



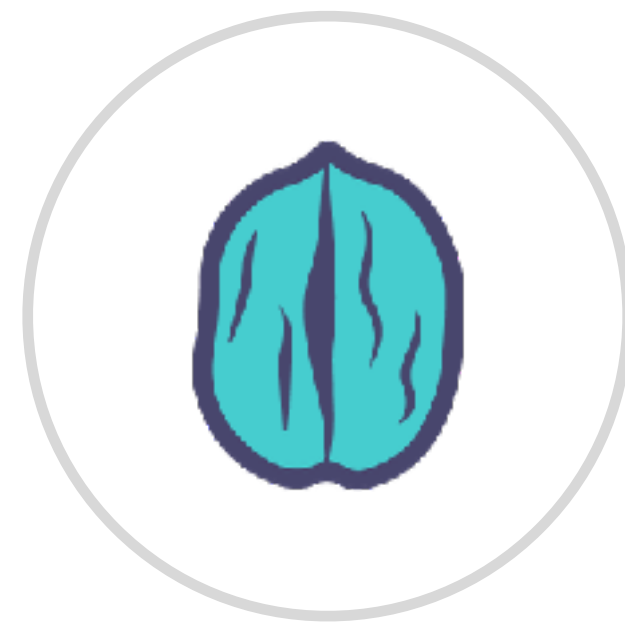
Persuasion as a Service

Using Persuasive Machine learning
to boost online conversion

December 2016

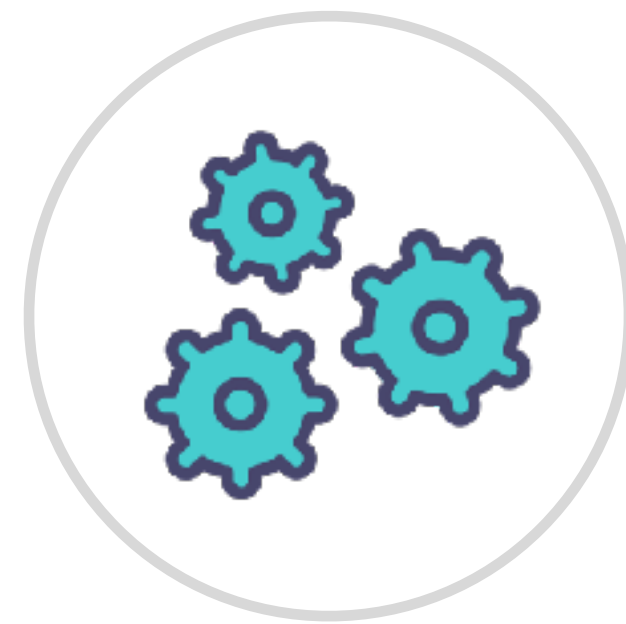
Agenda

10 min



Crobox in
a nutshell

10 min



How we
work

20 min



What we
learned



Crobox

In a nutshell

Crobox in a nutshell



Since **2014**



Winner
Marketing
Technology
award '15

Team of 20
Amsterdam
+ London



Crobox in a nutshell



Customers who love Crobox

 **adidas**[®]

 **vodafone**



The logo for Conrad, featuring the word "CONRAD" in blue and yellow stylized letters.

 **kpn**



 **DE PERSGROEP
NEDERLAND**

TOMTOM[®] 

T · · Mobile

hunkemöller

 **Rakuten**

dyson

Reebok 

 **AutoTrack**


CARFAX[®]

THE STING
NETWORK OF BRANDS



Our experiment

Are we able to influence online (purchase) decisions by combining consumer psychology with machine learning?

