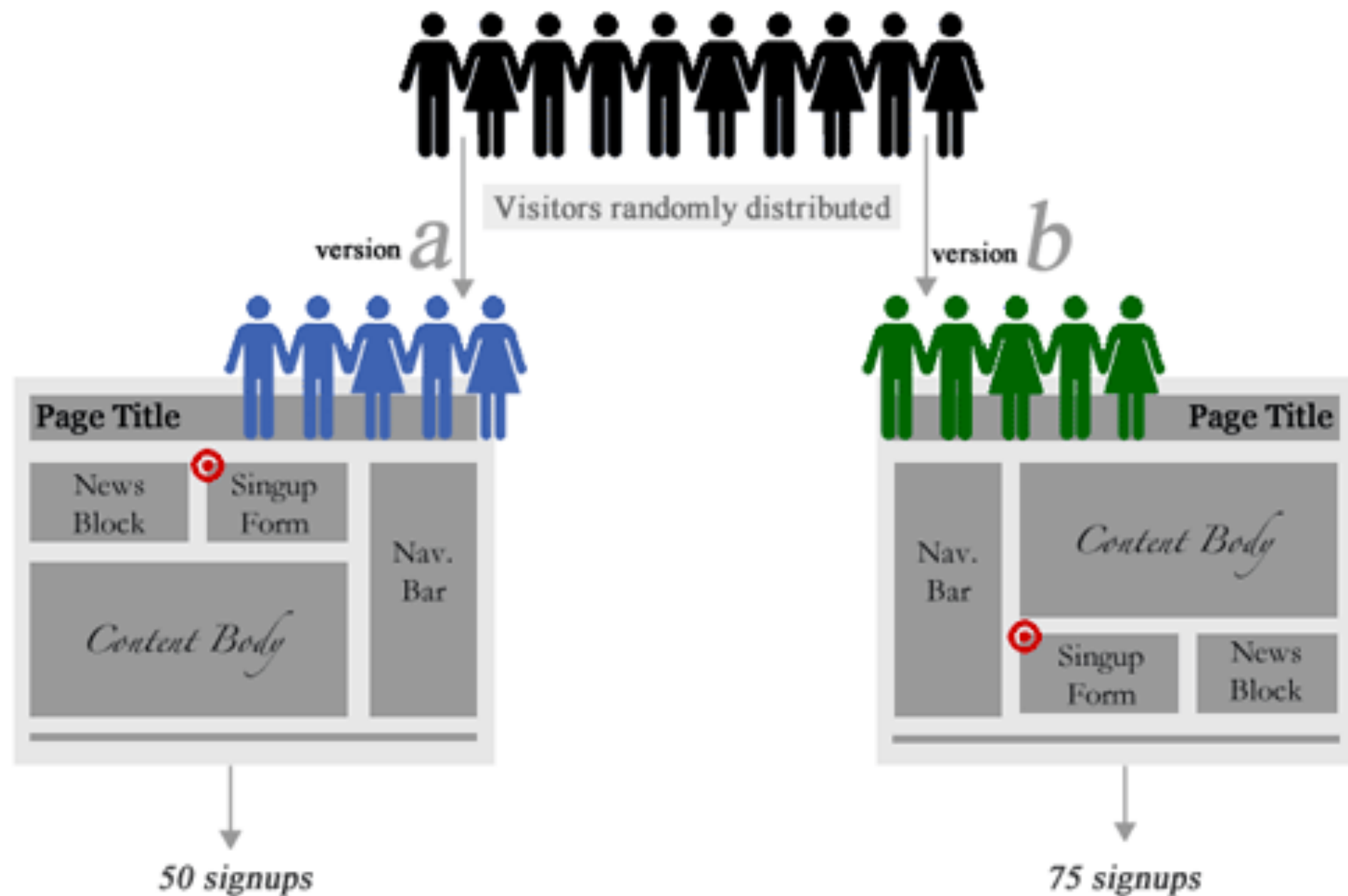


AB Testing



Version B is better than version A

Save on prescription drugs -
over \$3,637* a year!

