

HP+ Print Plans

Research, Best Practices, and Retail Toolkit

6/8/2020



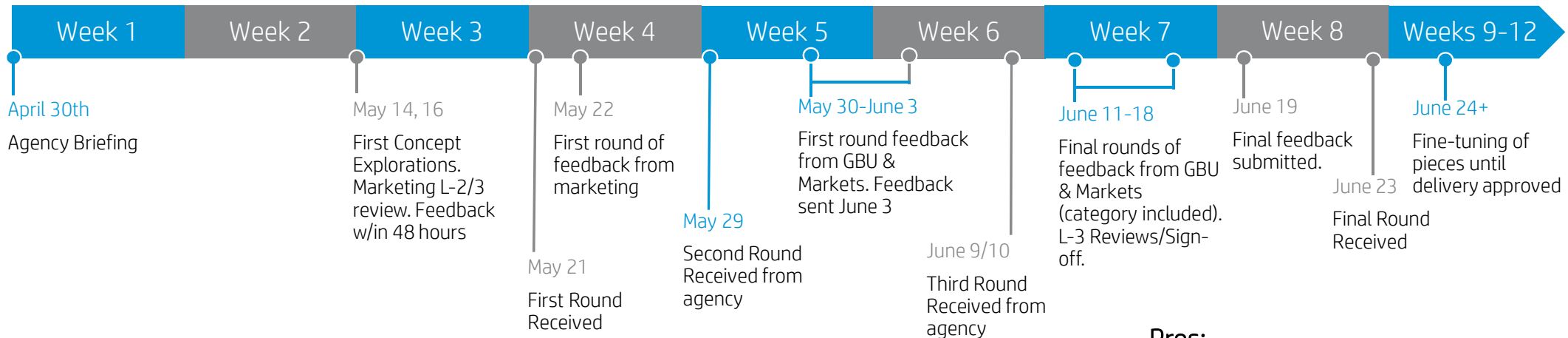
Click here to watch the recordings:

[EMEA](#)

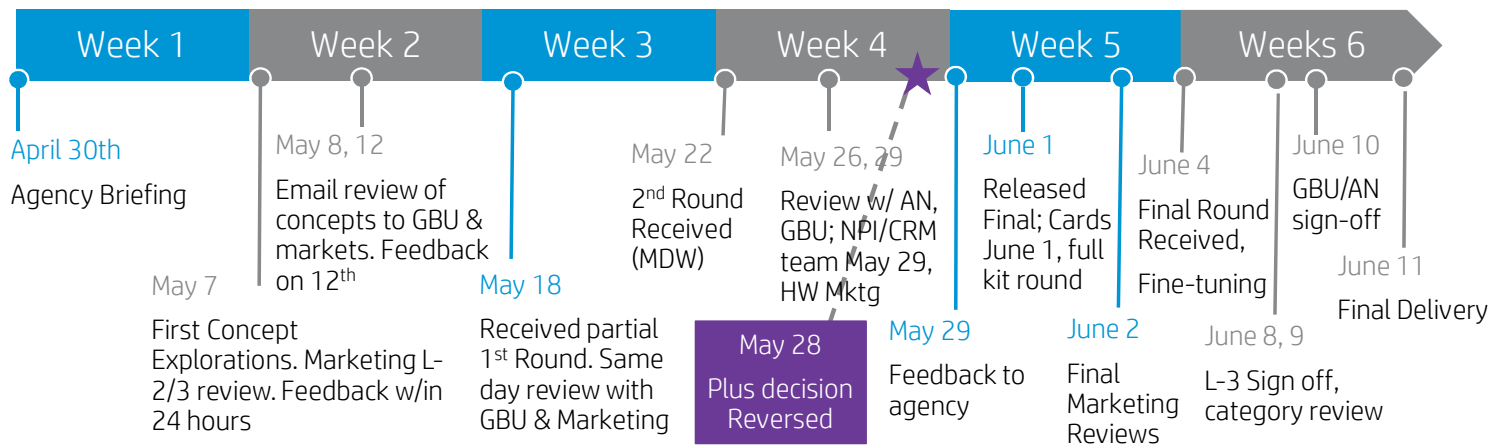
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[APJ](#)

Normal RTK Delivery time: 8-12 weeks



Actual CSS RTK Delivery time: 6 weeks



Pros:

- Fastest WW RTK to-date
- Overcame shifting priorities, teams/agencies challenges due to COVID
- Tight integration with HW RTK

Cons:

- Less time for creative exploration
- Fewer live inputs from markets—mitigated w/market research & data
- Condensed review times

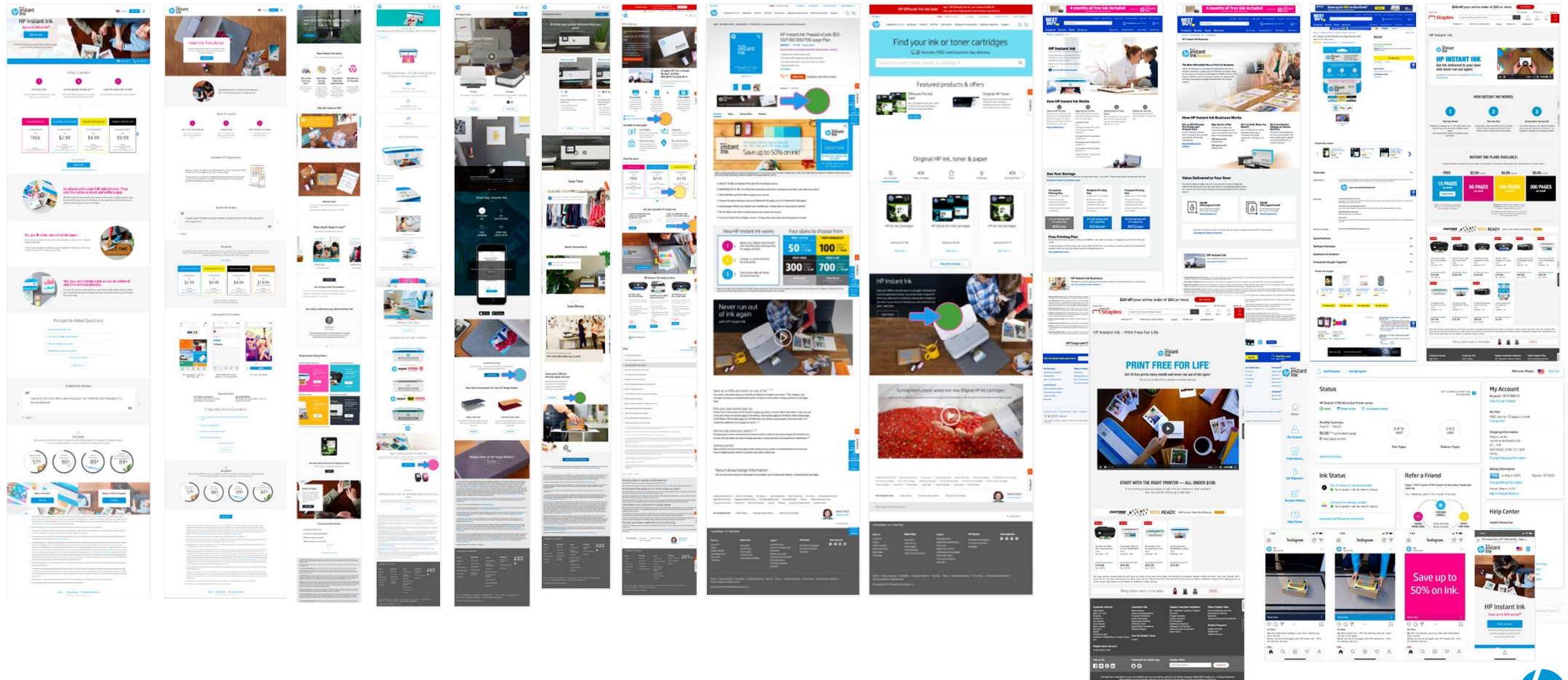


Landscape



Today's landscape—Inconsistent and confusing with huge gaps

CURRENT DIGITAL TOUCHPOINTS



Instant Ink messaging in store is overwhelming with conflicting messages



Mixed messages:

Save 70% on ink

Smarter way to print

5 months for free

€20 in credit

12 months of ink included

Inconsistent branding and messages compounds the problem

Instant Ink Landing Pages

VP's are different

Save up to 50% on ink¹

Instant Ink is HP's ink delivery service. Your HP Printer automatically orders ink, and cartridges are delivered to your door before you run low.

5 plans to choose from including a FREE printing plan.

[Shop HP Instant Ink ready printers](#)

[Share](#)

HP Instant Ink Delivery Service

Save up to 50% on ink and never run out.^{1,2}

HP's ink delivery service includes cartridges, shipping, and recycling, starting at \$3/month.

[TRY IT FREE](#)

HP Instant Ink

Save up to 50% on ink!⁶

[Sign up now](#)

Never run out with HP Print Plans—get ink, plus hassle-free delivery and recycling all starting at \$2.99 a month.

Details of program are different

How Instant Ink works

Get cartridges delivered automatically, for a lot less.

Tell us how much you print

Print a little on a lot—there's an option for everyone.

Save when you pay monthly

Instead of buying cartridges, pay a low monthly fee that includes ink, shipping, and recycling. Starts at \$3/month.

Your printer orders ink automatically


Never run out or worry about ink again... ink is delivered right to your door before you even know you need it.⁷


We take care of recycling

Drop used cartridges in our prepaid return envelopes. We handle the rest.⁸

Iconography is different

 Sign up





Plan options are different

Monthly plans

Printed pages are capped at 100 per month for the first month, and increase to your plan's limit from the second month on.

FREE PRINTING PLAN	ESSENTIAL PRINTING PLAN	ADVANCED PRINTING PLAN	FREQUENT PRINTING PLAN
100 PAGES/MONTH FOR FREE	500 PAGES/MONTH FOR \$2.99	1000 PAGES/MONTH FOR \$4.99	3000 PAGES/MONTH FOR \$9.99
Includes: - All essential HP Instant Ink features - Free delivery and recycling - No setup fee	Includes: - All essential HP Instant Ink features - Free delivery and recycling - No setup fee	Includes: - All essential HP Instant Ink features - Free delivery and recycling - No setup fee	Includes: - All essential HP Instant Ink features - Free delivery and recycling - No setup fee

How much does it cost?

Everyone saves, no matter how much you print.

