

# Harvesting Results: Personalization and Optimization with Scotts Miracle-Gro



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## Quick Intros!



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OuterBox

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# Agenda

- Navigating the Changing Landscape
- UX Optimization - Strategic Approaches
- Personalization & Optimization @ Scotts Miracle-Gro
- Core Takeaways!



# Navigating the Changing Landscape

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# Personalization is no longer optional

## KEY TAKEAWAY

- Think through your segments and their varied needs and how you can track and capture those needs is a path all brands should take

**56%** of companies use website personalization.  
(Source: Sender)

Companies excelling in personalization generate **40%** more revenue than their average counterparts. (Source: AfterShip)

**91%** of consumers are more likely to shop with brands that recognize and provide relevant offers. (Source: Ninetailed)

**66%** of consumers expect companies to understand their unique needs and expectations. Moreover, personalized experiences lead to a **5.7x increase in customer engagement**. (Source: Salesforce)

# Continue to obsess over look and feel.

## EXPECTATIONS

**38%**

On average, 38% of people will stop engaging with a website if the content or layout is unattractive (Adobe, 2023).

## LOYALTY

**73%**

Reports found that 73% of consumers consider experience a key factor in their purchasing decisions, and 42% are willing to pay more for a friendly, welcoming experience (PwC, 2023).

## ABANDONMENT

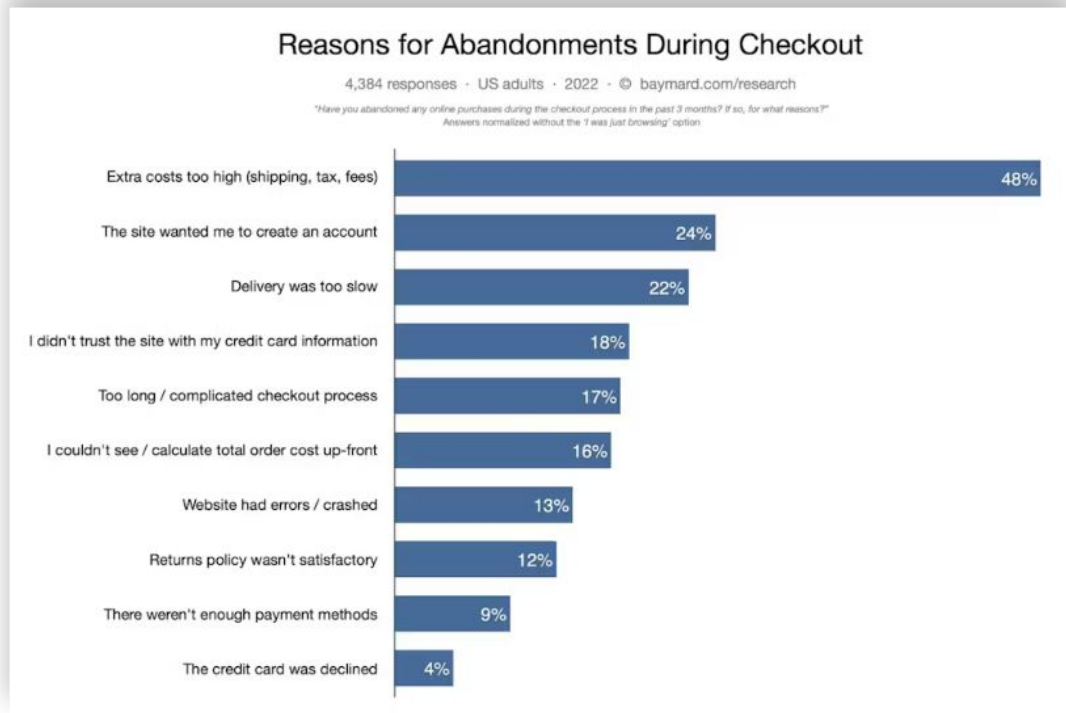
**74%**

74% of shoppers say it takes no more than three bad experiences for them to abandon a brand (Salesforce, 2023).

### KEY TAKEAWAY

- Conduct focus groups and usability studies to get real life perspectives from existing customers or potential prospects

# Abandonment factors should still be a core UX consideration



(Source: Baymard)

## KEY TAKEAWAY

- Still work on testing a variety of both presentation and messaging aspects within your transactional funnel, ensure clarity to the key questions users will have (returns etc.)

# UX Optimization Strategic Approaches

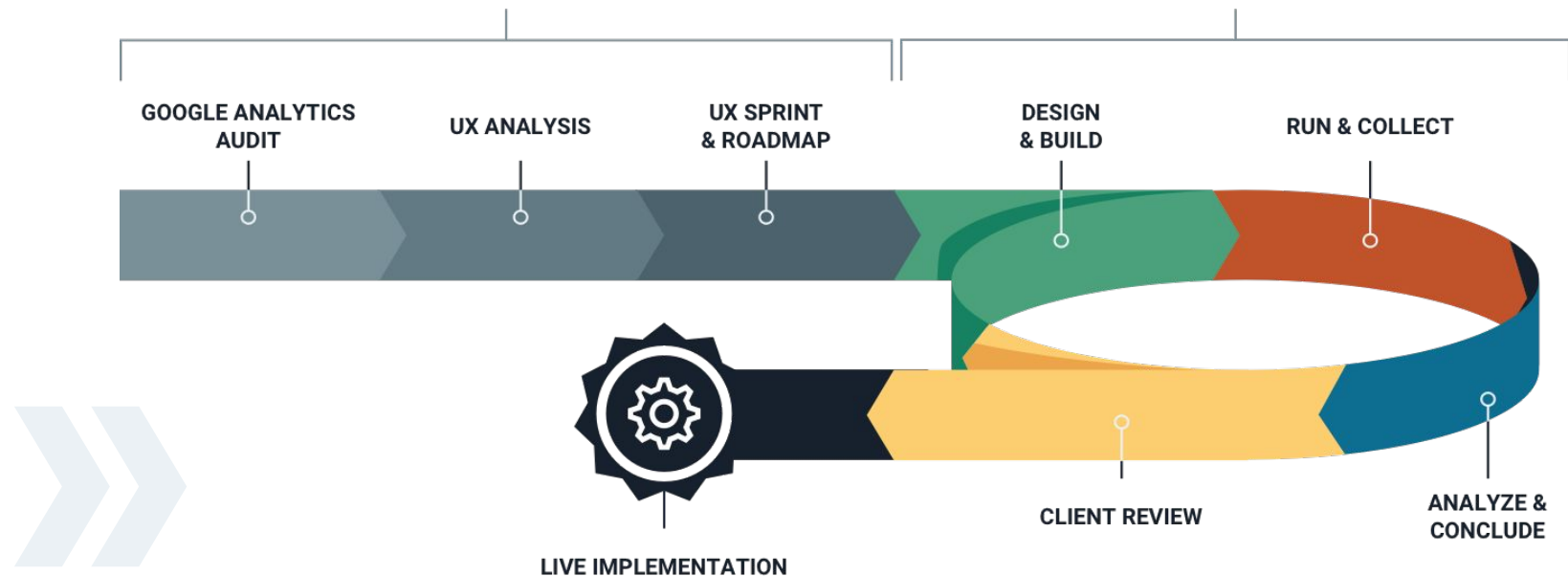
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# UX PLANNING CYCLES

## RESEARCH & PLANNING

## CONTINUOUS EXPERIMENTATION





# Which path to take?

Creating **memorable** and **engaging** experiences through design and testing can start in multiple ways

## 3 Approaches to Optimization

### VELOCITY

#### Template Experience Design

Updating with UX best practices, while improving look & feel.

#### Why?

Incorporating all feasible recommendations from the UX Assessment in one effort.

Establish a new baseline design for core templates on the website in one larger effort.

### RISK MITIGATION & LEARNING

#### Recurring Experimentation

Mitigating risk ahead of design/dev changes; understanding updates and their impacts on experience.

#### Why?

Belief experimentation is a function of Development/IT/Platform.

Experiments are conducted to mitigate risk, with regards to new features, functionality, etc.

