Persuasion as a Service
Using Persuasive Machine learning to boost online conversion
December 2016
Agenda

10 min
Crobox in a nutshell

10 min
How we work

20 min
What we learned
In a nutshell
Since 2014

Winner
Marketing Technology award ’15

Team of 20
Amsterdam + London
Crobox in a nutshell

- 1.25M funding
- 20 clients, 12 countries
- 33,000,000 events/day
Customers who love Crobox
Our experiment

Are we able to influence online (purchase) decisions by combining consumer psychology with machine learning?
How to increase conversion automatically?
How we process information

- **System 1**: Intuitive (Autopilot)
- **System 2**: Rational (Pilot)

Source: Daniel Kahneman, Thinking fast & slow
AUTOPilot

System 1

Intuitive

- Scarcity
- Social Proof
- Security
- Pricing psychology
- Loss aversion
- Innovation
- Reciprocity
- Authority
We’ve built a data driven persuasion framework.

More that 150+ tactics identified to drive decision behaviour.
Persuasion is not an art, it’s a science.

ROBERT CIALDINI
How we work
Our Approach
Lean approach. Proven model.

Validate
- Data validation
- Find high-potential segments

Explore
- Review Customer Journey
- Persuasion profiling
- Determine high-value segments

Strategise
- Align, strategise & focus
- Setup custom approach

Experiment
- Create & test experiment
- Collect Insights & Learn
- Optimize & test

Go Live

Align, strategise & focus
Setup custom approach

Create & test experiment
Collect Insights & Learn
Optimize & test
Persuasive Strategy

1. Define the desired behaviour
2. Understand their situation
3. Create persuasive communications
4. Determine effect and adjust
Custom designed persuasion experiments
backed by psychology and machine learning

Product tags

Smart notifications

Native nudges

Exit intent
Algorithmic delivered messaging
containing the right emotional triggers.

6. SEGMENT
Frequent buyers (>4 purchases, last 3 months)

5. INTELLIGENCE
Machine learning & Algorithms

4. TRIGGER/BUSINESS RULE
Min. of 3 shoppers are watching this product last 15 min.

3. PERSUASIVE COPY
5 people are watching this product right now!

2. PERSUASION PRINCIPLE
Social proof

1. FEATURE
Smart notification
Introducing: Persuasion Profiling

Building and leveraging persuasive profile data from the Crobox Persuasion framework.
## Persuasive insights

**Top performing principles**

### Promoted CTR  Control vs Crobox

<table>
<thead>
<tr>
<th>Variant</th>
<th>Views</th>
<th>Interactions</th>
<th>CTR</th>
<th>change</th>
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<tbody>
<tr>
<td>control</td>
<td>5,479,170</td>
<td>114,653</td>
<td>2.09%</td>
<td></td>
</tr>
<tr>
<td>crobox</td>
<td>5,432,902</td>
<td>121,357</td>
<td>2.23%</td>
<td>6.70%</td>
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</tbody>
</table>

### Top Persuasion  Persuasion type by CTR effectiveness

- **2.32%**  🏷️ AUTHORITY
- **2.20%**  🤝 COMMITMENT
- **2.20%**  🌟 INNOVATION
- **1.80%**  ⏳ SCARCITY
- **2.52%**  👥 SOCIAL PROOF
What we learned
Are we able to influence online (purchase) decisions by combining consumer psychology with machine learning?
This case is intentionally left out on client request
Learning 1#

Persuade on micro-conversions
not on end-conversions
What’s our latest learning on design

can design interactions improve add-to-cart rates?
Smart notifications
Increase add-to-cart rate

Old

+1.59% ATC rate
Smart notifications
Increase add-to-cart rate

NEW

+15.2% ATC rate
Smart notifications
Increase add-to-cart rate

NEW

+15.2% ATC rate
Learning #2

Persuade passively
don’t invade actively
Which principles work best
Persuasion DNA

Feature x Principle

**Overall impact**

**Product Tags** (CTR to PDP)
- Best: Social proof
- Worst: Innovation

**Smart Notifications** (ATC)
- Best: Social proof
- Worst: Innovation
Which principles work best per industry
Next slides are intentionally left out on client request
Learning #3

there is no such thing as a one-size fits all approach
There is no effort without error

Theodore Roosevelt
Happy to help

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