Printed pages per month	Monthly fee
0-100 pages	\$0.00 per month
101-500 pages	\$2.99 per month
501-1000 pages	\$4.99 per month
1001-3000 pages	\$9.99 per month
3001+ pages	\$14.99 per month



Confusion is the top reason for not subscribing & for customer service calls

- Customer confusion is the #1 reason people do not enroll according to consumer journey research
- Confusion about the program is the second-highest reason for customer call
- 40% of customers who bought an OJP 8035 did not opt in to Instant Ink because they did not understand the offering (despite receiving 8 months of free ink in the box)

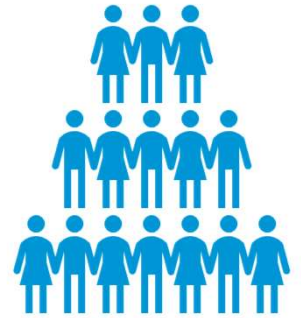


Conclusion across multiple research studies

**There is awareness of the “Instant Ink”
brand/program, however customers
show no real understanding of the
program**

**Most Customers who are confused either don't move
forward or abandon enrollment**

How did it get this way?



- Different strategies by market which leads to various priorities and rewritten messaging
- Too many stakeholders writing copy and/or creative without accountability or alignment on changes
 - Services Marketing WW
 - Services GBU (Aligned with Services Marketing)
 - Hardware Marketing WW
 - Hardware GBU
 - Yeti Marketing WW/GBU
 - COE Go-to-Market
 - Country Marketing (Hardware and services)
 - Country Category (Hardware and services)
 - Shopper Marketing (etail)
 - Shopper Marketing (Retail)
 - HP Store
 - HP Connected
 - HP.com
 - Retail Partners
 - Legal
- Often one or more of these teams is unaware of other team's research and insights.

Business Objective : Grow Instant Ink subscribers by 2.4M with LTV to CAC ratio of 4

Goal: Reduce program confusion to less than 10%

- Unique messaging written for each customer segment
- DCO message testing
- Dynamic user journeys to nurture customers
- Assist customers in choosing a plan
- Qualitative research on message testing
- Quantitative research on message testing globally
- A/B testing on enrollment flow
- Qualitative research on inbox materials

Progress: Consumer confusion reduced from >60% to 10%

- Identified messaging to attract consumers who are less profitable on traditional (minimalist)
- DCO messaging **yielded higher CTR** (differing CTR by audience)
- Demand steering **drove >2X LTV** vs control and **grew conversion by 5%**
- Quantitative messaging research drove **50% increase on intent to subscribe**
- Qualitative messaging reduced barriers to enrollment
 - Knowing when and where to place pricing info
 - Understanding customer perception of word nuances
 - Knowing which imagery is helpful vs hindering
 - E.g. Adding lifestyle imagery to plans resulted in a reduction in enrollments
 - E.g. Adding 'recommended' resulted in a lift to enrollments

Context Setting

- Primarily designed for CX20 Countries
- All elements designed to fit within broader Plus/HW Toolkit
- Branding guidance to follow re:
 - Price Change
 - Toner vs Ink visuals/copy
 - Plan recommendations by printer
 - Integration with digital journey

Retail Tactic: Capture at 30' - Create Interest at 10' - Convert at 3'

Initial Concepting



**SAVE UP TO 50%
ON HP ORIGINAL
INK OR TONER**

Lock in preferred savings
with **Print Plans** starting at
\$2.99 a month

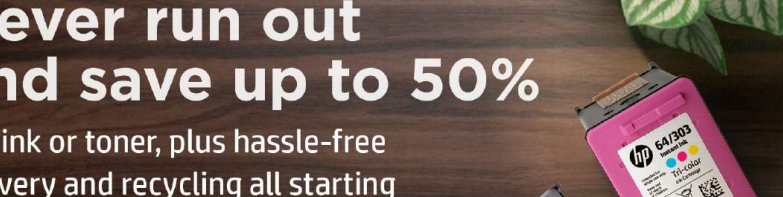
hp **print plans**


**GET 2 MONTHS OF
FREE INK OR TONER
WHEN YOU SIGN UP
FOR PRINT PLANS.**

Never run out- Get
ink or toner, plus
hassle-free delivery
and recycling all
starting at
\$2.99 a month

Never run out and save up to 50%

Get ink or toner, plus hassle-free
delivery and recycling all starting
at \$0.99 a month

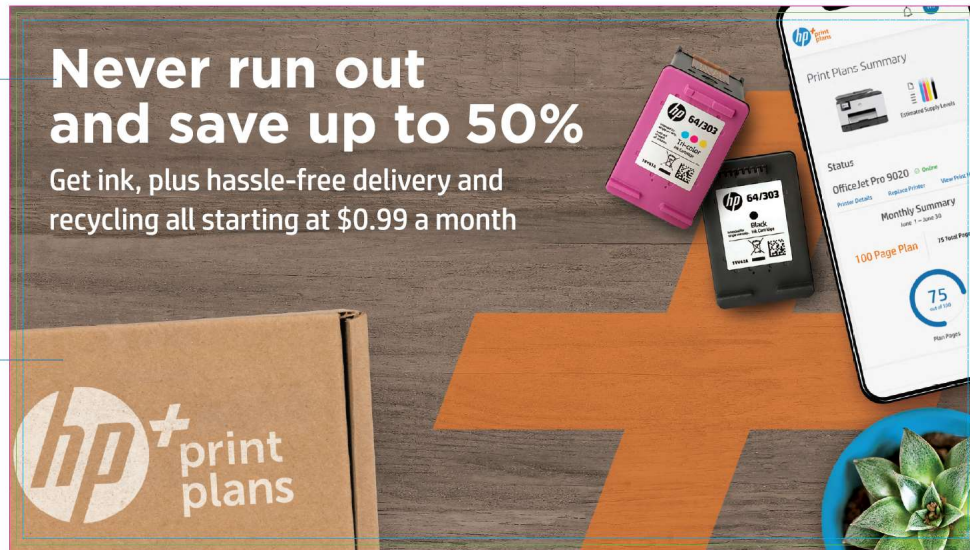




**print
plans**

Where we are today

Brought in Smart app to highlight interface conveying that Print Plans is more than just a delivery service.



Endcap (Ink)

Orange + and wood make Print Plans feel related to the Yeti and hardware team



Scan bed Cling (Ink)



Purple color strategy for ink and blue for toner align with landing page.

Adding a "recommended" box increased enrollment by 5%

Removed naming the plans and lifestyle imagery. Testing shows that this increased enrollments by 3% and reduced confusion.

Promotional Flyer Holder (Ink)

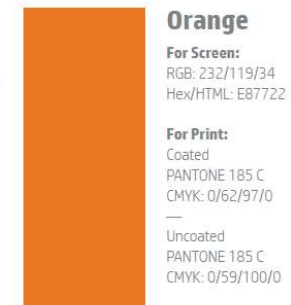
Retail Toolkit



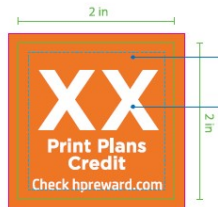
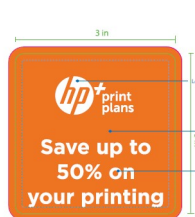
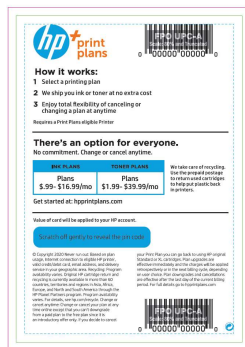
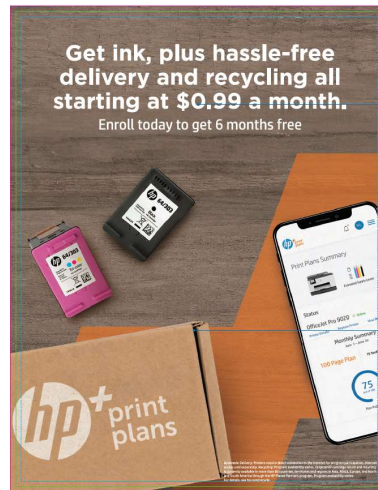
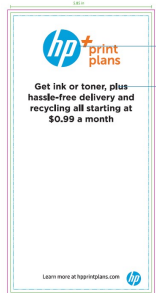
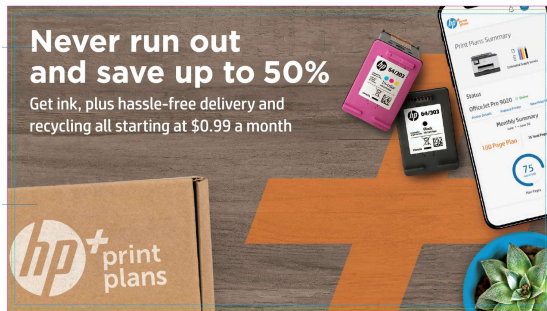
Retail Merchandising Components

Retail Location	Customer	Asset	Message
Store	P1/P2	Pull-Up Banner (47x93")	Never run out and save 50% on ink or toner
End of Printer Aisle	P1	End Cap	Never run out and save 50% on ink or toner – Get ink, plus hassle-free delivery, and recycling all starting at \$0.99
Printer Aisle	P1	Card Holder	Get ink or toner, plus hassle-free delivery, and recycling all starting at \$0.99
Printer Aisle	P1	Fact Tag Extender (2x3.54")	XX months of free ink
Both	P1/P2	Card (3.4958x5.3585")	Overall message about how the program works. Plans from \$0.99-\$24.99 a month/ \$1.99- \$39.99
Both	P1/P2	Brochure (11.5x9") - (Built in YETI toolkit)	Save 50% message – lists plans and prices
Printer Aisle	P1	Promo Flyer (8.5x11")	Plans starting at \$0.99 – XX months of free ink
Printer Aisle	P1	Printer Sticker (3x3")	Save up to 50% message
Printer Aisle	P1	Scan bed cling	50% savings, plans starting at \$0.99 month, lists plans and tables
Ink Wall	P2	Flyer Holder	Drive attention with offer. Educate VP, Includes retailer specific URL
Ink Wall	P2	Ink Wall – (Flyer) Take One	Take home materials with offer redemption info. Includes retailer specific URL
Ink Wall	P2	Price Tab Cling	Clearly indicate eligible SKUs. Contributes to overall awareness of offer
Ink Wall	P2	Ink Wall – Mock-up (Small, medium, large executions)	Save 50% and plans starting at \$0.99
Printer Aisle	P1	Shelf Talker (Built in YETI toolkit)	Enjoy total flexibility
Printer Aisle	P1	Blade sign (Built in YETI toolkit)	Save 50% message

HP+ Print Plans Branding



Overview of Assets



Endcap - Ink

Switch language to “toner” if placed on laser printer. Things to update:

- sub header
- starting price
- toner imagery
- phone screen

**Never run out
and save up to 50%**

Get ink, plus hassle-free delivery and
recycling all starting at \$0.99 a month

hp+ print plans

Print Plans Summary
Status
OfficeJet Pro 9020
Monthly Summary
June 1 - June 30
100 Page Plan
75 out of 100
Plan Pages

hp 64/303 Tri-color Ink Cartridge
hp 64/303 Black Ink Cartridge

The advertisement features a wooden background with a large orange arrow pointing right. In the bottom left, a cardboard box displays the 'hp+ print plans' logo. In the center, two HP 64/303 ink cartridges (one tri-color, one black) are shown. On the right, a smartphone displays the 'Print Plans Summary' app interface, which includes printer status, a monthly summary for June, and a progress indicator for the 100-page plan.

