

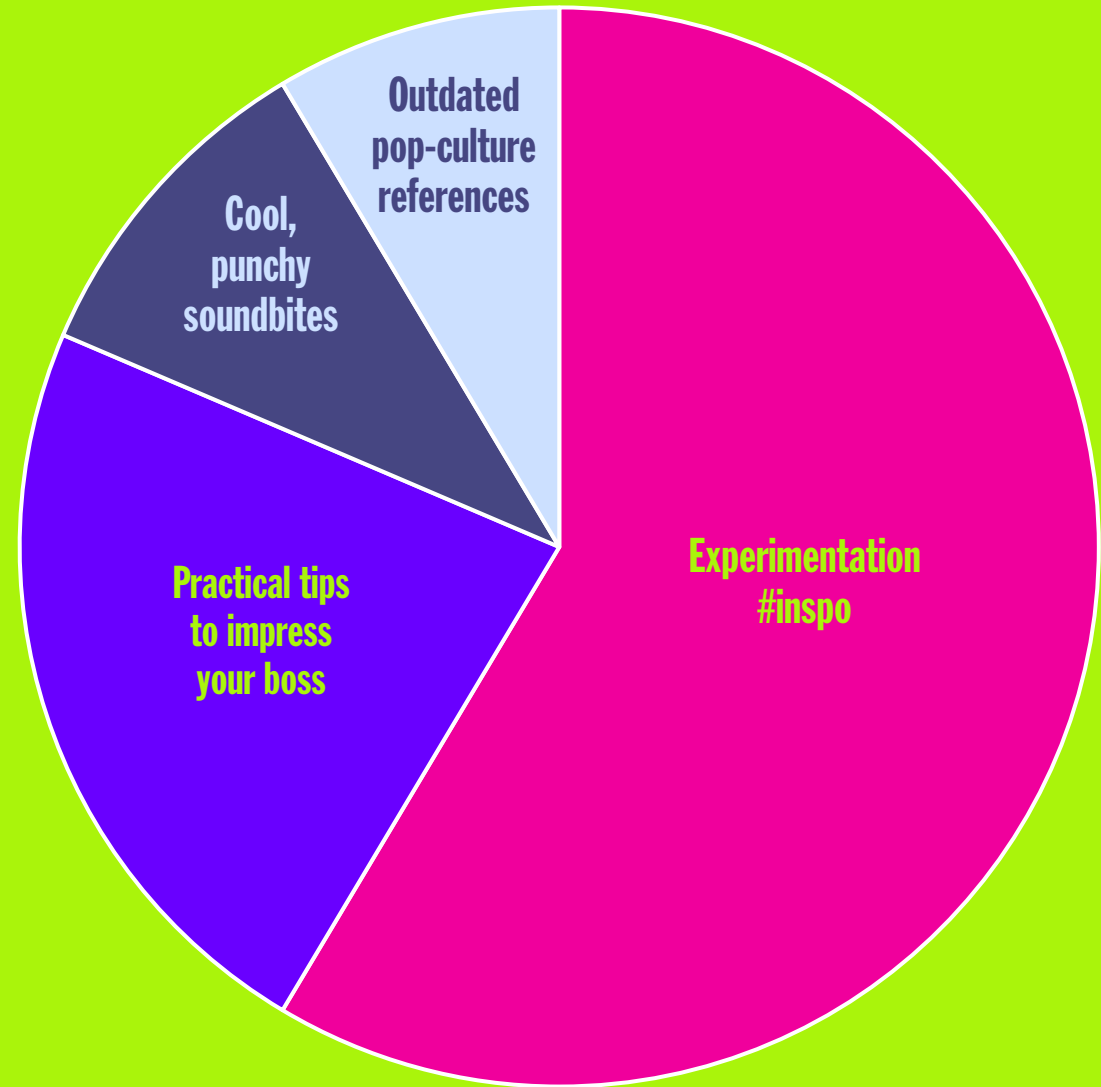
LESSONS FROM THE FIELD

LEARNING PROGRAMMES & EXPERIMENTATION

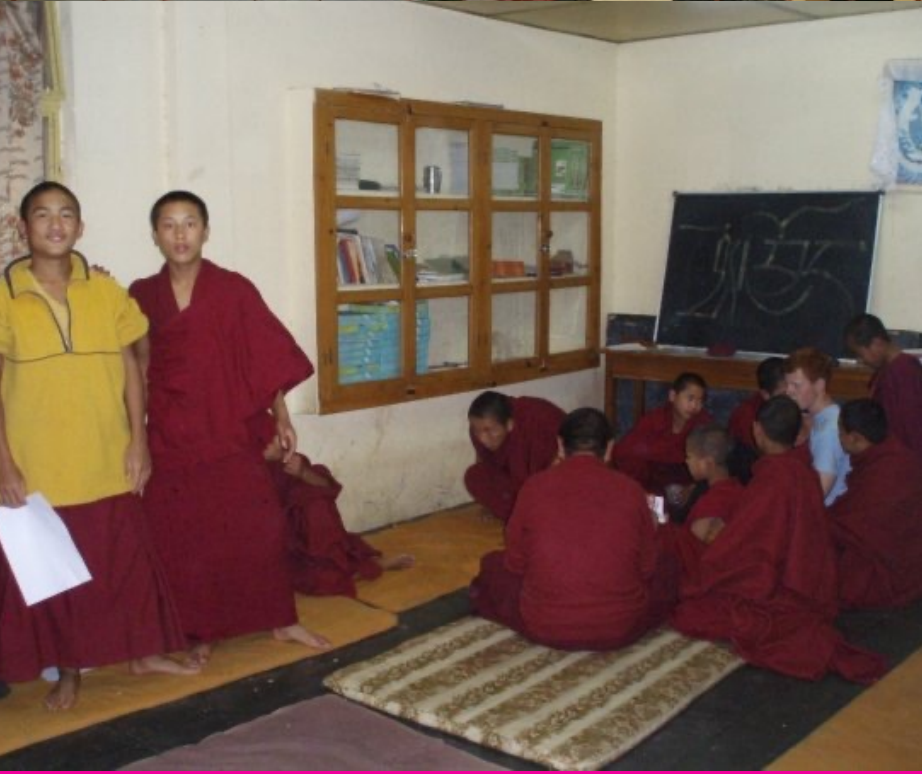
26 MARCH 2025 | JOE JOHNSTON

Launch!

WHAT I HOPE YOU'LL TAKE AWAY



Launch!