Last year, Humana's Medicare Advantage plan members saved, on average, \$3,637* on prescription drugs!
Choose your Humana Medicare Advantage plan and you could enjoy savings on prescription drugs, plus:

- Hospital, doctor AND drug coverage combined into one easy-to-use plan
- Extra benefits not offered by Original Medicare
- Affordable or no monthly plan premiums

[Shop 2014 Medicare Plans](#)

Control

Explore Humana's
Medicare plans

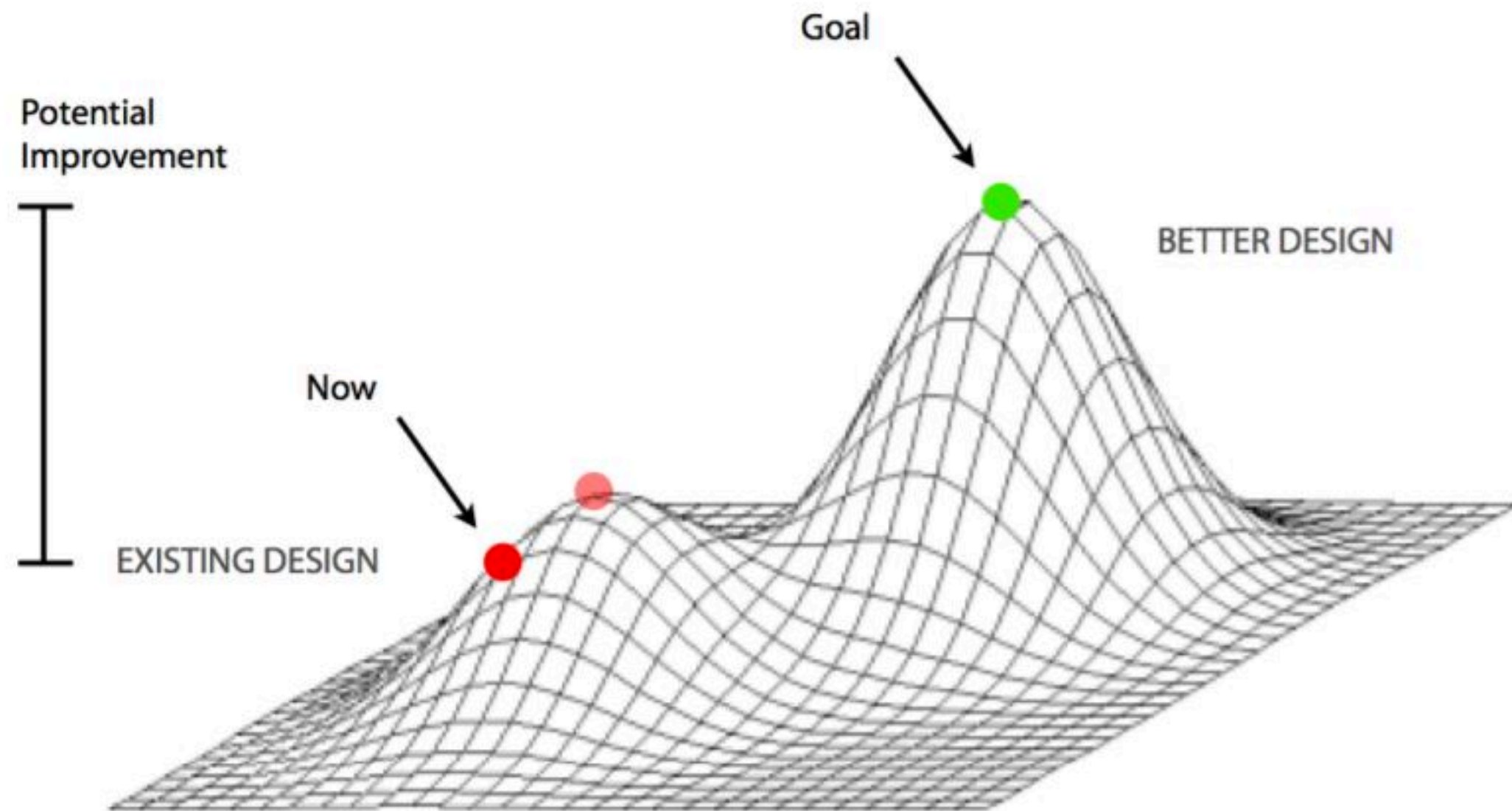
Let us help you determine the Humana plan
that's best for your needs.

