



Splash Page A/B Testing

Oct 6, 2015



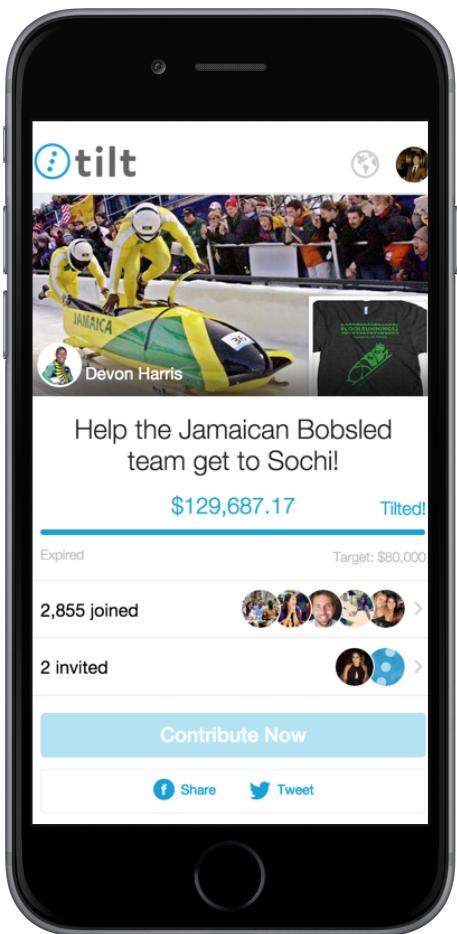
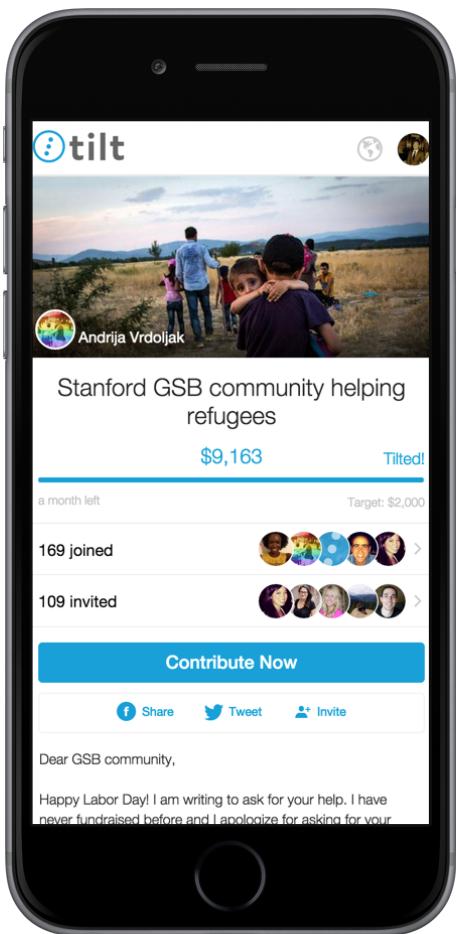
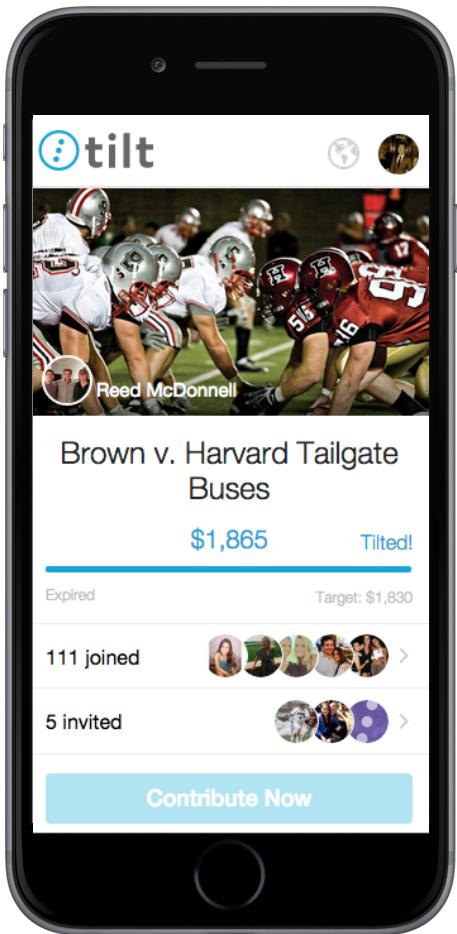