Scan bed cling - Ink

hp+ print plans

- Never Run Out**
Convenient ink replacements and smart delivery included
- Save up to 50% on ink**
Secure preferred ink savings with Print Plans starting at \$0.99 a month
- Worry-free service**
Peace of mind with plan flexibility to change, pause, or cancel anytime at no cost
- Responsible Recycling**
Help us put plastic back into printers with prepaid recycling service included

What happens next?
To learn more visit hpprintplans.com

Secure preferred ink savings with Print Plans starting at \$0.99/mo

How to pick a plan
No matter what you print, we have a plan for everyone. Monitor your print usage on the Smart app, so you can find the perfect plan for you. Change or cancel your plan at anytime with no fees. Unused pages roll over to the next month. Purchase additional pages if you need more.

		RECOMMENDED HOME PRINTING PLAN		RECOMMENDED SMALL BUSINESS PRINTING PLAN
15 pages a month \$0.99/mo	50 pages a month \$2.99/mo	100 pages a month \$4.99/mo	300 pages a month \$11.99/mo	700 pages a month \$24.99/mo

Recommended different plans based on the printer.
 DeskJet – 50 pages
 Envy – 100 pages
 OJP (Malbec) – 300 pages
 OJP (Man-Hi)- 700 pages

If laser printer, change the color of the table to blue hues

#0093D4

#0077C0

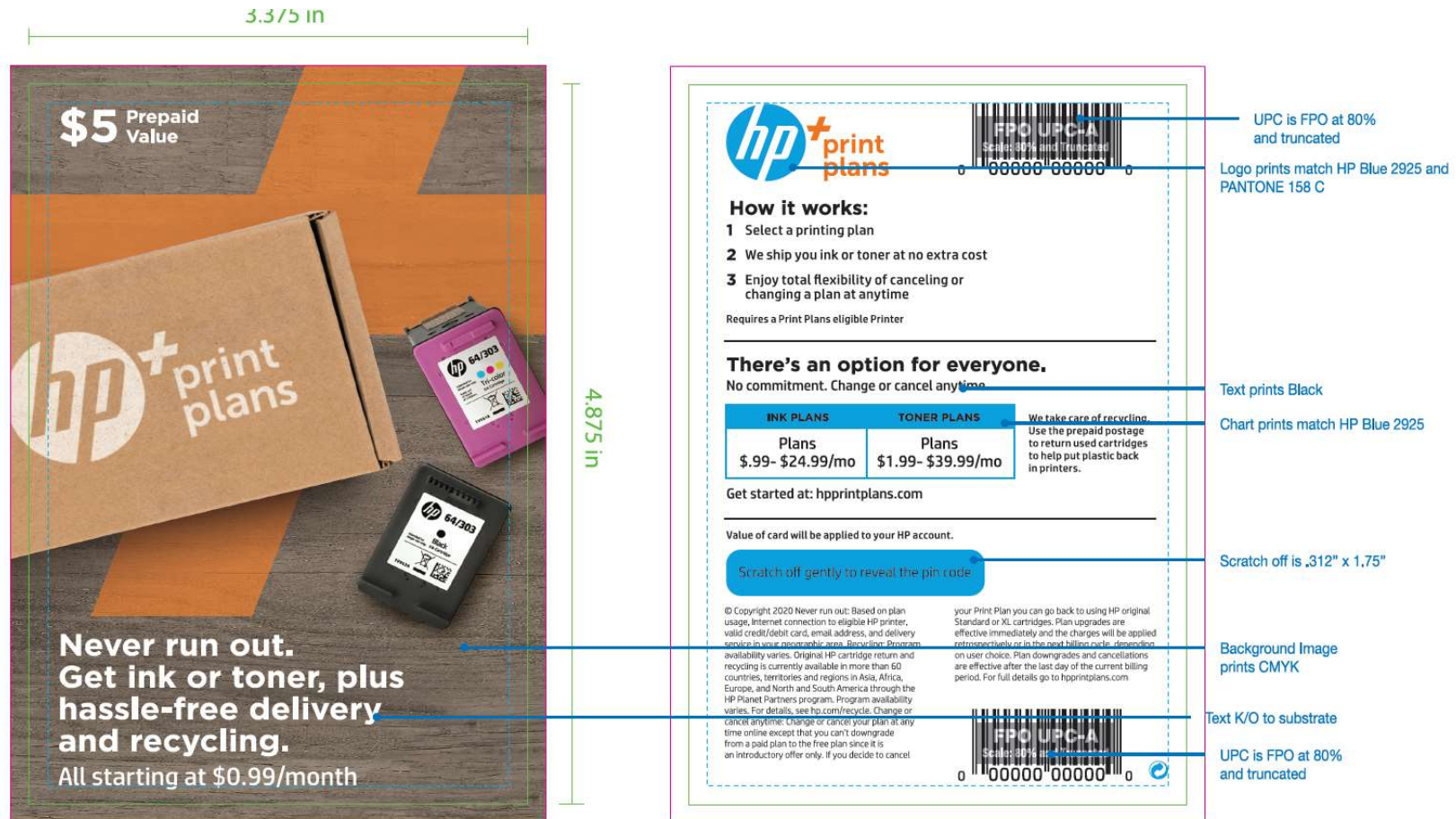
#015EAE

#01459C

#072887

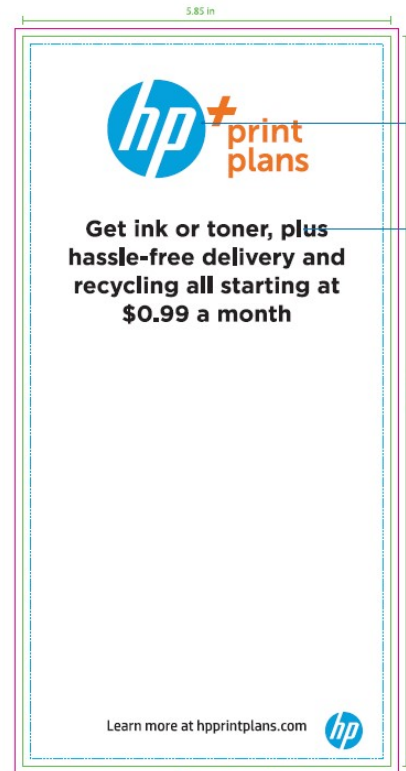


Retail Card - Universal



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Retail Card Holder - Universal



Front

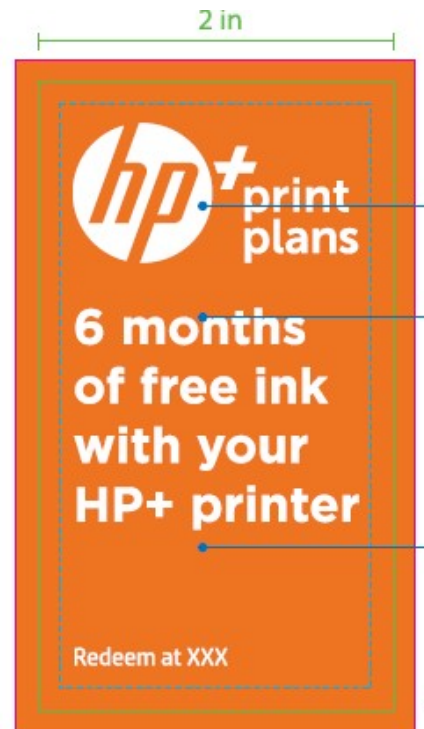


Face plate

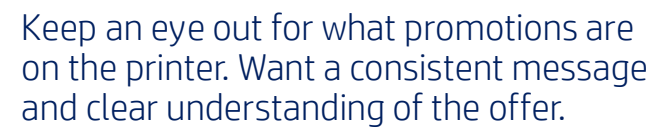


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Fact Tag - Ink



Keep an eye out for what promotions are on the printer. Want a consistent message and clear understanding of the offer.



Pull Up Banner - Universal

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EMEA message:

"Never run out and save up to 70% on ink or 50% on toner"

*Still working on the claims

If your market doesn't have toner:

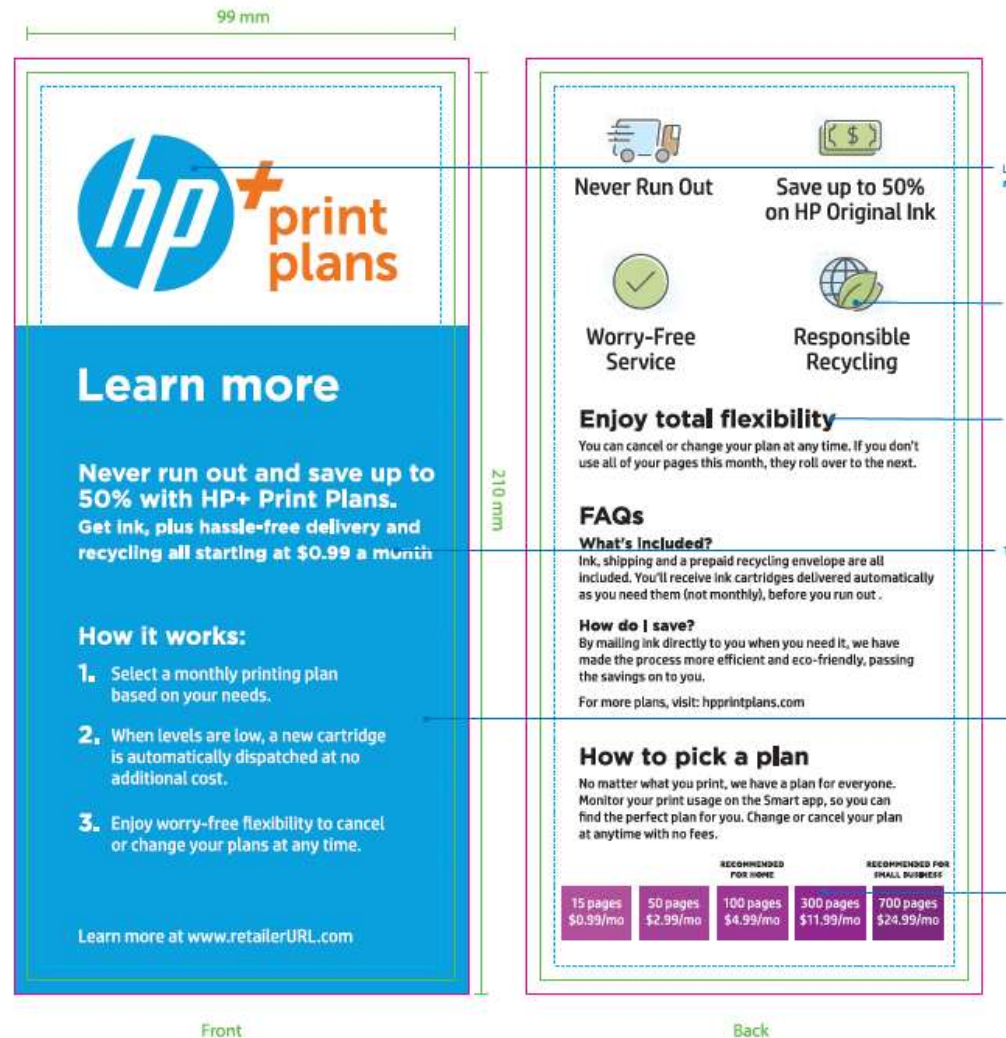
"Never run out and save up to 50% on ink"

Promotional Flyer Holder

Keep an eye out for what promotions are on the printer. Want a consistent message and clear understanding of the offer.



Ink Wall & Printer Flyer



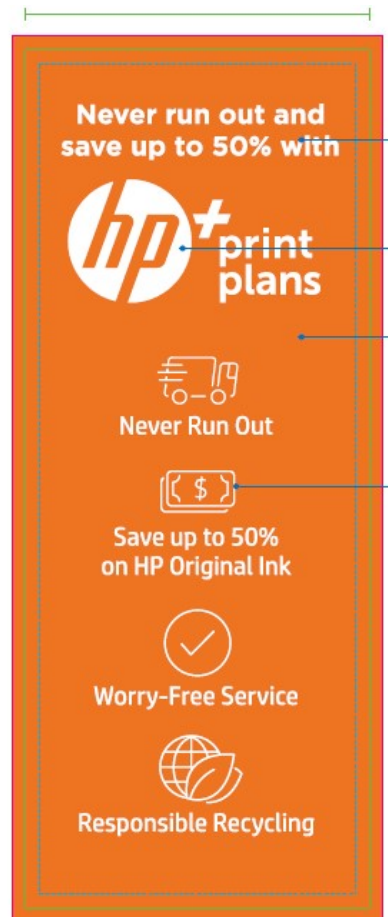
Brochure- Ink Tri-fold



Inside

Blade sign- Ink

[Link to source file](#)

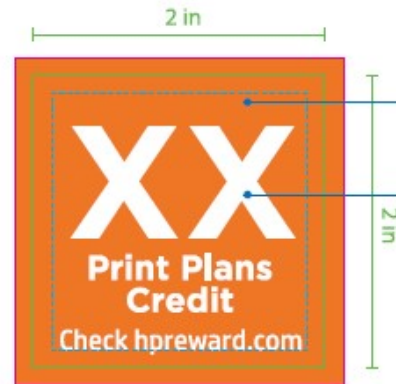


Shelf Talker - Ink



Price Tag Cling/Ink Wall Sticker

[Link to source file](#)



Printer Sticker



Backup



Messaging



Product	Proposed Print Plans - Combined	Toner Specific – Micro/SMB	Ink Specific – Home/Micro
Name	HP+ Print Plans	HP+ Print Plans	HP+ Print Plans
VP	Never run out and Save up to 50% on ink or toner	Never run out and Save up to 50% on toner.	Never run out and Save up to 50% on ink.
Umbrella message/Single-sentence descriptor	Never run out with HP+ Print Plans - get ink or toner, plus hassle-free delivery and recycling all starting at \$0.99 a month	Never run out with HP+ Print Plans - get toner, plus hassle-free delivery and recycling all starting at \$1.99 a month	Never run out with HP+ Print Plans - get ink, plus hassle-free delivery and recycling all starting at \$0.99 a month
KSP 1	Never Run Out Convenient ink or toner replacements and smart delivery included	Never Run Out Convenient toner replacements and smart delivery included	Never Run Out Convenient ink replacements and smart delivery included
KSP 2	Save up to 50% with Print Plans Secure preferred ink or toner savings with Print Plans starting at \$0.99 a month	Save up to 50% on HP Toner Secure preferred toner savings with Print Plans starting at \$1.99 a month	Save up to 50% on HP Ink Secure preferred ink savings with Print Plans starting at \$0.99 a month
Alt for KSP 2	Opt in to Print Plans to secure preferred ink or toner savings. Plans starting at \$0.99 a month.	Opt in to Print Plans to secure preferred toner savings. Plans starting at \$1.99 a month.	Opt in to Print Plans to secure preferred ink savings. Plans starting at \$0.99 a month.
KSP 3	Worry-Free Service Peace of mind with plan flexibility to change, pause, or cancel anytime at no cost	Worry-Free Service Peace of mind with plan flexibility to change, pause, or cancel anytime at no cost	Worry-Free Service Peace of mind with plan flexibility to change, pause, or cancel anytime at no cost
KSP 4	Responsible Recycling Help us put plastic back into printers with prepaid recycling service included	Responsible Recycling Help us put plastic back into printers with prepaid recycling service included	Responsible Recycling Help us put plastic back into printers with prepaid recycling service included



Savings Claim- Current Work Path

- Must be revalidated every year in every country
- Typically 10 week process
- Once ink and toner validated, work on one HP+ Print Plans disclaimer. (By end of July)
- Ongoing conversation with GBU and Countries

	Ink	Toner
NA	50% - Validated	50%-Validated
Existing II EMEA	70% - End of June	50%- July
CX20	70% - Mid-June	NA
NZ/AU	70% - Must be validated every 3 months. BLI will be performing quarterly updates.	NA

Branding



Ink and Toner Plans Colors

Ink hex values

#E52DE5

#C604C6

#AF00AF

#9A009A

#810081

Toner hex values

#0093D4

#0077C0

#015EAE

#01459C

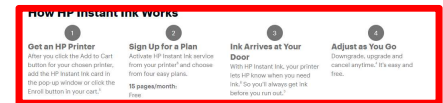
#072887

Confusion

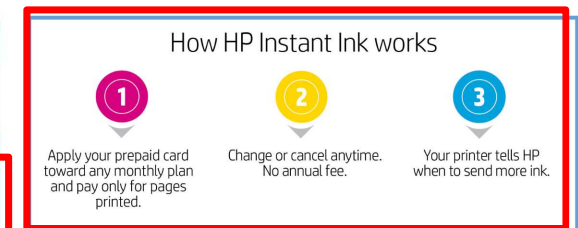


Confusing P1 & P2 Customer Journey

- How Instant Ink Works
 - Described differently in various touchpoints
 - Focuses too much on cartridge delivery, causing confusion
 - Different number of steps to enroll
- Instant Ink Imagery is different, even on the same webpage
- \$5 prepaid card causes confusion
- Customers looking at Tango have a 'free photos' offer which adds to the complexity of Instant Ink



Different number of steps to enroll



Three plans to choose from.

Occasional Printing	Moderate Printing	Frequent Printing
50 pages a month for \$2.99	100 pages a month for \$4.99	300 pages a month for \$9.99
Print Less? Roll over up to 50 unused pages	Print Less? Roll over up to 100 unused pages	Print Less? Roll over up to 300 unused pages
Print More? Each additional set of pages for just \$1	Print More? Each additional set of pages for just \$1	Print More? Each additional set of pages for just \$1

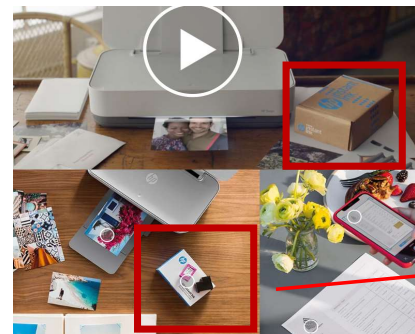


Image is different on same picture



Inconsistent, unclear messaging

Mixed, unrelatable saving's messages

- Free \$5 Instant Ink prepaid eCode—no explanation
- Save up to 50% on ink
- When you enroll in an HP Instant Ink paid plan, photos printed from your phone are free
- Customers often don't believe they will save that much
- Inconsistent language and imagery for “Instant Ink”
 - Ink replenishment service
 - Ink delivery service
 - When your printer runs low on ink, it automatically delivers more

HP OfficeJet 5255 All-in-One Printer



4.3 (824) Write a review

| ENERGY STAR

Special offers: Free shipping! | Free \$5 Instant Ink prepaid eCode with select printers. (Limit 2) | Save \$60 instantly

See similar products



- Print, Copy, Scan, Fax, Photo
- Print speed ISO: Up to 10 ppm black, up to 7 ppm color
- Simple Wi-Fi® setup, automatic two-sided printing, 35-page ADF.
- Instant Ink ready; High yield ink available

Disclaimer #6 on the sub-head?

HP Instant Ink

Save up to 50% on ink!⁶

Sign up now

Monthly printing plans based on the number of pages you print not the amount of ink you use!

Save up to 50% on ink and never run out of ink again, plus change or cancel plans at any time.