[→ Get started now](#)

Treatment

A/B Testing



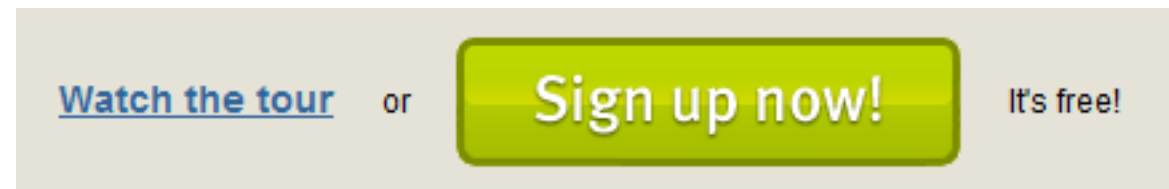


A/B testing cannot make a good design choice on its own

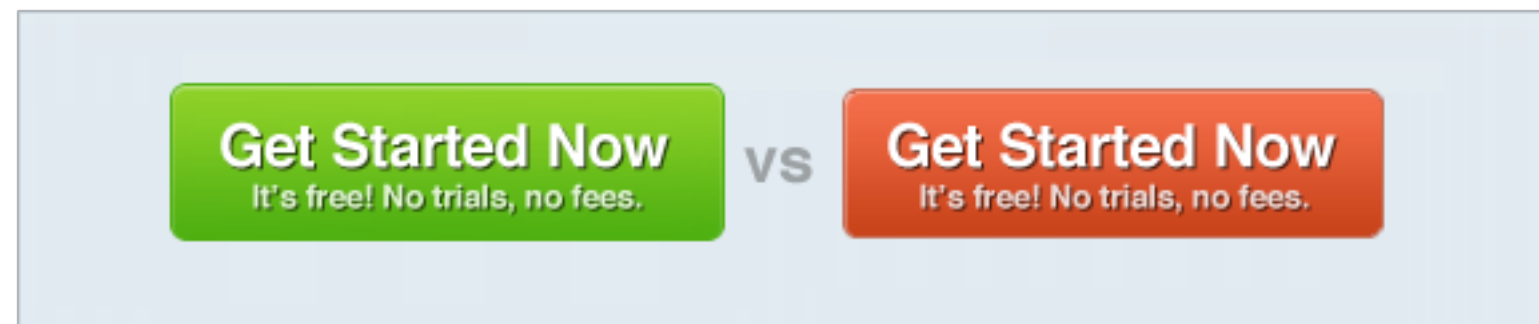
With A/B testing, we may find ourselves chasing "local maxima"



Human Photos Double Conversion Rates



The words “It’s free” increased the clicks on this sign-up button by 28%



34% simply by changing the color of the sign-up button from green to red!



↑ 6%



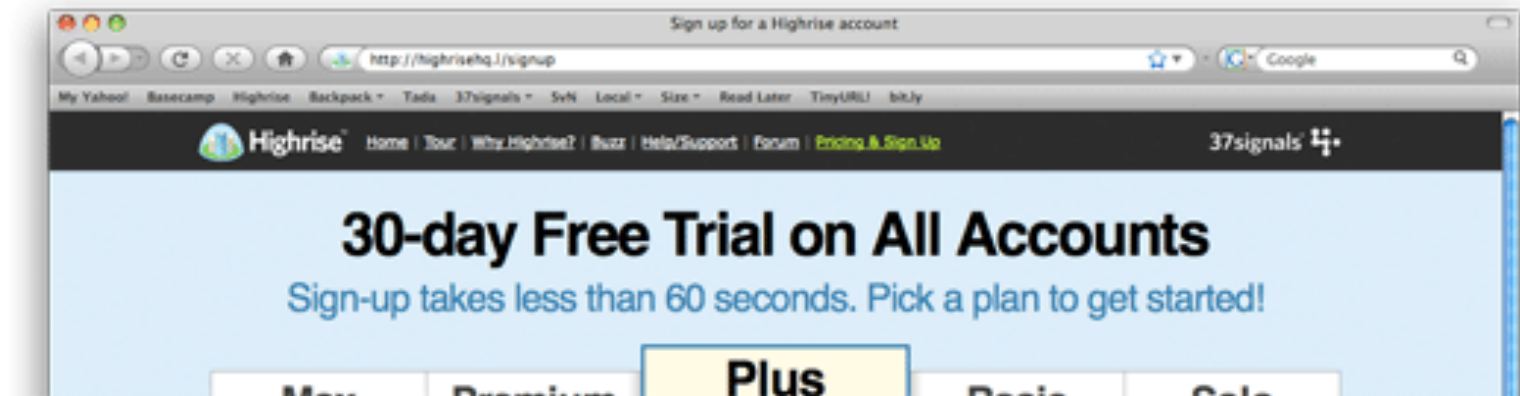
↑ 69%

secret escapes
x2

Discovery A/B tested the components of their video player to engage with their TV show 'super fan.' The result? A 6% increase in video engagement.