**Tilt is the easiest way to
collect money from a group.**

Who uses Tilt?



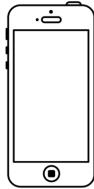
What are they doing on Tilt?





+Retention

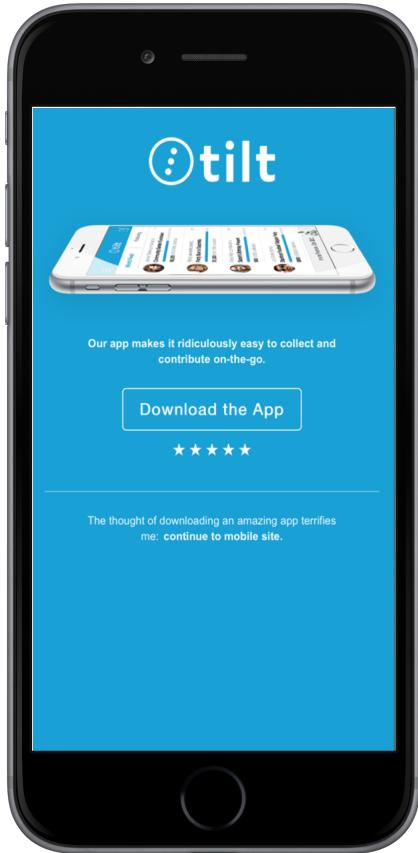
organizers become
repeat organizers



+Virality

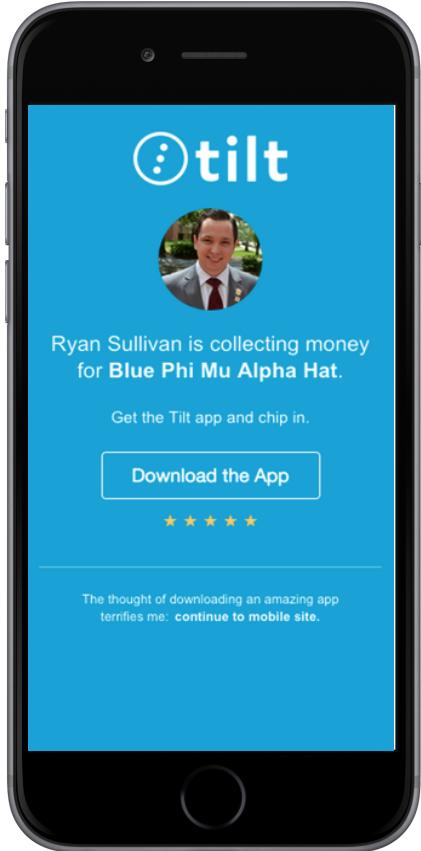
contributors *convert*
to organizers

Big driver of Installs - Splash Page



- Introduced the splash page as an experiment
- Automatic re-direct into the app
- Huge spike in installs +40%, minimal impact to contributions
- Started iterating
- Results compound with traffic!