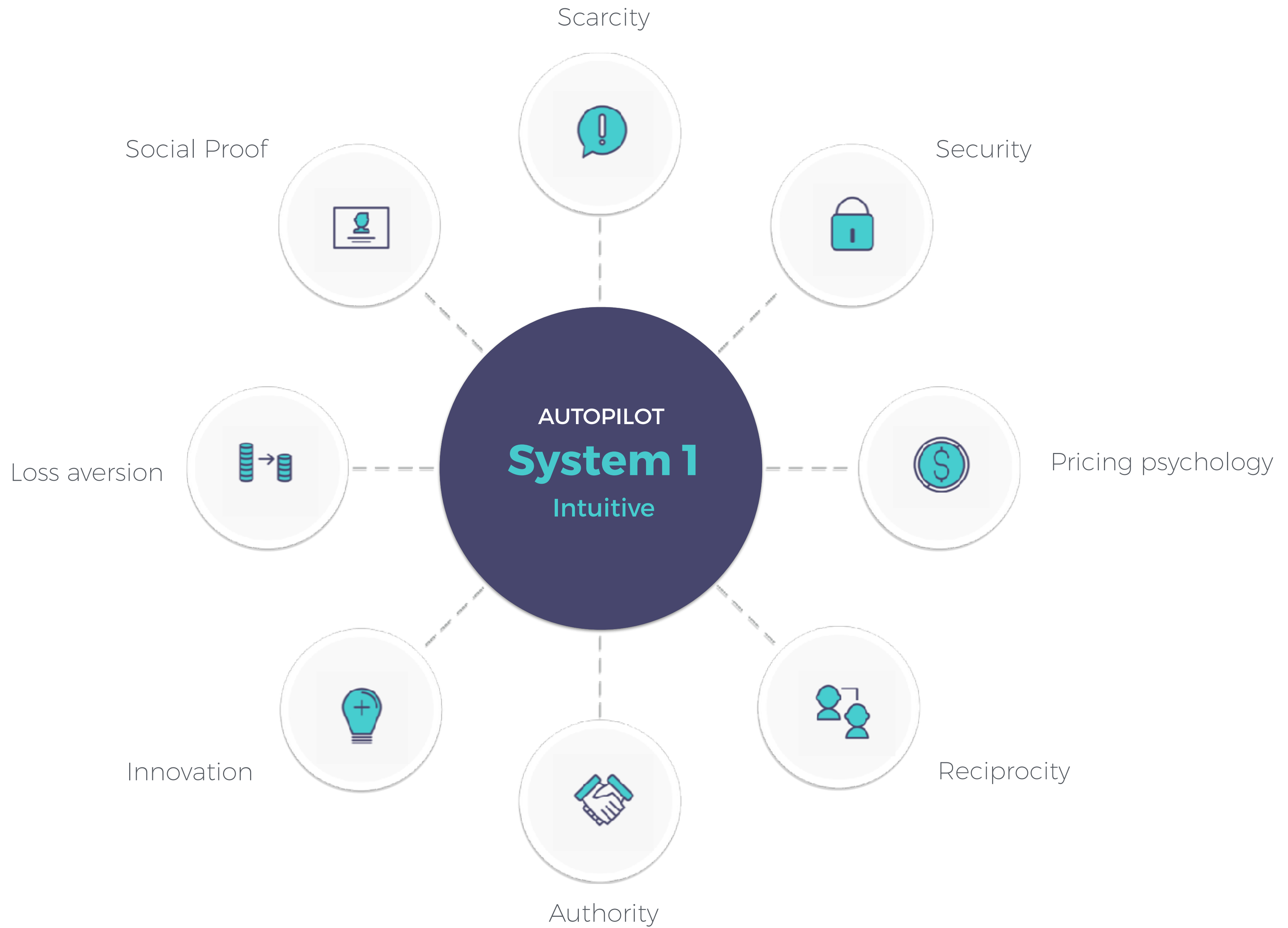
A long-exposure photograph of a road at night, showing light trails from cars in shades of blue and white. The road curves into the distance under a dark sky with some distant lights.

How to increase conversion automatically?

