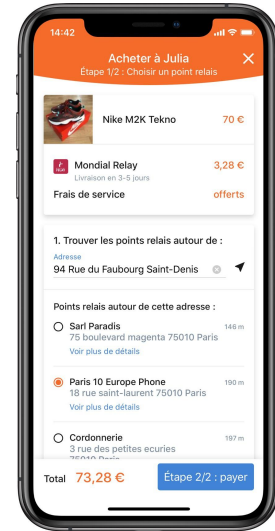
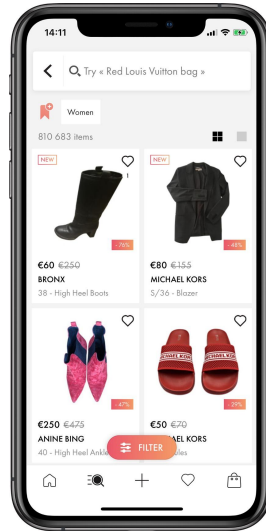
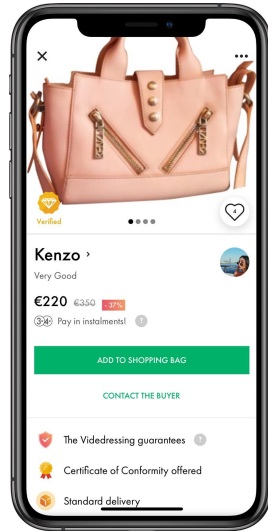
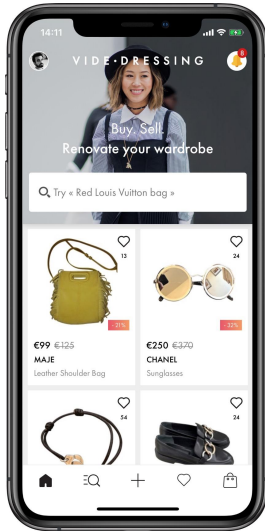


An isometric illustration of a desk setup. In the center is a laptop. To its right is a tablet and a smartphone. In front of the laptop is a pair of glasses and a plate with two slices of pizza. To the left of the laptop is a large potted plant with a small ladder leaning against it. On the desk are also some papers and a pen. In the background, there's a shelf with a digital clock showing 05:13, a calendar, and some books. The overall color palette is warm, with oranges, yellows, and browns.

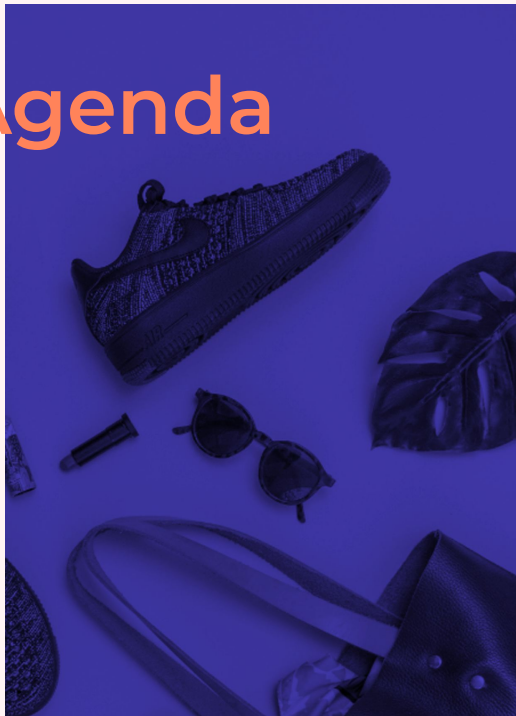
A/B test all the things

How Firebase does help us to measure features impact and so much more?