ComScore A/B tested logos and testimonials to increase social proof on a product landing page and increased leads generated by 69%.

Secret Escapes tested variations of their mobile signup pages, doubling conversion rates and increasing lifetime value.



[Writing Decisions: Headline Tests on the Highrise Sign-Up Page](#) 37signals tested the headline on its pricing page. It found that “30-Day Free Trial on All Accounts” generated 30% more sign-ups than the original “Start a Highrise Account.”



Dustin found that “You should follow me on Twitter here” worked 173% better than his control text, “I’m on Twitter.”

A side-by-side comparison of two web forms. The left form is a standard registration form with labels and input fields for 'First Name:', 'Last Name:', 'Street Address:', 'ZIP Code:', 'Email:', and 'Phone:'. The right form is a 'Mad Libs' style form. It starts with 'From: my email address' in a text box. Below it is 'Your message:'. The message text is: 'Hello, my name is first name last name and I'm writing you today to learn more about the 2009 CHEVROLET SILVERADO 1500 LT listed for \$20,995. I live at my street address (optional) in the ZIP area and I would like to hear back'. The words 'first name', 'last name', 'my street address (optional)', and 'ZIP' are each inside a text input box.

[“Mad Libs” style form increases conversion 25-40%](#)

Original

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Snail mail, meet the cloud

Earth Class Mail addresses cloud-based mail duplication service. We receive and scan your physical mail so you can read from your phone, tablet, or laptop.

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It's never get out of hand, even when you get your mail.

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256-bit encryption keeps your data safe, all the time.

1. We receive mail on your behalf

We have our own addresses in over 25 locations across America in New York, San Francisco, Los Angeles, New York, and San Francisco. We'll take care of your address for you or your business, and we'll receive your mail for you.

2. You can read it on your laptop or phone

We digitize your mail scans, and upload it to your secure mailbox. Access it from anywhere in the cloud - or even on your phone and the internet, or even on your tablet or laptop.

3. We'll help you act on it

We don't just receive mail for you - we'll help you act on it. Receive a check? Get it cashed for you. Or maybe you have to pay this invoice - we'll help you do that too. Need us to forward it? Easy - we'll help you get it to the right place.

"I can't imagine going back now"

Alan Paine, CEO of Core OS & happy customer.

Using our Earth Class Mail address from the beginning has simplified so much as we've grown, moved offices, and brought on administrative help. We always have access to the mail we need.

I recommend that all new companies use Earth Class Mail. I can't imagine going back now.

Earth Class Mail uses our proprietary address and cloud-based mail management system to help you focus on running your business.

Join Thousands of Businesses on Earth Class Mail

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Get your mail scanned, shredded, or deposited in your bank—all for one low monthly fee.

Watch how easy it is to manage your mail online:

Simply view unopened mail, then tell us what to do:

- open and scan
- shred to store
- deposit checks

[Choose your plan](#)

Tim Ferriss from The 4-Hour Workweek says:

"Earth Class Mail has been my secret weapon."

Tim Ferriss, The 4-Hour Workweek

Tim Ferriss, The 4-Hour Workweek

[Choose your plan](#)

Start managing your mail online in 3 easy steps

1. Why? Sign up for Earth Class Mail and choose an address. You'll get a virtual address in the US (including New York and San Francisco).
2. Why? Tell us how to handle your mail. You'll receive a scan of your unopened mail. You can tell us to open, scan, or shred it (we only pay for scanning).
3. Why? Check your mail online. It's all secure and easy to use. You can also see your mail as it comes in.

[Choose your plan](#)

Since 2016 we've received over 10,000,000 pieces of mail for our clients. Now it's your turn.

Here's what you'll get:

- ✓ A virtual address for your business
- ✓ Unlimited scans of your mail so you can access it anytime, 24/7
- ✓ Secure shredding of your mail (we'll handle it for you)
- ✓ Check deposits directly into your bank account - automatically
- ✓ 256-bit bank-level encryption and secure scanning of your mail

[Choose your plan](#)

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OUR SERVICES

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Business addresses
Invoice management
Mail forwarding
Virtual mailbox
Mail management
Virtual addresses

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Chicago
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OUR OFFICES

