Etsy's Product Development with Continuous Experimentation

November 8th, 2012
QCon San Francisco

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Thursday, November 8, 12

Deploy
Experiment
Example
Takeaways

The world's handmade and vintage marketplace.

Etsy

Register   Sign In   Search for items and shops   Search   Cart

Browse

Art

Home & Living

Jewelry

Women

Men

Kids

Weddings

Vintage

Supplies

Accessories for iPhone

Holidays

Daily Finds Email

Get gift ideas, editors' picks & fresh trends in your inbox.

Enter your email

Sign Up

See our other newsletters.

More Ways to Shop

Categories

Gift Cards

Colors

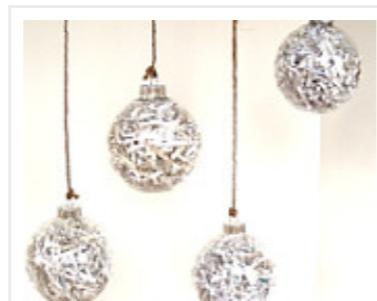Treasury

Shop Local

Introducing Etsy Gift Cards, the choose-your-own-adventure gift!

Let the Giving Begin

Handpicked Items   See more   Picked by violasboutique

Set of 4 Damaged Goods Or…
airyobsessions $25.00 USD

Embroidered Hoop "Merry Ch…
merriweathe… $50.00 USD

Advent calendar zakka style …
arch190 $77.17 USD

Needle Felted Gnome, green…
feltjar $15.00 USD

modern ceramic Star bowl ca…
OneClayBead $9.00 USD

Mistletoe Art print of original …
TheJoyofColor $21.00 USD
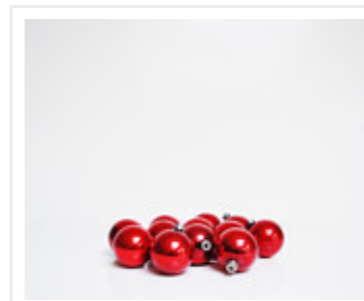
Disturbance - Modern Pillow …
ClothandINK $36.00 USD
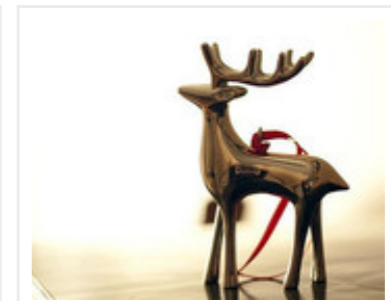
Modern Christmas Tree Lino…
RetroModer… $20.00 USD

Christmas Stocking. Large St…
bluestitchha… $28.00 USD

Joy Holiday Decor, Christma…
AppleWhite $42.00 USD

Glass Christmas Tree Ornam…
thewhitepep… $13.50 USD

Christmas Ornament Photogr…
Raceytay $15.00 USD

Etsy

leather ipad sleeve   Search

🛒 Cart

- ● **All Items**
- ○ Handmade   1,710
- ○ Vintage   3
- ○ Supplies   4

Handmade
Bags and Purses   1,290
Accessories   329
Geekery   86
Needlecraft   1
Everything Else   1

Vintage
Bags and Purses   3

Show Only
☐ Your Favorites
☐ Accepts Etsy Gift Cards

Shop Location
● All locations
○ [Enter location] ▶

☑ Ships to United States
  Change

Price
● All prices
○ $ [   ] to $ [   ] ▶

---

leather ipad sleeve 1,714 items

Sort by: **Relevancy** ▼

Ships to United States ×

Sponsored

Brown Burgundy Stingray Le…
Yehia $299.00 USD

New IPad 3 and 4 Full case …
PicasoLab $68.00 USD

HUGE SALE World Traveler …
lovetojournal… $53.55 USD

Leather Canvas 13-inch Lapt…
xmhazel $39.00 USD

Leather Ipad Sleeve/ Case/ E…
BayTowneL… $74.00 USD

Buckled leather iPad sleeve …
LUSCIOUSL… $99.00 USD

Distressed thick brown leathe…
sord $68.00 USD

4mm Thick Tan Leather iPad …
FleurdeLeather $79.00 USD

Leather iPad Sleeve / Case - …
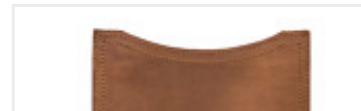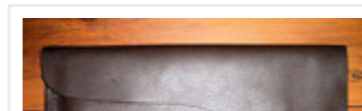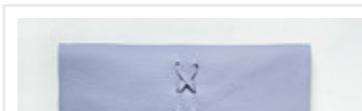LWleatherw… $84.00 USD

Leather iPad Sleeve/ Case/ F…
giordanoart $75.00 USD

Hand Stitched Tan Leather Ip…
zassicleather $100.00 USD

Brown Faux Leather iPad Sle…
begforabag $35.00 USD

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Etsy   Register   Sign In   [Search for items and shops]   Search   🛒 Cart

$74.00 USD   Only 1 available

💜 Favorite

Like this item?
Add it to your favorites to revisit it later.

Add to Cart

💜 Favorite

Leather Ipad Sleeve/ Case/ Envelope/ Folio for IPAD 2 or 3. Full Grain Veg Tan Leather. Handmade by BayTowneLeatherUSA.

🔍 zoom

Shop

BayTowneLeatherUSA
BayTowneLeatherUSA

38
items

❤ Add shop to favorites

💓 See who favorites this shop

Shop owner

Roger
Marion, Illinois, United States

Favorites
Circle
Feedback: 27, 100% pos.

Contact

This luxurious/rugged and well built IPAD case will protect your IPAD in style. Or you can use it as a folio to carry your necessities . Luxurious enough for use at the office, and rugged enough for use on the trail.

Made of beautiful - rugged 5/6 oz. Premium veg tan leather (which will break in beautifully) ; it will develop a wonderful natural patina over time as only full grain veg tan leather can do. (Gets better with age)

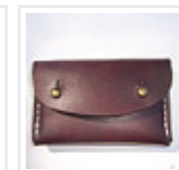***I make these cases ONE BY ONE as orders are received***

Item

❤ Add item to favorites

💓 See who favorites this item

Over 15M items from 800k shops in 150 countries

1.4B pageviews per month

40M unique visitors per month

$525M sales in 2011

30 deploys per day by 200+ people = over 10,000 deploys in 2011.

This is continuous delivery at Etsy.

Deploy
Experiment
Example
Takeaways

Updated about page. Added Ashley, removed T

Browse code

atuccero authored a month ago | 1 parent 7ba588222f | commit 3ad94a4ca3f8ea51f9a3a6ff99bb96323b200af7

Showing **2** changed files with **1** addition and **1** deletion.