See, I can tan ...sort of →







Learning programme (noun)

a process that focuses on continuously acquiring and applying new knowledge to improve decision-making and performance

Created with Midjourney

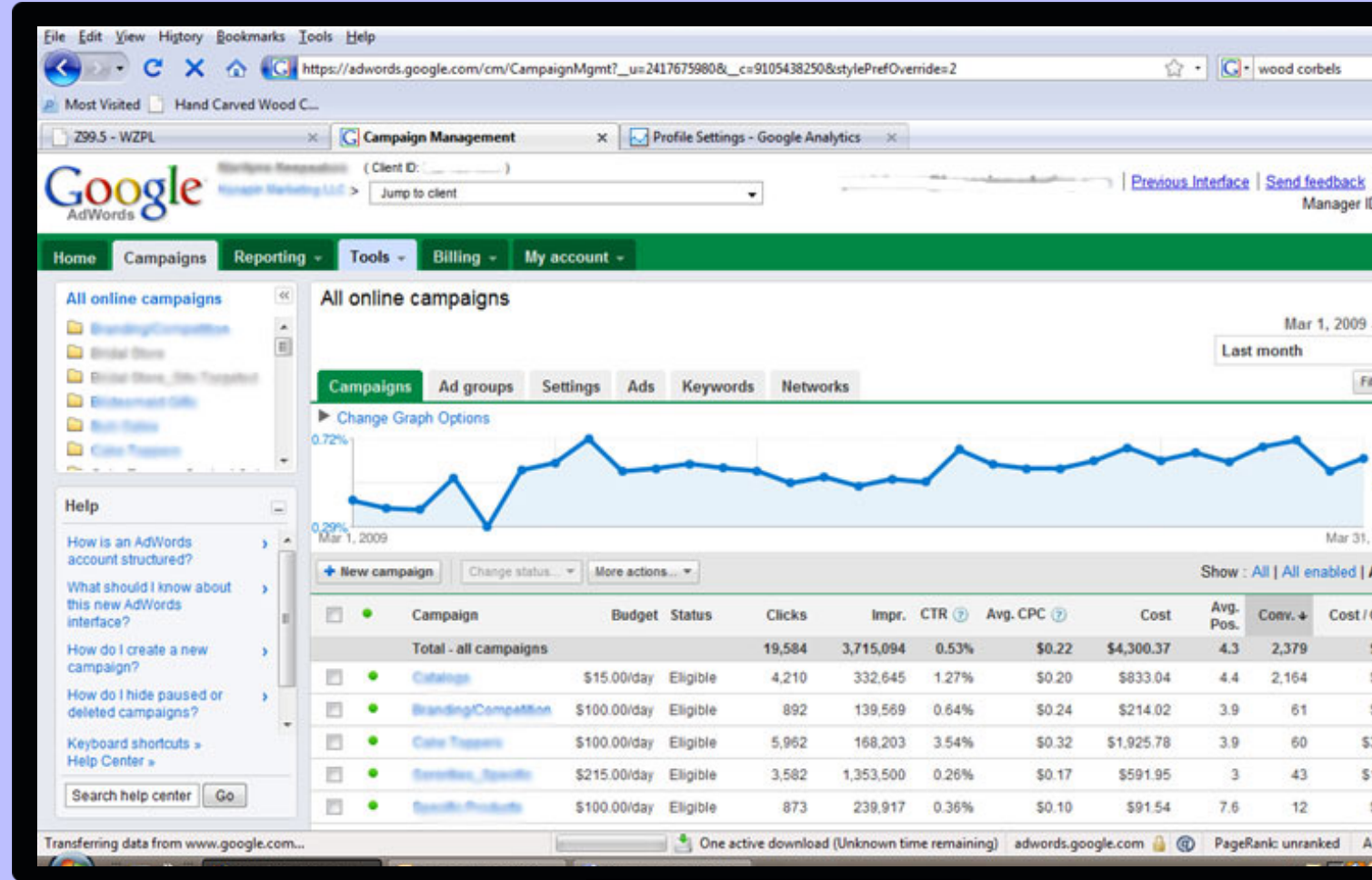
@LaunchOnlineUK

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#LaunchCMOEvent

AHHHHHH... MEMORY LANE

- [illegible]



Launch!

THE BLACK BOX PROBLEM

Blind automation leads to blind spots

Budgets

Creative

Goals



Results

Launch!

GOOGLE'S FAVOURITE ANSWER



Raise your budgets

+6.1%

Your ads stopped running on your busiest days. Fixing your limited budget can help.

Recommended because you missed out on 5% or more of your potential traffic last week ?

Clicks

+18

+\$0.03 Avg. CPC

+\$9.75 Cost

Weekly estimates

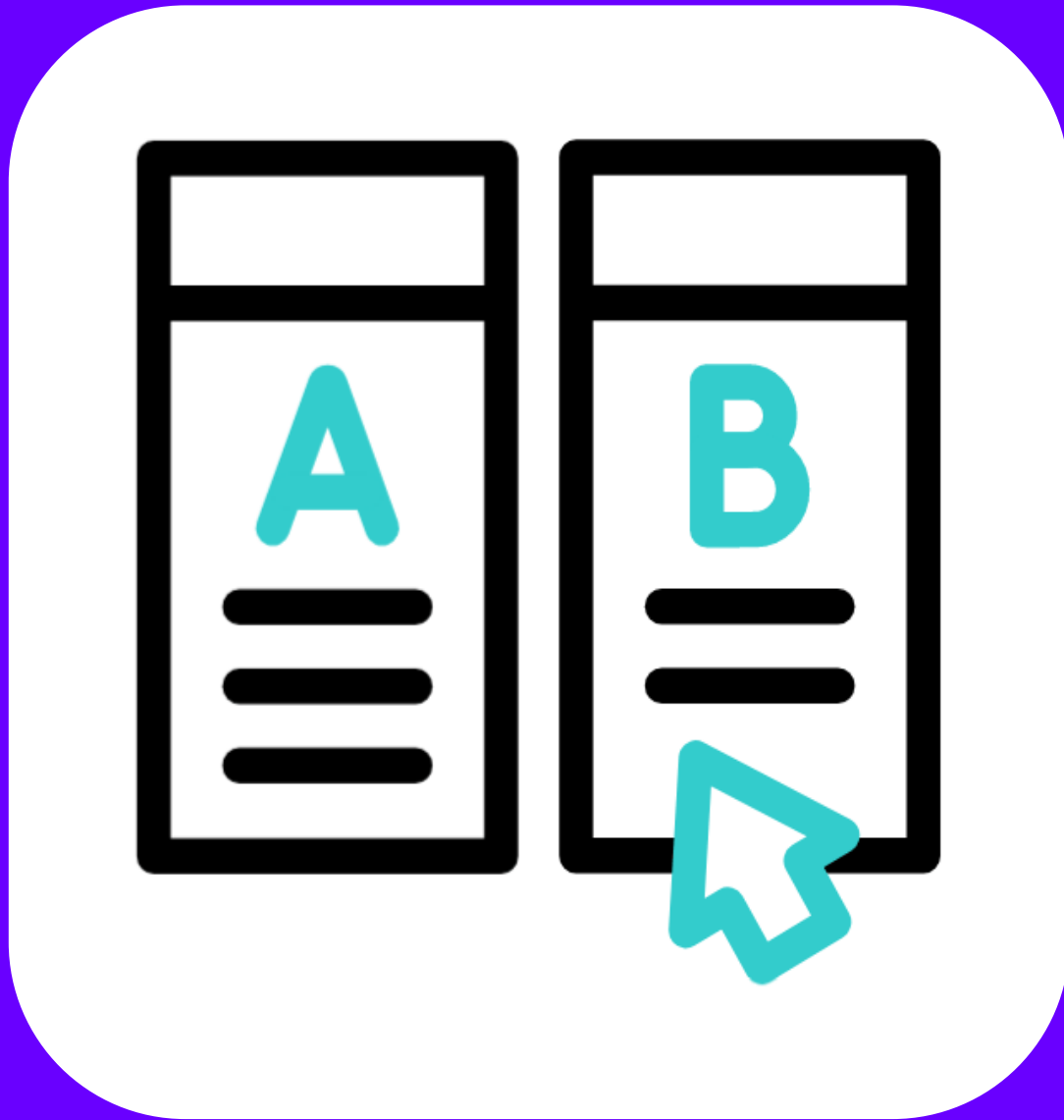
[VIEW RECOMMENDATION](#)

[AP](#)

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**“WHY”
ALWAYS BEATS
“WHAT”**

Launch!

