

# H2 23 SVB.com Homepage Test Plan

Projected A/B Testing Roadmap

Questions? Jen Gordon [jgordon@svb.com](mailto:jgordon@svb.com)

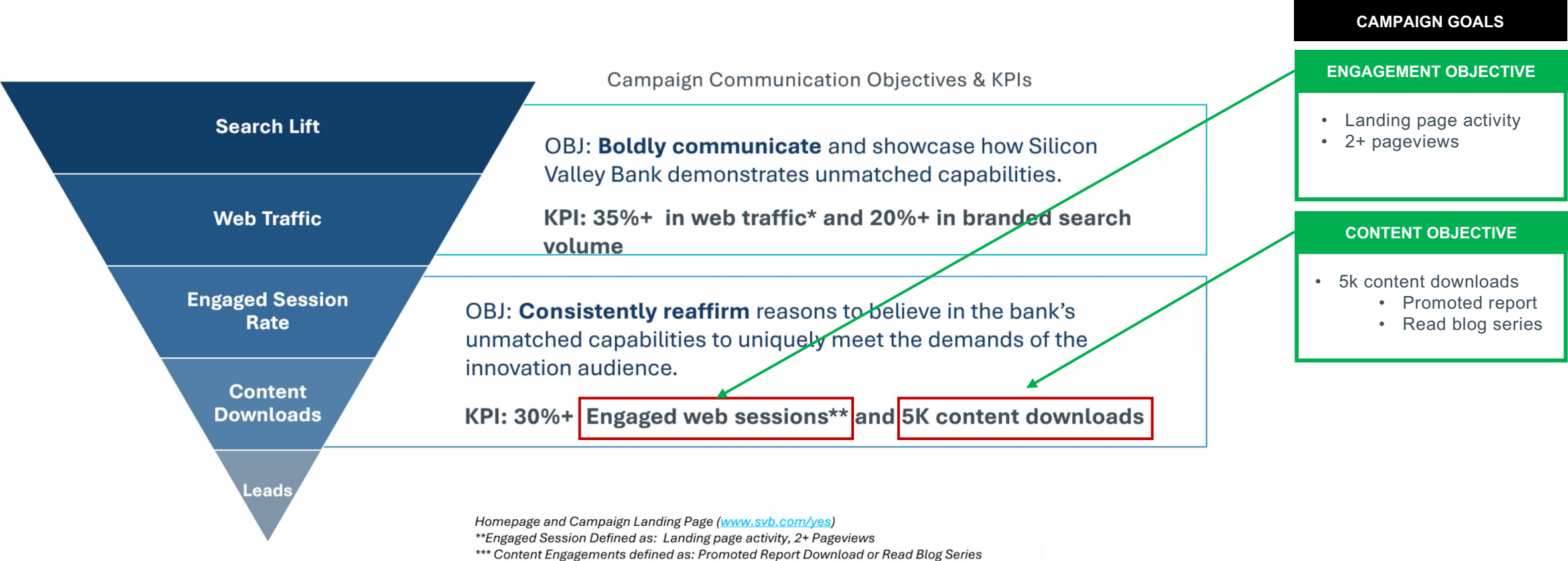
# Agenda

- 1 Aim – Meet/exceed homepage goals
- 2 Situation – New homepage design/messaging
- 3 Plan – Test and optimize

