CARA HARSHMAN

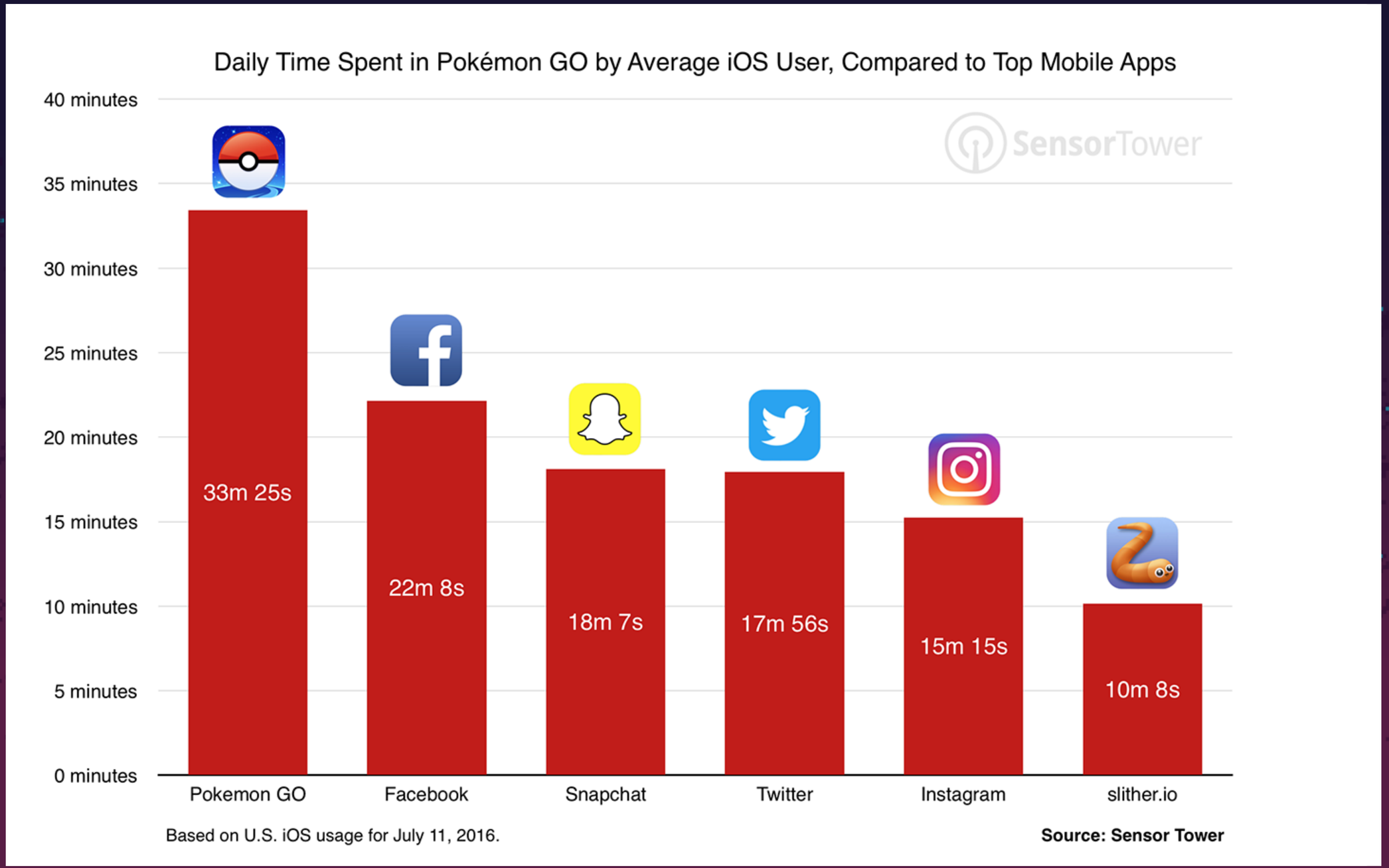
Uplevel Your A/B Testing Skills

@caraharshman

MOZCON

2016

August 2nd 2016, Central Park, NYC


Daily Time Spent in Pokémon GO by Average iOS User, Compared to Top Mobile Apps
40 minutes
35 minutes
30 minutes
25 minutes
20 minutes
15 minutes
10 minutes
5 minutes
0 minutes
SensorTower
33m 25s
22m 8s
18m 7s
17m 56s
15m 15s
10m 8s
Pokemon GO
Facebook
Snapchat
Twitter
Instagram
slither.io
Based on U.S. iOS usage for July 11, 2016.
Source: Sensor Tower

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Evolve Your A/B Testing Skills