Show Diff Stats

BIN ■■■■■■ **View file @ 3ad94a4**

2 ■■■■■ **View file @ 3ad94a4**

```
      @@ -342,6 +342,7 @@
342  342        <li><img src="/images/team/amoodie.jpg" rel="amoodie" /><label>Aaron</label></li>
343  343        <li><img src="/images/team/acorrie.jpg" rel="acorrie" /><label>Anda</label></li>
344  344           <li><img src="/images/team/apeterson.jpg" rel="apeterson" /><label>Andrew</label></li>
     345  +         <li><img src="/images/team/atuccero.jpg" rel="atuccero" /><label>Ashley</label></li>
345  346           <li><img src="/images/team/bwilliams.jpg" rel="bwilliams" /><label>Brittany</label></li>
346  347           <li><img src="/images/team/candrews.jpg" rel="candrews" /><label>Chesley</label></li>
347  348           <li><img src="/images/team/ccosentino.jpg" rel="ccosentino" /><label>Chris</label></li>
     ...  @@ -373,7 +374,6 @@
373  374           <li><img src="/images/team/rhunt.jpg" rel="rhunt" /><label>Randy</label></li>
374  375           <li><img src="/images/team/scusano.jpg" rel="scusano" /><label>Sam</label></li>
375  376           <li><img src="/images/team/tholley.jpg" rel="tholley" /><label>Tim</label></li>
376       -        <li><img src="/images/team/tnguyen.jpg" rel="tnguyen" /><label>Truong</label></li>
377  377           <li><img src="/images/team/vgupta.jpg" rel="vgupta" /><label>Vineet</label></li>
378  378           <li><img src="/images/team/wkonu.jpg" rel="wkonu" /><label>Wolasi</label></li>
379  379           </ul>
```

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Continuous Delivery
Why We Like It

- **Less scary, small and frequent**
- **Move faster**
- **More empowering**
- **Breeds confidence**

Buy   Sell   Registry   Community   Blogs   Mobile   Gift Cards

Hi, Frank.   Your Shop   Your Account   Help   Sign Out

Etsy

244   19

Search for items and shops   Search

1 Cart

1 Item in Your Cart

Keep Shopping

Order from ThisCharmingManCave   ♥ ✕

Darn. This item can't be purchased right now.

2 Vintage Rubber Stamps - 1960's - Crown
Rubber Stamp Co - Justrite Stamp Co - Back to
School

$18.00 USD

This item is currently unavailable.

Move to favorites   Contact shop owner   Remove

Blog   About   Contact   Press   Developers   Careers   Terms   Privacy   Copyright

Buy Sell Registry Community Blogs Mobile Gift Cards

Hi, Frank. Your Shop Your Account Help Sign Out

Etsy 244 19 ♥ 🏪 Search for items and shops Search 🛒 Cart

1 Item in Your Cart

Keep Shopping

Order from ThisCharmingManCave ▾ ✕

Darn. This item can't be purchased right now.

2 Vintage Rubber Stamps - 1960's - Crown

Order from ThisCharmingManCave ▾ ✕

Darn. This item can't be purchased right now.

2 Vintage Rubber Stamps - 1960's - Crown
Rubber Stamp Co - Justrite Stamp Co - Back to
School

$18.00 USD

This item is currently unavailable. See similar items
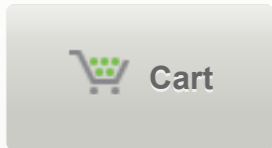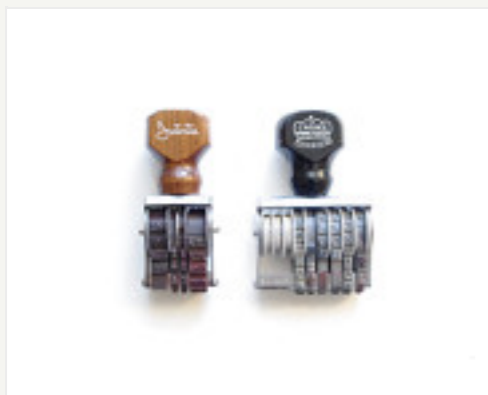
Move to favorites   Contact shop owner   Remove

Thursday, November 8, 12

Etsy   Register   Sign In   [Search for items and shops]   Search   🛒 Cart

Similar items 35   Sort by: **Relevancy** ▾   ▦ ▤

vintage ×   rubber stamp ×   office ×   supply ×   **Add** ▾

Vintage Price Stamp, Garvey…
SummerHoli… $35.00 USD

I can provide samples... Very…
Mademoisell… $19.95 USD

Very vintage French desk sta…
Mademoisell… $14.95 USD

Vintage Rubber Stamp Symb…
ArtfulVintage $13.00 USD

Rubber Stamp Holder
susantique $24.00 USD
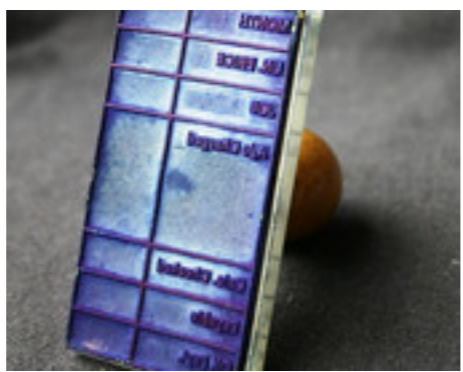
Vintage Wooden and Rubber…
mrbarnes5 $9.00 USD

Vintage Crown Bank Teller D…
SydVintage $4.99 USD

Vintage Crown Ledger Line D…
SydVintage $1.99 USD

Mademoisell $29.00 USD

SydVintage $5.99 USD

SydVintage $2.99 USD

SydVintage $4.99 USD

---

2 Vintage Rubber Stamps - 1960's - Crown Rubber Stamp Co - Justrite Stamp Co - Back to School
ThisCharmingManCave

♥ Favorite

Show Only
☐ Your Favorites
☐ Accepts Etsy Gift Cards

Shop Location
◉ All locations
◯ [Enter location] ▶

☐ Ships to
[United States ⬍] ▶

Price
◉ All prices
◯ $[   ] to $[   ] ▶

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Price

All prices

$ ___ to $ ___
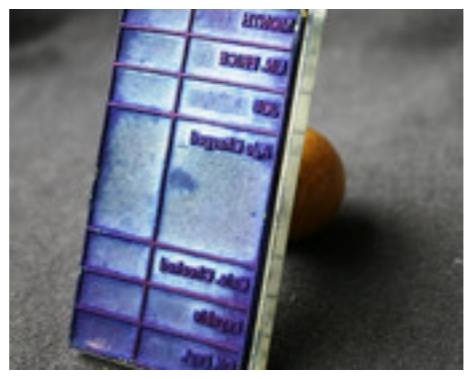
Fab large vintage commercial…	Vintage Crown Bank Teller D…	Vintage Crown Ledger Line D…	Vintage Crown Custom Dual …
Mademoisell… $29.00 USD	SydVintage $5.99 USD	SydVintage $2.99 USD	SydVintage $4.99 USD
Petite Dark Oak Antique Woo…	Shaded Metal Fastener Clip …	Standard Rubber Stamp Hold…	Vintage Crown Club Dater D…
TimelessBy… $12.50 USD	kawaiigoodies $2.95 USD	RosebudsOr… $24.95 USD	SydVintage $6.99 USD
vintage office funk … WOOD…	VTG rubber stamp Printing Ki…	Vintage Wooden Rubber Sta…	Rubber Stamp Bag National …
Inktiques $12.00 USD	dagutzyone $20.00 USD	oliday $18.50 USD	ThreeOldKeys $11.00 USD
Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Crown Club Dater D…
SydVintage $5.99 USD	SydVintage $3.99 USD	SydVintage $6.99 USD	SydVintage $5.99 USD

Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Crown Club Dater D…
SydVintage $5.99 USD	SydVintage $3.99 USD	SydVintage $6.99 USD	SydVintage $5.99 USD

Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Carter's Rubber Sta…	Vintage Office Rubber Stamp…
SydVintage $5.99 USD	SydVintage $5.99 USD	SydVintage $3.99 USD	Vintageworks $18.00 USD

Vintage Office Stamp with Si…	Dial a phrase stamp with 12 …	Vintage Candy Commission …	Vintage Rubber Stamp Makin…
alifewelllived $8.00 USD	FunsizeCrea… $9.95 USD	CaprockVint… $6.00 USD	heretoforem… $25.00 USD
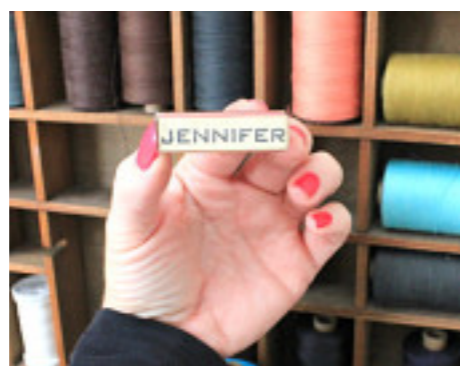
Vintage Jennifer Rubber Stamp	Vintage Pullman Shipping Di…	Ultra mini French or Europea…

Vintage Crown Club Dater D…	Vintage Crown Club Dater D…	Vintage Carter's Rubber Sta…	Vintage Office Rubber Stamp…
SydVintage $5.99 USD	SydVintage $5.99 USD	SydVintage $3.99 USD	Vintageworks $18.00 USD
Vintage Office Stamp with Si…	Dial a phrase stamp with 12 …	Vintage Candy Commission …	Vintage Rubber Stamp Makin…
alifewelllived $8.00 USD	FunsizeCrea… $9.95 USD	CaprockVint… $6.00 USD	heretoforem… $25.00 USD
Vintage Jennifer Rubber Stamp	Vintage Pullman Shipping Di…	Ultra mini French or Europea…	
iSpyVintage $12.00 USD	SydVintage $9.99 USD	kawaiigoodies $4.95 USD	

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config.php

```php
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```

template.tpl

```
{% if $feature->isEnabled('similar_items_when_unavailable') %}
  <msg desc="See similar items link">
    <a href="/listing/{% $listing->listing_id %}/similar?ref=unavailable_cart">
      See similar items
    </a>
  </msg>
{% /if %}
```

frank | nell

frank: .join	2:49pm
Topic changed to "frank" by **pushbot.**	2:49pm
pushbot: frank : You're up	2:49pm
nell: .join	2:49pm
Topic changed to "frank | nell" by **pushbot.**	2:49pm

etsy
support
forums
product
searchads
search_and_destroy ③
search_infrastructure
push
data

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Welcome to Deployinator
fharris — Switch account
deploy.etsycorp.com is up

Change stack: web

deployinator

Version: Test: `85c3a6f-20121107-011117-UTC`   Princess: `85c3a6f-20121107-011117-UTC`   Production: `85c3a6f-20121107-011117-UTC`

01. Save the Princess with Tests

`85c3a6f` → `125b38c`

Save the Princess with Tests

Princess Log Watcher (supergrep)

02. Deploy to Production

`85c3a6f` → `85c3a6f`

Deploy to Production

What to watch after a push
Log Watcher (supergrep)
Forums

Deploy log

Watch   ☑ Auto scroll command output?

#Push topic:
<prod> cdary (c)

See run logs

Write an arbitrary log message

[   ]   **Write**

web_config — 2012-11-07 09:08:36 | **CONFIG** | cdary | CONFIG PRODUCTION Deploy: old 62c689a, new: 125b38c | **RUN LOG**   **DIFF**   **DASHBOARD**

web_config — 2012-11-07 09:06:39 | **CONFIG** | cdary | CONFIG Princess Deploy: old 62c689a, new: 125b38c | **RUN LOG**   **DIFF**   **DASHBOARD**

web_config — 2012-11-07 08:28:04 | **CONFIG** | cdary | CONFIG PRODUCTION Deploy: old f54857b, new: 62c689a | **RUN LOG**   **DIFF**   **DASHBOARD**

web_config — 2012-11-07 08:24:20 | **CONFIG** | cdary | CONFIG Princess Deploy: old f54857b, new: 62c689a | **RUN LOG**   **DIFF**   **DASHBOARD**

web — 2012-11-07 01:17:11 | **PRODUCTION** | pseibel | Production Deploy: old a94f728, new: 85c3a6f | **RUN LOG**   **DIFF**   **DASHBOARD**

web — 2012-11-07 01:13:49 | **PRINCESS** | pseibel | Princess Deploy: old: a94f728, new: 85c3a6f | **RUN LOG**   **DIFF**   **DASHBOARD**
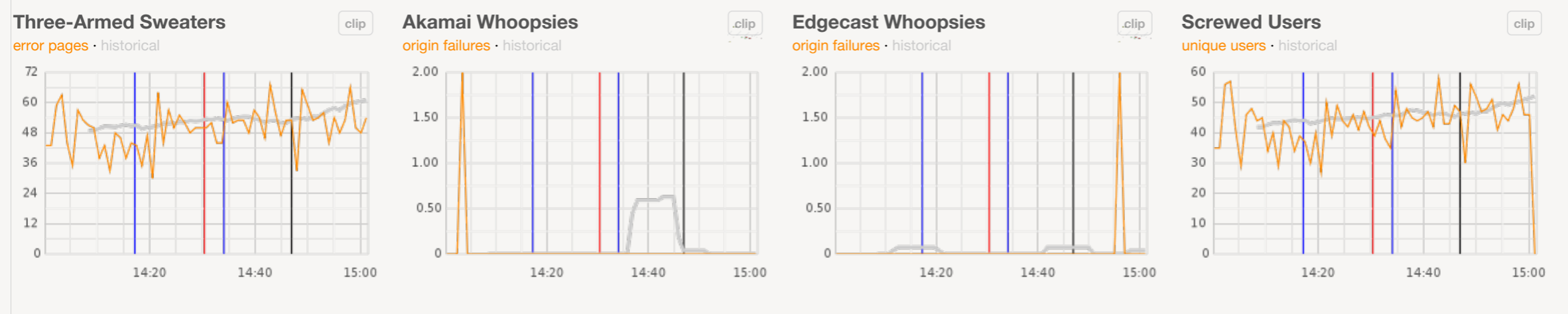
Time: [1 hour ▾] Until: [Now ▾] ☐ Hide Deploys Deploys hidden: ☐ Config ☐ Web / Api / Atlas ☐ Search ☐ Photos ☐ Blog ☐ Chef (prod) ☐ Schemanator

CI Status (1 hour)

Push

rbateman

on qa
6m since 7, 2012 9:54

End-User (1 hour)

Three-Armed Sweaters [clip]
error pages · historical

Akamai Whoopsies [.clip]
origin failures · historical

Edgecast Whoopsies [.clip]
origin failures · historical

Screwed Users [clip]
unique users · historical

Error Logs (All) (1 hour) [All ▾]

File or Script Not Found [.clip]
current · historical

Exceptions [clip]
current · historical

Fatals [clip]
current · historical

Errors [clip]
current · historical

Warnings [clip]
current · historical

Segmentation Faults [.clip]
current · historical

PHP Allowed Memory Size Exhausted [.clip]
current · historical

PHP Maximum Execution Time [clip]
current · historical

Memcache Connection Failures [clip]
current · historical

Thrift Exceptions [.clip]
current · historical

Thursday, November 8, 12

Deploy
Experiment
Example
Takeaways

Easy. Exactly the same way.