### RESULTS/ROI

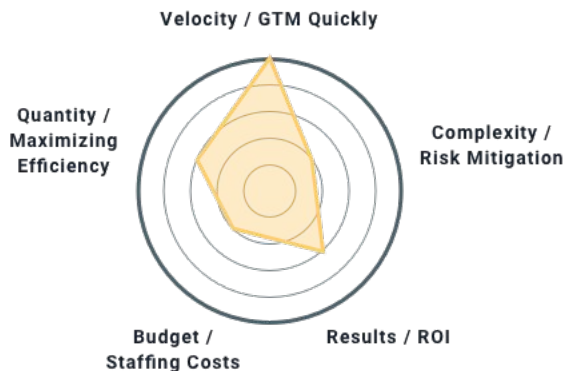
#### Conversion Rate Optimization (CRO)

Associated with a specific audience and/or campaign to further optimize channel performance.

#### Why?

Focused on a specific landing page and associated campaign, and should be focused on smaller changes, ideally mirroring the ad/campaign copy that drove the visit (H1, imagery, offer copy, CTA verbiage, etc).

# Template Experience Design



## Success Metrics

- **Primary:** templates updated/quantity of change (+best practices implemented)
- **Secondary:** Site KPIs/micro-progressions

## Profile

- Values velocity and the quickest path to updating a website's design
- Website could be lacking UX best practices
- Has limited internal resources to dedicate towards design and dev updates
- Desire to establish a new baseline design for core templates on the website in one larger effort
  - Assumes associated risk of implementing many changes at once without the ability to attribute results to a single variable

## Strategic Levers

- **Implement & Measure** - implement change to entire audience base and review metrics on a pre/post basis
- **Proof of Concept Testing** - "traditional" AB testing of the new template's changes, control vs variation
- **Incremental Testing** - AB test smaller changes from the final template vision, strategically grouped together in several different testing efforts

# Template Experience Design



## Control

Current website's design



## High Fidelity Concept

Full page design, leveraging best practices and aesthetic improvements



## Implement & Measure

Direct implementation of the Hi-Fidelity concept, measuring only on a pre/post basis



## Full Scale A/B Testing

Standard A/B test, testing the new variation design against the old (control)



## Incremental Testing

Tests focused on specific template areas or elements, conducted to learn/mitigate risk/incrementally optimize performance

# Progression Rate Monitoring

## DATA & INTELLIGENCE

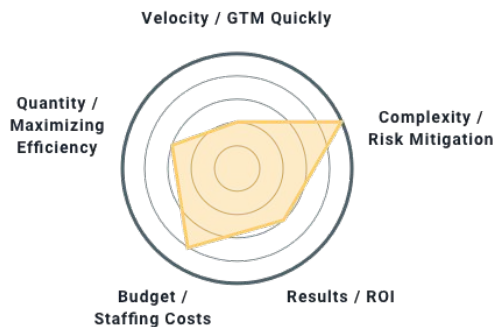
Weekly progression rate monitoring to isolate which templates need focus & optimization

Homepage Landings	1,217	% vs Previous	% vs Initial
Progressions to Product Listing Page	189	15.53%	15.53%
Progressions to Product Details Page	161	85.19%	13.23%
Add to Cart	69	42.86%	5.67%
Progressions to Cart Page	52	75.36%	4.27%
Progressions to Checkout	27	51.92%	2.22%
Conversions	5	18.52%	0.41%

Product Listing Page Landings	1,117	% vs Previous	% vs Initial
Progressions to Product Detail Page	370	33.12%	33.12%
Add to Cart	200	27.03%	8.95%
Progressions to Cart Page	69	69.00%	6.18%
Progressions to Checkout	21	30.43%	188%
Conversions	3	14.49%	0.27%

Product Detail Page Landings	2,526	% vs Previous	% vs Initial
Add to Cart	152	6.02%	6.02%
Progressions to Cart Page	116	76.32%	4.59%
Progressions to Checkout	36	31.03%	1.43%
Conversions	16	44.44%	0.63%

# Recurring Experimentation



## Success Metrics

- **Primary:** Template specific KPIs / micro-progressions
- **Secondary:** CVR

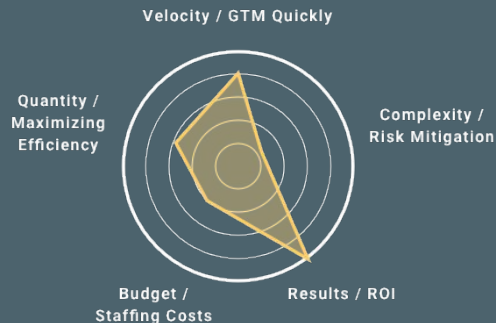
## Profile

- Value, belief, and understanding that UX/experimentation is a function of Development/IT/Platform cost, and is not a revenue generating channel (PPC, Organic, etc)
- May have some internal resources to dedicate towards website optimization, but may be missing certain pieces (designer, developer, researcher, platform, etc)
- Desire to mitigate risk and proper vetting of new changes and functionality across the website

## Additional Notes

- Emphasis around creating memorable user experiences by utilizing UX Strategy, UX Research, and UI Design tools and skill sets

# Conversion Rate Optimization (CRO)



## Success Metrics

- **Primary:** Primary: CVR
- **Secondary:** Template specific KPIs / micro-progressions

## Profile

- Desire to optimize on-page performance to maximize specific campaign performance
- Belief and understanding that CRO inherently bolsters marketing campaigns
- Messaging, creatives, promotions driven from parameters within root URLs

# CRO (cont.)

*CRO treatments should be smaller in scale*

*Specific consideration should be given and prioritized based on the originating ad (the ad that drove the click to the site), thinking about these types of efforts through the lens of "light personalization"*

*Thinking about the ad that drove the visit, we can think about testing things such as:*

- **H1, H2, etc**
  - Is the landing page speaking the same message as the ad? Are we highlighting the same message?
- **Body copy**
  - Is the landing page speaking the same message as the ad? Are we highlighting the same message?
- **Offer copy**
  - Are we promoting a specific offer in the ad? How is this being highlighted on the landing page?
- **Image**
  - Are there specific images that are generating interest via the the ad? Are those same images or related images promoted on the landing page?
- **CTA verbiage**
  - Is there CTA verbiage in the ad that should match on the landing page visit?
- **Color & Styling**
  - Are we matching look and feel between ad and landing page experience? Do CTA colors match?
- **Value Proposition**
  - Is there a specific value proposition that is highlighted in the ad that needs to be carried through to the landing page experience?
- **Trust Signals**
  - Are we promoting trust signals (or social proof) in our ad? If so, are those same signals present on the landing page?





# Example UX Roadmap

## Targeting Workstream

### Month 1

New Visitors  
Returning Customers

### Month 2

Non Subscribers  
VIP Customers

### Month 3

State Centric Ship Messaging  
Return Sessions

### Month 4

First Time Purchasers  
Category Affinity

### Month 5+

Clearance  
Churned Customers

## UX Workstream

### Month 1

Global Template (Header/Nav) Design  
Homepage Template Design  
Product Listing Template Design

### Month 2

Product Page Template Design  
Cart Template Design  
Global Template Build & Implement

### Month 3

Homepage Build & Implement  
Product Listing Build & Implement  
Cart Page Build & Implement  
Post-launch Reporting

