



Visual Guide To High-Impact, Code-Free Experimentation



FIVE WAYS TO OPTIMIZE YOUR
MOBILE APP IN UNDER A DAY

When resources are tight, experimentation is right

Nothing is worse than being responsible for your mobile app's KPIs and growth, but unable to do anything about it because you're tight for resources, and don't know a thing about coding to boot.

But what if we told you the experiments in this guide can all be run by non-technical team members to optimize key areas in your mobile app?

That's right, no coding required. At all. And they have all been **proven** to move the needle on metrics like mobile engagement, retention, clickthrough rates, and conversion.



Throughout the guide, keep an eye out for tips from **Kate and Dexter**. They're our in-house testing experts who lead organizations through high-impact experimentation programs with Taplytics Enterprise Services.



So, here's the thing.

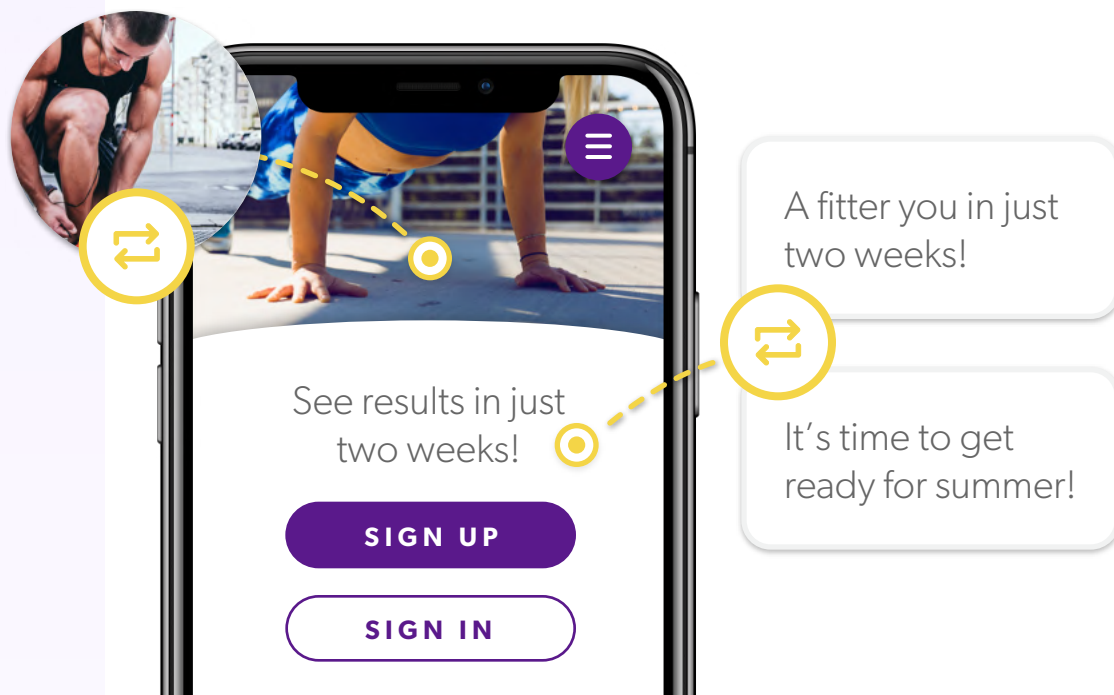
These experiments really can be run with no coding at all, just as soon as your engineering team installs the Taplytics SDK. Be sure to treat them to a nice lunch and give them the heads up that our SDK is lightweight and secure. Installation will take less than an hour (we promise!) to do.

Et voilà! You now have access to a powerful visual editor that lets you run experiments with a tap and a click. Looking for some inspiration? You'll find some of our most successful experiment suggestions, which have been validated by our world-class clients, in this guide.

Happy experimenting!