```php
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```
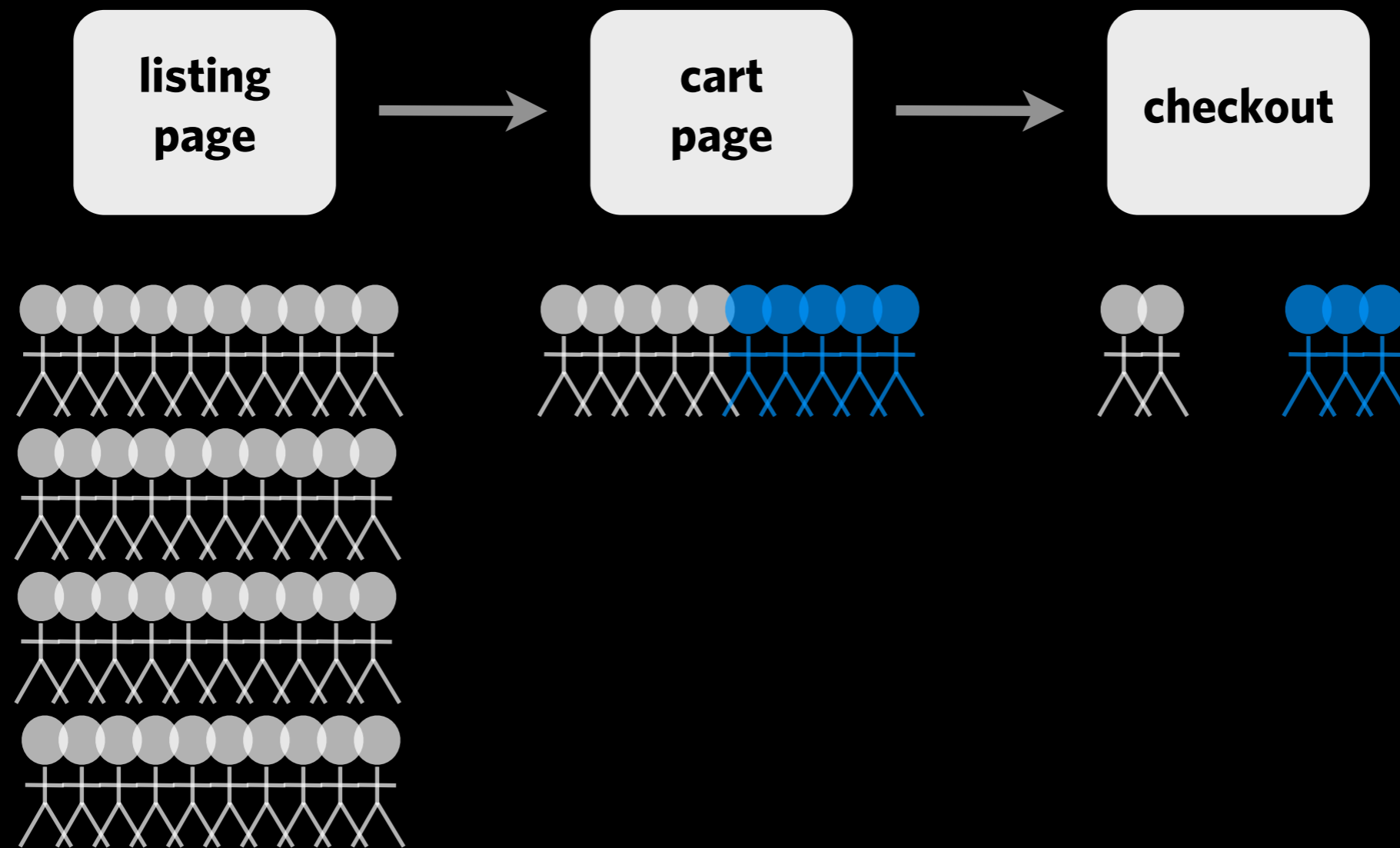
```php
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => '50' // now 50% of all visits will see this experiment.
);
```
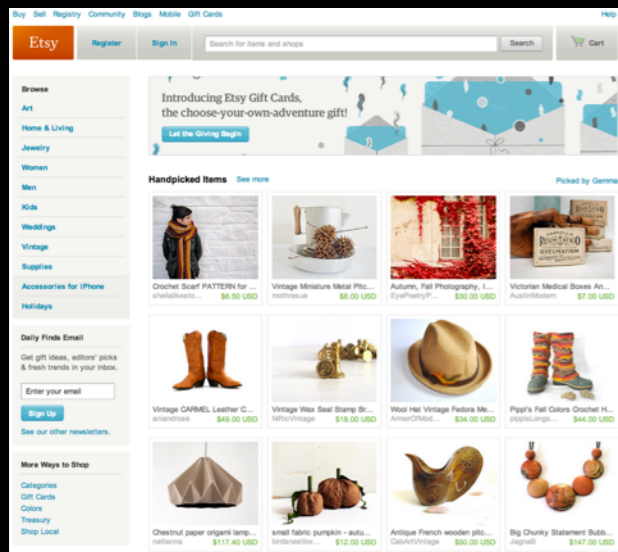
Experiments
Requirements: Bucketing

Experiments
Requirements: Logging

hadoop cluster → **mysql db**

Screenshot of a MySQL database application window showing the `etsy_analytics` database.

