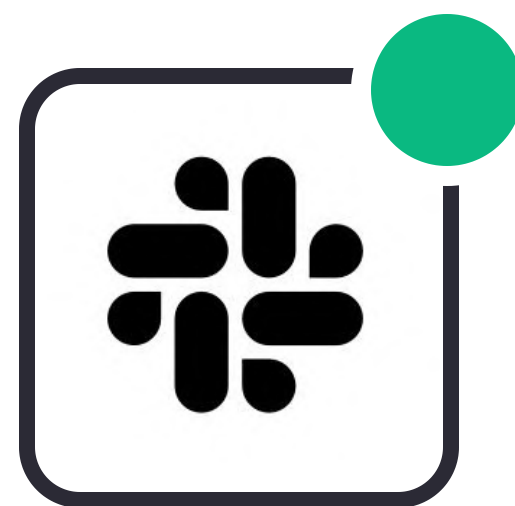


Let's start with a story...





Nils Koppelman 4:22 PM

Mal kurz als Feedback, weil wir gerade ja wieder öfter callen: macht immer mega viel Spaß mit dir und deinem Team! 😊



Client CMO

4:31 PM

Ja find ich auch!

Ich hab gerade das Gefühl, dass das Thema A/B Testing hoffentlich immer mehr verankert wird in unserer Kultur. Ich glaub Anfangs war es vielleicht so ein bisschen als "lästig" aufgenommen, weil es doch Mehrarbeit ist, aber immer mehr verstehen alle glaube ich so den Mehrwert davon!

Aber an der Verankerung der Kultur können wir hoffentlich bald intensiver zusammenarbeiten 🥳



"Just a quick feedback, because we just call more often again, it's always fun with you and your team!"

"Yes, I think so too!

I just have the feeling that the topic of A/B testing is hopefully more and more anchored in our culture. I think in the beginning it was a bit "annoying" because it's extra work, but more and more I think everyone understands the added value of it!

But on the anchoring of the culture we can hopefully soon work together more intensively 🎉"





Conversion Management for multiple small to medium-scale organizations

Why there is no one way, and we still found one.

