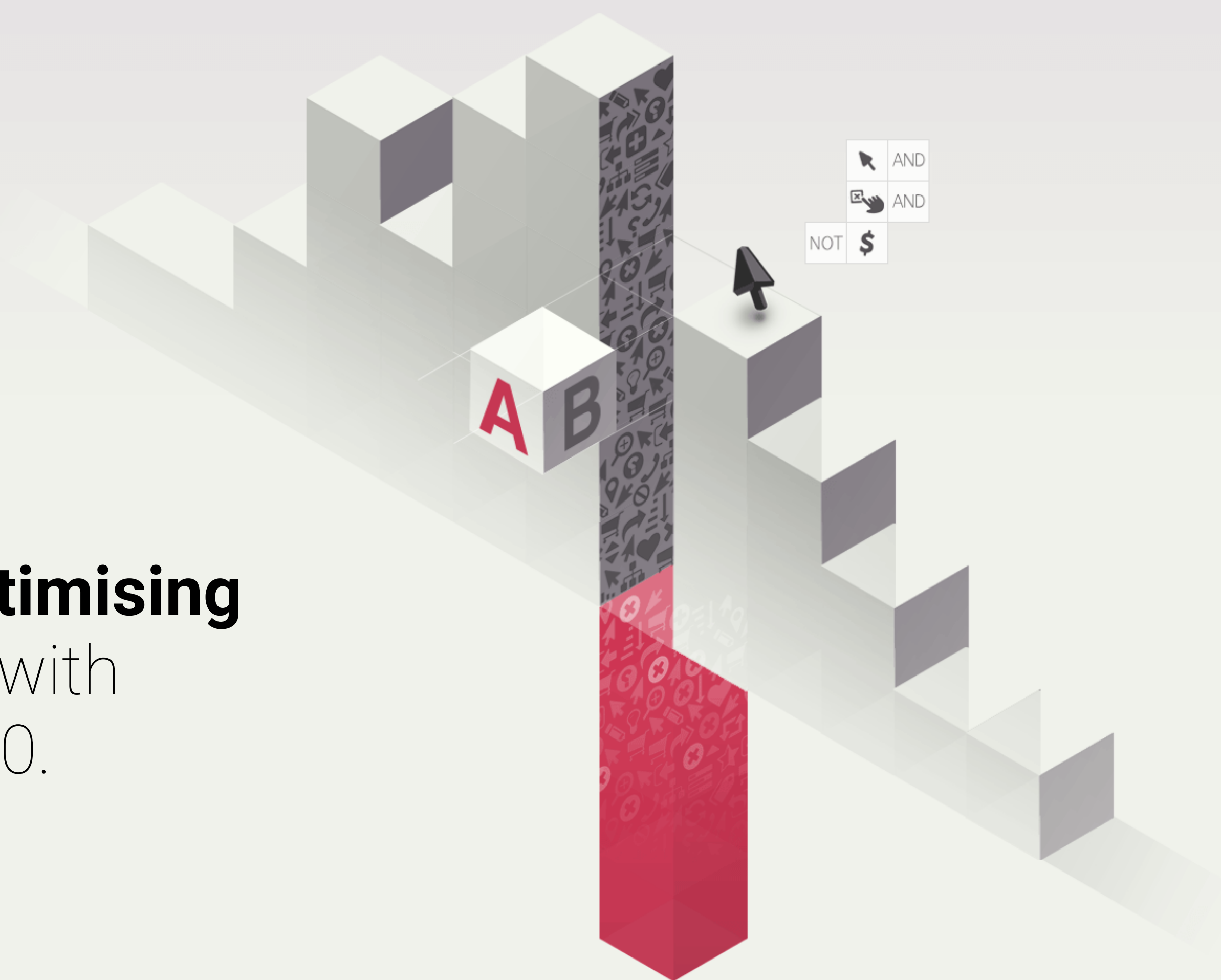


PLAY



USE IT  
BETTER



*Case Study:*

# How Play was optimising Conversion Rate with UseItBetter in 2020.

## About:



**P4, part of the Iliad Group**, is a consumer-focused mobile network operator in Poland with over 15 million subscribers\*. It provides mobile voice, messaging, data and video services for both consumers and businesses (in particular SMEs) on a contract and prepaid basis under the umbrella brand **Play**.

**Play targets acquiring 20% and retaining 30% of customers through remote channels and completing 50% of customer service transactions online.**

→ [www.play.pl](http://www.play.pl)

*At Play, we are focused on continuous optimisation. Everyday we are looking for new solutions, best ways to reach our KPIs and support our customers in their website journey.*

*We measure, analyse and look at their behaviour for insights that we could translate into actions.*

*Thanks to UseItBetter we have access to a full range of analytics, reporting and optimisation tools inc. A/B, MVT testing and personalisation,*

*What's important - UseItBetter is not only a very useful technology - it's also a great support team. For more than 5 years, they have been known as a reliable, timely and flexible partner.*

*We appreciate their work – very professional, always helpful and turbo fast.*



**Katarzyna Kalbarczyk**

Digital Marketing Manager

*About:*



**UseItBetter is an all-in-one platform for Conversion Rate Optimisation.** It combines tools traditionally purchased from multiple vendors - from UX and BI analytics to A/B testing and personalisation - in order speed up the optimisation process and benefit from unified workflow, coherent data and reduced license costs.

UseItBetter works with telecoms, retailers, insurers and other online businesses with high volume of online transactions.

→ [www.useitbetter.com](http://www.useitbetter.com)

*Continuous Conversion Rate Optimisation is all about precision and speed. You need to be able to quickly formulate clear hypotheses and implement changes without slowing down the usual flow of the business.*

*Thanks to our autotracking, Play always have data to support their actions. Whether they want to optimise navigation or checkout process, we can instantly provide detailed information on usage of any existing feature, its impact on KPIs and pinpoint related problems.*

*The flexibility of our optimisation engine makes it possible to rapidly put even the most complex hypotheses into testing.*



**Łukasz Twardowski**

Founder at UseItBetter

# Conversion Rate Optimisation workflow with UseItBetter

By adding a single script Play automatically tracks everything users do without wasting time on tracking implementation