Pierre Abi-aad iOS developer - Videdressing & leboncoin



Agenda



00. Quick reminder

01. Learn to know your users

02. Learn to avoid poor/deficient AB
testing

03. The old ~~good~~ painful way

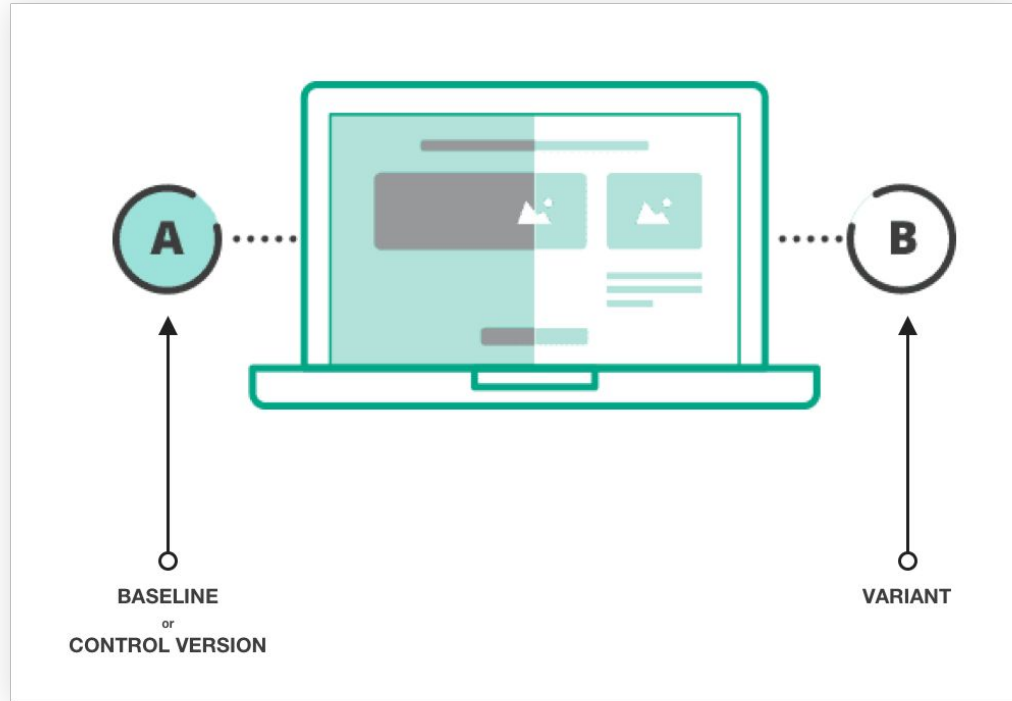
04. Firebase to the rescue!

05. Wait! You can do more

00

Quick reminder

A/B Test ?



01

Learn to know your users

Qualitative approach

- Bootstrapping a product / feature
- Fast feedback
- Avoid obvious wrong patterns