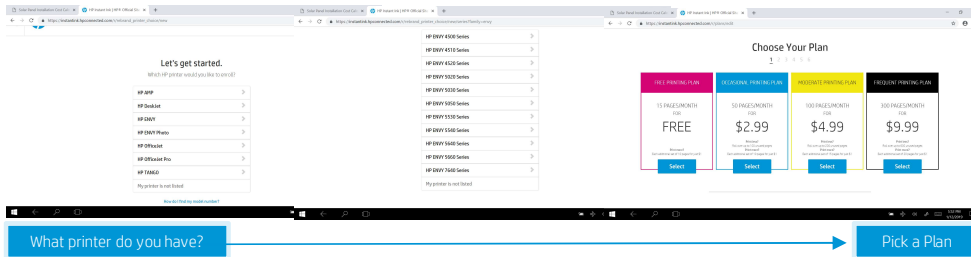
Save up to 50%: Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet cartridge printers. © 2019 HP. Share of New Inkjet Unit Shipments (< \$100) for 2018Q1 period in the US from IDC 2019Q1 Final Release. Standard cartridge. CIP from page intelligence 2/24/19. Never run out of ink: Based on plan usage, internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.



Pre-Enrollment Barriers

Clarity and Information Overload

- Lack of clarity of what the program *is**
- Misunderstanding on the mechanics of the program
- Information overload



Trust/Catch

- Anything to do with supplies is seen as opaque
- People don't trust manufacturers to do right by them
- They are expecting a snake in the ground

Challenge number 1: Overcoming scepticism. Is it believable? Is the offer too good to be true? Hard to work out the true cost saving

- Most II research highlights the scepticism consumers have over the true value / hidden costs of the II proposition **
 - "Is there a hidden Ink subscription??"
 - "Where is the fine print?!"
 - "What's the catch?!"
 - "Implausible"
 - Research also highlights that the promise of cost savings sounds too good to be true:
 - "Save 50% costs would be pretty good, but you don't really believe it**"
 - "I can't judge the actual saving without an offer to compare to**"
 - Number 1 barrier* to II is *losing sight/ control of cost*
- Number 1 pain point for Germans
- German consumers are the least likely of all EU markets to relate subscriptions as 'flexible' and 'cheap' ***so either
 - i) more work needs to be done in convincing them II is a flexible and cheaper solution to buying cartridges
 - ii) lead with a different II benefit message
 - For example II cartridges contain more ink than normal, less packaging

Number 1 pain point for Germans

NAMING – KEY PAIN POINTS

The perception of “Instant Ink” is deemed as misleading, or lacks meaning

Central Europe (DACH)

“Instant Ink” does not reflect the service

Many spontaneously associate it with a type of ink; ranging from “an ink that dries instantly” to “ink that comes in form of a powder, where water needs to be added, like instant coffee or instant soup”

Qualitative Research Report - Oct 2019

Southern Europe (France and Italy)

Lack of cultural and linguistic alignment

Poor localization of the proposition (name does not mean anything and is not memorable); cultural aversion to subscription

Instant Ink: Barriers to Growth in France and Italy – May 2020

OGSM



Consumer Services: Instant Ink P1 OGSM

Objectives:

Business Objective : Grow Instant Ink subscribers by 2.4M with LTV to CAC ratio of 4

Marketing Objective : Optimize II conversion with new HW attach by improving consideration and eliminating friction along the buying journey

Marketing Goals	Strategies	Measures
<ul style="list-style-type: none"> Reduce consumer confusion caused by unclear/inconsistent messaging from >40% to less than 10% Improve targeting and tracking to lower CAC Increase AR (~17%) by 4 points through funnel optimization Increase P2 adoption rate from 2% to 4% 	<p>Where to Play:</p> <ul style="list-style-type: none"> Target Customer Segments – Instant Ink eligible HP Inkjets <ul style="list-style-type: none"> HW Families: HP Deskjet, HP Envy, HP OfficeJet Pro Supplies Profile: Switchers & Defectors Geographies – Instant Ink eligible markets <ul style="list-style-type: none"> NA, UK&I, N.EU, C.EU, S.EU, GA (ANZ) Product Mix – Demand steering to identify Instant Ink intenders, matched against HW Persona's + LTV profitability modelling <p>How to Play (Strategic Statements):</p> <ul style="list-style-type: none"> Optimize Enrollment Funnel: Identify messaging that clearly articulates the program and assist customers in plan selection Right Messaging & Content: Create 1:1 content by KSP and audience to connect audiences with relevant messaging from the beginning of the customer journey through enrollment Effective retargeting: Use marketing automation to target and retarget users at proper stages to drive enrollment Improve Sales Tools and Retail Sell-in: Create a more compelling retailer narrative to increase partnership and preference at POS 	<p>OUTCOME METRICS</p> <ul style="list-style-type: none"> # of enrollees from P1 activities LTV : CAC ratio Adoption Rate (P1+P2) Customer Acquisition Cost (CAC) Reduction of Enrollee Churn <p>LEADING INDICATORS</p> <ul style="list-style-type: none"> Lift in HPconnected site traffic Media Engagement Rate Conversion Attribution through HPconnected tracking Thank You Survey Improvement of Conversion Waterfall

Aligned Objectives

- Grow Instant Ink subscribers by 2.4 M
- Increase Instant Ink profitability to the business by driving $LTV > \$200REV / \$150GM$

Marketing Goals

Challenge: Demystify the program and journey to drive greater adoption

Goal: Reduce program confusion to less than 10%

- DCO message testing
- Qualitative research on message testing
- A/B testing on landing pages
- Experiment in retail

Goal: Improve targeting and tracking to reduce CPA

- Leverage data and learnings above to refresh creative
- Optimize P1/P2 Journeys

Challenge: Many enrollments are not actually profitable to the business

Goal: Increase adoption rate (~17%) by 4 pts. while driving more profitable plans (lift in low-end subs/decrease low-plan on OJPs)

- Target users by usage/program/printer to suggest with best plans with assets and drop them on a landing page that fits their needs
- Guide users to best plans for both parties using data and framing

Challenge: Targeting the P2 Customer early enough to offer a solution

Goal: Increase P2 adoption rate from 2% to 4% by optimizing targeting and messaging

- Identify the optimal time to contact the customer in the journey
- Identify the optimal message
- Optimize the customer journey for these users



Action slides from Southern Europe



Many customers have difficulty understanding the **core benefit of the proposition**

	Key deficiency	Detail	Impact	Actions
<p>Lack of clarity on what the service is for</p> <p>CORE OFFERING</p> <p>● ●</p>	<p>Many are confused by the core message of the offering</p> <p>What is the problem II is designed to solve</p>	<ul style="list-style-type: none"> - Convenience - Cost Savings - Peace of mind - Or Flexibility? 	<p>High</p>	<p>Core offering is convenience and cost savings.</p> <p>Implementing consistent messaging throughout all touchpoints.</p>
<p>Lack of clarity on how the system works</p> <p>MECHANICS</p> <p>● ●</p>	<p>Limited understanding of the mechanics which creates suspicion</p>	<ul style="list-style-type: none"> - Customers are looking for a simple overview of the all the Instant Ink mechanics upfront 	<p>High</p>	<p>Written and validated new messaging. Tested in qual, quant, WF.</p> <p>Created “what is II video”. Creating additional videos to further drive understanding of program.</p>
<p>Lack of cultural and linguistic alignment</p> <p>CULTURE/LOCAL</p> <p>● ●</p>	<p>There is a general apprehension towards subscriptions</p>	<ul style="list-style-type: none"> - Worried about being “locked in” - Suspicion stems from negative experiences in other categories eg. Telco 	<p>Medium</p>	<p>Clarified “worry-free” messaging.</p> <p>Highlight total flexibility with plans so customers can cancel or change plans at any time.</p>
<p>NAME</p> <p>● ●</p>	<p>For many customers in France and Italy the name has little meaning</p>	<ul style="list-style-type: none"> - Name has a different meaning in different countries 	<p>Low</p>	<p>Rebranding to a name that has better clarity.</p> <p>Print Plans has tested very well and outperformed Instant Ink branding.</p>

● Fix it right ● Explore it

Awareness is dampened **by the lack of sources** that meaningfully talk about Instant Ink

Inconsistent information		Key deficiency	Detail	Impact	Actions
Poor availability of information early on					
DIGITAL MIX		Limited number of digital sources, especially early on	<ul style="list-style-type: none">- Forums, reviews and blogs have limited content- E-tailers/retailers websites lack educational content around Instant Ink	High	<ul style="list-style-type: none">- WW is including a strategy to be developed locally- Delivering lower funnel educational content designed for etail/L3F and partnered with Roger Ku's team and balanced ink page.
HP.com		HP.com underutilized as an awareness generating platform	<ul style="list-style-type: none">- HP.com & InstantInk.com are not prominent as a key source early on in the journey- Most of the content is in English	Medium	<ul style="list-style-type: none">- GTM Strategy for using the different web touchpoints and unique purposes for each landing page.- WW meeting with countries to understand translations process
STORE		Limited exploration/learning capability in store	<ul style="list-style-type: none">- Most store displays are geared towards selling rather than education or exploration	Medium	<ul style="list-style-type: none">- Reevaluating all touchpoints as part of the brand toolkit.
ATL		Decontextualized advertising creates little traction	<ul style="list-style-type: none">- Proposition not anchored within the HW purchase journey makes this form of comms instantly forgettable	Low	<ul style="list-style-type: none">- ??? Reconnect to dig in this detail and deficiency

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Fix it right









Explore it

hpf

HUMAN INNOVATION

● Fix it right ● Explore it

Evaluation is hampered **by ineffective and inconsistent experience** in store

	Key deficiency	Detail	Impact	Action
Limited education & weak linking to existing printing habits PROMOs  	Inconsistent promos in store	<ul style="list-style-type: none"> - Promo overload in some stores becomes a detractor 	High	<ul style="list-style-type: none"> - WW has aligned with HW on violator packaging strategy. - Implemented “starting at \$”. Validated with other research as well.
DISPLAYS  	Most displays are invisible or ineffective	<ul style="list-style-type: none"> - Some of the content is in English - Cluttered displays creating confusion, especially those that stuck on printers - Call to action is weak 	High	<ul style="list-style-type: none"> - Branding toolkit has simplified
Poor explanation of the proposition STAFF  	Have limited knowledge and lack engagement	<ul style="list-style-type: none"> - Many find Instant Ink more difficult to sell than Epson EcoTank - Staff not incentivized to sell Instant Ink 	High	<ul style="list-style-type: none"> - Positioning of Instant Ink. We have tools to show how II is better value than tank
Limited opportunities for testing REVIEWS  	Limited availability of reviews	<ul style="list-style-type: none"> - Many customers are looking for reviews of the service - there is limited information about it 	Medium	<ul style="list-style-type: none"> -

Testing/Research



Driving Decisions Based on Data

Since November 2019

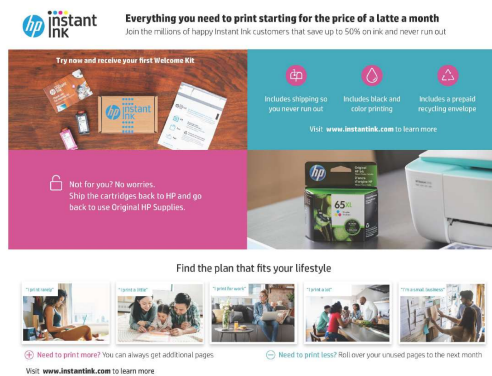
- Naming Quantitative & Qualitative
- Messaging P1
- Dynamic Content Optimization Testing
- Inbox Flyers
- Wider Funnel

Inbox Flyer

Goals of testing:

- How will users react to a simplified promotional card that does not show plan prices?
- Will users feel they have enough information to activate a free trial and/or subscribe?
- Will users know where to find more details about Instant Ink if they are interested in learning more?