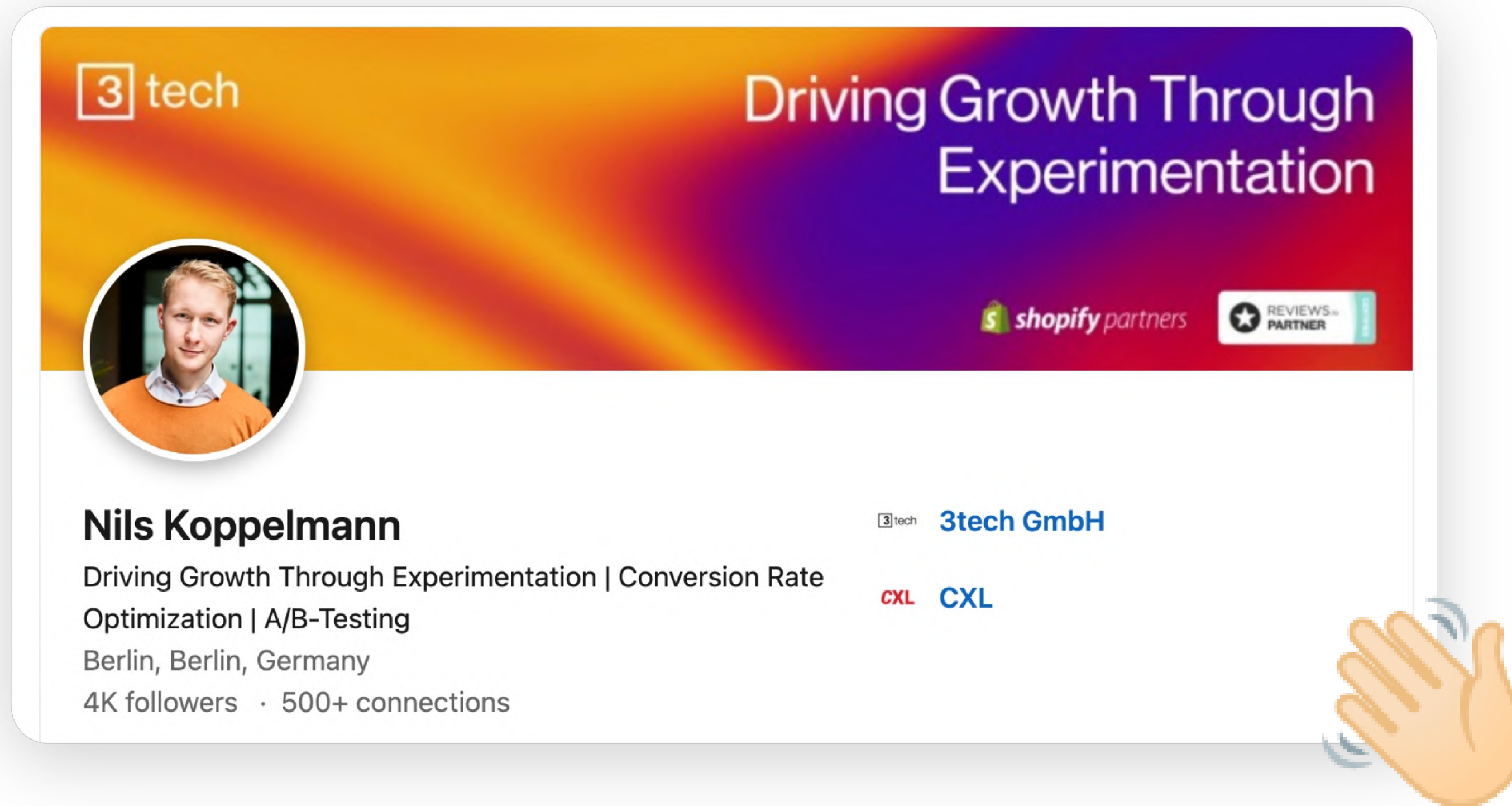
3 tech

Raise hands if you're working for a brand

(not an agency or service provider)

Experimentation internal or external?

This is me... (or at least my LinkedIn profile)



Every company is unique

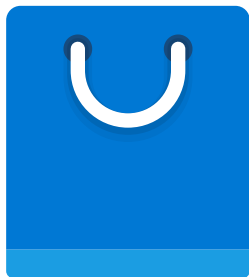
Type of company



Newspaper / Portal



SaaS

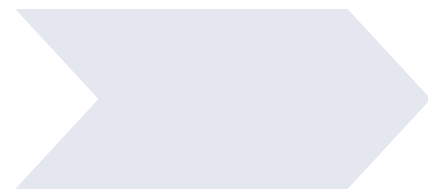


eCommerce



Marketplace

Size and organization of company



Questions:

Who do I talk to?

Who makes "the decisions"?

How do teams work together?

What resources are available?



Internal team / client processes

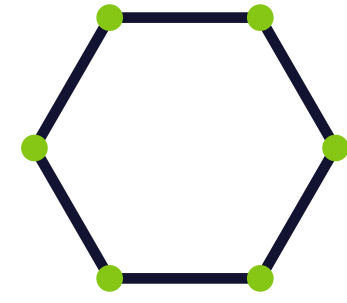
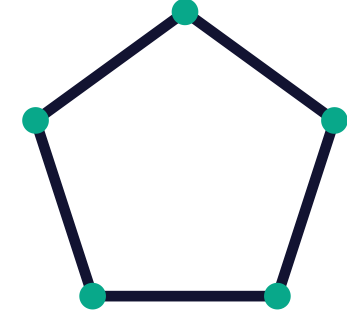
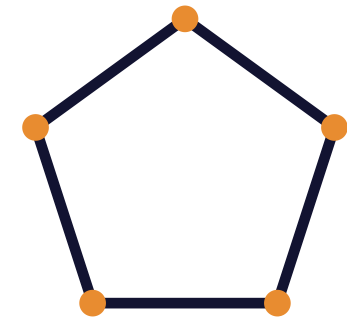
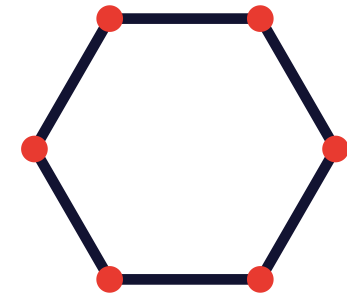