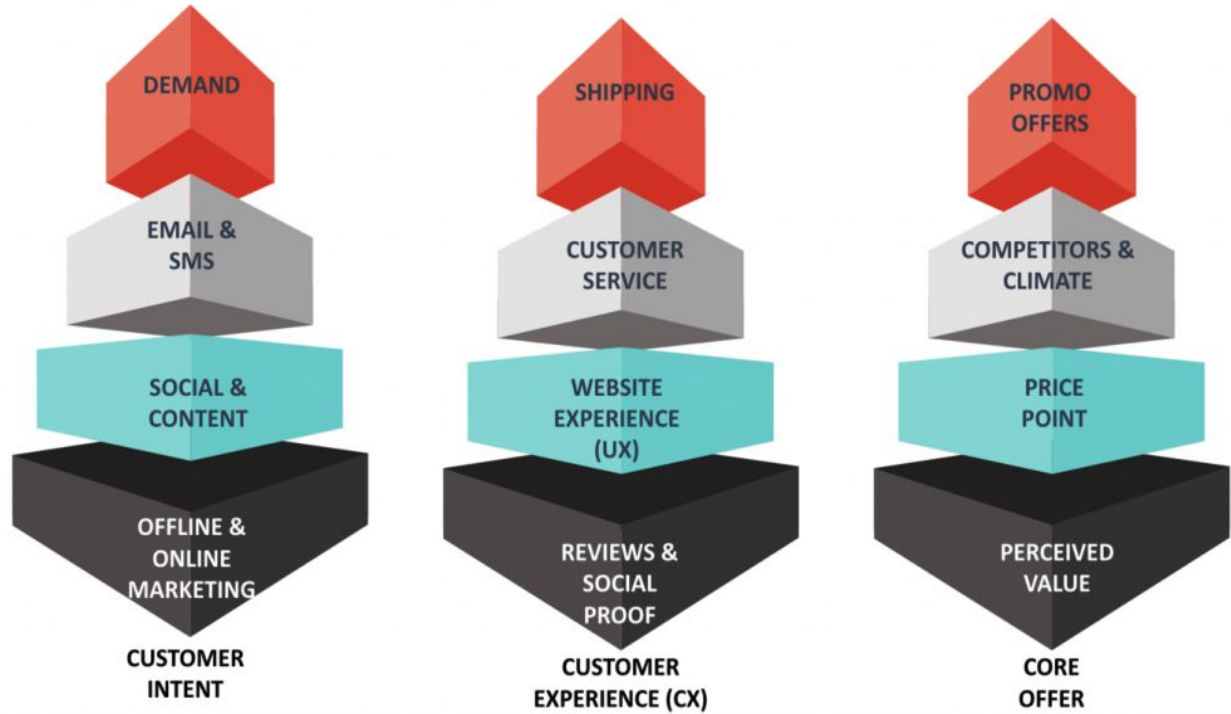
### Month 4

Product Page Build & Implement  
Post-launch Reporting

### Month 5+

Experimentation

# Consider all conversion factors



# Optimization @ Scotts Miracle-Gro

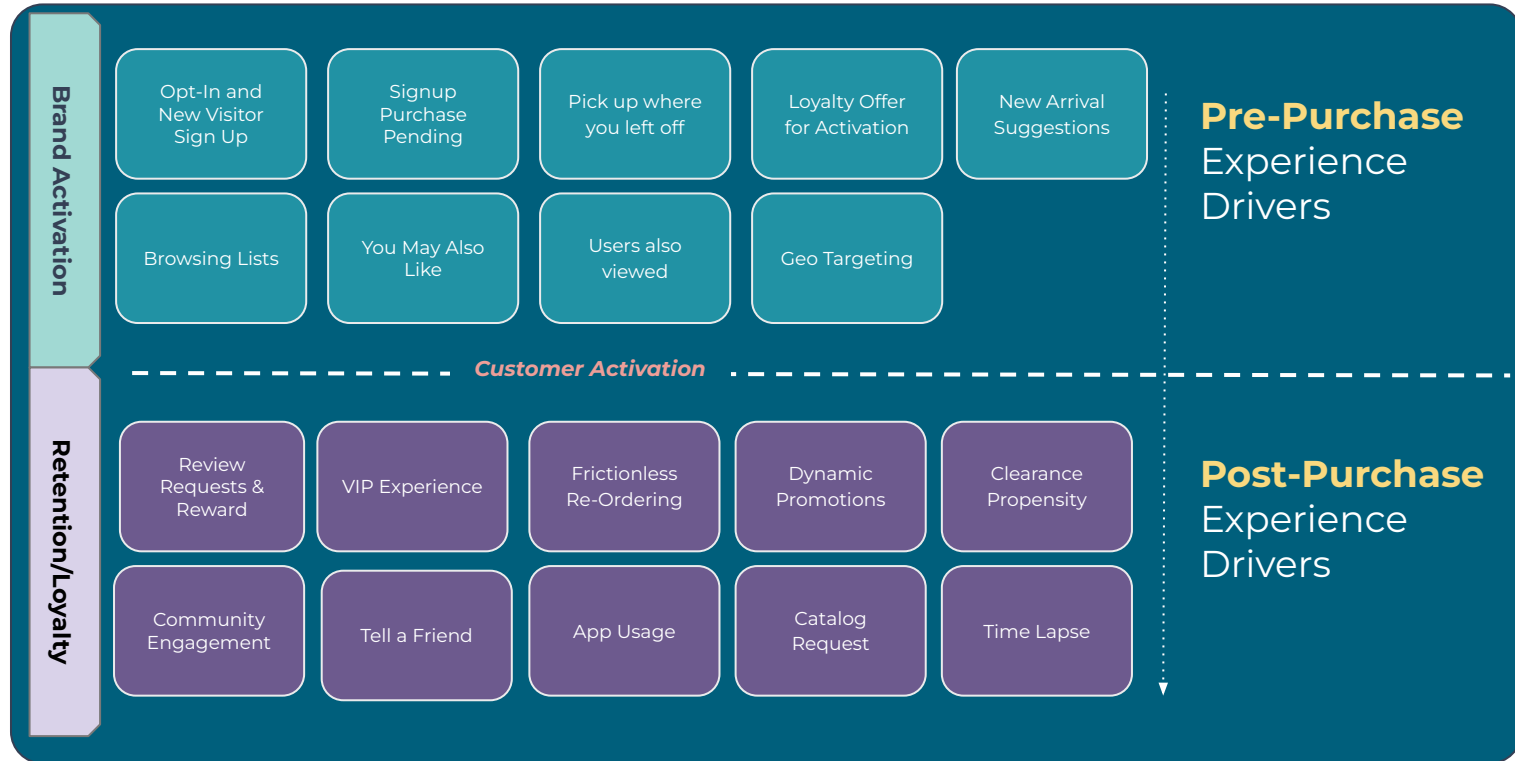
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# Segment Targeting

Unique messaging and creative for varied customer cohorts



# Personalization Approaches



## TEST SEGMENT

**100%** of all returning visitors who have made a purchase, on all devices  
(Exclude Home Page, Cart, Checkout, Account)

## HYPOTHESIS

By incorporating a unique landing experience for customers we know have already made a purchase, we can provide a more personalized and relevant experience, leading to an increase in progressions to product pages.

## TEST TYPE



CONTROL + 3 VARIATIONS

## Variation 1:

- Modal Pop-up
- Drop-shadow on hover (desktop)
- Link to sub-categories

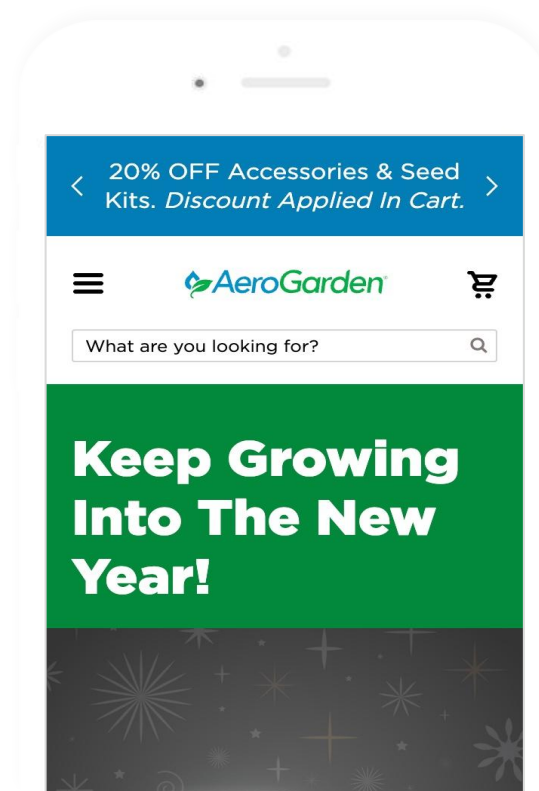
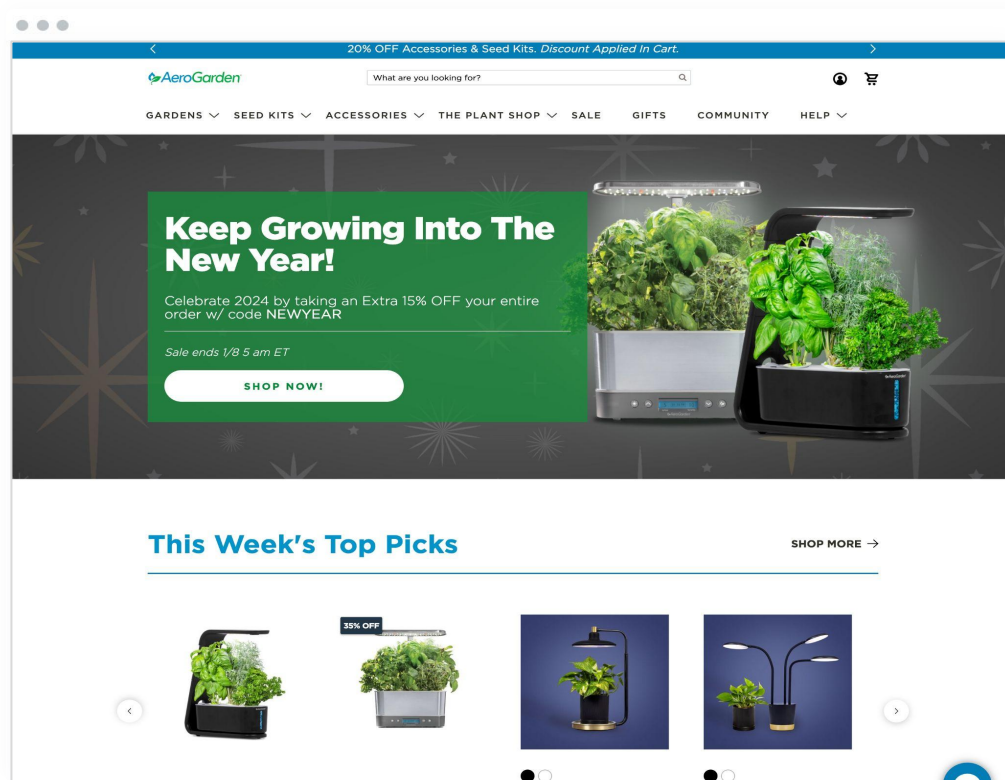
## Variation 2:

- Modal Pop-up
- Drop-shadow on hover
- Carousel on mobile (matches homepage carousels)
- Link to specific products

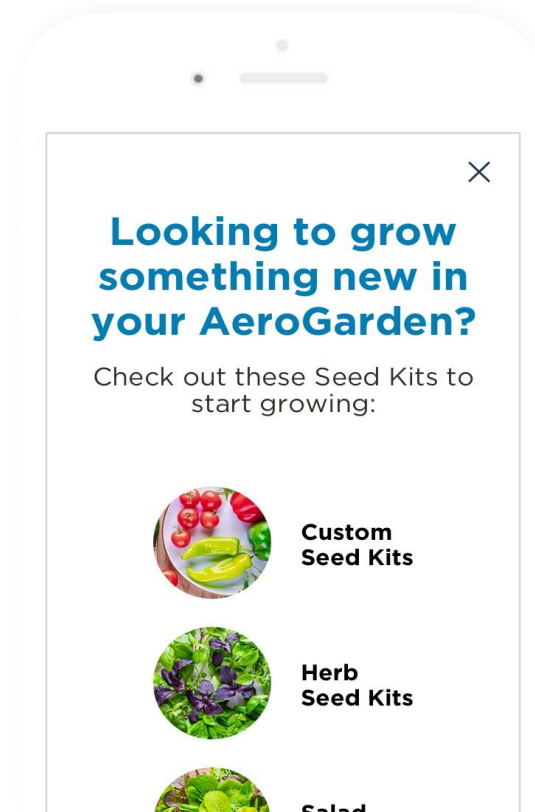
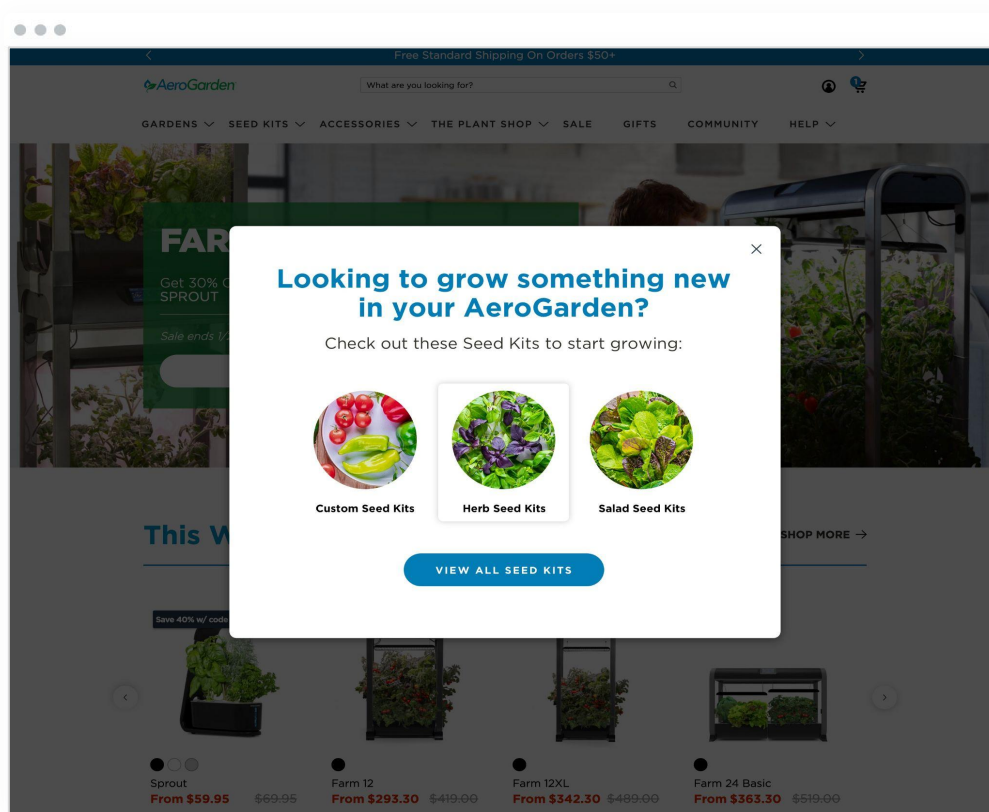
## Variation 3:

- Modal Pop-up
- Drop-shadow on hover
- Carousel on mobile (matches homepage carousels)
- Link to categories

# Control - Returning Customers

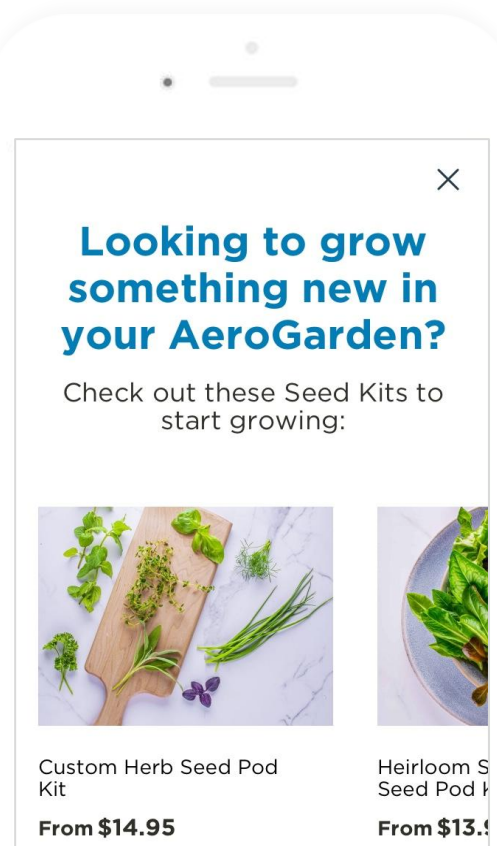
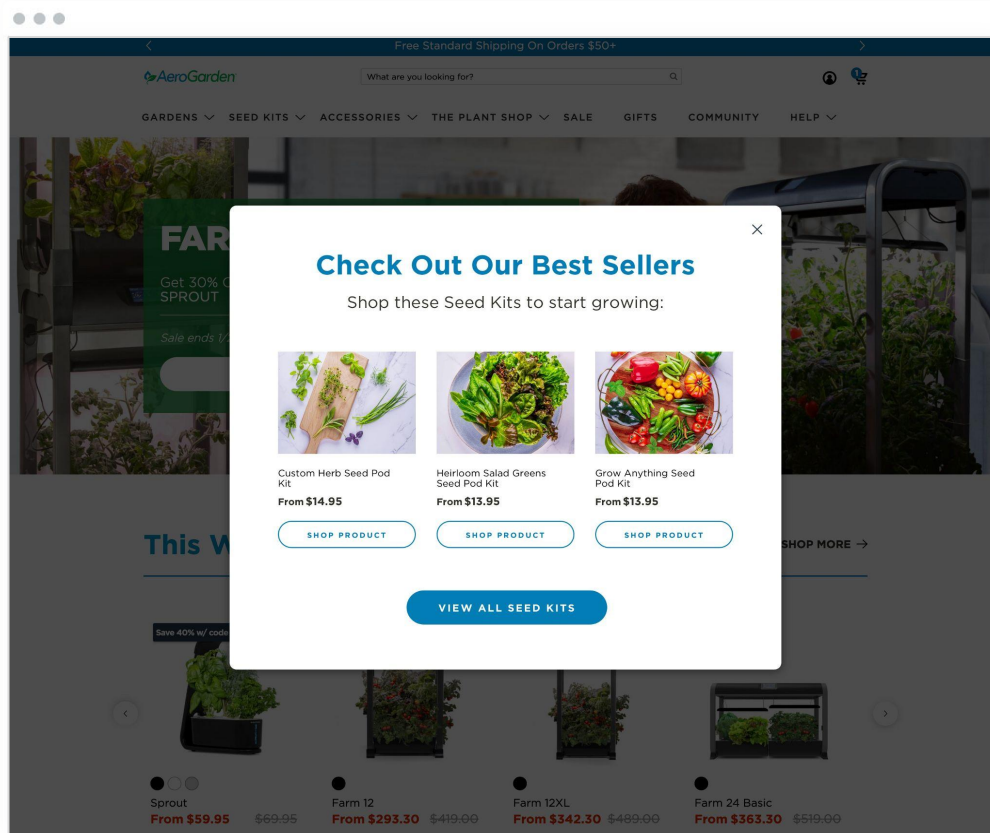


