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Mobile – Sticky Footer Enhancements

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Details

www

Hypothesis: By changing the color of mobile sticky footer to a bolder, brighter color and laying out the content in an inline fashion, users will better see the call to action to request information and be more likely to click.

Estimated Lead Output: Based on an average 38,169 sessions/day in 2021 and the potential CVR of .30%, we would expect to see an increase of 166 leads a month.

Audience:

All mobile visitors sitewide

Average 32,554 users/day in 2021

Average 38,169 sessions/day in 2021

Measurement:

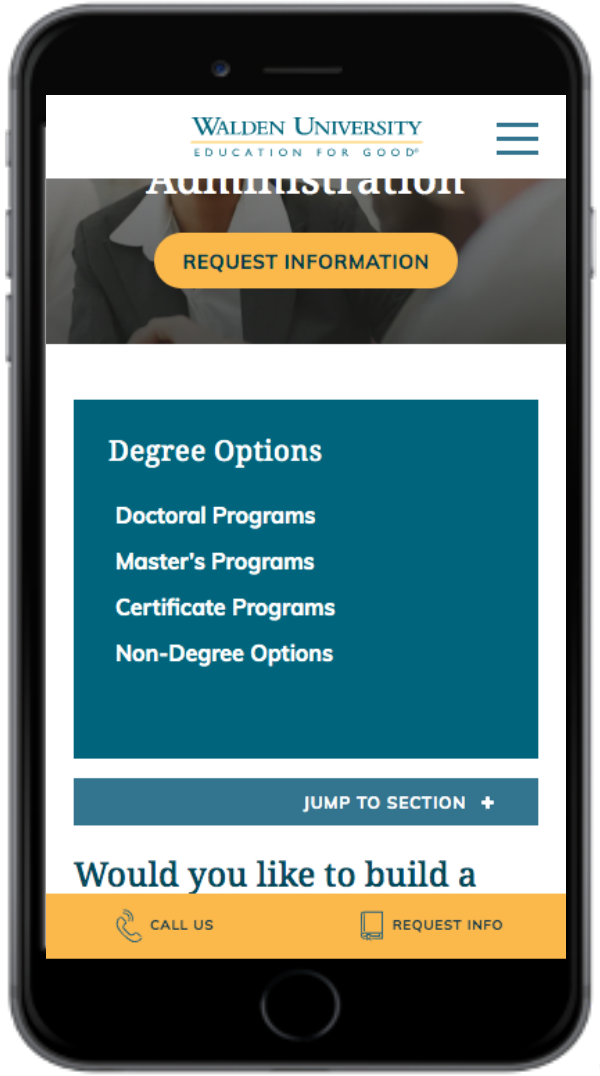
- **Conversion**: Increase in CVR, Increase in Calls
- **Engagement**: Decrease in exit rate

Test Type:

Multivariate test with two variables to track:

1. Layout
2. Background & Content Colors

Preview



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Multivariate Test — Variable Map

VARIABLE: BACKGROUND COLOR

VARIABLE: LAYOUT

BLUE

GOLD

STACKED

INLINE

Background: #2A637A; **Foreground**: #FBB84B; **Text:** #FFFFFF
https://webaim.org/resources/contrastchecker/?fcolor=FBB84B&bcolor=2A637A
https://webaim.org/resources/contrastchecker/?fcolor=FFFFFF&bcolor=2A637A

Background: #FBB84B; **Foreground**: #163A4A
https://webaim.org/resources/contrastchecker/?fcolor=163A4A&bcolor=FBB84B

