

Test Plan

Preliminary Question for Test

Can we improve our customer recruitment LPs by defining, updating and restructuring key components of existing [Company Name] recruitment control LP creative?

Summary

Prime Objective: Determine the impact that drastic changes in the look and feel of the current recruitment LP may or may not have in the success of online customer recruitment efforts.

Preparation Time: 5 days

Completion Time: 06/30/2010

Metrics

PRIMARY

1. Conversion Rate
2. Bounce Rate

SECONDARY

1. CTR
2. CPA/CPO
3. Customer retention rate (long-term)

Measurement System

1. [partner agency] tracking
2. In House Tracking (Google Analytics)
3. In House Marketing figures

Preparation

[internal]: 2 unique Landing Pages (“control” and “challenger”).

Time: 3 days

[internal]: 2 unique Response Codes for clean tracking.

Time: 1 day

[external agency]: set up 50/50 split of test pages.

Time: 3 days

Test Period

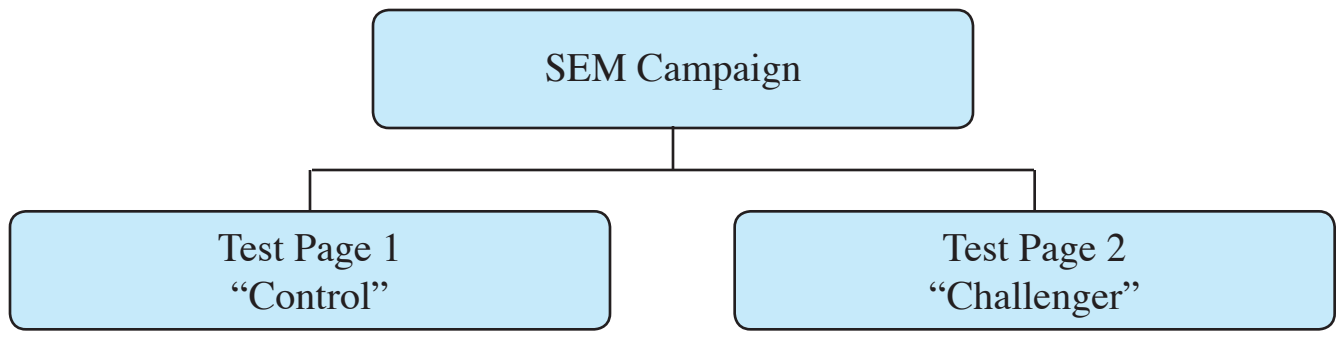
Initial Test: min 1500 pageviews (approx. 30 days)

Baseline Metric

Period: 3 periods of at least 1500 page views and equal to min. 1 full month.

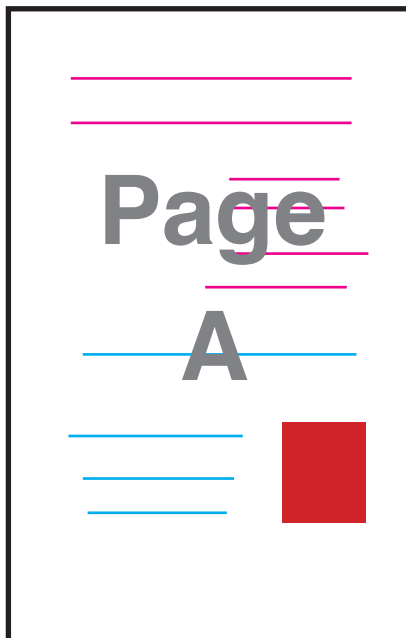
Stats: Compare Primary Metrics (listed above) and compile historic data across 3 periods.

Path Overview



Control

<http://www.companyname.com/lp1>



Challenger

<http://www.companyname.com/lp2>

