



Rome Support

# AirPods Family Page: Ambient Video Impact Test

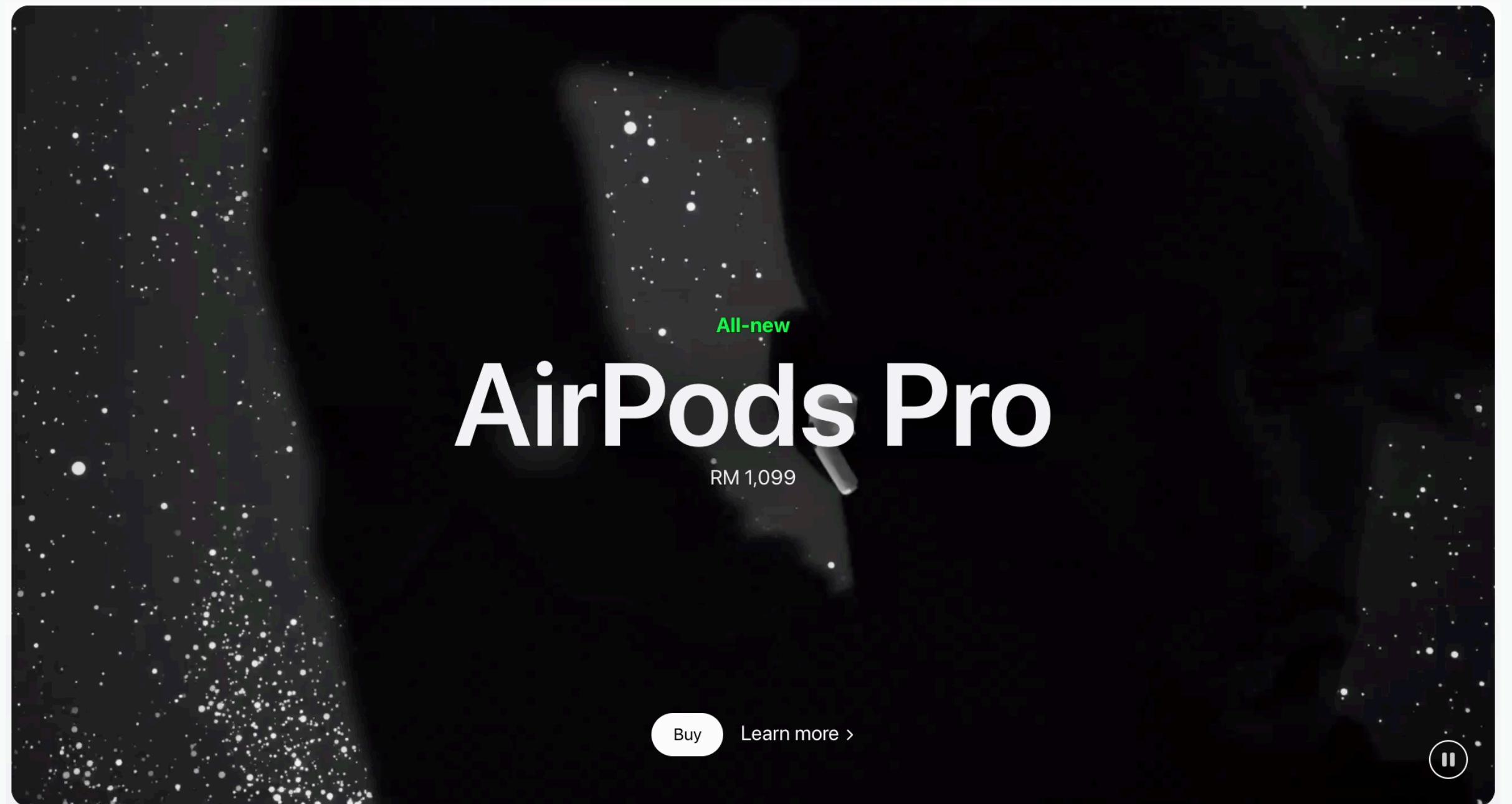
# Background

BACKGROUND

## Ambient videos add magic to Apple.com

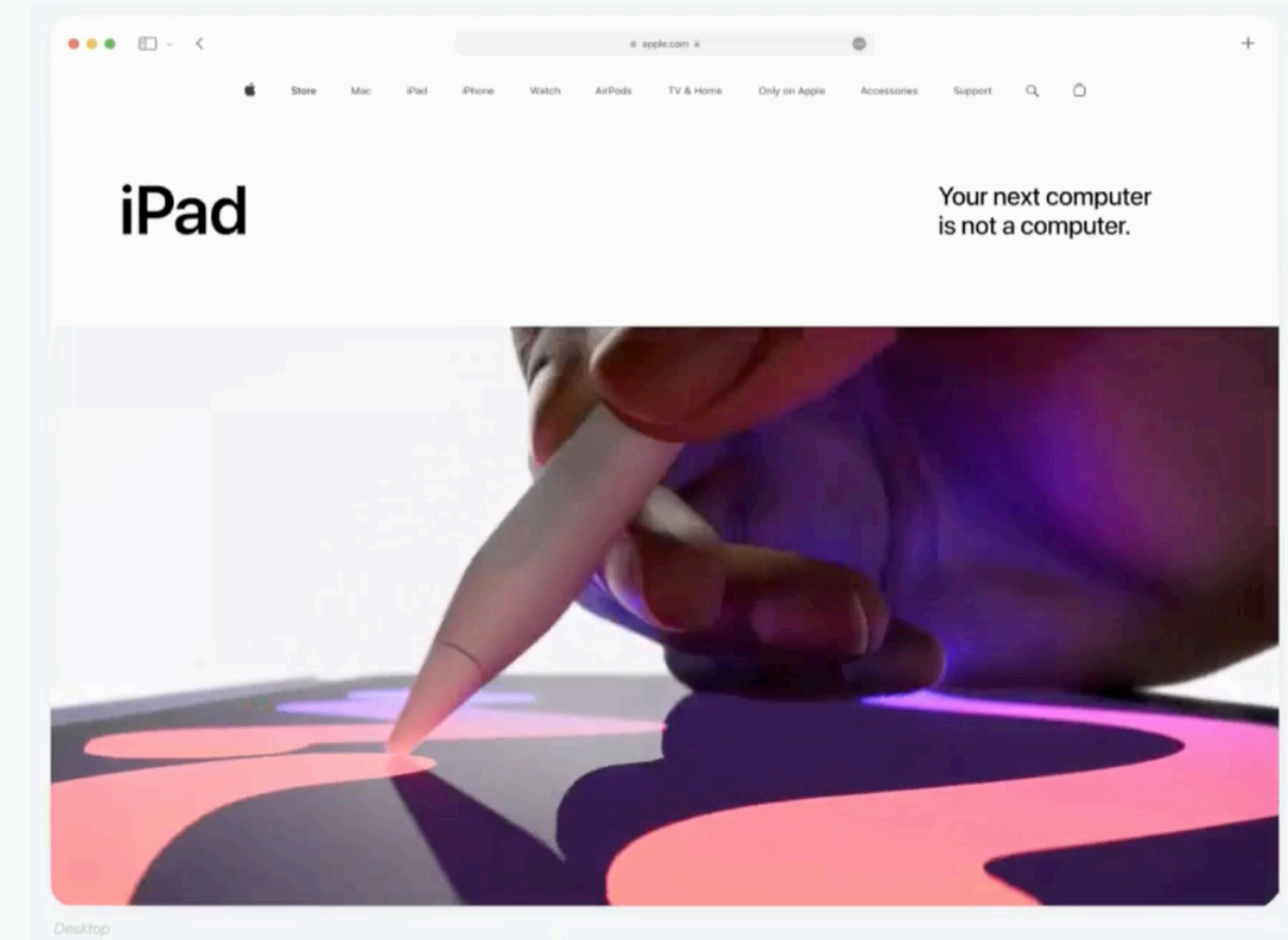
Ambient videos are they are short, soundless background videos that play automatically.

These are among the many creative tech tools we use to add magic to Apple.com.



# Rome Family Pages feature gorgeous ambient video.

Within the Family Page “Welcome” moment, ambient videos to orient visitors and help contextualize how that LOB is positioned within the marketplace.