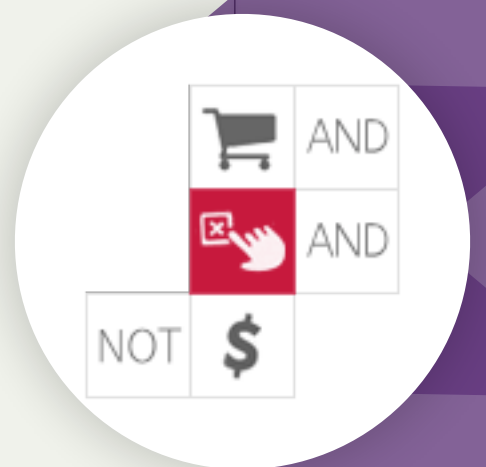
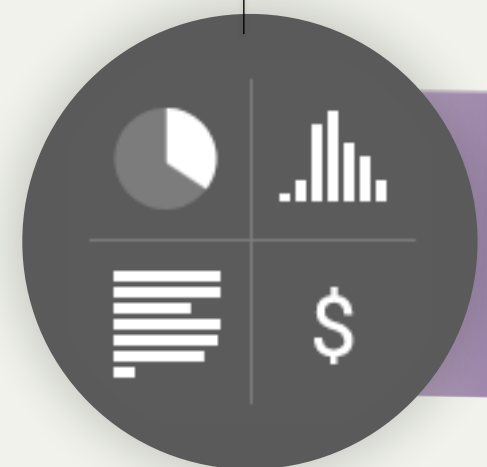
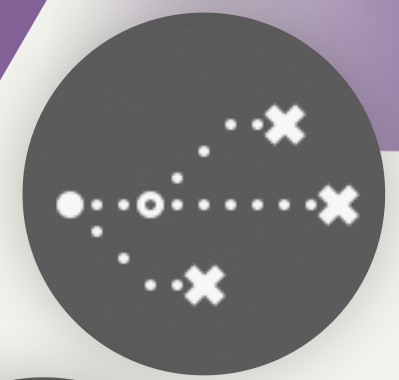
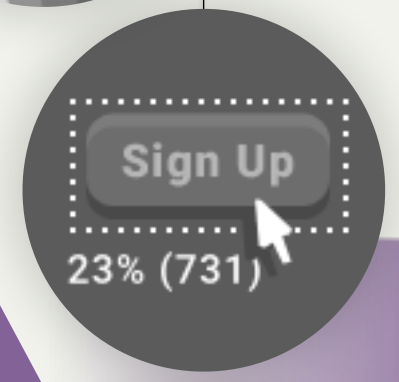
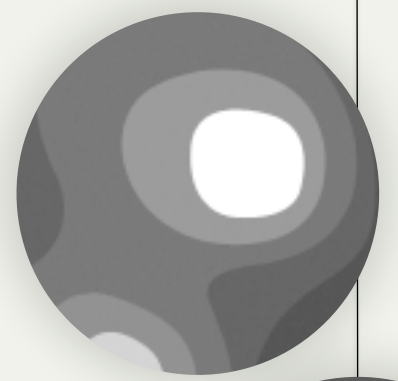
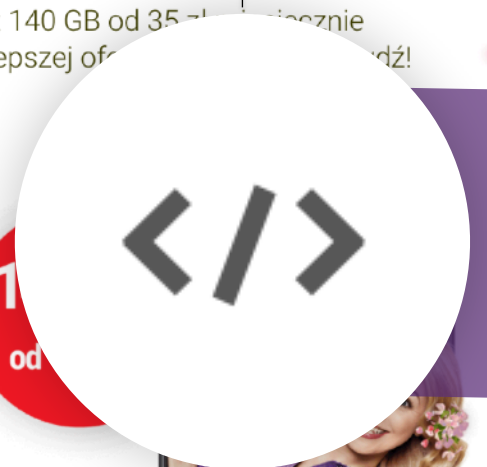
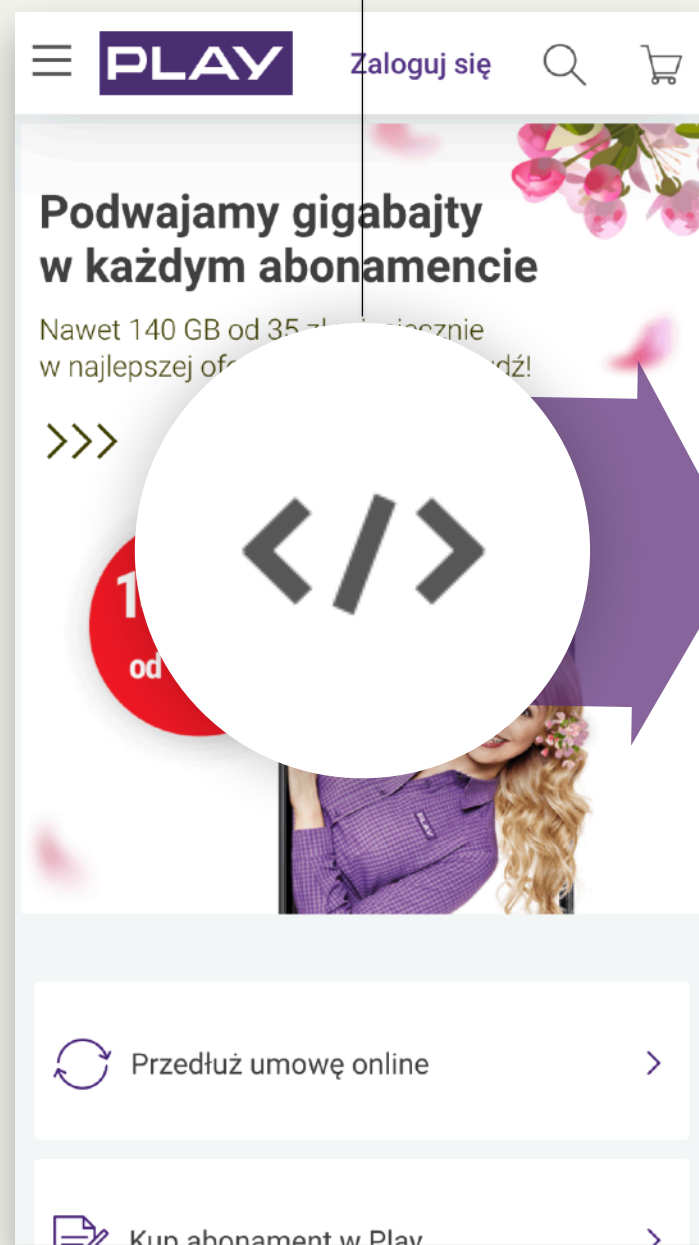
By mixing behavioural and commercial data Play can build granular funnels for any feature or process they want to optimise

Play can find out why their customers drop out from the funnel by exploring heat maps, UI usage, forms data and customer journeys.

Being able to understand financial impact of every discovered problem Play can efficiently prioritise their actions.

Segments created during the analyses can be turned into triggers to change experience of new customers who meet segment's criteria.

Any change implemented in UseItBetter - from bug fixes to personalisation and promotions - can be A/B tested to understand its impact on any business metric.



## 2020 in numbers

*UseItBetter platform was used to create 446 reports & analyses that led to 249 changes to play.pl, implemented within 108 business tasks.*