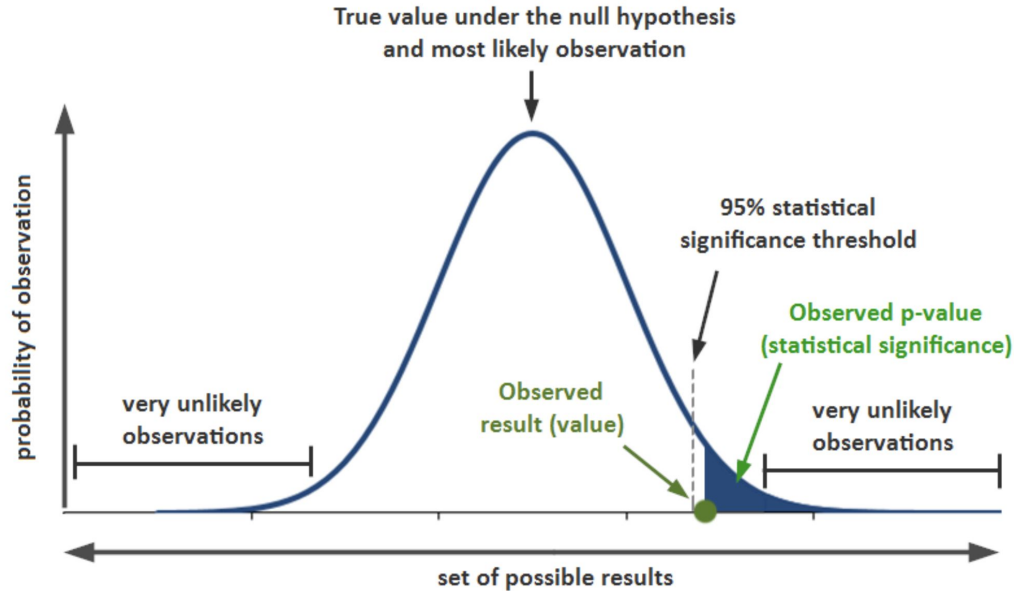
Quantitative approach

A/B testing

- Fine tuning
- Target lots of users
- Slow feedback



Statistical significance



02

**Learn to avoid
poor/deficient AB
testing**

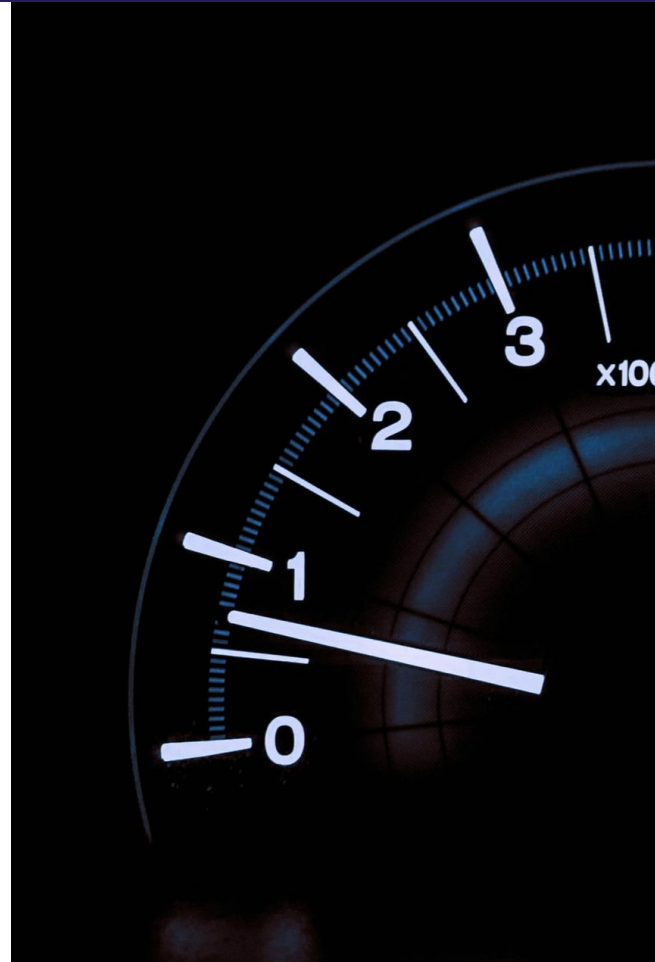
Common mistakes

- Avoid parallelism
- Avoid too much variant
- Avoid "wow" effect (activation event)



