

OHNE PROTECT



MIT PROTECT

**Noch sicherer unterwegs mit
Carglass®-Protect**

**+182 %
Uplift**

Case Study - Carglass.de

**Iterative optimization of the acceptance rate
of windshield rain repel**

presented by



Case Study - Carglass.de

Iterative optimization of the acceptance rate of windshield rain repel

Carglass® is widely known through its commercials - "Carglass® repair, Carglass® replace". Due to this awareness, Carglass® is often the first place to go when your windscreen has been damaged.

Initial situation:

In addition to the replacement and repair of glass damage to the vehicle, Carglass® also offers other additional products, such as windshield rain repel. This can be added online as an additional product in the final step of the appointment booking process. The Carglass technician applies the windshield sealant to the windshield after the damage has been fixed.

Through continuous optimization via A/B tests, the acceptance rate of windshield rain repels will sustainably be increased. At the request of Carglass, the acceptance rate cannot be disclosed.



Optimization process:

Carglass® optimizes the website and the online booking process as part of a team process. The team meets once a week to exchange new test ideas and hypotheses, which are then prioritized and documented on a roadmap. The optimization team consists of digital specialists from the areas of SEO, SEA, email marketing, product owners and UX designers. Steffen Schulz from Varify GmbH has been supporting the team since January 2022 to manage and coordinate the optimization process.

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#1 A/B Test – 2 Choices (Test period - 31 days)

Hypothesis:

If the visitor is only shown a clear before/after effect in the form of 2 images, **then** the acceptance rate for the windshield rain repel increases, **because** the decision whether to add a windshield rain repel is made spontaneously and emotionally. (The benefits of windshield rain repel in V1 can be seen by a click on the info icon).





Original	Variant 1	Variant 2
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#2 A/B Test – Danger at night (Test period - 30 days)

Hypothesis:

If the visitor is shown a night scene with a deer instead of a freeway picture, **then** the additional acceptance rate for windshield rain repel increases, **because** the user identifies the situation as a dangerous one and they recognize, they can mitigate the risk by adding windshield rain repel to their order.

Original	Variant 1
<div><div></div><div><h3>Bessere Sicht mit Scheibenversiegelung</h3><p>Ihre Wahl des Schutzes:</p><div><div><div><p>Ohne Protect</p><p>Aufpreis</p><p>0,- €</p></div></div><div><div><div><p>EMPFEHLUNG</p><p>Mit Protect</p><p>Aufpreis inkl. Auftragen</p><p>39,98 €</p></div></div></div><div><div><div><<</div><div>Zurück</div><div>Termin buchen</div></div></div></div></div></div>	<div><div></div><div><div>+5,9 %</div><p>No negative influence on appointment bookings</p></div><div><div></div><div><h3>Bessere Sicht mit Scheibenversiegelung</h3><p>Ihre Wahl des Schutzes:</p><div><div><div><p>Ohne Protect</p><p>Aufpreis</p><p>0,- €</p></div></div><div><div><div><p>EMPFEHLUNG</p><p>Mit Protect</p><p>Aufpreis inkl. Auftragen</p><p>39,98 €</p></div></div></div><div><div><div><<</div><div>Zurück</div><div>Termin buchen</div></div></div></div></div></div></div>

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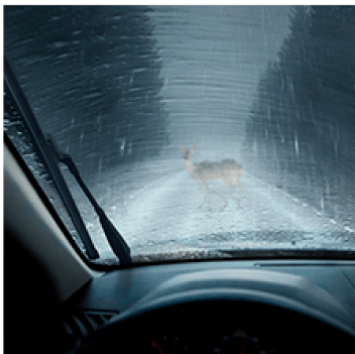






#3 A/B Test – Second Chance (Test period - 14 days)

Hypothesis:

If the visitor decides to book an appointment "Without Protect" and is then shown an overlay in which the advantages of windshield rain repel are displayed and he has another chance to add windshield rain repel,

then the acceptance rate for windshield rain repel increases,

because undecided visitors are convinced by the communication of benefits.

Original	Variant 1
<p>Bessere Sicht mit Scheibenversieglung</p> <p>Ihre Wahl des Schutzes: ⓘ</p> <div><p>Ohne Protect ⓘ</p><p>Aufpreis 0,-€</p></div> <div><p>EMPFEHLUNG</p><p>Mit Protect ⓘ</p><p>Aufpreis inkl. Auftragen 39,98€</p></div> <p>« Zurück Termin buchen</p>	<p>+28,5 %</p> <p><i>No negative influence on appointment bookings</i></p> <p>Bessere Sicht mit Scheibenversieglung</p> <p>Ihre Wahl des Schutzes: ⓘ</p> <div><p>Ohne Protect ⓘ</p><p>Aufpreis 0,-€</p></div> <div><p>EMPFEHLUNG</p><p>Mit Protect ⓘ</p><p>Aufpreis inkl. Auftragen 39,98€</p></div> <p>« Zurück Termin buchen</p> <div><p>Bessere Sicht mit</p><p>Kein Protect hinzugefügt ✕</p><p>Wir empfehlen für Ihre neue Scheibe eine Scheibenversieglung mit zu buchen.</p><ul style="list-style-type: none"> Bessere Sicht bei schlechtem Wetter und Nachtfahrten Frost, Schnee, Eis, aber auch Schmutz perlen leichter an der Scheibe ab Dank Abperleffekt werden die Scheibenwischer weniger genutzt und die Lebensdauer verlängert<p>Protect hinzufügen</p><p><u>Termin ohne Protect buchen</u></p></div>

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Summary

A cumulative uplift of **81.9%** ($1.337 \cdot 1.059 \cdot 1.285$) was measured in the three experiments.

This uplift was confirmed not only in the experiments, but also in the absolute order intake in the following months. In absolute terms, the **uplift in bookings** from February 2022 to February 2023 was **182%**.

The test concepts are based on **psychological triggers**. You can find out exactly which psychological triggers were used for these tests here:

<https://varify.io/carglass-case-study>



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