

A/B Testing

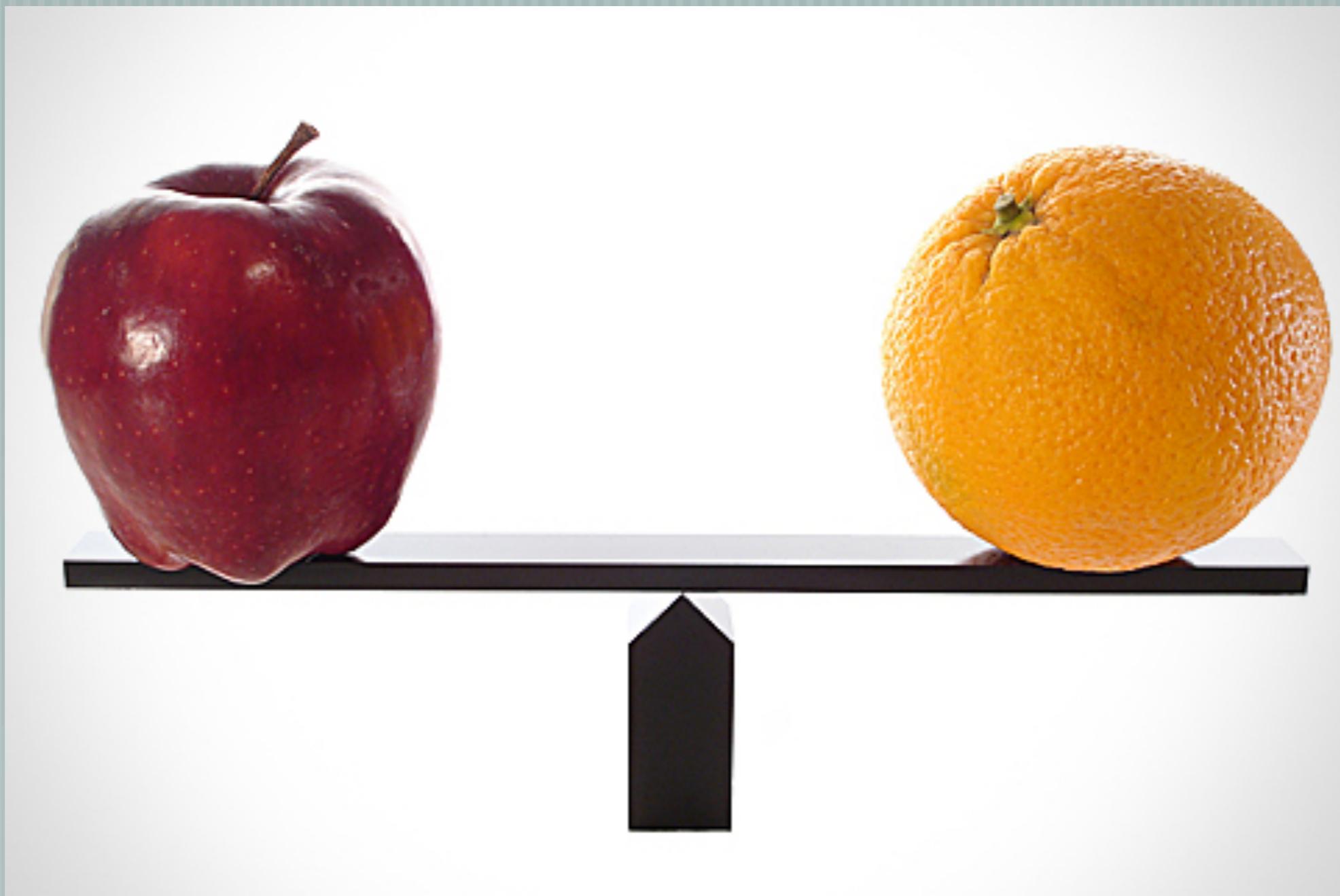
with

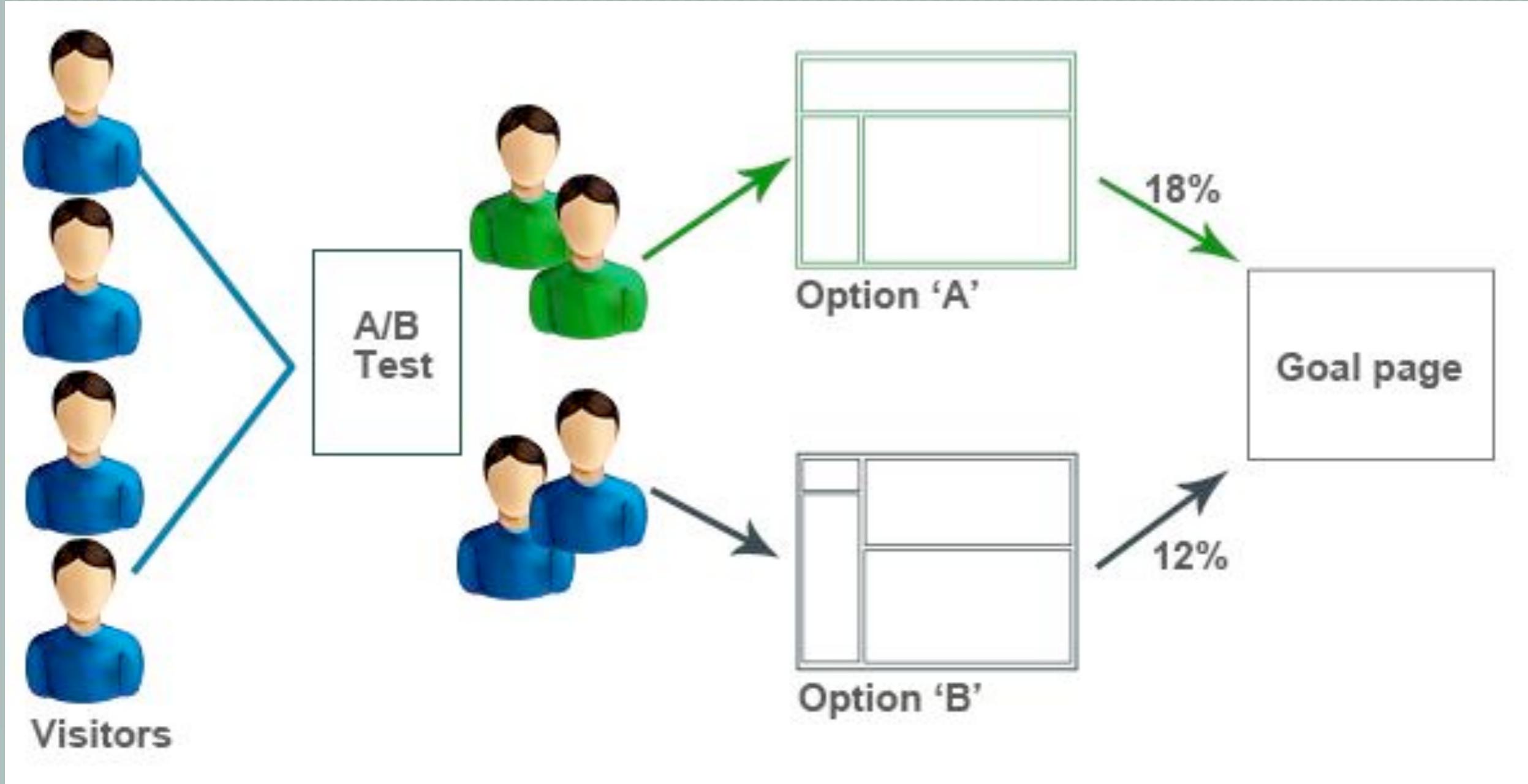


&



What is A/B Testing?





A/B testing allows you to test two or more versions of a webpage to determine which changes produce the desired results.



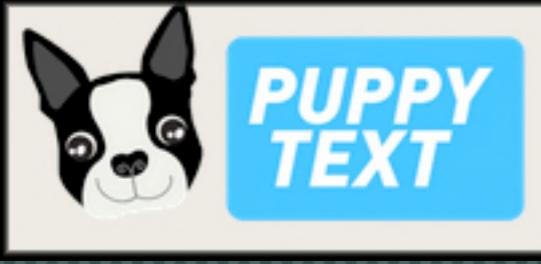
The country's largest not-for-profit for
young people and social change.

“Dee” - DeeZone (288060) & Peter - pleher (2257350)

A/B in Action...

with





Original

DO SOMETHING .ORG^{BETA}

ABOUT US CAMPAIGNS CAUSES AWESOME-THINGS

Use your phone to fight for the millions of puppies born in abusive factory farms.

MAY 21 - JULY 26

[Facebook Recommend](#) [Twitter Tweet](#)

Invite six friends to The Puppy Text.
They'll learn how to join the fight against puppy mills and you'll be entered to win a \$3,000 scholarship.

Your First Name: Your Cell #:

Friends' Cell #'s:

Friend's cell #: Friend's cell #:
Msg & data rates may apply. Text STOP to opt-out, HELP for help.
[Official Rules & Regulations](#)

PLAY

THE ISSUE SEND THE GAME STOP PUPPY MILLS



A) Spotted (Sad)

DO SOMETHING .ORG^{BETA}

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Your name: _____ Your cell #: _____

Friends' Cell #'s:

Friend's cell #: _____ Friend's cell #: _____

Friend's cell #: _____ Friend's cell #: _____

Friend's cell #: _____ Friend's cell #: _____

PLAY

Msg & data rates may apply. Text STOP to opt-out, HELP for help.
[Official Rules & Regulations](#)

THE ISSUE SEND THE GAME STOP PUPPY MILLS



B) Fence (Jail)

DO SOMETHING.ORG^{*BETA}

ABOUT US CAMPAIGNS CAUSES AWESOME-THINGS

PUPPY TEXT

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MAY 21 - JULY 26

Facebook Recommend Twitter Tweet

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Your name: Your cell #:

Friends' Cell #'s:

Friend's cell #: Friend's cell #:

Friend's cell #: Friend's cell #:

Friend's cell #: Friend's cell #:

PLAY

Msg & data rates may apply. Text STOP to opt-out, HELP for help.
[Official Rules & Regulations](#)

GO TO:
SCHOLARSHIP
PUPPY MILLS
HOW IT WORKS
QUESTIONS?