CROBOX.COM

How we process information

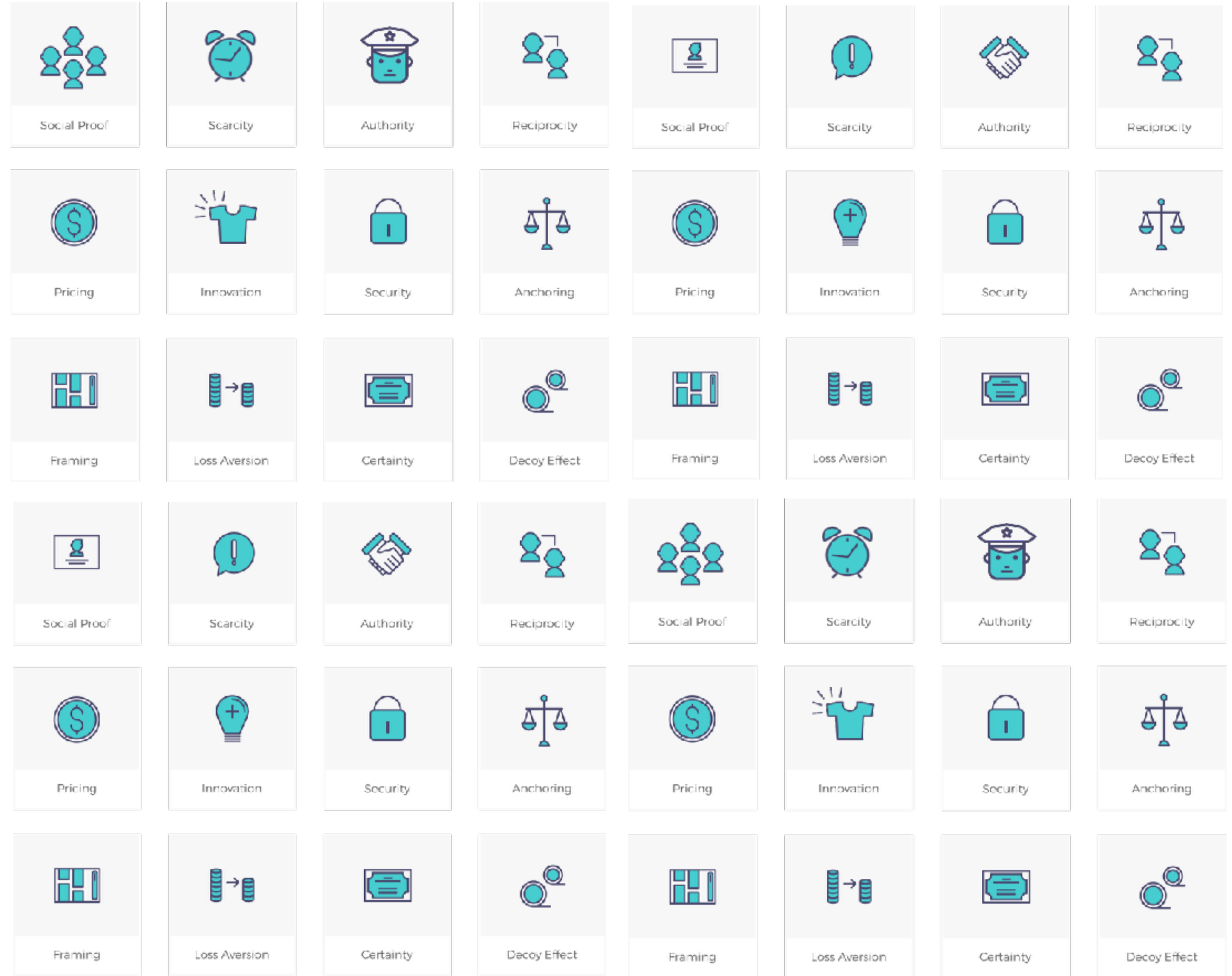






We've built a data driven persuasion framework.

More than 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.