New York
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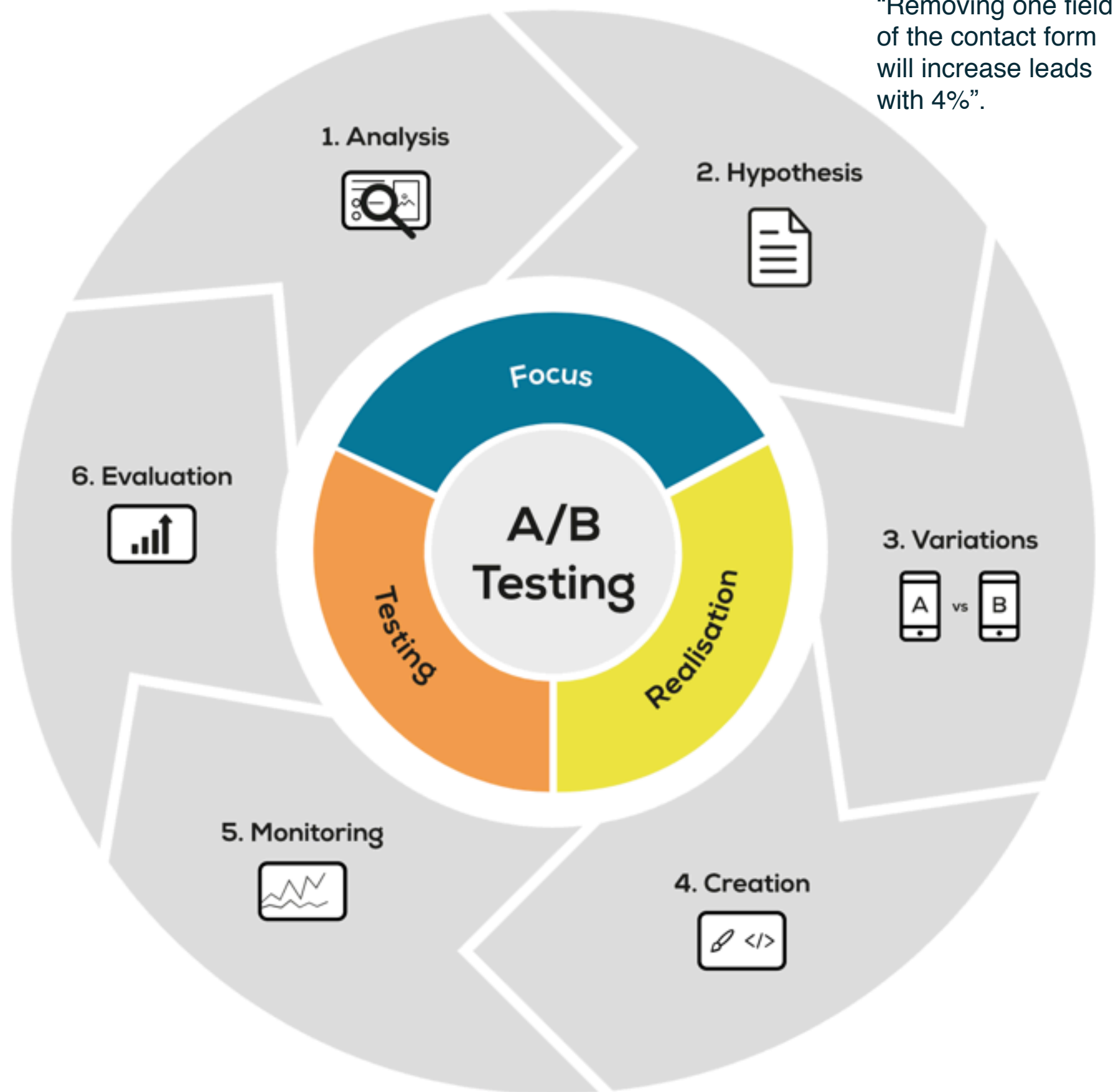
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a SaaS company used **Convert** Experiences as their client-side A/B testing tool to increase growth in leads by 61% on their homepage:

Example: Number of visitors who sign up for free trial.