# AIM: Meet/exceed defined homepage objectives

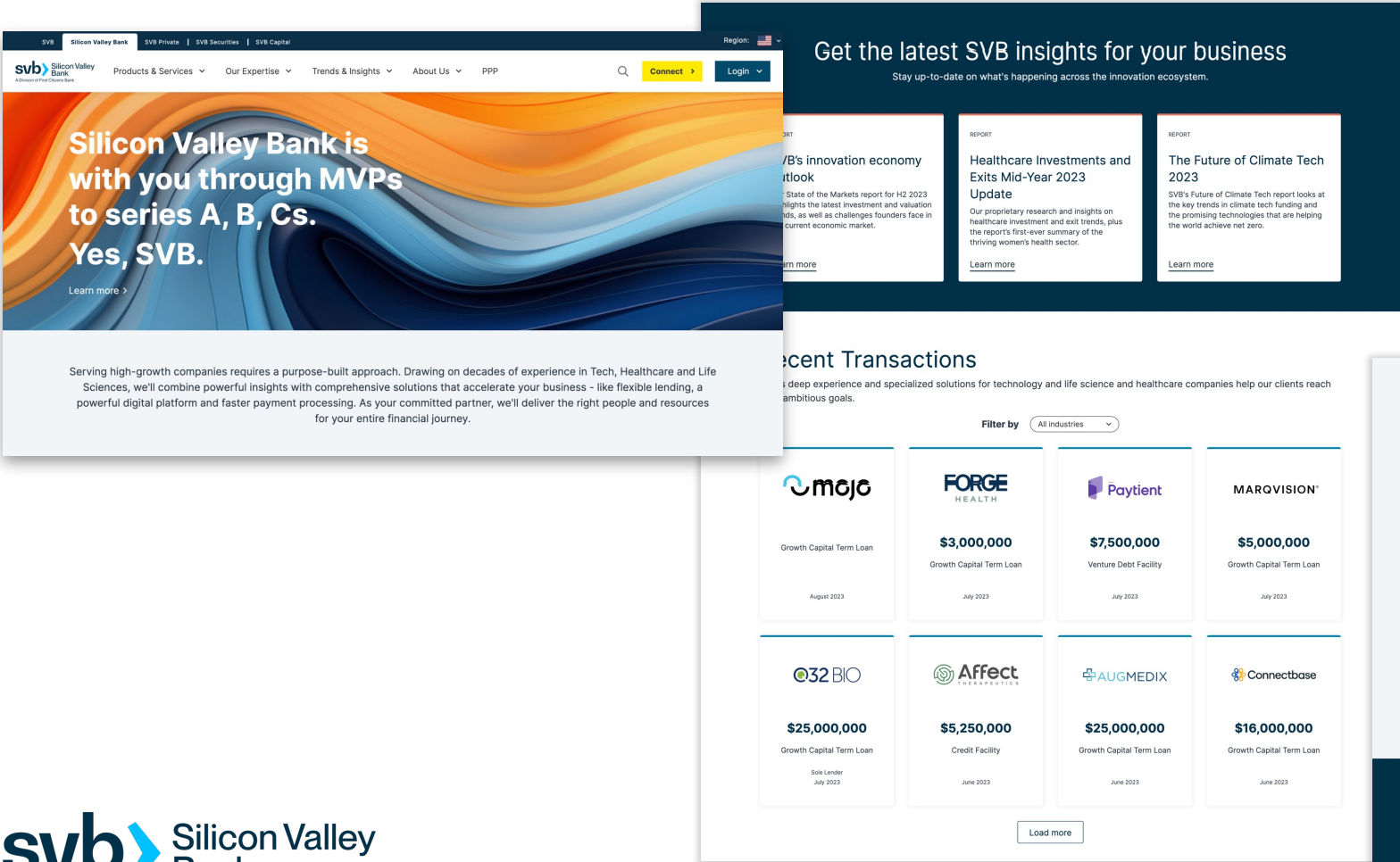
We have defined metrics for both content and engagement goals

## Campaign Measurement



# Situation: We have new messaging/imagery on homepage

Can we test alternative messaging/imagery to improve results?