Persuasive Strategy



Define the
desired behaviour



Understand their
situation



Create persuasive
communications



Determine effect
and adjust

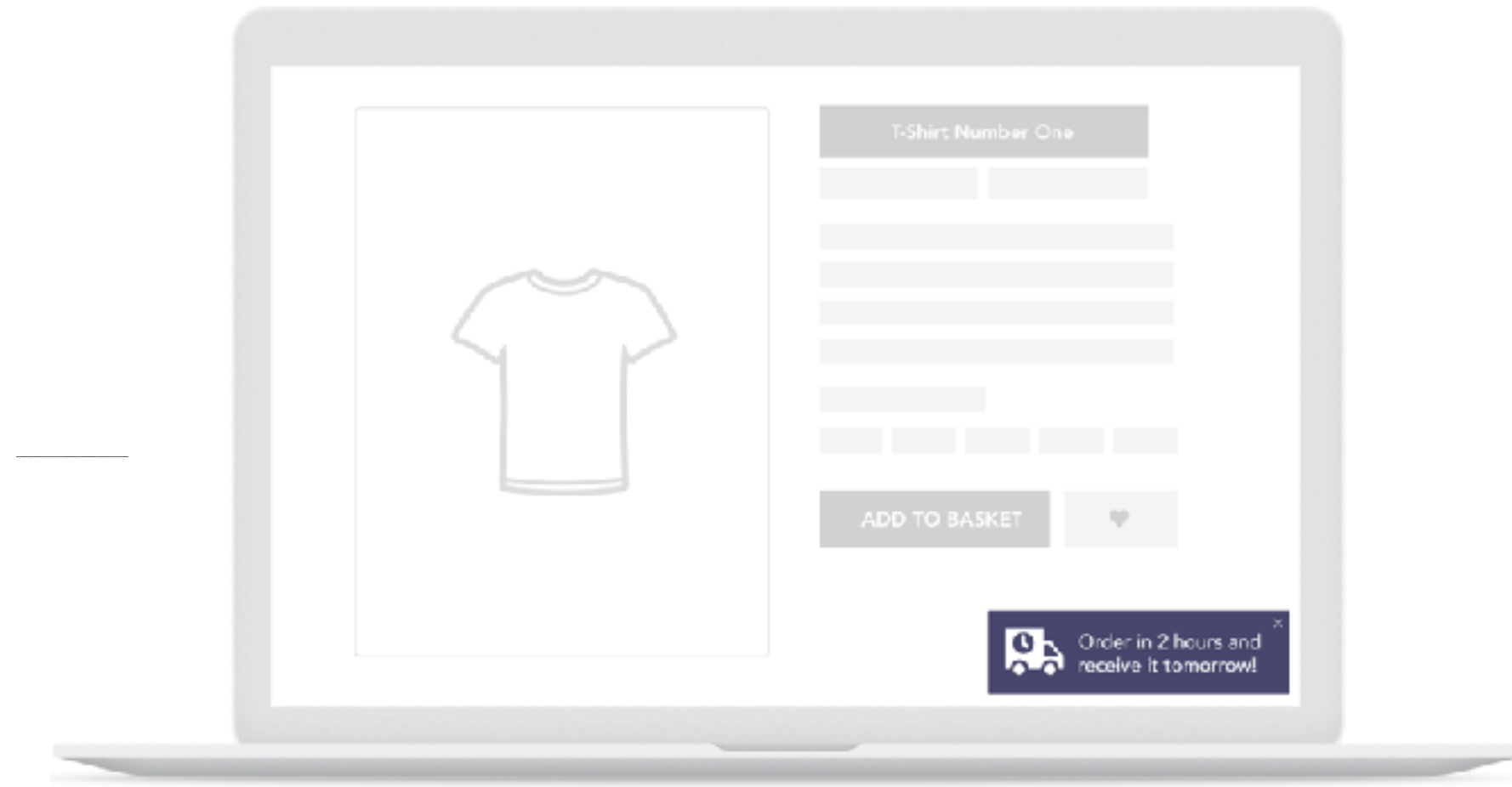
Custom designed persuasion experiments

backed by psychology and machine learning