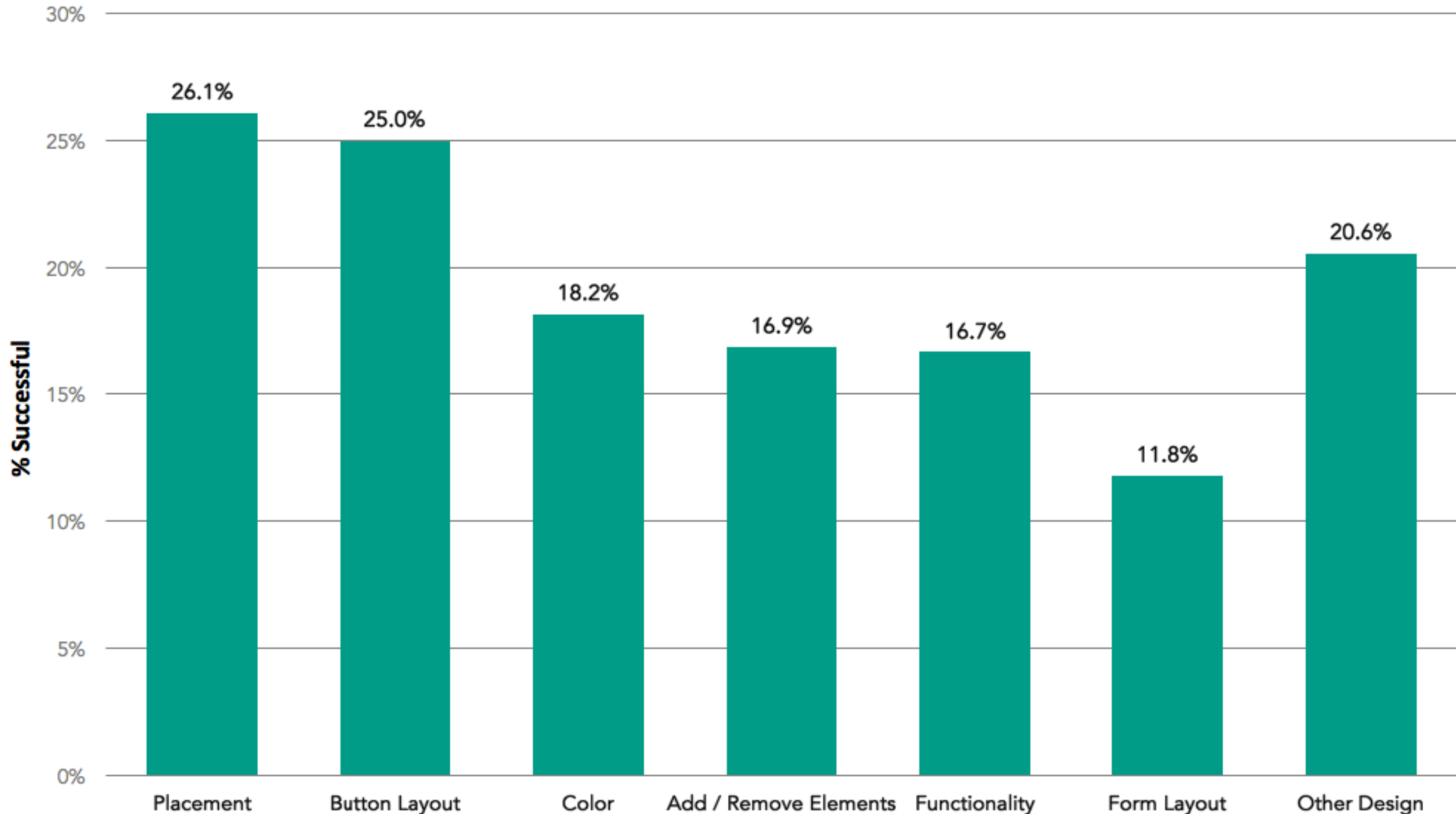
Prioritize what to test based on expected impact and difficulty of implementation.



“Removing one field of the contact form will increase leads with 4%”.

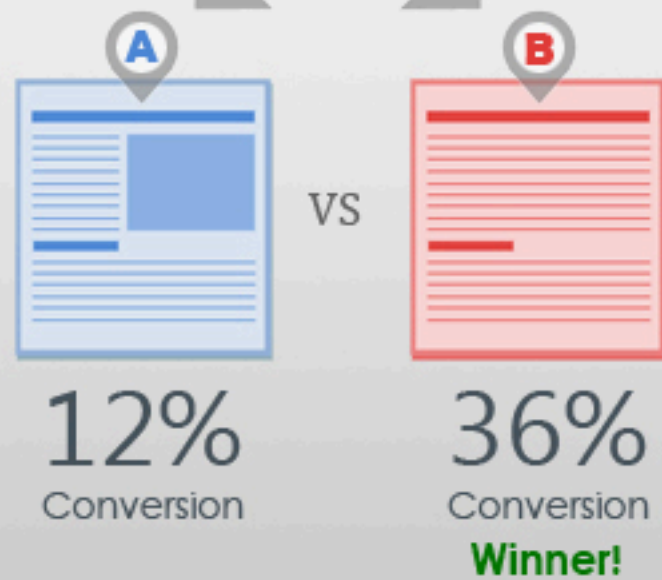
What Types of Design Change A/B Tests Are Most Successful?