Tools

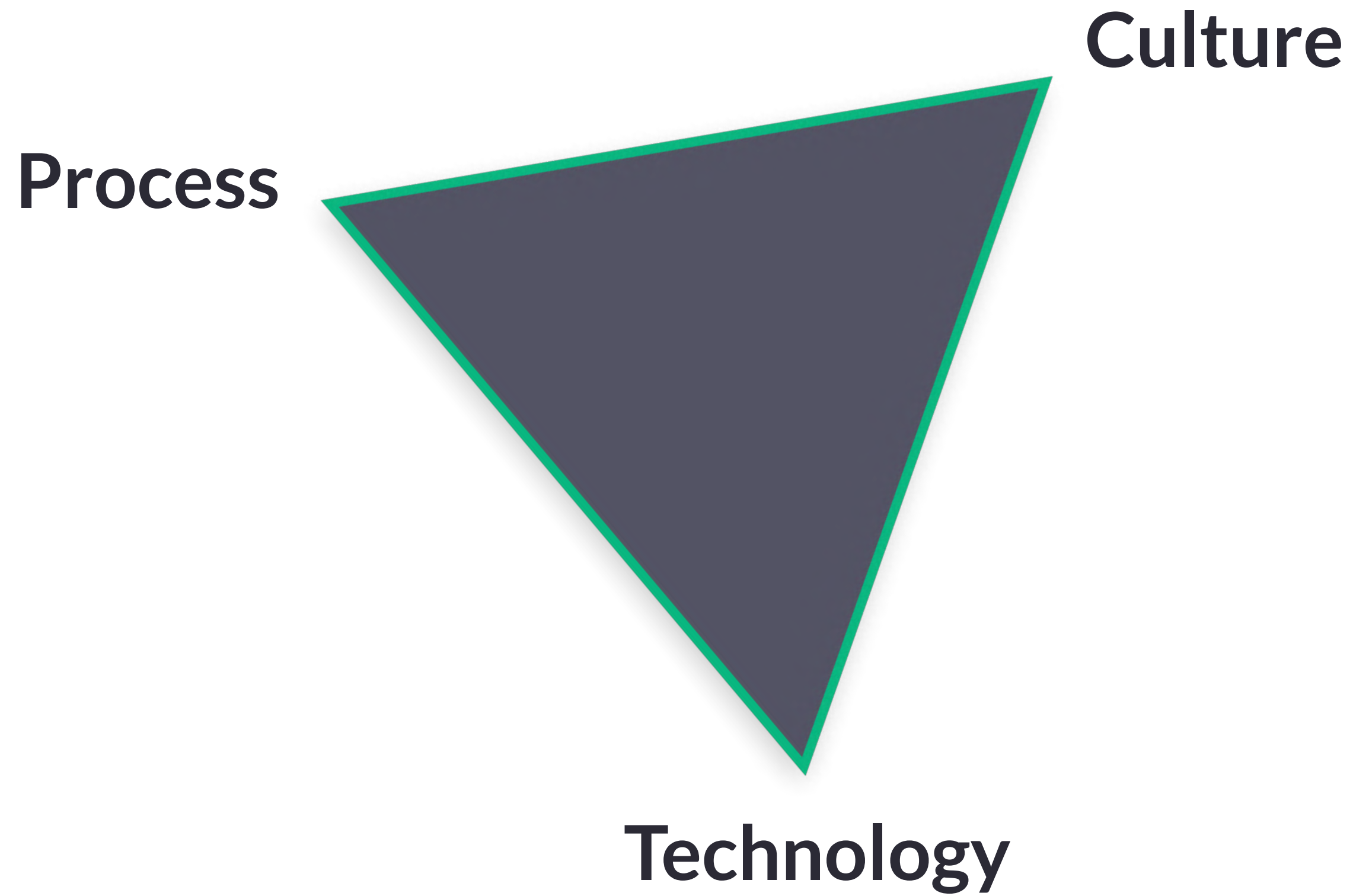
and many more



That could and will backfire







Culture DNA

Workshop:

What does experimentation mean to you?

What are we trying to achieve here and why?

Let's allocate resources, because we can't do it alone.

Who is calling the shots?

Process

Kickoff:

Interfaces to integrate one central process into theirs

Share results, reiterate on learnings

Create routines

Gesamtprozess

Phase 1

Erfolg definieren

Wir definieren den Erfolg anhand der Unternehmensziele und messbarer KPIs.

Phase 2

UX Audit & Research

Wir identifizieren Bottlenecks, analysieren die Website und das Nutzerverhalten mit qualitativen und quantitativen Methoden.

Phase 3

Hypothesen - Backlog

Formulierung von Hypothesen, um Benutzerverhalten wie auch Metriken positiv zu beeinflussen. Priorisierung der Hypothesen.

