

8,000	3	39%	2
Experiments run in 2014	Team members	Improvement in lift	Years using Optimizely

Code.org is a nonprofit dedicated to expanding participation in computer science education by making it part of the core curriculum in education.

THE CHALLENGE

Code.org's Founder Hadi Partovi is striving to ensure that every student in every school has the opportunity to learn to code. Since founding the nonprofit in 2013, Hadi has focused on website optimization as a method garnering support and engaging more teachers and students in Code.org's campaigns. He hired Roxanne Emadi in September to run testing.

Hadi's recent Hour of Code campaign aimed to introduce millions of students across the country to computer science in just one hour. To say the campaign had a phenomenal turnout rate is an understatement.

They signed up 15 million users in five days—over half of which Hadi and Roxanne credit to A/B testing. Here's how they did it.

**UPWORTHY**

Travel  
Industry

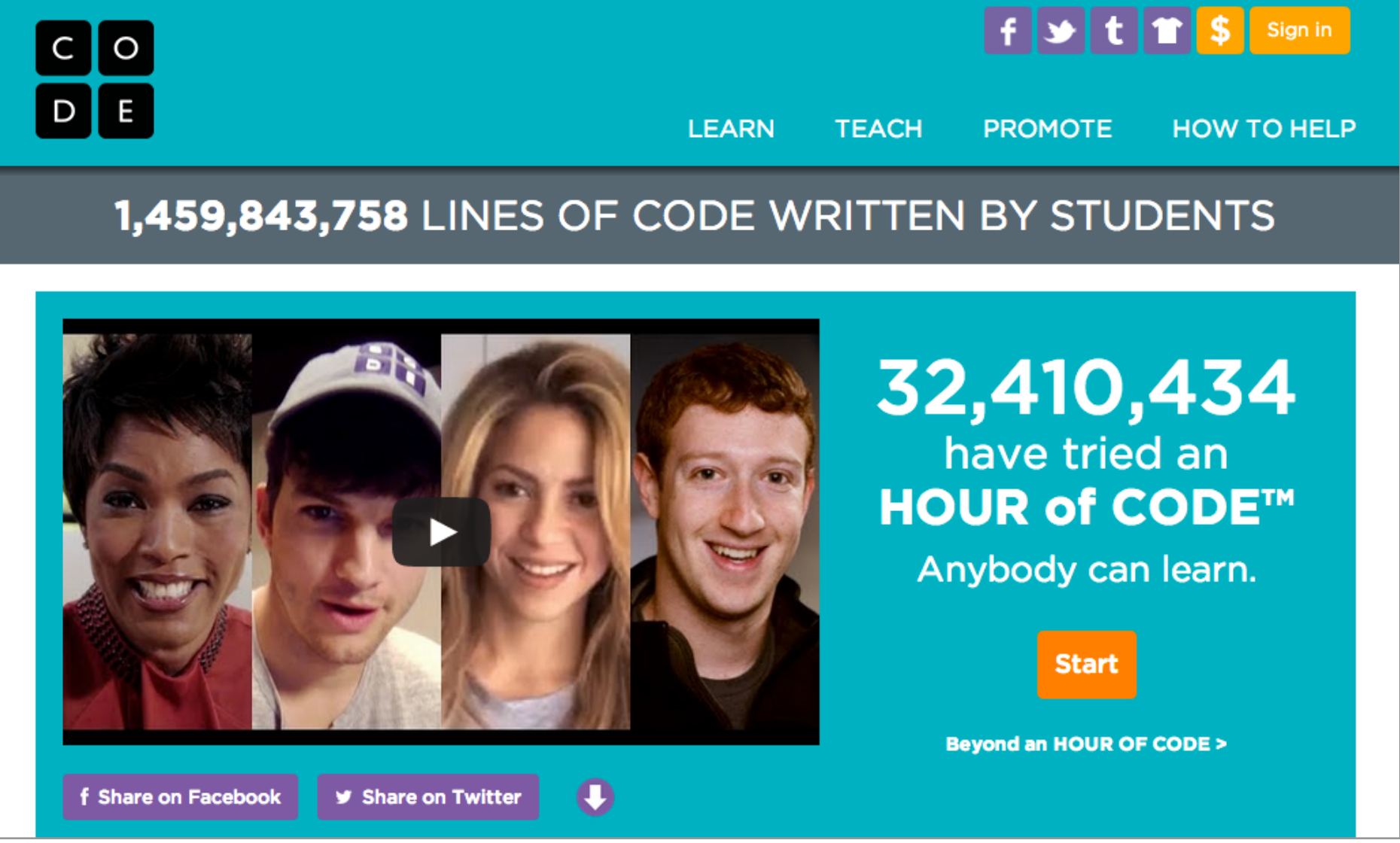
Mobile  
Experiment Type

Brussels  
Location



HYPOTHESIS

Hadi and Roxanne wanted to improve the CTA and messaging on the Hour of Code registration pages to drive more sign-ups. They hypothesized that messaging that emphasized a sense of community around the movement would encourage greater participation.