446

*Reports, Alerts, Data Sources*

249

*Changes to the Website*

108

*Business Tasks*

71

*A/B/n Tests*

47%

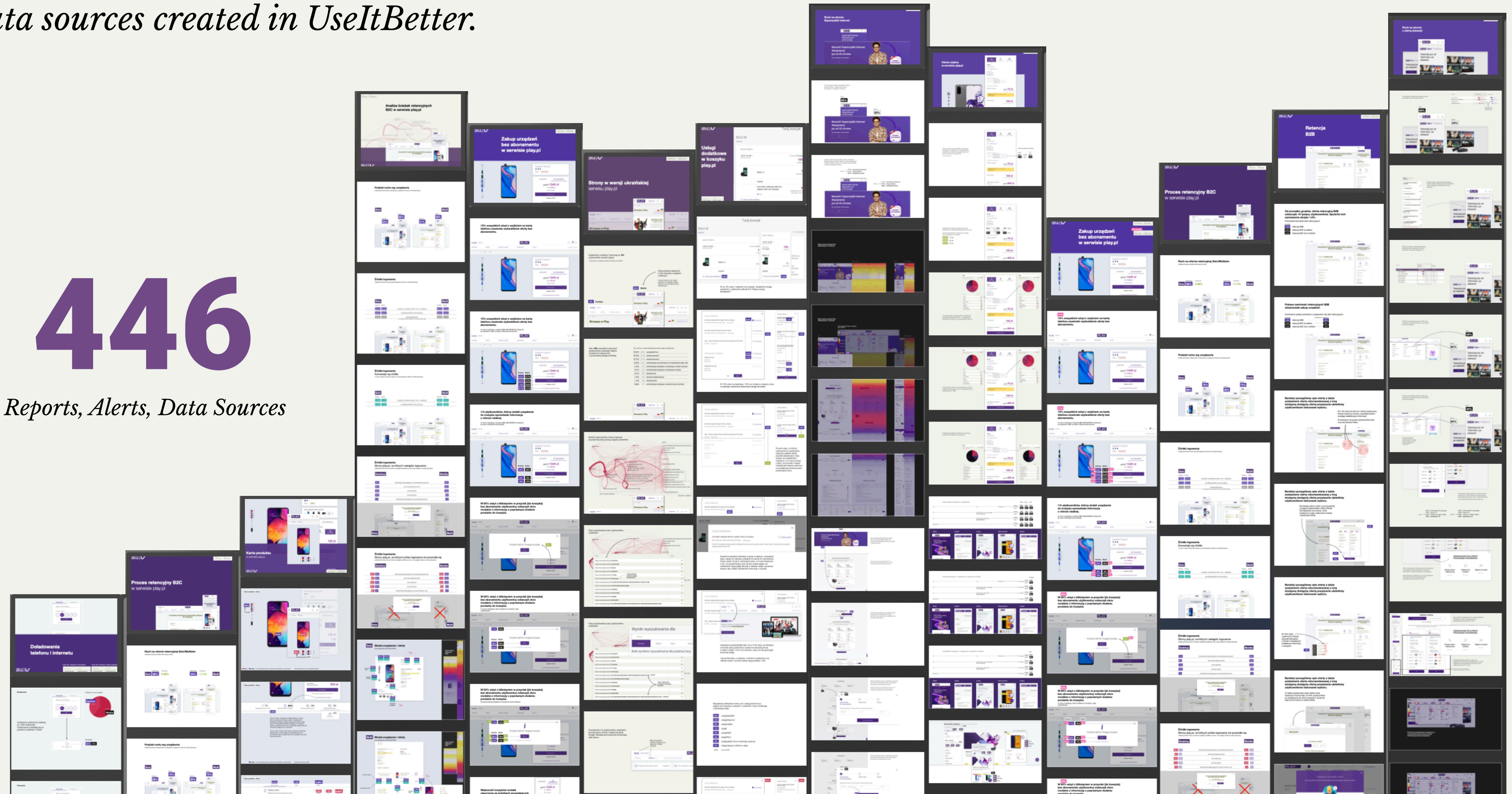
*Success Rate*

# 2020 in numbers

*Behavioural and transactional data collected with UseItBetter was used for analyses, reporting and alerts. Data-driven features like recommendations are also based on data sources created in UseItBetter.*

# 446

*Reports, Alerts, Data Sources*

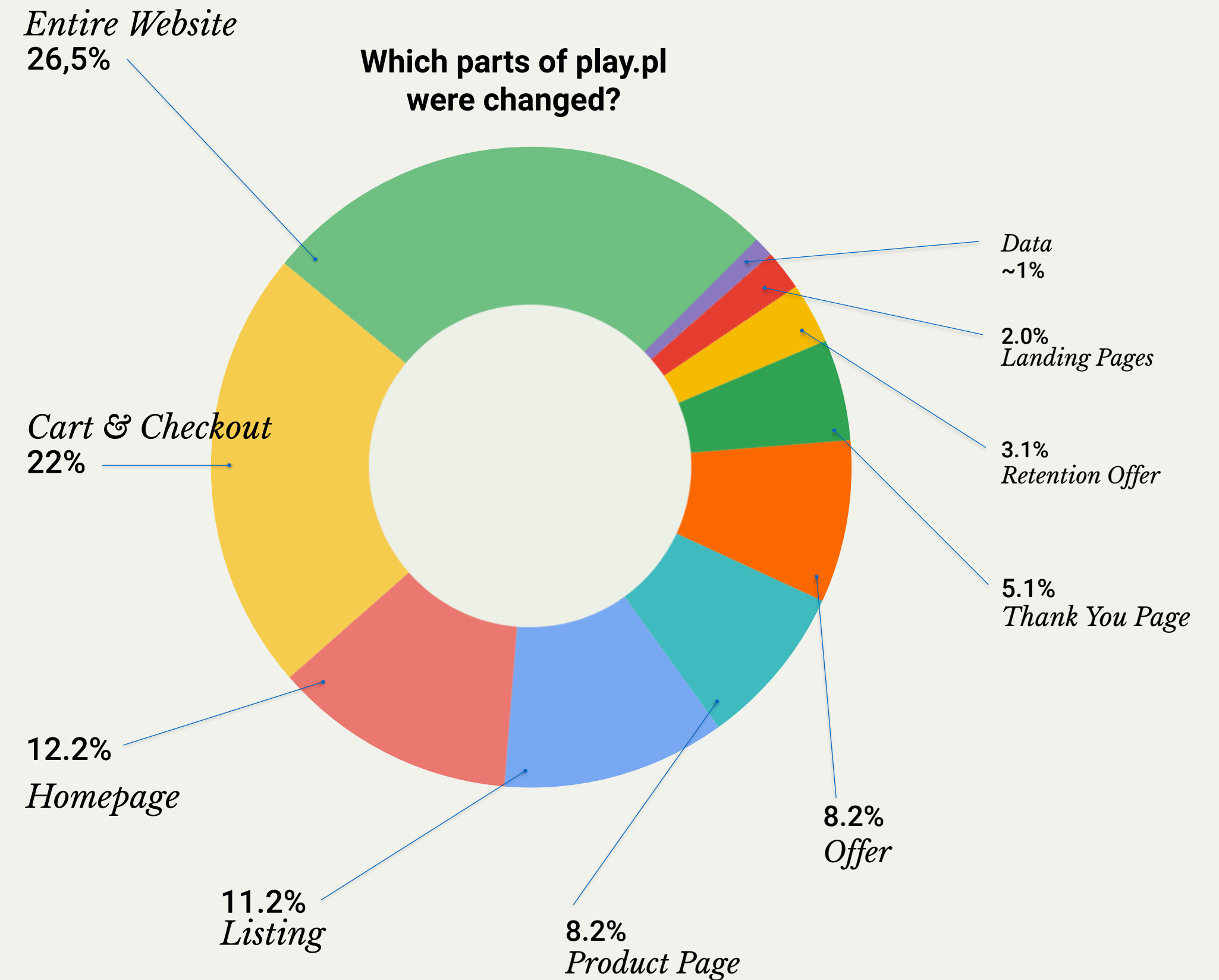


## 2020 in numbers

*UseItBetter made it possible to quickly implement and test changes to Play's website without cluttering website's code base. Some implemented changes spanned across the entire website, others were page or offer specific.*