Phase 4

Test planen & durchführen

Die Testideen mit der höchsten Priorität werden in die Testingroadmap aufgenommen, konzipiert, umgesetzt und getestet. Wir übernehmen auch das kontinuierliche Monitoring laufender Tests.

Phase 5

Auswertung & Umsetzung

Wir werten einen vollendeten Test aus und generieren konkrete Handlungsempfehlungen und Learnings, die zur Priorisierung weiterer Testideen beitragen.

Gesamtprozess

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Testingprozess

Phase 3

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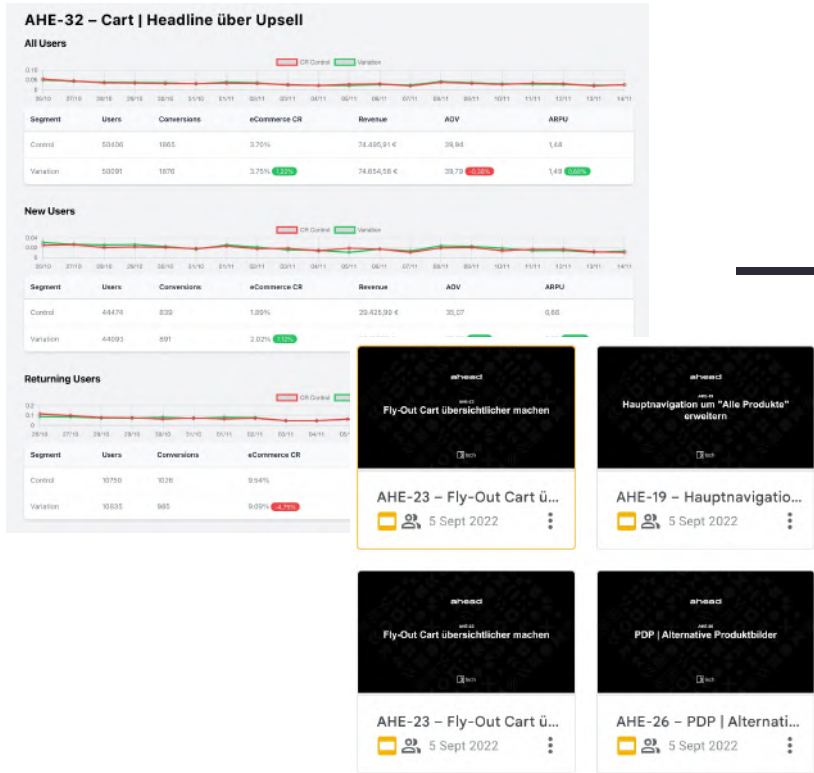
Phase 5

Auswertung & Umsetzung

Wir werten einen vollendeten Test aus und generieren konkrete Handlungsempfehlungen und Learnings, die zur Priorisierung weiterer Testideen beitragen.

Meetings and Touchpoints

- setting: weekly or bi-weekly
- bring **new** people in
- share the learnings with the company
- encourage bottom-up



CRO Weekly

Current experiments,
ideas and score cards

Strategy

Questions
& Discovery

💡 New ideas

💡 Submit your test idea

Any suggestions on how to improve our website? Or any test ideas? Please let us know what to improve and why.

