Does a new supplement help people sleep better?

* **Two versions:**

2 groups of people that don’t sleep well

* **Sample**

 You want the 2 groups to be similar:

gender, age, job, physical activities

* **Hypothesis**

The new supplement will help people sleep better

* **Outcome(s)**

Key metrics: By how their sleep has improved (how long they sleep for?)

Will new uniforms help a gym's business

* **Two versions:**

2 groups of gym: sites with new uniform, sites with the current one

* **Sample**

 Ensure the customers visiting these 2 sites are similar profile: age group, gender, wealth, gym usage…

* **Hypothesis**

The new uniform will increase subscription

* **Outcome(s)**

Key metrics: incremental number of subscription

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

* **Two versions:**

2 versions of homepage that randomly appears

* **Sample**

Rotate randomly the homepage and track customer online journey for each of them

* **Hypothesis**

The new homepage will perform better

* **Outcome(s)**

Key metrics: Incremental traffic / sales

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

* **Two versions:**

2 versions of emails

* **Sample**

 Ensure the people profile are similar: Same level of loyalty, engagement with the company, age, send both emails at the same time…

* **Hypothesis**

The ‘please read’ subject will perform better

* **Outcome(s)**

More email opens