A/B TEST IDEAS

Acquisition: How do we get the potential customer to know us.

- Description: For this hypothetical test two type of hand flier were created, both videos have same content
- First Flier has series of our dresses pictures and the process of making the dress.
- Second Flier only shows the services we rendered without pictures.
- Goal&Metric: Get many potential customers to know us and what we offer
- Hypothesis: Base on previous research we believed the flier that show series of picture we go a long away for potential customers to looks at us.
- Learning: We found that out that, the fliers that shows series of customers attracted potential customers.

Activation: How do we get the try our product.

- Description: To get potential customers to try our products we tested two types of offers.
- ONE: free service delivery for first timer that want to buy our product.
- SECOND: Free amendment to customer's existing dresses that needs amendment.
- Goal & Metric: This to get potential customers try (buy) our product and services.
- Hypothesis: Base on the research on our competitors, we believe "Free amendment to customer's existing dresses that needs amendment" will impact activation by increasing potential customers to try our product.
- Learning: the "free service delivery for first timer that want to buy our product" offer really helps in achieving our goal.

Retention/Revenue: How do get them to stick around

- Description: To get customers to retain our product and services we tested two types of offers.

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- One: Get 5 percent discount on all your dresses that you bought from us.
- Second: Get full free delivery service to any location of your choice
- Goal &Metric: Get our customer to stick with our product and services
- Hypothesis: Base on previous research we believed that the second offer will do the magic to retain our customers.
- Learning: Eventually it was the first offer that make largest percentage of our customers stick with us.

Referral: How do we get our customers to refer our product and services

- Description: We tested two different types of strategies to get more referred.
- One: Get free single dress of your choice for any five people you referred
- Second: Get $5 for five people you referred.
- Goal & Metric: Get more referral and will increase our sales
- Hypothesis: Base on the previous research on Referral program, we believed that, the second strategy will help achieve the goal by increasing the number of referrals.
- Learning: We learnt that, the first strategy works for us and really help to get more referrals as against the previous belief before the experiments is conducted.