# Variation 1 - Returning Customers

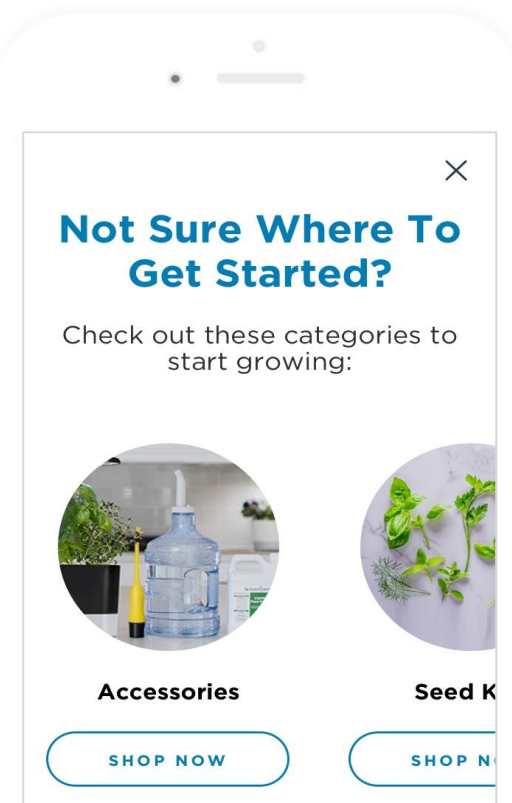
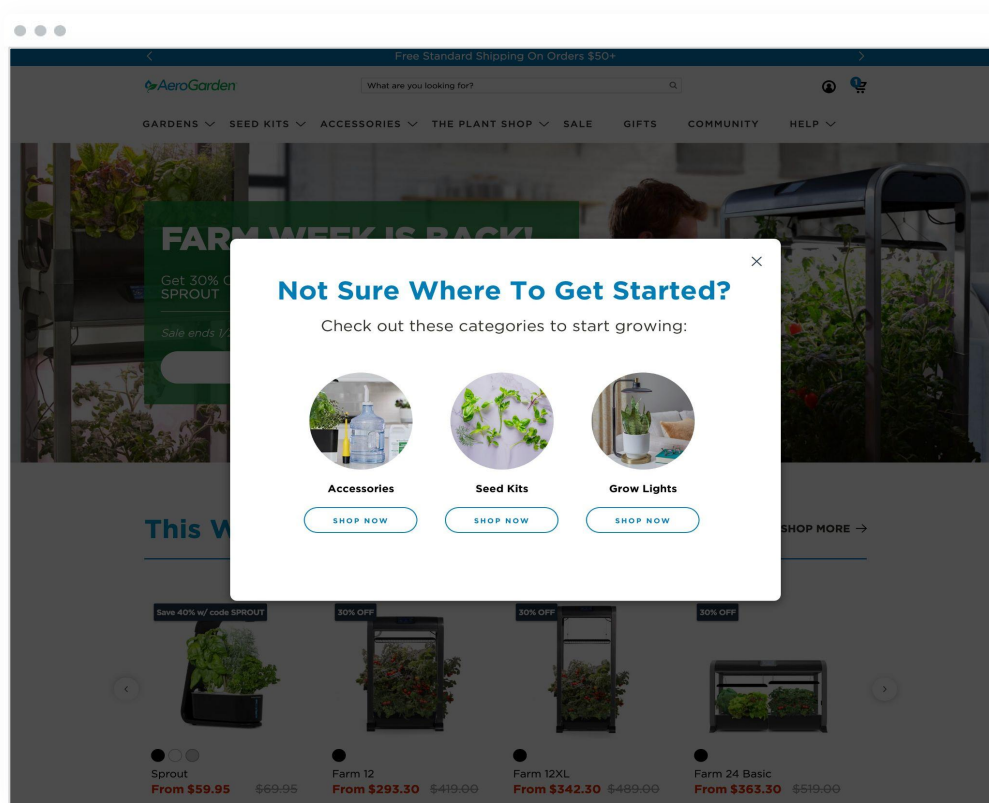




# Variation 2 - Returning Customers



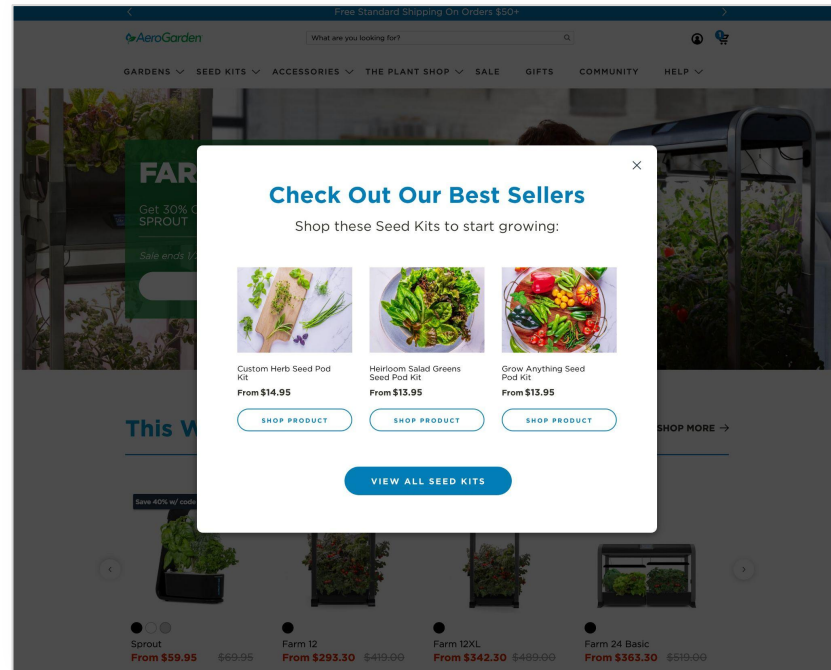
## Variation 3 - Returning Customers



And the winner is.... **Variation 2**

This variation versus the control drove:

- **10.48%** positive impact to **overall conversion rate.**
- **17.95%** positive impact to **bounce rate.**



## HYPOTHESIS

If we add in a pop-up modal showing best selling items, the user will experience a more informative and welcoming entry point for new visitors, increasing the likelihood of user engagement and exploration on the site and decreasing bounce rate.



