



swave

BLUEPRINTS

When It's Best To Nudge



Nudge Theory

Nudge theory is a concept of behavioral science which argues that positive reinforcement and indirect suggestions are more effective in changing behavior.

Nudges are not mandates. There is no direct economic benefit. In the simplest terms, they change behavior by presenting choices in different ways.

Consider the fly in the urinal. Its presence literally changes human behavior.

When fly stickers were introduced at Schiphol Airport, spillage rates dropped 80 percent.

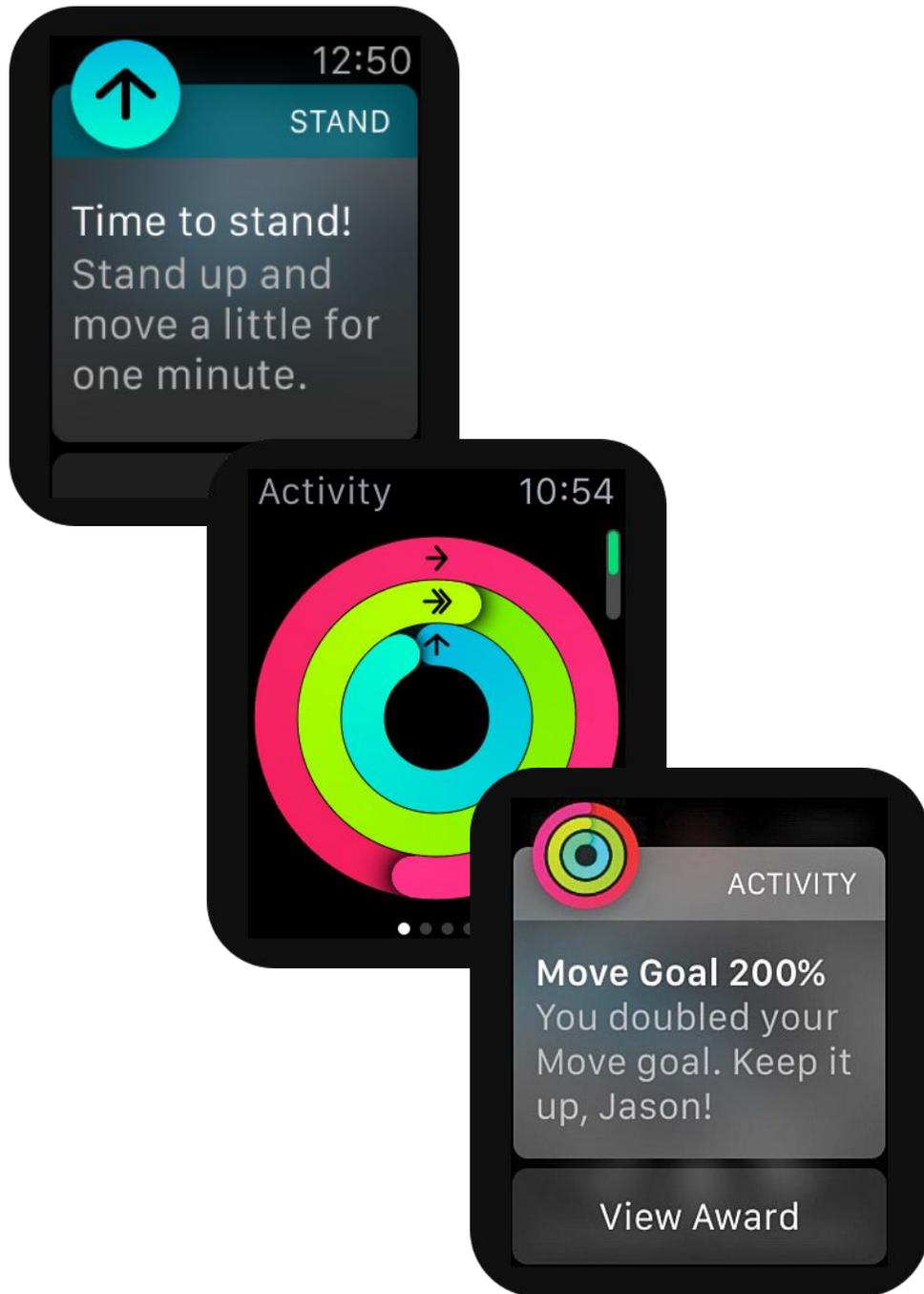


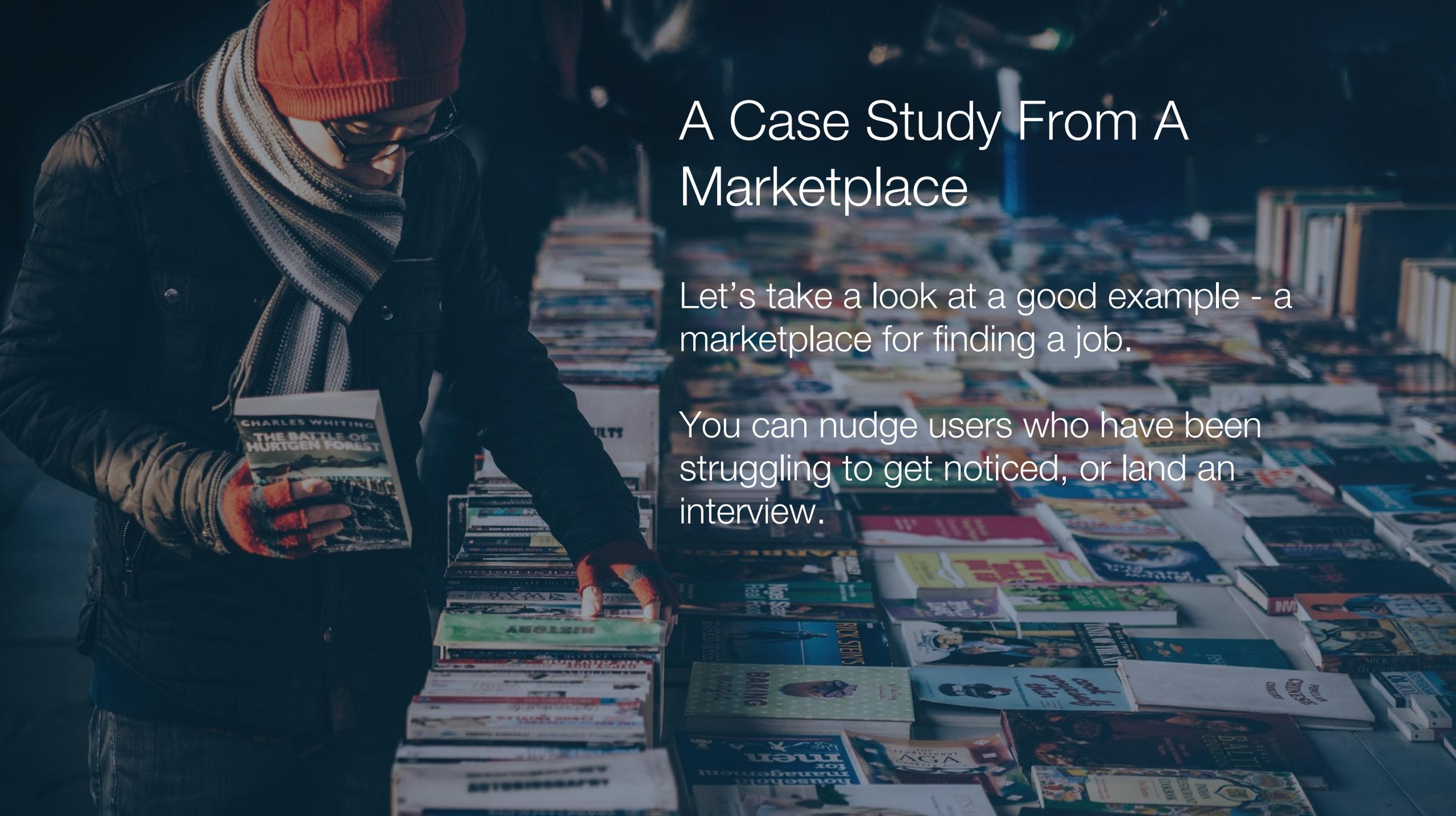


The Three Rings

The Apple Watch Activity app tracks and visualises all the ways people move throughout the day. Three simple rings give a snapshot of progress. The goal - close your rings every day.

The activity tracker is mobile-only; there is no 'desktop' implementation. Apple combine a beautiful, simple UI to track progress, with communications to motivate and reward. Pure nudge theory.





A Case Study From A Marketplace

Let's take a look at a good example - a marketplace for finding a job.

You can nudge users who have been struggling to get noticed, or land an interview.



Behavioral Segmentation

Swrve collects any and every user event you care about, then lets you combine it with user profile and demographic data to create sophisticated target audiences. As Swrve segmentation is real-time, communications are also real-time.