# 249

*Changes to the Website*

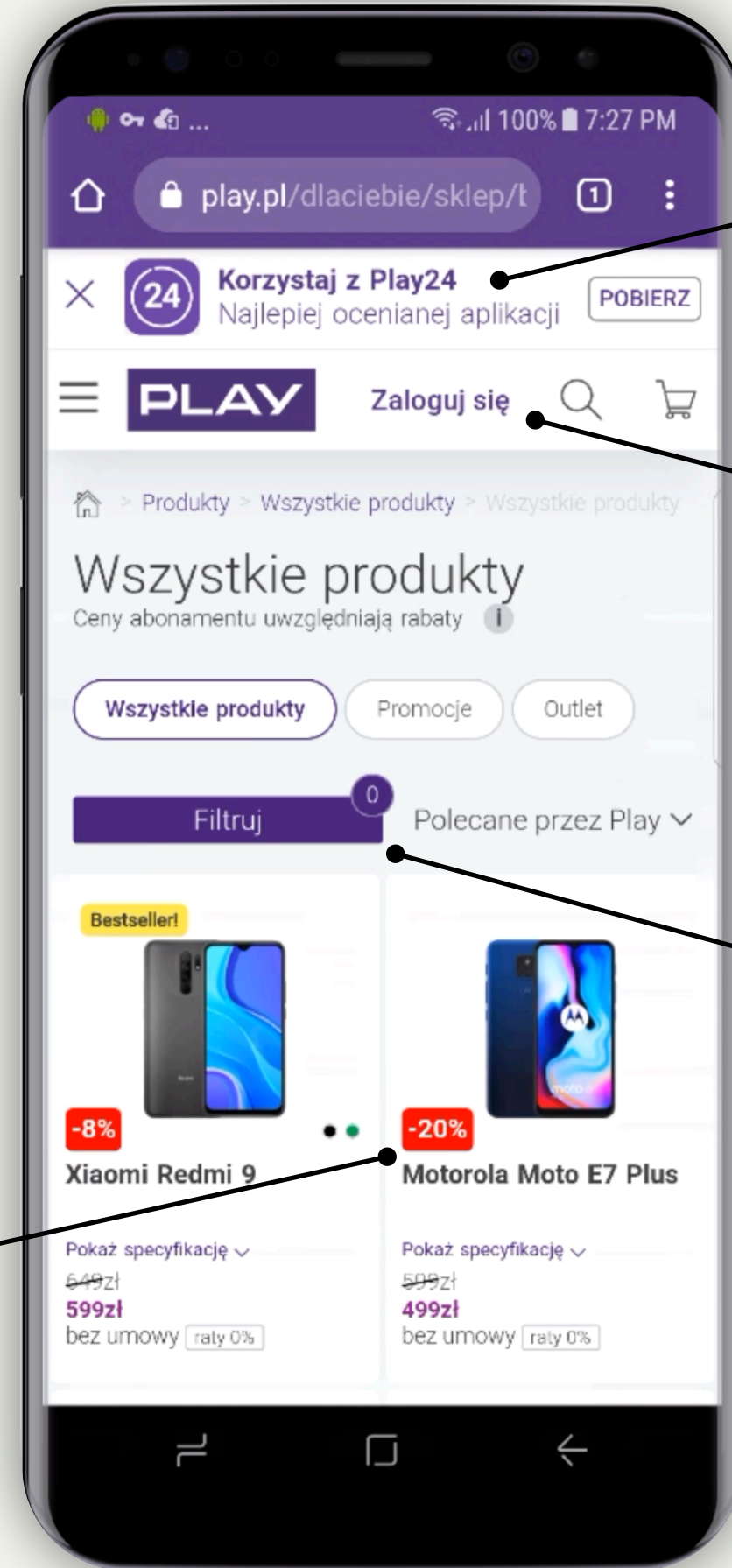


## 2020 in numbers

*Some time-sensitive changes are deployed without testing. Most were put into testing. Winners can be pushed to 100% of users or turned on/off when needed.*

# 249

*Changes to the Website*



**A/B**

UI change aimed to highlight price changes

In testing, displayed to 50% of users

**Test Winner**

Bar promoting the mobile app increased CTR to app stores.

Now displayed to 100% of users

**Test Winner**

Customer-type specific navigation with links to account management and an option to download the mobile app

Now displayed to 100% of users

**A/B**

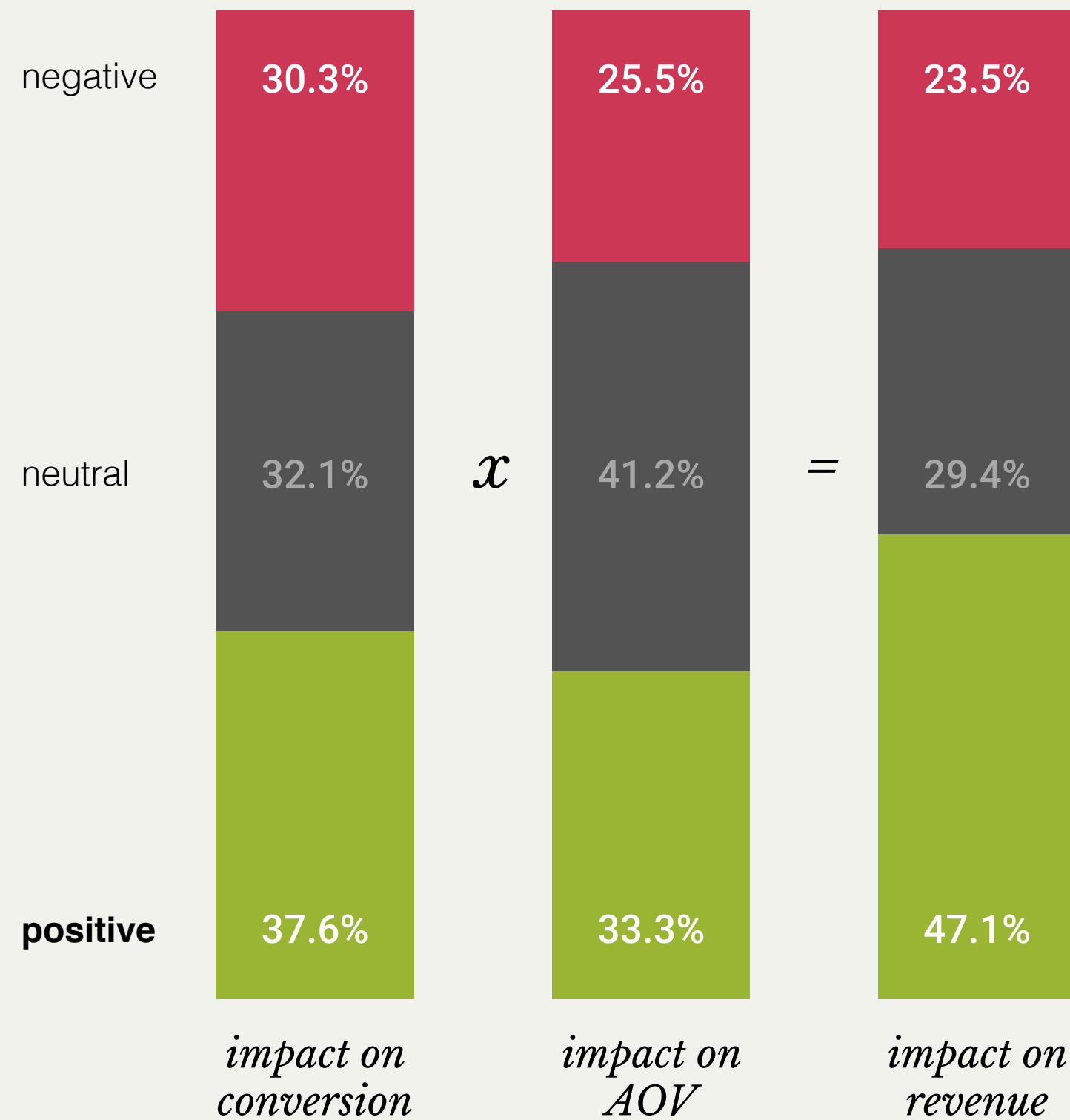
UI change aimed to increase usage of filters

In testing, displayed to 50% of users



## 2020 in numbers

*The goal of testing is to verify business impact of proposed changes, and avoid costly mistakes. All tests are judged based on website's transactional data. However, some tests can be declared winners based on other metrics like improved UX metrics or app downloads.*



108

*Business Tasks*

71

*A/B/n Tests*

47%

*Success Rate*

# Test themes: Product Recommendations

*Data collected by UseItBetter was used to build features that help customers find relevant products at different stages of the buying process.*