Product tags



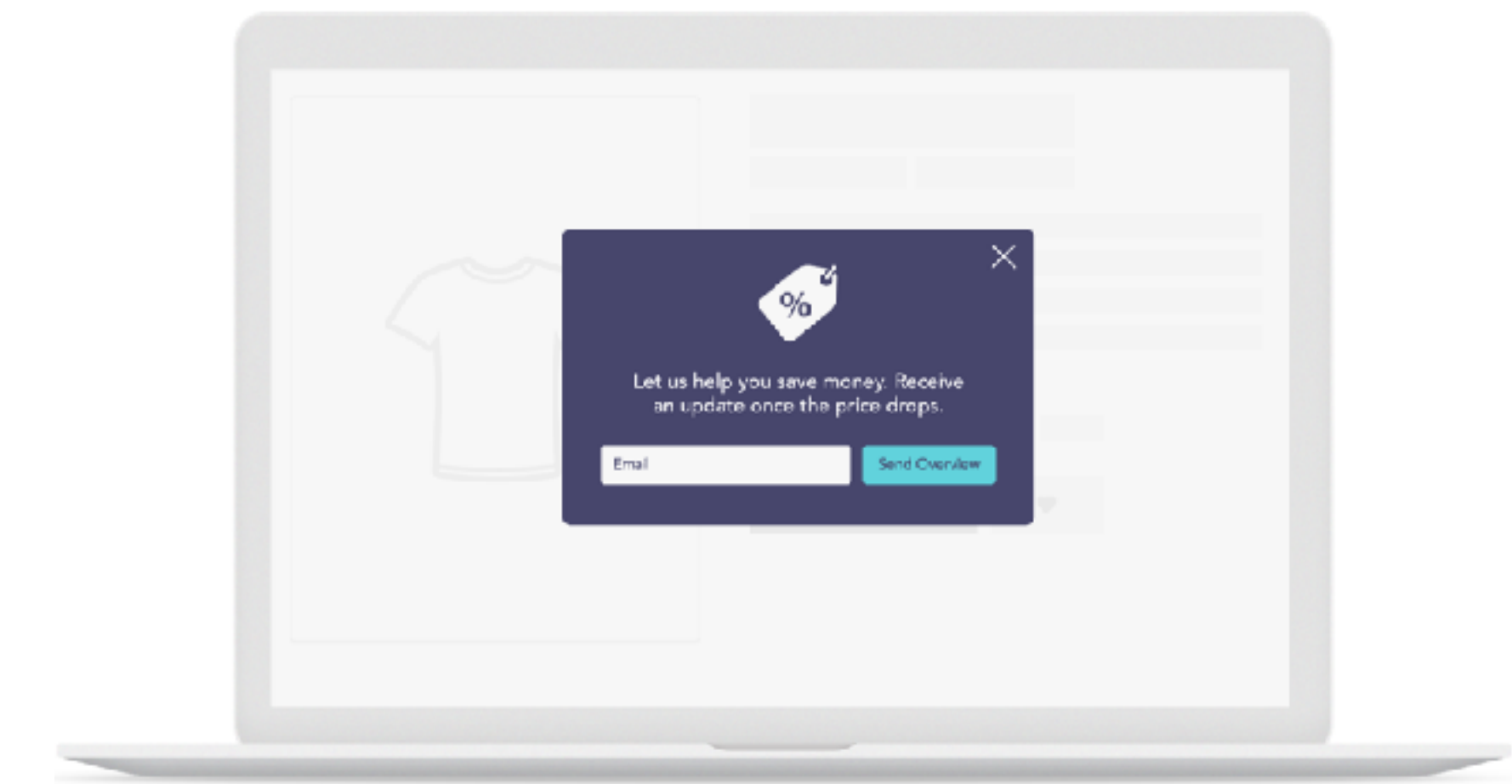
Smart notifications



Native nudges



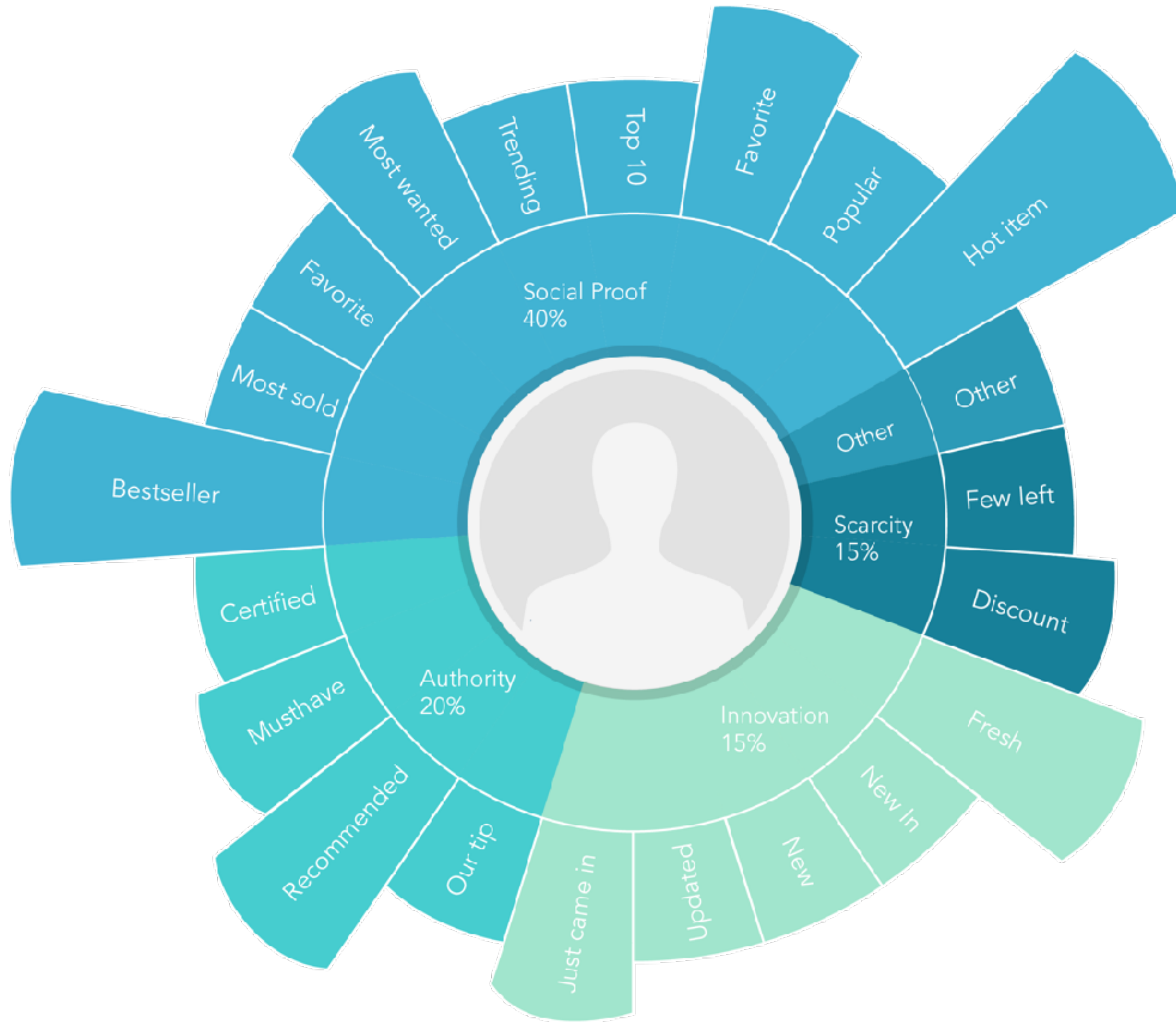
Exit intent



Algorithmic delivered messaging

containing the right emotional triggers.





