

Improving Pricing Page Traffic of [WebEngage](#)

Improving pricing page traffic by introducing new banners, pricing details, and a live chatbot to increase user engagement and traffic.

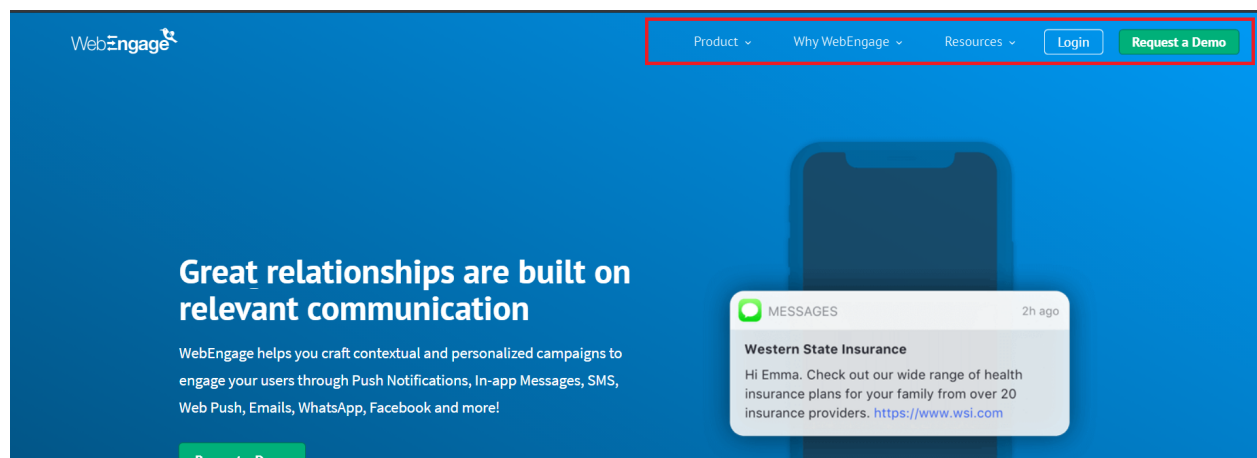
Problem -

1. **Low pricing page traffic** - The pricing page traffic is extremely low at 12% as compared to the industry standard of 25%. (Assumed demo rate %age for WebEngage).
2. **Product comparison table and FAQs did not help** - Recently updated content on the pricing page related to different option comparisons and frequently asked questions section did increase the pricing page traffic only by 1% via A/B testing. (Increase percentage assumed)
3. **Problem categories** - recently conducted surveys and web analytics reports pointed towards a few categories like design and layout issues, but no one category dominated the results.

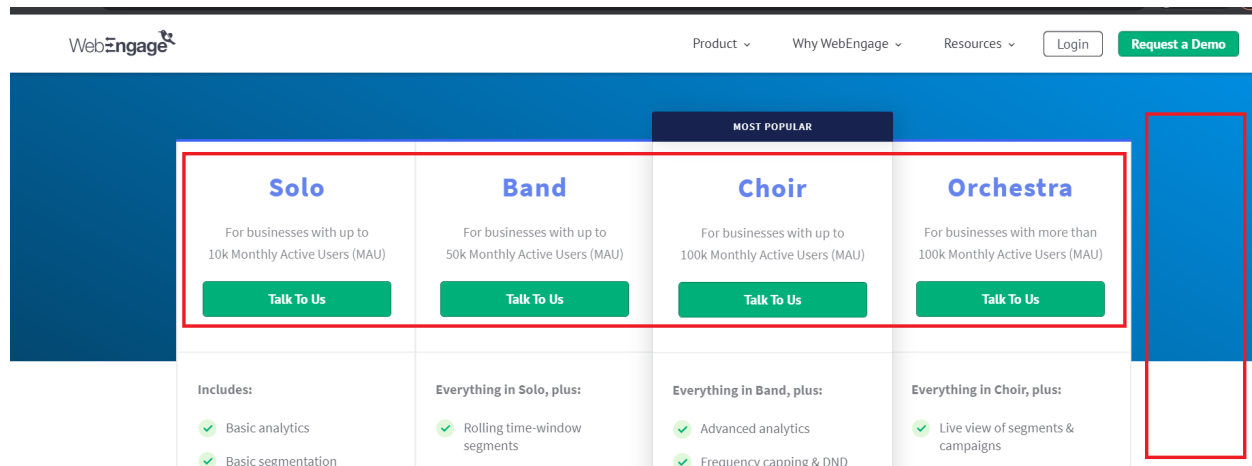
High Level approach - To tackle the problem of low traffic on pricing page, there are some design changes coupled with a few additions which could help. The addition of a Pricing banner at the homepage, adding prices to different product bundles, and a live chat bot at the pricing page to resolve customer queries regarding demo booking, pricing or other miscellaneous questions.