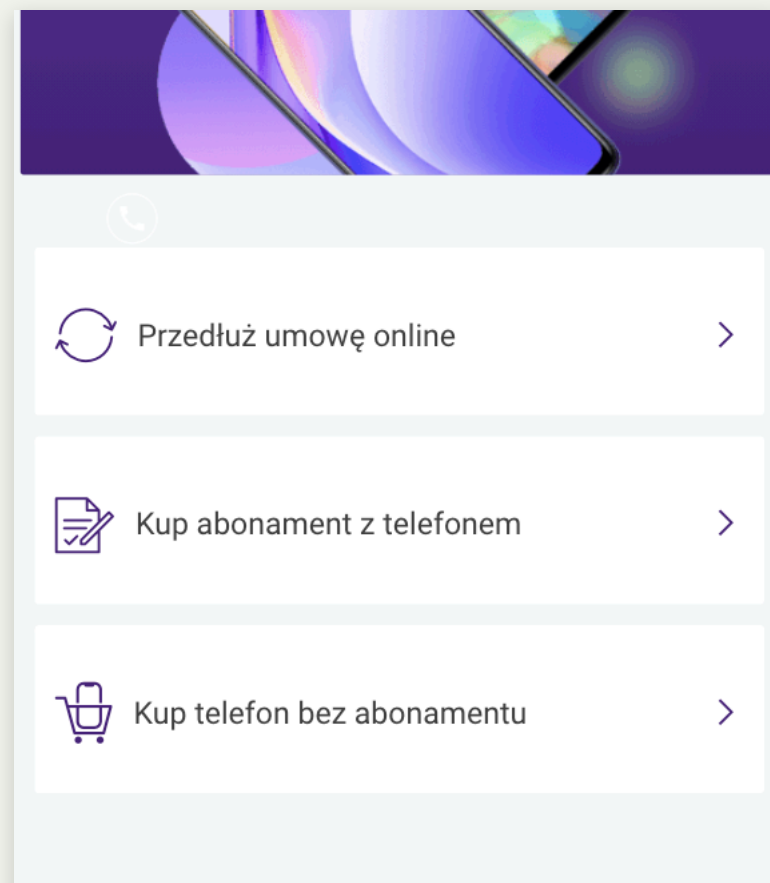
Recently viewed products on the home page based on a customer's history

Product recommendations based on an offer selected by a customer based on other customers' shopping decisions

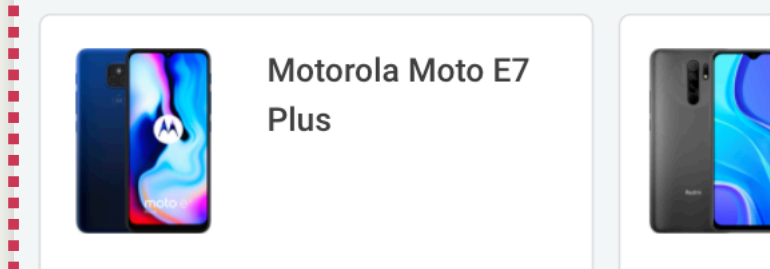
Customised product order on listing pages based on 3rd party data or customer's device information

Reinforcing product credibility and FOMO based on real-time views and buying intent

now in testing!

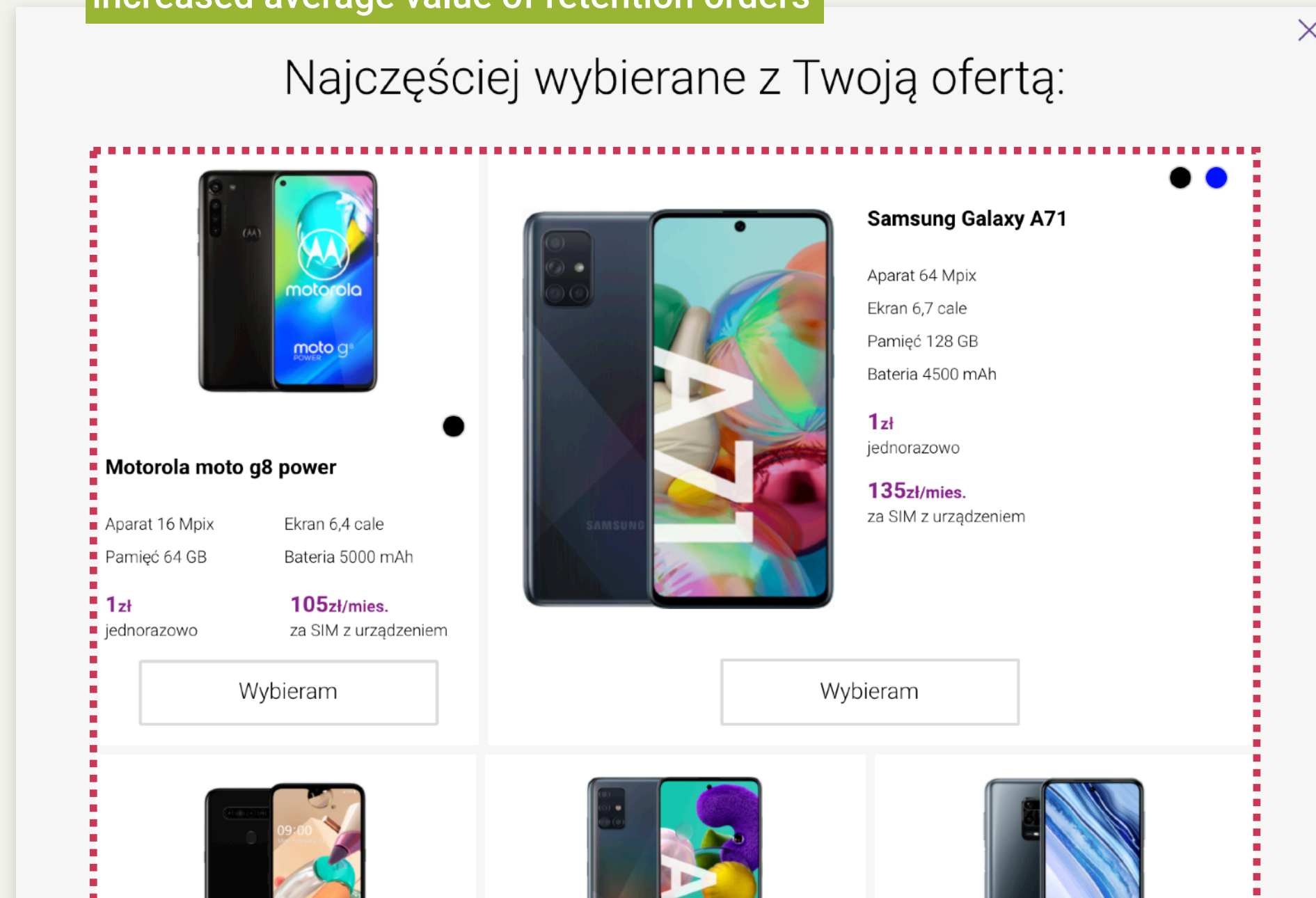


Ostatnio przez Ciebie oglądane:

