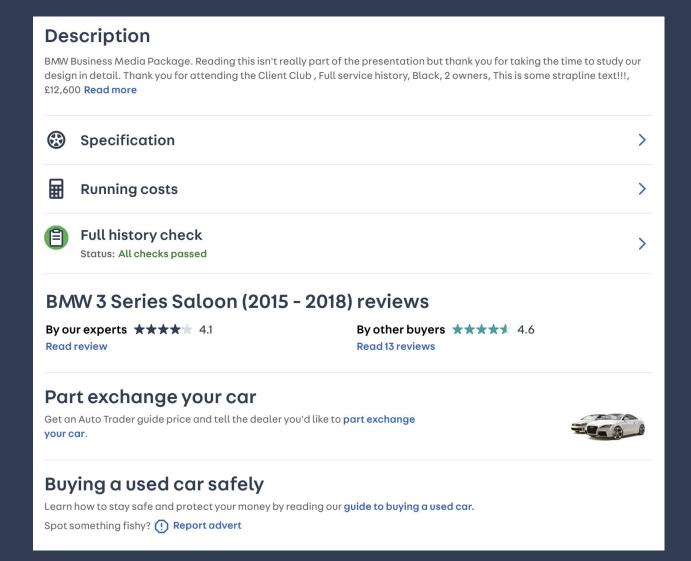
We've checked this vehicle's history so you can buy with confidence. We'll never advertise a vehicle that's stolen, scrapped, or recorded as Cat A or B.

- All checks passed

See what's been checked

Details

➕ **Economy & performance**

➕ **Dimensions**

2

Description

BMW Business Media Package. Reading this isn't really part of the presentation but thank you for taking the time to study our design in detail. Thank you for attending the Client Club , Full service history, Black, 2 owners, This is some strapline text!!!, £12,600 Read more

⚙	**Specification**	›
🔢	**Running costs**	›
📋	**Full history check** Status: **All checks passed**	›

BMW 3 Series Saloon (2015 - 2018) reviews

By our experts ★★★★☆ 4.1

Read review

By other buyers ★★★★⯪ 4.6

Read 13 reviews

Part exchange your car

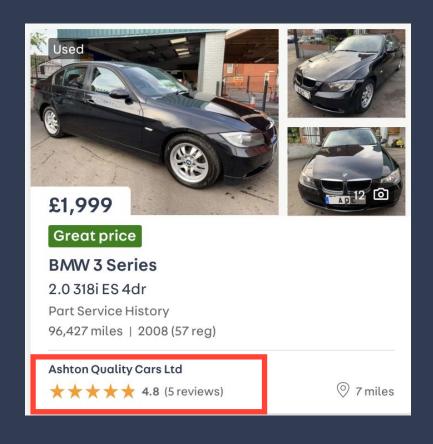Get an Auto Trader guide price and tell the dealer you'd like to **part exchange your car**.

Buying a used car safely

Learn how to stay safe and protect your money by reading our **guide to buying a used car.**

Spot something fishy? ⚠ **Report advert**

2

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By our experts ★★★★☆ 4.1   By other buyers ★★★★⯪ 4.6

Read review   Read 13 reviews

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②

Running Costs

Fuel Economy

Fuel consumption (urban)	**52.3 mpg**
Fuel consumption (extra urban)	**72.4 mpg**
Fuel consumption (combined)	**62.8 mpg**

Annual Costs

CO_2 emissions	**118g/km**
Annual tax	**£30**
Insurance group	**24A**

Get an insurance quote
In partnership with Compare the Market

→

AutoTrader

2

Get an insurance quote

987

Running Costs

Fuel Economy		Annual Costs	
Fuel consumption (urban)	51.4 mpg	CO_2 emissions	116g/km
Fuel consumption (extra urban)	67.3 mpg	Annual tax	£145*
Fuel consumption (combined)	60.1 mpg	Insurance group	23E