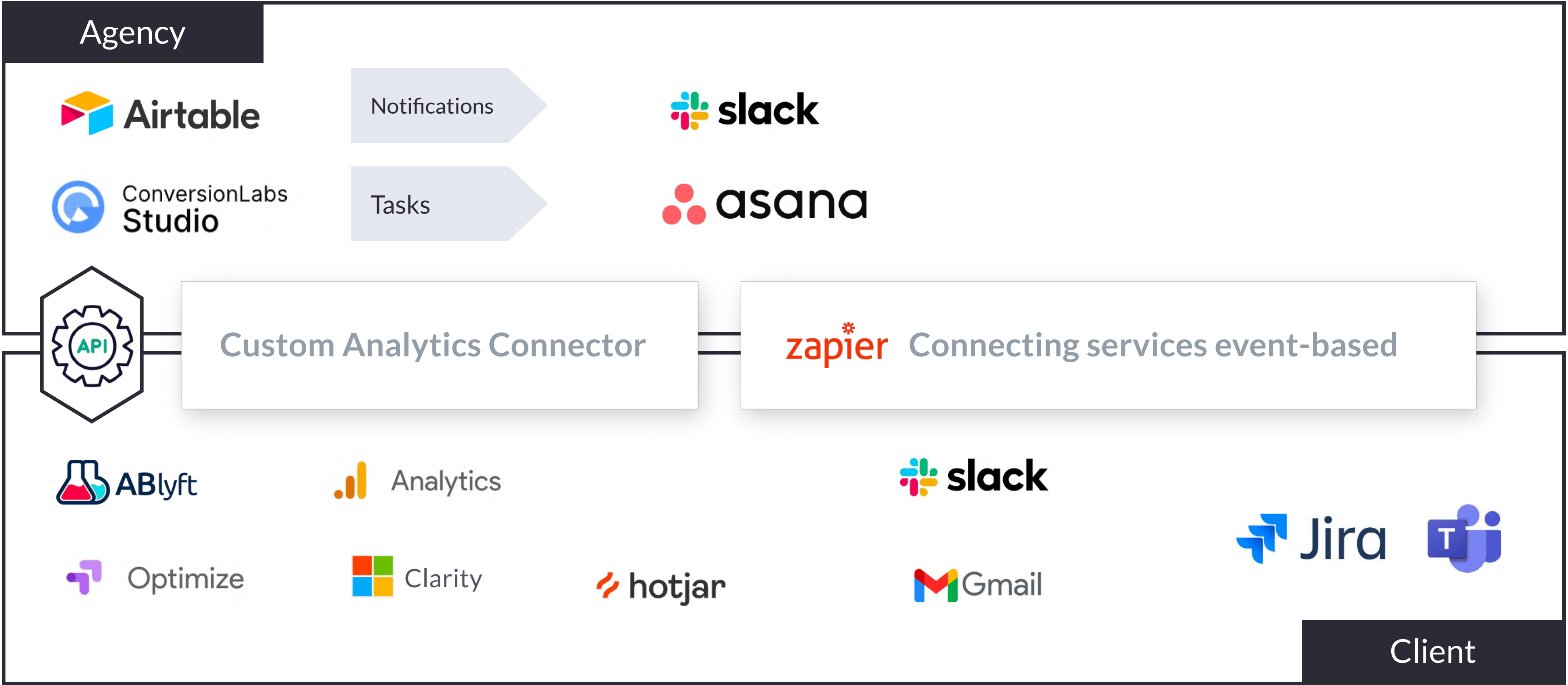
Your name *

Your E-Mail *

Test idea in a few words

Description

Tool Landscape Example



ahead

Data

Automations

Interfaces

Research Initiatives

Research Findings

Behaviors

Test Ideas

Experiments

Results

Pages

Directions

Psychological Tactics

Devices

KPIs

GTM Tracking

Extensions

Views

All Experiments

6 hidden fields

Filter

Group

Sort

Color

Share view

Find a view

General

All Experi...

New Experim...

Grouped by ...

Grouped by ...

Report Data

Pre-launch

Status "Hyp...

Status "Pre-...

Create...

Grid

Form

Calendar

Gallery

Kanban

Time...