	What was tested?	Results
Round 1	Simplified KSP message	60% of respondents said price was missing 40% of people would not go online to learn more
Round 2	Price of a latte vs Plans starting at \$2.99	Plans starting at \$2.99
Round 3	Lifestyle photos vs Flexibility Message	Move forward with Flexibility message



Round 1



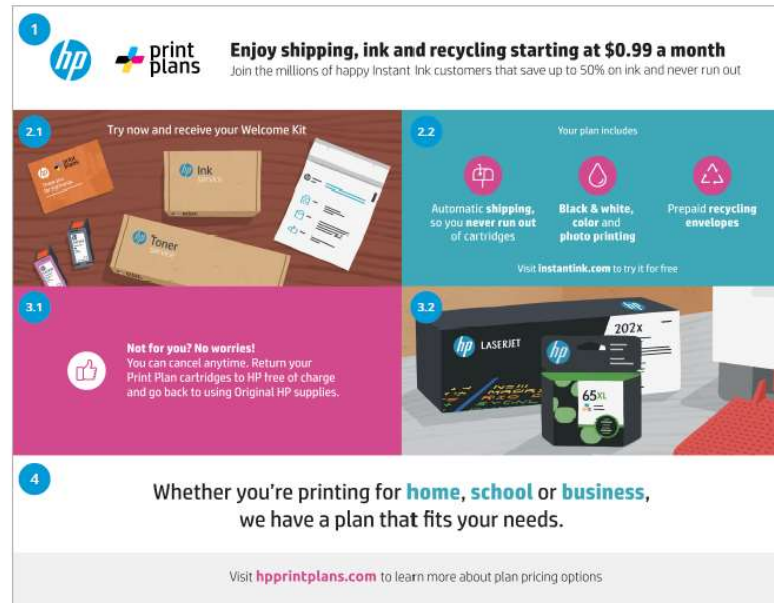
Round 2



Round 3



UX Documentation: Simplified Messaging Card



1 Hook + Promise

The purpose of this section is to grab the users' attention. Our research showed that the low starting price (\$0.99) and the savings offer (save up to 50%) piqued users' interest and drove them to continue reading so they could learn more. The header is the hook and the subheader follows with a value promise.

UX Goals:

- capture attention and interest with header and subheader that communicate the service's strongest value points (savings + convenience)
- avoid unrealistic offers which may trigger concerns about dishonesty or "bait and switch"

2 Welcome Kit + How it Works

2.1: Welcome Kit

The purpose of this image is to provide users with basic information about what a subscription includes. Research participants showed consistent interest in the welcome kit image. People were excited by the idea of receiving a kit and were happy to see a visual representation of what comes inside it.

2.2: How it Works

This section was designed to clearly show potential subscribers what will be included in their subscription. Here, we expand upon the promise stated in section 1 by illustrating exactly what users get from the service.

UX Goals:

- demonstrate value by showing what is included with a subscription
- generate interest in and excitement about the welcome kit
- communicate key points succinctly so information can be digested quickly and easily

3 Cancel Anytime + Ink Choice

3.1: Cancel Anytime

The purpose of this section is to lower risk perception. Our research showed that users appreciate knowing that they will not be locked in to any contracts or long-term agreements. Many subscription users talked about negative past experiences with subscription cancellation. It is important to reassure people that the cancellation process is painless so that they will feel confident and at-ease making the decision to subscribe.

3.2: Ink Choice

This image shows users that they have the option to use original HP supplies if they decide the service isn't meeting their needs. We want users to feel they are in control of their printing device regardless of their choice to subscribe or not. This also serves as an opportunity to encourage people to use authentic supplies.

UX Goals:

- build confidence, trust, and sense of control
- mitigate risk perception so that people will feel comfortable trying the service
- clearly show that users will always have options. (Print Plans or Original supplies)

4 Flexibility Message + CTA

The purpose of this section is to communicate to users that Print Plans is for everyone. During our research some LUPS users initially expressed concern that the service would not work for them because they don't print often. Upon seeing this section, many changed their mind. This message is important for people who have doubts about whether or not the service will work for their lifestyle.

UX Goals:

- appeal to a variety of user types
- provide examples of the contexts in which a subscription may be valuable (home, school, business, etc.)
- show clear CTA directing users to go online to learn more and subscribe



1H Programs/WF Testing



Global DCO Testing Program

Finding profitable opportunities through personas

WW PSS – 1H20



Why we're here today:

Use actual customer behavioral data to drive profitable opportunities by testing through DCO rather than research

Confusions with Messaging

- Customers believe they are purchasing Ink Cartridges through Instant Ink
- Customers are feeling mislead and cheated by HP with the “free” plan
- Customer Complaint: ““I like that it keeps tracks of pages printed but I don't like being charged for more if I hit my limit, even when I still have plenty of ink left.”
- “Delivery Service”: Customers think they are getting physical cartridges delivered each month.

Non-Profitable Plans

- Users are choosing plans that are less profitable and “managing down” to stay under their limits
 - 15 Plan (Free)
 - 50 Page Plan (\$2.99 USD)

Non-Profitable Printers

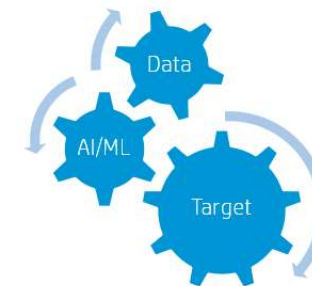
- ~55% of II eligible HW placed in EMEA are DeskJet Printers, yet DJPs have a low Instant Ink adoption rate
- DJP consumers are low-profit on trad

Customer-centricity through data segmentation

Instead of waiting for the customer to self-direct towards a plan, we'll offer the customer the right plan based on their usage. We have a strong understanding on the type of customer across our data and audience segmentations.

Audience Segmentation	Basic Connected	Family Shared	Achievement	Leading Edge
	Price sensitive individuals with simple printing needs	Households creating a wide range of documents for all members of the family	Families with significant productivity, personal printing, many with home businesses	Early adopter families in a smart home printing a wide range of content
Elite Embracers				OJ Pro Frequent Printer Plan Business Printing Plans
Aspiring Embracers		Envy Pro -- Vasari	OJ Pro Frequent Printer Plan Business Printing Plans	
Warriors				
Keepers		Envy Moderate Printing Plan Frequent Printing Plan		
Expressionists				
Established Confidants				
Starter Confidants	DeskJet Occasional Printing Plan			
Minimalists				

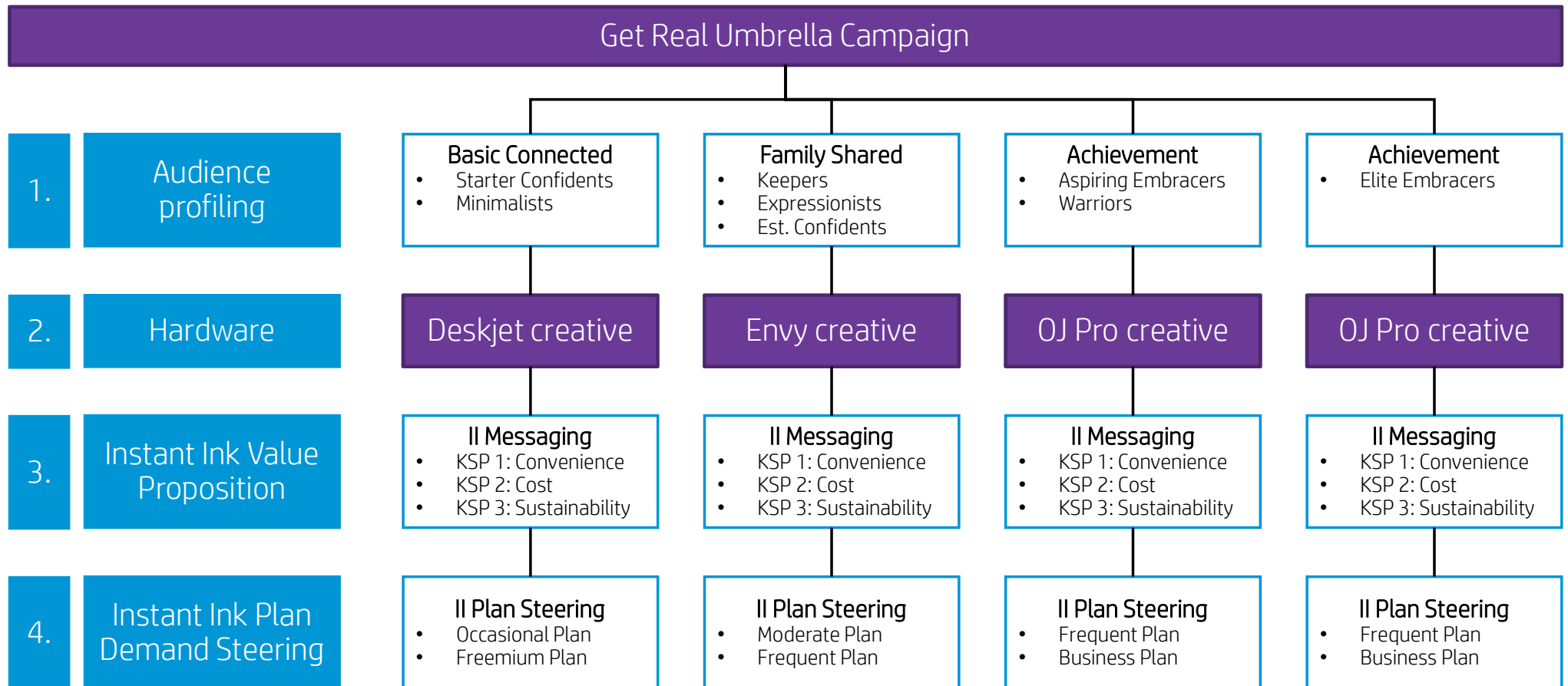
Guide customers to the appropriate plan, based on their needs and usage.