Get an insurance quote
In partnership with Compare the Market

1413

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Description

BMW Business Media Package. Reading this isn't really part of the presentation but thank you for taking the time to study our design in detail. Thank you for attending the Client Club , Full service history, Black, 2 owners, This is some strapline text!!!, £12,600 **Read more**

⚙️ **Specification** ⟩

🖩 **Running costs** ⟩

📋 **Full history check**
Status: **All checks passed** ⟩

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Read 13 reviews

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Spot something fishy? ⊘ **Report advert**

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2

Full history check

Status: **All checks passed**

Last checked	31/01/2020
Vehicle registered	26/03/2013

Not recorded as stolen ✓

Not recorded as scrapped ✓

Not an insurance write off ✓

Not imported ✓

Not exported ✓

No third-party interest ✓

No mileage discrepancies ✓

No colour changes ✓

No outstanding finance ✓

No plate changes ✓

For peace of mind, you can purchase a Vehicle Check with a data guarantee of up to £30,000.

Buy a full vehicle check

In partnership with experian.

2

Description

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⚙	**Specification**	›
🔢	**Running costs**	›
📋	**Full history check** Status: **All checks passed**	›

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Read review

Read 13 reviews

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⚠ **Report advert**   ()

Buying a used car safely

Learn how to stay safe and protect your money by reading our **guide to buying a used car.**

Spot something fishy?   ⚠ **Report advert**   24   ⌄

=AutoTrader

2

Used

£1,999

Great price

BMW 3 Series

2.0 318i ES 4dr

Part Service History

96,427 miles | 2008 (57 reg)

Ashton Quality Cars Ltd

★★★★★ **4.8** (5 reviews)

7 miles

AutoTrader

2

3

PAGE	Views	Visits	Views/Visit	Bounce	Exit
⭐ Used FPA	+ 21.8%	+ 20.4%	+ 1.17%	- 0.42%	- 3.95%
📅 *13/01 to 11/02* (ref.)	1,130,606	214,865	5.26	50.5%	10.5%
📅 *11/11 to 10/12*	928,445	178,503	5.20	50.7%	10.9%

Mobile

PAGE	Views	Visits	Views/Visit	Bounce	Exit
⭐ Used FPA	+ 29.0%	+ 28.0%	+ 0.76%	- 1.12%	- 2.65%
📅 *13/01 to 11/02* (ref.)	1,579,471	348,311	4.53	56.4%	12.9%
📅 *11/11 to 10/12*	1,224,465	272,065	4.50	57.1%	13.3%

AutoTrader

③

Hard Leads

Hard Leads

+ 8%

Client Club

POLLEV.COM/CSCLIENTCLUB650

Client Club

DESI BECHEVA

HACKETT

HACKETT
LONDON

PLANNING FOR A REDESIGN

Agenda

01 The Pepe Jeans group
02 Replatforming
03 Planning the redesign
04 Experimentation
05 Summary

HACKETT
LONDON

3 BRANDS

1 PLATFORM

16 SITES

HACKETT
LONDON

Pepe Jeans
LONDON

Façonnable
— FRENCH RIVIERA —

PRIORITIES

SKILLSETS

TOOLS

INDEPENDENT PROJECT MANAGEMENT

OUTSOURCED DEV.

IT CONSTRAINS

EXPERIENCE

PRODUCT

CUSTOMERS

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Why?	What?	How?
Sales growth & **conversion** uplift **Customer experience** that matches retails' Enhance **brand awareness**	Content **Experimentation culture** Aesthetics & UX	**Group** replatforming project Develop on a **brand specific** level

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IDENTIFY SPECIFIC BUSINESS PROBLEMS

The only way KPIs are going to improve after a redesign is if we **solve real problems** with our current design, **without breaking** the **things we are** currently **doing right.**

Introduced focused **experiments before, during, and after redesign.**
This **reduces the risk** associated with redesign and **rely on data** to drive our decision-making.

SET GOALS DATA VISUAL IDENTITY CONTENT WIRE FRAMES QA LAUNCH

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SET GOALS

➔ Identify pain points
➔ Clarify goals
➔ Ask 'why?'