The marketplace, from reviewing analytics, knows what behaviors signal failure. Here's a typical profile:

- Long-time job-seekers (45 days)
- With low success in job seeking (low chat w/ recruiters in 45 days)
- With incomplete resume
- And have become inactive in the past week

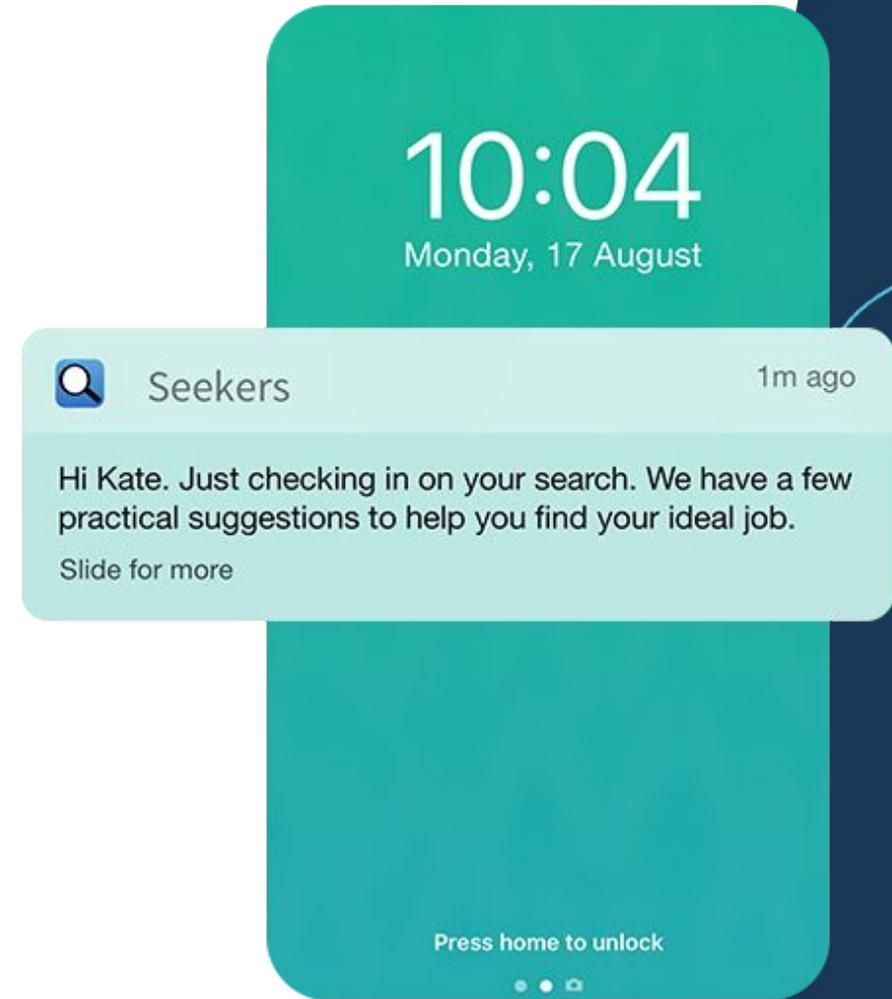
The screenshot shows a segmentation builder interface with the following filters:

- account_activated is 45 days ago (Edit)
- AND
- Users who triggered event chat_with_recruiter between 0 to 3 times inclusive (Edit)
- AND
- resume_complete is False (Edit)
- AND
- Users who were last active more than 7 days ago (Edit)
- AND
- Add Filter

A Push To Nudge

The marketplace has set Swrve up to automatically connect with every user entering the above profile. Based on that user's past usage, Swrve picks the optimal time to reach out to them.

For example, if the user typically perused opportunities in the evening time, they will receive their notification at that time.





A Nudge With 28% Conversion

The next time these users were in the app, they received this nudge. A simple video on how to update their resume.

28% went on to update their resume after they'd viewed the video, and on average applied for 6.7 positions. 48% were successful in securing a position.

It is worth remembering: this is only a nudge. No economic incentives were used.



28% of job-seekers who receive this nudge message immediately update their resume.



A/B Test Multiple Variants

Changes in language or call to action can meaningfully affect change. E.g. instead of saying 'time to update your resume', try 'suggestions to improve your resume.'

By definition it is difficult to determine the impact of nudges on behavior. Therefore A/B test the impact of nudge campaigns.

To the right we clearly see the campaign above is a winning variant.