Digital Marketing and Dynamism

= Enabling Personalized and Targeted Marketing based on printing behaviour prediction

Orchestrating a Dynamic creative journey



The Existing Customer's Journey

Audience Segmentation: Mixed

Multiple audiences targeted
using AAM:
Achievement - Warrior



Aspiring Embracer



Adobe Audience Manager

ALL Media Served:
Dynamic Content Optimization
Programmatic Display through
DoubleClick (DV360) Integration



PI

KSP 1



KSP 2



KSP 3

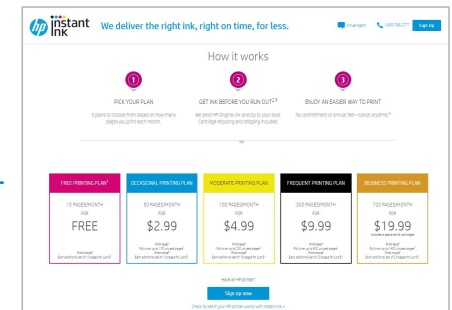


Customer Engaged:
ALL PI Actives pushed
through the Audience
Experience Manager
(AEM), segmentation
applied
(Target Data IN)



Adobe Experience
Manager

Path to Purchase:
Customer sees all plans
and must choose without
context or enough info to
decide



Ideal Customer's Journey

Audience Segmentation: Warrior

Segmented Audience:

layering in propensity, usage, and personas



Warrior



Keepers



Minimalists

Data Segmentation:
PI Audience loaded to Adobe Audience Manager, look-a-like (LAL) audiences developed for PI (Target Data OUT)



Adobe Audience Manager

Warrior-Specific Media Served:
Dynamic Content Optimization Programmatic Display through DoubleClick (DV360) Integration



KSP 1



KSP 2



KSP 3

Customer Engaged:

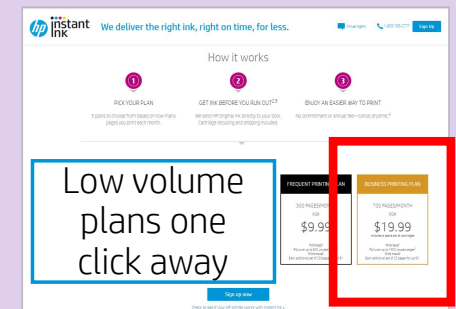
PI pushed through the Audience Experience Manager (AEM), segmentation applied (Target Data IN)



Adobe Experience Manager

Phase 2 – Live Q3

Dynamic Path to Purchase:
Directed to optimized webpage; customer by visuals and data to the right plan (through assortment) fitting their printer



Evolution through DMT

Current Landscape

- Mass inbound marketing with some demo/psychographic segmentation; no personalized messaging
- Marketing spend optimized for CTR since conversion tracking wasn't implemented
- The business only tracks total enrollments compared that to marketing spend
- We can see the breakdown in plans, but no attribution or targeting.

Phase 1

- Targeting segmented by demographic and psychographic data, recommending a printer to match anticipated need
- P2 Targeting by segment, printer type (P2), demographic, and psychographic data
- Custom marketing content by KSP for each audience
- Marketing spend optimized for conversion
- Tracking (not targeting) enabled by plan so we attribute plans by media spend

Phase 2

- Targeting segmented by demographic and psychographic data, recommending a printer to match anticipated need, plus propensity to switch to II and anticipated print behaviour
- P2 Targeting by segment, printer type (P2), demographic, psychographic data, actual print behaviour, and propensity to switch to II
- Custom marketing content by KSP for each audience
- Marketing spend optimized for conversion by specific plan
- Tracking and targeting enabled by plan to create LALs and smarter future targeting/retargeting
- Dynamic landing page experience to match customer journey
- Email triggers auto follow-up for P1 customers purchasing HW online

Banners / 300x250 P1 CTA BUTTONS + PRINTER/COLOR COMBOS

P1: General Audience

P1: General Audience

P1: General Audience

*Colors are
assigned by
printer.*

HP OfficeJet 




Save time and money printing
with HP Instant Ink.

[Save Now](#)

KSP: Cost

HP Envy 



HP Instant Ink recycles your
ink cartridges for you.

[Learn More](#)

KSP: Sustainability

HP DeskJet 



Never stop printing with the
convenience of HP Instant Ink.

[Buy Now](#)

KSP: Convenience

Demand Steering



PHASE II

DYNAMIC WEB EXPERIENCE



Dynamic Site Optimization to steer demand

Business Objective: Increase Instant Ink adoption rates >20% **LN3**

Marketing Objective: Improve the conversion rate of hpconnected.com audience (currently ~11% **LN4**) while maintaining or increasing LTV by eliminating complexity in self-service plan selection

Human Truth: People don't know (or care) how much they print, so when presented with the Subscription options are left to make a *best guess* between the defined **Volume of Pages** or by the **Tiered Price** per month.

Hypothesis: Less is More – the paradox of choice is a psychological inhibitor for Instant Ink intenders who are unsure which is the right plan for them, so by shifting to a Good-Better-Best assortment strategy influenced by the Audience behavioural signals or the associated Hardware, we will look to improve the adoption rate.

Methodology: Testing will focus specifically on audience traffic to and through hpconnected.com environment due to tracking capabilities to measure conversion data by plan. The test will run for 3 months in NA, UK and DA. A control group will experience the current site (no dynamic page optimisation), with the remaining audience seeing a page that will offer alternate assortments of the plan options.

KPI's & Measurements: Test will be conducted for 3 sequential months, requiring a minimum monthly audience volume of (TBC). Success is considered when the plan assortment is able to consistently exceed the benchmark conversion rate **LN5**/or target adoption rate of 20% - ideally identifying the optimal options of plans by audience or hardware signals.

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- LN3** [@Allen, Tyerell] As mentioned in my email, the Q1 AR was 18.5% and the projected Q2 AR is 20.4% before any new strategies
Lomax, Noah, 2/28/2020
- LN4** Added the existing HPC conversion rate; and that's surprisingly high. It's cumulative, however, and not P1 vs P2. It will be a while before we can do that type of a break I think
Lomax, Noah, 2/28/2020
- LN5** Let's discuss this. Driving plan profitability could result in some segments seeing a decrease in CR% but yet hit our higher goal of driving profitable plans (e.g. Reducing the amount of OJPs who go to \$2.99 might drive them stay with trade; but that's a success because they are profitable on II). I asked Rachel to set up call for us to establish the metrics here.
Lomax, Noah, 2/28/2020

Current hpconnected.com landing assortment

hp instant ink We deliver the right ink, right on time, for less. Virtual Agent 1-855-785-2777 Sign Up

How it works

- 1 PICK YOUR PLAN**
5 plans to choose from based on how many pages you print each month.
- 2 GET INK BEFORE YOU RUN OUT^{2,9}**
We send HP Original Ink directly to your door. Cartridge recycling and shipping included.
- 3 ENJOY AN EASIER WAY TO PRINT**
No commitment or annual fee—cancel anytime.⁴

FREE PRINTING PLAN ¹	OCCASIONAL PRINTING PLAN	MODERATE PRINTING PLAN	FREQUENT PRINTING PLAN	BUSINESS PRINTING PLAN
15 PAGES/MONTH FOR FREE	50 PAGES/MONTH FOR \$2.99	100 PAGES/MONTH FOR \$4.99	300 PAGES/MONTH FOR \$9.99	700 PAGES/MONTH FOR \$19.99 <small>Includes a spare set of cartridges</small>
<small>Print less? Each additional set of 10 pages for just \$1</small>	<small>Print less? Roll over up to 100 unused pages³ Print more? Each additional set of 10 pages for just \$1</small>	<small>Print less? Roll over up to 200 unused pages³ Print more? Each additional set of 15 pages for just \$1</small>	<small>Print less? Roll over up to 600 unused pages³ Print more? Each additional set of 20 pages for just \$1</small>	<small>Print less? Roll over up to 1400 unused pages³ Print more? Each additional set of 20 pages for just \$1</small>

Have an HP printer?
Sign up now

Check to see if your HP printer works with Instant Ink >

Objective:

Understand evaluation behaviour based on rationalised assortment, upscale or downscale consideration, and social pressure “people like you selected” methodologies

Test assortment based on variants of 3

- Good, Better, Best
- Entry with Upscale
- Mid with Downscale
- “Most HW users selected X”

Plan Psychological Assortment testing

GOOD, BETTER, BEST

OCCASIONAL PRINTING PLAN	MODERATE PRINTING PLAN	FREQUENT PRINTING PLAN
50 PAGES/MONTH FOR \$2.99 <small>Print less? Roll over up to 100 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small>	100 PAGES/MONTH FOR \$4.99 <small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 15 pages for just \$1</small>	300 PAGES/MONTH FOR \$9.99 <small>Print less? Roll over up to 600 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small>

MOST CUSTOMERS SELECTED X...