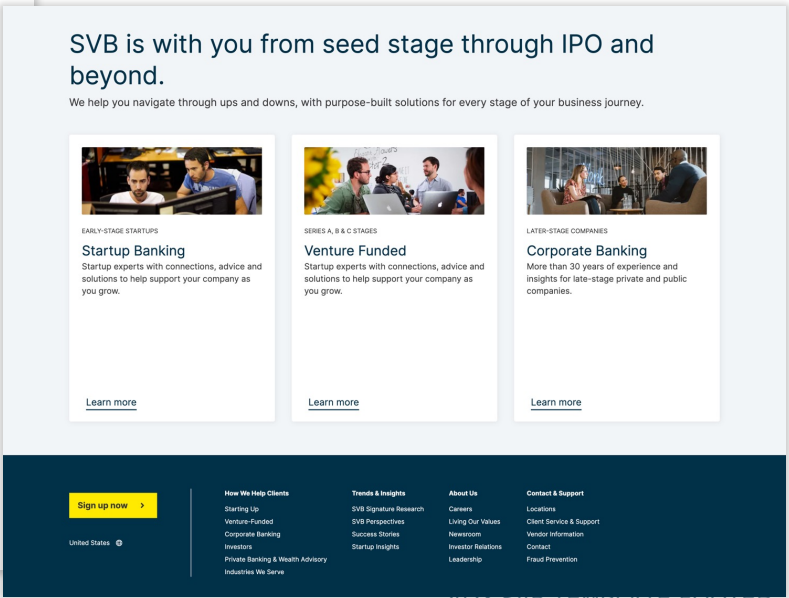
## CAMPAIGN GOALS

### ENGAGEMENT OBJECTIVE

- Landing page activity
- 2+ pageviews

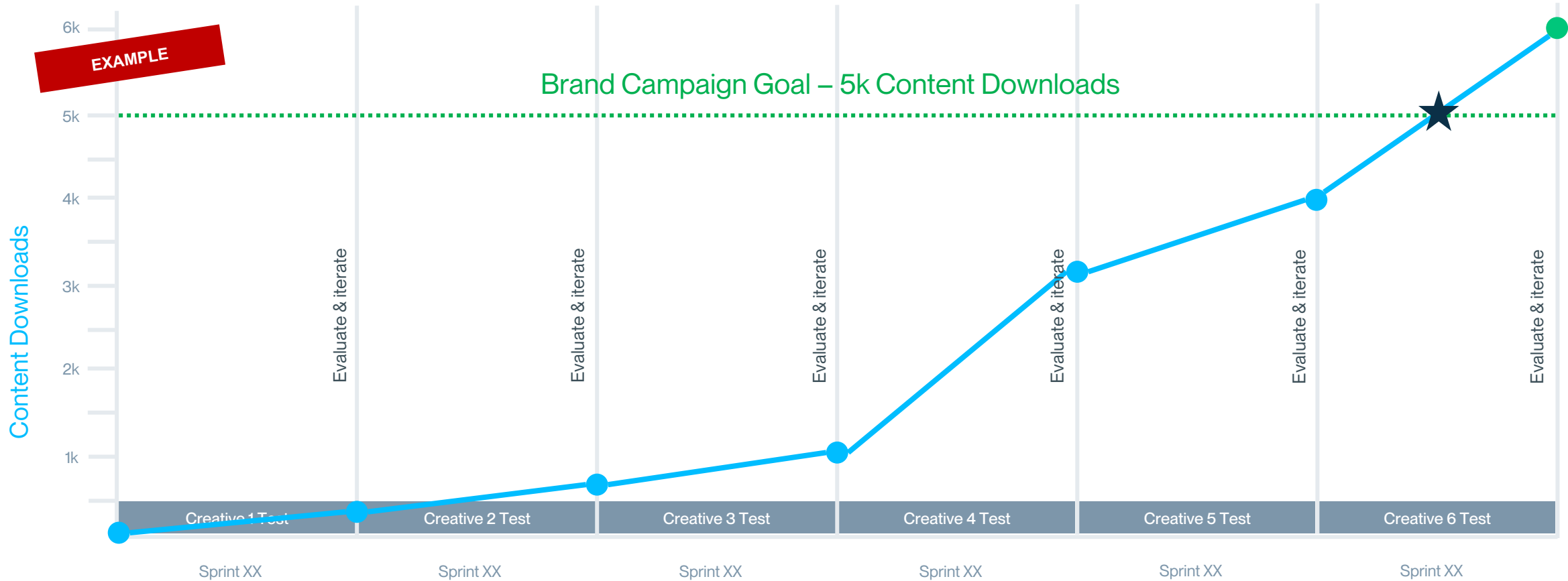
### CONTENT OBJECTIVE

- 5k content downloads
  - Promoted report
  - Read blog series



# Plan: Each sprint, we evaluate & test a new hypo on the homepage

Sprint over sprint, we make improvements to meet campaign goals



# Detailed Testing Roadmap

- 1 What hypothesis are we testing?
- 2 Potential creatives to test
- 3 A/B Test Scheduling
- 4 Optimization + Reporting
- 5 Next Steps

# What changes may help us exceed our content and engagement objectives?

Elevate recent transactions and sales events/activities & reports

## HYPOTHESIS

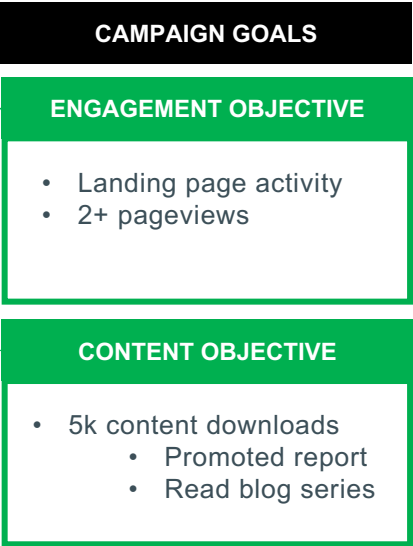
If we highlight:

- 1. recent transactions
- 2. High value reports
- 3. High attendance/visibility event/s above the fold

then we'll increase pageviews & downloads

among curious clients & prospects

because they'll have the proof they were waiting for



# Potential Creatives to Test


All messaging developed using generative AI




# Potential Creative: Elevate Tombstones, Events, Reports


We can mix/match any combination



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Venture forward with the new SVB

Join the 40+ companies who have said "Yes" to SVB.

Q2 2023: 100+ New Loans, \$1B+ New loan commitments

See recent deals



Thursday, August 17, 2023  
Tom Gordon (AG) presenting and hosting alongside Women in Bio at NYSE

H2 2023 VC Trends

Stay informed with SVB's State of the Market report.

- Why did VC investments plunge by 31%?
- What's holding back \$1 trillion in unspent capital
- Early-stage vs Late-stage: Which valuations held?

Download report

# Potential Creative: Elevate Tombstones + Events

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The main SVB website banner features a large, bold headline "Venture forward with the new SVB" in white text against a dark blue background with abstract, flowing lines. Below the headline, subtext reads "Join the 40+ companies who have said 'Yes' to SVB." and "Q2 2023: 100+ New Loans, \$1B+ New loan commitments". A yellow button labeled "See recent deals" is positioned below the subtext. To the right, a video player shows Tom Gordon (AG) presenting at NYSE, with a caption indicating the date "Thursday, August 17, 2023" and the event "Tom Gordon (AG) presenting and hosting alongside Women in Bio at NYSE". Below the video player, a section titled "H2 2023 VC Trends" includes the text "Stay informed with SVB's State of the Market report." and a list of bullet points: "Why did VC investments plunge by 31%", "What's holding back \$1 trillion in unspent capital", and "Early-stage vs Late-stage: Which valuations held?". A yellow button labeled "Download report" is located to the right of the list.

# Potential Creative: Elevate Tombstones + Events

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Experience SVB's dedication to the innovation economy.


# Renewed, Reinforced & Ready

Join the 40+ companies who have said "Yes" to SVB in Q2 2023:

- 100+ New Loans
- \$1B+ New loan commitments

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"SVB is the bank who always supported startup companies on many continents. This is who SVB is and YES they are different, VERY DIFFERENT and important to innovation and our American Dream."



Martin Pichinson  
Co-Founder  
Sherwood Partners Inc.  
**Sherwood**

## H2 2023 VC Trends

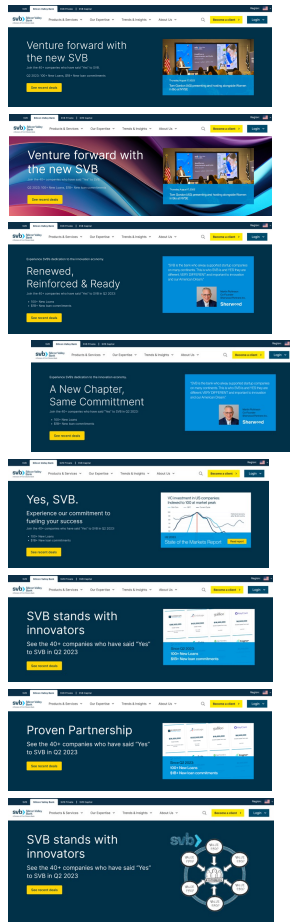
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# A New Chapter, Same Commitment

Join the 40+ companies who have said "Yes" to SVB in Q2 2023:

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"SVB is the bank who always supported startup companies on many continents. This is who SVB is and YES they are different, VERY DIFFERENT and important to innovation and our American Dream."

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# Yes, SVB.

