

RESEARCH QUESTION

Which headline would make you more likely to click and learn more?

HEADLINE READ

Version A leads (moderate margin)

Version A's clear and direct discount messaging with a strong emphasis on a 30% savings and free shipping threshold resonates more positively across demographics, especially among budget-conscious respondents. The 'Cancel anytime' policy adds trust and reduces perceived risk. Version B, while appreciated for its mention of free returns and limited-time urgency, suffers from a vague headline and less clarity about actual savings, leading to more neutral or negative sentiment.

For creative direction and iteration. Synthetic panel, not audited incidence or human-subject survey research.

MODE

A/B Test

INPUT

TEXT

COMPLETE

500 responses

A/B DECISION

Version A is the recommended direction.

Version A's clear and direct discount messaging with a strong emphasis on a 30% savings and free shipping threshold resonates more positively across demographics, especially among budget-conscious respondents. The 'Cancel anytime' policy adds trust and reduces perceived risk. Version B, while appreciated for its mention of free returns and limited-time urgency, suffers from a vague headline and less clarity about actual savings, leading to more neutral or negative sentiment.

VERSION A POSITIVE

75%

VERSION B POSITIVE

60%

DIRECTIONAL GAP

15pp

HOW TO USE THIS

Treat this as a creative direction signal: keep the winning version, preserve the strongest positive cues, and rerun a narrower test only if one controlled change would clarify the decision.

HOW TO READ THIS REPORT

Directional synthetic-panel feedback for creative iteration. MAE benchmarks apply to structured multiple-choice studies, not open-ended creative reviews.

DECISION MEMO

1. The A/B test reveals that Version A, with its explicit 'Save 30% on your first order' headline and clear free shipping offer, outperforms Version B's more generic 'Spring refresh starts here' messaging.
2. Version A's direct financial incentives and 'Cancel anytime' policy build stronger trust and motivation to click, particularly among budget-conscious consumers.
3. Version B's focus on new arrivals and free returns is appreciated but lacks the compelling clarity and urgency needed to drive higher engagement.
4. The primary friction in Version A is the \$50 free shipping threshold, which some respondents find a barrier.

A/B RECOMMENDATION

Version A wins / moderate margin

Version A's clear and direct discount messaging with a strong emphasis on a 30% savings and free shipping threshold resonates more positively across demographics, especially among budget-conscious respondents. The 'Cancel anytime' policy adds trust and reduces perceived risk. Version B, while appreciated for its mention of free returns and limited-time urgency, suffers from a vague headline and less clarity about actual savings, leading to more neutral or negative sentiment.

SENTIMENT SIGNAL

VERSION A



75% positive / 20% neutral / 5% negative

VERSION B



60% positive / 30% neutral / 10% negative

What We Showed The Panel

Agents responded to this extracted text and, for image/PDF/URL inputs, a brief generated before inference.

VERSION A / STIMULUS

Copy

Save 30% on your first order

Free shipping over \$50 · Cancel anytime

Shop the Spring Collection '

VERSION B / STIMULUS

Copy

Spring refresh starts here

New arrivals · Limited-time offer · Free returns

Shop now '

Voice Of The Panel

Illustrative synthetic excerpts from open-ended responses. Vignettes summarize respondent profiles for readability.

VERSION A

"The 30% discount really catches my eye and makes me want to click through."

35-54, true independent, \$75,000-\$149,999 / positive

"I'm worried about that \$50 free shipping requirement because I don't have that kind of extra money to spend at once."

65-74, true independent, under \$35,000 / negative

"The 'Cancel anytime' policy builds trust because I know I'm not locked into anything."

35-54, true independent, \$75,000-\$149,999 / positive

"I'm interested in seeing what's in the Spring Collection since I like keeping my wardrobe current."

65-74, true independent, \$150,000 or more / positive

VERSION B

"The mention of new arrivals and free returns builds trust that I can get something I like without hassle."

55-64, true independent, \$75,000-\$149,999 / positive

"The headline 'Spring refresh starts here' is a bit generic and doesn't clearly communicate what I'm getting."

55-64, Democrat-leaning voter, \$35,000-\$74,999 / negative

"The limited-time offer makes me want to act quickly before I miss out."

18-34, strong Democrat, \$75,000-\$149,999 / positive

"I'm watching my budget carefully and unsure if I can afford the new arrivals."

55-64, Democrat-leaning voter, under \$35,000 / negative

What Worked

VERSION A / WHAT LANDED

1. Clear and compelling discount offer

"The 30% discount really catches my eye and makes me want to click through."

Supporting quote: "The 30% discount definitely catches my eye since money's tight."

2. Free shipping threshold concerns

"I'm worried about the \$50 free shipping requirement because I don't have that kind of extra money to spend at once."