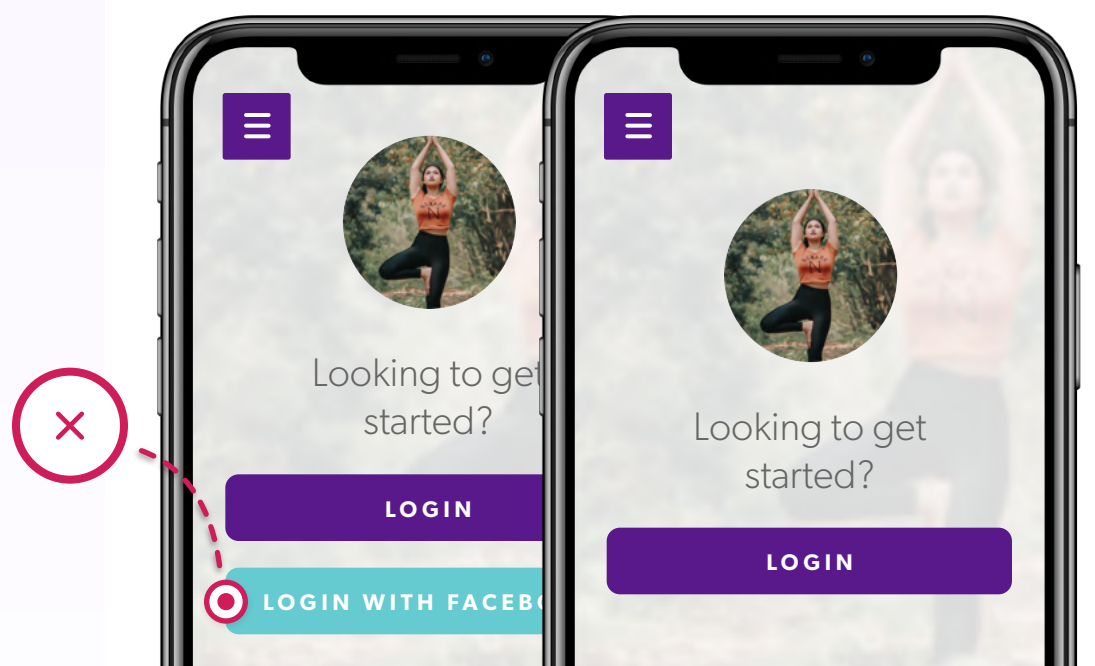
Experiment 1: Optimized Onboarding Screens

Your onboarding screens are the first elements users will interact with in your app, so naturally, this will be one of the highest impact experiments that you can launch. Optimizing this first experience can affect the number of users who complete the flow and engage after that first session.



* SWITCH UP YOUR SPLASH SCREEN

When a user opens your app for the very first time, what images and copy do they see?



* HIDE ELEMENTS

Find out if providing additional on-screen elements is distracting or confusing for users.