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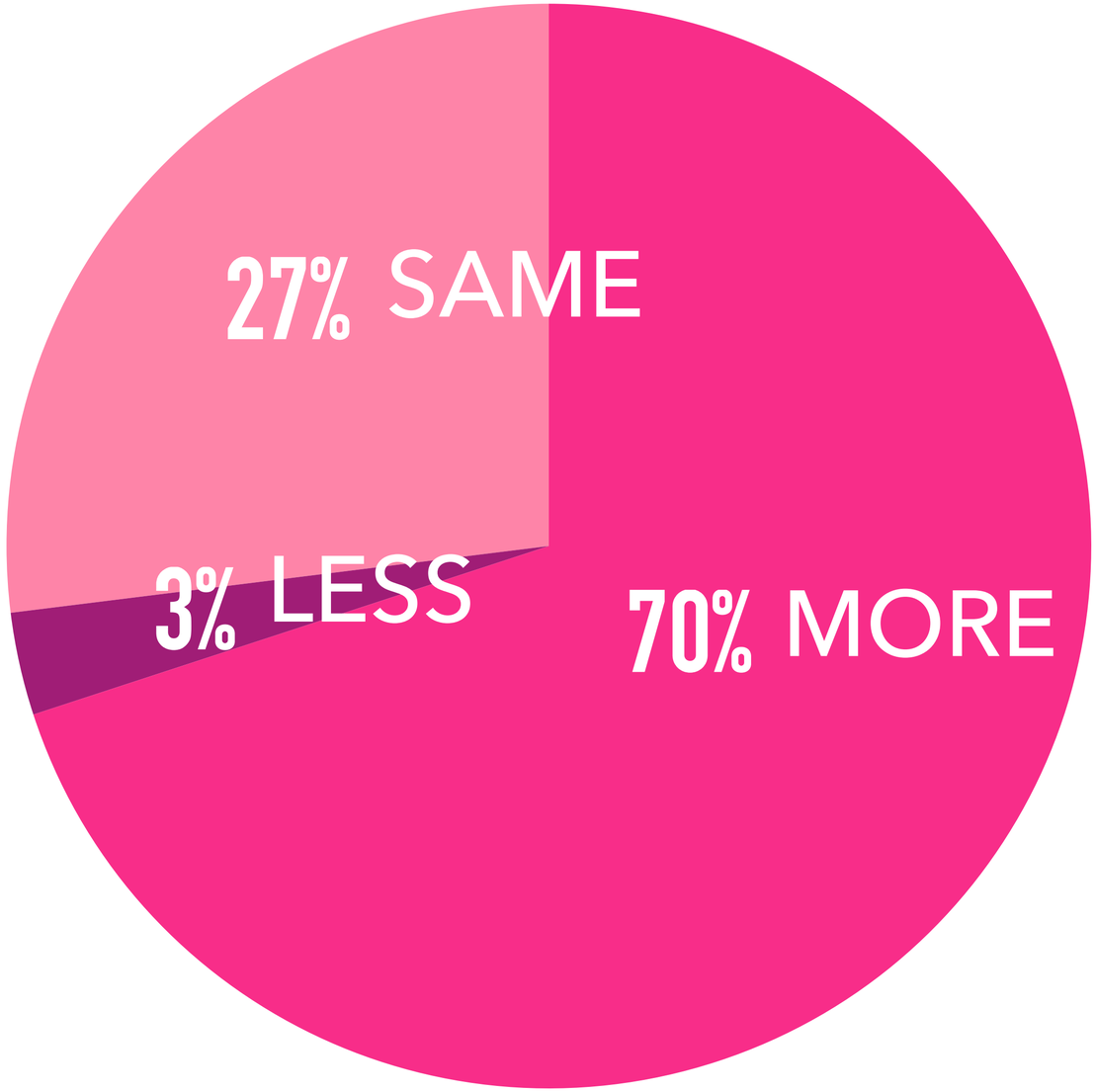
POKÉMARKETÉRS

EVOLVE YOUR

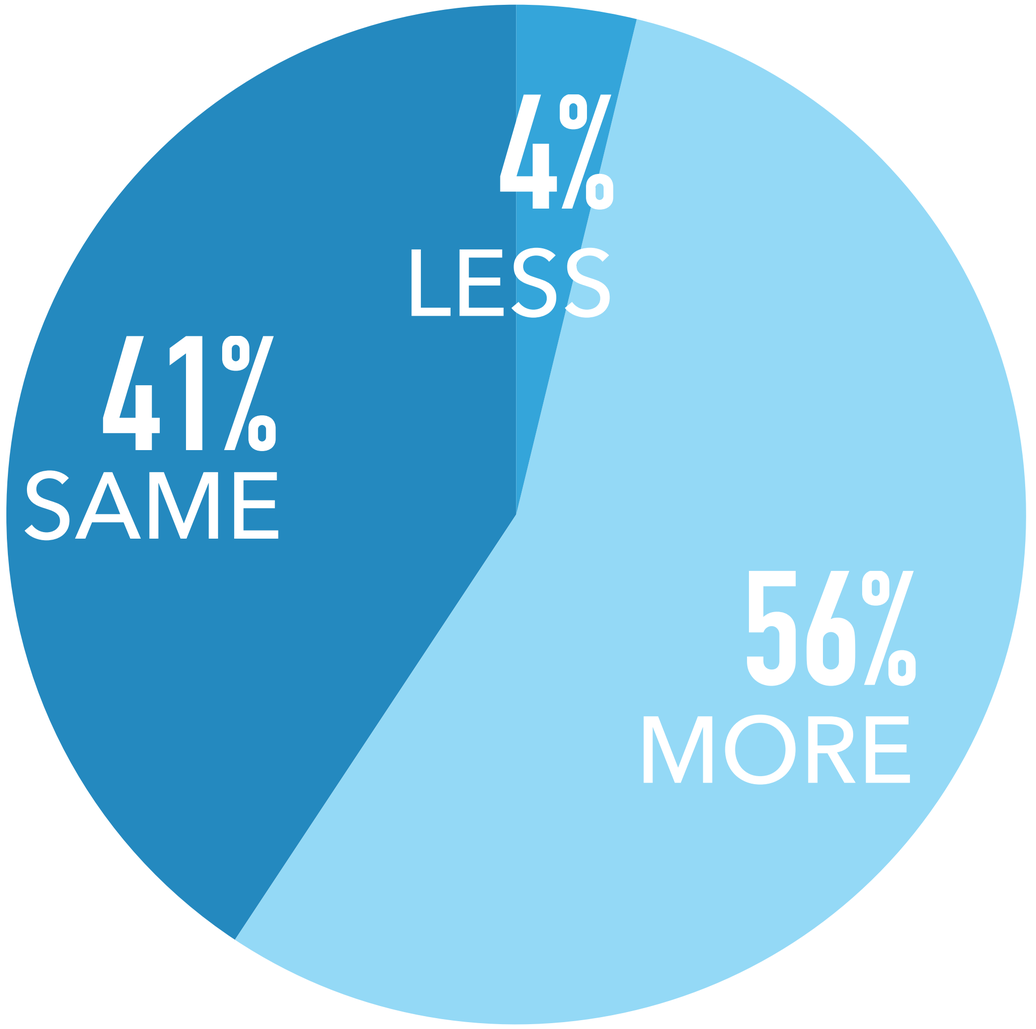
A/B TESTING SKILLS

70% OF MARKETERS SAID CONVERSION OPTIMIZATION IS MORE OF A PRIORITY FOR 2016.