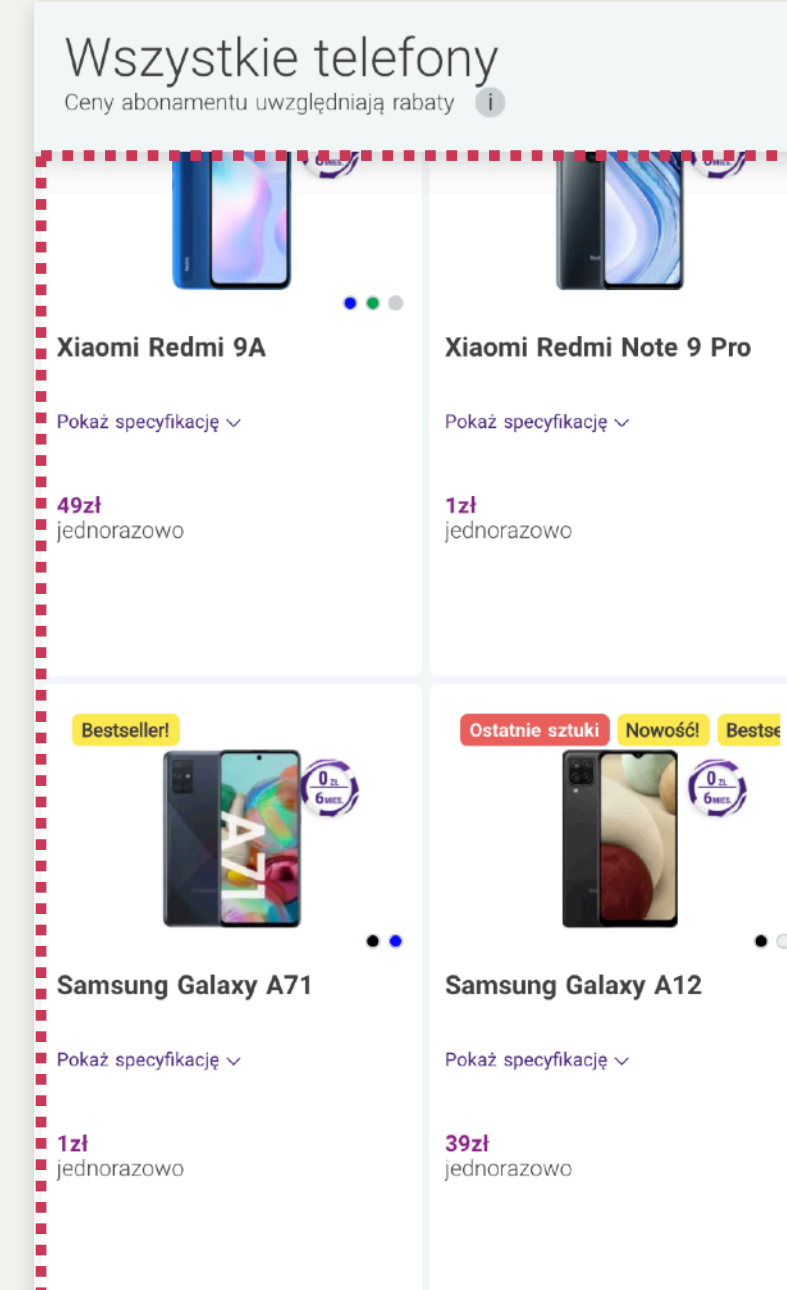


higher conversion rate

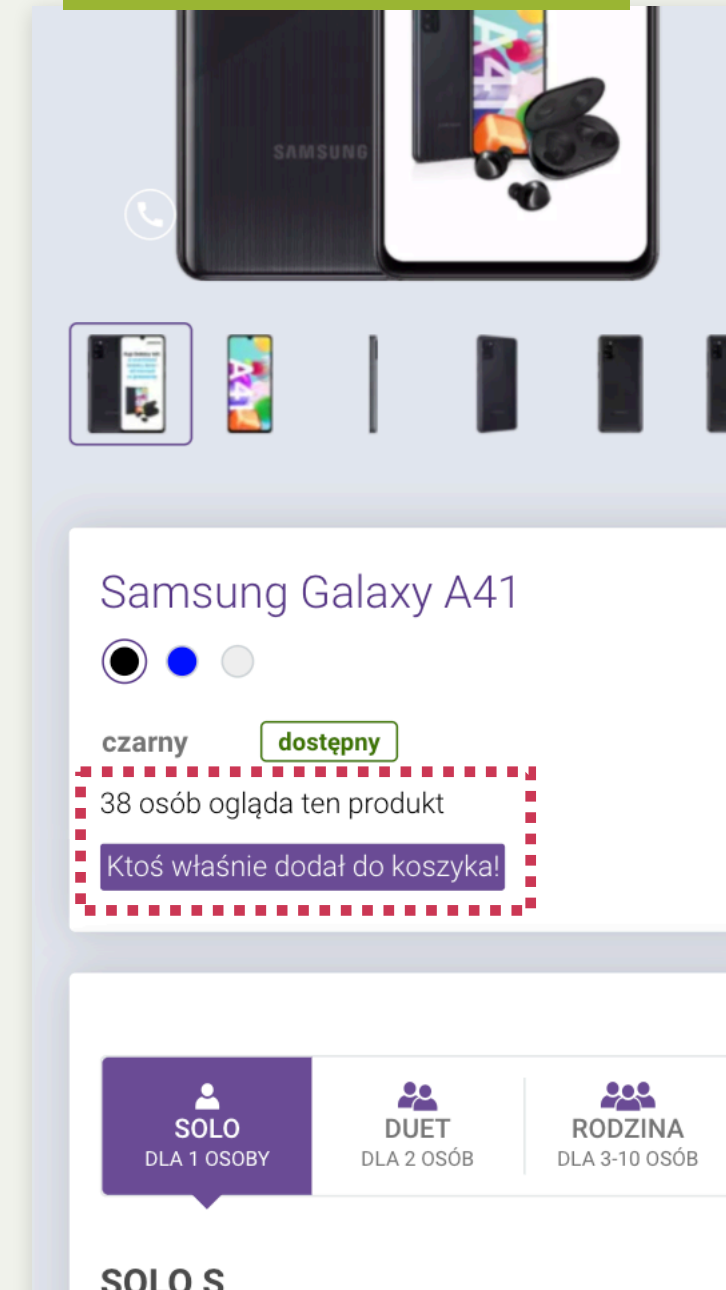
increased average value of retention orders



higher conversion rate



increased sales during promotion events



# Test themes: Offer Configuration

*UseItBetter tested multiple ways in which customers can configure offers, with or without a device.*

Different versions of the same offer page

no impact on conversion rate

Co chcesz zrobić?  
Przejdź do umowy | Chęć nowej umowy | Przejdź do grupy

Ile kart SIM potrzebujesz?  
Maksymalnie maksymalnie 10 kart SIM

Wybrana oferta: SOLO  
Umowa na 24 miesiące

Wybierz swój abonament  
Porównaj ceny uwzględniając wybrany przez Ciebie liczbę kart SIM i rabaty (5 zł za e-faktury i terminowe płatności oraz 5 zł za zgody marketingowe i na profilowanie)

<b>M</b> 55 zł/miesiąc	<b>L</b> 70 zł/miesiąc	<b>RODZINA</b> 75 zł/miesiąc	<b>SOLO</b> 100 zł/miesiąc
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higher conversion rate

Co chcesz zrobić?  
Przejdź do umowy | Chęć nowej umowy | Przejdź do umowy | Mam abonament, chce kolejny

Ile numerów potrzebujesz?  
Dodaj kolejny numer za 35 zł miesięcznie

Wybierz swój abonament  
Porównaj ceny uwzględniając rabaty 5 zł za e-faktury i terminowe płatności oraz 5 zł za zgody marketingowe i na profilowanie. Zgody możesz zaznaczyć w kolejnych krokach.

<b>OFERTA S</b> 35 zł/miesiąc	<b>OFERTA M</b> 55 zł/miesiąc	<b>OFERTA L</b> 75 zł/miesiąc	<b>OFERTA HOMEROK</b> 85 zł/miesiąc
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Offer configuration on product pages

reduced orders of multi-SIM plans

Samsung Galaxy A41

Z ABONAMENTEM | BEZ ABONAMENTU

Chcę nową umowę na 24 miesiące

Dobierz ofertę do tego urządzenia:

<b>S</b> od 30 zł / SIM	<b>M</b> od 50 zł / SIM zobacz szczegóły	<b>L</b> od 60 zł / SIM
-------------------------	--	-------------------------

SOLO S  
Zobacz szczegóły

miesięcznie 40 zł

cena telefonu Dopasuj cenę telefonu ~~599 zł~~ 569 zł

Do koszyka >

Darmowa dostawa zwykle w ciągu 1-2 dni roboczych.