Experience our commitment to fueling your success

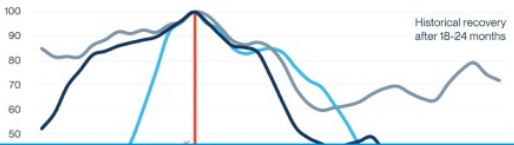
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### VC investment in US companies: Indexed to 100 at market peak

— Dot-Com — GFC — Current Cycle



Historical recovery after 18-24 months

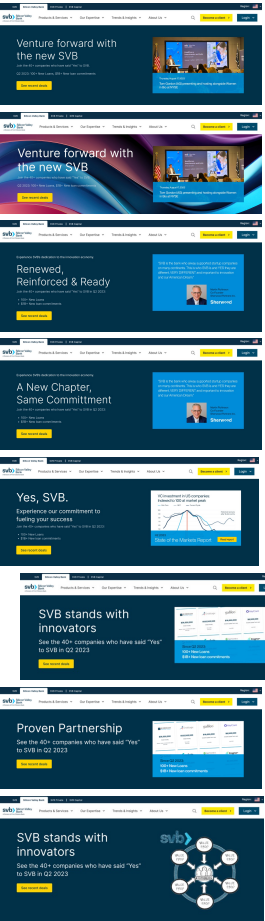
H2 2023

State of the Markets Report

Read report

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SVB stands with innovators

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\$36,500,000

Credit Facility

Global Lender and Administrative Agent

June 2023

\$125,000,000

Credit Facility

June 2023

\$16,000,000

Growth Capital Term Loan

June 2023

\$6,000,000

Growth Capital Term Loan

June 2023

Since Q2 2023:  
100+ New Loans  
\$1B+ New loan commitments

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## Proven Partnership

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 \$36,500,000 Credit Facility Global London and Administrative Agent June 2023	 \$125,000,000 Credit Facility San Jose June 2023	 \$16,000,000 Growth Capital Term Loan June 2023	 \$6,000,000 Growth Capital Term Loan June 2023
 \$10,000,000 Credit Facility San Jose June 2023	 \$10,000,000 Credit Facility San Jose June 2023	 \$10,000,000 Credit Facility San Jose June 2023	 \$10,000,000 Credit Facility San Jose June 2023

Since Q2 2023:  
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### H2 2023 VC Trends

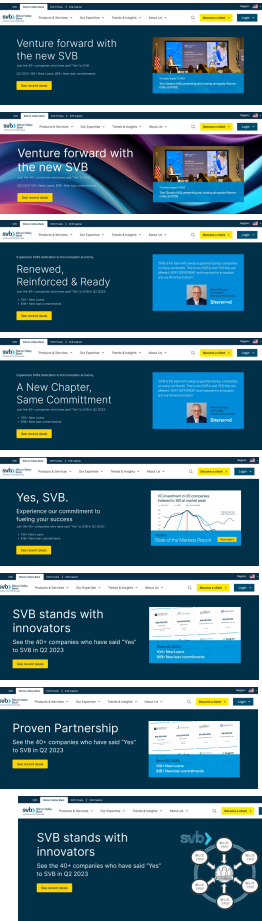
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# A/B Test Scheduling