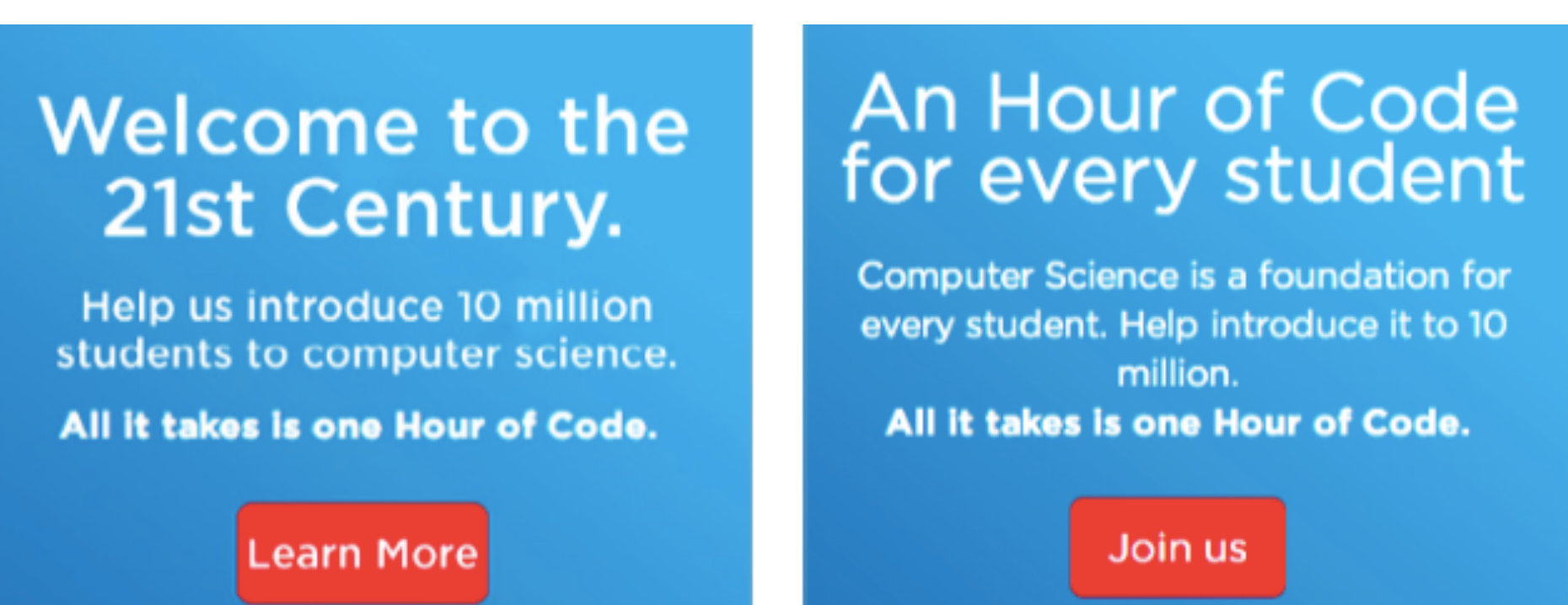


TEST

Text on original registration page for the Hour of Code campaign read— “Welcome to the 21st Century. Help us introduce 10 million students to computer science. All it takes is one Hour of Code.”

The original CTA read “Learn more”.

Hadi and Roxanne tested the original messaging against new messaging that emphasized the community aspect. The variation CTA read “Join us”.



RESULTS

The “community-focused” variation lead to a staggering 29% increase in signups for the Hour of Code. Hadi and Roxanne credit this experiment for generating about 12 million student sign-ups to the campaign.

With Optimizely, we were not only able introduce nearly 1 in 4 U.S. students to computer science, but we were able to launch the fastest growing web-service ever last week, which reached 15 million users in 5 days, faster than Facebook, Twitter, Instagram and Tumblr, combined.

— Roxanne Emadi, Grassroots & Social Strategist, Code.org

TESTING TAKEAWAYS

**Small changes can produce incredible results.**  
You don't have to revamp your entire website to achieve your conversion goals. Tweaking four short sentences and a call-to-action generated a huge win for Hadi and Roxanne— helping them reach 12 million additional students with their campaign.

**A/B testing is the most important tool for any growth hacker.**  
Whether you work at non-profit, small business, or global enterprise, chances are you want to increase efficiency to achieve (and surpass) business goals. Website optimization with Optimizely is quick and easy – saving you time and helping you maximize your reach.

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ECOMMERCE	ECOMMERCE
<p>With the support of an Optimizely Solutions Partner, Stanley Black &amp; Decker optimized its homepage and product pages to generate huge revenue gains.</p>	<p>Sony optimized banners ads and product pages to drive more customers through the checkout funnel to make a final purchase on its website.</p>

This is where the CTA would go!

View Plans & Pricing