



The Experiment: Inside info

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Rhetoric



Background

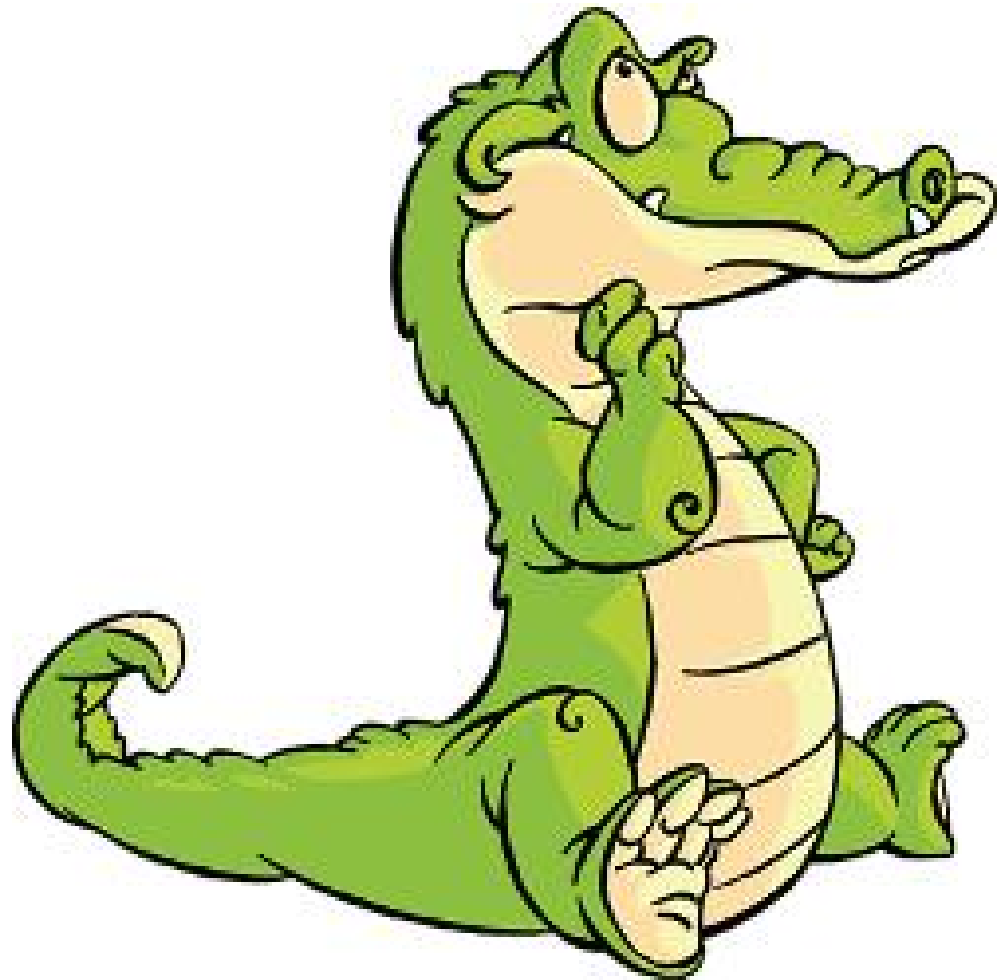


Google





Which got us thinking...