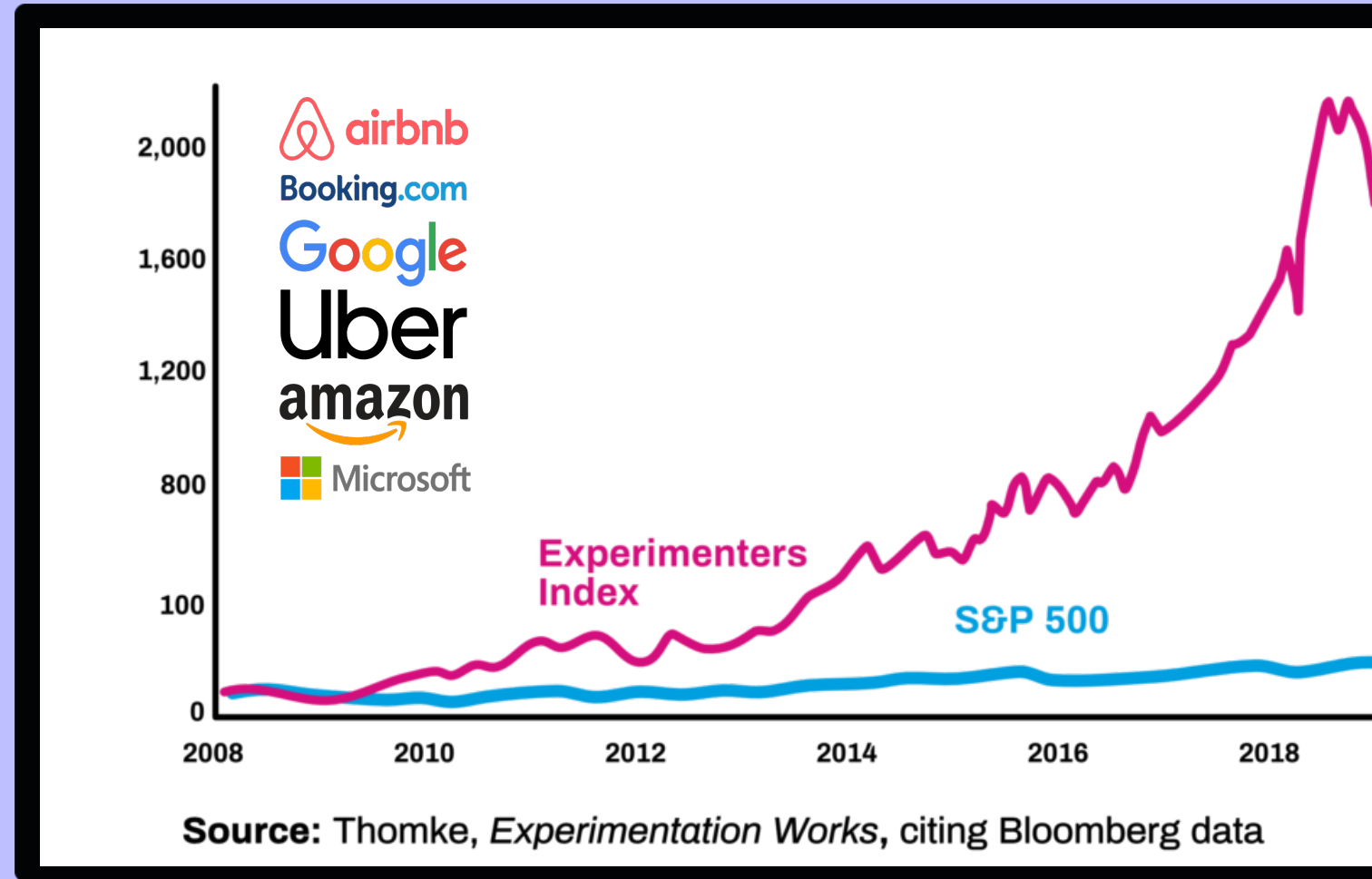


**Businesses that run
15 experiments in a
year see 30% higher
ad performance,
compared to ones
that run no
experiments.**

- Harvard Business Review

Launch!

THE BRANDS
THAT WIN ARE
THE ONES
THAT LEARN
FASTER THAN
THEIR
COMPETITORS



THE EXPERIMENTATION MATURITY MODEL

	BASIC	STRUCTURED	STRATEGIC
HYPOTHESIS	Gut-feel	Research-led	AI-powered testing
VARIABLE	Simple copy	Creative, message or bid strategy	UX, content, journey flows
AUDIENCE	Broad targeting	Segmented targeting	Personalised targeting
PLACEMENT	Single page	2-3 touchpoints	Full-funnel
FREQUENCY	One-off	1-2 per month	3+ per month

Launch!