Define your KPIs

- Avoid funnel last step
- Think about your workflow

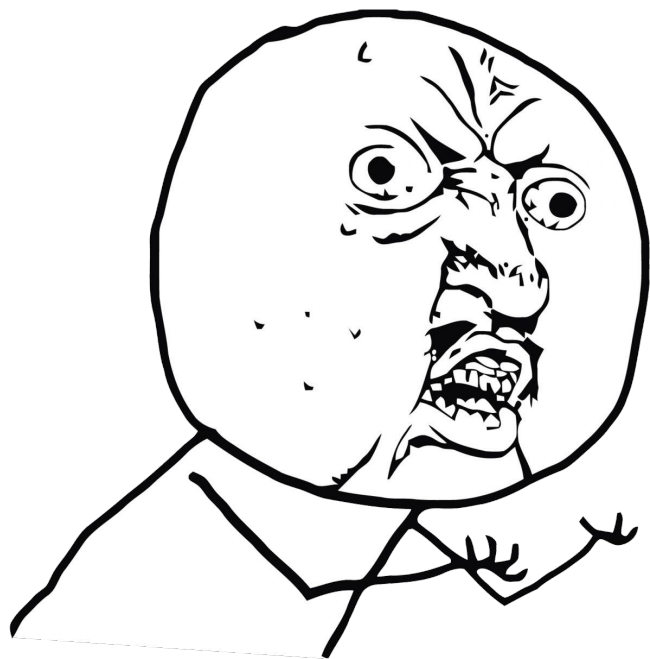


03

The old ~~good~~ painful way

Google ... Analytics

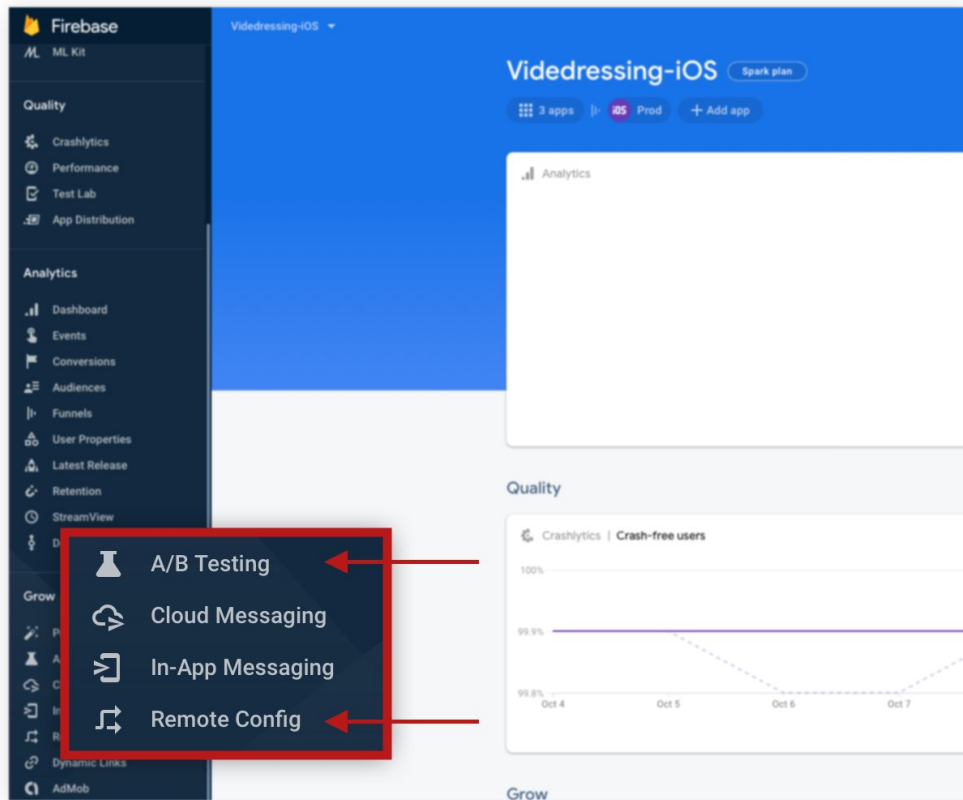
- Custom dimensions
- Hard coded values + modulo %
- Fetch periods manually
- Run *abtestguide.com/calc*



04

Firestore to the rescue!


Lots of tools!



Everything starts with a remote conf...

- Variables
- Accept different formats
- Accept conditions

...linked to events



```
1 func setupView() {  
2     let addToCartTitle = self.getFirebaseAddToCartTitle()  
3     self.ctaButton.setTitle(addToCartTitle, for: .normal)  
4 }  
5  
6 func didAddToCart() {  
7     self.sendFirebaseEvent("did_add_to_cart")  
8 }
```

Setup your A/B

1

Basics

Experiment name

Add to cart title

Experiment description (optional)

Next

2

Targeting

Target users

App

iOS com.videdressing.vd

Version

contains regex

([4-9](3[8-9]|[4-9][0-9]))|[5-9][0-9]{2}

and

Percentage of target users ?

100

%

Activation event (optional) ?

Select Activation Event

Next

Setup your A/B

1

Basics

Experiment name

Add to cart title

Experiment description (optional)

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iOS com.videdressing.vd

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([4-9](3[8-9]|[4-9][0-9]))|[5-9][0-9]{2})

and

Percentage of target users ?

100 %

Activation event (optional) ?

Select Activation Event


Next

Setup your A/B

3

Goals

Primary metric to track (determines leader) ?

 did_add_to_cart

▼

Additional metrics to track ?