Gantt

Section

<input type="checkbox"/>	Name	Status	Status since	ID	Experiment Ty...	Short name
17	AHE-17 – Neuer Warenkorb Flow	Cancelled	11/8/2022 16:40	17	A/B test	Neuer Warenkorb Flow
18	AHE-18 – Extra Navigation mobil	Learnings	24/8/2022 15:59	18	A/B test	Extra Navigation mobil
19	AHE-19 – Hauptnavigation um "Alle Produkte" erweitern	Learnings	17/8/2022 17:13	19	A/B test	Hauptnavigation um "Alle Produkte"
20	AHE-20 – PLP Filterung kompakt machen	Learnings	31/8/2022 12:57	20	A/B test	PLP Filterung kompakt machen
21	AHE-21 – Mehr PLP Produkte im Viewport OHNE CTA	Learnings	22/8/2022 09:56	21	A/B test	Mehr PLP Produkte im Viewport OHNE CTA
22	AHE-22 – Vorschaubilder in Produktbildgalerie - Follow-Up von AHE-26	On hold	22/9/2022 11:24	22	A/B test	Vorschaubilder in Produktbildgalerie
23	AHE-23 – Fly-Out Cart übersichtlicher machen	Analyze	29/9/2022 18:10	23	A/B test	Fly-Out Cart übersichtlicher machen
24	AHE-24 – PLP CTA "Zum Produkt" hinzufügen zweispaltige Produktansicht	Analyze	6/10/2022 13:24	24	A/B test	PLP CTA "Zum Produkt" hinzufügen
25	AHE-25 – Burger Menü direkt Link zur PLP	Cancelled	26/10/20... 12:34	25	A/B test	Burger Menü direkt Link zur PLP
26	AHE-26 – PDP Alternative Produktbilder	Analyze	13/10/2022 15:58	26	A/B test	PDP Alternative Produktbilder
27	AHE-27 – Neues Navi Design Relaunch	Analyze	13/10/2022 15:59	27	A/B test	Neues Navi Design Relaunch
28	AHE-28 – Cart F-U-23 Progress Bar mit Cheering	Analyze	13/10/2022 15:59	28	A/B test	Cart F-U-23 Progress Bar mit Cheering
29	AHE-29 – HP/PLP F-U-18 Extra Navigation Mobil	Analyze	13/10/2022 15:59	29	A/B test	HP/PLP F-U-18 Extra Navigation Mobil
30	AHE-30 – PLP CTA "Zum Produkt" vs. "Zum Warenkorb"	Experiment live	27/10/20... 11:09	30	A/B test	PLP CTA "Zum Produkt" vs. "Zum Warenkorb"
31	AHE-31 – Mix-Box Price Testing	Cancelled	3/11/2022 11:16	31	A/B test	Mix-Box Price Testing
32	AHE-32 – Cart Headline über Upsell	Experiment live	26/10/20... 17:58	32	A/B test	Cart Headline über Upsell
33	AHE-33 – RE. Cart Klimaneutraler Versand hervorheben	Hypothesis	10/11/2022 13:42	33	A/B test	RE. Cart Klimaneutraler Versand hervorheben
34	AHE-34 – RE. PDP Zahlungsweg-Icons unter ATC entfernen	Quality assurance	26/10/20... 12:59	34	A/B test	RE. PDP Zahlungsweg-Icons unter ATC entfernen
35	AHE-35 – RE. PDP Decoy/Loss-Aversion für die Riegel	Experiment live	8/11/2022 17:39	35	A/B test	RE. PDP Decoy/Loss-Aversion für die Riegel

+

Add...

38 records

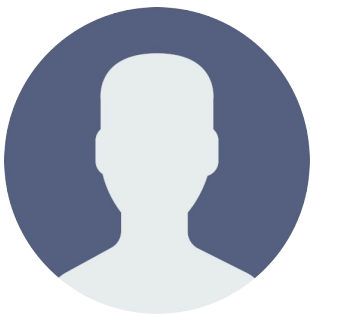


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"Yes, I think so too!