Source: ConversionXL

56% OF TEAMS WILL ALLOCATE MORE BUDGET TO CONVERSION OPTIMIZATION IN 2016.



Source: ConversionXL

BIGGEST OPTIMIZATION CHALLENGES:

KNOWLEDGE

RESOURCES

KNOWING WHAT TO TEST

EVOLVE YOUR A/B TESTING

IDEAS →

EXECUTION →

TEAM →

EVOLVE YOUR A/B TESTING

IDEAS → HYPOTHESES

EXECUTION → AUTOMATION

TEAM → ADVOCATES

OPTIMAL OUTCOME OF A/B TESTING EVOLUTION

1. LEARN RATE = 100%
2. BUSINESS GROWTH, HIGHER REVENUE
3. DELIGHTED CUSTOMERS
4. STRONGER DECISIONS & CULTURE

AN EXAMPLE FROM

KYLE RUSH

AN EXAMPLE FROM

KYLE RUSH + HILLARY

HILLARY CLINTON CAMPAIGN

IF WE MAKE IT AS EASY AS POSSIBLE TO SAVE YOUR CREDIT CARD INFO,

HILLARY CLINTON CAMPAIGN

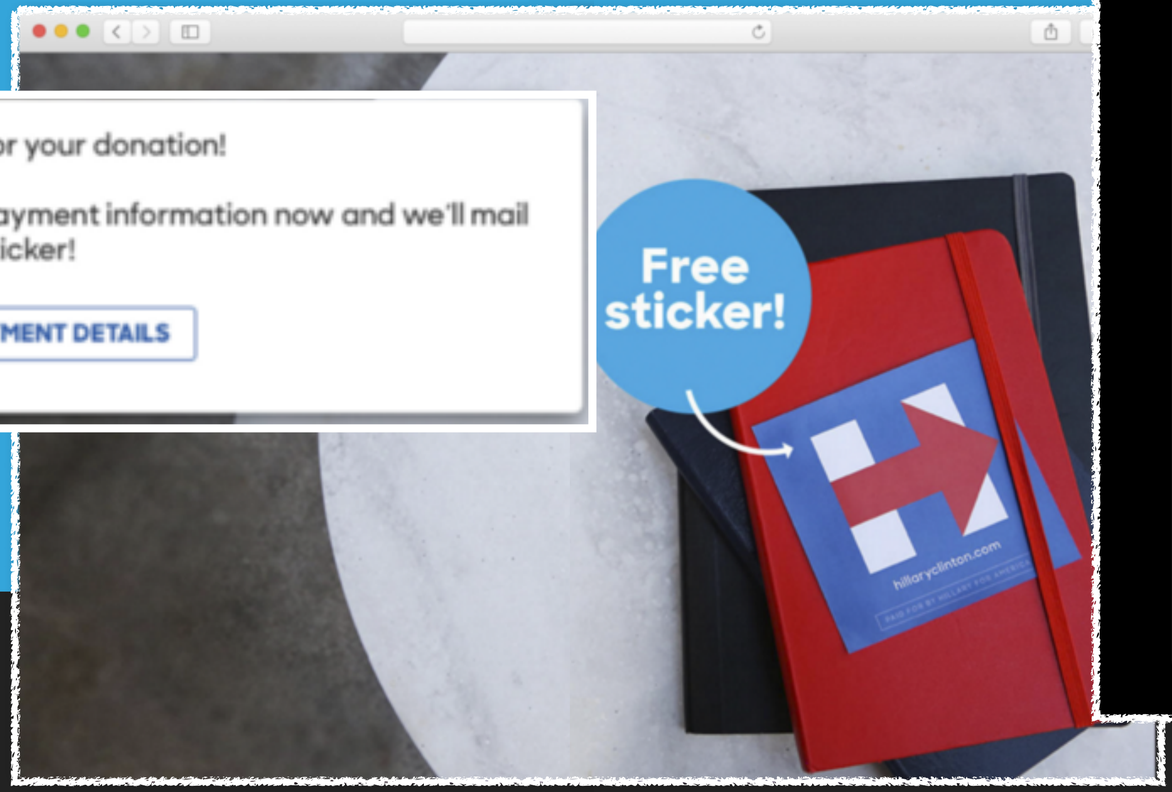
IF WE MAKE IT AS EASY AS POSSIBLE TO SAVE YOUR CREDIT CARD INFO, THEN MORE PEOPLE WILL DONATE,