Add metric +

Purchase revenue ×

Retention (1 day) ×

Retention (4–7 days) ×

Next

Setup your A/B

4

 Variants

Control group

Parameter	Value
add_to_cart_cta_title ▾	Add to basket ✕
Choose or create new ▾	

Limit to a subset of users ?

Variant A

Parameter	Value
add_to_cart_cta_title ▾	Add to cart ✕
Choose or create new ▾	

Limit to a subset of users ?

+ Add another variant

Cancel

Review

Setup your A/B

4 Variants

Control group

Parameter	Value
add_to_cart_cta_title	Add to basket
Choose or create new	

Limit to a subset of users ?

Variant A

Parameter	Value
add_to_cart_cta_title	Add to cart
Choose or create new	

Limit to a subset of users ?


+ Add another variant

Cancel

Review

Setup your A/B

Experiment overview






 Draft

Your experiment is ready to start

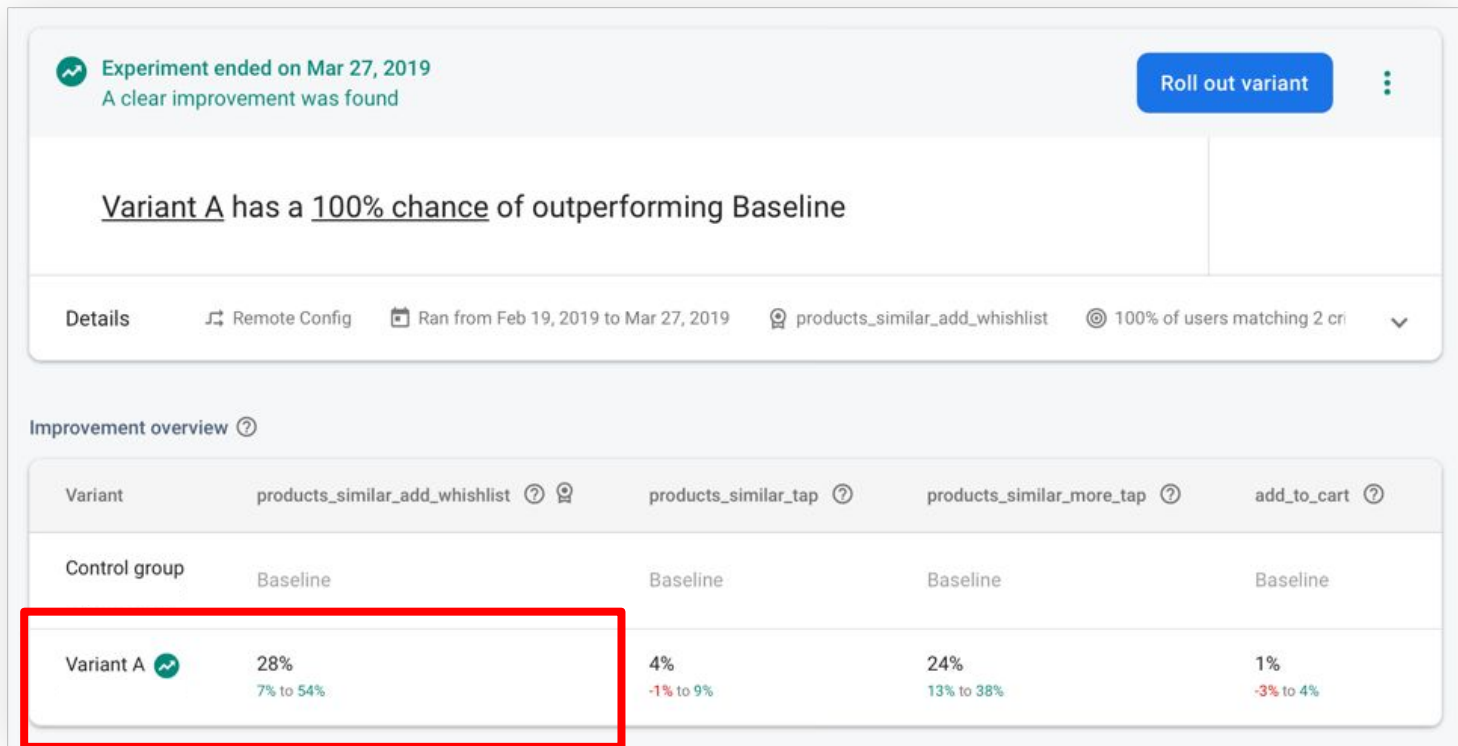
Edit

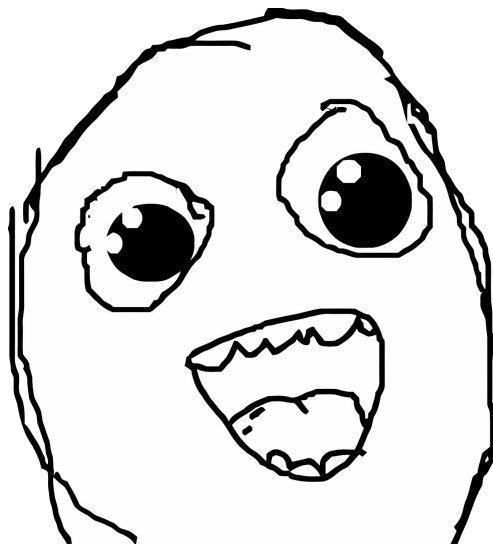
Start experiment

Details

 Description	
 Goals	Primary goal did_add_to_cart Secondary goals Purchase revenue, Retention (1 day), and Retention (4–7 days)
 Targeting and distribution	App i05.com.videdressing.vd Version contains regex ([4-9](3[8-9])([4-9][0-9])([5-9][0-9]{2})) 100% of eligible users are in this experiment