DEFINE BUSINESS GOALS:

Increase Time of Site

Increase Newsletter sign ups
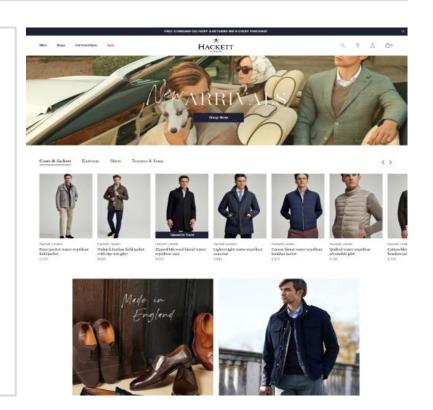
Increase Add to Bag Rates

Increase Average Order Value

Reduce Cart Abandonment

Decrease Homepage Bounce Rate

Decrease PDP Bounce Rate

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DATA	➔ Site analysis
	➔ User research (validate analysis with customer feedback)
	➔ Develop a User Experience Brief

Site analysis	User Research	User Experience Brief
Workspace	Session replay	❏ Challenges with current site
Alerts	User focus groups	❏ User Pain Points
Page comparator	Customer Services feedback	❏ Project Goals
Zoning	CRM data	❏ Website Redesign Objectives
Segments		❏ Audience Definitions
		❏ Desired UX for Audience Groups

WORKSPACE

- ➔ Conversion & sales performance KPIs
- ➔ Checkout Funnel
- ➔ Market performance
- ➔ Personalisation + Testing performance

ALERTS

- ➔ Site speed
- ➔ Add to bag
- ➔ Bounce Rate

<u>Dashboards and Alerts:</u>
For short-term, on-the-go updates to inform content updates, personalisation & testing efforts.
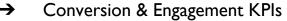
Easiest to share with extended team.

Key to monitor performance in the beginning, middle and end of a campaign; identify peaks.

- ➔ Redesign based on real results but be aware of the peaks!

PAGE COMPARATOR

➜   Conversion & Engagement KPIs
➜   Devices breakdown
➜   Content performance

A combination between Journey analysis, Workspace and Page comparator provides reporting on:

➜   Which personalisation and testing efforts have been more successful than others
➜   Full scope of the funnel
➜   Defines the pain points of the site
➜   Informs decision on redesign priorities

SITE ANALYSIS

Based on a full site analysis and comparison report (FY, MOM, before/ after replatforming) we have decided on a **iterative redesign** prioritising parts of the site over others.

COLLECT DATA

ZONING ANALYSIS

➔ Homepage/ Content / feature pages
➔ Mega menu
➔ PLP, PDP
➔ Basket / Checkout
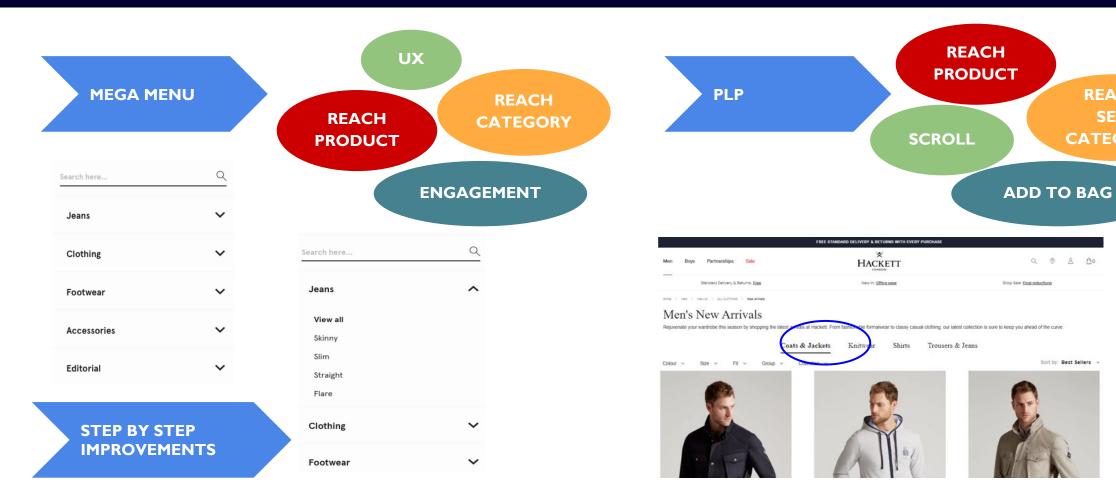
Homepage/ Content	Mega menu	PLP, PDP	Basket/ Checkout
CTR Exposure Load time Scroll Activity ➔ Hero banner size ➔ Content featured ➔ Device behavioural differences	CTR Click recurrence ➔ Usability ➔ Categories featured ➔ Device behavioural differences	CTR Exposure rate Time before first click Add to bag ➔ Filters position ➔ USPs ➔ Product recommendations ➔ Images	Drop off points CTR Click recurrence ➔ USPs ➔ Checkout flow TBC