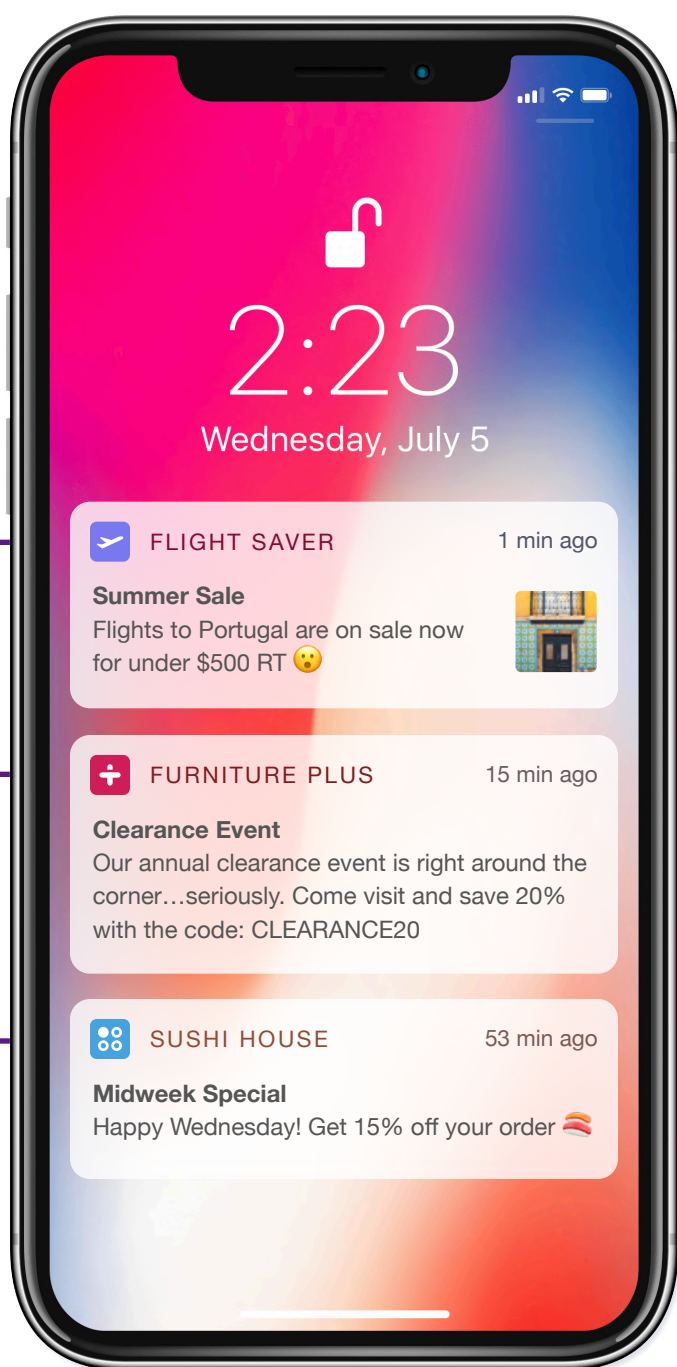


KEY METRICS

Taplytics customers have seen registration and purchase increases of **150% and 9%**, respectively, by running onboarding flow experiments.

Experiment 2: Push Notifications

Push notifications offer powerful ways to share compelling and actionable information with your users to re-engage them with your app. The problem is, mobile users are bombarded with dozens of pushes every day. Get creative in new ways and experiment with your pushes to see what makes you stand out from the noise.



1 EXPERIMENT WITH CAPTIVATING CONTENT

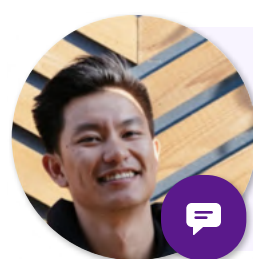
Try fresh copy, emojis, and even images in your push notifications.

2 TRY GEOLOCATION TRIGGERED PUSHES

Greet users with a relevant offer or message when they step into your store or within a specific proximity.

3 TEST THE TIMING OF DELIVERY

Do your users want to hear from you in the morning or the afternoon? It's easy to find out!



"Always align your timing with the content you're pushing - sending a lunch deal at 11:30 on a Friday is a perfect example."



