

# 11.3) A/B Testing

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December 2019

Tables, Graphics, and Figures from

## **A/B Testing: The Most Powerful Way to Turn Clicks into Customers**

Siroker & Koomen (2013)

Free via WSU Library:

<https://wayne.skillport.com/skillportfe/assetSumma>

# A/B Testing

From TIME to The Atlantic to Businessweek to Forbes:  
“2012 presidential campaign fundraising machines as being the most sophisticated, data-driven, and efficient organizations that politics had ever seen”



ORIGINAL

**SIGN UP**

VARIATIONS

**SIGN UP NOW**

**JOIN US NOW**

**LEARN MORE**

$H_0$ : any video would lead more sign up than image

**Sam's Video:** compilation of some of the most powerful moments in Obama's speeches

IMAGES



VIDEOS



# One Image and Button Combination

ORIGINAL



VARIATION



**Sign up Rate  $\uparrow$  40.6%**  
**= 2.8M e-mail subscribers**  
**+ 288,000 volunteers**  
**+ \$57M in donations**

# Sequential Design

ORIGINAL



The original form layout for the Obama Biden campaign features a vertical sequence of sections. At the top is a blue header with the campaign logo. Below it is a light blue section with a 'Thank you!' message and a photo of a child. The main form area is white and contains several sections: a 'Personal Information' section with fields for name, email, and phone; a 'Billing Information' section with fields for address and city; a 'Credit Card' section with fields for card number, expiration date, and CVV; and a 'Occupation' section with a dropdown menu. A large photo of a child is on the right side of the form.

VARIATION



The variation form layout for the Obama Biden campaign features a more compact design. It starts with a blue header with the campaign logo. Below it is a light blue section with a 'Thank you!' message and a photo of a child. The main form area is white and contains a 'Personal Information' section with fields for name, email, and phone. Below this is a 'Billing Information' section with fields for address and city. The 'Credit Card' section is simplified, showing only the card number and expiration date. The 'Occupation' section is a dropdown menu. A large photo of a child is on the right side of the form.

**Donation amount should come first, then personal information, then billing, and occupation/employer lasts**

**5% conversion increase**

$H_0$  : image of earthquake victims  $\rightarrow$  + donations

**CLINTON BUSH HAITI FUND**  
**Support Haiti Relief and Recovery Efforts**  
The survivors of the devastating earthquake in Haiti need our immediate help.

What we do right now determines how many lives we can save. Together, we can help communities get back on their feet.

Fill out the form below to donate to the Clinton Bush Haiti Fund. One hundred percent of your donation will go toward relief and recovery efforts in Haiti.

Due to the volume of contributions, your confirmation email may be delayed.

**Donation Information**

Amount: ☐ \$25.00  
☐ \$50.00  
☐ \$100.00  
☐ \$250.00  
☐ \$500.00  
☐ \$1,000.00  
☐ Other \$

**Billing Information**

Title:   
First Name:   
Last Name:   
Country:   
Street Address:   
City:   
State:   
ZIP:   
Phone:   
Email:

**Payment Information**

Cardholder's Name:   
Credit Card Number:   
Card Type:   
Card Expiration:  /   
Card Security Code:

**SUBMIT**

**CLINTON BUSH HAITI FUND**  
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**Billing Information**

Title:   
First Name:   
Last Name:   
Country:   
Street Address:   
City:   
State:   
ZIP:   
Phone:   
Email:

**Payment Information**

Cardholder's Name:   
Credit Card Number:   
Card Type:   
Card Expiration:  /   
Card Security Code:

**SUBMIT**

# Confound: image pushed down the form

## CLINTON BUSH HAITI FUND

### Support Haiti Relief and Recovery Efforts



The survivors of the devastating earthquake in Haiti need our immediate help. What we do right now determines how many lives we can save. Together, we can help communities get back on their feet.