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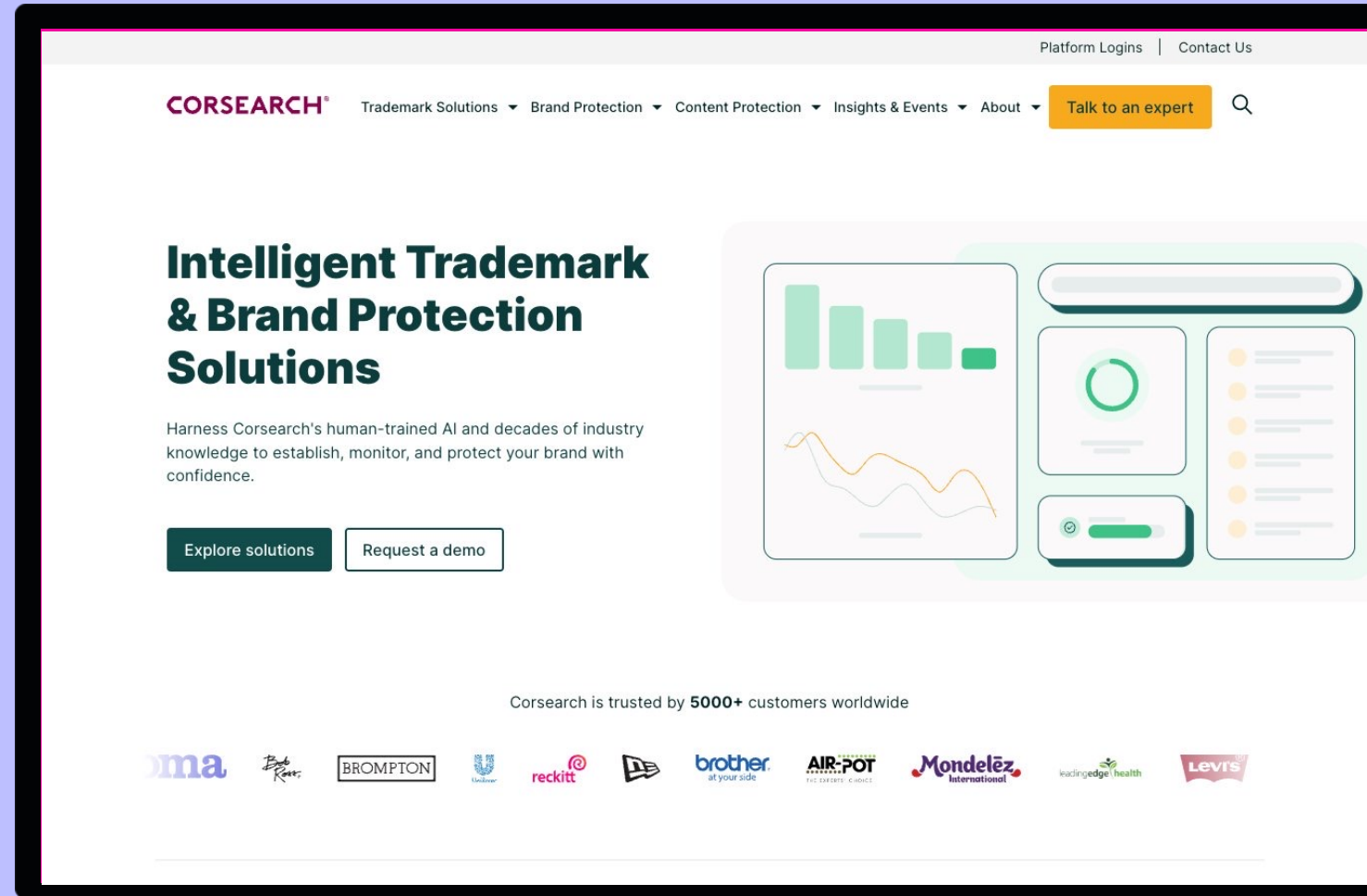
Launch!

'BASIC': A PROOF-OF-CONCEPT STORY

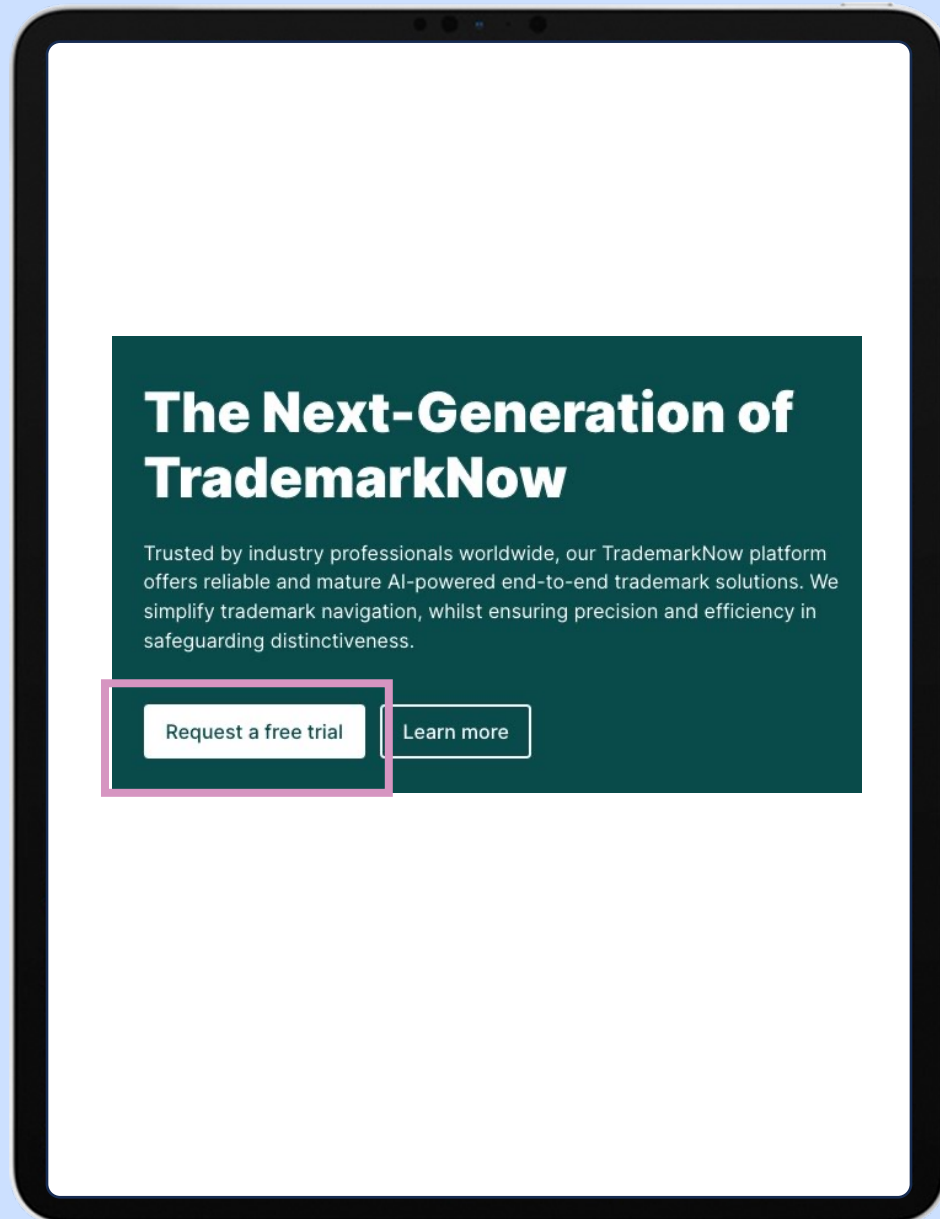
Corsearch was struggling with lead generation and conversion.

CRO was brand new to the team.