Twoja oferta: SOLO M na 24 miesiące 100 zł/mies. za SIM z urządzeniem

Do koszyka >



# Test themes: Customer Upsell

*UseItBetter makes it easy to customise customer journey before, during and after a transaction to unlock multiple upsell opportunities.*

PLAY



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## Increase in add-on sales, neutral conversion

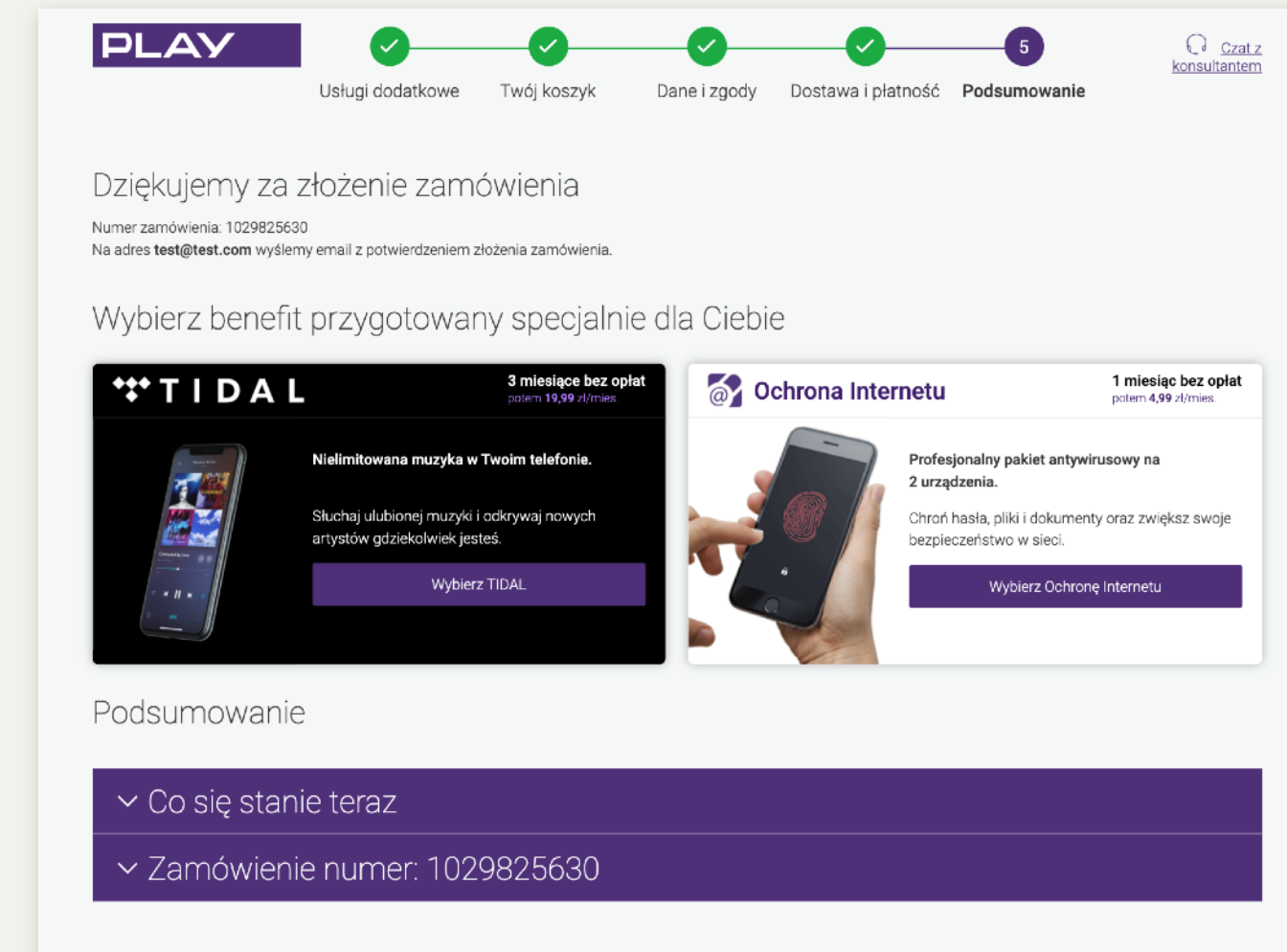
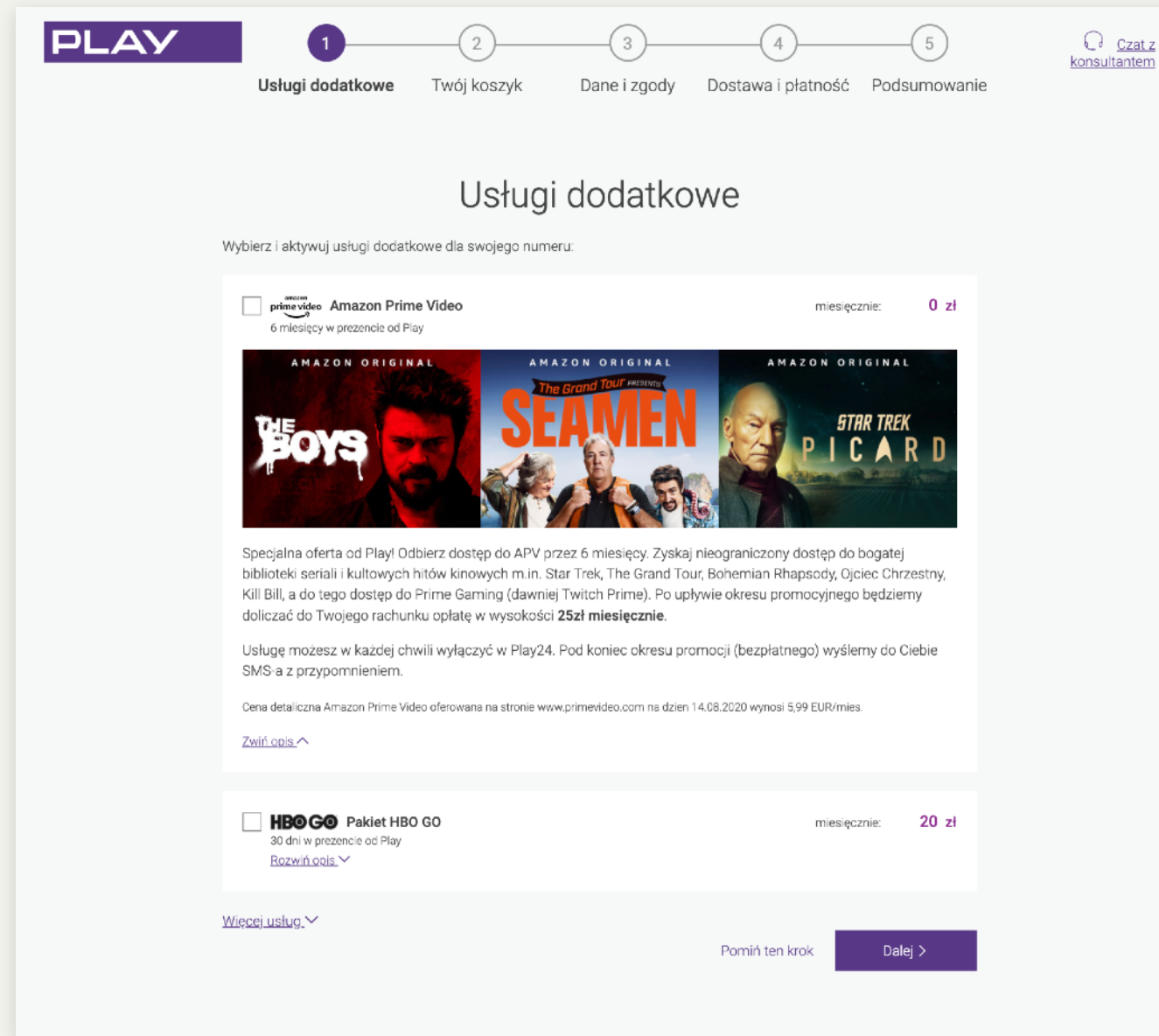
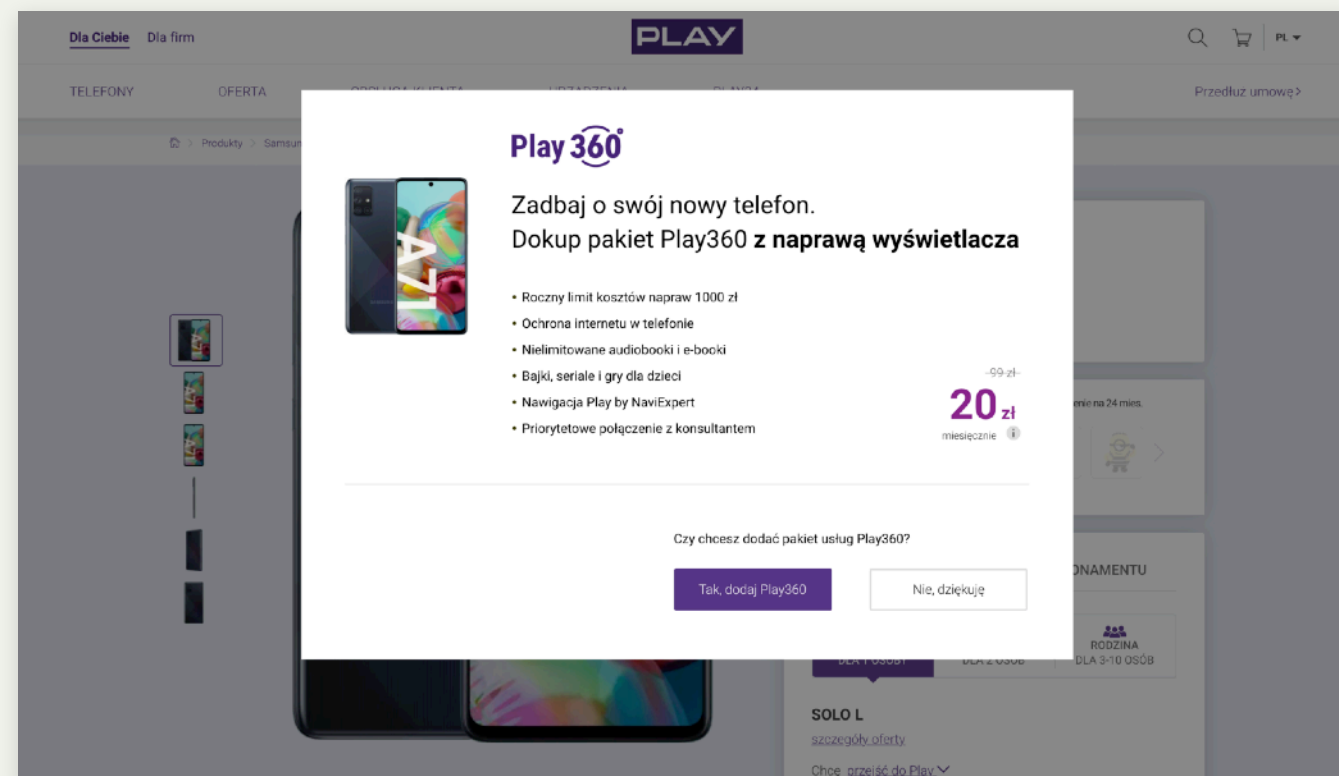
Extended device guarantee on a product page