Got questions? Email Hilary at puppy@dosomething.org!

END THE GAME



Golden (Super Cute)

HELP CENTER SIGN IN

DO SOMETHING^{BETA}.ORG

ABOUT US CAMPAIGNS CAUSES AWESOME-THINGS

Use your phone to fight for the millions of puppies born in abusive factory farms.

MAY 21 - JULY 26

Invite six friends to The Puppy Text.
They'll learn how to join the fight against puppy mills
and you'll be entered to win a \$3,000 scholarship.

Your First Name: Your Cell #:

Your name: Your cell #:

Friends' Cell #'s:

Friend's cell #: Friend's cell #:

Friend's cell #: Friend's cell #:

Friend's cell #: Friend's cell #:

PLAY

Msg & data rates may apply. Text STOP to opt-out, HELP for help.
[Official Rules & Regulations](#)

THE ISSUE SEND THE GAME STOP PUPPY MILLS



Golden2 (Super Cute v2)

DO SOMETHING .ORG^{BETA}

ABOUT US **CAMPAIGNS** **CAUSES** **AWESOME-THINGS**

PUPPY TEXT

Use your phone to fight for the millions of puppies born in abusive factory farms.

MAY 21 - JULY 26

Invite six friends to The Puppy Text.

They'll learn how to join the fight against puppy mills and you'll be entered to win a \$3,000 scholarship.

Your First Name: _____ Your Cell #: _____

Your name: _____ Your cell #: _____

Friends' Cell #'s:

Friend's cell #: _____ Friend's cell #: _____

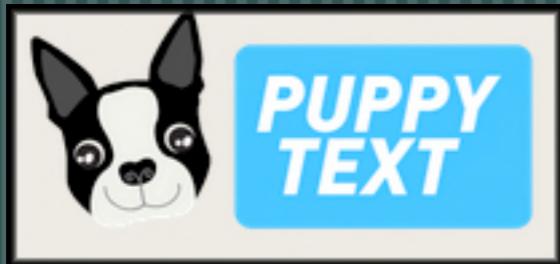
Friend's cell #: _____ Friend's cell #: _____