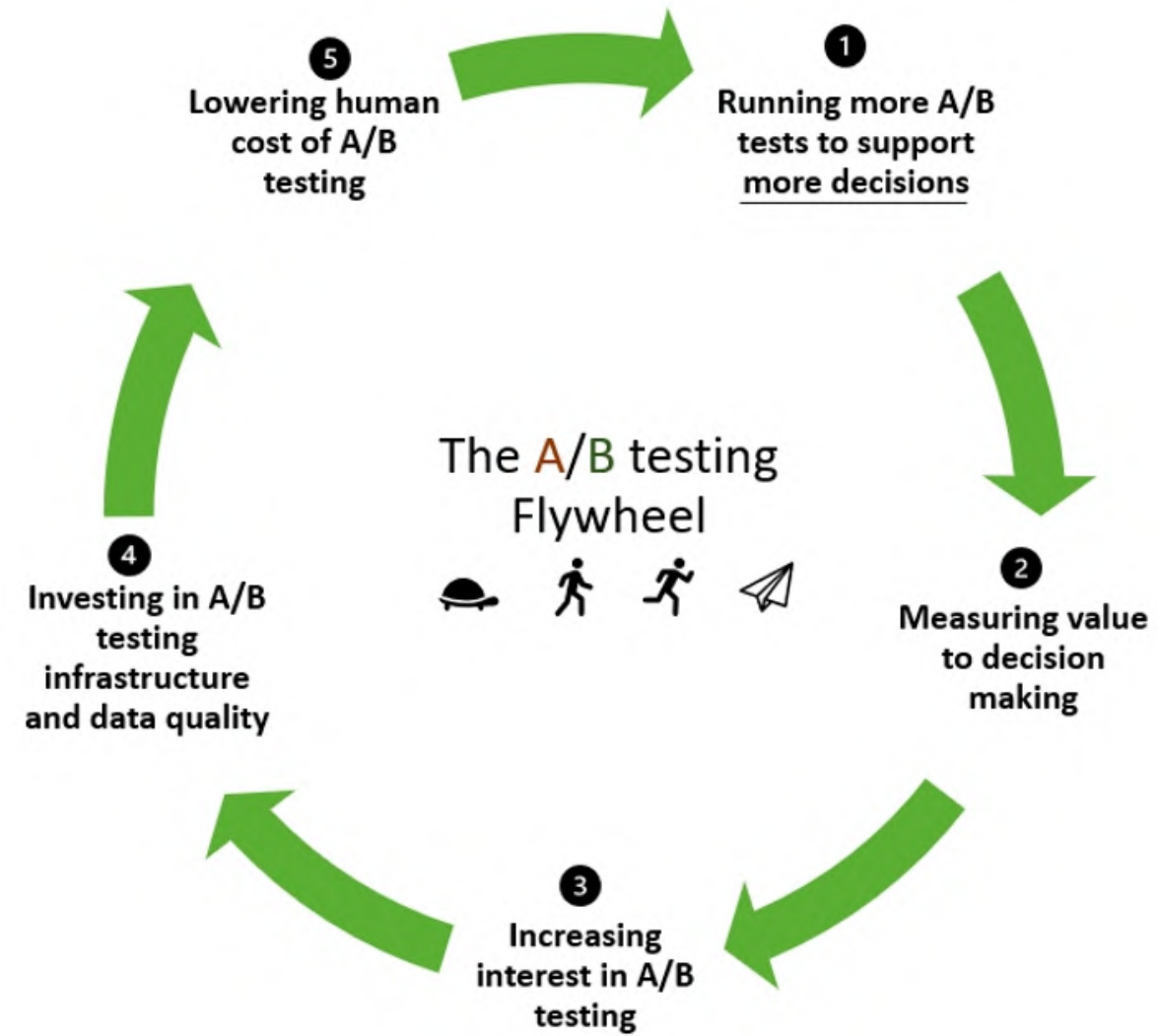
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Experimentation Culture