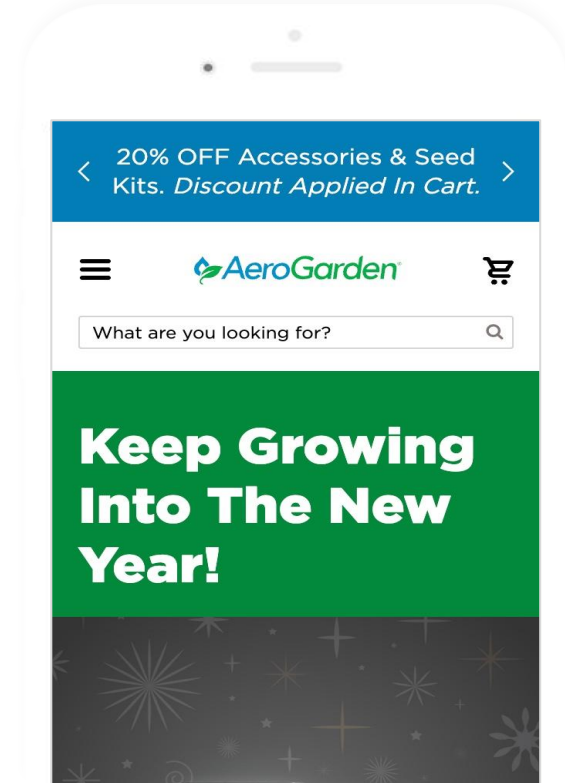
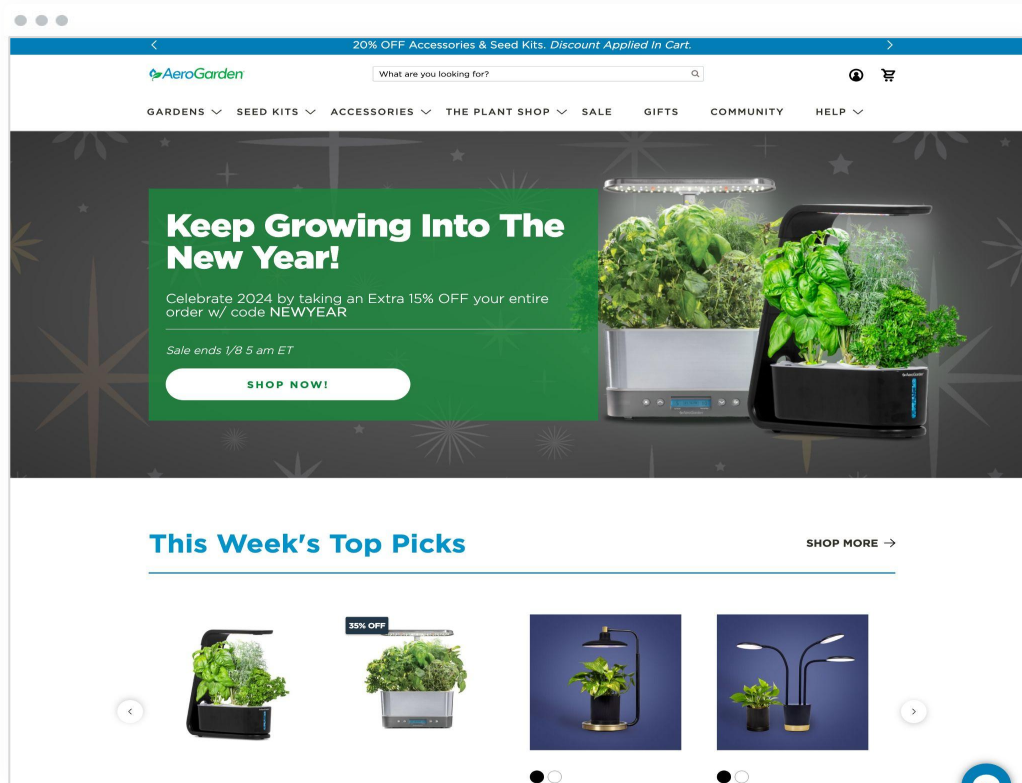
CONTROL + 2 VARIATIONS

## Variation 1:

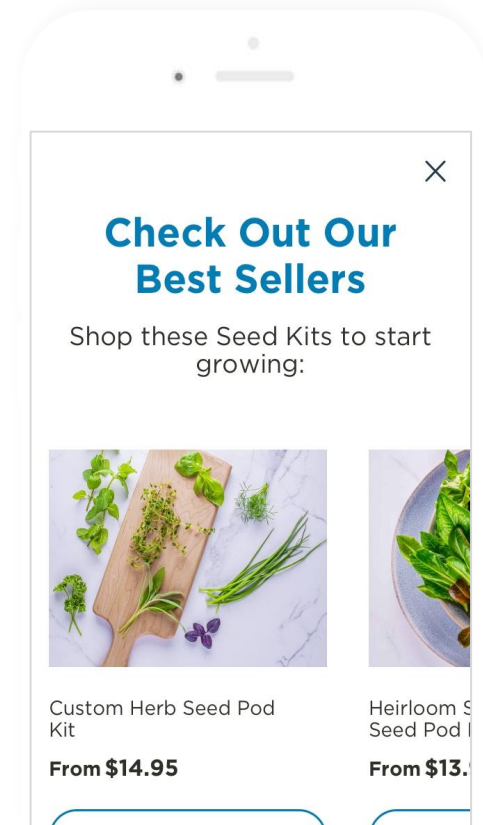
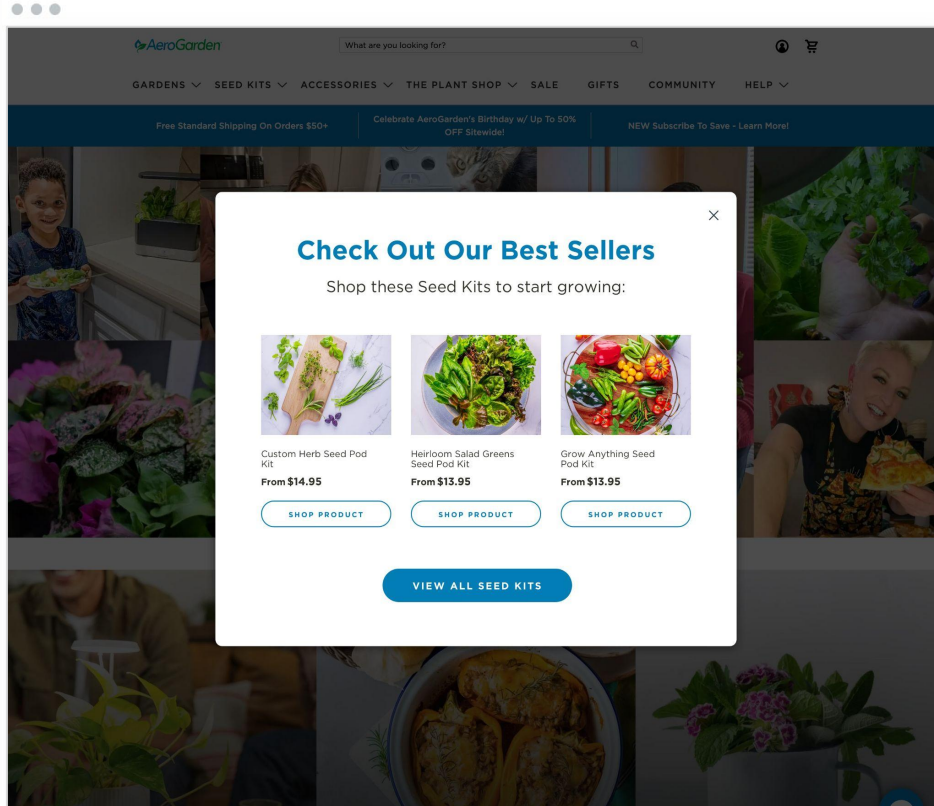
- Seed Kit Modal Pop-Up
- Drop shadow on product hover
- Carousel on mobile (to match homepage carousels)
- Link to specific products

## Variation 2:

- Gardens Modal Pop-Up
- Drop shadow on product hover
- Carousel on mobile (to match homepage carousels)
- Link to specific products