Introducing: Persuasion Profiling

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

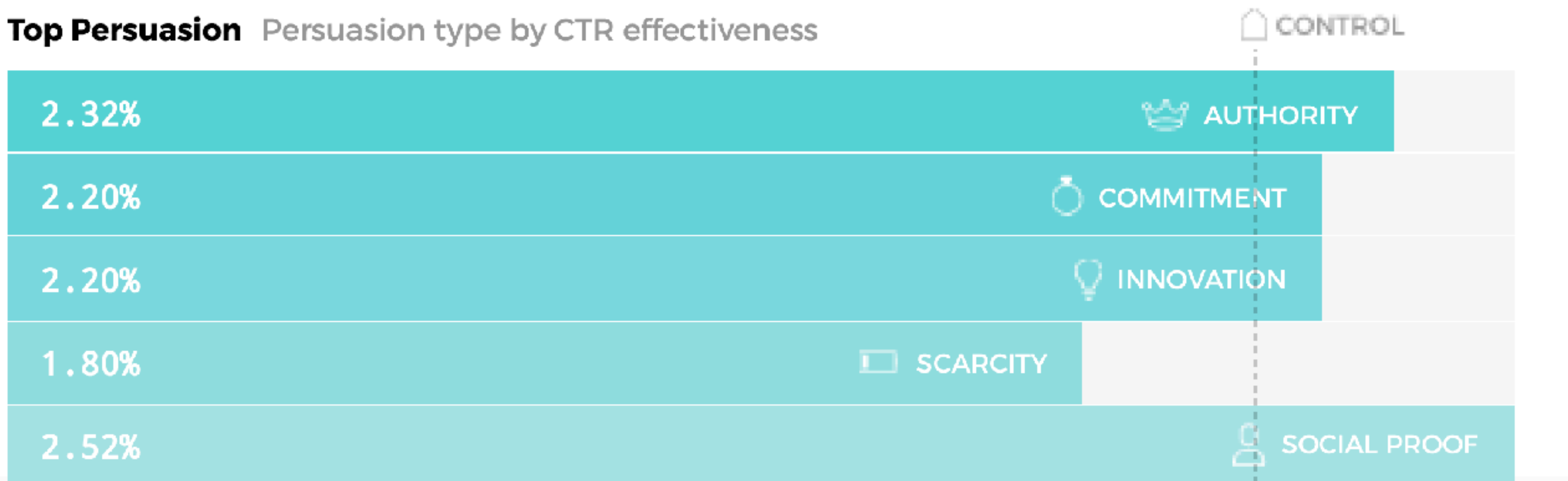
Persuasive insights

Top performing principles

Promoted CTR Control vs Crobox

Variant	Views	Interactions	CTR	change
control	5,479,170	114,653	2.09%	6.70% ▲
crobox	5,432,902	121,357	2.23%	

Top Persuasion Persuasion type by CTR effectiveness





Are we able to influence

online (purchase) decisions by combining
consumer psychology with machine learning?