Friend's cell #: _____ Friend's cell #: _____

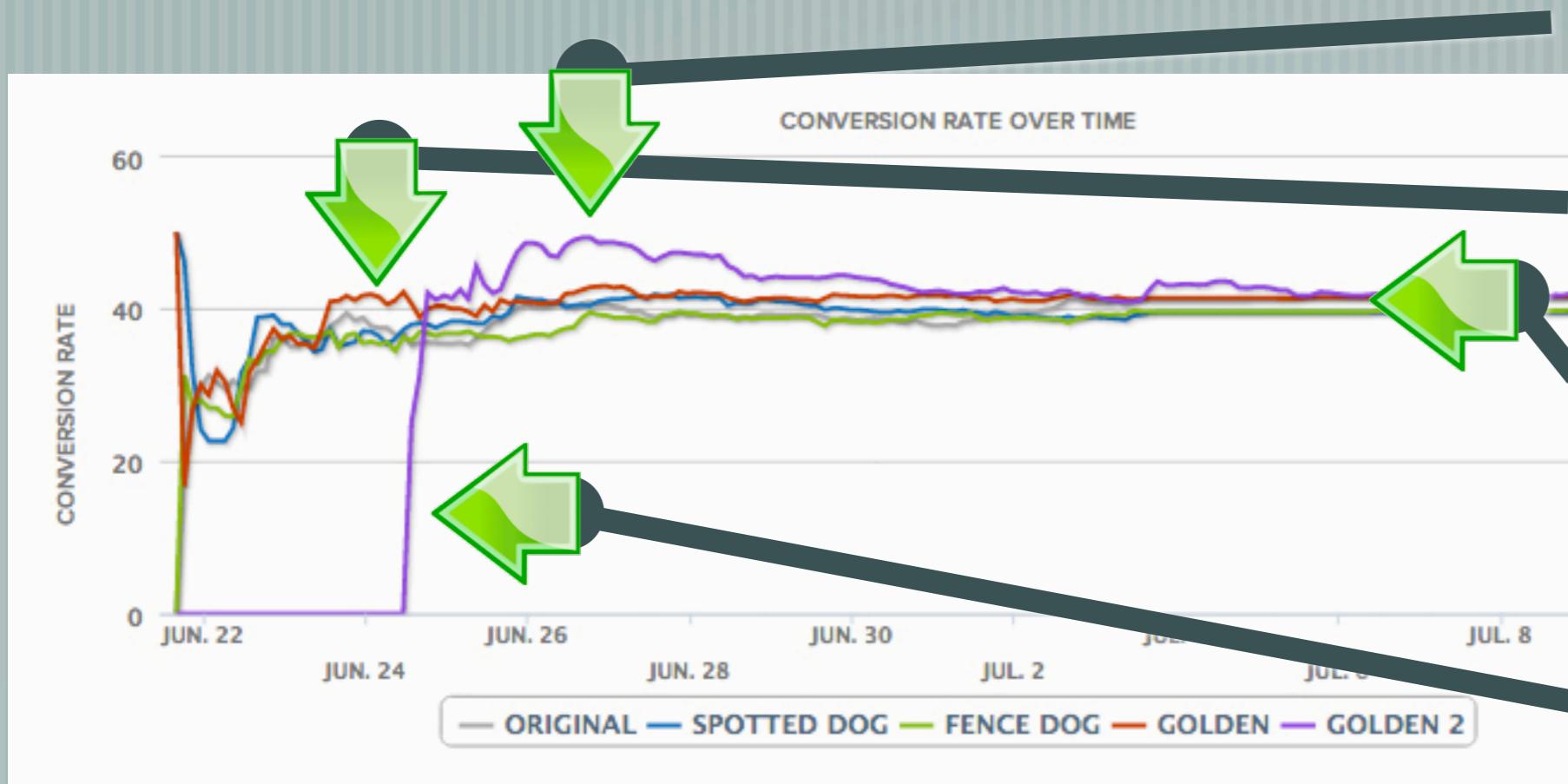
PLAY

Msg & data rates may apply. Text STOP to opt-out, HELP for help.
[Official Rules & Regulations](#)

THE ISSUE SEND THE GAME STOP PUPPY MILLS



Puppy Results



Peak Results after "Tweek"
"Golden2"
"Golden"
Data
"Normalization"
Introduction of
alternative "Golden"

Pics for Pets Gate t1

Set Up Goals

Start Experiment

Experiment Variations

Saved 2 days ago



Saved



Undo



Redo

< Original

cell optional

placeholder text + cell ...

submit button

see the pets button >

Editing Mode

Interactive Mode

Options



PICS FOR PETS

Over half of the **5 to 7 million** pets that enter shelters are put to sleep. Help save their lives just by hitting "share."

Connect with Facebook

first

last

email

cell

password

birthday

 MM DD YYYY

REGISTER

Base

HOW IT WORKS

1. Browse our gallery of animals who need homes
2. Share your favorites with friends to earn food and toys for the animals
3. Visit your local shelter to take photos for a chance to win a \$4,000 scholarship

Pics for Pets Gate t1

Set Up Goals

Start Experiment

Experiment Variations

Saved 2 days ago

Saved

Undo

Redo

< Original

cell optional

placeholder text + cell ...

submit button

see the pets button >

Editing Mode

Interactive Mode

Options



PICS FOR PETS

Over half of the **5 to 7 million** pets that enter shelters are put to sleep. Help save their lives just by hitting "share."

Connect with Facebook

first

last

email

cell [optional]

password

birthday

 MM DD YYYY

REGISTER

v1
Cell (optional)

Pics for Pets Gate t1 /

Set Up Goals

Start Experiment

Experiment Variations

Saved 2 days ago

Saved

Undo

Redo

< optional

placeholder text + cell ...

submit button ▾

see the pets button

+ Add Variation >

Editing Mode

Interactive Mode

Options



PICS FOR PETS

Over half of the 5 to 7 million pets that enter shelters are put to sleep. Help save their lives just by hitting "share."

f Connect with Facebook

first

last

email

cell

password

birthday

 MM DD YYYY

SUBMIT

v3
"Submit"

Pics for Pets Gate t1

Set Up Goals

Start Experiment

Experiment Variations

Saved 2 days ago

Saved

Undo

Redo

< optional

placeholder text + cell ...

submit button

see the pets button

+ Add Variation

>

Editing Mode

Interactive Mode

Options



PICS FOR PETS

Over half of the 5 to 7 million pets that enter shelters are put to sleep. Help save their lives just by hitting "share."