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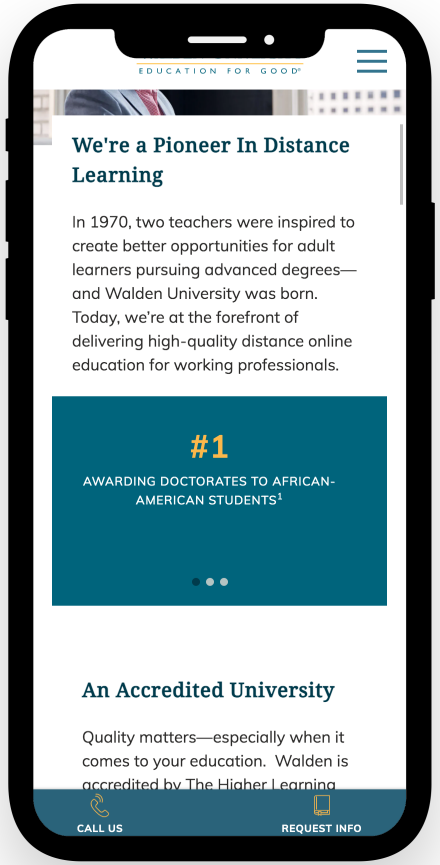
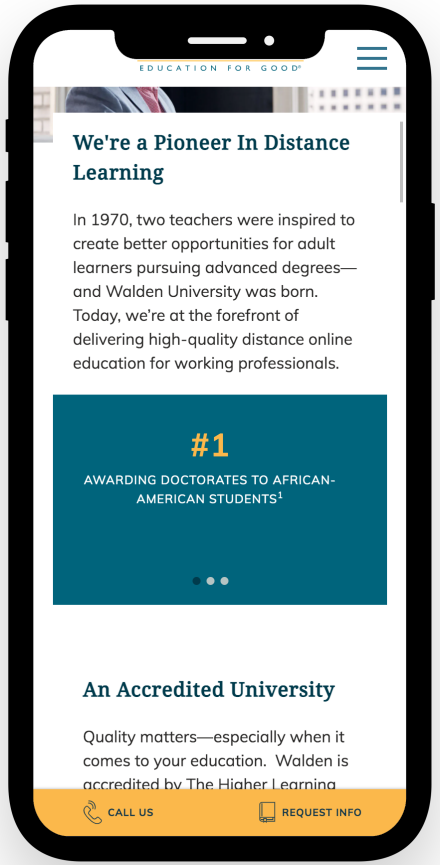
Mobile Sticky Footer – Before/After