# H2 Brand Campaign Roadmap

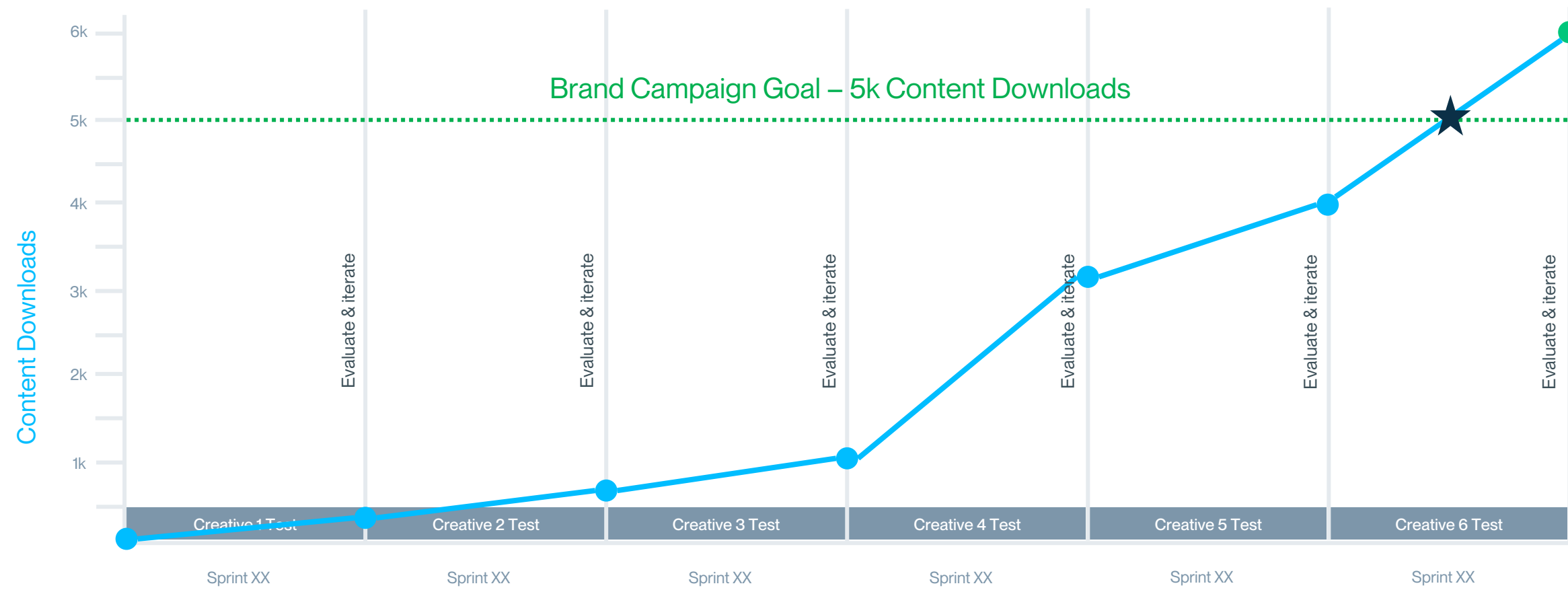
Work Streams	July 11 <sup>th</sup> -31 <sup>st</sup>	August 1 <sup>st</sup> – 15 <sup>th</sup>	August 15 <sup>th</sup> – 31 <sup>st</sup>	September 1 <sup>st</sup> – 12 <sup>th</sup>	October	November	Description
Mekanism	<div>Creative Development</div> <div>Brand Landing Page</div> <div>Creative Production</div> <div>Media Strategy &amp; Tactics</div> <div>Testing Begins</div> <div>Optimization Report</div>						Work in progress. CR 1 & 2 Complete Discussion on creating of brand landing page in progress.
Web	<div>Landing Page Implementation</div> <div>Homepage Updates</div> <div>Product Page Updates</div>						Katelin working with Full Contact and CB to determine content updates.
Social	<div>Plan &amp; Execution</div>						Zach will continue to monitor organic social needs and will create a plan if needed.
Reporting	<div>Midflight Report</div> <div>Wrap Up Report</div>						Tasks identified, need to assign and give milestones.
Events & Sponsorships	<div>Money 20/20 &amp; HLTH</div> <div>Event Reporting</div>						Meeting re-scheduled <del>7/26</del> to 8/8 to discuss plan/tactics/ and analytics needed
Display and Media Execution	<div>Update Calendar/Marketo /UTM's QA</div>						Dependency upon Mek Media Tactical Plan. Will have better sense of timing after round 2 which Mek delivers on 8/28. Some tasks identified
Paid Search	<div>Routing / sales insights for THCB</div>						Dependency upon Mek Media Tactical Plan and content revisions.
Client Comms	<div>Emails/Blog TBD</div>						Meeting to be scheduled with Nancy, but dependent upon strategy and creative.
Internal Comms	<div>TBD</div>						Confirming plan with BSB.
Products and Services							Brainstorm completed with Katelyn.

# Optimization + Reporting

Possible Looker dashboard?