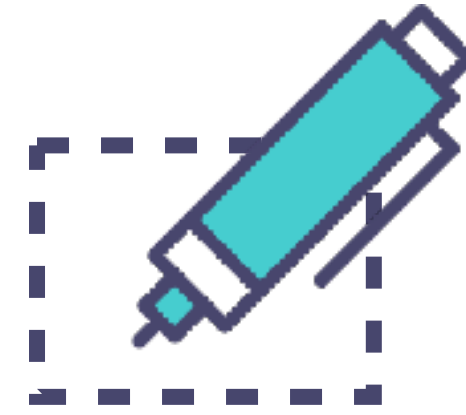


This case is intentionally left out
on client request



Learning 1#

Persuade on micro-conversions
not on end-conversions

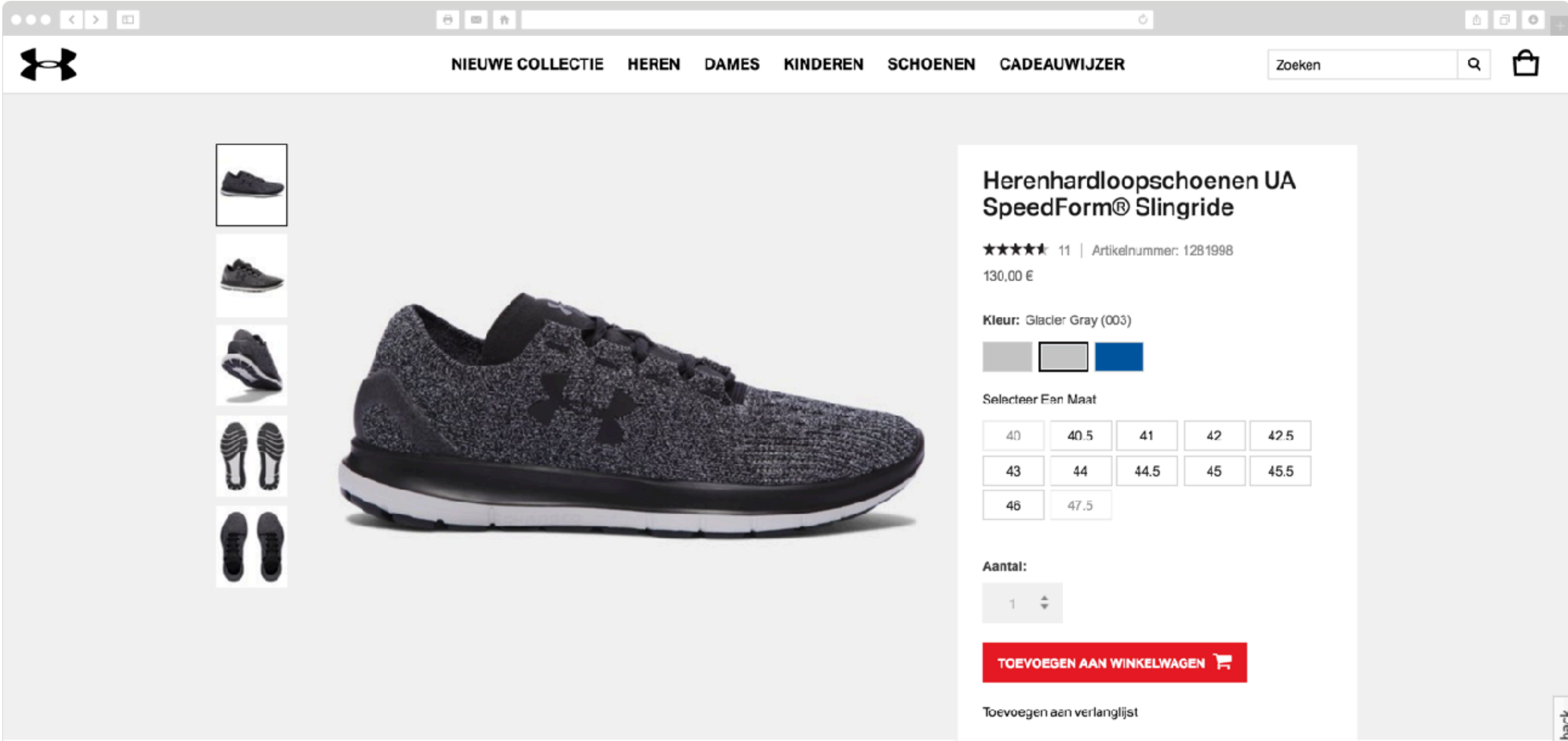


What's our latest learning on design

can design interactions improve
add-to-cart rates?

Smart notifications

Increase add-to-cart rate



OLD

+1.59%
ATC rate

Product DNA

- Innovatieve UA SpeedForm®-technologie voor een ongeëvenaarde precieze pasvorm en comfort en optimale focus

MAATTABEL

US Heren	Inches	CM	Euro
7	27	69	40
7.5	27.5	70	40.5
8	28	71	41
8.5	28.5	72	41.5
9	29	73	42
9.5	29.5	74	42.5
10	30	76	43
10.5	30.5	77	43.5
11	31	78	44
11.5	31.5	79	44.5
12	32	81	45

20 mensen zijn dit product nu aan het bekijken.

Smart notifications

Increase add-to-cart rate

NEW

+15.2%
ATC rate

The screenshot shows a product page for Under Armour SpeedForm® Slingride men's running shoes. The page features a main product image, a vertical gallery of smaller images on the left, and a detailed product information panel on the right. The information panel includes a 'Recommended For You' badge, product name, star rating (5 stars), price (130,00 €), color selection (Glacier Gray (003)), and a size selection table. A red 'TOEVOEGEN AAN WINKELWAGEN' button is prominently displayed. The top navigation bar includes the Under Armour logo, category links (NIEUWE COLLECTIE, HEREN, DAMES, KINDEREN, SCHOENEN, OUTLET), a search bar, and a shopping cart icon. A 'Feedback' button is visible in the bottom right corner.

Gratie Verzending BIJ ALLE BESTELLINGEN VANAF € 49 + GRATIS RETOURNEREN

English NL Winkels Inloggen

NIEUWE COLLECTIE HEREN DAMES KINDEREN SCHOENEN OUTLET

Zoeken

Recommended For You

Herenhardloopschoenen UA SpeedForm® Slingride

★★★★★ 10 | Artikelnummer: 1281998

130,00 €

Kleur: Glacier Gray (003)

Selecteer Een Maat

40	40.5	41	42	42.5
43	44	44.5	45	45.5
46	47	47.5		

Aantal: 1

TOEVOEGEN AAN WINKELWAGEN

Product DNA

- Innovatieve UA SpeedForm®-technologie voor een ongeëvenaarde precieze pasvorm en comfort op actieve dagen

MAATTABEL

US Heren	Inches	CM	Euro	UK
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Feedback

Smart notifications

Increase add-to-cart rate

NEW

+15.2%
ATC rate

The screenshot shows a product page for Under Armour SpeedForm® Slingride sneakers. A smart notification bubble is positioned over the product image, stating: "These are one of this week's most wanted shoes." The product details include a 5-star rating (10 reviews), price of 130,00 €, and color "Glacier Gray (003)". A size selection table is visible below the product image.