 Variants	add_to_cart_cta_title Control group 50% Variant A 50%
 Test devices (draft only)	Manage test devices

Read your results





05.

Wait!

You can do more

Progressive features

- Increase your granularity

Target users

Percentage of target users ?

%



Monitor tech changes

- Crash free user
- Whatever you defined

```
1 func setImageFromURL(_ url: URL, toImageView imageView:
  UIImageView) {
2     if self.isFirebaseLegacyImageEnable() {
3         imageView.sd_setImage(with: url)
4     } else {
5         imageView.kf.setImage(with: url)
6     }
7 }
```

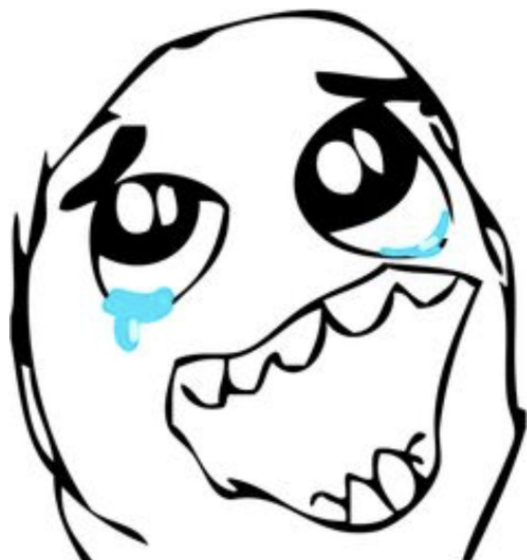


Improvement overview ?

Variant	Crash-free users ? ?	Retention (4-7 days) ?	application_did_receive_memory_warning ?	Daily user engagement ?	Retention (1 day) ?
Control group	Baseline	Baseline	Baseline	Baseline	Baseline
Variant A	0% 0% to 0%	1% 0% to 2%	-2% -3% to -2%	0% 0% to 0%	1% 1% to 1%

Improvement overview ?

Variant	Crash-free users ? ?	Retention (4-7 days) ?	application_did_receive_memory_warning ?	Daily user engagement ?	Retention (1 day) ?
Control group	Baseline	Baseline	Baseline	Baseline	Baseline
Variant A	0% 0% to 0%	1% 0% to 2%	-2% -3% to -2%	0% 0% to 0%	1% 1% to 1%



THANK YOU

Q&A

Contact @abiaad