Methodology



Measuring
layouts, not
content



Random order



Sample size



Selecting
technology

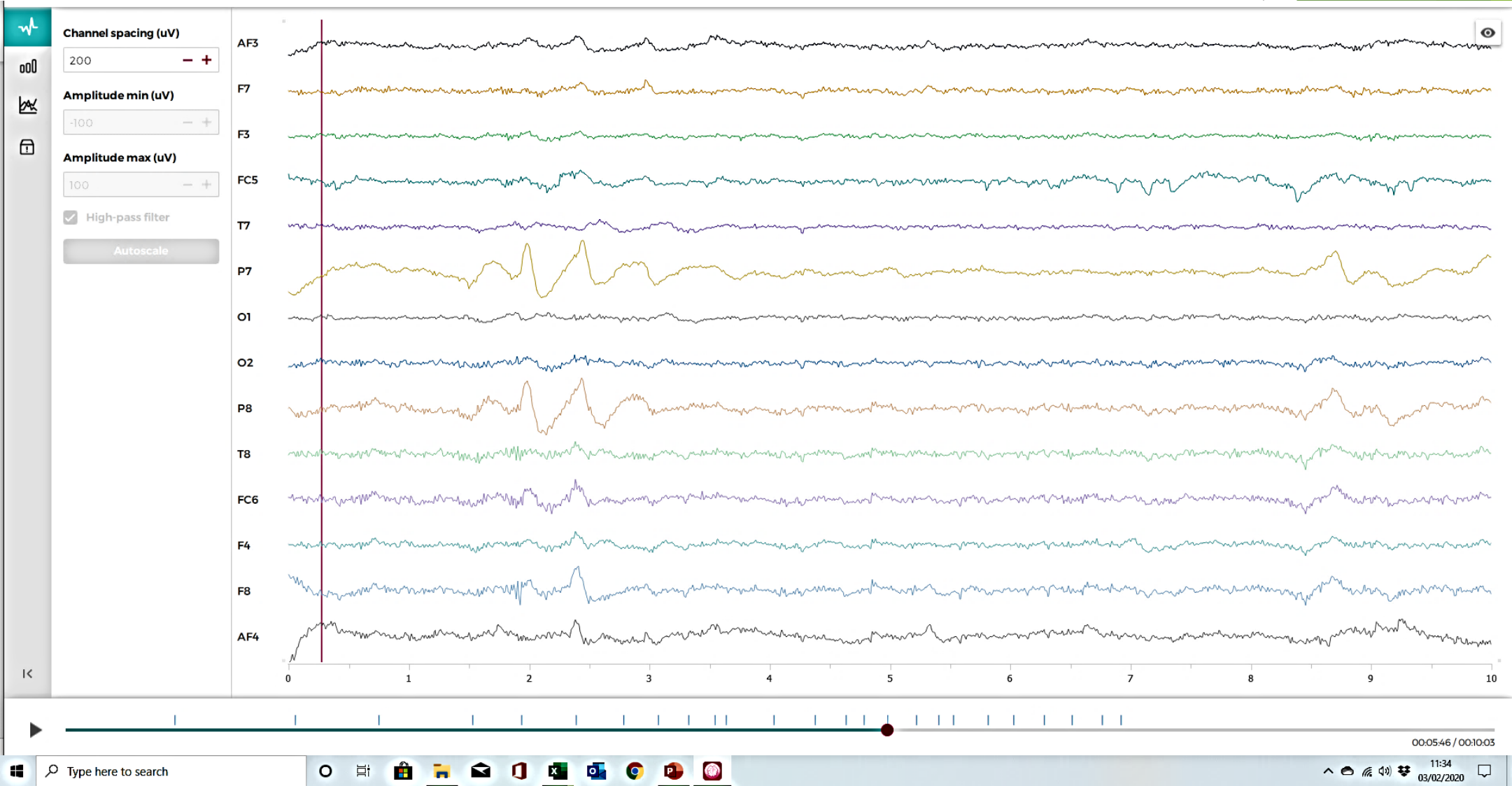


EEG - electroencephalography



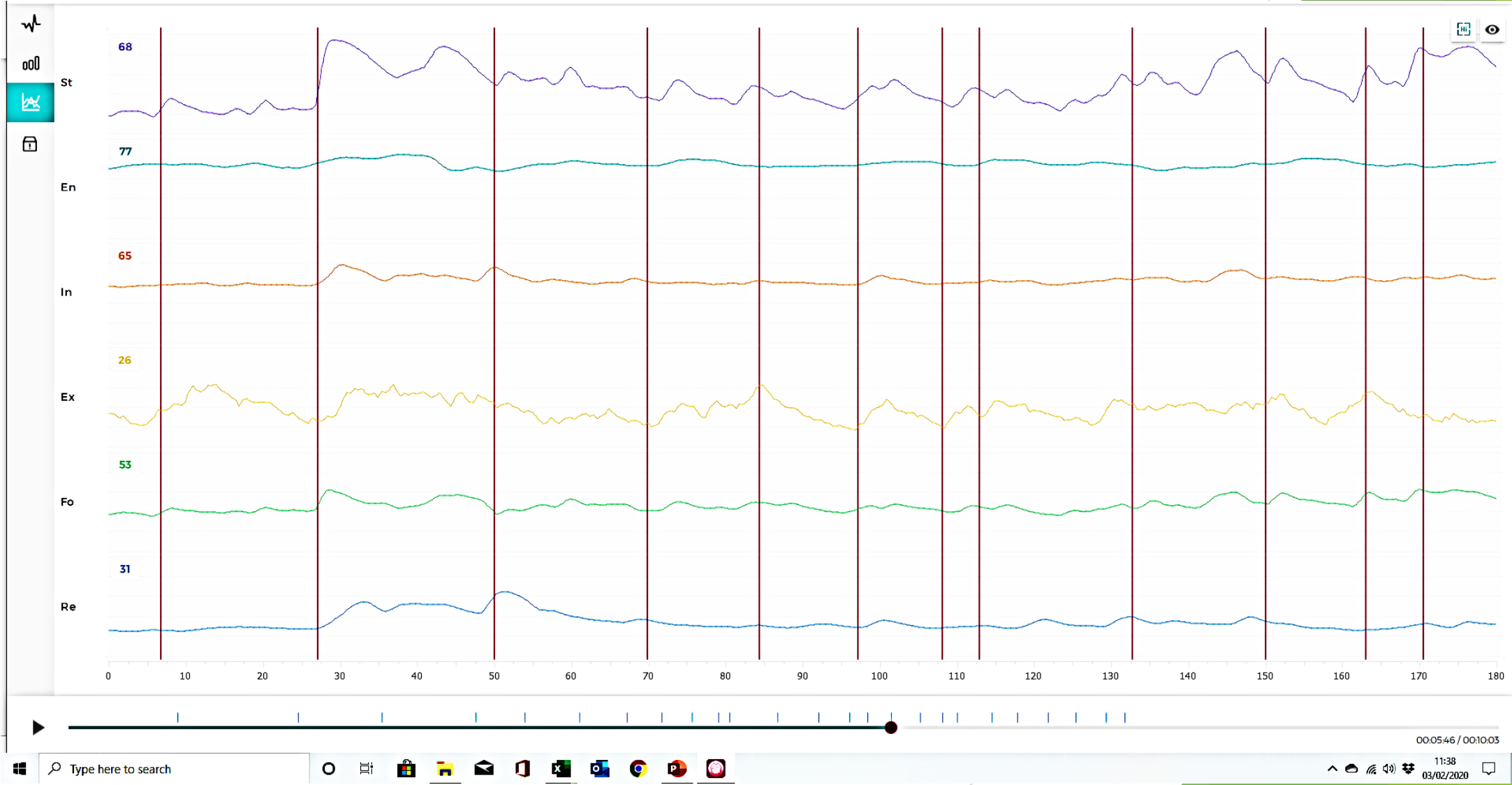


EEG - electroencephalography





EEG - electroencephalography





What were we measuring?