Selecteer Een Maat				
40	40.5	41	42	42.5
43	44	44.5	45	45.5
46	47	47.5		

TOEVOEGEN AAN WINKELWAGEN

Product DNA

- Innovatieve UA SpeedForm®-technologie voor een ongeëvenaarde precieze pasvorm

MAATTABEL

US Heren	Inches	CM	Euro	UK
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Learning #2

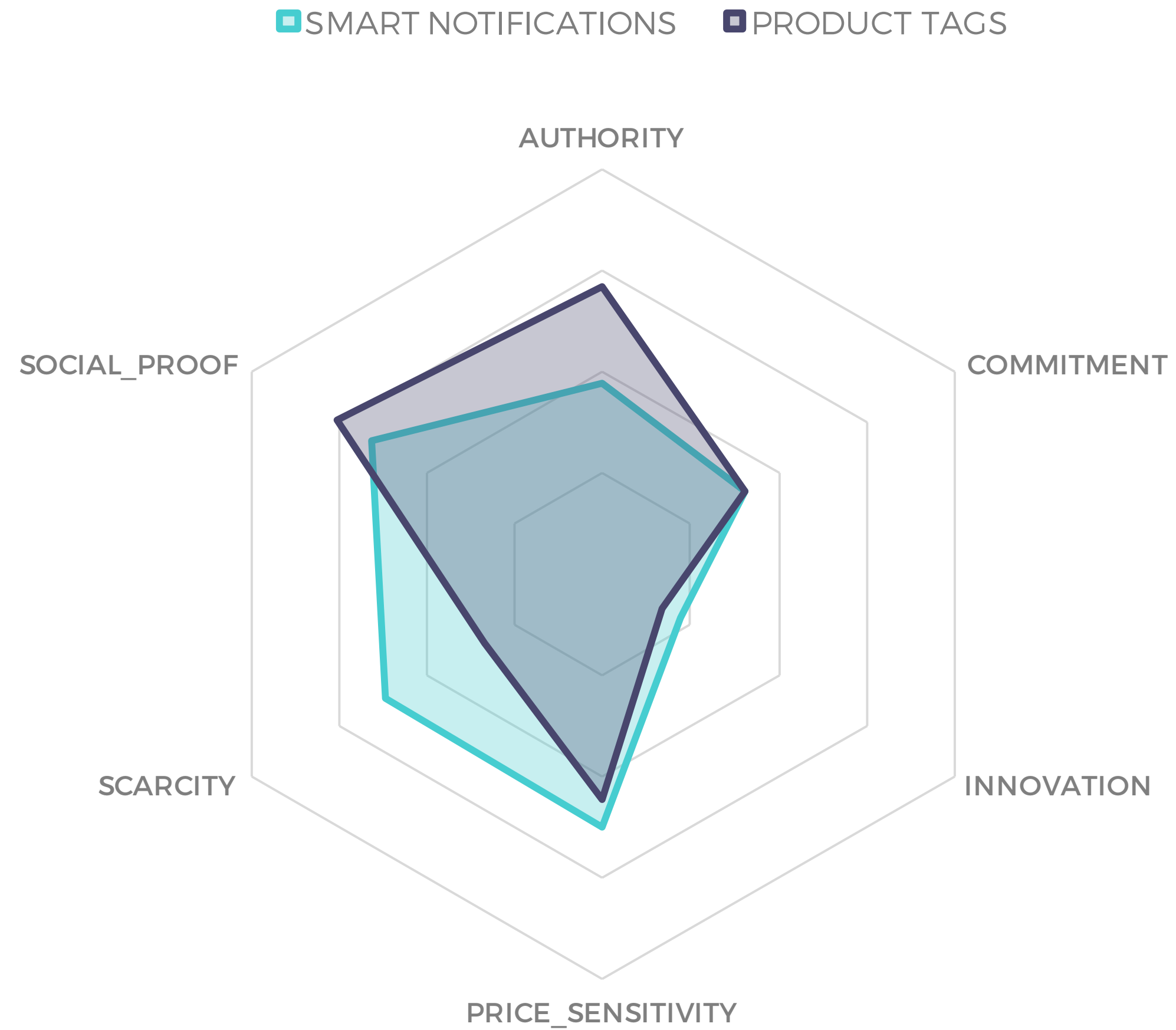
Persuade passively
don't invade actively



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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