Title bar: (MySQL 5.5.27–28.1–log)

Toolbar: Select Database — etsy_analytics | Structure | Content | Relations | Table Info | Query | Table History | Users | Console

Search: ab_test | contains | similar | Filter

Table list (left panel):
- favorited_listings
- favorited_listings_bucketed
- feature_funnel
- feature_funnel_listings
- funnel_cake
- funnel_cake_steps
- funnel_index
- funnel_stats_rollups
- funnel_step_index
- furniture_month_clusters
- furniture_total_clusters
- furniture_totals_ny
- index_events
- international_event_metrics
- international_visit_metrics
- ios_gms
- ios_metrics
- job_history_attempts
- job_history_step_details
- job_history_tasks
- job_history_tracker
- job_tracker
- listing_anchor_text
- listing_feature_funnel
- market_research
- mobile_gms
- mobile_metrics
- nagios_search_alerts
- personalization_metrics
- popular_items_gms
- popular_items_tracking
- referred_browser_transactions
- referring_campaigns

TABLE INFORMATION
- created: 9/19/12
- rows: ~329,809
- size: 64.5 MiB

data_run_date	event_type	listing_ids	ab_test	epoch_s	group_name
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341360000	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341360000	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341360000	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341360000	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341360000	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341446400	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341532800	marketplace
marketplace_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	search.similar_listing_browse_page	1341532800	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace
marketplace_search_listing_ids...	search	listing_ids	adwords.similar_landing_page	1341619200	marketplace

Thursday, November 8, 12

Atlas

Support Tools

Compass
Knowledge Base
Flags
Shop Name Changes
Bulk Admin Actions
Meteor

Members

Login History
Name Changes
Convo Unmute
Feedback
Compare

Items

Cases
Itemator
Infringing Sellers
Currency Rates
Order Search
Listing Freeze

Shipping

Labels
Providers
Events
Scores

Checkout

Audit Lookup

Billing

Showcase
Deadbeats

Forums

Close/Reopen a Thread
(Un)Delete a Thread
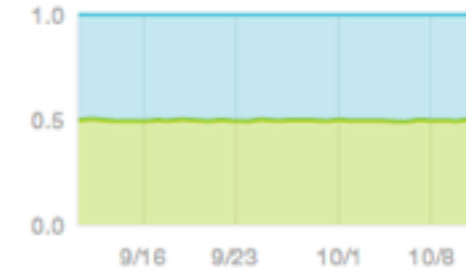(Un)Delete a Post
(Un)Delete per User

Choose a different test... ⇕   Home →

similar items when unavailable   between 09/11/2012 to 10/11/2012   Filter   How many days are needed?

Description: No description given

0.50 ● off –
0.50 ● on –
show filtered

0.15 cart_payment
0.01 cart_review
0.84 cart_view

Business Metrics   Feature Funnel (beta)   Listing Funnel (beta)

Show me [visits – fraction of visits ⇕] for [adding an item to their cart (adde ⇕]   Add

cart payment – visits ⓘ
CONTROL   + 0.49 %

site – bounces ⓘ
CONTROL   – 0.01 %
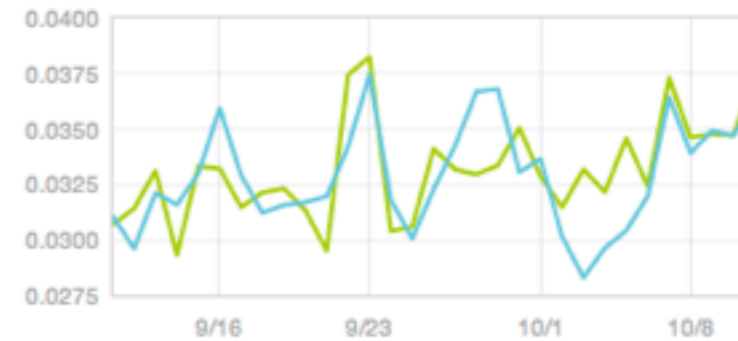
site – page count ⓘ
CONTROL   + 0.26 %
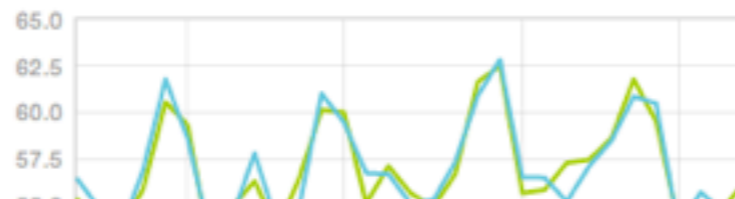
added to cart – visits ⓘ
CONTROL   + 0.34 %