## Increase in add-on sales, neutral conversion

Entertainment services in the cart

## Increase in add-on activations

Extra benefits on Thank You Page





## Managed Service

*UseItBetter is providing Play with tools, data and a team of specialists who help with finding actionable insights and turning them into profitable actions.*

**Analysts** who provide you with insights and reports.

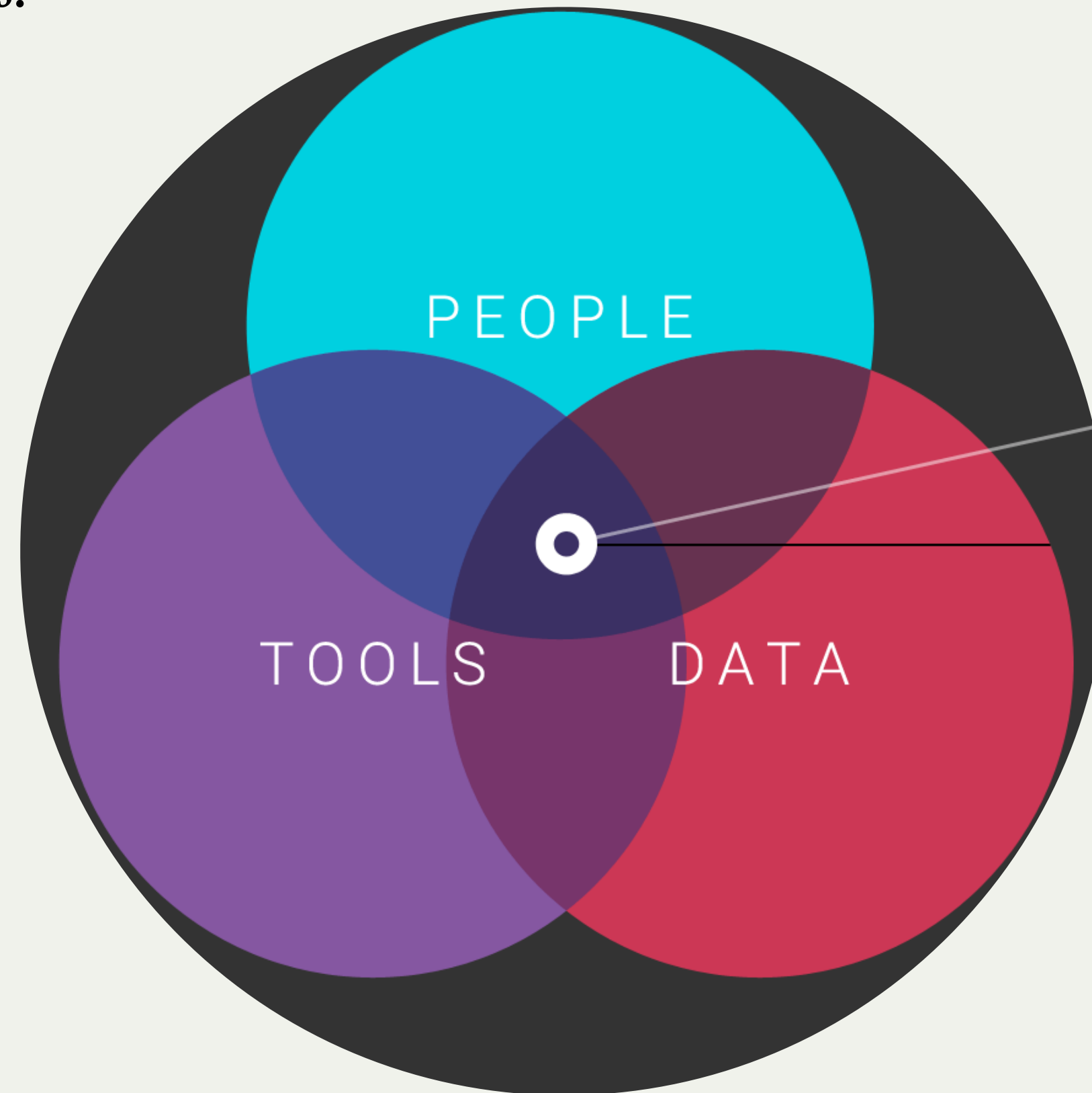
**UX & CRO** specialists who recommend changes

**Developers** who implement tests, and personalise customer experience

Qualitative and quantitative **analytics**

Personalisation A/B testing, and **data-driven development**

Customer journey **monitoring and alerts**



**USE IT BETTER** |

**Autotracked** behavioural data

Customised **transactional and metadata**

Third-party in and out data **integrations**



→ [www.useitbetter.com](http://www.useitbetter.com)