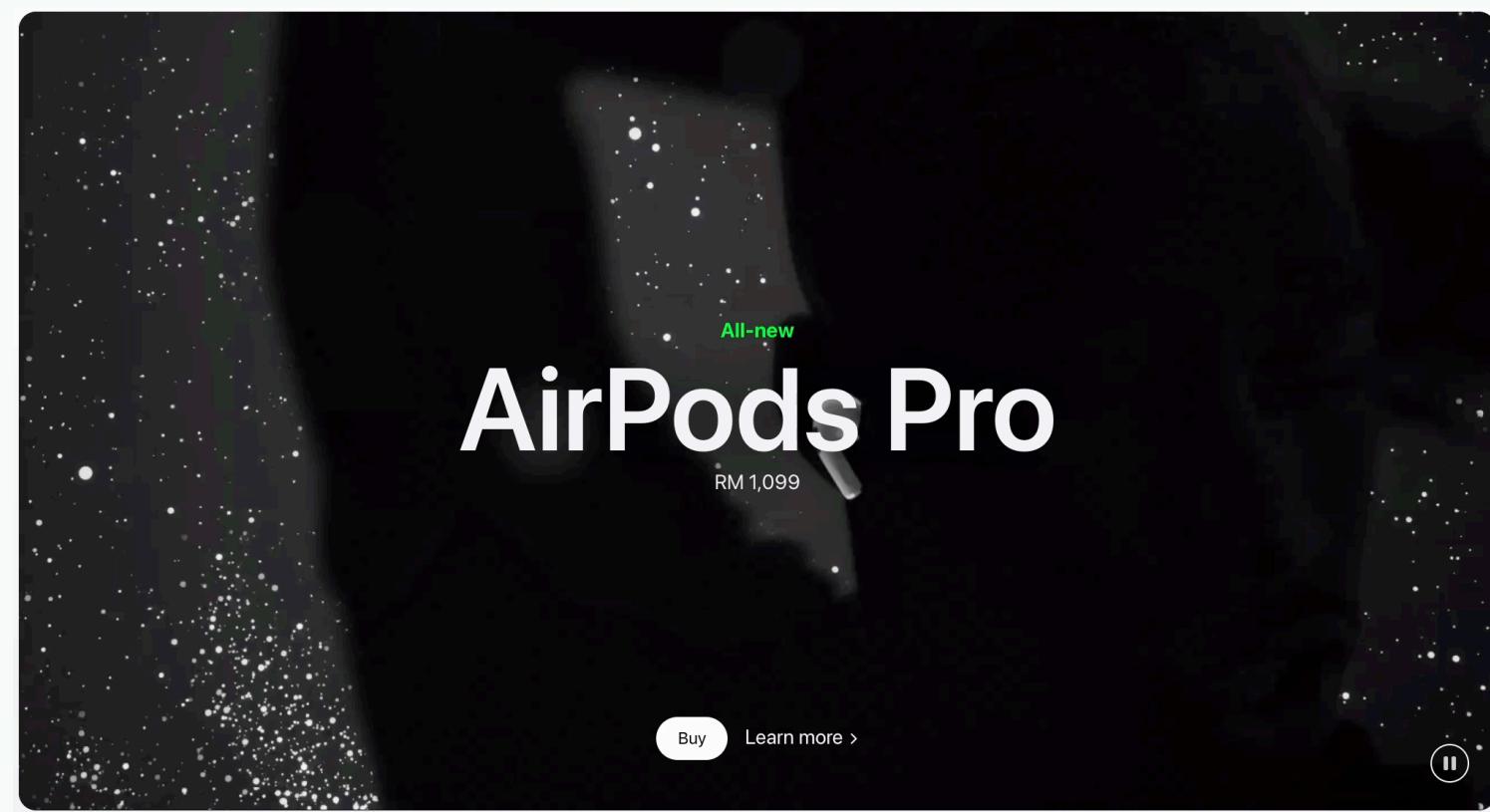


# We ran an A/B test to measure the impact of Ambient Videos vs. Static Images.

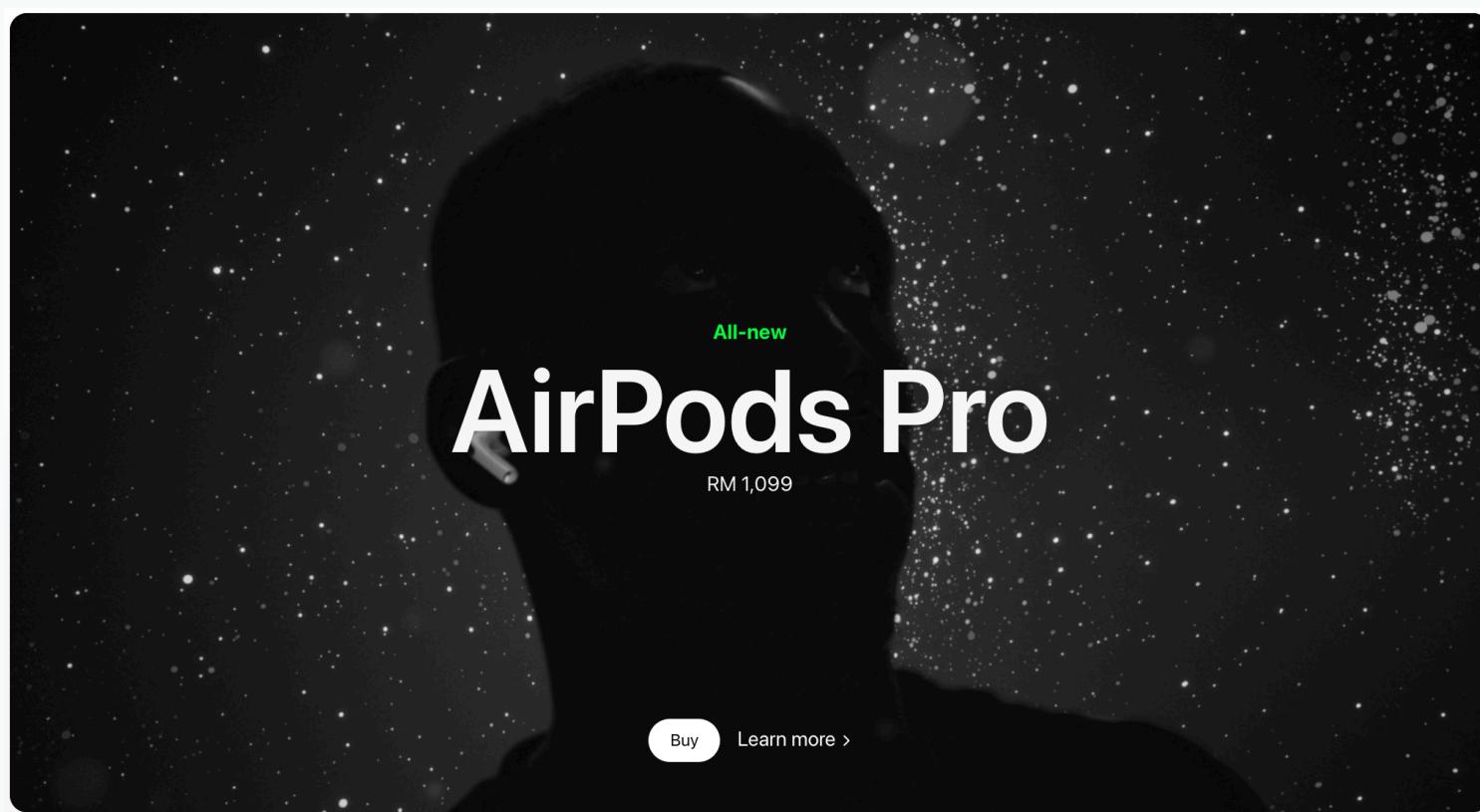
Hypothesis: Used sparingly, ambient videos add magic to Apple.com experiences and lift engagement rates.

Location: UK, FR, DE AirPods Family Page — Hero Banner #1

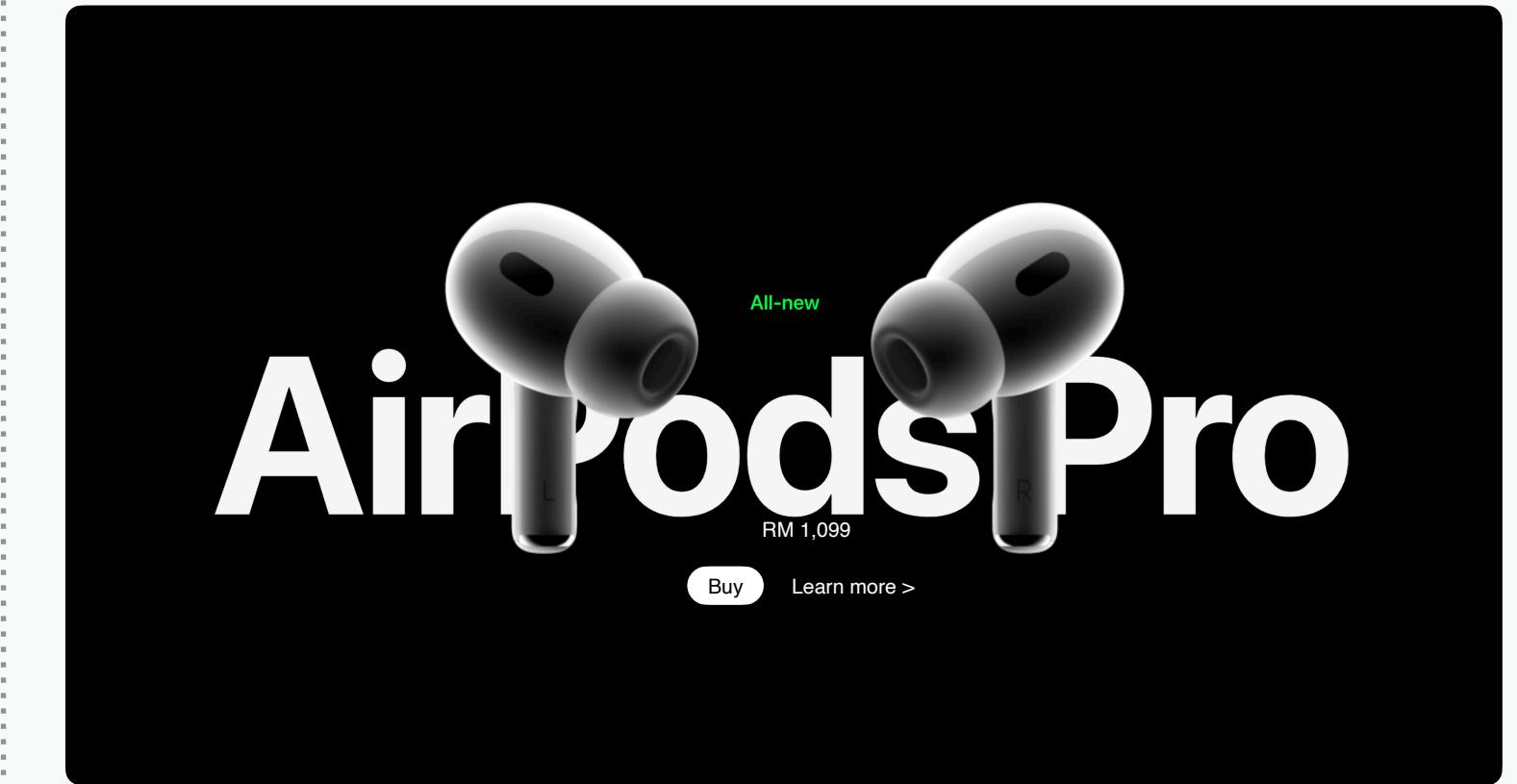
Runtime: 3.13.23 - 4.10.23 (4 Weeks)



**CONTROL**  
**Ambient Video**  
(34% of Visitors)



**VARIATION A**  
**Static Still from Ambient Video**  
(33% of Visitors)



**VARIATION B**  
**Static Hardware Image**  
(33% of Visitors)

# Test Results

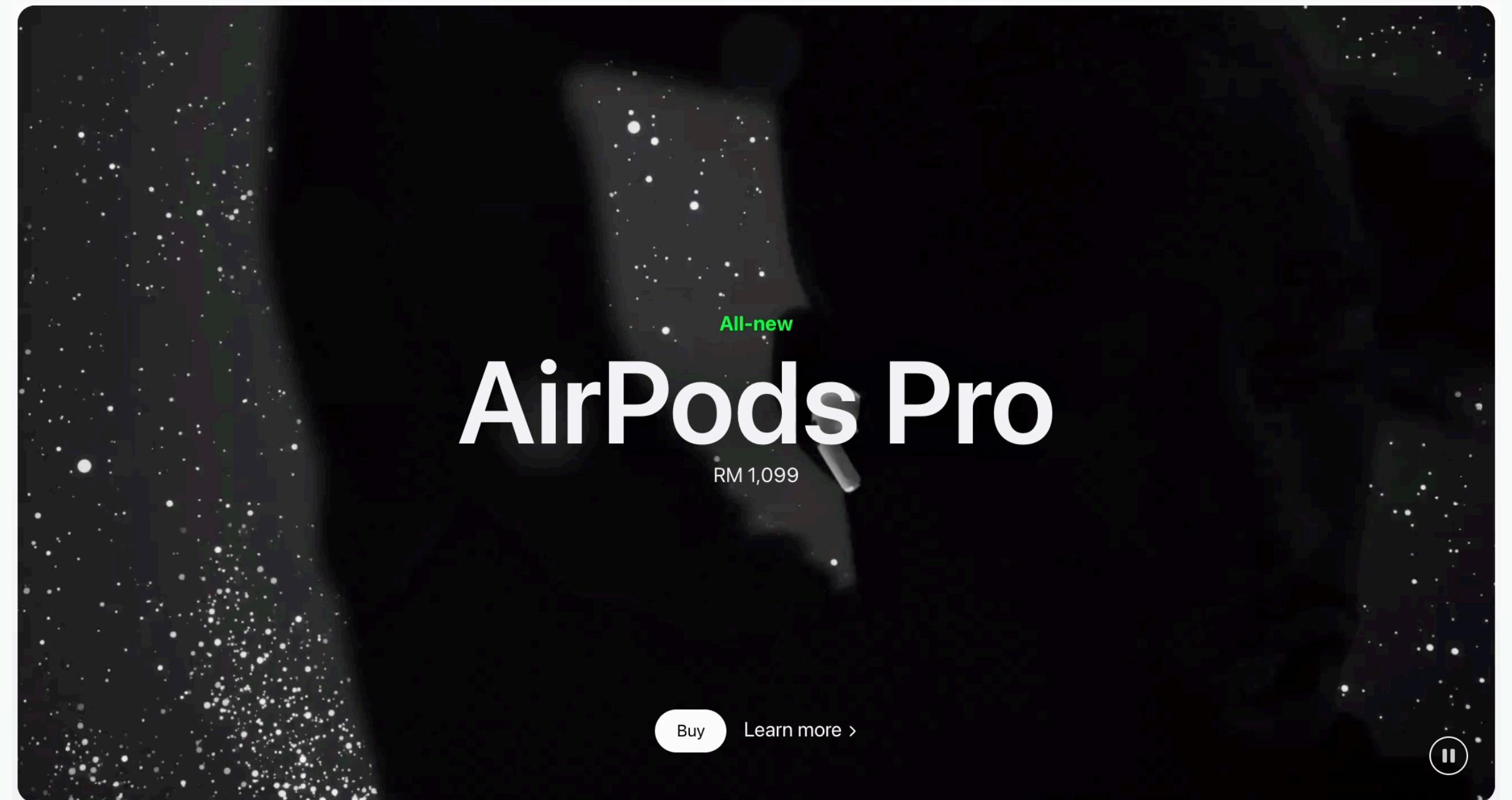
## Both experiences have strong points!