Thursday, November 8, 12

on

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'on'
);
```

off

```
// Owner: frank
$server_config['new_config']['similar_items_when_unavailable'] = array(
    'description' => 'Shows similar items link on unavailable items in the cart.',
    'enabled' => 'off'
);
```

Reusing config, automated bucketing, automated analysis & graphing

with no additional effort

Have an upcoming launch? Add an item

Active experiments   Upcoming launches   **Recent 100% launches**

Date	Name	Team	Notes
Nov 7	Gift Ideas browse pages 👥🧑	Buyer Experience	This is a gift guide browse destination. Subsections will focus on recipient (for him, for her, for kids, etc.) and price (under $25, under $100, etc.). It will work just like all other browse pages. There will be NO HAND ...
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Nov 2	Winter Holidays browse pages 👥🧑	Buyer Experience	Example — These are browse pages for the Winter Holidays and will feature subsections for holiday decor, cards, etc. They'll be similar to our holiday merch hub from last year, but much deeper in terms of browsing opportunities. Those in UK ...
Nov 1	Updated treatment of homepage browse links 👥🧑	Buyer Experience	Example — Over a two week period we observed 4%-5% increases in browse landing page and subsection page views. There were also slight increases in add to cart and listings viewed events. Visits with a search and search events were down ...
Oct 24	Next day availability of DC funds ♥ 👥	Payments	We plan to allow established sellers to be able to deposit their funds prior the next day after a sale. Non established sellers will still need to ship items to have available funds.
Oct 23	Reduce one-time hold from 10 days to 5 days	Payments	Whenever a new seller signs up for direct checkout, a 10 day hold is placed on deposits. This also occurs anytime a bank account is updated. We have decided to reduce this standard hold period to 5 days. The main ...
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Deploy
Experiment
Example
Takeaways

Etsy   Register   Sign In   Search for items and shops   [Search]   🛒 Cart

Home › BayTowneLeatherUSA › IPAD Cases

$74.00 USD   Only 1 available

Like this item?
Add it to your favorites to revisit it later.

♥ Favorite

[**Add to Cart**]

♥ Favorite

Leather Ipad Sleeve/ Case/ Envelope/ Folio for IPAD 2 or 3. Full Grain Veg Tan Leather. Handmade by BayTowneLeatherUSA.

🔍 zoom

This luxurious/rugged and well built IPAD case will protect your IPAD in style. Or you can use it as a folio to carry your necessities . Luxurious enough for use at the office, and rugged enough for use on the trail.

Made of beautiful - rugged 5/6 oz. Premium veg tan leather (which will break in beautifully) ; it will develop a wonderful natural patina over time as only full grain veg tan leather can do. (Gets better with age)

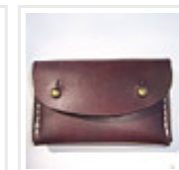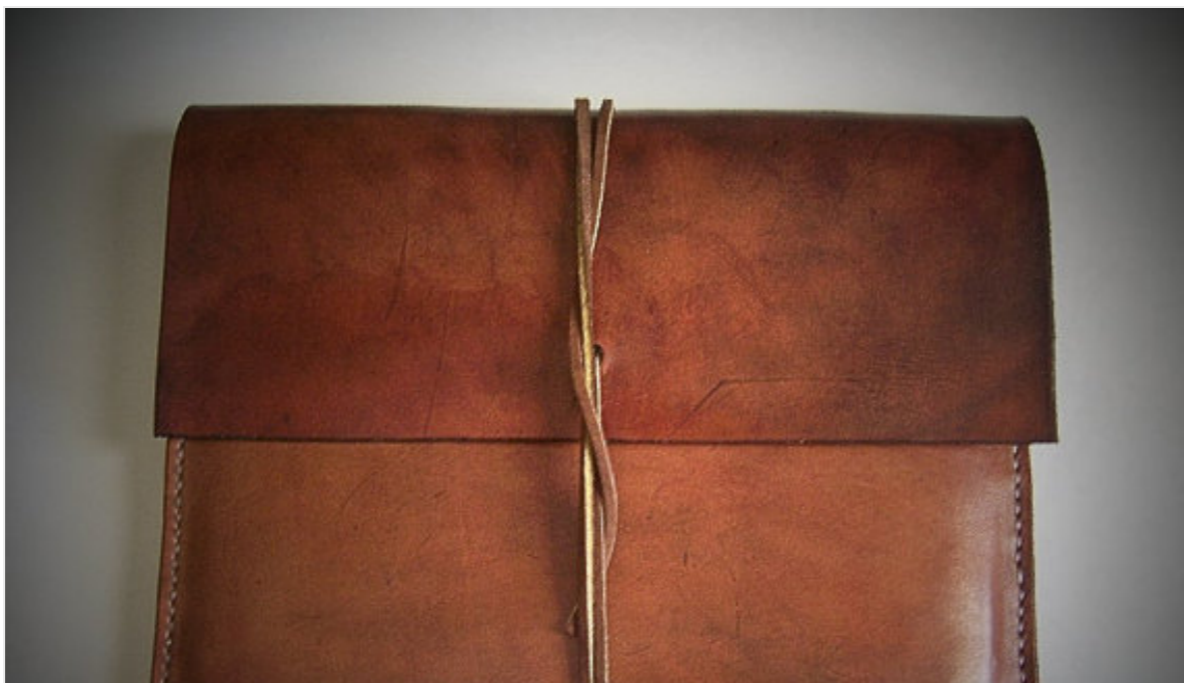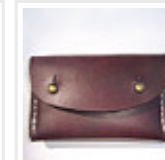***I make these cases ONE BY ONE as orders are received***

Shop

BayTowneLeatherUSA
BayTowneLeatherUSA

38
items

♥ Add shop to favorites

💌 See who favorites this shop

Shop owner

Roger
Marion, Illinois, United States

Favorites
Circle
Feedback: 27, 100% pos.

[Contact]

Item

♥ Add item to favorites

💌 See who favorites this item

Thursday, November 8, 12

22% visits enter

53% leave immediately

How do we know if this theory is right?

Etsy

Register   **Sign In**   Search for items and shops | Search | 🛒 Cart

Similar Items   See more

Leather Ipad Sleeve/ Case/ E...	Leather Ipad Sleeve/ Case/ E...	Leather Document Case, Foli...	Leather ipad case. Handstitc...	Buckled leather iPad sleeve ...
BayTowneL… $74.00 USD	BayTowneL… $74.00 USD	BayTowneL… $94.00 USD	StudioFi $55.00 USD	LUSCIOUSL… $99.00 USD

Home › BayTowneLeatherUSA › IPAD Cases

♡ Favorite   **Like this item?**
Add it to your favorites to revisit it later.

Leather Ipad Sleeve/ Case/ Envelope/ Folio for IPAD 2 or 3. Full Grain Veg Tan Leather. Handmade by BayTowneLeatherUSA.

$74.00 USD   Only 1 available

Add to Cart

♡ Favorite

Shop

BayTowneLeatherUSA
BayTowneLeatherUSA

38 items

♡ Add shop to favorites
♡ See who favorites this shop

Etsy

Register   Sign In | Search for items and shops | Search | 🛒 Cart

AHeirloom
Making it digital and heartwarming since 2010

f Like   ‹ 470
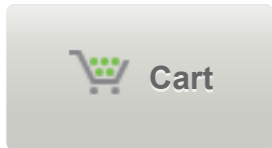
About AHeirloom

Shop Sections

Shop home   73 items

US Cutting Boards   49

Custom Request   1

Extra Heart or Star   1

Country Cutting Board   5

Island.Districts   4

Skewers   2

Engraving   3

Ball Park Series   4

Shop Owner

Amy Stringer-Mowat
Brooklyn, New York,
United States

Contact

Favorites

Circles: 269

some boards ready to be packed for the weekly shipments from deep inside brooklyn, NY

Amy Stringer-Mowat
Brooklyn, New York,
United States

Contact

Favorites

Circles: 269

Feedback: 2208, 100% pos.

Shop Info

🏪 AHeirloom
Opened on Oct 14, 2009

About

Policies

Request custom item

16817 sales

5182 admirers

Actions

❤ Add to favorites

💕 See who favorites this

🐦 Tweet

Report this shop to Etsy

Accidental Entrepreneurship...