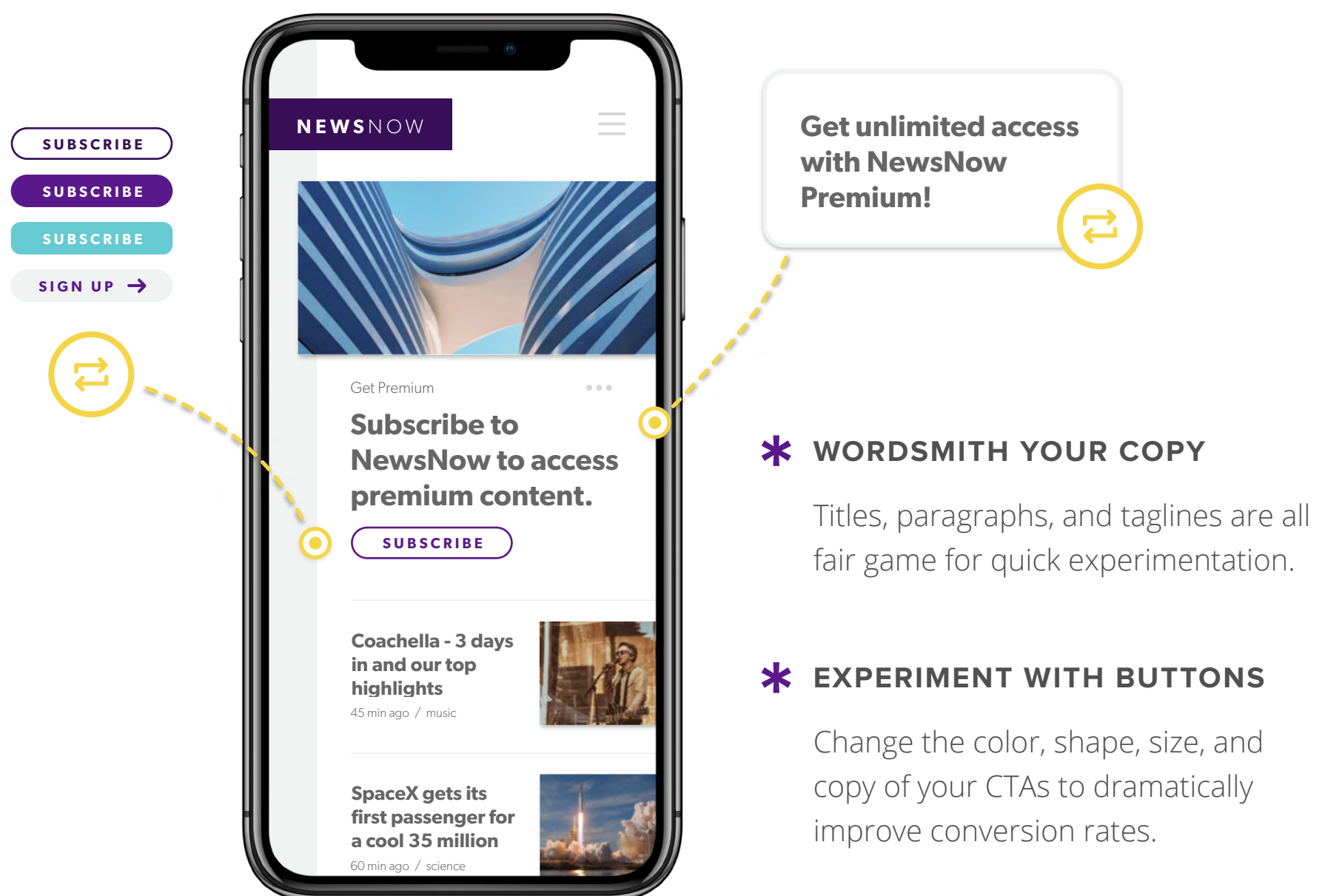
KEY METRICS

By running a push experiment campaign, a Taplytics customer saw a **133% lift** in engagement for those users who received the push.

Experiment 3: Conversion Elements

Little details can have a significant impact when it comes to the copy and styling of a call-to-action. What language persuades your customers to tap the buy button? Is it “Buy”, “Buy it Now”, or “Add to Cart”? What about the button color? Should it be red, green, or yellow?

Even a 2% lift in purchases from a simple copy change is nothing to scoff at and can be done in an instant with our visual experimentation tool.



Get unlimited access with NewsNow Premium!

*** WORDSMITH YOUR COPY**
Titles, paragraphs, and taglines are all fair game for quick experimentation.

*** EXPERIMENT WITH BUTTONS**
Change the color, shape, size, and copy of your CTAs to dramatically improve conversion rates.



KEY METRICS

Taplytics customers have lifted click-through rates by up to **60%** with a simple CTA experiment.

