



Leading Media Group Increases iPad App Conversion Rates with Maxymiser

- 1 Visits to Apple App Store to purchase Telegraph iPad App increases ten fold
- 2 Lightbox format for promotion proves more engaging than a simple page overlay
- 3 Telegraph among the first media organisations to try this type of targeting

The Situation

Campaign to drive visits to Apple App Store to buy Telegraph iPad app tested 400 variants of format, design, price display, and when it appeared in a user's journey.

With 2.5 million unique visitors daily and 50 million per month, the Telegraph website is the third biggest in the highly competitive UK national newspaper market and is the signature element of the fully integrated, leading, multiplatform Telegraph Media Group.

The Telegraph is working with Maxymiser to deploy Customer Experience Optimisation (CXO) - specifically multivariate testing - across their web and mobile sites. As more consumers adapt to the iPad, specifically for news and reading usage, The Telegraph have made mobile and tablets a focus element of their digital marketing strategy. So, the company decided to capitalise on up-selling their iPad App to visitors accessing Telegraph.co.uk from their iPad.

The Solution

Using a combination of multivariate testing (MaxTEST™) and segmentation (MaxSEGMENT™), Maxymiser and Telegraph's iPad campaign wanted to target iPad users accessing Telegraph.co.uk via the web browser to promote downloads of the paid-for Telegraph iPad App. MaxSEGMENT™ was able to identify visitors using an iPad to avoid advertising to non-iPad users.

The Telegraph and Maxymiser designed a Multivariate Test to examine a combination of over 400 promotion experiences for iPad users using different colors, pricing and designs as well as displaying the promotion as a "lightbox" view vs. a page overlay. The Telegraph needed to determine the best combination of these elements that would yield the greatest conversion rates and iPad App purchases without decreasing overall site engagement.

Maxymiser's team of CXO experts wanted to determine:

1. **Promotion Style:** Which style of promotion works best, overlay or lightbox?
And how do people interact with the promotion?
2. **Pricing:** Which format of pricing will yield more conversions: monthly or daily?
3. **Timing:** How long into the visitor's session should the promotion be served?
4. **Design:** Does the overall design and colour of the promotion affect conversions?
5. **Length of Visit:** How is depth of visit affected?

The Results

Run during the first quarter of 2012, the campaign gained The Telegraph uplifts in conversions and purchases, as well as discovering crucial visitor segments and behaviours. The winning combination of the four ad variables tested – format, design, price display and the number of page views after which the ad was served – was 10 times more effective at driving people to the app store than the default.

Promotion Style

The lightbox drives almost twice as many people to the App store.

Pricing

Displaying the price as a Daily Fee vs. a Monthly fee significantly increases conversion rates

Monthly pricing also saw slightly more "No thanks" and "Close" clicks and slightly less "Remind me later" clicks