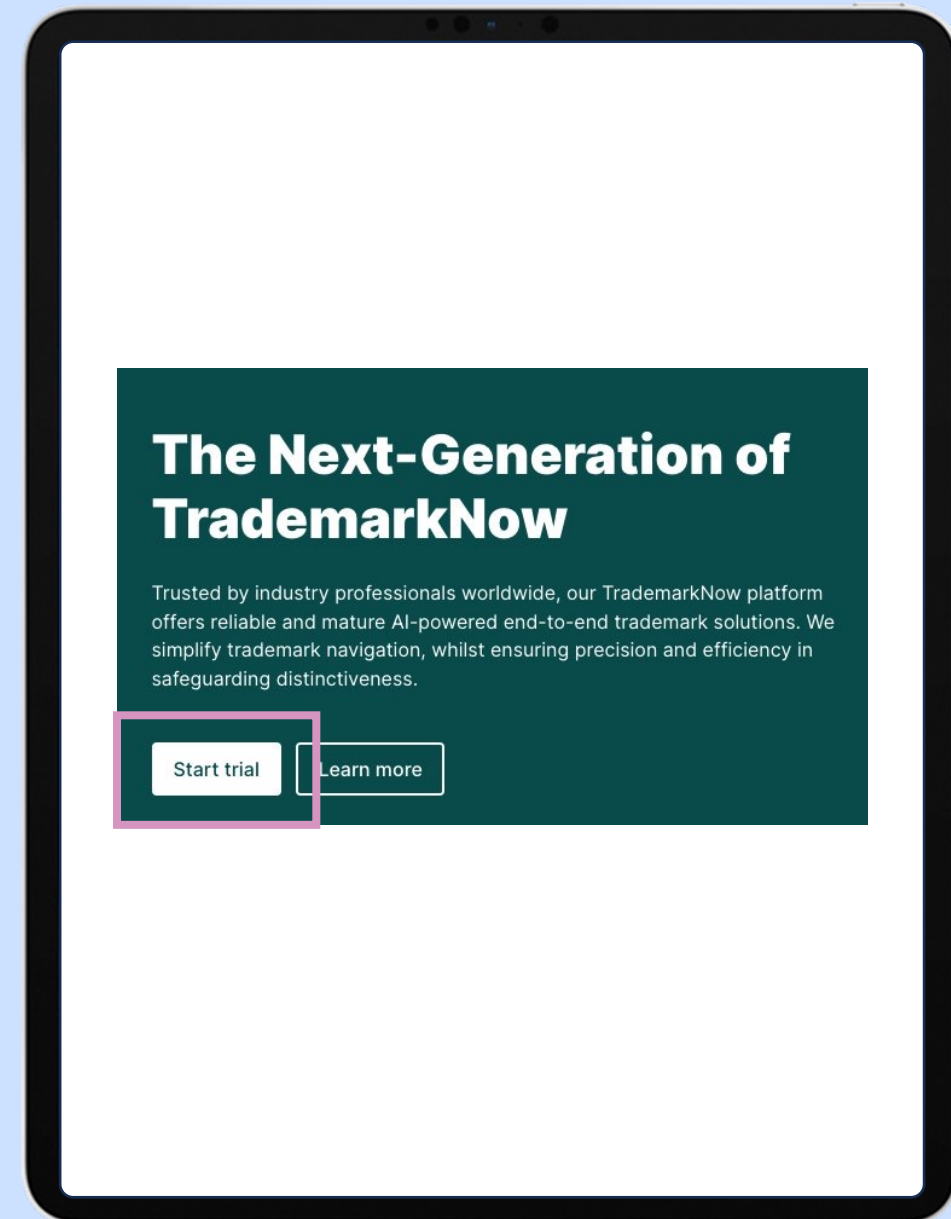
We started small with a 'proof of concept' test, using best practice conversion design.



Launch!

A

**Hypothesis:
Using 'Start'
instead of
'Request' will
reduce perceived
effort and
increase lead
conversions.**

B

A

The Next-Generation of TrademarkNow

Trusted by industry professionals worldwide, our TrademarkNow platform offers reliable and mature AI-powered end-to-end trademark solutions. We simplify trademark navigation, whilst ensuring precision and efficiency in safeguarding distinctiveness.

Request a free trial

Learn more

Hypothesis:
Using 'Start'
instead of
'Request' will
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effort and
increase lead
conversions.

B

TEST OUTCOME:

The Next-Generation of TrademarkNow

Trusted by industry professionals worldwide, our TrademarkNow platform offers reliable and mature AI-powered end-to-end trademark solutions. We simplify trademark navigation, whilst ensuring precision and efficiency in safeguarding distinctiveness.

**+31.8% increase in
clickthrough**

Start trial

Learn more

Launch!

A

B

PROGRAMME OUTCOME:

+105.41% enquiry CR
+800 more leads YoY

Hypothesis:
Using 'Start'
instead of
'Request' will
reduce perceived
effort and
increase lead
conversions.

The Next-Generation of TrademarkNow

Trusted by industry professionals worldwide, our TrademarkNow platform offers reliable and mature AI-powered end-to-end trademark solutions. We simplify trademark navigation, whilst ensuring precision and efficiency in safeguarding distinctiveness.

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Start trial

Learn more

Launch!

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
Launch!




'STRUCTURED': A PAGE REDESIGN STORY


We saw a high rate of enquiries as opposed to users purchasing, primarily due to CTA positioning.

Purchases are more valuable to the business, so we wanted to address this.

Excellent 

Blog Contact  +44 20 3962 1455  GBP 

 Destinations  Holiday types 

 Search for your next adventure...

Preferred room types

Solo traveller supplement (mandatory if travelling alone) (£210.00 per person)

1 

Transport

Extra piece of luggage for transfers (£65.00 per per bag)
Transfer an extra piece of luggage of up to 15kg



Extensions/extra nights (rates are always shown per person per night, not per room)

Extra night in Thusis before the tour (£135.00 per person)



Extra night in Splügen (Surettaseen extension) (£205.00 per person)



Extra night in Chiavenna after the tour BB (£115.00 per person)



Start date

16/06/2025

End date

21/06/2025

Number of people

1

Via Spluga: The Heart of the Alps

1 x £880

£880

Solo traveller supplement

1 x £210

£210

Total price

£1,090

Do you want to customise your trip? Send an enquiry, and we will help you.

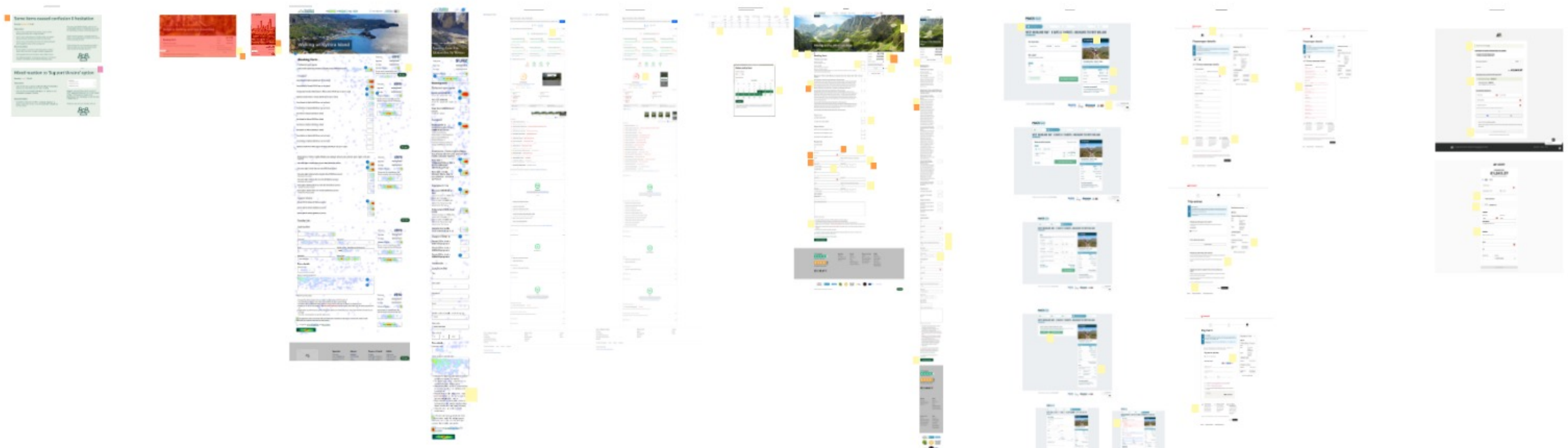
Enquire

Back to tour details

Launch!