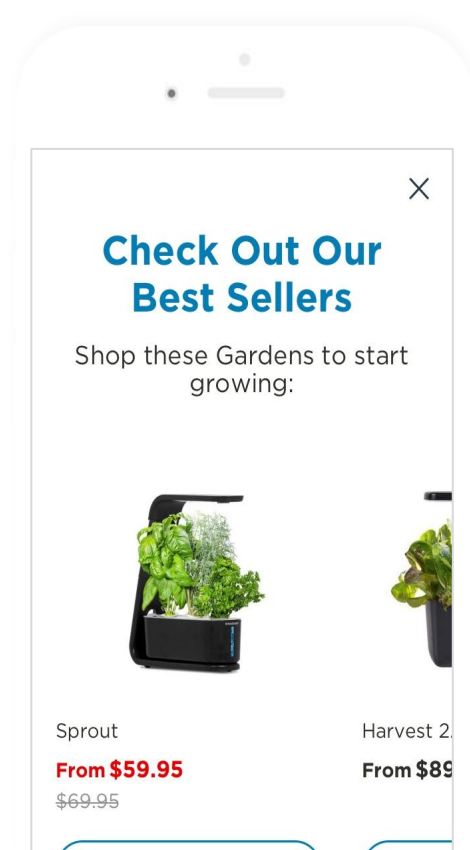
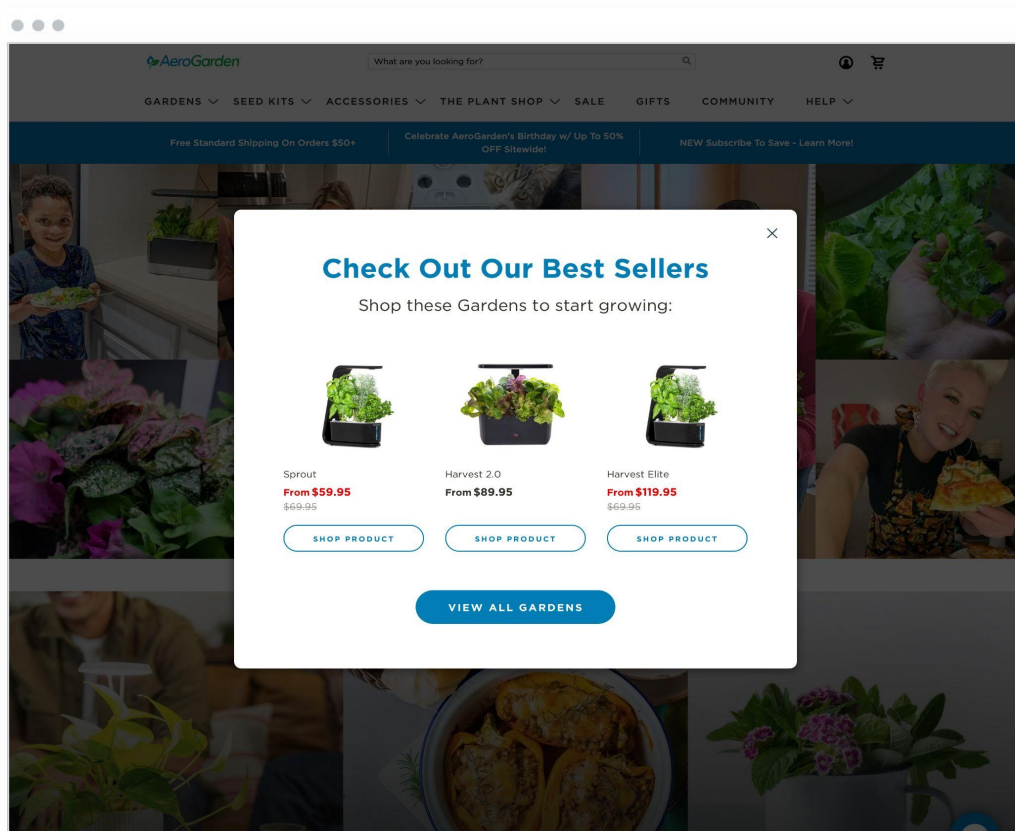


# Variation 1 - New to Brand





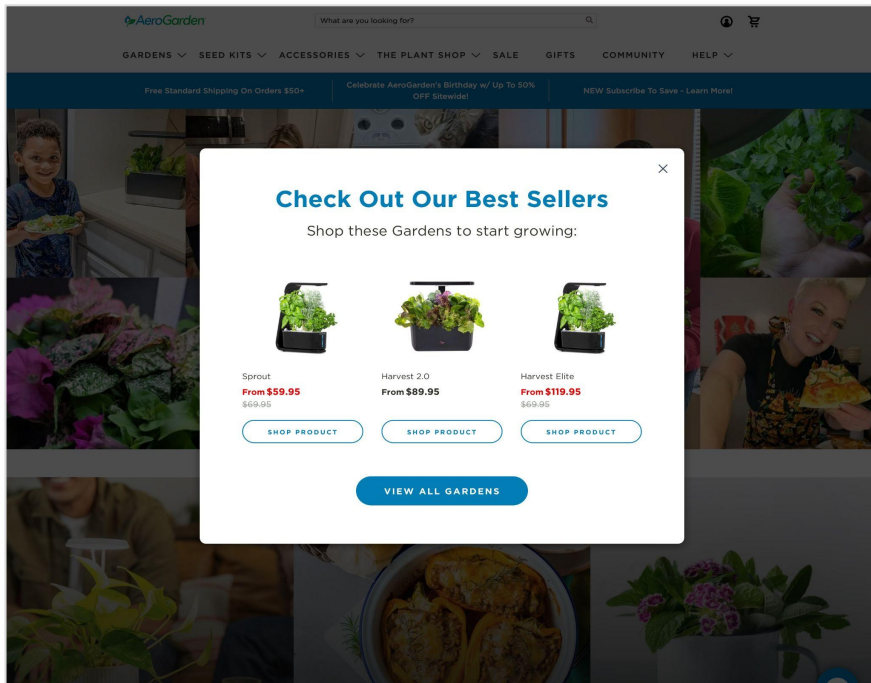
# Variation 2 - New to Brand



And the winner is.... **Variation 2**

This variation versus the control drove:

- **4.5%** positive impact to **overall conversion rate**.
- **20%** positive impact to **revenue**.
- **19%** positive impact to **AOV**.
- **2.5%** positive impact to **bounce rate**.





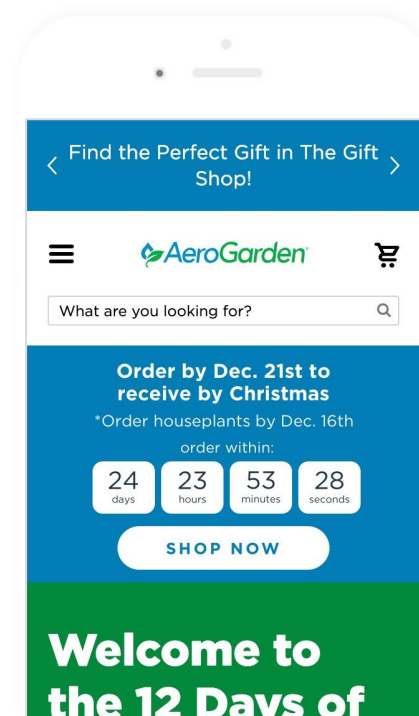
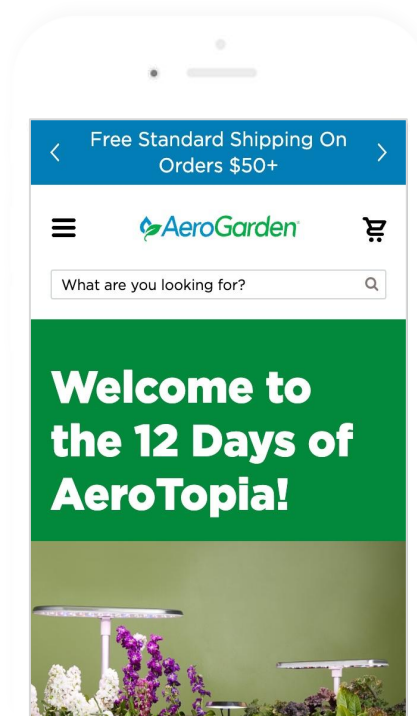


## Get it By Christmas Counter

**Hypothesis:** By adding urgency messaging to push for purchases before Christmas, the user will want to get their order in to ensure Christmas delivery; therefore, AeroGarden will see in an increase in conversions and revenue.