On Family Page Hero Banners, AirPods Pro Ambient Video and Static Images are \*both\* effective at driving site engagement.

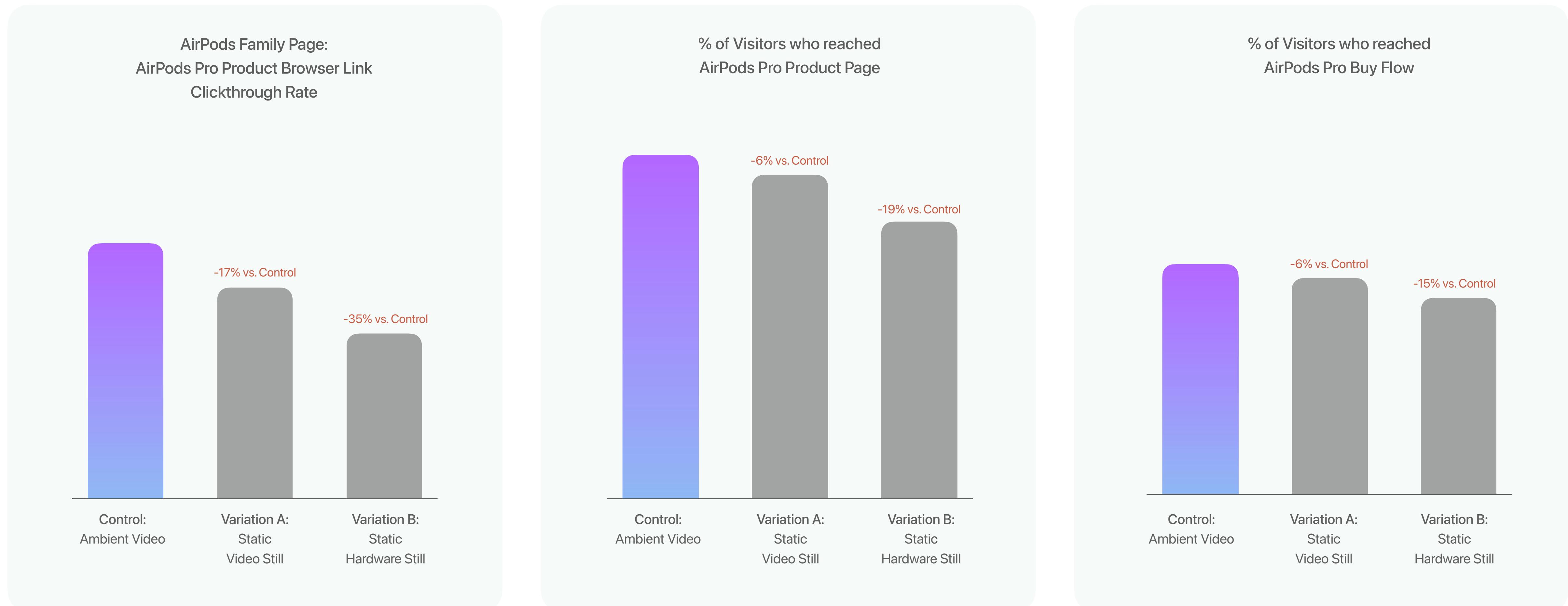
Interestingly, Ambient Videos and Static Images lift *different* engagement KPIs so “success” depends on which metrics we’re prioritizing.

Finally, there’s no difference in AirPods Add-to-Bag rates between the treatments.



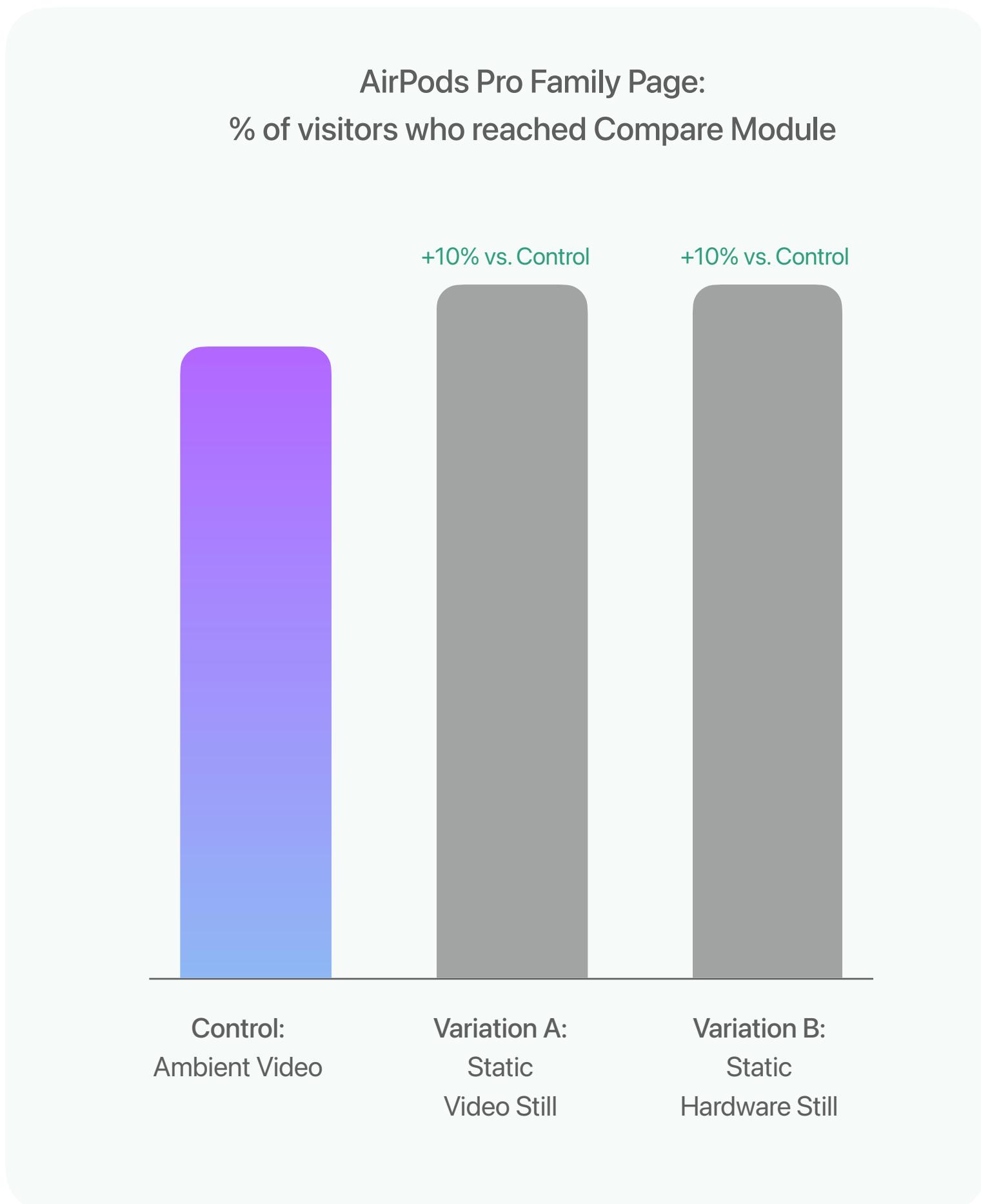
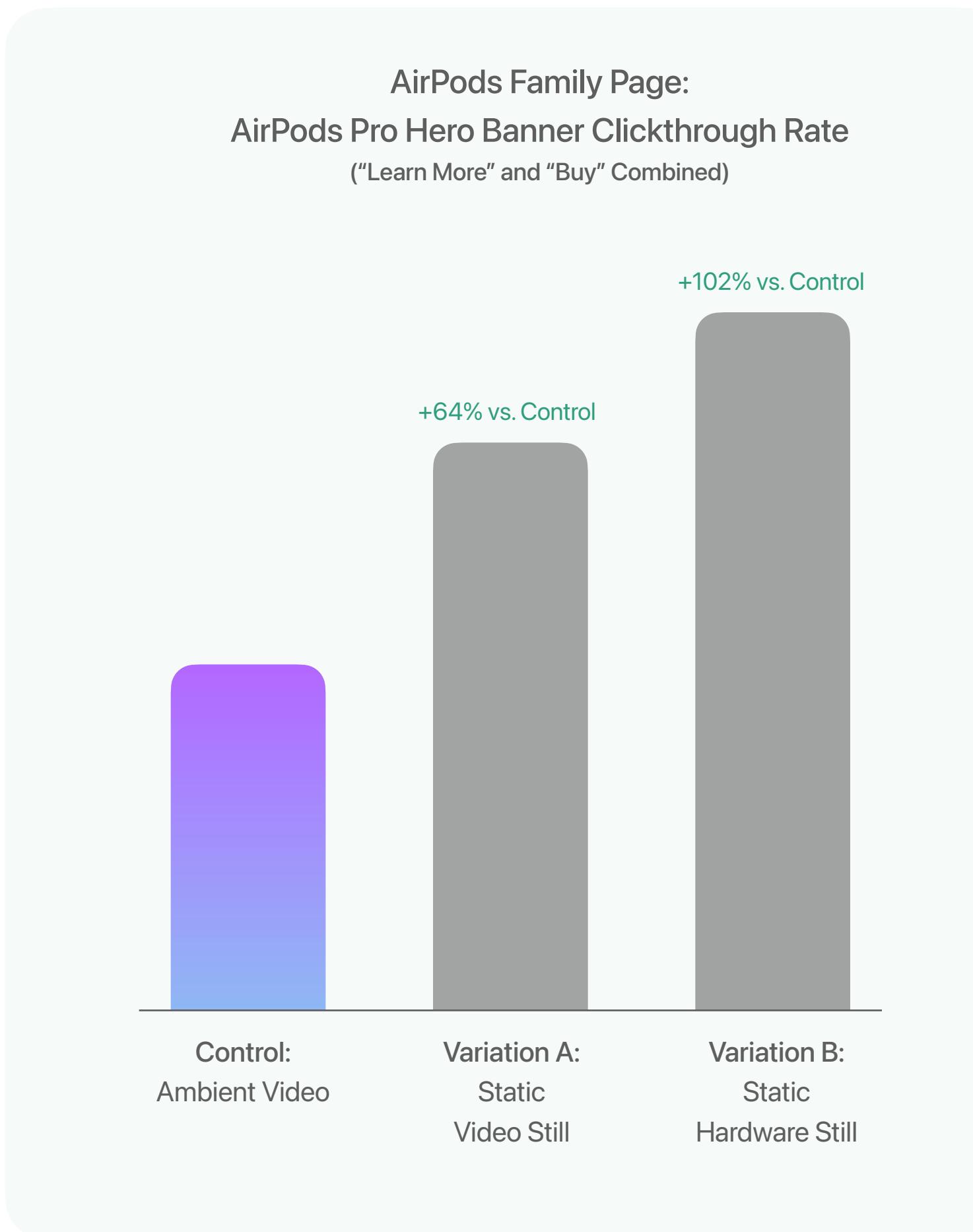
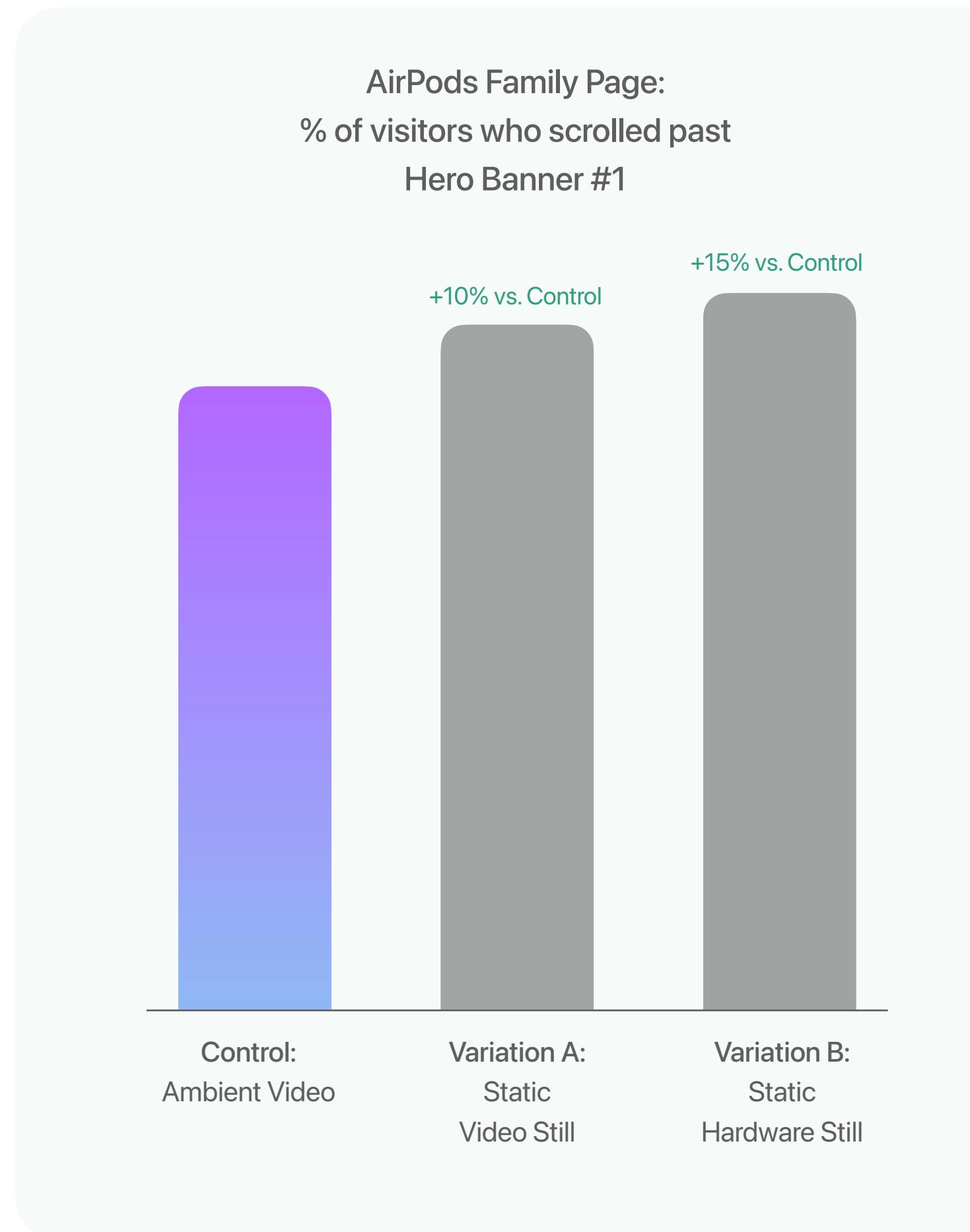
# The AirPods Pro Ambient Video Banner is driving visitors deeper into the conversion funnel.