f Connect with Facebook

first

last

email

cell

password

birthday

MM	DD	YYYY
----	----	------

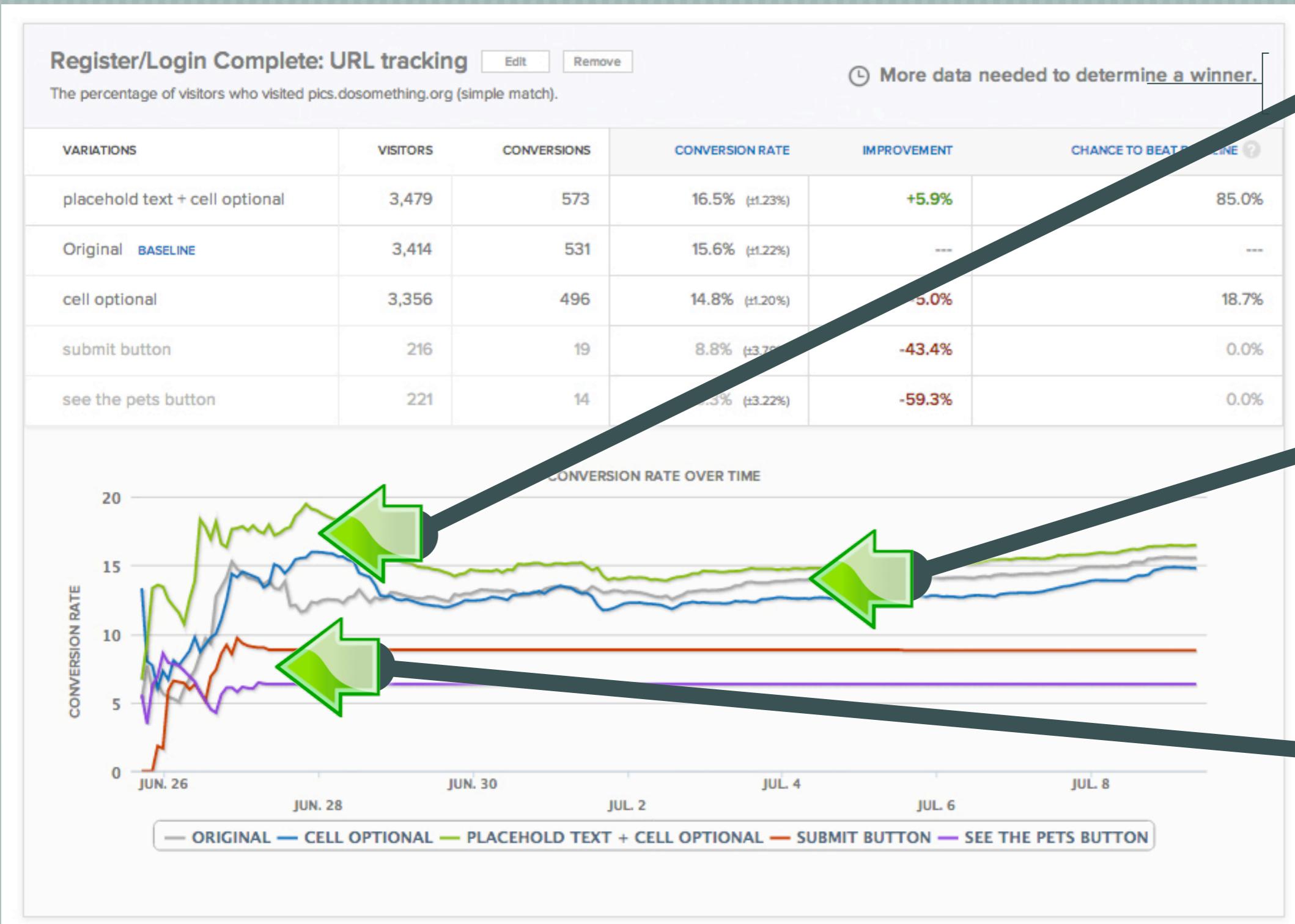
SEE THE PETS

v4

"See the Pets"



The Results



Peak Results
“Cell Optional”
“Cell Optional + Text”

Data
“Normalization”
Sample Size? Confidence level?

Forget:
“See the Pets”
“Submit”



Drupal™

Under the Hood

Optimizely
Website A/B testing you'll actually use

News: Optimizely featured on Bloomberg! [Watch it now.](#)

Dashboard Experiments ▾ Implementation jcusano@dosomething.org ▾



Features & Benefits

Pricing

Customers

Resources

Jobs

A/B testing you'll actually use.

Website optimization made easy.

Watch it in action

Type in a URL to try it out

Test it Out

Over 4,500 Happy Customers



FICO



the guardian

CBS

The
WALT DISNEY
Company

TC

PROJECTS

▶ 25k Women (not in binders)

▶ Ben's Tests

▶ Ben: Share a Stat Testing

▶ Beta + Gate Testing

▶ Campaign Microsite Trackin...

▶ Crystal: Club Testing

▶ Crystal: Club Testing 2

▶ Dee Tests

▶ JULIE

▼ Josh's Stuff

▶ Experiments

▶ Visitor Segments

▶ My Project

▶ Petitions Tracking

▶ Pets for Rails

▶ Ravelle: Content Testing

▶ product_fantini

[Create New Project](#)[View archived projects](#)

Josh's Stuff

EXPERIMENTS

VISITOR SEGMENTS

Create Experiment

Project Settings

<Project Code> 42.1 KB

EXPERIMENT NAME

STATUS

VISITORS

SCHEDULED

GOALS

LAST MODIFIED

i heart dad 2

Running

3,515

✓

3

Jul 3, 2013

i Heart dad img

Paused

10,988

✓

9

Jul 3, 2013

puppy text

Running

6,716

3

Jul 3, 2013

Edit

Preview

Dr

View Results

Th

Pause

Ar

Archive

Delete

Duplicate to...