'STRUCTURED': A PAGE REDESIGN STORY

We used GA4 data, customer user testing, heatmap analysis, and in-depth competitor review, to triangulate user problems and design a new checkout to test




A

Excellent **EXCELLENT** 4.9/5 The Natural Adventure

Destinations ▾ Holiday types ▾

Via Spluga: The Heart of the Alps



Booking form

Start date: 16/06/2025
End date: 21/06/2025
Number of people: 1

Preferred room types:
Solo traveller supplement (mandatory if travelling alone) (£210.00 per person)

Transport:
Extra piece of luggage for transfers (£85.00 per bag)
Total price: **£1,090**

Extensions/extra nights (rates are always shown per person per night, not per room)
Extra night in Thuis before the tour (£135.00 per person)
Extra night in Splügen (Suretessen extension) (£205.00 per person)
Extra night in Chiavenna after the tour, BB (£115.00 per person)

Holiday upgrades
Half Board supplement (add 5 dinners) (£190.00 per person)

Support Ukraine
Donate £10 for Ukraine (£10.00 per person)
Donate £20 for Ukraine (£20.00 per person)
Donate £30 for Ukraine (£30.00 per person)
Donate £40 for Ukraine (£40.00 per person)
Donate £50 for Ukraine (£50.00 per person)

Traveller info
Lead traveller
First name*
Last name*
Country*
Mobile number* (include area and during time)
Nationality*
Date of birth*
Email address*
Discount code
Notes on special requirements

Please let us know about:

- Any special dietary requirements or medical conditions we should be aware of
- Any booking or dates to save from or no availability for your required dates
- Any extra nights or additional extensions to your holiday and are we listed in this booking form
- Any special requirements or special requirements (e.g. wheelchair access) only for people with special requirements
- Any other notes, questions or special requirements

☐ Get adventure news, promotional offers and destination inspiration by signing up to receive our email. We will never share your personal data with any third parties.

☐ I agree to the [Terms and Conditions](#) and [Data Policy](#)

Trustpilot
Gift cards
Win a £500 voucher
Loyalty programme
Discounts

Specials
Gift cards
Win a £500 voucher
Loyalty programme
Discounts

About
About us
Peter Duncan
Team
Careers
Responsible tourism
Climate emergency
We stand with Ukraine

Peace of mind
Reviews
Book with confidence
Travel with confidence
Terms & conditions
Financial protection
Travel insurance

FAQs
Help centre
Difficulty grades
Comfort grades
How to book
How to pay
Travel restrictions
Why self-guided
Cookies settings

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B

Excellent **EXCELLENT** 4.9/5 The Natural Adventure

Destinations ▾ Holiday types ▾

1 Extras 2 Your details 3 Payment

Extras

Please detail your room preference and any add-ons you would like to include

Preferred room types
Solo traveller supplement (mandatory if travelling alone) (£210.00 per person)

Transport
Extra piece of luggage for transfers (£85.00 per bag) - Transfer an extra piece of luggage of up to 15kg

Extensions/extra nights (rates are always shown per person per night, not per room)
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Support Ukraine
Donation amount per person
I would not like to donate
See more

Via Spluga: The Heart of the Alps

Start date: 16/06/2025
End date: 21/06/2025
Number of people: 1
[Edit your booking](#)
Via Spluga: The Heart of the Alps
1 x £880 **£880**
Solo traveller supplement
1 x £210 **£210**
Total price **£1,090**
Discount code

Do you want to customise your trip? Send an enquiry, and we will help you.

Trustpilot
Gift cards
Win a £500 voucher
Loyalty programme
Discounts

Specials
Gift cards
Win a £500 voucher
Loyalty programme
Discounts

About
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Careers
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We stand with Ukraine

Peace of mind
Reviews
Book with confidence
Travel with confidence
Terms & conditions
Financial protection
Travel insurance

FAQs
Help centre
Difficulty grades
Comfort grades
How to book
How to pay
Travel restrictions
Why self-guided
Cookies settings

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Hypothesis:
By making the
primary CTA
clearer and
bringing it
further up the
page, we'll see
higher purchase
conversion rates

Launch!

[illegible]

Hypothesis:
By making the
primary CTA
clearer and
bringing it
further up the
page, we'll see
higher purchase
conversion rates

[illegible]

The image shows a mobile application interface for a holiday tour. The top section, titled 'TEST OUTCOME:', displays tour details for a 7-night tour in Switzerland. It lists the price as £1,090 per person and includes a section for 'Extensions/extra nights' with three options: 'Extra night in Thuis before the tour (£135.00 per person)', 'Extra night in Spillgen (Suretaseen extension) (£205.00 per person)', and 'Extra night in Chiavenna after the tour; BB (£115.00 per person)'. Below this, the 'Holid upgrades' section shows a 'Via Spluga: The Heart of the Alps' upgrade for £880. The 'Donation amount per person' section shows a dropdown menu with the option 'I would not like to donate'. The bottom section, titled 'See more', shows a 'Continue to your details' button and a 'Back to tour details' button. The overall image is overlaid with a large white text graphic that reads '+20.5% increase in purchase conversion rate'.

Launch!

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Launch!