However, there's no add-to-bag rate differences between Ambient Videos vs. Static Images.



# The AirPods Pro Static Image Banners are driving higher Family Page content consumption.

However, there's no add-to-bag rate differences between Ambient Videos vs. Static Images.

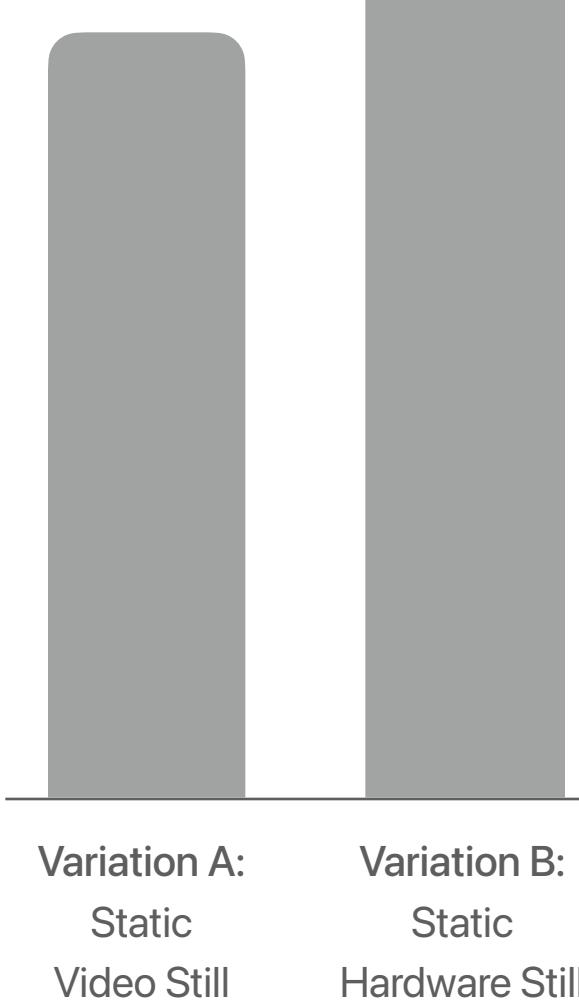


# The Static Hardware Image Banner drove higher clickthrough rates than the Static Video Still Banner.

However, there's no add-to-bag rate differences between the two Static banners.

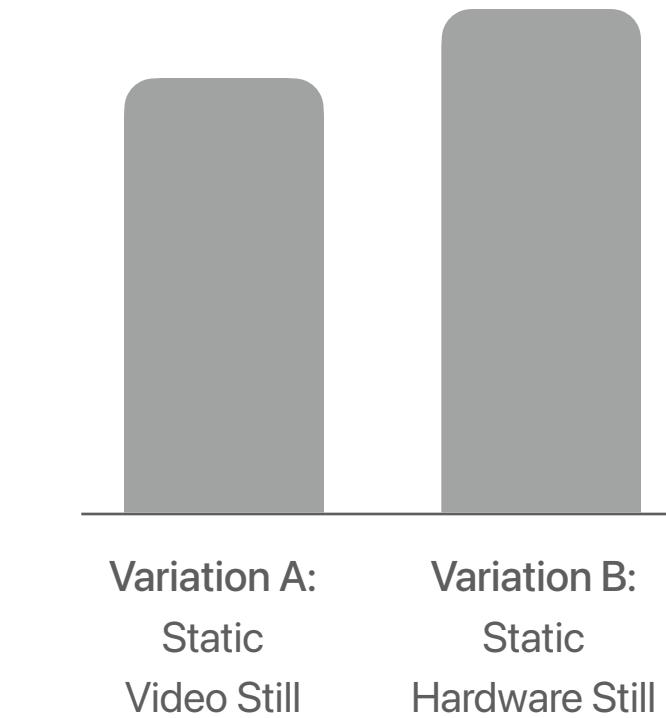
AirPods Pro Hero Banner:  
Overall Clickthrough Rate  
("Learn More" and "Buy" Combined)

+23% vs. Variation A



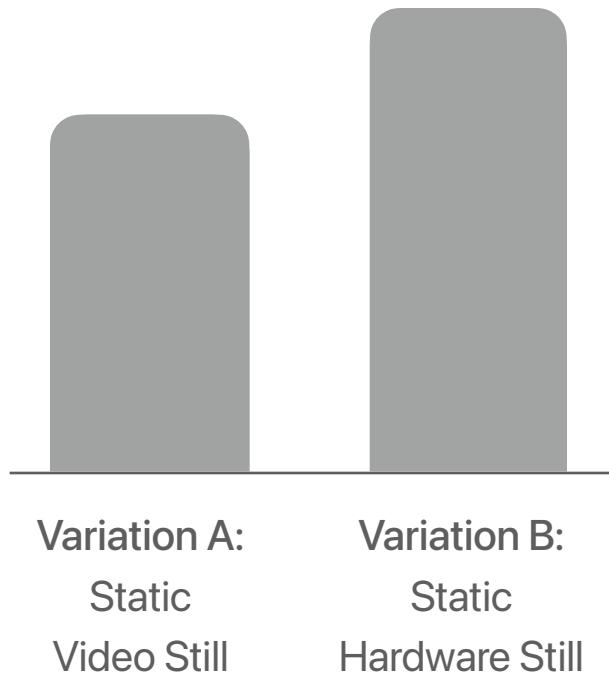
AirPods Pro Hero Banner:  
"Learn More" Clickthrough Rate