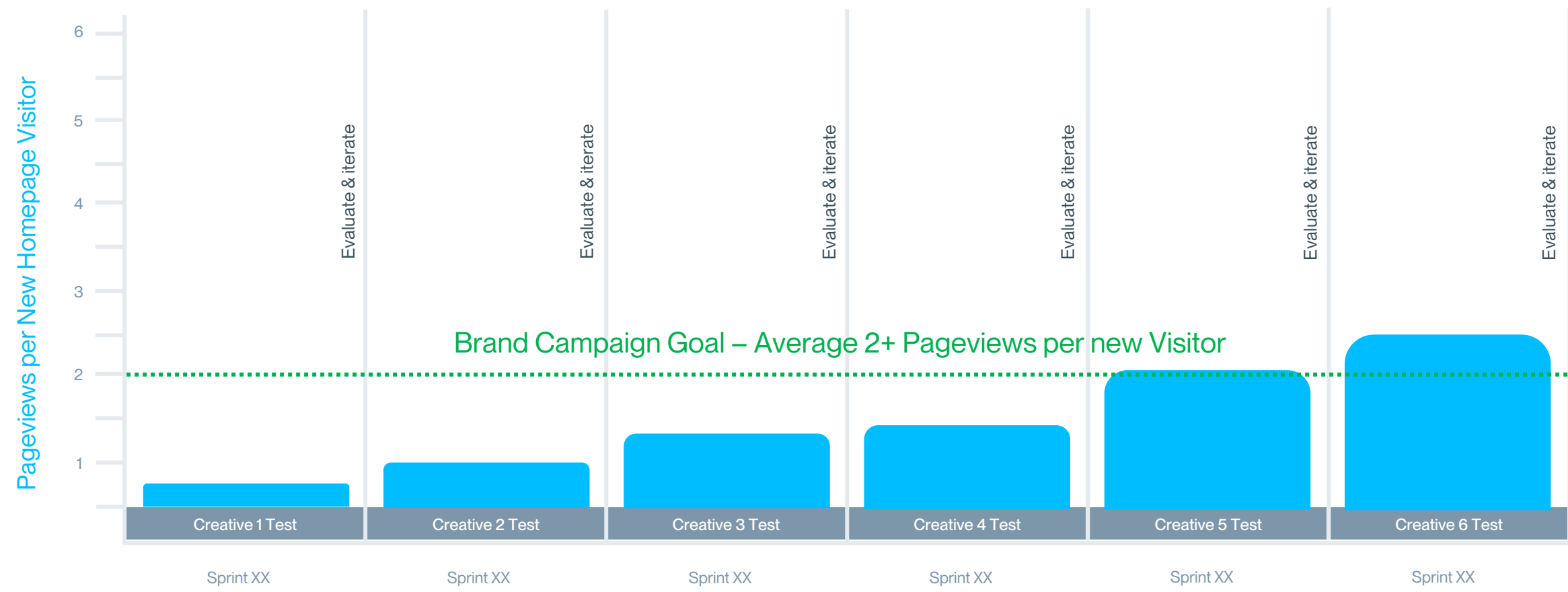
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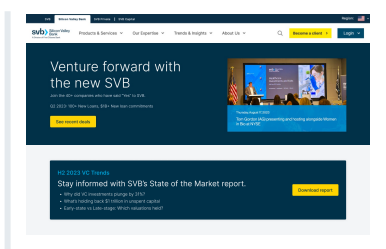
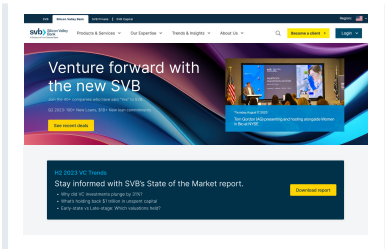
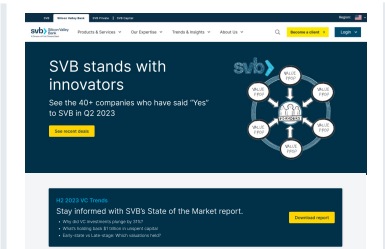
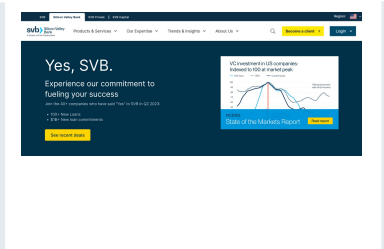
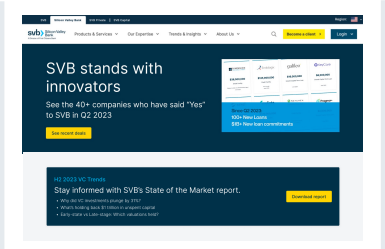
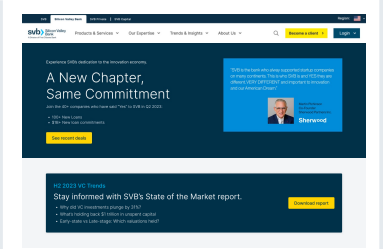
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# Next Steps

# Determine creatives to test over the next 6 weeks

Below is an example

 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>	 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>	 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>	 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>	 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>	 <p>Report, evaluate &amp; iterate 2 Day Test Build</p>
Creative 1 Test	Creative 2 Test	Creative 3 Test	Creative 4 Test	Creative 5 Test	Creative 6 Test
Sprint XX	Sprint XX	Sprint XX	Sprint XX	Sprint XX	Sprint XX