Engagement



Interest



Focus



Excitement



Challenge



Relaxation



The numbers...



19 web
pages



9 emails



10 research
days



14
companies



87 subjects

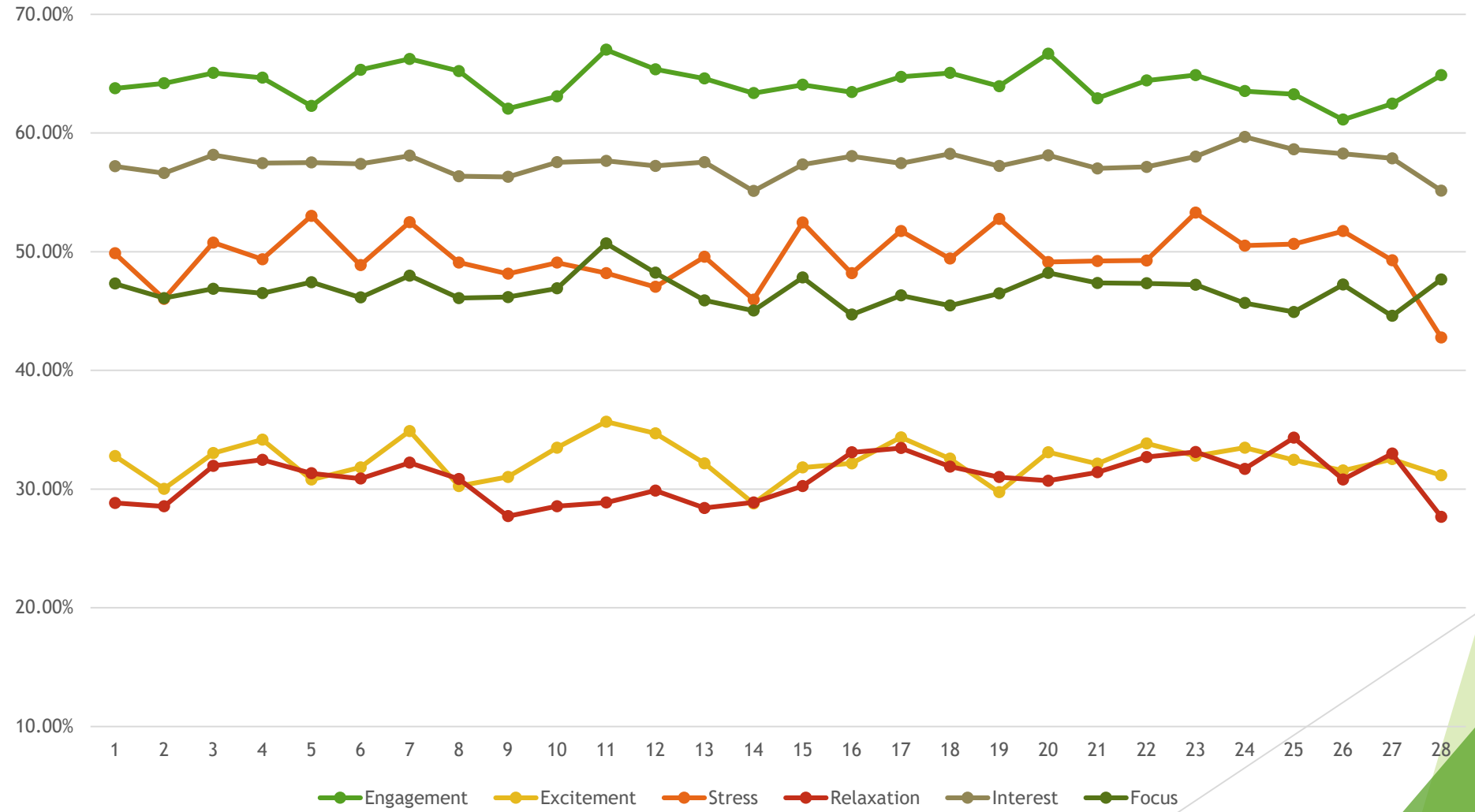


701,280
metrics



The results

Overview





The results: survey

► Website most frequently recalled:-

- Video (39%)
- Social numbers (13.79%)
- Black background (10.34%)

► Completed call to action?

- Yes (57.6%)
- No (42.4%)

► Most aesthetically pleasing website

- Black background (22.98%)
- Video right (13.79%)
- Video (9.19%)