+15% vs. Variation A

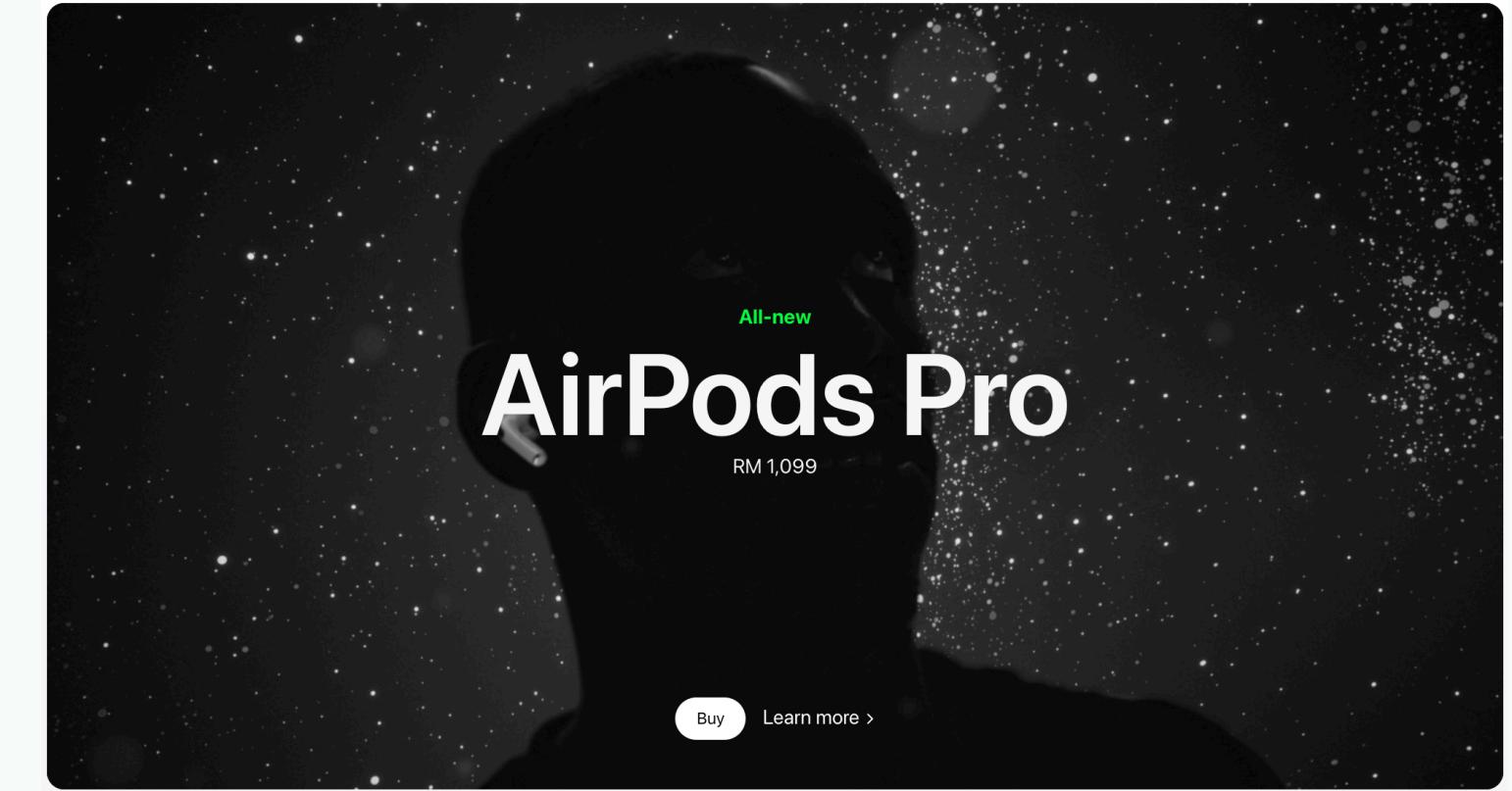


AirPods Pro Hero Banner:  
"Buy" Clickthrough Rate

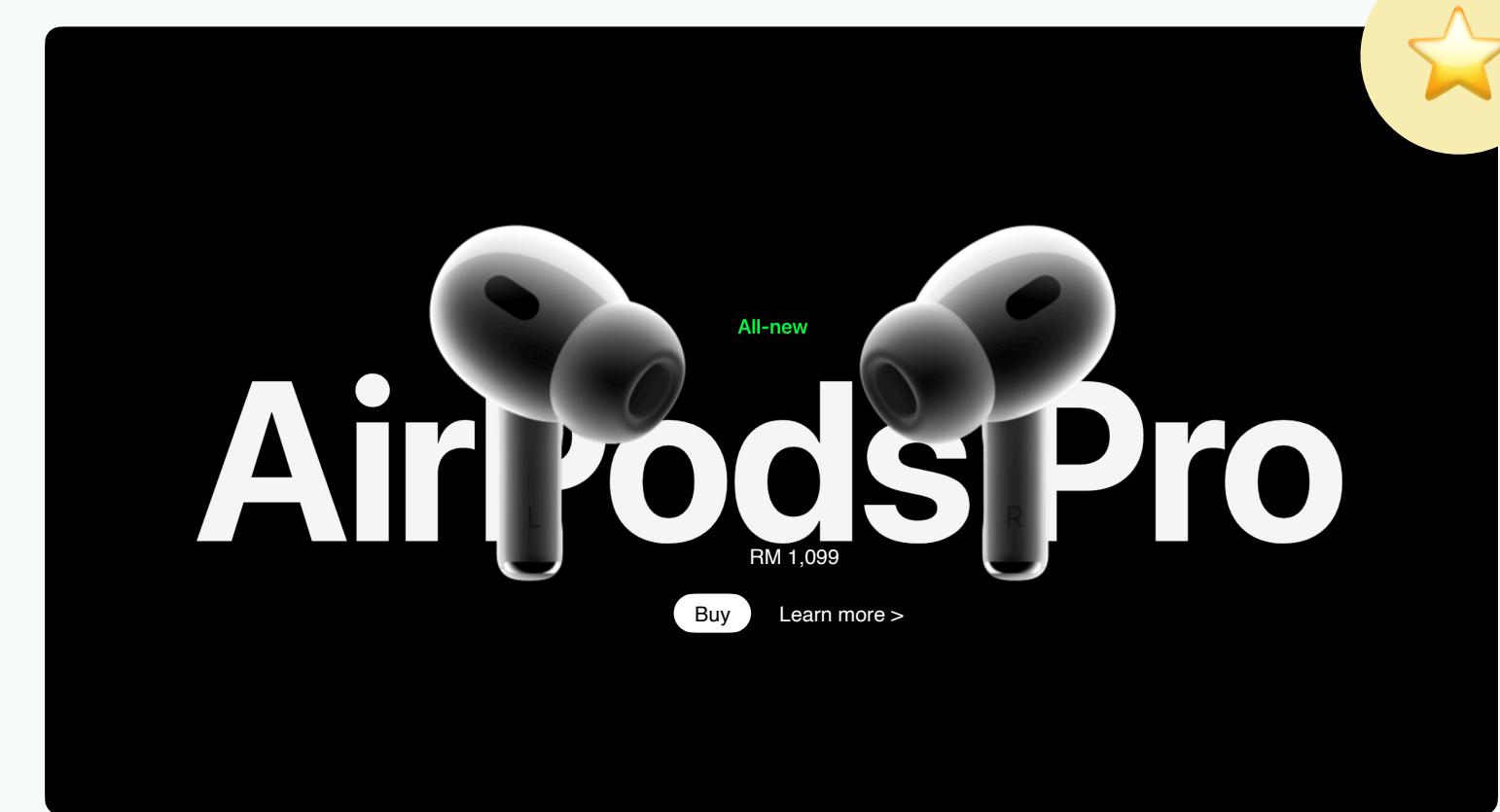
+32% vs. Variation A



**VARIATION A**  
**Static Still from Ambient Video**  
(33% of Visitors)



**VARIATION B**  
**Static Hardware Image**  
(33% of Visitors)



## CONCLUSION

# Both experiences have strong points!



On Family Page Hero Banners, AirPods Pro Ambient Video and Static Images are *\*both\** effective at driving site engagement.

Interestingly, Ambient Videos and Static Images lift *different* engagement KPIs so “success” depends on which metrics we’re prioritizing:

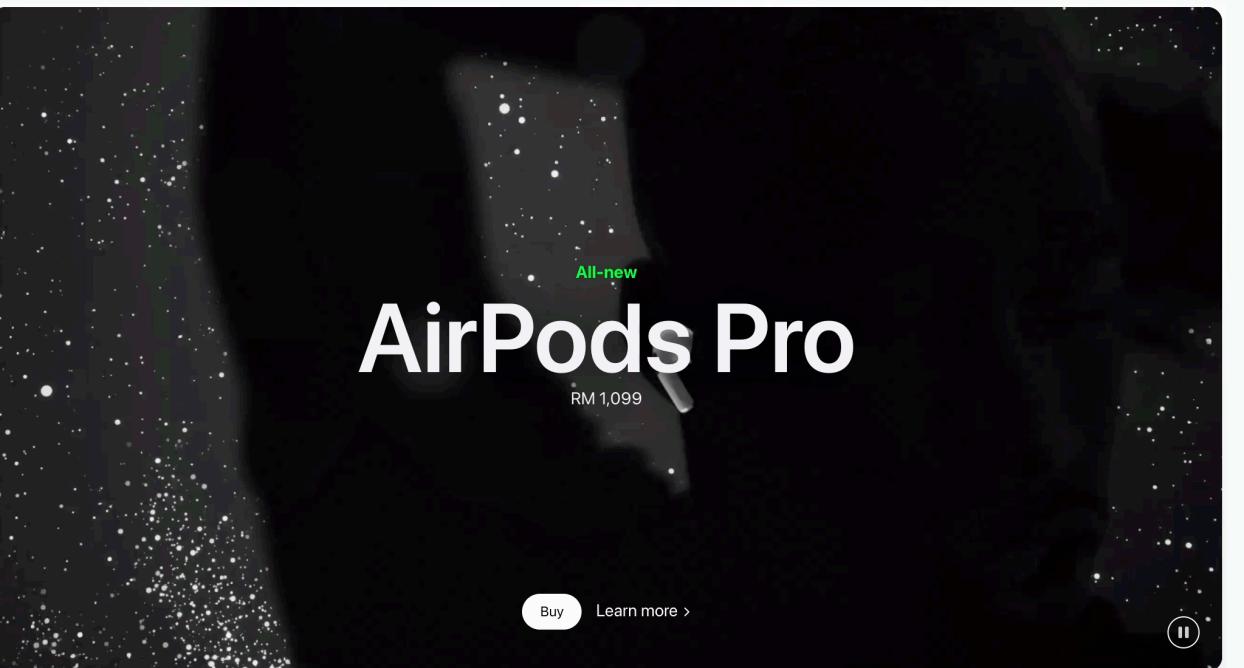
1. The AirPods Pro Ambient Video Banner is driving visitors deeper into the conversion funnel.
2. The AirPods Pro Static Image Banners are driving higher Family Page content consumption.
3. The Static Hardware Image Banner drove higher clickthrough rates than the Static Video Still Banner.

Finally, there’s no difference in AirPods Add-to-Bag rates between the treatments.

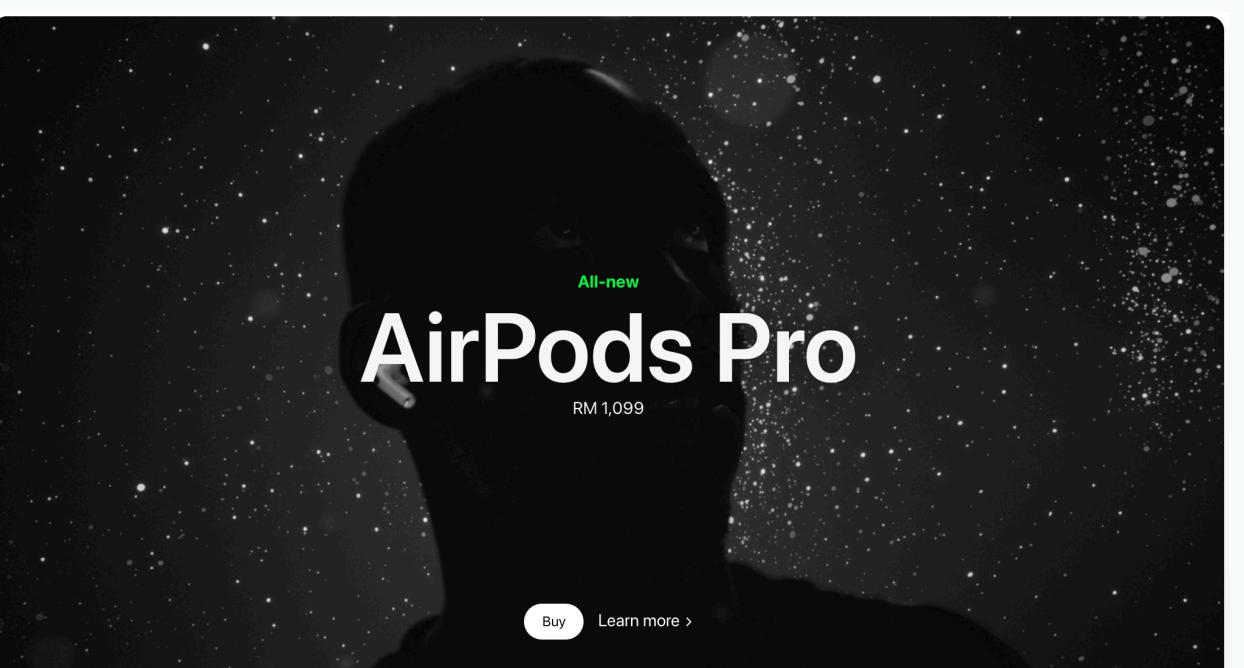
TLDR:

This A/B test result signals that ambient videos are effective tools to add “magic” to Apple.com, and Rome Family Page ambient videos might perform as well as (or better than) static images. 🌟