HOMEPAGE BEFORE

HOMEPAGE AFTER

BR -24%

REACH CATEGORY +3%

REACH PRODUCT +15%

Scroll +5%

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MEGA MENU

UX

REACH PRODUCT

REACH CATEGORY

ENGAGEMENT

STEP BY STEP IMPROVEMENTS

PLP

REACH PRODUCT

SCROLL

REACH SEO CATEGORY

ADD TO BAG

PDP

PDP DESIGN

GOALS

BOUNCE RATE

ADD TO BAG

REACH PRODUCT

EXIT RATE

8.12%
0.17%
0.26%
38.3%
1.96%
9.72%
7.63%
0.79%
0.04%
0.38%
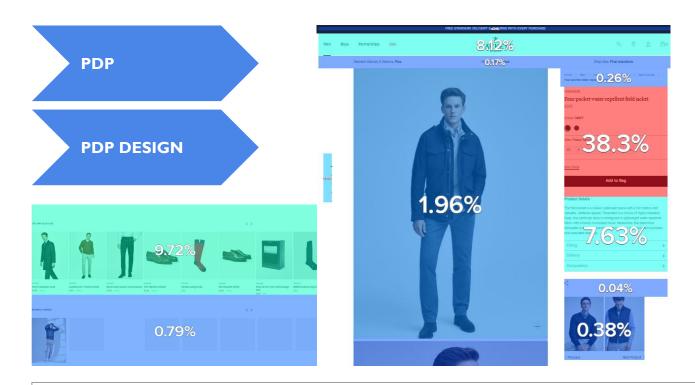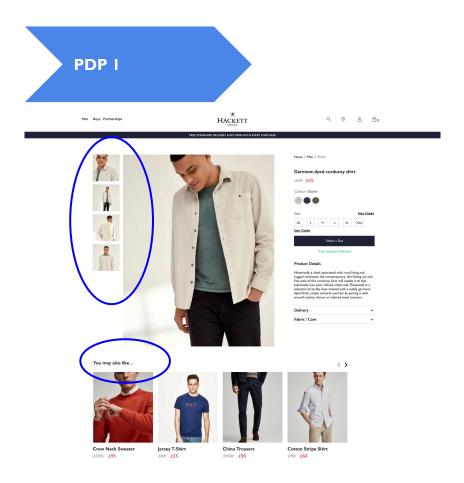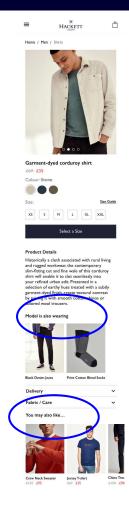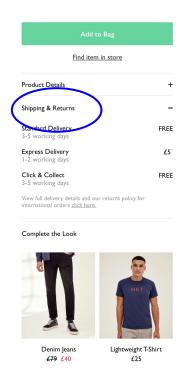
➔ Users scroll down to reach product and delivery information
➔ 'You may also like' / 'Shop the look' most interacted with, followed by 'Recently viewed'
➔ Good vs Bad users comparison to set goals
➔ Consider digital marketing channels