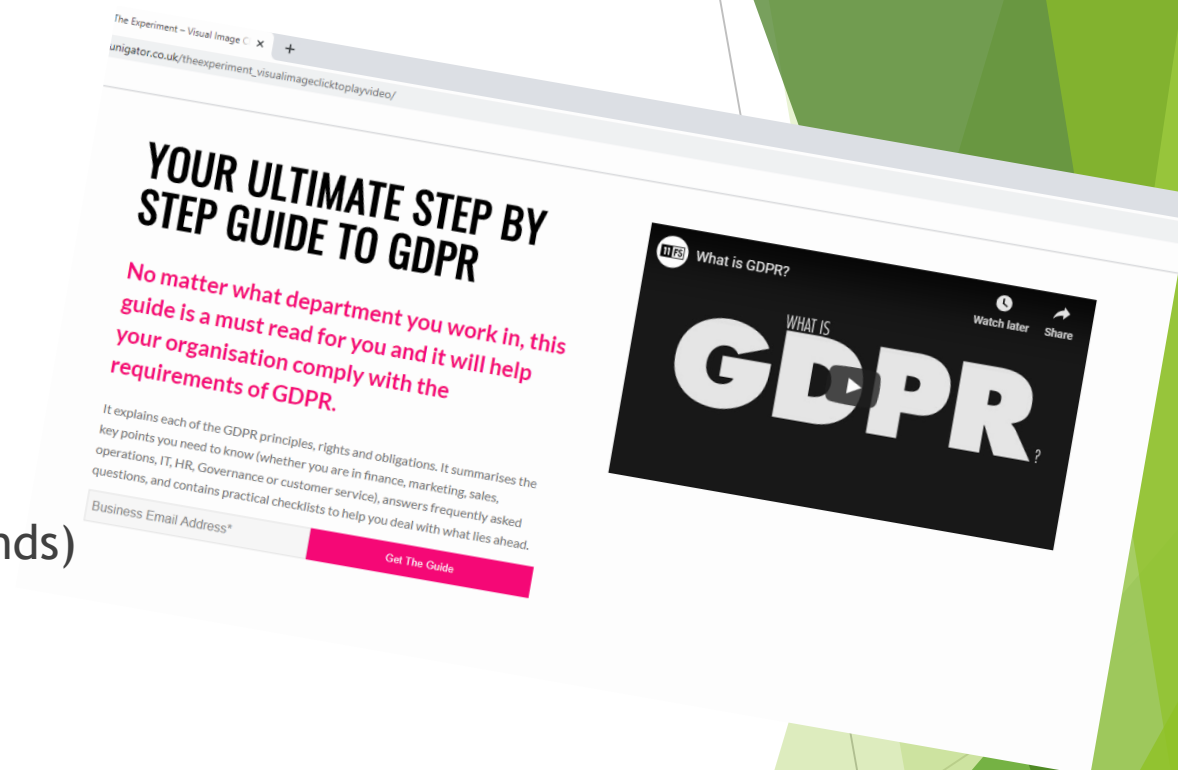




The video

- ▶ Low score for Engagement and Interest
- ▶ High for Excitement

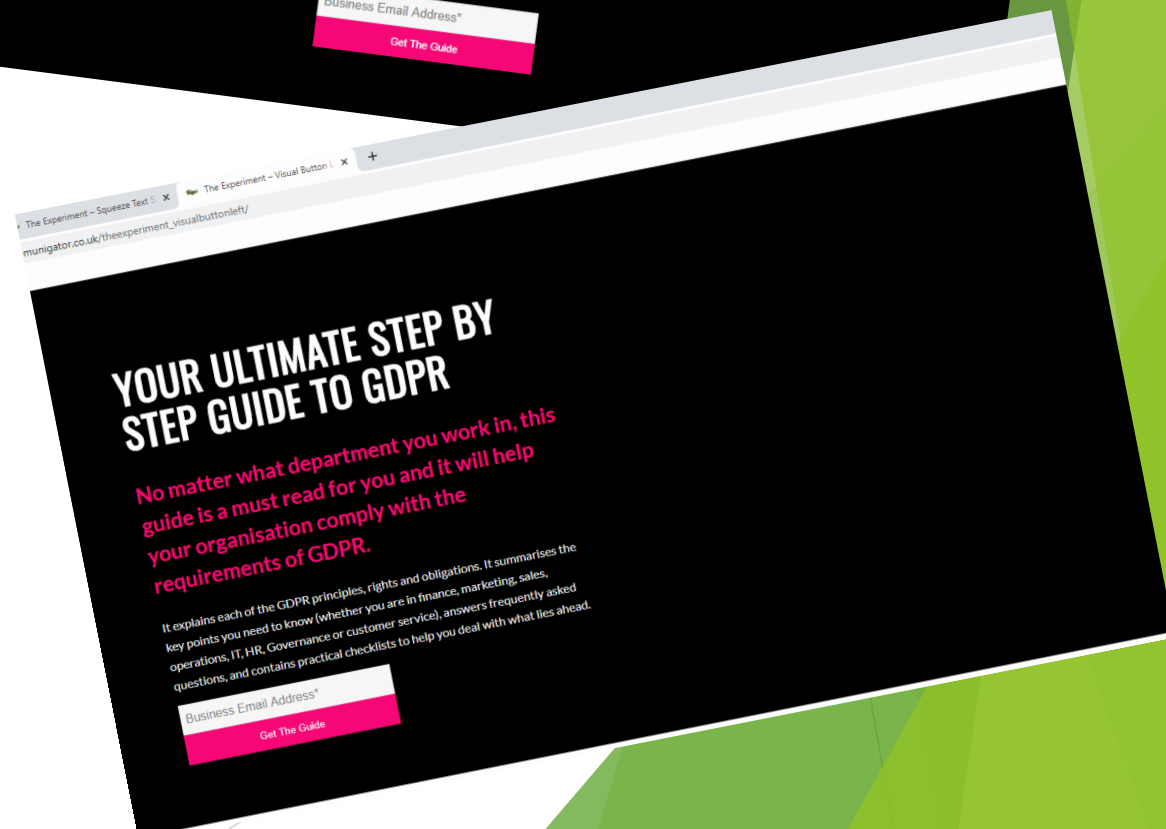
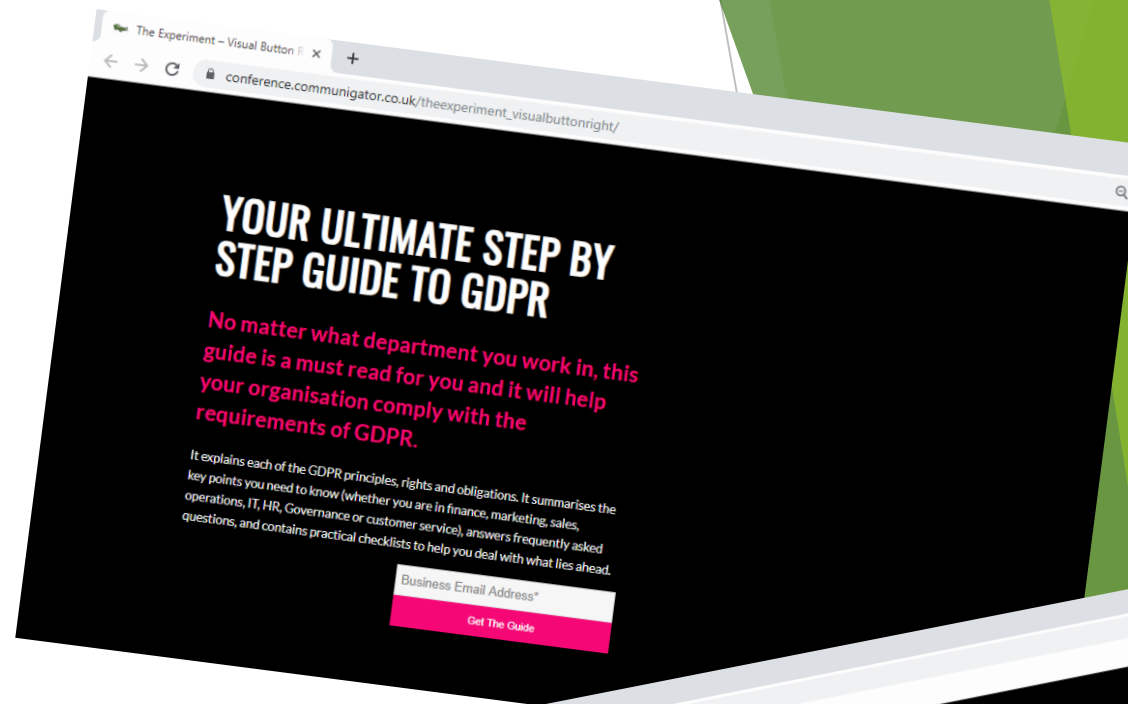
- ▶ 37.93% didn't watch any of the videos
- ▶ 33.33% watched some of one (average 22.8 seconds)
- ▶ 28.74% watched one all the way to the end
- ▶ 21.8% watched it more than once
 - ▶ Males - verification
 - ▶ Females - completion