Based on Design A/B Tests Done With Experiment Engine

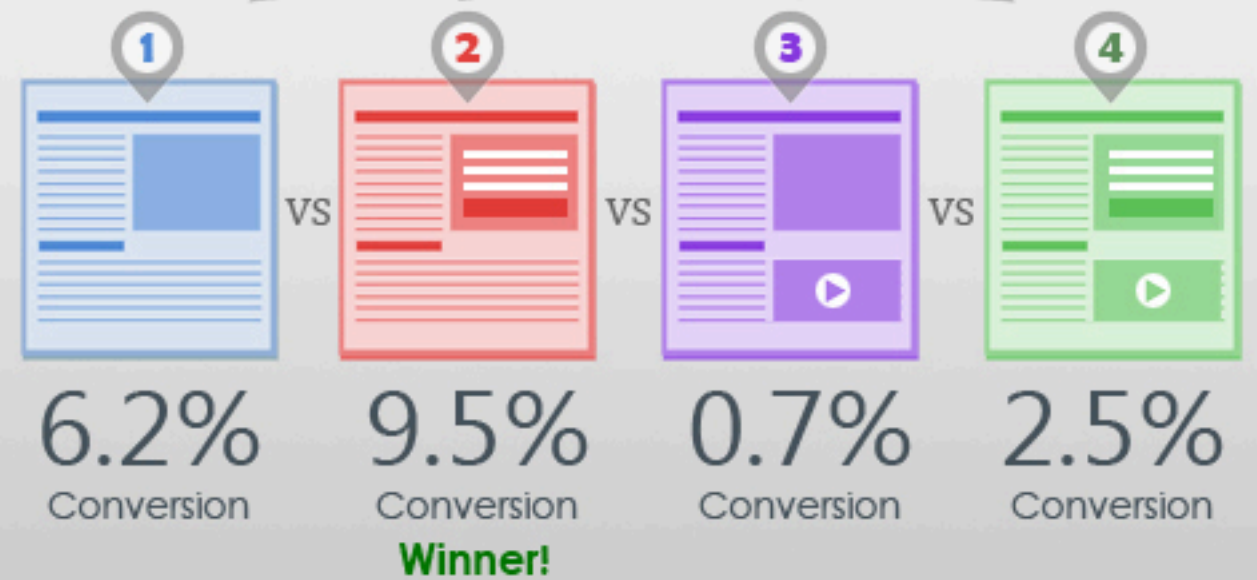


A/B/N Testing

a/b testing




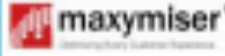







multivariate testing



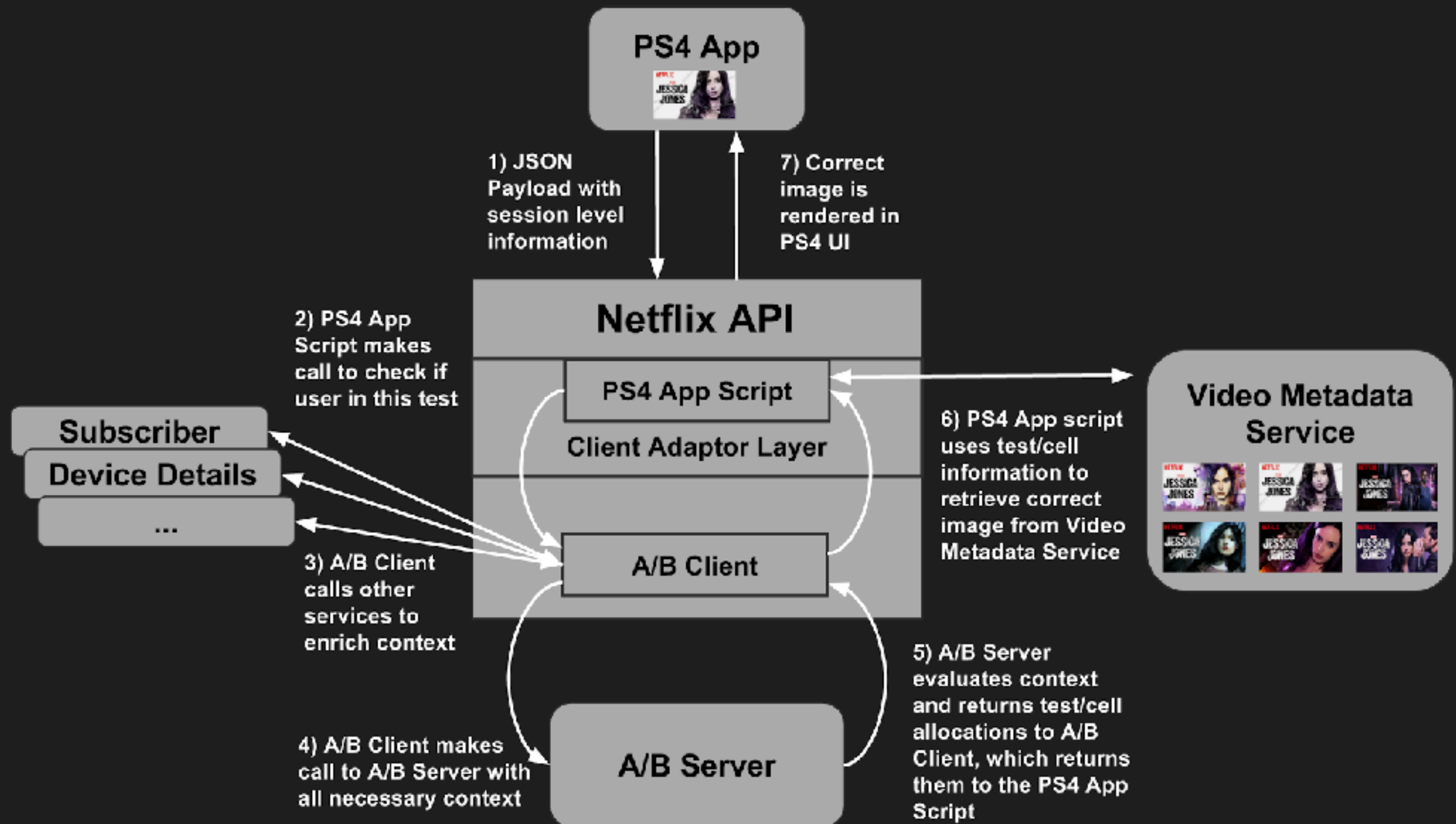
A/B Testing Feature Comparison Chart [1/2]

trustradius

	 TASTY	 Adobe	 Google Analytics	 maxymiser [®]	 monetate [®]	 Optimizely	 Qubit [™] <small>Real insights. Real splits.</small>	 SITE SPECT	 VWO <small>Visual Website Optimizer</small>
WYSIWYG editor	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Multivariate testing	Full	Full & Partial	No	Full & Partial	Full	Full	Partial	Yes	Full
Split url testing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Multi-page Testing	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Cross-domain testing	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Mobile app testing	In development	iOS, Android	iOS, Android	iOS, Android	No	iOS	No	iOS	iOS
Visitor segmentation	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Visitor targeting	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Personalization	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
Ad-hoc / post-test visitor segmentation	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Adaptive algorithms	In development	Yes	Yes	Yes	No	No	No	Yes	No
Machine-learning or predictive capabilities	No	Yes	No	Yes	Yes	No	Yes	Yes	No
Server- or client-side	Client	Server	Both	Both	Client	Client	Both	Both	Client

