* You're testing advertising emails for a bathing suit company and you test one version of the email in February and the other in May.
  + Demand is different in February and May
* You open a clinic to treat anxiety and find that the people who visit show a higher rate of anxiety than the general population.
  + People who come to a clinic are more anxious than people who don’t self select
* You launch a new ad billboard based campaign and see an increase in website visits in the first week.
  + Maybe website visits always go up at this time of the year
* You launch a loyalty program but see no change in visits in the first week.
  + Maybe loyalty is something you have to build up over years to see benefits