Black background

- ▶ Highest score for Engagement and Focus
 - ▶ Lowest for Excitement
 - ▶ High for Challenge & low for Relaxation
 - ▶ Mid-low for Interest
-
- ▶ Memorable - **but action?**





The results: survey

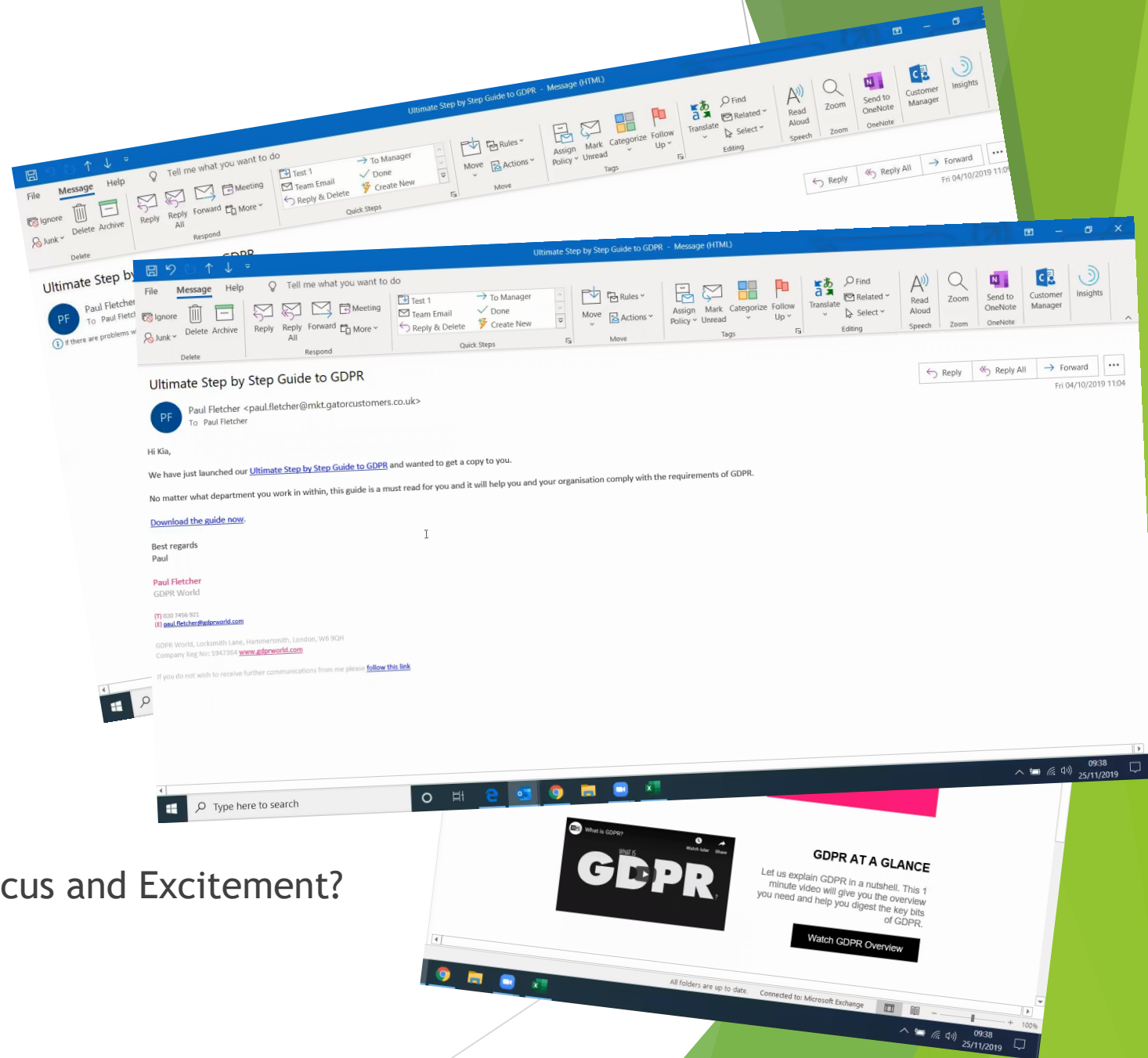
▶ Email most recalled:-

- ▶ Gif (36.78%)...?
- ▶ Zig zag (12.64%)
- ▶ Outlook (10.34%)

▶ Completed call to action?

- ▶ Yes (41.9%)
- ▶ No (58.1%)

▶ Highest for Engagement, Interest, Focus and Excitement?

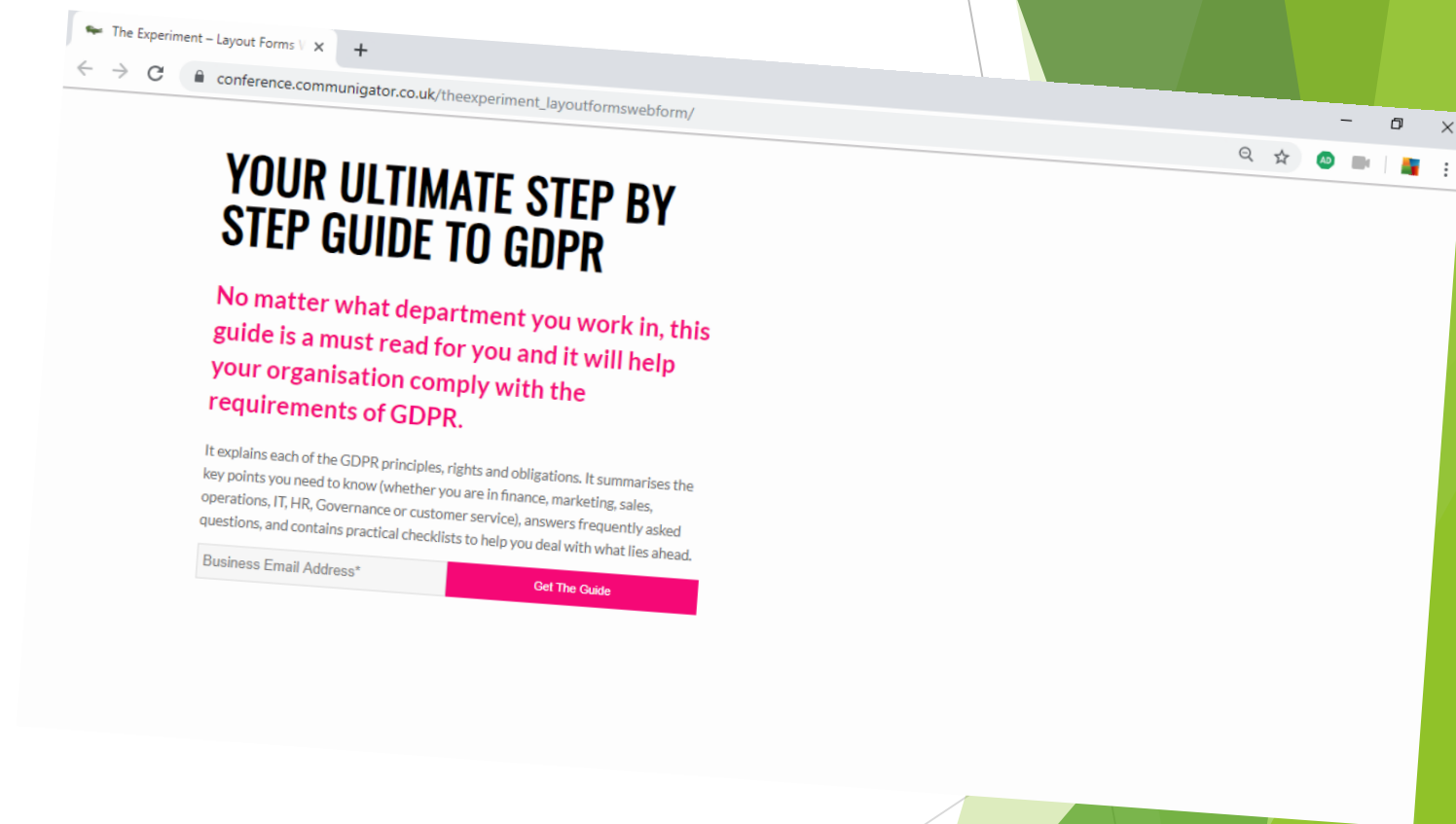




Reverse results: inside out

Most positive result from data:

- ▶ Highest Excitement
- ▶ Very high Engagement
- ▶ Very high Focus
- ▶ Mid-high Interest and Relaxation





What about people?