PDP 1

PDP 2

BASKET
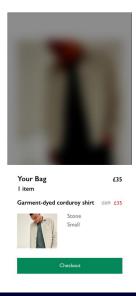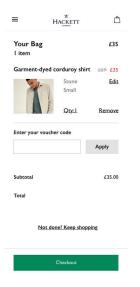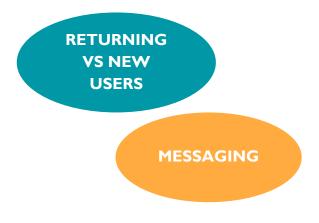
➜ Higher drop off rate at first stage of the checkout YOY
➜ Slight drop in UPTs
➜ Drop in AOV YOY

GOALS

➜ Reduce Checkout drop off
➜ Review flow to improve UX
➜ Promote USPs to encourage higher UPTs and AOVs

RETURNING VS NEW USERS

MESSAGING

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USER RESEARCH

➔ Session replay
➔ Interviews
➔ Audiences

Low hanging fruit	Customer services	Session replay
New/ Returning Logged in/ out 'Good' vs 'Bad' Loyalty	Surveys ➔ First time buyers ➔ Repeat customers ➔ Retail customers Reports ➔ Customer Services feedback reports	Finds: ➔ Basket pain points (discount codes) ➔ Out of stock messaging ➔ USPs (delivery information, size guide)

VISUAL IDENTITY

- ➜ Helpful
- ➜ Educational
- ➜ Trustworthy
- ➜ Industry Leading
- ➜ Thought - provoking
- ➜ Interactive
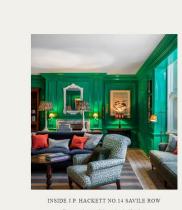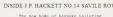
CONTENT CREATION

CONTENT
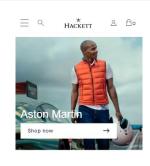
➜ The **content** provides the foundation for creating new **wireframe**

➜ **Define** the **categories of content** and design wireframes as per their needs

PRODUCT FOCUSED	SEO	CAMPAIGN	INFORMATIVE
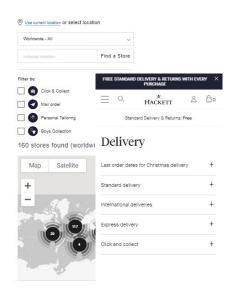
WIRE FRAMES

➔ Creating simple **wireframes** can help to **visualise** a redesign and experiment
➔ **Wireframing** also helps when deciding what you can do **in-house** and what you need to **outsourced**
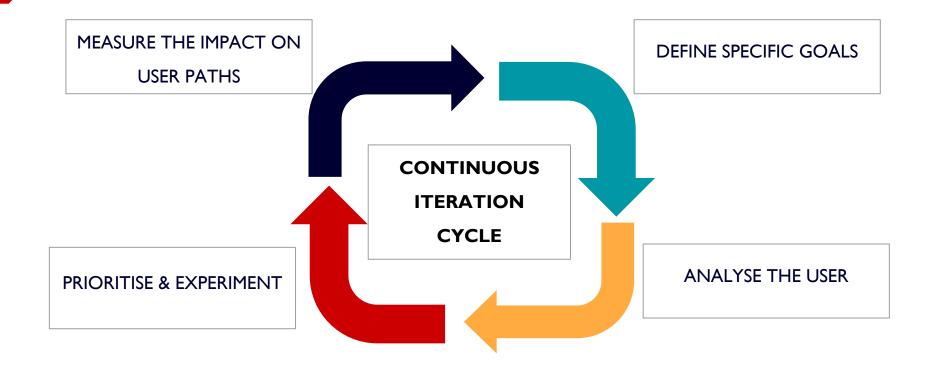
QA

➔ During the **development and QA** stage that requires back end development, make sure **analytics** are in place to track possible **new events**

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LAUNCH

Great redesigns doesn't end on the day of launch!

