

**Key Insight**

The ideal chat Button to maximize chat activity is a Banner with a Red Base Color employing Moving Text.

Key Research Results

- 58% of **Moving Banners/Buttons** experienced high traffic rates.
- 73% of the **Banners with Moving Text** experienced high traffic rates
- 76% of page **Buttons/Banners in the Color Red** experienced high traffic rates

**Key Recommendations**

Banners/Buttons that employ moving text should be more successful at generating traffic.

Analysis

Banners/Buttons that employed motion (where the text scrolls or flashes) experienced proportionally higher traffic rates than banners and buttons that were static.

- 58% of the Moving banners/buttons experienced high traffic rates.
- 22% of the Static banners/buttons experienced high traffic rates.

Banner vs. Button

The ratio of implemented Buttons to Banners in the study population was 9:7 (45:35). Despite this, Banners generated 60.96% of the "high traffic" condition, while Buttons contributed 39.02%.

- 73% of the Banners with moving text experienced high traffic rates.
- 39% of the Buttons with moving text experienced high traffic rates.

Color

Red buttons/banners experienced proportionately higher rates of traffic than buttons/banners of other colors.

- 76% of page buttons/banners in Red experienced high traffic.
- 63% of page buttons/banners in the "Other Color" category experienced high traffic.
- 35% of page buttons/banners in Blue experienced high traffic.
- 14% of page buttons/banners in Green experienced high traffic.

For More Information:

Observations/Notes

- 85% of poorly designed or implemented buttons experienced low traffic. This is a subjective measure, and poor design and implementation ranged from buttons that scrolled too quickly, were designed and placed in areas where they would be mistaken for ads, or were placed below the page fold to name a few.
- There was also a strong indication that well designed and easily navigable sites experienced higher traffic on their Outsell buttons. It could also be argued, that the higher traffic rates for sites with more financing information might in fact be a factor of better design or more information on the sites in general, as many of these are the same sites.

Overall Button Traffic Breakdown

Homepage	51.42%
Specials	9.27%
New Vehicle	7.47%
New Inventory	6.73%
Used Inventory	5.20%
Miscellaneous	4.86%
Search Page	4.70%
Service & Parts	2.34%
Undefined	2.23%
Used Vehicle	1.87%
Contact Form	1.66%
Finance	1.25%
Grand Total	99.95%

Case Study

Anderson Automotive Button Implementation Test

Based on the above discoveries for success with existing button implementation, Outsell approached Anderson Automotive with ideas on how optimization of their button design and placement could increase the amount of customer traffic on their chat button. Below is a detailed account of the changes made to Anderson Automotives' websites and the resulting increase in the capture rate of browsers on their site.

The Goal: To increase the number of people clicking on the Live Chat button in an effort to capture more prospective customers browsing on Anderson Automotives' internet website.

The Process: Outsell changed Anderson's button color scheme from blue to red. Buttons were also implemented on every page instead of being exclusively on the homepage only. Outsell also made an effort to place buttons on the left side of the page versus the right to ensure that browsers who did not have their window maximized had an opportunity to see and click on the Outsell chat button.

The Analytics: Outsell completed its change July 18, 2005 and measured the first half of the month against the second half of the month to get a comparison throughout the month of July. We also compared the previous 2 months (May and June) of Anderson Automotives' activity to measure the impact of our new implementation strategy.

The Findings: Anderson Automotive increased their sales iUps production by 500%, receiving 77.78% of their sales iUps from pages other than their homepage. Also, from July 18 until July 31, 2005, Anderson Automotive more than doubled the captured sales iUps received between the time span of May 1 until July 17, 2005.

Conclusions: The findings clearly indicate that the modification in button color design, increasing the number of web pages containing an Outsell buttons, and giving an Outsell button proper placement had a positive effect on button-click traffic. Increasing the number of buttons and spreading them throughout the site allowed more browsers to be captured. These results support the reliability of the Outsell model for successful chat-button implementation ultimately giving dealerships a higher captured customer number.

To gain additional insight into what prompts customers to engage in a live chat, immediately following their chat session, customers were invited to complete a brief post-chat survey. Here's what they said.

Question: What text would YOU suggest for the button on our website to encourage more people to click and talk to an agent online?

Comments:

1. "I would make it a brighter color or somehow make it easier to see."
2. "The text listed was fine, but perhaps you could move the link closer to the top of the page. My wife never did see the link."
3. "Online Help Available. Click Here."
4. "Make it larger and draw attention to it."
5. "Maybe something a little bit bigger so it draws your eyes to it."
6. "Come Chat with us and will make buying a car easier and less stressful."
7. "The button should be more visible. I didn't know it was even there for quite a while."
8. "Anything that stresses that it is a real person on the other end, such as "click here to chat live".
9. "Talk to a Live Person."
10. "GET A QUICK RESPONSE."

iBase Survey Methodology. The study was conducted on 7038 button clicks from 220 dealer sites over a 2 week period in June. The pages on which the buttons were implemented were content analyzed, and the buttons were coded based on their characteristics.

Following the coding, the data from the analysis was correlated with the chat volumes originating from the pages and buttons, and placed into high/low categories. These categories were then re-checked against the known characteristics of the buttons on an individual basis.

The study findings have a 96% Confidence Level (+/-) 1.24% Margin of Error.

Immediately following their chat session, respondents were invited to complete a brief post-chat survey. The (above) question was designed to encourage responses that would provide collateral insight to the button analysis, as to what characteristics of a Live Chat invitation on a website yield the highest traffic volumes.

The comments listed represent the most insightful and interesting suggestions/comments regarding the implementation of Live Chat buttons, from the actual consumers perspective.

Who is Outsell? Outsell, LLC exists to drive unit sales for automotive dealers. We provide interactive sales and marketing services that help dealers target, engage, qualify, and close more business. Outsell delivers measurable results for our customers.