

# **A/B**

## **TESTING**

# **A/B TESTING**

**THE MOST POWERFUL WAY TO  
TURN CLICKS INTO CUSTOMERS**

**DAN SIROKER**

**PETE KOOMEN**

**WITH CARA HARSHMAN**

**WILEY**

Cover design: Ryan Myers

Copyright © 2013 by Dan Siroker and Pete Koomen. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at [www.copyright.com](http://www.copyright.com). Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at [www.wiley.com/go/permissions](http://www.wiley.com/go/permissions).

**Limit of Liability/Disclaimer of Warranty:** While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with the respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit [www.wiley.com](http://www.wiley.com).

***Library of Congress Cataloging-in-Publication Data:***

Siroker, Dan.

A/B testing : the most powerful way to turn clicks into customers / Dan Siroker, Pete Koomen.

pages cm

Includes index.

ISBN 978-1-118-53609-4 (cloth); 978-1-118-65917-5 (ebk); ISBN 978-1-118-65920-5 (ebk)

1. Organizational effectiveness. 2. Multimedia systems--Social aspects.
3. Application software--Testing. I. Koomen, Pete, 1982- II. Title.

HD58.9.S5447 2013

658.8'3402854678--dc23

2013016038

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

# Contents

<b>Chapter 1</b>	How A/B Testing Helped Win the White House—Twice	1
<b>PART I</b>	LESSONS LEARNED FROM 200,000 A/B TESTS (AND COUNTING)	13
<b>Chapter 2</b>	What to Test	17
<b>Chapter 3</b>	Seek the Global Maximum	33
<b>Chapter 4</b>	Less Is More: Reduce Choices	47
<b>Chapter 5</b>	Words Matter: Focus on Your Call to Action	59
<b>Chapter 6</b>	Fail Fast and Learn	71
<b>PART II</b>	IMPLEMENTING A/B TESTING: PLAY-BY-PLAY GUIDE	83
<b>Chapter 7</b>	Choose the Solution That's Right for Your Organization	87

<b>Chapter 8</b>	The Cure for the HiPPO Syndrome	99
<b>Chapter 9</b>	The A/B Testing Dream Team	109
<b>Chapter 10</b>	Iterate, Iterate, Iterate	119
<b>PART III</b>	ADVANCED TOPICS IN A/B TESTING	131
<b>Chapter 11</b>	How A/B Tests Can Go Awry	135
<b>Chapter 12</b>	Beyond the Page: Non-Website A/B Testing	143
<b>Chapter 13</b>	Personalize, Personalize, Personalize	155
	<i>Conclusion</i>	165
	<i>Appendix 1: 60 Things to A/B Test</i>	167
	<i>Appendix 2: Metrics and the Statistics behind A/B Testing</i>	179
	<i>Acknowledgments</i>	195
	<i>Index</i>	197