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**Due to the volume of contributions, your confirmation email may be delayed.**

#### Donation Information

Amount

☐ \$25.00  
☐ \$50.00  
☐ \$100.00  
☐ \$250.00  
☐ \$500.00  
☐ \$1,000.00  
 Others

#### Billing Information

Title

First Name

Last Name

Country  (United States)

Street Address

City

State  (Please Select)

ZIP

Phone

Email

#### Payment Information

Cardholder's Name

Credit Card Number

Card Type

Card Expiration

Card Security Code

+ \$1M in donations



# Less is More

ORIGINAL

Title:	<input type="text"/>
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Country:	United States
Street Address:	<input type="text"/>
City:	<input type="text"/>
State:	<Please Select>
ZIP:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>

VARIATION

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Country:	United States
Street Address:	<input type="text"/>
City:	<input type="text"/>
State:	<Please Select>
ZIP:	<input type="text"/>
Email:	<input type="text"/>

+ 11% in U\$ per pageview

# Call to Action

ORIGINAL



VARIATION



**+ million dollars**

# Disney expected a lift of 10 to 20%



Result: + 600% clicks

$H_0$ : people read from left to right

### ORIGINAL



### VARIATION



Middle block most clicked  
regardless of content

$H_0$  : unlimited training subscription  $\rightarrow$  + training

Lumosity's scientists  
recommend that users  
train for 15 to 20  
minutes a day, 4 to 5  
times per week

Users stay logged in for  
many hours, but  
frequency of logins  
decline



# "You're done. You can leave the site now"



## People were training more as a result of being limited

Most liked comment: "New Netflix interface is complete crap"

ORIGINAL



VARIATION



Retention ↑ by 20 to 55 bp

Engagement ↑ by 30 to 140 bp

# Original Wikipedia (\$5, \$20, \$50, or whatever you can) vs "five dollars" banner variation

## ORIGINAL



Wikipedia is non-profit, but it's the #1 website in the world, serving 480 million people every month. To protect our independence, we'll never run ads.

Google might have close to a million servers. Yahoo has something like 12,000 staff. We have 579 servers and 124 staff.

If you rely on Wikipedia, please consider donating \$5, \$20, \$50 or whatever you can to keep it free.

Please Help

Create account Log in

## VARIATION



Wikipedia is non-profit, but it's the #1 website in the world, serving 480 million people every month. To protect our independence, we'll never run ads.

Google might have close to a million servers. Yahoo has something like 12,000 staff. We have 541 servers and 124 staff.

If everyone reading this donated \$5, we would only have to fundraise one day a year. Please donate to keep Wikipedia free.

Please Help

Create account Log in

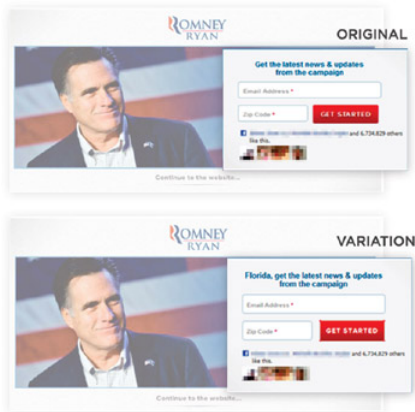
Average donation ↓ by 29%

Rate of donation ↑ by 80%

Net Revenue ↑ by 88%



# Geo-Targeting, State by State: Romney 2012



**Visitors entered email and zip code + 19%**

**But personalization doesn't work for Wikipedia**

# Anchoring in Action: Judy's Book Club

**Basic**  
SIGN UP  
\$49.95 19.95  
monthly

**Pro**  
SIGN UP  
\$149.99 119.95  
monthly

ORIGINAL

**Free**

**Basic**  
SIGN UP  
\$49.95 19.95  
monthly

**Pro**  
SIGN UP  
\$149.99 119.95  
monthly

VARIATION

**Free listing column increases clicks on basic paid listing by 198.6%**