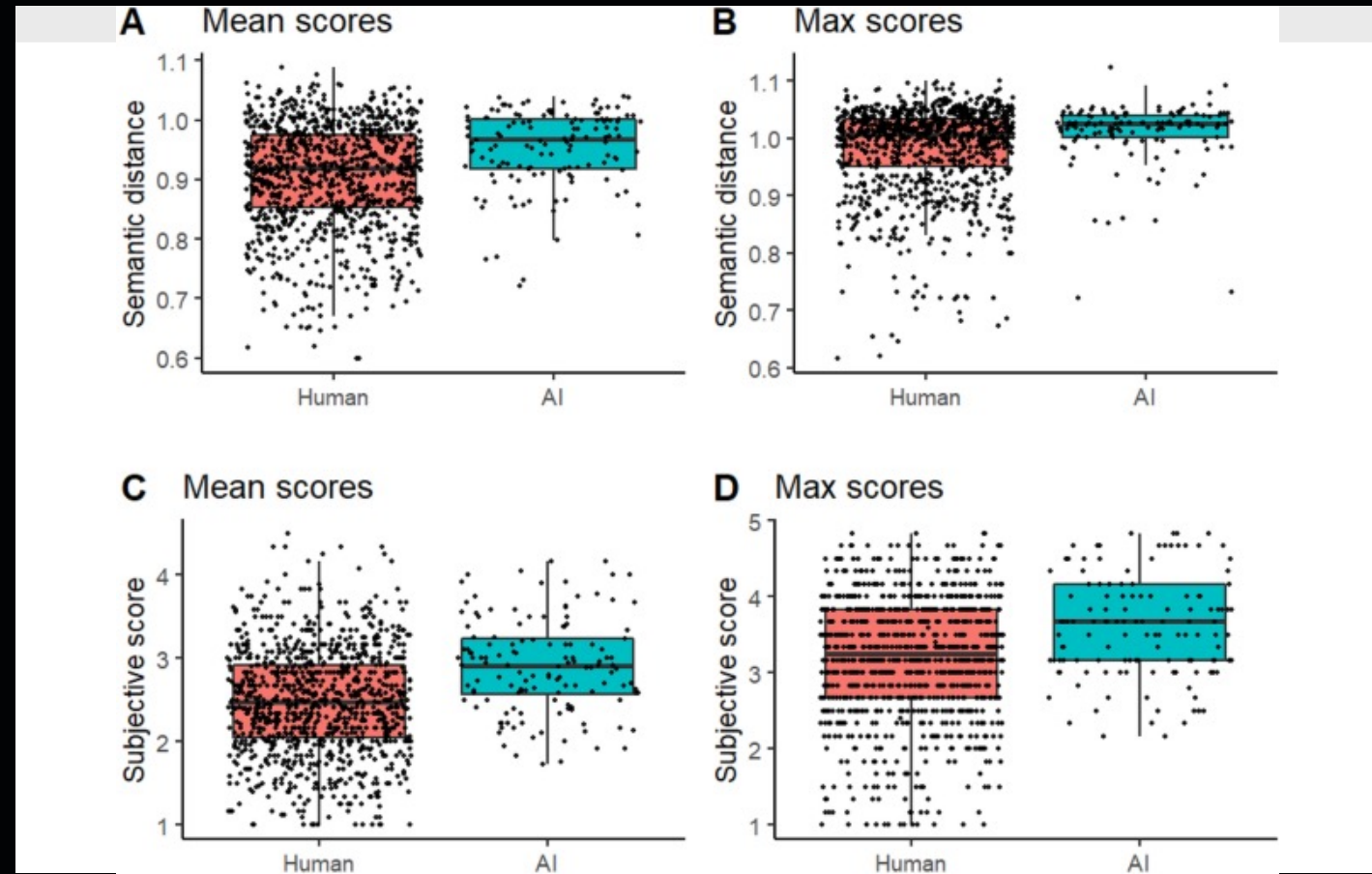
A young girl with brown hair is in the foreground, looking off to the side. In the background, a house is on fire, and a fire truck is visible. A yellow fire hose lies on the ground.

**ALL THE WAYS
YOU USED TO DO
STUFF BEFORE**

AI

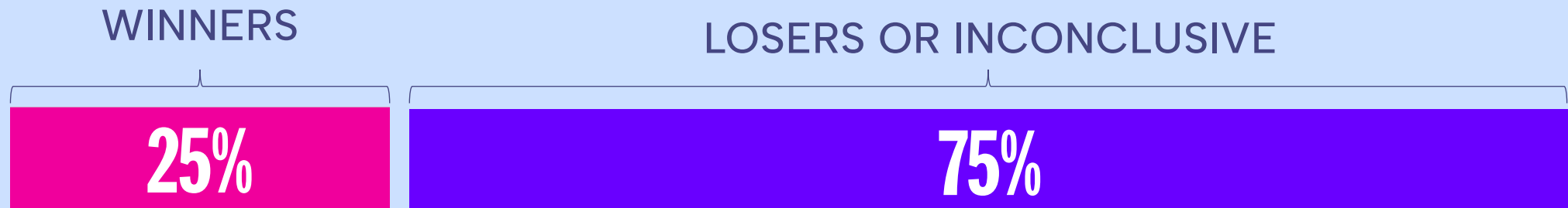
AI-AUGMENTED CREATIVITY

“AI has reached at least the same level, or even surpassed, the average human's ability to generate ideas in the most typical test of creative thinking.”



Launch!

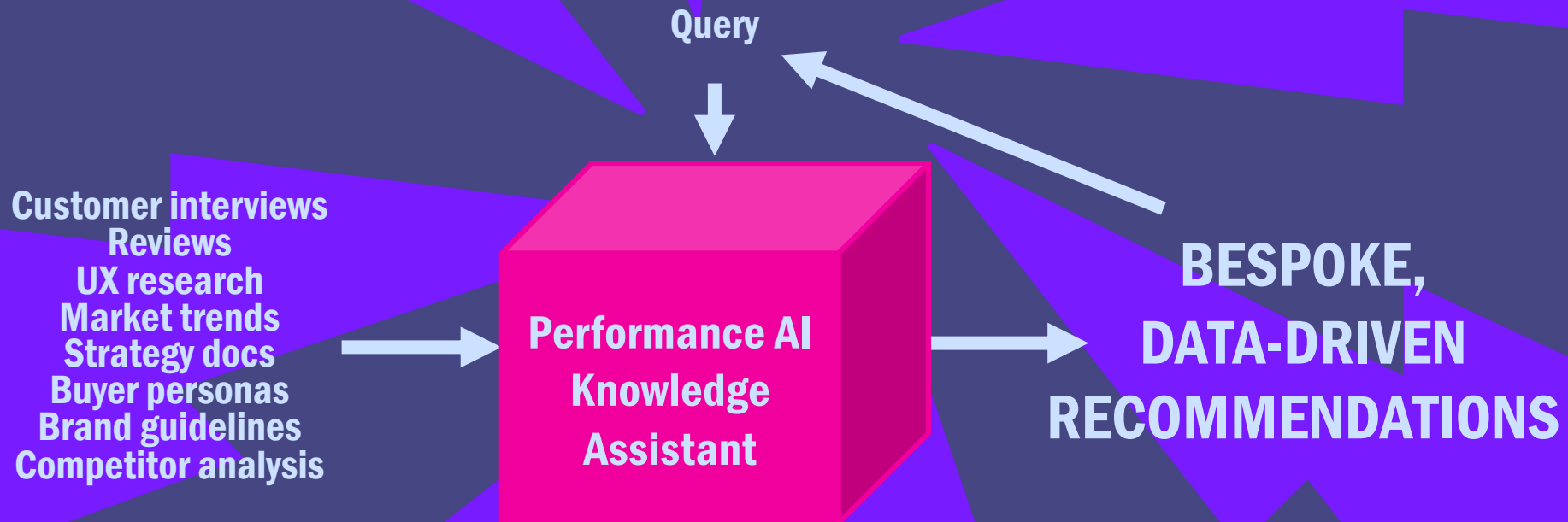
**THE AVERAGE TEST WIN RATE IS 20-30%
WHICH MEANS MOST MARKETING IDEAS FAIL.**



Launch!