OCCASIONAL PRINTING PLAN	MODERATE PRINTING PLAN	FREQUENT PRINTING PLAN
50 PAGES/MONTH FOR \$2.99 <small>Print less? Roll over up to 100 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small>	100 PAGES/MONTH FOR \$4.99 <small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 15 pages for just \$1</small>	300 PAGES/MONTH FOR \$9.99 <small>Print less? Roll over up to 600 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small>

Most customers like you saved \$X per year when they selected Plan Y

UPSCALE OPTION

MODERATE PRINTING PLAN	FREQUENT PRINTING PLAN
100 PAGES/MONTH FOR \$4.99 <small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 15 pages for just \$1</small>	300 PAGES/MONTH FOR \$9.99 <small>Print less? Roll over up to 600 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small>




Get 3 times the pages for only twice the price

DOWNSCALE OPTION

OCCASIONAL PRINTING PLAN	MODERATE PRINTING PLAN
50 PAGES/MONTH FOR \$2.99 <small>Print less? Roll over up to 100 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small>	100 PAGES/MONTH FOR \$4.99 <small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 15 pages for just \$1</small>

Worried you'll print less, roll over unused pages and downgrade at any time

Hardware Influenced Plan assortment

Hardware Family	Downscale Option	Default Option	Recommended Option	Recommended Upsell pitch
 <p>HP OfficeJet</p>	<p>MODERATE PRINTING PLAN</p> <p>100 PAGES/MONTH FOR \$4.99</p> <p><small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small></p>	<p>FREQUENT PRINTING PLAN</p> <p>300 PAGES/MONTH FOR \$9.99</p> <p><small>Print less? Roll over up to 600 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small></p>	<p>BUSINESS PRINTING PLAN</p> <p>700 PAGES/MONTH FOR \$19.99</p> <p><small>Includes a spare set of cartridges Print less? Roll over up to 1400 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small></p>	<p><i>OfficeJet customers who selected the Business Plan saved an average of \$1,282.38 a year</i></p>
 <p>HP Envy</p>	<p>OCCASIONAL PRINTING PLAN</p> <p>50 PAGES/MONTH FOR \$2.99</p> <p><small>Print less? Roll over up to 100 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small></p>	<p>MODERATE PRINTING PLAN</p> <p>100 PAGES/MONTH FOR \$4.99</p> <p><small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small></p>	<p>FREQUENT PRINTING PLAN</p> <p>300 PAGES/MONTH FOR \$9.99</p> <p><small>Print less? Roll over up to 600 unused pages¹ Print more? Each additional set of 20 pages for just \$1</small></p>	<p><i>Envy customers who selected the Frequent plan saved an average of \$198.11 a year</i></p>
 <p>HP DeskJet</p>	<p>FREE PRINTING PLAN¹</p> <p>15 PAGES/MONTH FOR FREE</p> <p><small>Print more? Each additional set of 10 pages for just \$1</small></p>	<p>OCCASIONAL PRINTING PLAN</p> <p>50 PAGES/MONTH FOR \$2.99</p> <p><small>Print less? Roll over up to 100 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small></p>	<p>MODERATE PRINTING PLAN</p> <p>100 PAGES/MONTH FOR \$4.99</p> <p><small>Print less? Roll over up to 200 unused pages¹ Print more? Each additional set of 10 pages for just \$1</small></p>	<p><i>Deskjet customers who selected the X plan saved an average of \$Y a year</i></p>

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LN1 [@Allen, Tyerell] These soundbytes are by HW customer. We are actually testing language like "Home printers who..." or "Small office customers who...". We felt this was personal and more identifiable as most consumers cannot tell you which type of printer they have which becomes relevant in P2. HOwever, we will test this direction as well in round 2.

Lomax, Noah, 2/28/2020

LN2 On DJPs we will used "for less than the price of" or other framings. The savings claims aren't believable fro this audience because they claim an average savings that is more than the average person is currently printing.

Lomax, Noah, 2/28/2020

US DCO Demand Steering Pilot

Hypothesis: Can we dynamically steer customers to a more appropriate plan that better matches their Hardware choice and most likely usage Plan?

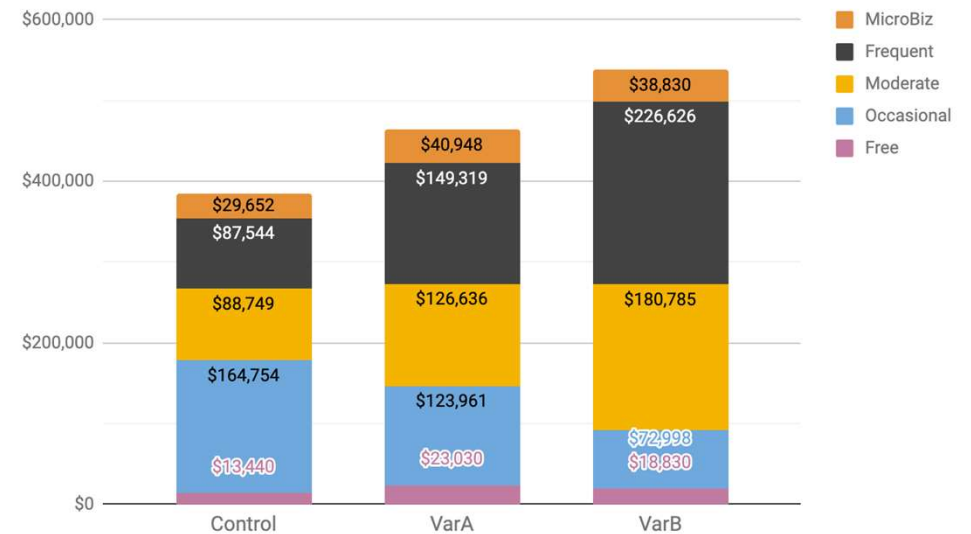
- Control – Journey creative and Plan Assortment on landing page is not adjusted
- VarA – Journey creative and Plan Assortment are exposed on the landing page
- VarB – Journey creative and Plan Recommendation is exposed on landing page

Overall enrollments for the variations are both up.

- **VarA—Plans Exposed:** Exposing the plans increases enrollments by **+6.52%** (>99% conf.)
- **VarB—Recommended Plan:** Recommending a plan in VarB is still significantly higher than the Control (**+5.34%**, 99% conf.), but does incrementally reduce enrollments compared to VarA although not stat sig. (**-1.14%**, 74% conf.)



Both usage/take rate of the higher priced plans (Mod/Freq) increased 2x and resulted in +29% LTV (Mod/Freq/Biz). Plan mix for the Microbiz plan remains unchanged, suggesting the changes did not impact users who were considering this plan. The increase in the Microbiz plan LTV is due to more enrollments in VarB generally.



- **VarA—Plans Exposed:** Exposing the plans allows users to more freely pick between the plans and shifts plan selection away from the Occasional to the Free, Moderate, and Frequent plans.
- **VarB—Recommended Plan:** Recommending a plan on the other hand dramatically shifts plan mix away from the occasional and free towards higher priced plans (Moderate and Frequent). As a result, we see a large increase in overall LTV.

Key Learnings



CORE OFFERING

Many customers find the **messages about cost savings confusing** and cannot relate to them.

Customers are seeking simple concepts that they can relate to. Abstract % savings are not something they can understand

Resonated

*Same price for colour pages
as for B&W ones*

50 pages for 3 euro

Never run out of ink

*Easily upgradeable/
downgradeable*

Didn't resonate

More ink than XL

70% off ink

Simpler way to print

Save up to 70% on ink

Many don't know what XL is or how it compares

*For many it seems too good to be true,
not realistic*

Difficult to understand "simpler than what"?

*Confused about what it applies to –
quantity of ink or cash savings*

Promo overload in store becomes a detractor:

“There are too many offers at the same time and I’m confused because one gives you free ink for 5 months, one is a form of credit and the other one gives you 70% off.”

HW Intender, Italy



“Ci sono troppe offerte in contemporanea e questa cosa mi lascia perplesso perchè una parla di inchiostro gratis per 5 mesi, una ti da un credito e l'altra 70% di sconto.”

PROMOs

There are **varied responses to the promos** that are being marketed

Customers are looking for tangible euro value benefits that they can relate to

Resonated

Free plan of 15 pages

*3-12 months trial with
printer purchase*

*€20 credit for
instant ink*

*€5 off printer with 2
months Instant Ink free*

Didn't resonate

70% off for 5 months

*Subscribe within 7 days to
get a deal*

*Abstract and not a tangible benefit as
printing volumes are low*

Many felt pressured into subscribing

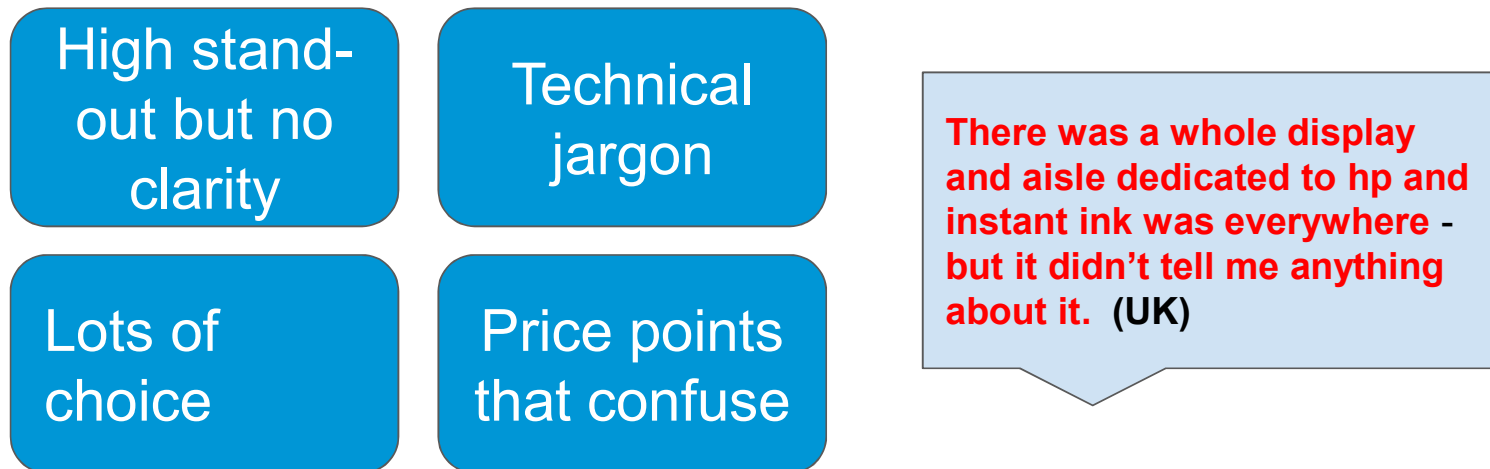
Evaluating the Instant Ink Customer Experience

May 2020

Project Completion



Overall, it's not an easy or particularly pleasant experience



Instant ink is noticed - but not understood



The in store experience was similar to online - a little overwhelming

You're not there to learn about ink, you're there to buy a printer

While it does tell customers that they only have to pay a certain amount per month, it is not very clear how this works:
hp sees when my printer needs ink and sends cartridges to me automatically.

Chances are if I hadn't spoken to this guy, I would have never made an effort finding out more about Instant Ink, because it just looked like any other offer. I think the service needs a lot of explanation in order to be able to fully grasp the benefits of it.
(GER)

I didn't realise that the card was a card - **it looked like a leaflet so I'd have ignored it normally.** (UK)

I asked what it was for and he said that it was a service that provided you ink instead of you buying it in the shop. He didn't seem to be enthusiastic about it nor did he want to sell it to me. (FRA)

....so the eye travels over Instant Ink comms

It's a sea of words and pictures without clarity or clear benefits