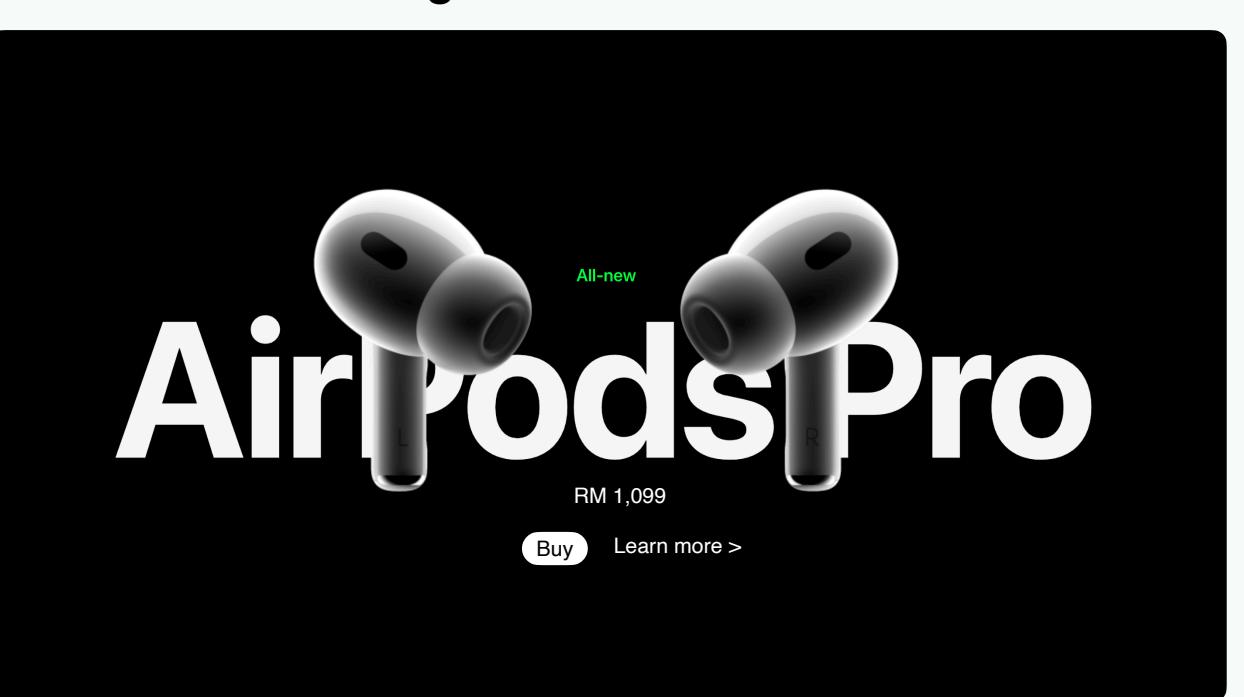
CONTROL  
Ambient Video



VARIATION A  
Static Still from Ambient Video



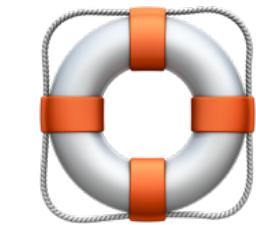
VARIATION B  
Static Hardware Image





# Okapi Platform Validation

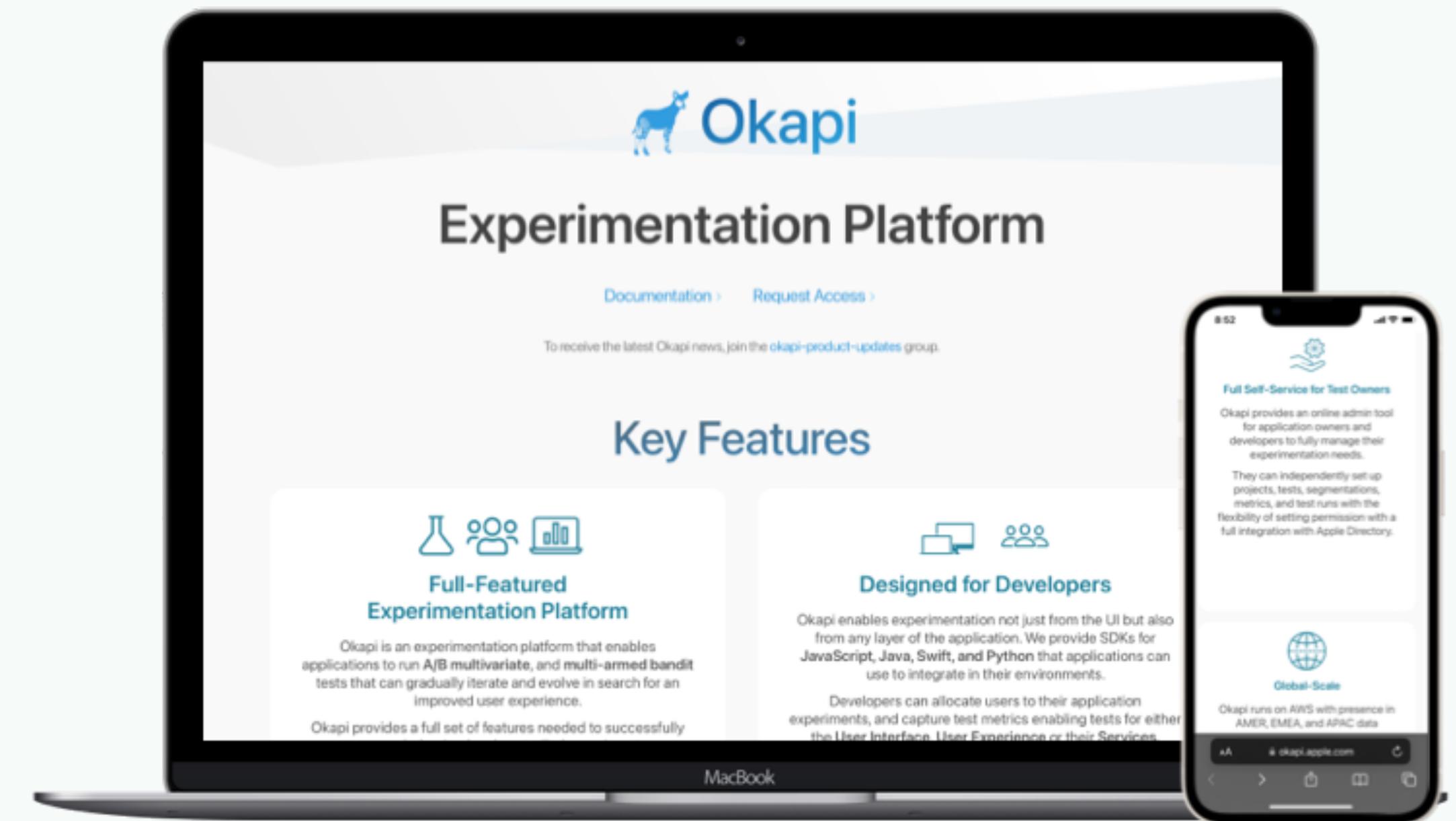
# Okapi has been a lifesaver for Marcom Optimization Team.



In December 2022, we had just four weeks to find and implement a new A/B testing platform across Marcom pages on Apple.com.

Serendipitously, we discovered Apple's Applied Machine Learning (AML) team had already built Okapi—a robust, internal A/B testing platform.

Okapi single-handedly ensured our program didn't miss a beat on A/B tests to inform Rome, Trade-In, and Business-as-Usual strategy. We've run five tests using Okapi and have several more on the roadmap.

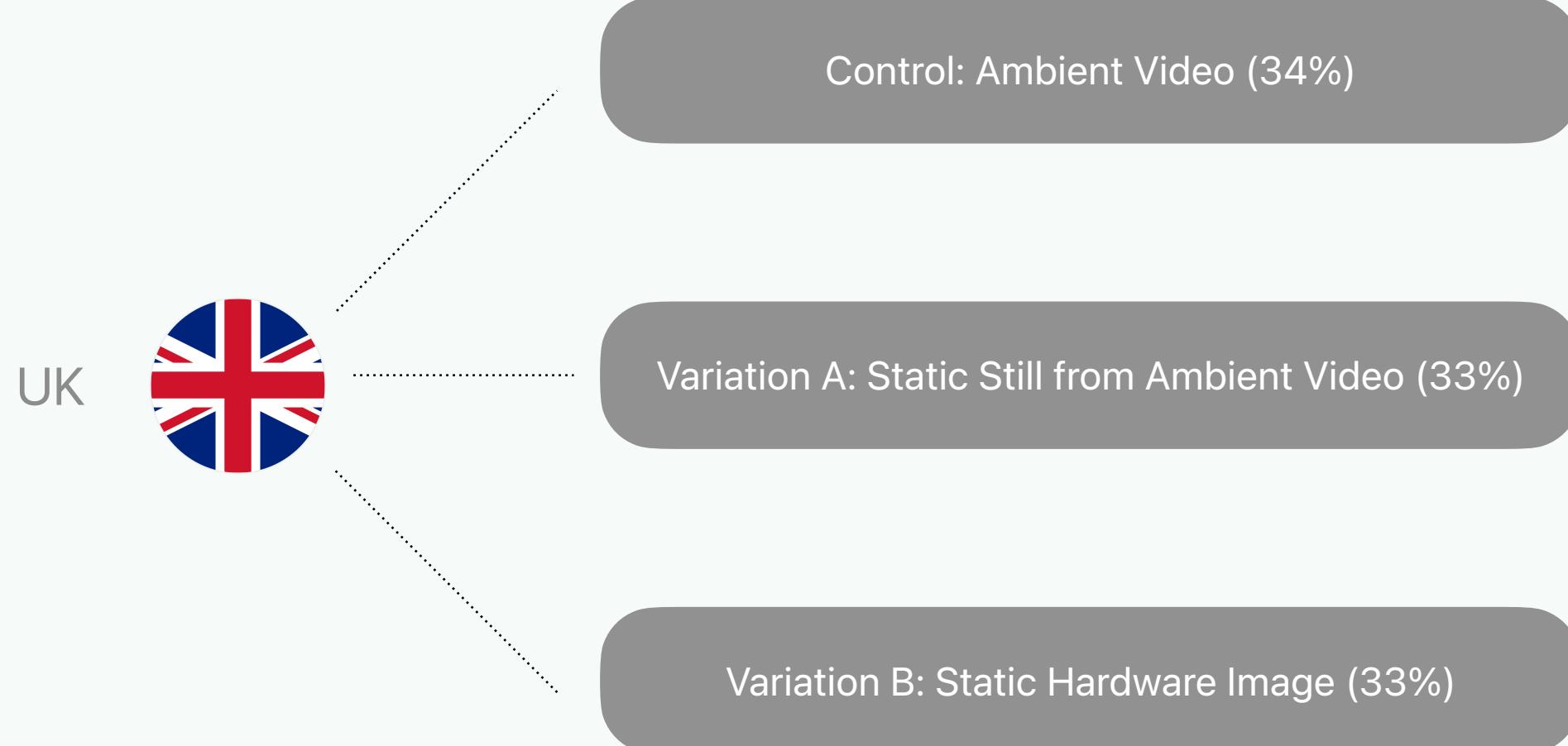


# For the AirPods Ambient Video A/B Test, we used two approaches to validate our data and results.

Using both approaches enabled us validate Okapi results accuracy, and confirm our quasi-experiment methods return directionally similar results.