INTERACTIVE INTELLIGENCE HUB

“It’s like having a research assistant, copywriter, and analyst rolled into one. And you can talk to it!”



Launch!

Which customer segments should we target for the next campaign?

Generate a creative brief for a photoshoot based on customer insights.

Suggest UX improvements for the checkout page based on usability data.

Summarize A/B test results and suggest next steps for optimisation.

Based on customer feedback, create an updated customer journey map.

Provide an analysis of our competitors' recent campaigns and marketing.

Identify emerging trends that we should incorporate into our 2025 strategy.

Using existing customer insights, create a strategy for entering a new market.

Review our current KPIs and reporting structure. Suggest improvements.

Launch!

Knowledge Assistant to guide creative briefs.

Launch

Photoshoot Briefing Document - Mexico

Key Customer Insights

- **Existing Customers:** Value, comfort, familiarity, durability, and reliability are key for this group. They seek clothing that lasts, fits well, and reflects a relaxed, casual lifestyle. They respond well to simple, hassle-free shopping experiences and appreciate straightforward messaging that emphasizes these qualities.
- **Potential Customers:** Originality, adventure, exploration, and experience are strong motivators for potential customers. They're drawn to clothing that stands out, aligns with the brand's "adventurous" image, and reflects their personal values, including sustainability.

Photoshoot Recommendations

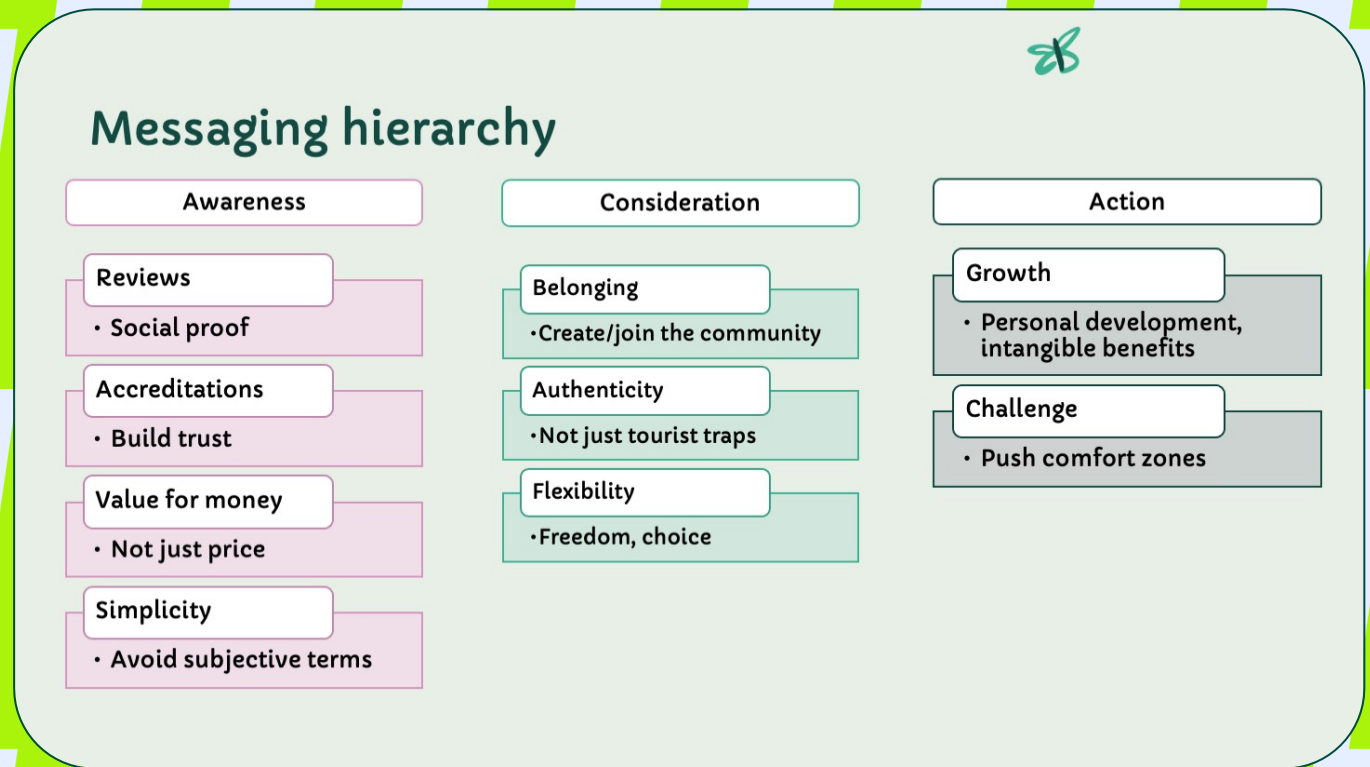
To effectively target both existing and potential customers, the photoshoot should:

- **Embrace the Spirit of Adventure:** Mexico offers a vibrant backdrop for showcasing our clothing in adventurous contexts. Capture the essence of exploration and discovery by featuring models engaging in activities like:
 - Hiking through scenic landscapes
 - Exploring local markets and towns
 - Relaxing on beautiful beaches
 - Enjoying water sports or other outdoor activities
- **Showcase Durability and Quality:** Emphasize the long-lasting nature of the garments. Consider incorporating:
 - Close-up shots highlighting fabric textures and stitching
 - Images of clothing "in action," demonstrating its resilience
 - Visuals that convey a sense of timeless style, appealing to existing customers' desire for familiarity
- **Reflect Originality and Unique Designs:** Highlight what sets us apart. Focus on:
 - Bold patterns and colours, particularly in new product lines
 - Unique design elements that showcase the brand's personality
 - Creative styling that inspires customers to express their individuality
- **Showcase a Diverse Range of Models:** Ensure inclusivity by featuring models that represent the target audience in terms of age, body type, and ethnicity. This will resonate with customers who seek representation and feel excluded by brands using "idealized" models.

Highlight Sustainability and Ethical Practices: Subtly incorporate elements that speak to our

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Knowledge Assistant to guide copy and messaging.



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Knowledge Assistant to guide test hypotheses.

Control

Variation



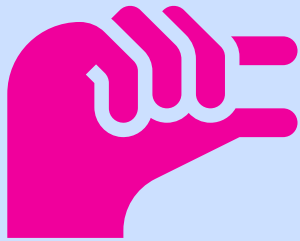
Launch!

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Launch!

BUT HOW, JOE?



**START
SMALL**



**SCALE PROCESSES
& TEAM**



**HARNESS AI-HUMAN
PARTNERSHIP**

Launch!

**Get A FREE Experimentation Maturity Audit.
Benchmark your testing maturity.
Includes 1 test idea to run this quarter.**

JOE JOHNSTON, LAUNCH

Launch!

CMO'S GUIDE TO: END-TO-END PERFORMANCE MARKETING

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