Both page versions must be displayed to the website's visitors at the same time, for the same period of time. Otherwise, results could be influenced by seasonality, trends and other external events.

Canary releases	Route a subset of your users (with sticky sessions) to that new deployment.
Split URLs	<p>/amazing-feature/test-123/b</p> <p>Historically recommended by Google to prevent SEO issues</p>
Server-side	<p>Users are bucketed on the server when a page is requested. A cookie is then set to ensure the user is “stuck” in this bucket, and it’s used to render an interface with whatever experiments the user is in.</p> <p>* because you use cookies, the benefits of a CDN are limited.</p>
Client-side	<p>Client-side testing means the optimization takes place at a browser level. Based on the targeting rules you set up, the visitor’s browser will modify the content to deliver the intended version. (Both exist on the page in the HTML DOM at the same time, but are hidden by default on page load.)</p> <p>Majority is done client-side via Javascript using a testing tool like VWO, Optimizely,</p>
On the edge	<p>server renders all variations of your interface, your CDN caches this response, use Cloudflare’s Service Worker support to move costly clientside A/B tests out of the browser to a middle layer where they can happen before the page is delivered.</p>
	<p>CDN-provider Cloudflare introduced support on their middleware CDN servers using JavaScript Service Workers to handle the logic, which is a new idea indeed.</p>



Reference

- <https://towardsdatascience.com/simple-and-complete-guide-to-a-b-testing-c34154d0ce5a>