- ▶ Recall of people is unreliable!
- ▶ Subjects identified female, male & group
- ▶ However:
 - ▶ Male and a group
 - ▶ Female and a group
 - ▶ 9:1
- ▶ Female topped the Challenge metric
- ▶ Male topped the Interest metric
- ▶ Group lowest for Focus
- ▶ NB: Body language plays a large part in this





Alternative lessons!

▶ Surveys

- ▶ are stressful!
- ▶ recall reflects initial response

▶ Broken links

- ▶ create frustration and stress
- ▶ which are not reverted

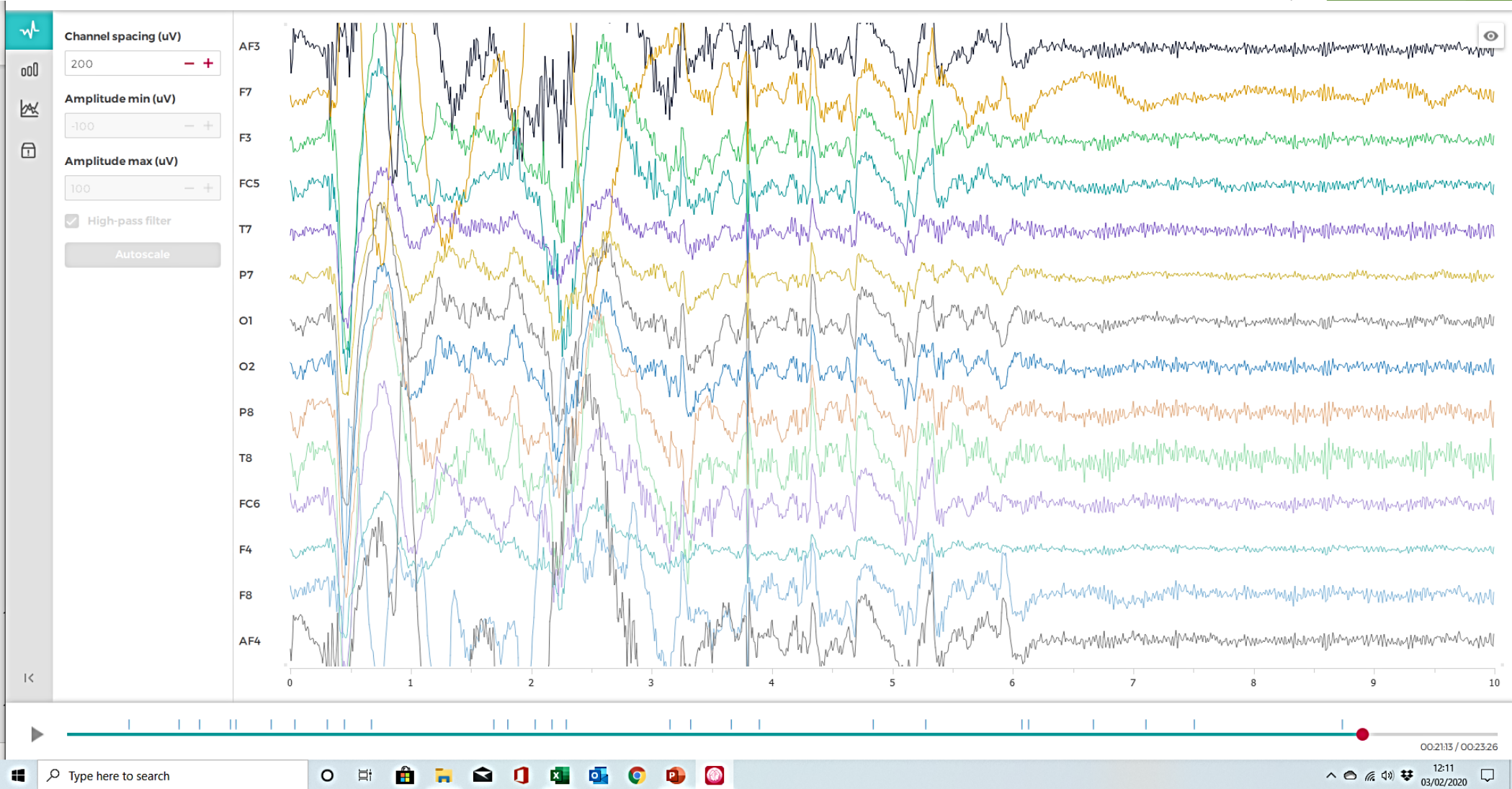
▶ Pop-ups

- ▶ create indecision
- ▶ re-direct attention and focus



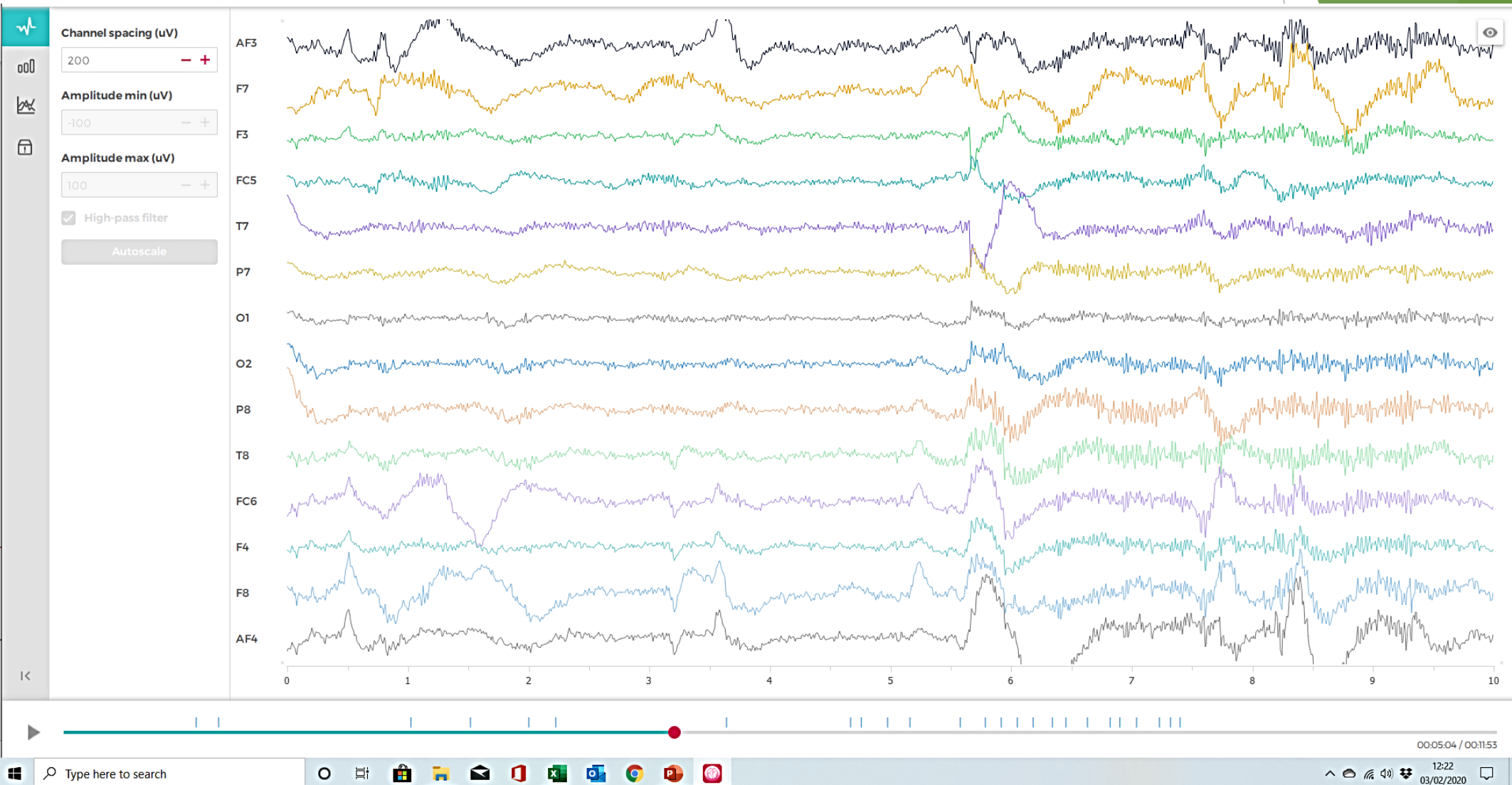


Impact of social media...



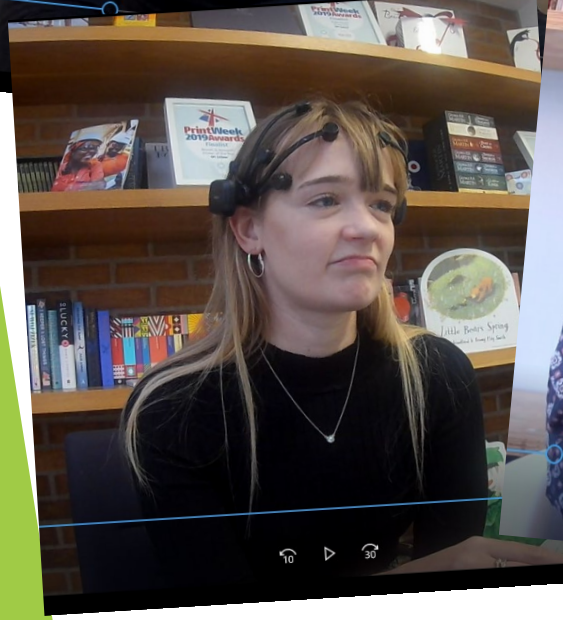
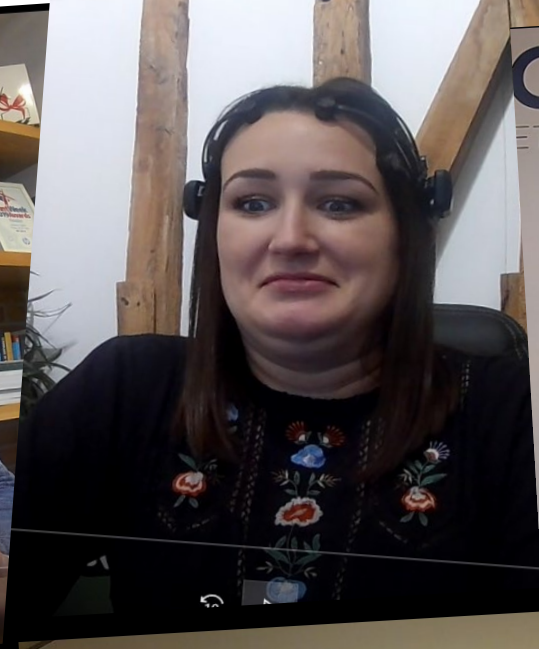


...and coffee...





Conclusions





Conclusions

