

How to reduce the size of an experiment

Experiment: Change order of courses on course list

Metric: Click-through-rate

Unit-of-diversion: cookie

$$\alpha = 0.05$$

$$d_{\min} = 0.01$$

$$\beta = 0.2$$

$$SE = 0.0628$$

for 1000 pageviews

Result: Need 300,000 pageviews per group!

Which strategies could reduce the number of pageviews?

- ☒ Increase d_{\min} , α , or β
- ☒ Change unit of diversion to page view
- ☒ Target experiment to specific traffic
- ☒ Change metric to cookie-based click-through-probability