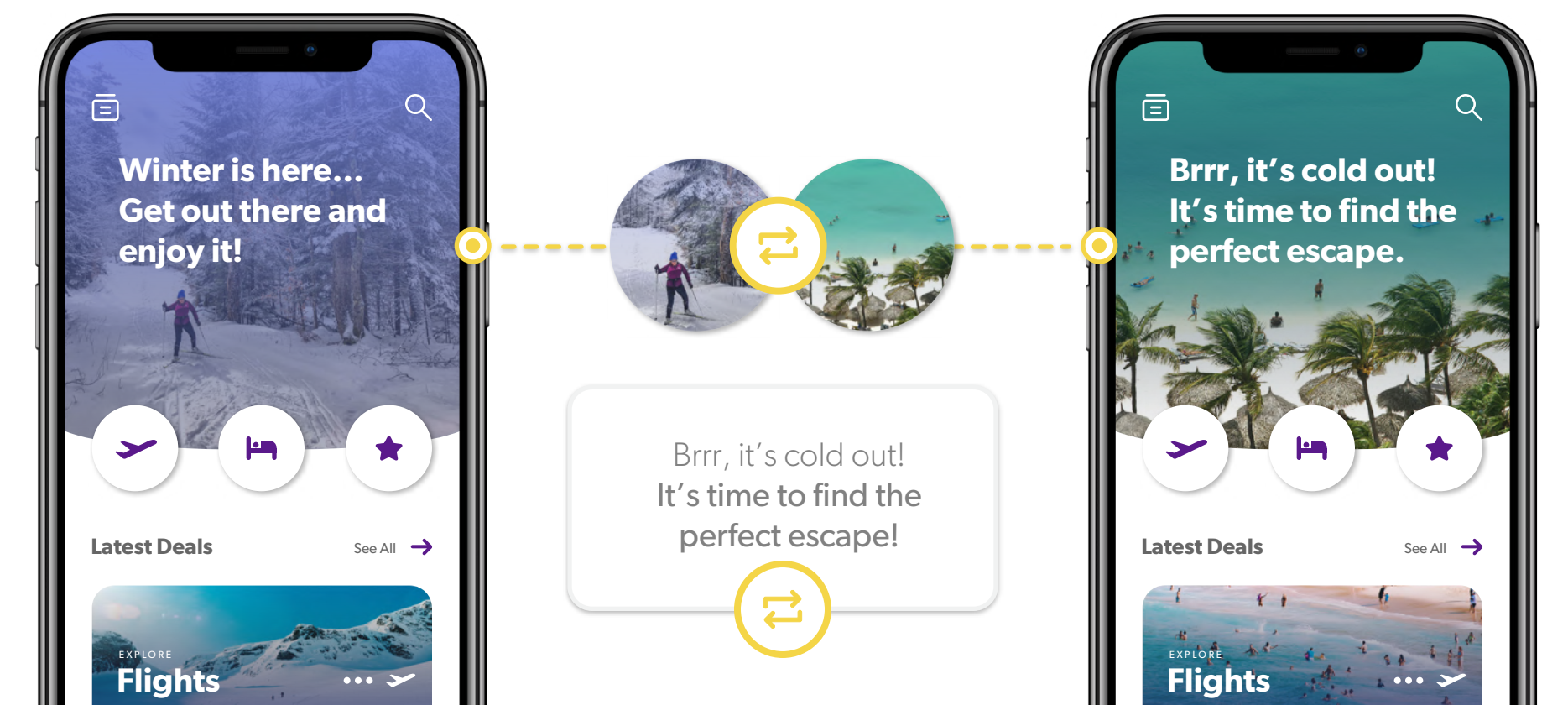
Experiment 4: Aesthetics and Visuals

Your app should be eye-catching and intuitive to navigate, and different visual representations of your app will appeal to your users more than others. A few simple visual changes can give your app a completely new look and feel that might resonate (and convert!) better.

Makeovers don't have to be complex – remember, these are all codeless changes being made to text, images, and buttons.



"If you're nervous about including your entire user base in an experiment, that's okay! You can segment experiments so they're only set to users with a specific demographic, join date, device, and more."