MEASURE THE IMPACT ON USER PATHS

DEFINE SPECIFIC GOALS

CONTINUOUS ITERATION CYCLE

PRIORITISE & EXPERIMENT

ANALYSE THE USER

BEFORE REDESIGN → **DURING REDESIGNS** → **AFTER REDESIGN**

EXPERIMENTATION: TESTING, PERSONALISATION, OPTIMISATION

→ TRY NEW IDEAS ON EXISTING VISITORS
→ PINPOINT WHAT'S NOT WORKING AND ITERATE ON IT
→ IMPROVE ON WHAT'S WORKING

VALIDATE NEW CONCEPTS

MAKE DATA-INFORMED CHOICES

REDUCE RISK

ESTABLISH CONFIDENCE ONCE CHANGE AT A TIME

Summary

01 Set Clear Goals

02 Involve a cross-functional team

03 Create a structured experimentation process

04 Analyse and run experiments continuously

05 Be realistic about resources

06 Use the opportunity to explore big changes

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THANK YOU!

Client Club

ROUNDTABLE DISCUSSIONS

Client Club

BRYONY TAGG

Help!

SCALE THAT MOUNTAIN

- Should we offer a discount?
- What discount(s) should we offer?
- How long should we discount for?
- What are the risks if we don't?
- Will discounting pollute our brand perception?

MOSS BROS.
EST.1851
BESPOKE | READY-TO-WEAR | HIRE

You don't always get the best deal on Black Friday
95% of Black Friday products aren't the cheapest price of the year

Customers are being advised to do their research:
Nearly **1 in 5** (18%) Black Friday shoppers didn't read reviews
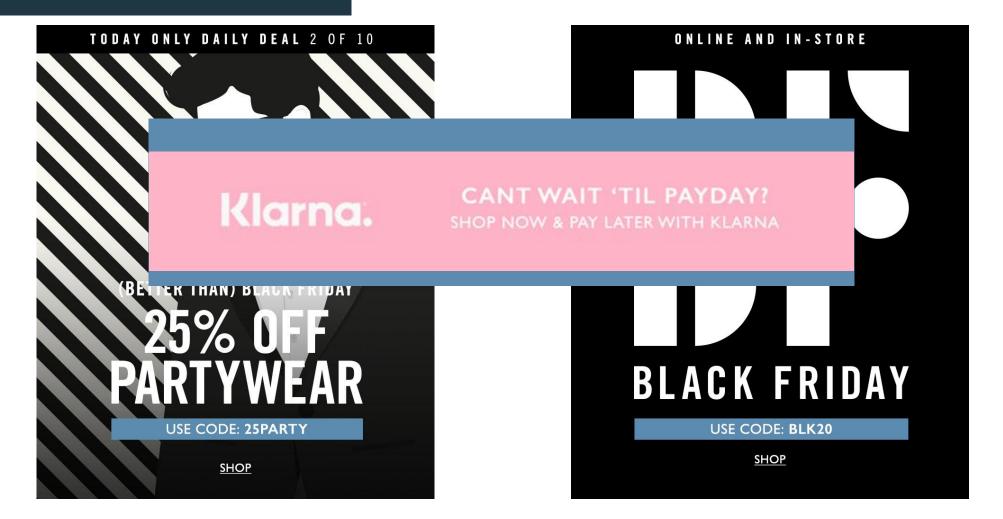
Product Lifecycles & Quality
How long will your 'cheaper' product last for