Experiments

Running experiments reduces

snippet? View Archived

Projects

Experiment

Admin
Experiment

Project Code - “Snippet”

The screenshot shows the Optimizely interface for a project named "Josh's Stuff". In the top right corner, there is a red box around the text "<Project Code> 42.1 KB". A large green arrow points upwards from the bottom right towards this text. Below it, another red box highlights a code block containing a script tag with the ID "251425352". A second green arrow points upwards from the bottom right towards this code block. The code is as follows:

```
<script src="//cdn.optimizely.com/js/251425352.js">
</script>
```

On the far right of the page, there is a red box containing the number "251425352".

PROJECTS

- ▶ 25k Women (not in binders)
- ▶ Ben's Tests
- ▶ Ben: Share a Stat Testing
- ▶ Beta + Gate Testing
- ▶ Campaign Microsite Trackin...
- ▶ Crystal: Club Testing
- ▶ Crystal: Club Testing 2
- ▶ Dee Tests
- ▶ JULIE
- ▼ **Josh's Stuff**
 - Experiments
 - Visitor Segments
- ▶ My Project

Experiments ▶ Implementation Jcusano@dosomething.org ▶

Josh's Stuff

EXPERIMENTS

Active Experiments

EXPERIMENT NAME	STATUS
i heart dad 2	Running
i Heart dad img	Paused
puppy text	Running

6,972 3 Jul 3, 2013

Draft Experiments

There are no draft experiments.

Archived Experiments

Did you know archiving experiments reduces the size of your snippet? [View Archived Experiments](#)

JS File Size
42.1kb

JS Call to enable project on web page.
“Project Code”



Optimizely 7.x-2.10 Module



Admin Settings

Home » Administration » Configuration » System » Optimizely

Optimizely 

PROJECT LISTING

ADD PROJECT

ACCOUNT INFO

Add the Optimizely account ID supplied by the Optimizely website. The account ID is essential to setting up the initial site wide default project entry.

In order to use this module, you'll need an [Optimizely](#) account. A Free 30 day trial account is available.

Most of the configuration and designing of the A/B tests is done by logging into your account on the [Optimizely website](#).

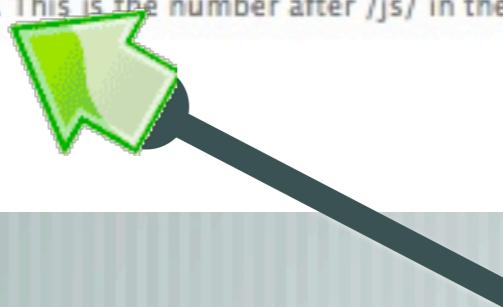
The default Project javascript (js) file (snippet) uses the Optimizely account ID for it's file name. The "Default" / first project entry in the [Project Listing](#) page uses the account ID value for the Project Code setting. The Default project entry targets all pages site wide with it's initial settings. Enabling this entry will result in the initial Optimizely experiments running site wide.

Optimizely ID Number *

251425352

Your Optimizely account ID. This is the number after /js/ in the Optimizely Tracking Code that's applied to the web pages of the site.

Submit



251425352

The account Number and the initial Project Code are the same

Project Listing

Home » Administration » Configuration » System

Optimizely 

PROJECT LISTING

ADD PROJECT

ACCOUNT INFO

A listing of the Optimizely projects. Each entry can be enabled / disable and included / excluded for specific or wildcard paths. Enabled entries are highlighted in green while disabled entries are in red. The top, "Default" entry can not be deleted but its settings can be adjusted or completely disabled.

The goal of having multiple projects is to minimize the size of the Optimizely hosted javascript file. If all experiments are contained in a single file and processed on every page load there may be an issue with decreased page load time. Having multiple projects and loading them on specific paths that apply to the experiments helps to minimize the size of the file and eliminate processing unused javascript on the user's browser.

• Add Project Entry

ENABLED	PROJECT TITLE	UPDATE / DELETE	PATHS	PROJECT CODE
<input checked="" type="checkbox"/>	Default	Update / Default Entry	Include: • *	251425352
<input type="checkbox"/>	test 1	Update / Delete	Include: • <front> • about • contact	12345
<input type="checkbox"/>	test 2	Update / Delete	Include: • <front> • apply	4567

Ajax
Enable / Disable

Path conflict “*”

Project Code
251425352

Add Project

/admin/config/system/optimizely/add_update

Home » Administration » Configuration » System » Optimizely

Optimizely 

PROJECT LISTING

ADD PROJECT

ACCOUNT INFO

Add or edit specific project entries. Each entry should have an Optimizely project / experiment assigned to it, as well as a range of website paths where the Optimizely javascript hosted file should be included.

