

You're testing advertising emails for a bathing suit company and you test one version of the email in February and the other in May. February is not bathing suit season while May is.

You open a clinic to treat anxiety and find that the people who visit show a higher rate of anxiety than the general population. The people who would come to an anxiety clinic would have anxiety.

You launch a new ad billboard based campaign and see an increase in website visits in the first week. I can't see any bias here.

You launch a loyalty program but see no change in visits in the first week. It may take longer than a week for people to start the loyalty program.