Price Matching
Challenging retailers about price drops
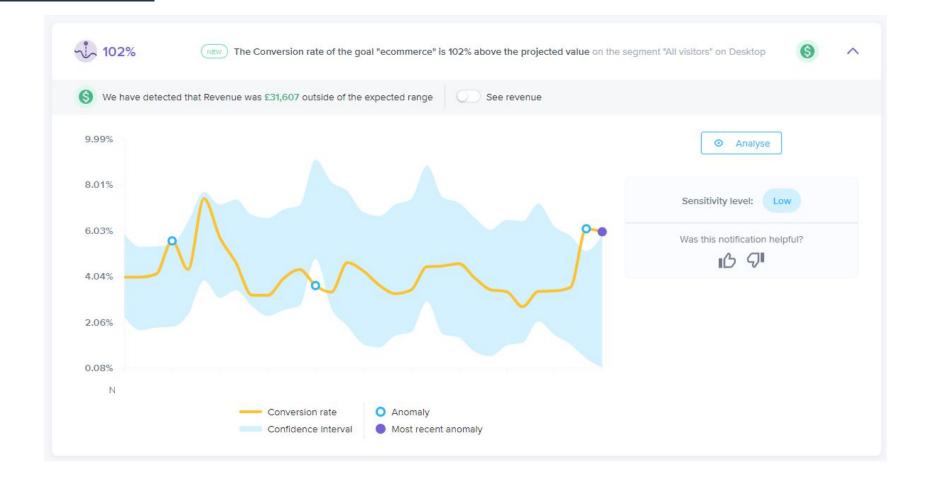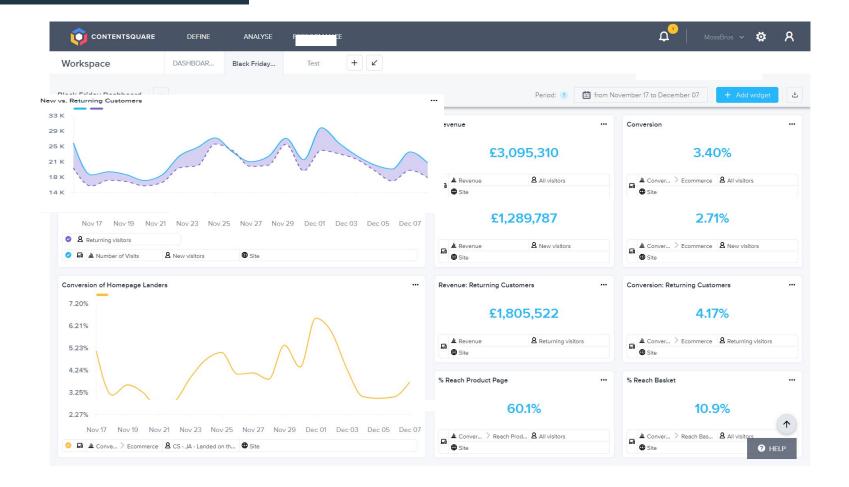Look at the **price** not the **saving**

Which?

WHAT DID WE DO?

Klarna.

CANT WAIT 'TIL PAYDAY?
SHOP NOW & PAY LATER WITH KLARNA

(BETTER THAN) BLACK FRIDAY

25% OFF
PARTYWEAR

USE CODE: **25PARTY**

SHOP

ONLINE AND IN-STORE

BLACK FRIDAY

USE CODE: **BLK20**

SHOP

ALERTS

MOSS BROS.
BESPOKE | READY-TO-WEAR | HIRE
EST.1851

102%

NEW The Conversion rate of the goal "ecommerce" is 102% above the projected value on the segment "All visitors" on Desktop

We have detected that Revenue was £31,607 outside of the expected range | See revenue

Analyse

Sensitivity level: Low

Was this notification helpful?

9.99%
8.01%
6.03%
4.04%
2.06%
0.08%

N

— Conversion rate   ○ Anomaly
  Confidence Interval ● Most recent anomaly

DASHBOARDS

EST.1851

MOSS BROS.

THANK YOU

Any Questions?

- Keep it simple

- Keep it on brand

- Be prepared to react daily

DISCUSSION QUESTIONS

1. Do you worry about discounts damaging customer's perception of your brand?

2. What are your thoughts on reassurance messaging as usp instead of discounts?

DISCUSSION QUESTIONS

Client Club

1. HOW DO YOU PLAN FOR AND WRAP UP PEAK CAMPAIGNS?

2. What are some of the challenges you face in planning for peak?

Client Club

pollev.com/csclientclub650

THANK YOU!