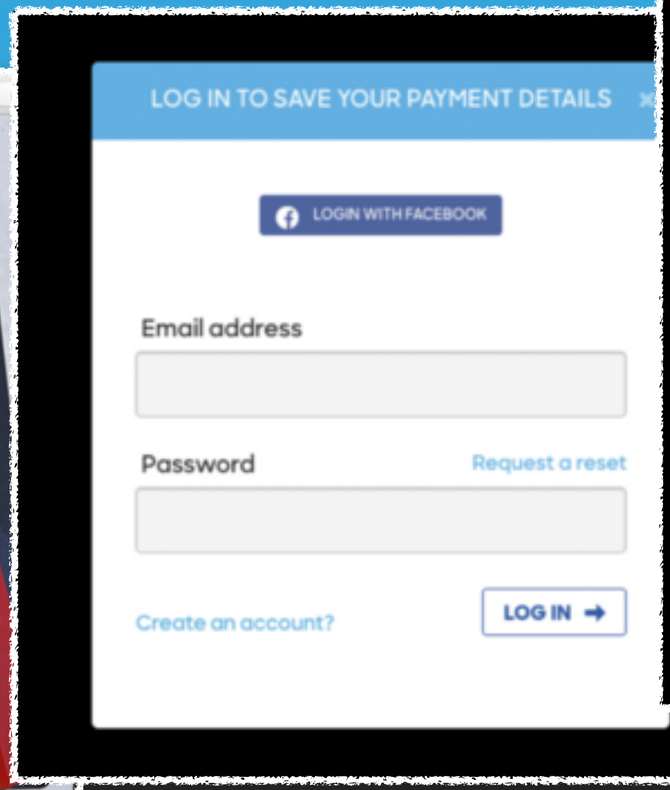
HYPOTHESIS

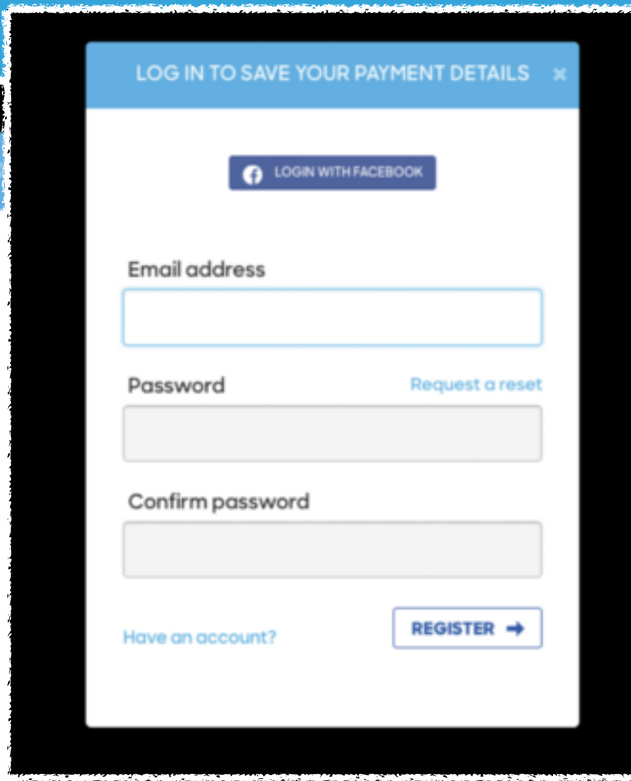
HILLARY CLINTON CAMPAIGN

IF WE MAKE IT AS EASY AS POSSIBLE TO SAVE YOUR CREDIT CARD INFO, THEN MORE PEOPLE WILL DONATE, BECAUSE WE'VE REMOVED THE FRICTION OF PAYMENT.