Brooklyn based husband and wife, Amy Stringer-Mowat and Bill Mowat, made their first cutting boards for their own wedding. It is rumored that the groom was actually finishing the boards on the day of the wedding... The two wanted a personalized and sentimental way to display cheese, and came up with state-shaped cutting boards for each of their home states (Michigan and Connecticut), with hearts on their hometowns. Delightfully, other people wanted the boards and they are now made for all fifty states. Each board is made in the USA of bamboo. AHeirloom listed their original state shaped cutting boards on Etsy in May of 2010.

Our Background

Amy and Bill met at Amy's birthday party when both were getting their Masters in Architecture at Columbia University. Bill walked by, wished Amy a simple and sweet "Happy Birthday," and the two have been collaborating off and on ever since.

William Henry Mowat III
Owner, Maker, Designer

William Henry Mowat III aka 'Bill' is the man behind those nice, borderlines and the smooth finish. His years of experience with fabrication helps to speed the process along and keep the boards moving down the line. A modern day Henry Ford.

Amy Stringer-...   Henry Winslo...

Amy and Bill met at Amy's birthday party when both were getting their Masters in Architecture at Columbia University. Bill walked by, wished Amy a simple and sweet "Happy Birthday," and the two have been collaborating off and on ever since.

The love of food, design and housewares began with Amy's work at Zingerman's Delicatessen in the mid 90's and also with Monmouth Coffee Company, in London England. Merging these interests with Bill's background in design, his years of experience with project management and skill at fabrication, have made for a good combination on their latest venture.

Today, Amy manages the AHeirloom family business and takes care of the firm's newest member, Henry, born in September of 2011. Bill handles the production of their orders and is a partner in a successful fabrication shop in Williamsburgh, Brooklyn.

Our philosophy

AHeirloom believe in their small business and manufacturing in the United States. The pieces are designed to be cherished and passed down -- to engage those who use them and resonate with each use. Their quality comes not only from the design and materials, but from Amy and Bill's belief in new manufacturing techniques. Whether things are made by hand or by machine, they can be timeless -- like these cutting boards, which serve as reminders of where you came

Amy Stringer-...   Henry Winslo...

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Featured listings from AHeirloom
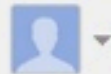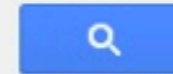

AHeirloom's USA Cutting Board
AHeirloom $48.00 USD

AHeirloom's Black Board Mini
AHeirloom $55.00 USD

AHeirloom's Texas State Cutt...
AHeirloom $48.00 USD

AHeirloom's Maryland State ...
AHeirloom $48.00 USD

Thursday, November 8, 12

hand knit scarf

fharris...   0   + Share

Shopping

About 122,000 results (0.27 seconds)

Web
Images
Maps
Videos
News
Shopping
More

Your location: Brooklyn, NY 11217 - Change

Sort by: Relevance ▾

Why these products?

Show only
☐ In stock nearby
☐ Free shipping
☐ New items

Any category
Scarves & Shawls
Beanies
Yarn
Knitting
Knitting &
  Crocheting
  Patterns
More

Any price
Up to $20
$20 – $35
Over $35

$ [   ] to
$ [   ] Go

Maison Martin Margiela Ivory Hand Knit Scarf
Long rectangular **hand knit scarf** in ivory. Thread detail throughout. Approx. 76" x 11".

$725.00
Free shipping
ssense.com

Handknit Scarf alpaca olive green leather
The original buckled wrap **scarf**! Alpaca super chunky **scarf** is made of alpaca wool, super soft with a dark brown leather buckle, wraps around ...

$220.00
$237.95 with est. tax & shipping
Etsy - EandAHeritage

hand knit scarf BRAID in royal blue yarn with tassels
This **scarf** is a real braid!!! It's **hand knitted** and finished with a couple of big tassels. It's very soft and warm, a great accesory to cheer fall ...

$60.00
$78.00 with est. tax & shipping
Etsy - Seller

SALE Hand Knit Scarf Wrap in Blue, Violet and Purple - Geode
Originally $60. With color changes inspired by nature, every geode is unique. And this one-of-a-kind **scarf** wrap is no exception. Blues blend into ...

$50.00
$57.00 with est. tax & shipping
Etsy - foxygknits

Hand Knit Scarf Woman's Gold Brown Long Lacy Open Weave Fashion
This **scarf** is **hand knit** with 100% acrylic yarn which makes it soft and durable. The open weave drop stitch design makes it a fashion statement ...
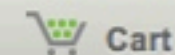
$22.00
Etsy - KittysKorner

Sell Registry Community Blogs Mobile Gift Cards

Hi, windsweptwool. Your Shop Your Account Help Sign Out

Etsy

Search for items and shops   Search

Cart

Items

Add New Item

Listings

Sections

Shipping

Orders

Sold Orders

Shop Payment Account

Shop Stats

Cases

Bill

Your Bill

Make a Payment

Billing Info

Shop Settings

Info & Appearance

Shipping & Payment

Options

Promote

Google Product Listing Ads

What are Google Product Listing Ads?

Product Listing Ads appear in Google search results and Google Shopping. These ads feature product information, such as product image and price.

For the remainder of 2012, Etsy will purchase these ads free of charge for English-language listings that ship to the U.S.

Traffic from these ads are reported in Shop Stats. Visits to listing pages from ads may include similar items from other shops. Learn more.
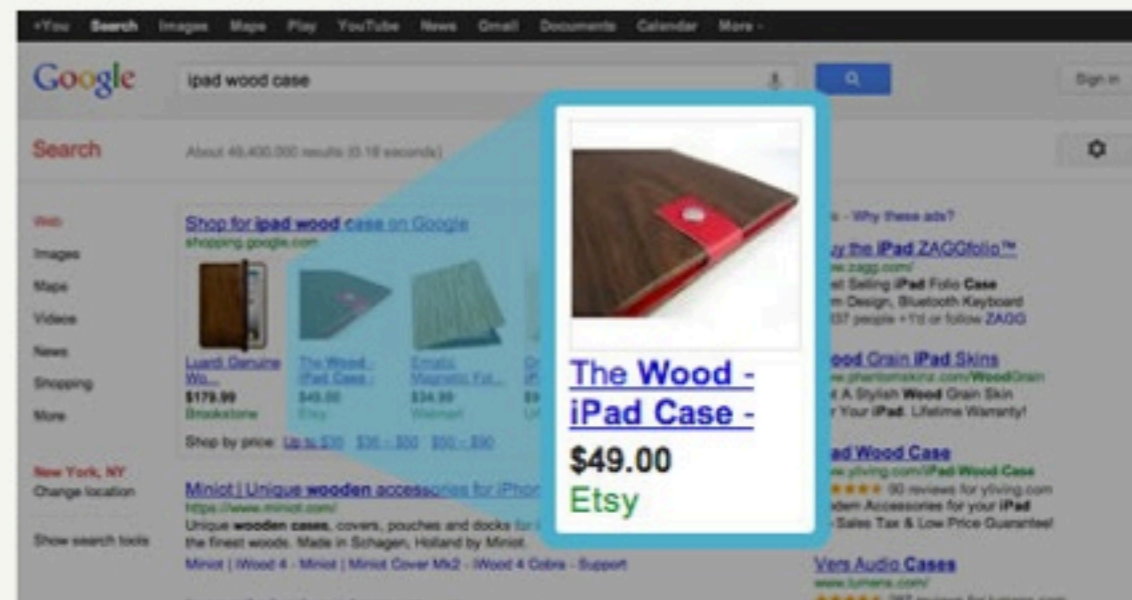
○ **Enabled** Your shop receives Google Product Listing Ads free of charge.

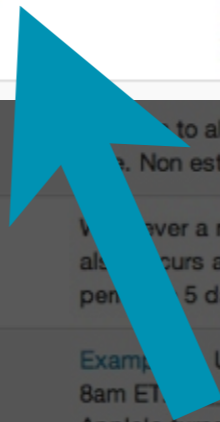⦿ **Disabled** Your shop does not receive Google Product Listing Ads.

Save