Splash Page Iteration #1



Iteration #1

- **Hypothesis: personalization increases conversion**

“Download the App”

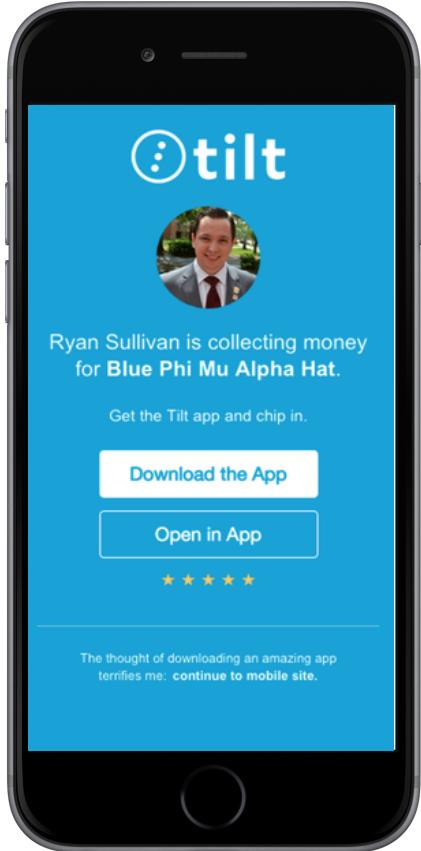
+20%

“Continue to Mobile Web

-16%

no impact to contributions

Splash Page Iteration #2



Iteration #2

- **Hypothesis: We were splash existing app users**

Increase in Download the App + Open in App

+140%

+20% in Mobile DAUs

no impact to mobile web

no impact to contributions



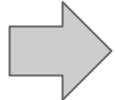
What we couldn't measure

- What happened once they got into the app?
- How did new vs. existing users behave?
- College Users vs. Non College?

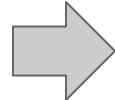


What we couldn't measure

- What happened once they got into the app?
- How did new vs. existing users behave?
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SNOWPLOW



- Record events cross platform
- Process of data enrichment
- Identify stitching
- Own our own data



Example

Mobile Web



branch

App



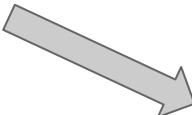
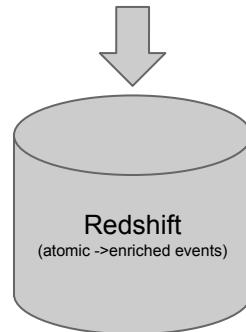
App/Api



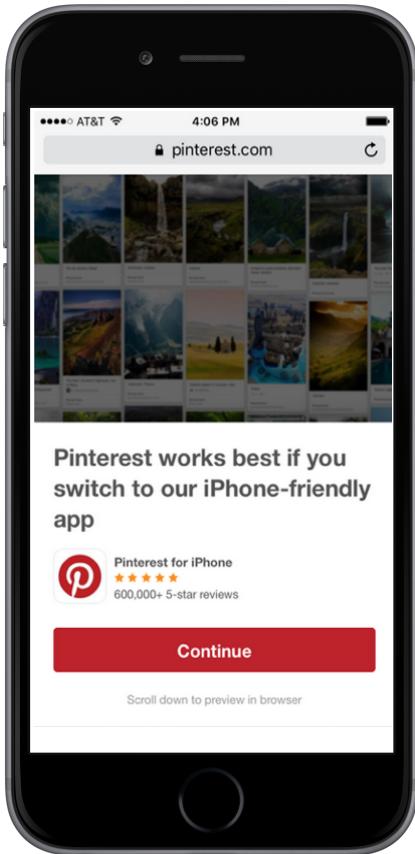
Snowplow Struct Event:
“Click Install”
{Experiment Context}
{Tilt Page Context}
{User Context}

Snowplow Struct Event (iOS)
{Experiment Context}
{Branch Context}
{Tilt Page Context}
{User Context}

**Downstream iOS
Events/Screen views/Api
events**



← Id stitching, FTLT



Iteration #3

- **Hypothesis: making the “download app” part of the page and allow users to scroll to continue on mobile web will be more intuitive**
 - Easy web to app attribution
 - Marketing attribution (first touch last touch)
 - Contexts



TILT THE WORLD!