Does a new supplement help people sleep better?

* Compare the new and old supplements in randomly controlled trials. Record lots of other relevant information of the patients who take the pills. Record feedback from patients. Factor in placebo affect in the control group. Stratify the groups by gender.

Will new uniforms help a gym's business?

* Trial the uniforms with various focus groups. Ask the focus groups what they think of each uniform. Only use two uniforms and ask enough people to detect any significant differences. Another strategy would be to advertise with both uniforms randomly per day. Depending on the context, this could also work.

Will a new homepage improve my online exotic pet rental business?

* Do A/B testing for the web page. Randomly have the web page generate one version or another with all visitors. Test people’s behavior for both web sites. Do some people stay longer or purchase more with one particular version of the webpage?

If I put 'please read' in the email subject will more people read my emails?

* Do A/B testing on all emails and randomly generate one version of the email for every client. Then test if a particular group of clients was more or less likely to respond after being randomized. You could stratify these group with important divisions in the clients if the numbers are limited.