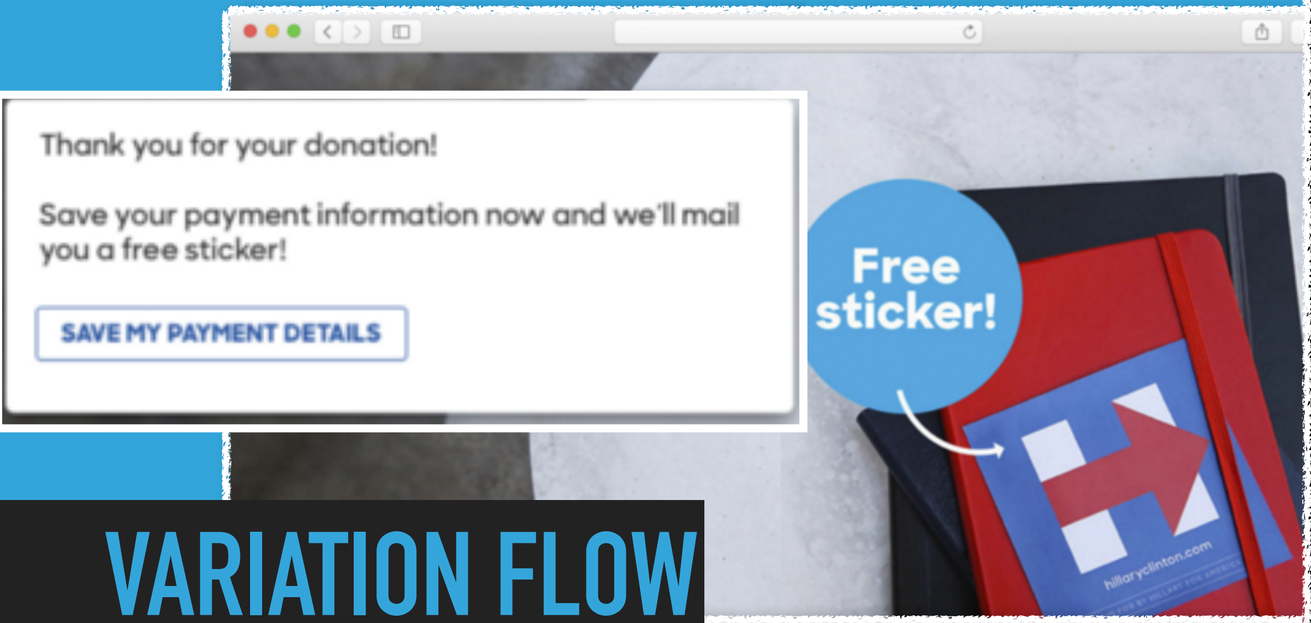
ORIGINAL FLOW

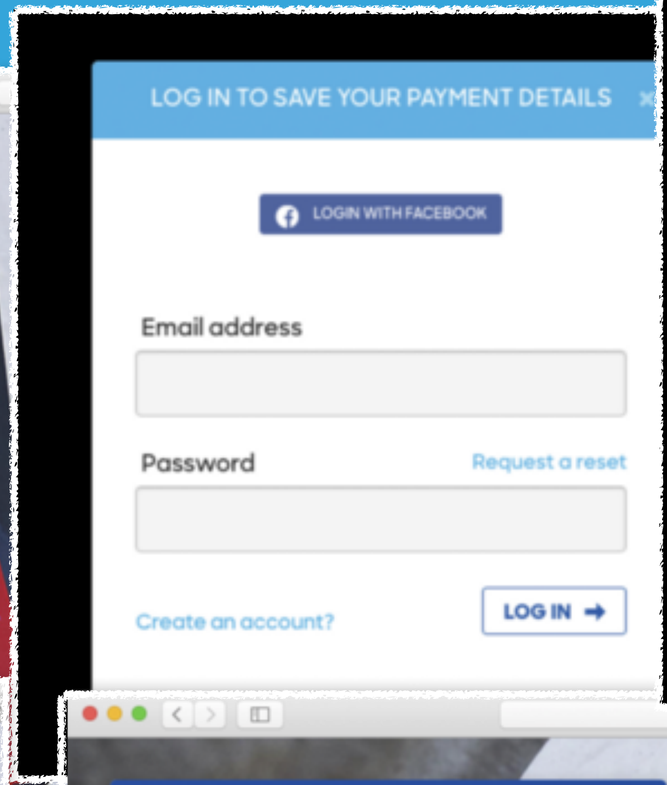


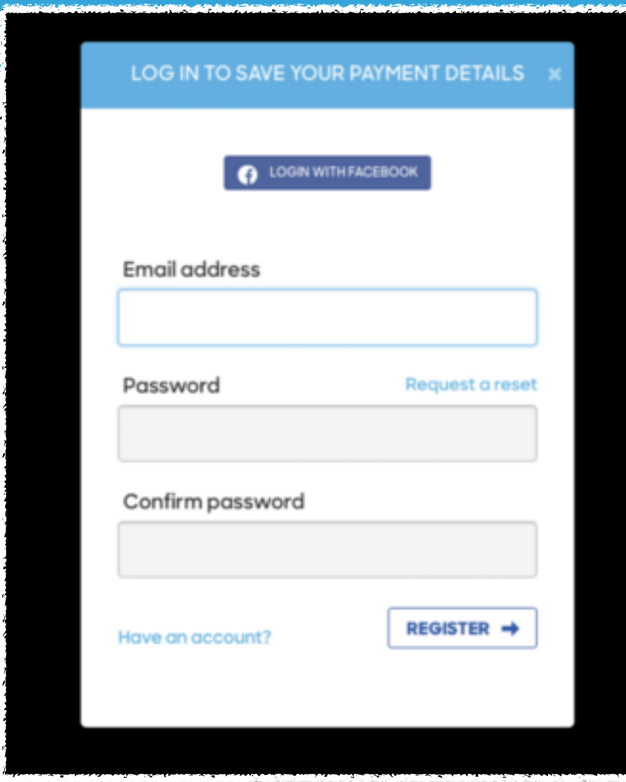




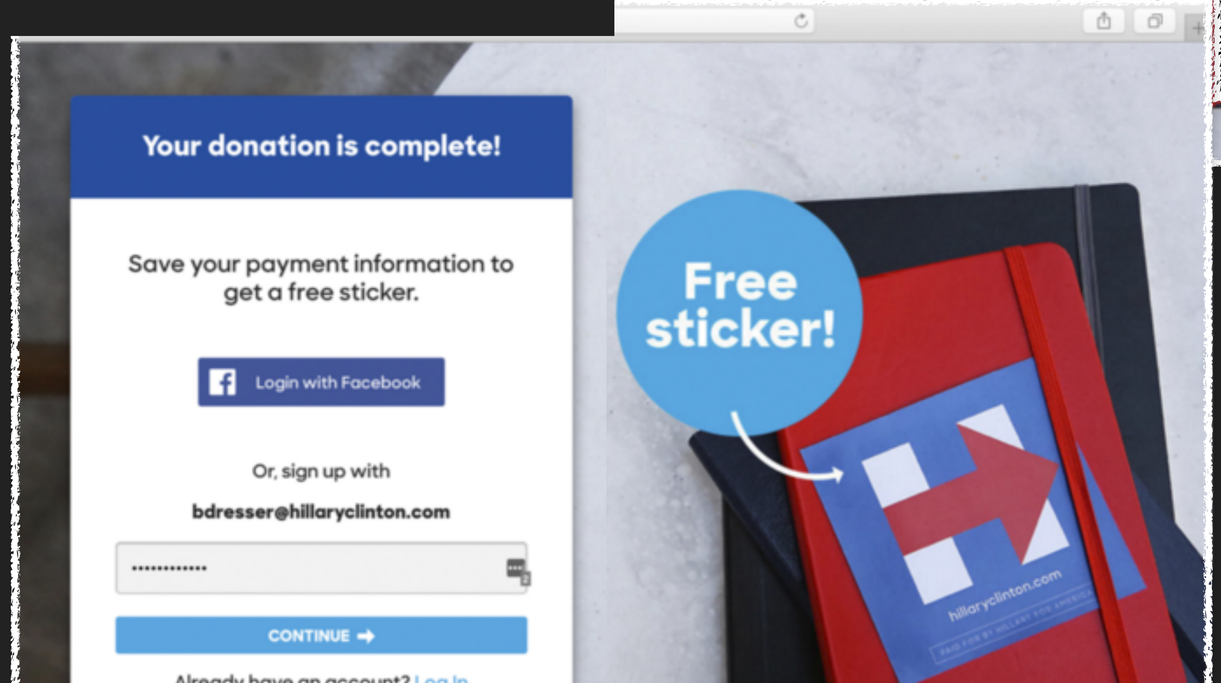
ORIGINAL FLOW

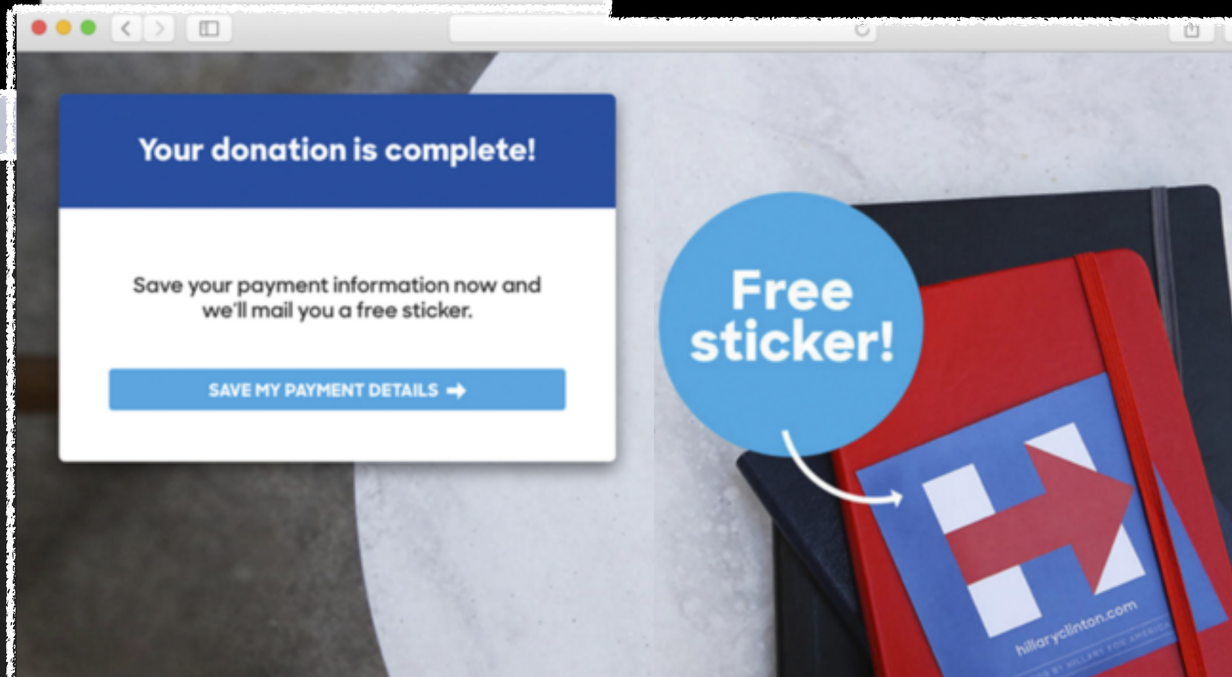


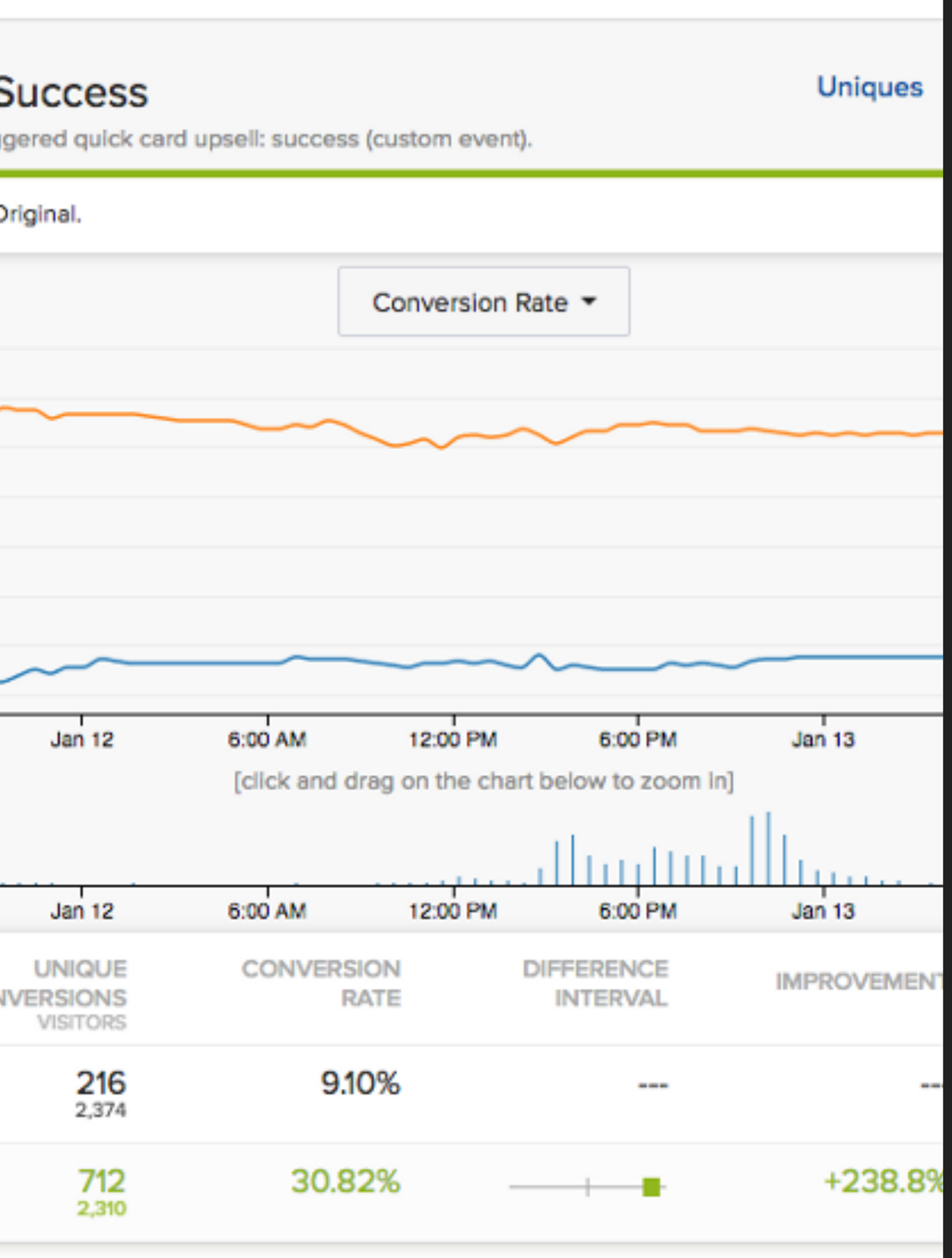




