

Kaboose optimizes seasonal campaign page with Adobe

Adobe® Test&Target™ increases visitor engagement for Valentine's Day page by more than 45%



Location

Toronto, Canada

URL

www.kaboose.com

Industry

Media

Products

- Adobe Test&Target, selected to deliver more relevant and engaging content to visitors
- Adobe SiteCatalyst, selected to collect actionable real-time web analytics data

Results

- Increased visitor engagement by more than 45%
- Identified distinct behavioral patterns by visitor segment
- Created a business culture of testing within the organization

"Testing is an ongoing learning process. Through testing, even our 'failures' are extremely valuable because they bring us one step closer to the right track."

Jose Davila, Web Analytics and A/B Testing Strategist, Kaboose

Challenge

Kaboose is one of the world's largest family-focused media companies, providing parents with an array of relevant information, resources, tools, and community throughout the parenting life cycle. Its network of web properties includes BabyZone.com, AmazingMoms.com, Funschool.com, and iParenting.com. Kaboose was looking for ways to expand the reach of its network and better engage its audience by increasing page views, visitors' site interaction, and use of its services. The company was ready to embark on significant site optimization efforts to increase engagement, yet lacked an efficient system to conduct A/B tests and iterate quickly on alternative copy and creative.

"We knew that potentially great ideas were going untested due to a historically lengthy and cumbersome internal testing process, and we wanted to find a more comprehensive solution," said Jose Davila, web analytics and A/B testing strategist for Kaboose.

Solution

Valentine's Day is a seasonal traffic driver for Kaboose, and the web team decided to test a series of Valentine's Day campaign landing pages to see if it could increase page views and engagement. The team created variations of the page's top, center, and bottom content modules to test against a control version of the Valentine's Day page. Kaboose examined the performance of different elements within the modules, such as video created with Adobe Flash® software, static images with links, and a tab-based page for simpler navigation.

Visitor engagement increases more than 45%

After testing 12 different combinations of content, which all performed better than the default Valentine's Day page, Kaboose identified the version with the most influential elements. The "winner" was made available to all site traffic, increasing page views per visit by more than 45%. "No one on our team had correctly predicted the best-performing page, which really underscored the importance of testing data-driven web page changes, instead of relying on a gut instinct or uninformed opinion," explained Davila.

Utilizing Adobe SiteCatalyst®, powered by Omniture®, to collect real-time online analytics enabled the Kaboose team to identify and extract different behavioral patterns from key visitor segments during the testing process, insight that they could not have gained without leveraging analytics in concert with Adobe Test&Target, powered by Omniture. "We have determined that data-driven decisions are truly the best approach when considering any changes to our site," added Davila.

Kaboose.com

Adobe Test&Target helps Kaboose quickly determine the best-performing web page elements in order to increase visitor engagement.

The screenshot shows the Kaboose.com website interface. At the top, there's a navigation bar with categories: Home, Parenting, Health, Food, Crafts, Just for Mom, Holidays, Father's Day, Summer Fun, Community, Games, and Shop. A search bar is located on the right. Below the navigation, there's a 'CHILD NICKNAMES TOOL' with a search field for 'child's name' and radio buttons for 'boy' and 'girl'. The main content area is divided into several sections: 'Site Favorites' on the left, 'Dad's Day Gift Guide' in the center featuring a tie, 'Craft Finder' with search filters, and 'Fun Family Vacation Spots'. A sidebar on the right contains a 'Father's Day Craft: What to Make with Ties?' article and a 'Protection for people who wander' advertisement. A promotional banner for '10 PCS. FOR \$9.99' is also visible.

“Adobe Test&Target helped us quickly determine the best-performing elements to show on our seasonal campaign page. The learning process through testing was invaluable.”

Jose Davila, Web Analytics and A/B Testing Strategist, Kaboose

About Kaboose

Kaboose, a part of the Disney Interactive Media Group, is fully dedicated to meeting the needs of moms and their families. Kaboose ranks as one of the world's top five family destinations and is a respected leader in the online parenting category in the United States and Canada. Kaboose provides parents with an extensive array of relevant information, resources, tools, and community that support their efforts during the parenting life cycle. Kaboose's websites include its award-winning flagship, Kaboose.com, which gives moms the tools they need to plan an active, healthy, and rewarding family life; BabyZone.com, which serves the needs of expectant and new moms; iParent.com, which provides a family-focused local resource and event site; AmazingMoms.com, which provides simple and easy solutions for birthday parties, family crafts, and special occasions; and Funschool.com which promotes learning while helping kids have fun.

For more information

www.omniture.com



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe, the Adobe logo, Omniture, Adobe SiteCatalyst, Adobe Test&Target, and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91026660 7/10