That doesn't require us as an agency to rule the process



Kickstart

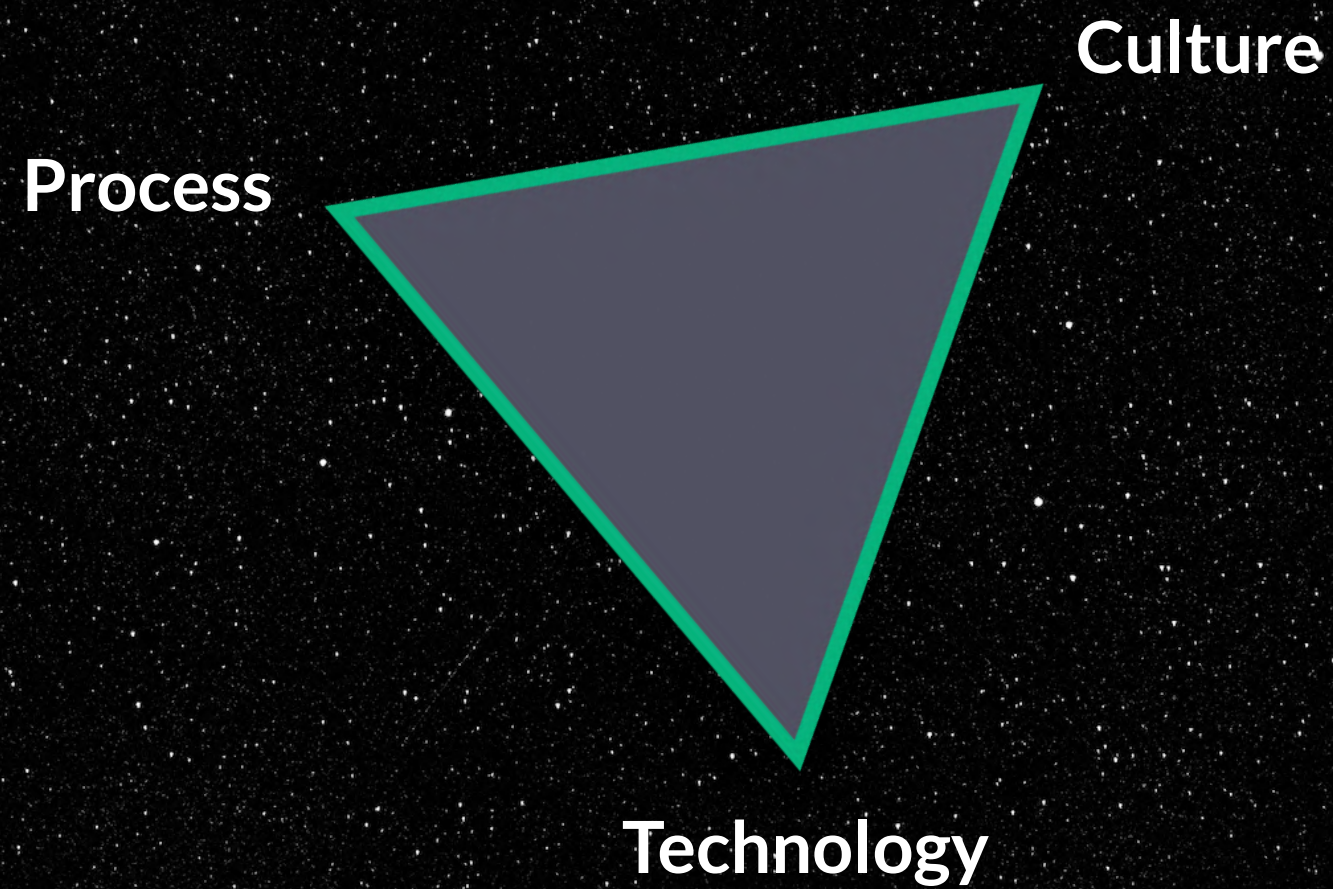
Turn the wheel

Bring it in-house

Hybrid

The Hybrid approach

With agency or center of excellence



Take these away

- Create a **vision, mission and principles** one-pager and regularly refer back to it
- Create a test idea form **for everybody**
- Keep people in the loop and share learnings

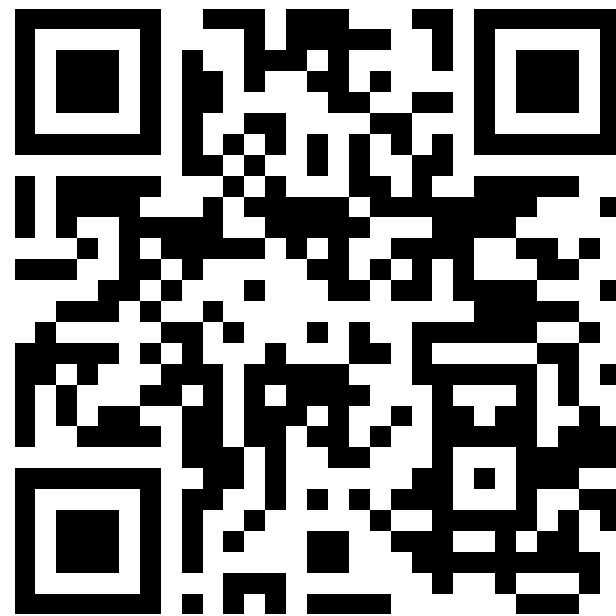


Thanks for participating!

Questions? Ask away.

Join Experimentation Tuesday

I'll share the slides with some templates in the newsletter



3tech.de/newsletter

A screenshot of a web browser displaying the 3tech.de newsletter sign-up page. The page has a dark background with abstract green and white line art. The 3tech logo is in the top left, and a 'Schedule appointment' button is in the top right. The main heading reads 'Your weekly dose of Experimentation', followed by a subtext about learning from leading companies. A sign-up form on the right includes fields for 'First Name' and 'Email', a green 'Sign Up' button, and a note that it's '100% free'. A testimonial quote from Rokas Bernotas is at the bottom right.

3tech

Schedule appointment

Your weekly dose of Experimentation

Find out how leading companies like Microsoft, Amazon, Booking.com & Co are using experimentation to drive their growth.

Sign Up for our Newsletter

First Name

Email

Sign Up

100% free. Cancel with one click, anytime.

"Great, engaging content! [...] No doubt, the newsletter is a great fit for experimentation nerds out there, but also for everyone who wants to make their online growth more predictable and user centric."

Rokas Bernotas
Experimentation @ Condor Flugdienst GmbH