VARIATION FLOW







@CaraHarshman #MozCon

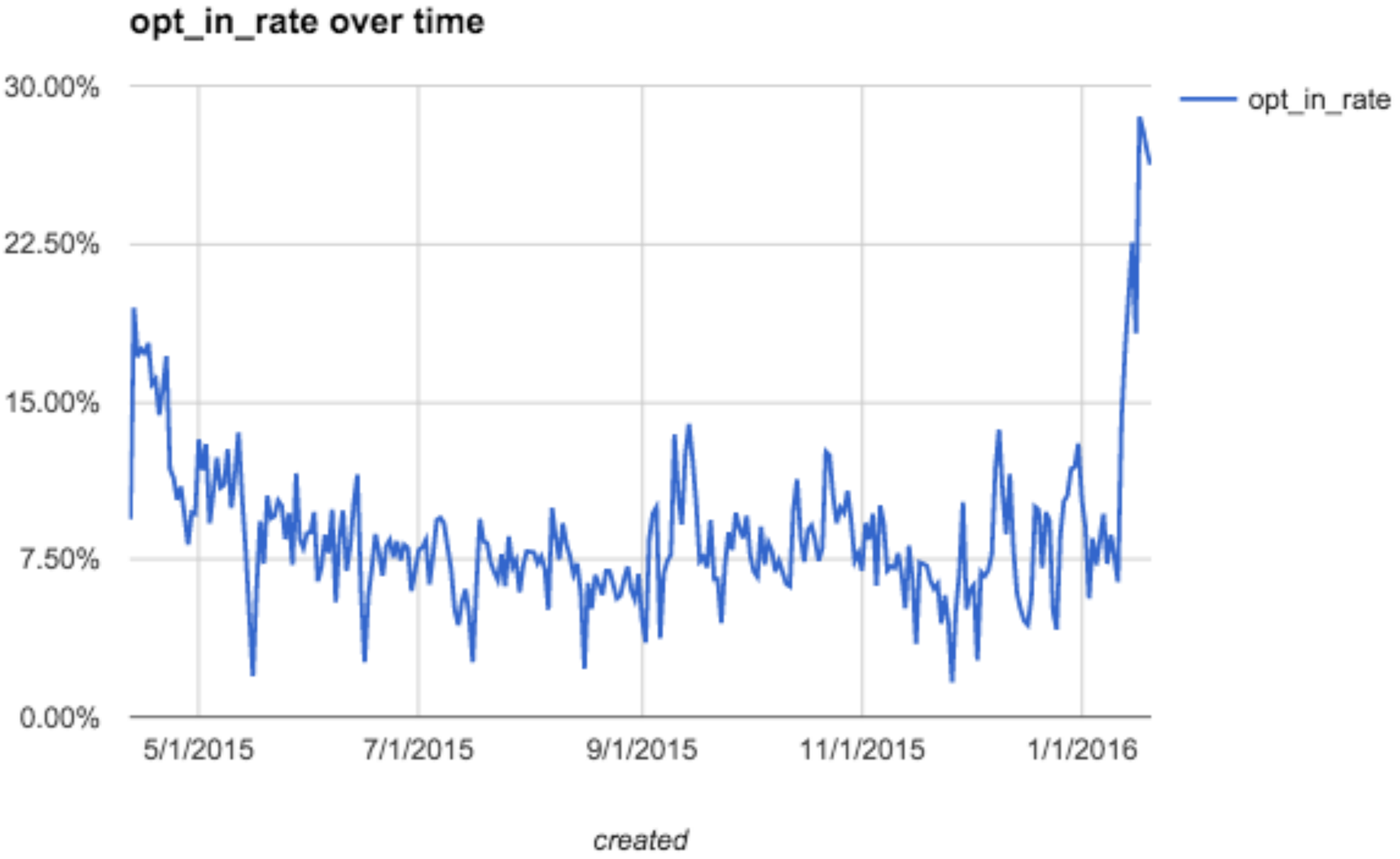
CONVERSION LIFT: 239%

ORIGINAL CR: 9%

★ VARIATION CR: 31%

RESULTS

RESULTS


opt_in_rate over time
30.00%
22.50%
15.00%
7.50%
0.00%
5/1/2015
7/1/2015
9/1/2015
11/1/2015
1/1/2016
opt_in_rate
created

EVOLVE YOUR A/B TESTING

IDEAS → HYPOTHESES

IDEAS → HYPOTHESES

"LET'S…
ADD THIS
MOVE THAT
SWAP THIS FOR THAT
SHORTEN THIS
CHANGE THIS"

IDEAS → HYPOTHESES

"LET'S…
ADD THIS
MOVE THAT
SWAP THIS FOR THAT
SHORTEN THIS
CHANGE THIS"

"IF WE DO THIS THEN THIS WILL HAPPEN BECAUSE OF THIS REASON."