Before

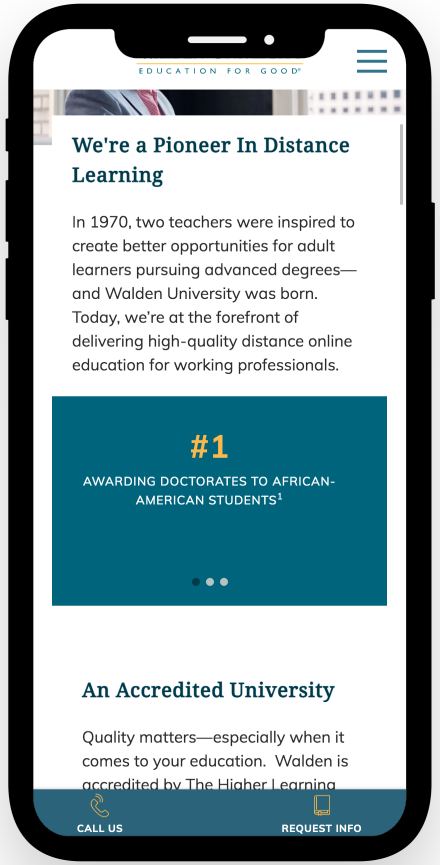


After

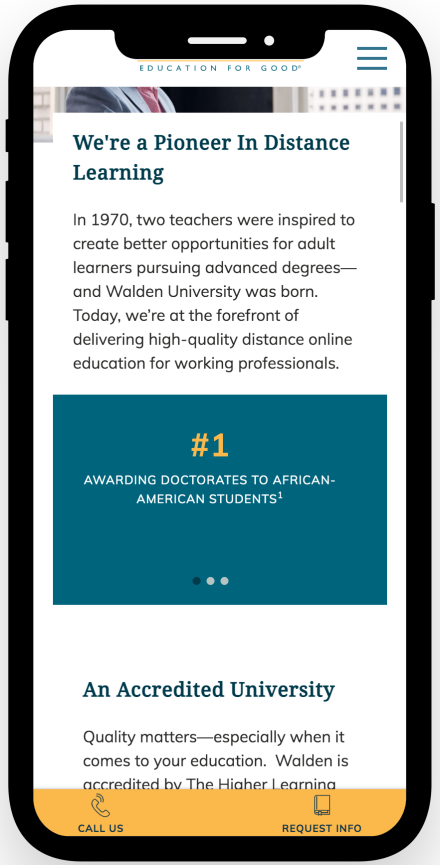


Mobile Sticky Footer – Before/After

Before

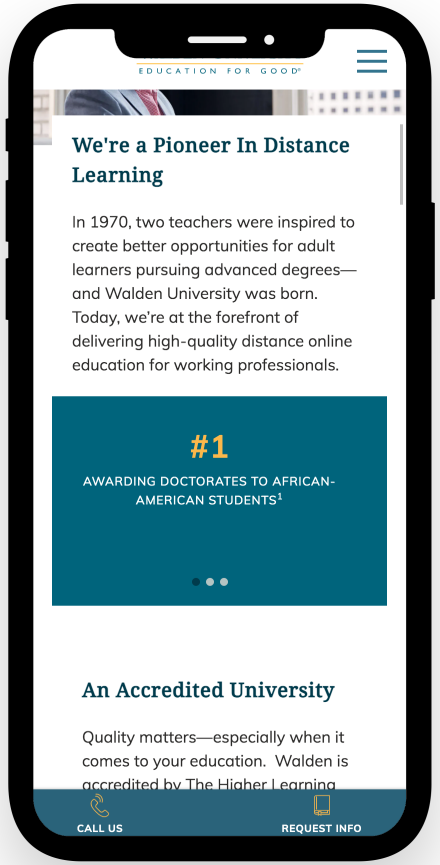


After

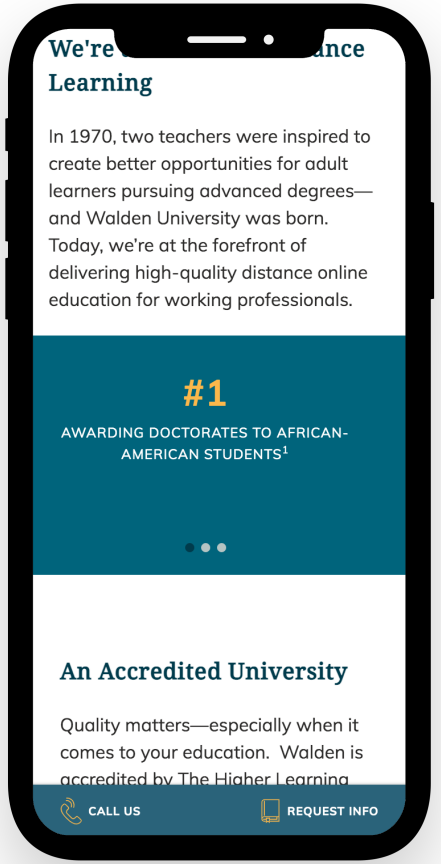


Mobile Sticky Footer – Before/After

Before



After



Mobile – Sticky Footer Enhancements

Methodology

- **Test background:**
  Qualitative: The goal of this test is to determine whether changing the design of the sticky mobile footer sitewide leads more users to request information.
  Quantitative: current bounce rate is 68% and session duration is 47 seconds
- **Potential Impact:** If we assume a 5% lift, we could expect to see a new CVR of .30%
- **Projected Leads:** based on an average 38,169 sessions/day in 2021, we would expect to see an increase of 166 leads a month.
- **Goal:**
  Conversion: Increased mobile CVR sitewide, Increased call volume
  Engagement: decreased bounce/exit rate

- **Plan for Improvement:**
  By changing the color of the sticky mobile footer from a dark blue to the Walden gold, these calls to action will stand out more to viewers, due to increased visual contrast.
  By making the text on the sticky mobile footer inline with the icon, we can increase the size and visibility of both the text and icons within the footer without increasing overall size.
- **Pages & Audience:**
  All mobile users sitewide
- **Required Resources:** Should be doable in Google Optimize – new design

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Post Mortem Report

WWW – Mobile Sticky Footer (4/28-5/11)

Why we tested? By changing the color of the sticky mobile footer from a dark blue to the Walden gold, these calls to action will stand out more to viewers, due to increased visual contrast.