## Approach #1:

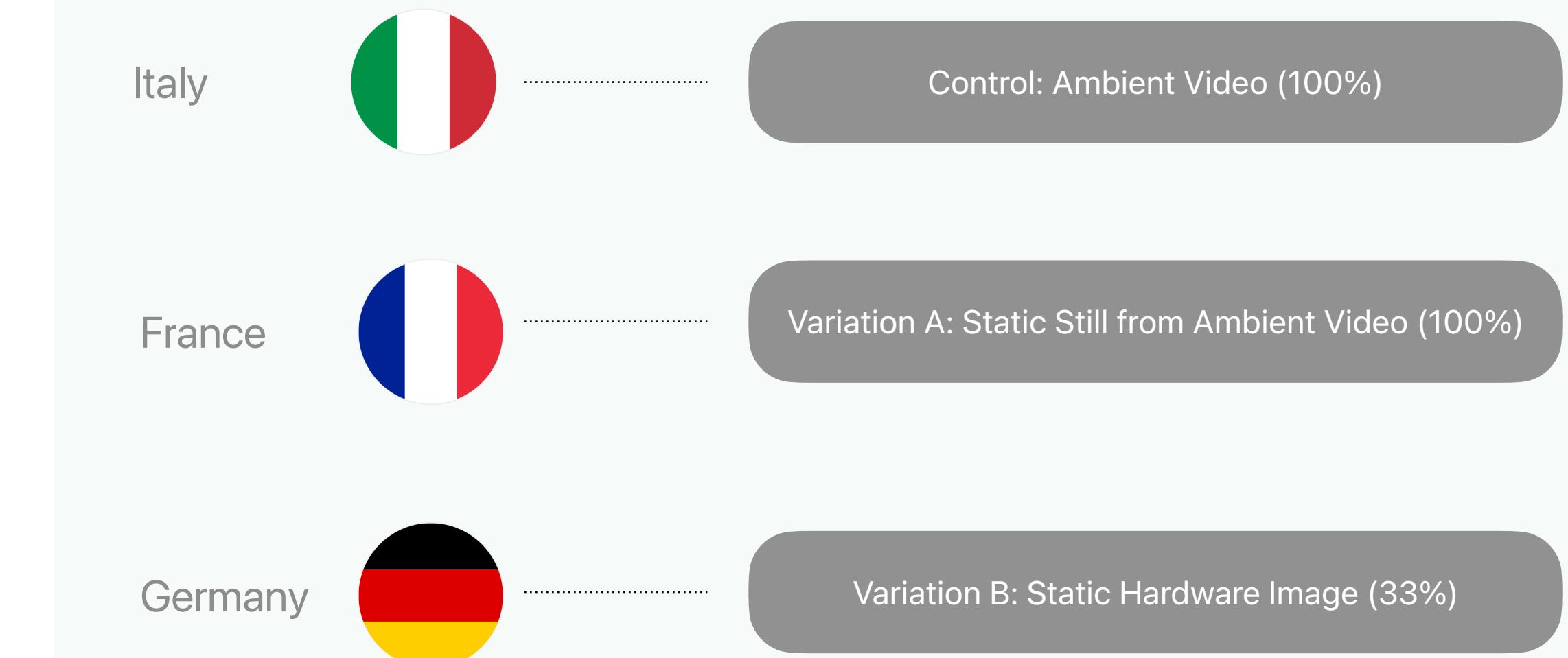
- Traditional A/B/C test in United Kingdom using Okapi
- Randomized, even split across the three treatments.



## Approach #2:

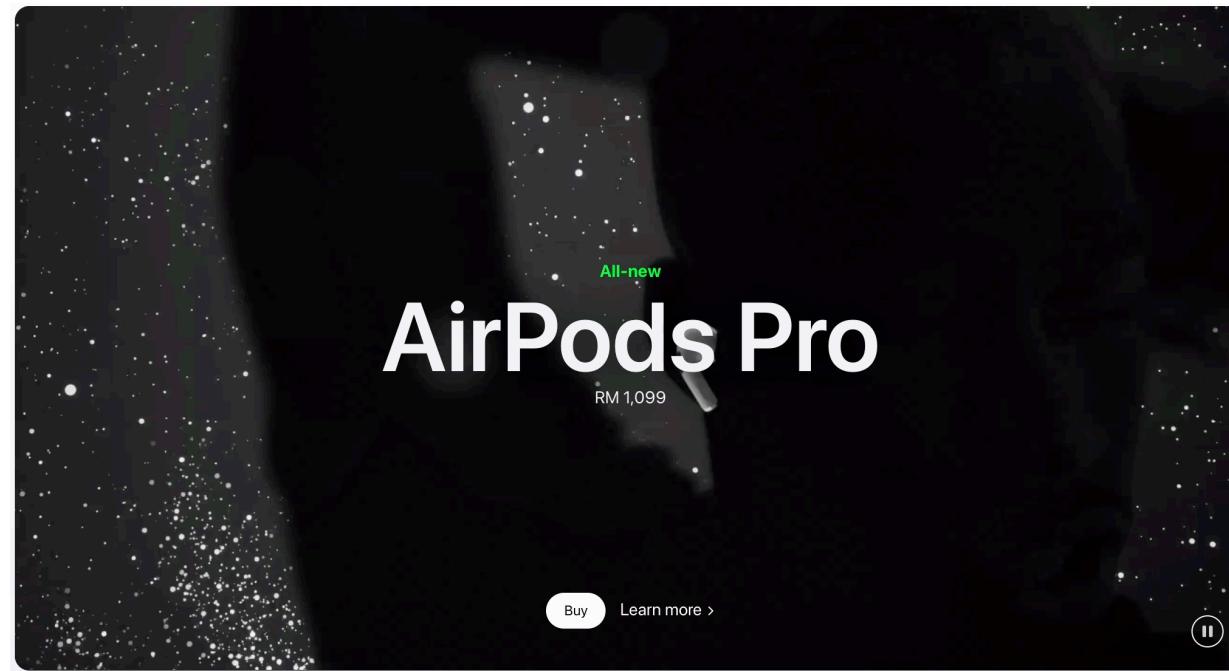
Matched Market Test. Quasi-Experiment.

- Push Variation A (Static Still from Ambient Video) to 100% of traffic in France
- Push Variation B (Static Hardware Image) to 100% of traffic in Germany
- Use Italy as the Control GEO
- Compare metrics for France vs. Germany vs. Italy

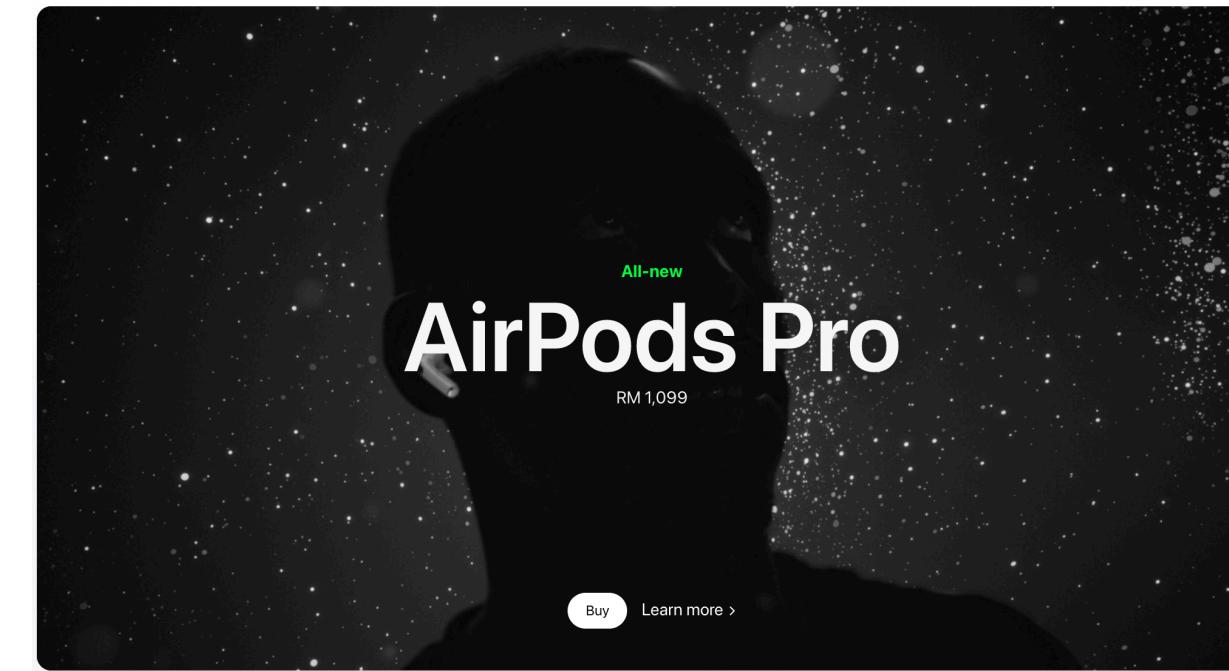


# Both testing approaches delivered directionally identical results.

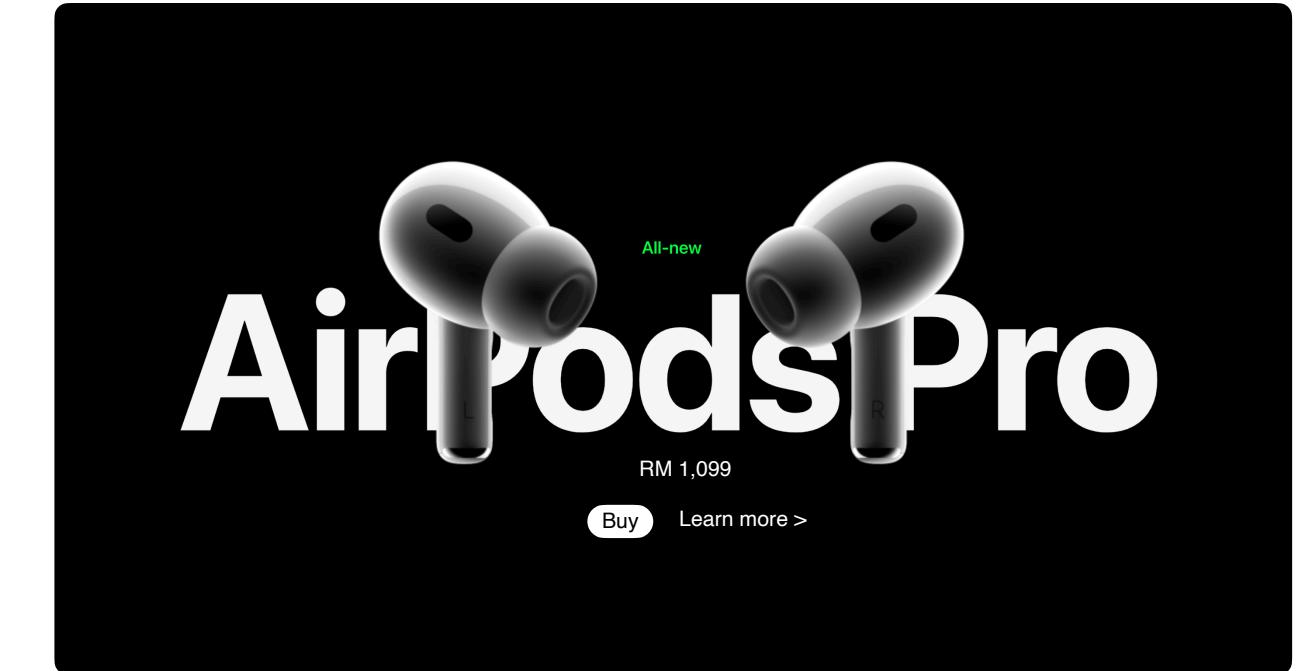
As expected, there is some variance between the lifts observed by Okapi vs. the Quasi-Experiment, many metric lifts are the same range and the test conclusions are \*exactly\* identical.



**CONTROL**  
Ambient Video



**VARIATION A**  
Static Still from Ambient Video



**VARIATION B**  
Static Hardware Image

## Approach #1:

Traditional A/B/C test.  
United Kingdom using Okapi

### Metric:

% of Visitors who reached AirPods Pro Product Page

-17%

-35%

% of Visitors who reached AirPods Pro Buy Flow

-6%

-15%

AirPods Pro Hero Banner Clickthrough Rate

+64%

+102%

## Approach #2:

Matched Market Test.  
Quasi-Experiment.