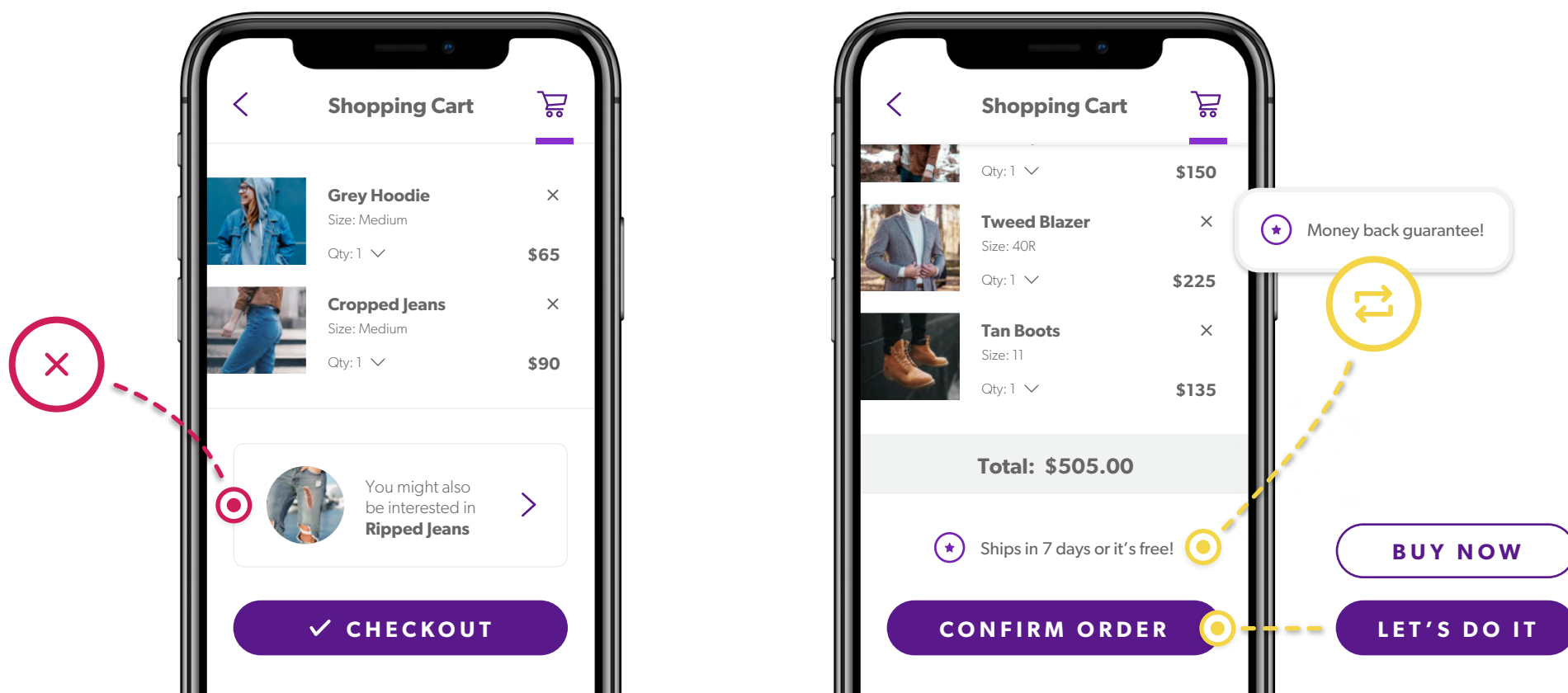
KEY METRICS

Taplytics customers have seen conversion improvements of **+30%** from visual experiments.

Experiment 5: Checkout Clarity

When it comes to mobile checkout design, you care the most about getting shoppers to complete their purchase. We're often tempted to make a last ditch effort to increase their cart size or value, which can sometimes be harmful.

Experiment with what, and how much, content you're presenting in your checkout flows to maximize purchases.



* HIDE ELEMENTS

Sometimes less is more. Identify if extra text or offers enhance or distract from your users' checkout experience.

* TRY NEW TEXT

Which offer, guarantee, or promise will push the most shoppers over the finish line?



KEY METRICS

By simplifying the checkout experience through experimentation, a Taplytics customer saw a **6% increase** in purchases, and eliminated all customer service inquiries at checkout.

Conclusion

It's hard to believe that all of these high-impact experiments can be launched without a single line of fresh code. All of the examples you saw can be created in the Taplytics Visual Editor or Push Notification Dashboard, and shipped in less than a day.

* FOR MOBILE EXPERIMENTS

Taplytics Visual Editor empowers non-technical users to create high-impact experiments with visual changes to their apps by pairing your mobile device to the Taplytics Dashboard. It lets you tap the elements you want to change on your mobile device's screen to edit those elements through our Dashboard. You can then [preview the changes on your device in real-time](#). It's a truly mobile-first experience.

* FOR PUSH NOTIFICATIONS

Taplytics Push Notification Dashboard has a WYSIWYG editor that allows you to easily A/B test your push notification content, as well as create "if-this-then-that" event triggered push notification campaigns.



INTERESTED IN LEARNING MORE?

If you were inspired by something in here that has you itching to launch a quick-win experimentation program, **book a call with us!** We'll set you up with one of our solutions engineers to get you started.