WINNER

Hypothesis: The goal of this test is to determine whether changing the design of the sticky mobile footer sitewide leads more users to request information.

Key Learnings: In each variant, the new elements out performed the old. Both changing the color and moving the text improved performance.

Variant	Sessions	Convs	CVR
Control	88,515	304	0.34%
V1	88,377	341	**0.39%**
V2	87,879	321	**0.37%**
V3	87,901	339	**0.39%**

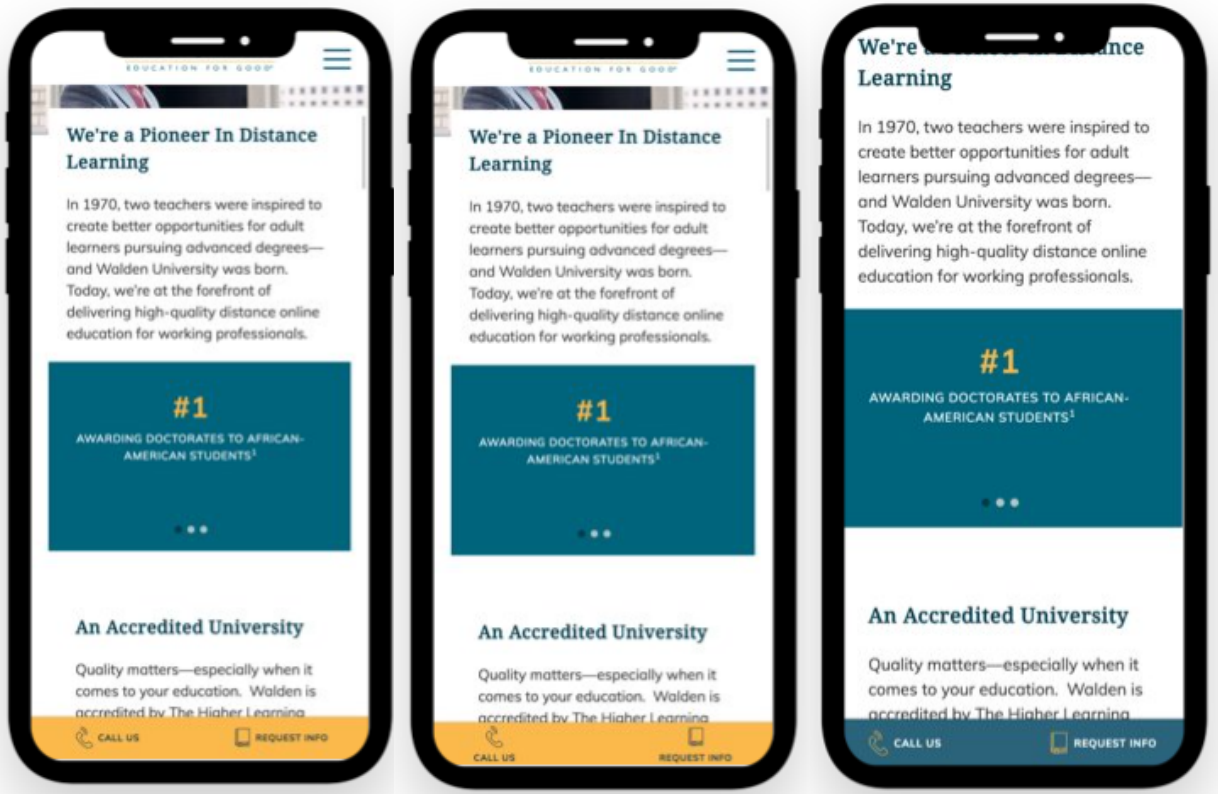
Business Impact: There appeared to be about a 14.7% lift in CVR using this approach.

Next Steps:

- Continue optimization of the mobile experience; we intend to examine the mobile navigation next

Link to additional KPI data tables:

https://docs.google.com/spreadsheets/d/1yL6OzcqHX7DF3q_Gx6-JmKoRutKE_ftnnxy-sxd4sQM/edit#gid=825536597&range=B1:F7



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