Customer -

1. **Navigation ease** - Based on recent surveys and analytics reports, it was found that the customers are finding it difficult to locate the pricing section on the homepage. The major pain point comes on the pricing page without any mentions of the price of different bundles. Also, there is no option of starting a free trial or clicking to start your subscription.
2. **Demo takers** - Customers opting for a demo are asking questions which could be solved on the pricing page and they are enquiring about price per bundle as well. The information was recorded and provided by the pre sales team involved in demo presentations.



No pricing page banner present on the homepage, difficult for users to navigate



No price details mentioned and no live chat support for quick resolutions

Impact -

1. **Conversions** - The problem is resulting in decreased conversion numbers as compared to the other players in the industry. We have only 15% demo requests and 5% conversions whereas the industry average is around 25% and 10% respectively.
2. **Urgency** - Since most of the renewals/subscription changes come in Q1 and we need to get these updates or recommendations implemented as soon as possible.

Goals -

1. **Pricing page traffic** - To increase the pricing page traffic to 25% as per industry standard by introducing design changes as pricing page banner, and adding price of different bundles. Pricing Page additions will be as follows
 - a. Adding a pricing page banner along with the other pages at the navigation bar of the page based on benchmarking with other competitors
 - b. Placing a pricing page button on the sections which are frequently visited by the visitors which will increase pricing page visibility section wise as well
 - c. Showing a pop up based on a criteria of average time spent on the landing page redirecting the users to the pricing page when clicked
 - d. Personalized pricing page pop ups based on user's search on the landing page or different sections on the website
2. **Demo conversions** - To test if the live chat option increases the demo rates that will ultimately result in increasing conversions along with page traffic and if it could justify investment in live chat bot.
 - a. Based on the best practice in the industry, a live chatbot can resolve all the basic queries for a business about the product
 - b. Chatbot prompting questions understanding the need of a user and suggest best fit options as per user requirements
 - c. Enabling chatbot to book a demo directly by displaying a calendar in the chat for the users opting for 'Yes' as an option to the demo request

- d. Recommendations of optimal product/service bundle along with ROI tenure for a user based on the questions prompted by the chatbot
3. **Complete tests with results by Q4** - We need to complete these modifications/tests within 12 weeks to implement it before Q1.

Team (People & Roles) -

1. Atul - Customer operation manager - to check on the requirements for the resources to implement the desired changes.
2. Ashish - Customer success manager - to set up meetings to decide on the live chatbot vendors
3. Sanjay - Developer - Configure the finalised chatbot and make sure it works on all the devices correctly.
4. Akshay - Designer - The changes in the UX regarding adding a banner, starting a free trial, and adding price corresponding to bundles. No requirement of heavy design changes but slight changes in the layout.
5. Manoj - Finance - To determine the metrics/numbers which could prove the profitability of chatbot and design changes.
6. Sahil - Business intelligence - To ensure about the reports in terms of metrics and latest engagement numbers at the time of the test.

Context -

- **Persona** - Rahul, 32 years old, owns an e-commerce business and always has been curious about the data insights since his MBA days. He knows and appreciates insights generated from data and generally makes decisions based on that. Now, he is looking for an analytics tool for his website that has about 50K MAU. He wants something which is in his limited budget and offers a wide range of options, also he is open to advanced tools as he expects his business to grow.
- **Use Cases** -
 - User
 - Navigation - Easy to locate prices of different bundles and navigate to the pricing page from the homepage itself. The pricing page banner at top right hand side of the homepage will enable the quick navigation to pricing page and mentioning prices for different bundles enables users to make a pick as per their budget constraints.
 - Quick support - A lot of queries can be resolved on the pricing page with the help of live chatbot and can increase the pace of the demo booking process by answering general queries of the customers.
 - Customer Operations
 - Agent requirements - Authority to add or remove agents independently.
 - Set working hours - control when the live chat button is visible on the site.
 - View user info - we must pass in the user-id so they can look up the current user.
 - Feedback - after a chat is done, the user is prompted for rating and feedback for continuous improvement in responses.

