1. 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.

In February people are less concerned about shopping for bathing suits since they are for the summer months. However, sunny weathered months vary from country to country, so it is important to note where the potential customer who is receiving the email lives. The effectiveness of a bathing suit ad could be tested in the same month in two countries where the weather is always suitable for a trip to the beach. Also need to keep in mind the age and gender distribution in each group. Men and women will wear different bathing suits as will older and younger people.

1. You open a clinic to treat anxiety and find that the people who visit show a higher rate of anxiety than the general population.

Not everyone who suffers from anxiety, seeks help so that claim cannot be made. The sample size is entirely too small to make a claim about the entire population.

1. You launch a new ad billboard based campaign and see an increase in website visits in the first week.

The timeframe should be increase to a few months. Within the first week you expect the most visits because the advertisement is brand new. Also, it should be noted where this billboard is being placed. Is it on a highway where cars may be going too fast to see it?

1. You launch a loyalty program but see no change in visits in the first week.

Within the first week there shouldn’t be any change in visits because the loyalty program is too new. It takes time to accumulate rewards or points to be used at a later date. Also there should be some form of email or notice about this new program otherwise new and old customers will not be aware of it.