Supporting quote: "I'm concerned about that \$50 free shipping threshold since I'd need to spend quite a bit to get it."

3. Cancel anytime builds trust

"The 'Cancel anytime' policy builds trust because I know I'm not locked into anything."

Supporting quote: "The 'cancel anytime' part gives me peace of mind that I'm not locked into anything."

4. Interest in Spring Collection

"I'm interested in seeing what's in the Spring Collection since I like keeping my wardrobe current."

Supporting quote: "The 'Shop the Spring Collection' button is clear and timely."

VERSION B / WHAT LANDED

1. Clarity about new arrivals and free returns

"The mention of new arrivals and free returns builds trust that I can get something I like without hassle."

Supporting quote: "Free returns make shopping feel lower risk."

2. Vagueness of 'Spring refresh' headline

"The headline 'Spring refresh starts here' feels a bit generic and vague."

Supporting quote: "I'm not sure what I'm actually getting or if it's worth my money."

3. Limited-time offer creates urgency

"The limited-time offer makes me want to act quickly before I miss out."

Supporting quote: "The limited-time offer creates some urgency so I might actually click through now."

4. Budget concerns and relevance

"I'm watching my budget carefully and unsure if I can afford the new arrivals."

Supporting quote: "I'm not sure if I can afford any of it or if I'd need to return something if it didn't fit right."

VERSION A / WATCHOUTS

1. Free shipping threshold too high for some budgets

"I'm worried about that \$50 free shipping requirement because I don't have that kind of extra money to spend at once."

Supporting quote: "I'm concerned about the \$50 free shipping threshold since I'd need to spend quite a bit to get it."

VERSION B / WATCHOUTS

1. Headline 'Spring refresh' is vague and generic

"The headline 'Spring refresh starts here' is a bit generic and doesn't clearly communicate what I'm getting."

Supporting quote: "I'm not sure what I'm actually getting or if it's worth my money."

2. Uncertainty about product relevance and affordability

"I'm watching my budget carefully and unsure if I can afford the new arrivals or if they fit my needs."

Supporting quote: "I'm not sure if I can afford any of it or if I'd need to return something."

CREATIVE AND DESIGN READ

1. Version A uses a direct, benefit-driven headline emphasizing a clear 30% discount and free shipping, which resonates strongly with budget-conscious consumers.
2. Version B's headline 'Spring refresh starts here' is more thematic and vague, which some respondents find less compelling or unclear about the actual offer.
3. Both versions highlight risk reduction elements: Version A with 'Cancel anytime' and Version B with 'Free returns'; these build trust but are perceived differently depending on consumer context.
4. Version A's copy includes specific financial incentives that appeal to a broad income range, while Version B focuses on newness and urgency but lacks explicit discount details.
5. Visual/layout cues in Version A likely emphasize savings and straightforward calls to action, whereas Version B relies on seasonal freshness and return policies, which may require clearer product context.

SEGMENT PATTERNS

Synthesized from agent profiles and open-ended responses; treat as directional pattern-finding, not audited crosstabs.

Lower-income and budget-sensitive respondents in Version A express strong appreciation for the explicit 30% discount and free shipping, though some find the \$50 threshold challenging. Older demographics appreciate clarity and trust elements in both versions but prefer the direct savings message in Version A. Younger and mid-income groups respond well to the urgency and free returns in Version B but desire more concrete discount information.

Recommended Next Moves

ACTION PLAN

1. Preserve the clear, benefit-driven discount messaging and free shipping offer from Version A.
2. Clarify the free shipping threshold to reduce friction for budget-sensitive consumers, possibly by testing lower thresholds or emphasizing how to reach it.
3. Test combining the trust elements of both versions by integrating 'Free returns' language into Version A's copy to enhance risk reduction.
4. Explore messaging that better explains the 'Spring Collection' to reduce confusion and increase relevance.
5. Consider testing alternative headlines that maintain clarity and urgency while addressing concerns about shipping costs.

METHODOLOGY AND APPROPRIATE USE

Lewsearch Creative Review uses synthetic agents sampled from the selected market. Each agent generates an open-ended response from its persona and background. For PDF/image inputs, an AI visual brief and extracted copy are passed to text-only agents. Results are directional creative intelligence for concept screening, messaging iteration, internal alignment, and follow-up study design.

Quotes are model-generated synthetic responses, not human-subject verbatims. Theme and sentiment summaries are synthesized from open-ended responses and should not be treated as audited population percentages.

SUGGESTED FOLLOW-UP

Preserve the elements that clearly worked, then test one focused optimization if the next decision depends on it: headline, CTA, offer, or first-screen design.

NEXT LEWSEARCH RUN

Recommended next study: rerun a Quick or Standard follow-up only after one controlled change, or use this result as validation if no meaningful blocker surfaced.