```php
// owner: gfodor
$server_config['new_config']['similar_items_sash'] = array(
    'enabled' => 50,
);
```

Etsy Launch Calendar   Home   By Team ▾   Add an Item   Last Updated   More ▾

Have an upcoming launch? Add an item

Active experiments   Upcoming launches   Recent 100% launches

Date	Name	Team	Notes
Nov 7	Gift Ideas browse pages 👥 🙂	Buyer Experience	This is a gift guide browse destination. Subsections will focus on recipient (for him, for her, for kids, etc.) and price (under $25, under $100, etc.). It will work just like all other browse pages. There will be NO HAND ...
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Nov 2	Winter Holidays browse pages 👥 🙂	Buyer Experience	Example — These are browse pages for the Winter Holidays and will feature subsections for holiday decor, cards, etc. They'll be similar to our holiday merch hub from last year, but much

| Oct 25 | 50% | Similar Items Module for GPLA traffic | 11 days of results | Example — We are experimenting with the listing pages that come from Google Product Listing Ads. The item that the shopper clicks on from Google will always be front and center, but we are experimenting with the similar items module to see ... |

Oct 24	Next day availability of DC funds ♥ 👥		to allow established sellers to be able to deposit their funds prior the next day after a ... Non established sellers will still need to ship items to have available funds.
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Thursday, November 8, 12

Hypothesis: Showing more items will decrease bounce rate.

site – bounces ?

CONTROL — 9.94 %
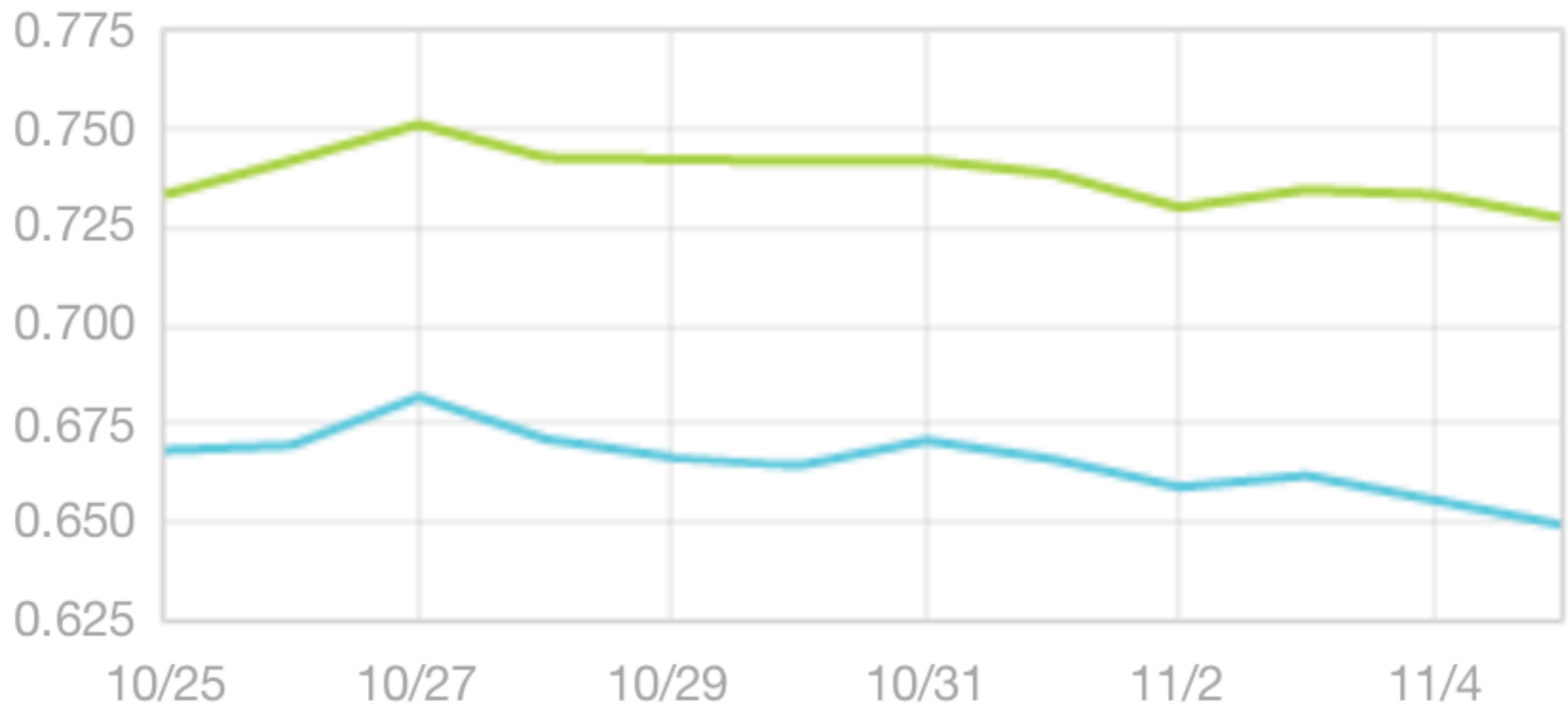
And there's more...

Listing Page Experiment
Results

- **listing page views (++)**
- **searches (++)**
- **home page views (+)**
- **checkouts (+)!**

* affect on that listing you landed on (?)

Listing Page Experiment
Next Steps

- **we do more analysis**
- **we try more variants**
- **we think about how to expand**
- **we invest more resources**

Deploy
Experiment
Example
Takeaways

Make it easy to deploy. Invest in tooling.

Validate ideas with quantitative & qualitative data early and often.

Allow for time to react and iterate based on what you learn.

Questions?

Learn more
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github.com/etsy

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