% of Visitors who reached AirPods Pro Product Page

-3%

-17%

% of Visitors who reached AirPods Pro Buy Flow

-13%

-14%

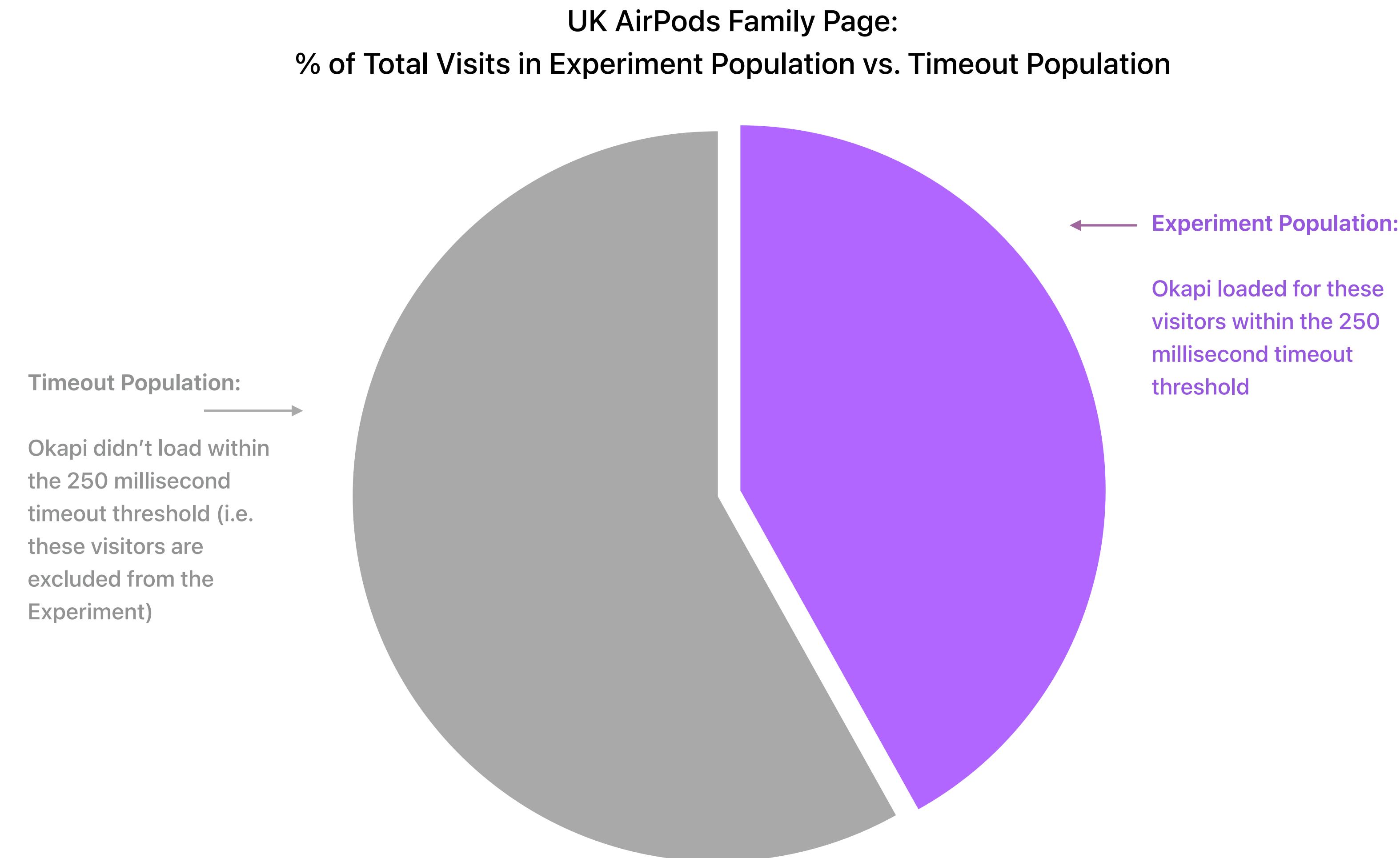
AirPods Pro Hero Banner Clickthrough Rate

+53%

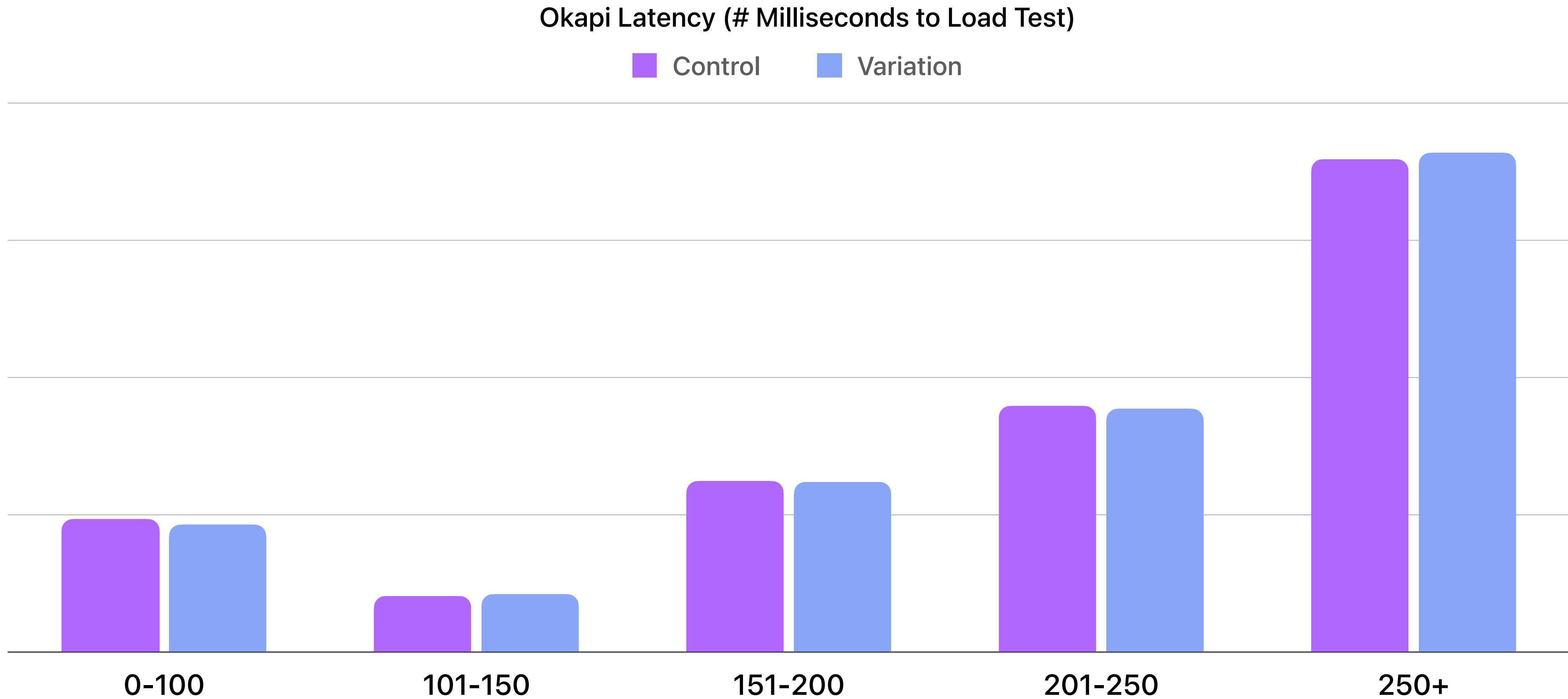
+105%

# For this test, we set an Okapi timeout threshold of 250 milliseconds. 42% of total UK AirPods Family Page visits made it into the test.

Note for Future Tests: We should also analyze results for the Timeout Population vs. Control to confirm there are no material differences between those segments (i.e. if timeout is entirely low-bandwidth visitors, then our A/B test results are skewed). 

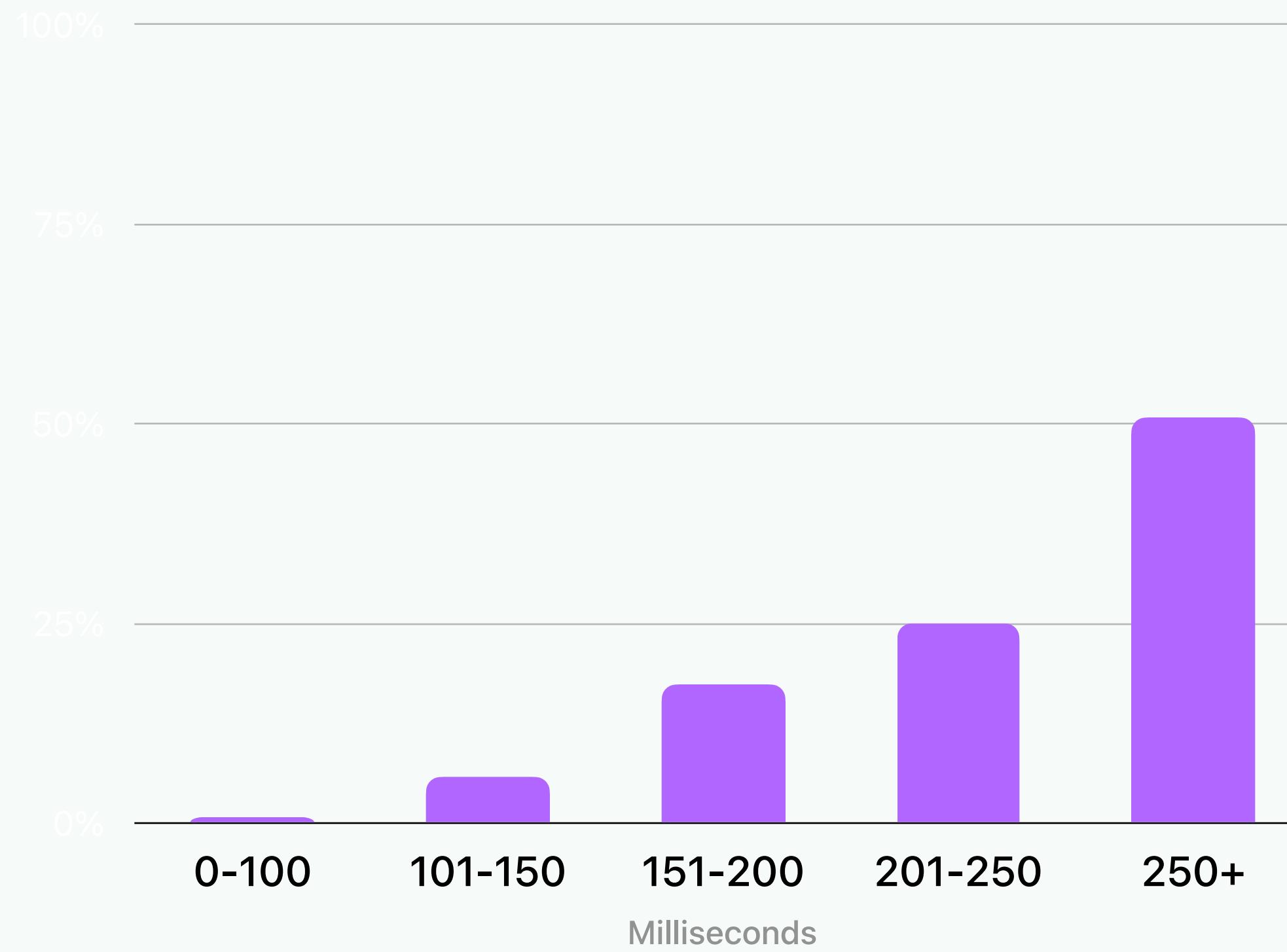


**Okapi platform is working as expected. For the Experiment population, traffic and latency distributions are practically identical across Control and Variation segments.**



**As expected, Okapi latency is longer for first-time visits. Fortunately, for repeat page visits (or repeat page loads), latency is very low.**

Okapi Latency:  
First-Time Visits to UK AirPods Family Page



Okapi Latency:  
Repeat Visits to UK AirPods Family Page