In order to use this module, you'll need an [Optimizely account](#). A Free 30 day trial account is available.

- Add the account ID to the [Account Info](#) settings page to be able to enable this entry.

The basic configuration and design of the A/B tests is done by logging into your account on the [Optimizely website](#).

Project Title *

Descriptive name for the project entry.

Optimizely Project Code *

The Optimizely javascript file name used in the snippet as provided by the Optimizely website for the project.

Enable/Disable Project

Enable project

Disable project

Include/Exclude Optimizely Snippet on specific pages or paths.

Only the listed pages

All pages except those listed

Include/Exclude Optimizely snippet / javascript on specific pages or paths. The use of wildcards ("*") and "" is supported.

Set Path Where Optimizely Code Snippet Appears

Enter the path where you want to insert the Optimizely Snippet. For Example: "/clubs/*" causes the snippet to appear on all pages below "/clubs" in the URL but not on the actual "/clubs" page itself.

Add

Cancel

"Project Code"
number from
Optimizely website

251425352

Update Project

/admin/config/system/optimizely/add_update/2

Home > Administration > Configuration > System > Optimizely > Add Project

Optimizely Edit Project

In order to use this module, you'll need an [Optimizely account](#). A Free 30 day trial account is available.

The basic configuration and design of the A/B tests is done by [logging into your account on the Optimizely website](#).

Project Title *

Descriptive name for the project entry.

Optimizely Project Code *

The Optimizely javascript file name used in the snippet as provided by the Optimizely website for the project.

Enable/Disable Project

Enable project

Disable project

Include/Exclude Optimizely Snippet on specific pages or paths.

Only the listed pages

All pages except those listed

Include/Exclude Optimizely snippet / javascript on specific pages or paths. The use of wildcards ("*") and "" is supported.

Set Path Where Optimizely Code Snippet Appears

```
<front>  
about  
contact
```



Enter the path where you want to insert the Optimizely Snippet. For Example: "/clubs/*" causes the snippet to appear on all pages below "/clubs" in the URL but not on the actual "/clubs" page itself.

[Update](#)

[Cancel](#)

Each path must be
- unique between
projects
- a valid path on
the site

Cache Refresh



- The project entry has been updated.
- Page cache has been cleared based on the project path settings.

CDN Call

A screenshot of a browser's developer tools "view-source" feature. The address bar shows "view-source:loc.drupaltraining.site/about". The page content is a series of script tags. One specific script tag is highlighted with a red box: "". This indicates that the page is making a call to a JavaScript file hosted on a Content Delivery Network (CDN).

```
Click to go back, hold to see history
82 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/ad
83 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/ad
84 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/co
85 <script type="text/javascript" src="http://cdn.optimizely.com/js/12345.js"></script>
86 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/pa
87 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/n
88 <script type="text/javascript" src="http://loc.drupaltraining.site/sites/all/modules/n
```

CDN: content delivery network

Bang! for your Buck \$\$\$



= Actions

Fake Doors / Smoke Screens



[ABOUT US](#)[CAMPAIGNS](#)[CAUSES](#)[AWESOME-THINGS](#)

Featured Campaign

HELP 25,000 WOMEN IN NEED
WITH THE POWER OF A TEXT

25,000
WOMEN

JULY 19 - SEPT 13

START

Interest?

Sponsors Who Rock



Become a Member

Why become a member?

[Log In with Facebook](#)

or

First Name

Last Name

Cell or email

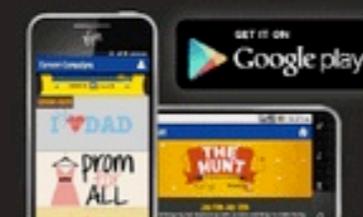
GO
or sign in

Social Stream

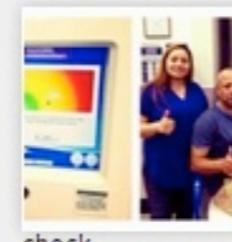
[Twitter Stream](#)

[Recent Activity](#)

Download Our Android App



What's Happening Now



The Life-Saving Gift This
Teen Gave Her Dad

Learn what Kimberly
Sandoval is doing to keep
her dad's blood pressure in
check.



STEM-CAM: Making Math &
Science Fun Since 2012

If you associate Math and
Science with the word
"boring" you should check
what Samantha Rizzuto is doing.



Featured Club:
Montgomery
DoSomething.org Club

How they PB&J'ed their
way to making a difference.

Share of the Day

"Over 40% of teen auto deaths
occur between the hours of 9 p.m.
and 6 a.m."

8.7k 2,292

[Like](#) [Tweet](#)

Action Finder

What Cause?

Who With?

Where?

How Long?