**Success Metrics:** (1) CVR (2) Revenue

**Results:** This test resulted in a **2.4% lift** to the overall CVR rate from the countdown timer.



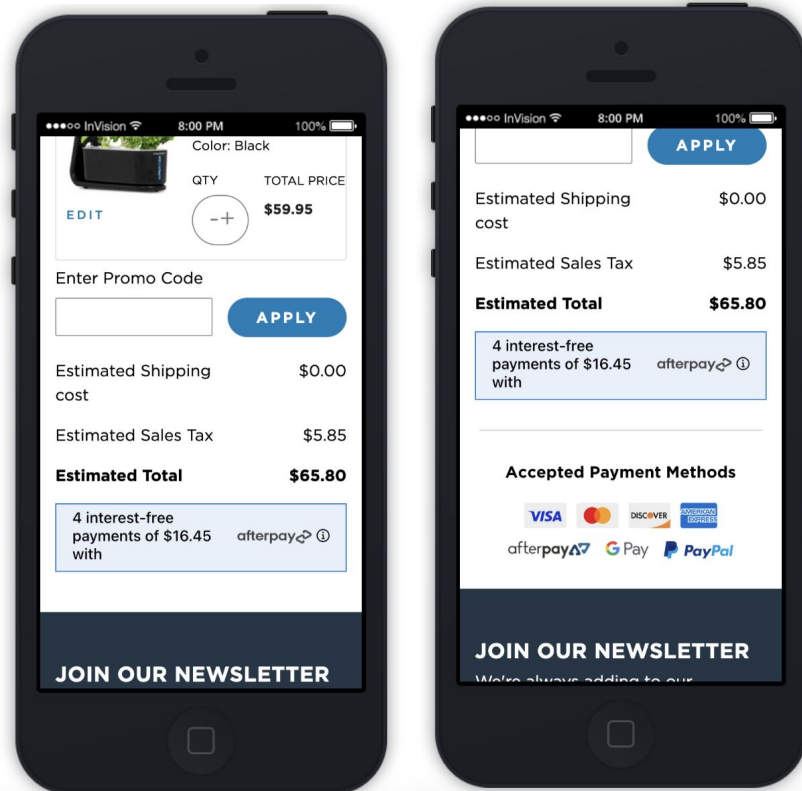


## Cart Add Payment Icons

**Hypothesis:** Adding accepted/alternate payment method badges to the cart may enhance transparency and trust during the checkout process, increasing customer confidence in progressing to checkout.

**Success Metrics:** (1) Progression rate to Checkout  
(2) CVR (3) Revenue

**Results:** 9.06% lift in progression rate, 14.96% lift in CVR, 11.9% lift in revenue



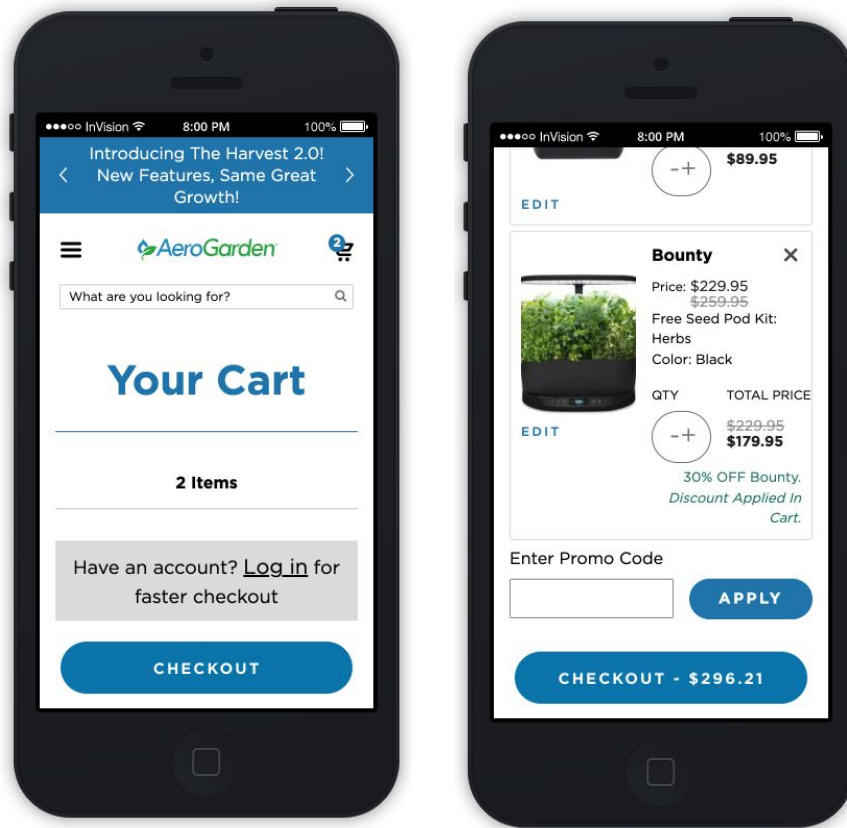


## Mobile Cart Savings Sticky

**Hypothesis:** By utilizing total savings in a sticky checkout element, the savings will motivate the user to progress to checkout; therefore, AeroGarden will see an increase in CVR.

**Success Metrics:** (1) Progression Rate to Checkout (2) CVR

**Results:** **8.05% lift** in progression to checkout with an additional **4.27% lift** in CVR, **7.18% lift** in revenue.



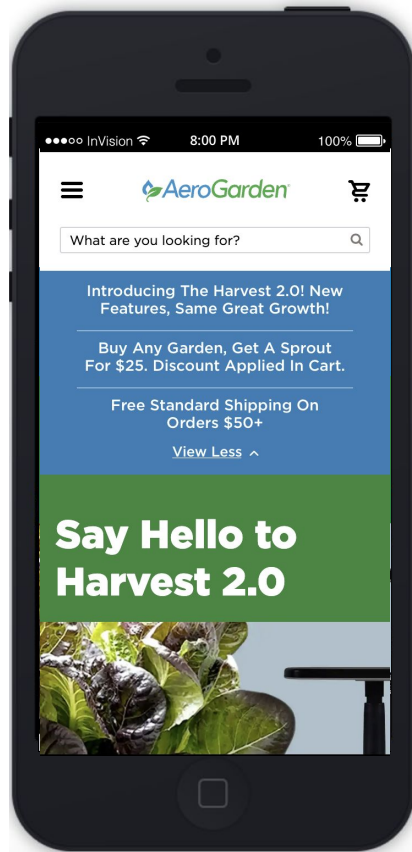
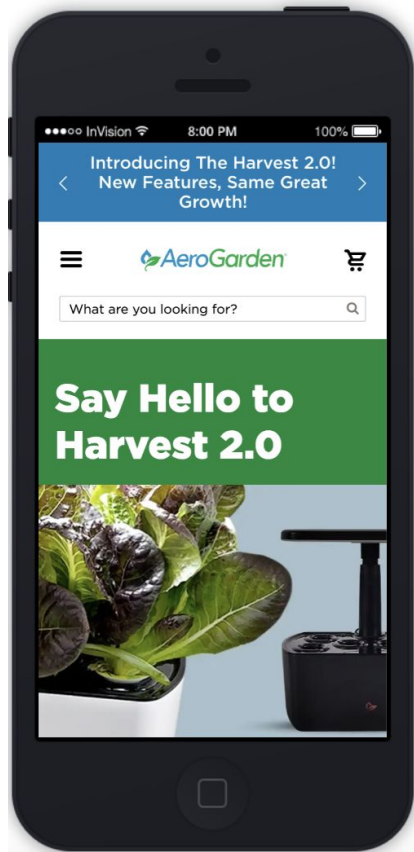


## Global Promo Redesign

**Hypothesis:** By testing different background colors, message placement, and layout configuration, we will gain more information about how users are interacting with the promotional messages.

**Success Metrics:** (1) Progression Rate (2) Bounce Rate (3) CVR

**Results:** **11.22% lift** in CVR, **11.22% improvement** in bounce rate, and a **4.40% lift** in progression rate.



## Core Takeaways!

1. Think through your customer segments, how can you best classify them for distinct creatives and promotions and don't be afraid to start small and build up!
2. Obsess over your progression rates and the usability of your site. Monitor weekly to ensure no JS bugs or other site issues are causing issues.
3. Realize that testing is a lot like baseball - you are going to have more "singles" than "home runs" and these smaller incremental gains compound over time.
4. Don't be afraid to fail - if you're not experiencing failures along the way then you are not growing!

*Scotts* Miracle-Gro

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# Thank you!

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Email [Craig@outerbox.com](mailto:Craig@outerbox.com) to request an assessment for your brand