- **Assumptions -**

- X number of users per day to break even - X number of users on pricing page will be required to justify the investment made in the live chatbot and design additions. It is based on the conversion rates after the customer reaches the pricing page.
- Pricing page traffic should go from 15% to 20% by Q4 - Based on the changes recommended, the pricing page traffic of customers should increase.

Solution/Proposal -

- **Pricing Page Banner → Price details for each bundle → Live chatbot to help → Pricing Page Traffic**

- **User Experience -**

- Navigation - Users will easily locate pricing page banners on the homepage.
 - Adding a pricing page banner along with the other pages at the navigation bar of the page based on benchmarking with other competitors
 - Placing a pricing page button on the sections which are frequently visited by the visitors which will increase pricing page visibility section wise as well
 - Showing a pop up based on a criteria of average time spent on the landing page redirecting the users to the pricing page when clicked
 - Personalized pricing page pop ups based on user's search on the landing page or different sections on the website
- Price details - Price of each bundle is mentioned for a user to request a demo as per his/her budget constraint.
- Live chatbot - The chat now button at the bottom right and pop-up if a user spends more than X minutes on the page will help users answer any additional questions.

- **Chat Experience -**

- To keep it simple for the test, it would prompt the user with a message to which a user can reply to initiate a conversation.
- Certain keywords would enable chatbot to directly connect to the concerned resources in the support team.
- Chatbot prompting questions understanding the need of a user and suggest best fit options as per user requirements
- Enabling chatbot to book a demo directly by displaying a calendar in the chat for the users opting for 'Yes' as an option to the demo request
- Recommendations of optimal product/service bundle along with ROI tenure for a user based on the questions prompted by the chatbot
- Feedback will be recorded with ratings provided by the user and will be kept by the customer success manager.

- **Way forward -**

- Success - Upgrade the operation with larger audience and bigger support team and adding additional features like recording customer details and providing those in the chat after an order has been placed or a demo has been booked.
- Failure - Analyze the gaps and drop rates again and figure out any additions that could lead to more demo bookings. If required, discontinue the use of Live Chatbot.

Risks -

- Pricing banner did not bring any change in the demo requests and pricing page traffic.
- Pricing information did provide additional information but did not increase click through rates.
- Live chatbot proved to be an investment without any substantial results that could justify the overall investment.
- Suggested recommendations might prove to be ineffective and might have to scrap all the additions.
- Derived reasons for not requesting a demo are not the true reasons representing the problem at hand.

Reports (Metrics to be recorded) -

- Click through rates of the Price banner on the homepage.
- Distribution of clicks to request a demo after details of pricing are provided.
- Demos booked after Live chatbot engagement vs demos booked without any live chatbot (A/B testing results)
- Time spent by a user per chat and overall cumulative ratings given to chatbot by users.
- Demo takers to final conversion numbers

FAQs -

- If implemented, customers might ask for a free trial after experiencing a demo.
- Customers could ask if chatbot could take them to the subscription link.
- If the price mentioned is inclusive of integration cost or taxes.
- If chatbot could answer for any customized bundles as per user requirements.

Timelines -

The timelines might vary and shift by 2-3 weeks given new features/changes will be added along with the implementation process.

- 3rd October - Finalize the live chatbot vendor
- 7th October - Shared the PRD document with all the stakeholders and incorporated their feedback.
- 15th October - Design and engineer specification document review.
- 20th October - Test all the additions and features internally. Also, make sure that the chatbot is working fine and synced with the support team.
- 23th October - Launch the changes and record the traffic and try to increase the users exposed to the changes.

- 10th November - Analyse the reports and evaluate the performance based on Metrics to decide on if any further changes are required or the project is not worth it.
- 18th November - Deadline to finish the project with the final decision in hand whether to implement or not.