A/B Testing

Group 3
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Questions

1 Should Eniac experiment with other elements of the site instead (or in addition to) the "SHOP NOW" button?

2 How can we track, store and analyze the data from each version?

3 What other aspects do you think that Eniac will have to consider before thinking about launching an A/B Test?

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Number of Elements in an Experiment

During an A/B test, you may not modify more than one element at a time

Multivariate testing provides the solution
- **Example**: testing a hypothesis for which several variables are modified (element1 = color of the button, element2 = text in the button)

|	
SHOP NOW	SHOP NOW
ONLY 99 €	ONLY 99 €

- **Benefits**: saving time, determining the impact of each variable, and measuring the impact of interactions between different elements
- **Limitations**: a good multivariate test requires enough website traffic

⇒ Yes, Eniac should experiment with other elements of the site instead (or in addition to) the "SHOP NOW" button.
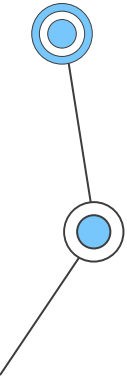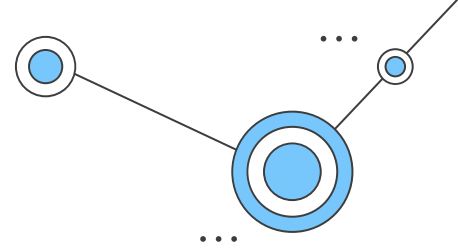
Storing and Tracking Data
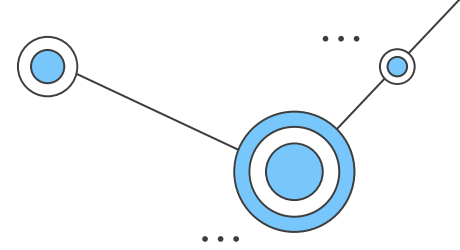
Storing Data

- **Google Analytics (GA)**: Google Analytics is a web analytics service offered by Google that collects and reports website traffic and user behavior on a website.

- **Google Ads conversion tracking:** Examples of **conversion events** that can be tracked**:** user purchased a product, signed up for your newsletter, called your business, or downloaded your app

- **Universal Event Tracking (UET) :** By creating one UET **tag** and **placing** it across your website, **Microsoft Advertising** will collect data that allows you to track **conversion** go
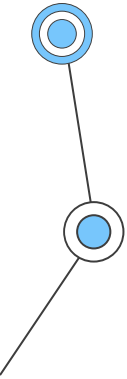
Tracking Data

- Correct data to support Eniac's business decision-making.

- Data should be tracked in compliance with user **privacy laws** and **regulations** (GDPR, CCPA)

- Provision of clear and understandable Eniac store performance.

- Data tracking setup matches the level of client business requirements. (e.g. GA4, data warehousing)
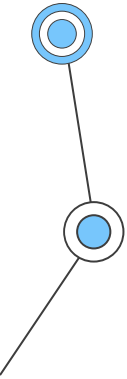
Analysing Data
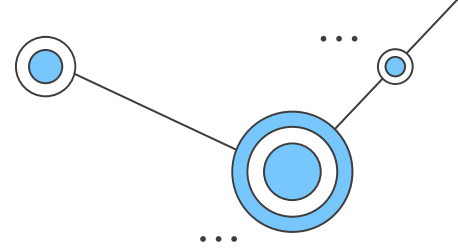
- Calculate a set of values, in order to test the hypothesis, defined in the early stage of A/B testing design (statistically significant difference between original version and a variant)

- This values and procedures contains:
  - Choosing an appropriate statistical test(parametrical or non parametrical tests)
  - Calculating the statistics for test data, the p-value, statistical significance, external validity of the experiment, margin of error, confidence interval

Tracking, Storing and Analyzing the Data
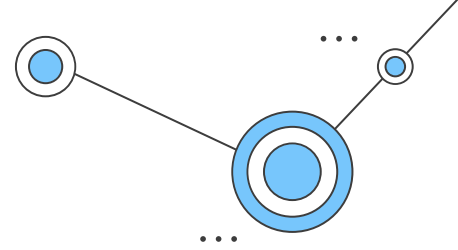
- Find and use a good A/B Testing tool (like Optimizely, AB Tasty or Google Optimize) for the whole process

  - add a snippet of Javascript code in your website header

  - specify the URL that you will be running the A/B test on

  - build out the experiment variation

  - specify the goals you want to measure

  - the tool will begin diverting traffic to variant B randomly and alter the web page code

  - the tool's cookie tracks whether the visitor take specific actions to be counted against the test goal

  - wait for your test to reach enough results to declare an objective winning variant

- Create multiple sources of data (f.e. use AB Tasty & Google Optimize) so that you know you can trust your data
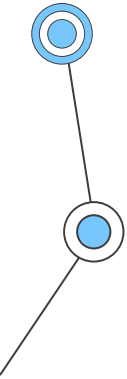
What to consider before doing an A/B Test
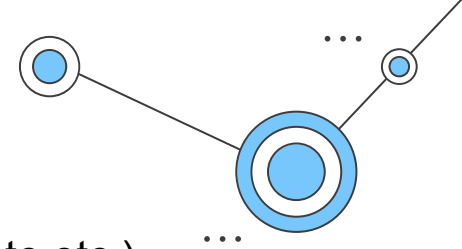
- Identify problems in Funnel (which step has a low conversion rate etc.)
- Understand user behaviour
  - Client Feedback
  - Web Analytics Data
- Formulate your hypothesis
- Come up with a possible solution

Example:
- Problem: High rate of items abandonment in the basket
- Hypothesis & Solution:
  - Provide multiple secured payment methods
  - Offer reassurance with a clear returns policy
  - Create urgency by showing a "24h special deal" discount
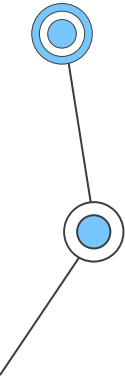
Thanks!

Do you have any questions?