GO

Project Page

drupal.org/project/opimizely

Recommended releases

Version	Downloads	Date	Links
7.x-2.10	tar.gz (21.36 KB) zip (25.82 KB)	2013-Jul-10	Notes
6.x-1.2	tar.gz (8.43 KB) zip (9.12 KB)	2012-Feb-04	Notes

Development releases

Version	Downloads	Date	Links
7.x-2.x-dev	tar.gz (21.51 KB) zip (26.64 KB)	2013-Jul-10	Notes

Project Information

Maintenance status: [Actively maintained](#)

Development status: [Under active development](#)

Module categories: Third-party Integration

Reported installs: 112 sites currently report using this module. [View usage statistics.](#)

Downloads: 688

Last modified: July 10, 2013



Experiment listing in Projects

Filter by User Roles for each Experiment

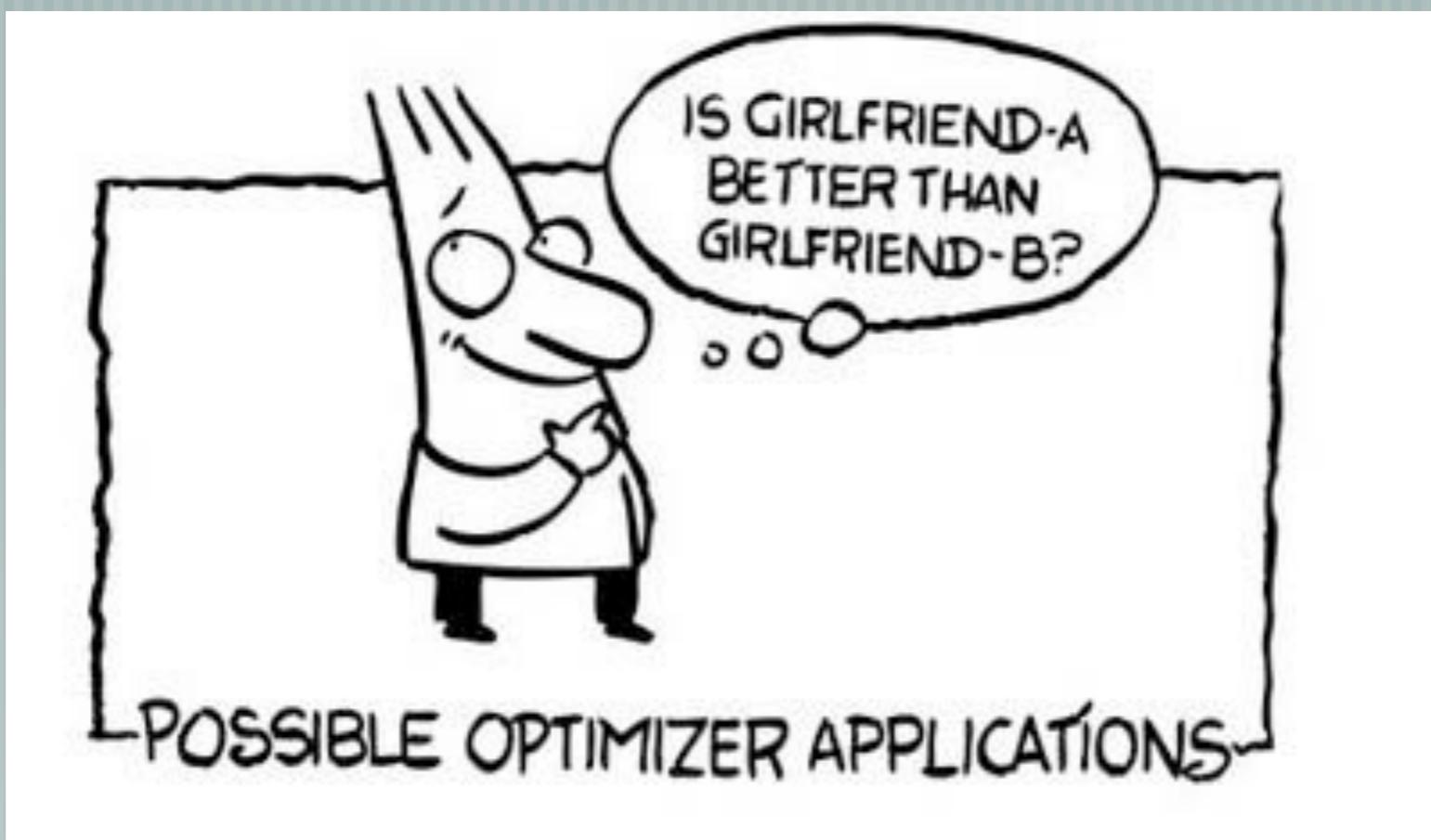
Filter by user location - city, state, country

Bucket user into different experiments on repeat visits
to experiments (cookie)

???



Drupal™



Optimizely
Website A/B testing you'll actually use



Up next...

Drulenium - Testing made easy

Tech Nikh