IDEAS HYPOTHESES

EVOLVE YOUR A/B TESTING

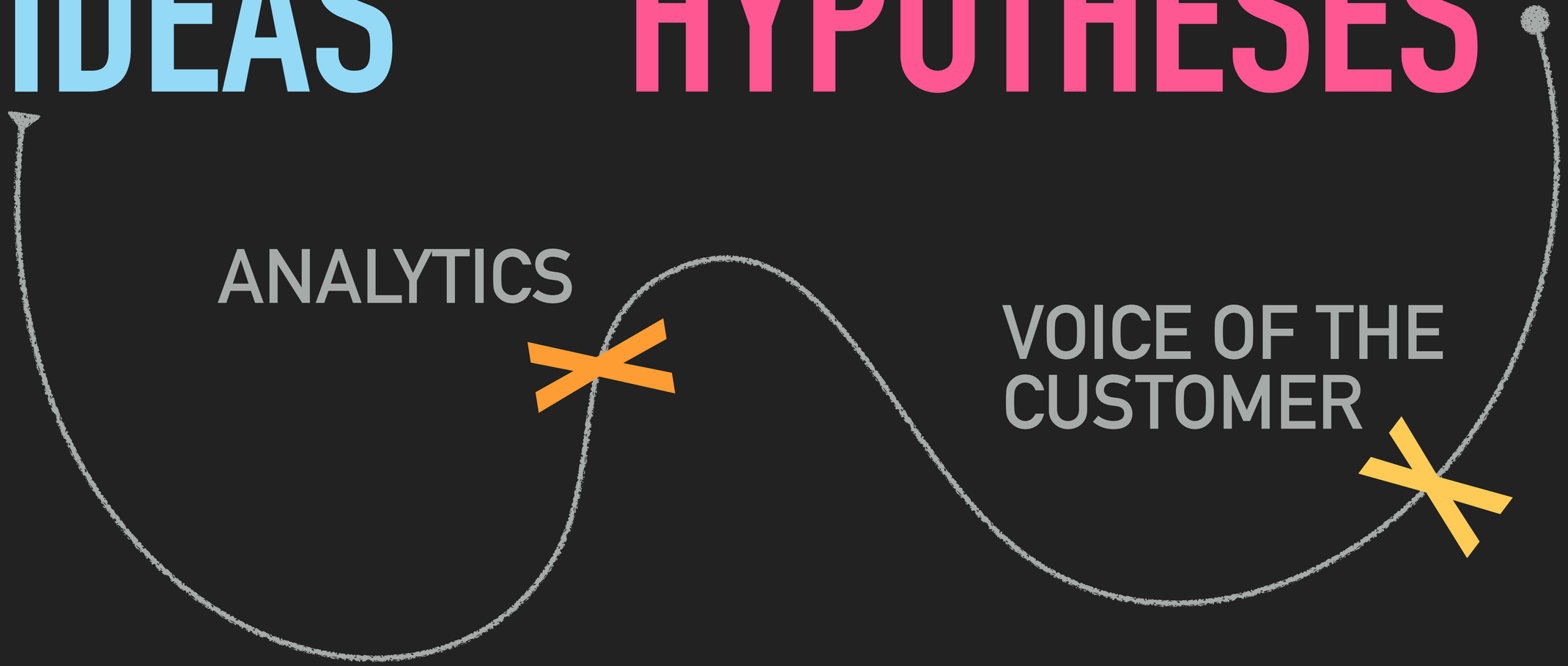
IDEAS → HYPOTHESES

EXECUTION → AUTOMATION

TEAM → ADVOCATES

IDEAS

HYPOTHESES



GREAT A/B TESTS HYPOTHESES ARE BORN OUT OF REASON & DATA, NOT WHITEBOARD SESSIONS

ANALYTICS

QUANTITATIVE / QUALITATIVE INFORMATION ABOUT YOUR WEBSITE/APP

TOP ANALYTICS SOURCES

1. FUNNEL REPORT (GA)
2. HEAT MAP ON HOME & HIGH INTENT PAGES
3. FORM ERROR SUBMISSION REPORT (GA)
4. EXIT / PAGE BOUNCE REPORT (GA)
5. HIGH TRAFFIC / LOW CONVERSION LANDING PAGES

VOICE OF THE CUSTOMER

EMPATHY BASED ANALYSIS, UNDERSTAND THE NEEDS OF THE END USER AS A HUMAN

VOICE OF THE CUSTOMER LISTENING CHANNELS

1. CUSTOMER SUCCESS TEAM
2. RECORDED USER TESTING SESSIONS
3. COFFEE SHOPS
4. ON-PAGE SURVEYS
5. EMAIL SURVEYS

VOICE OF THE "HUMAN"

1. LIFT MODEL BY WIDER FUNNEL
2. CONVERSION EQUATION FROM OLI GARDNER
3. PSYCHOLOGY
4. DESIGN PRINCIPLES
5. NEUROMARKETING

A HYPOTHESIS CASE STUDY

MVMT WATCHES

MVMT WATCHES

IF WE ADD THE NEW PRODUCT UP-SELL ON THE PRODUCT DETAIL PAGE,

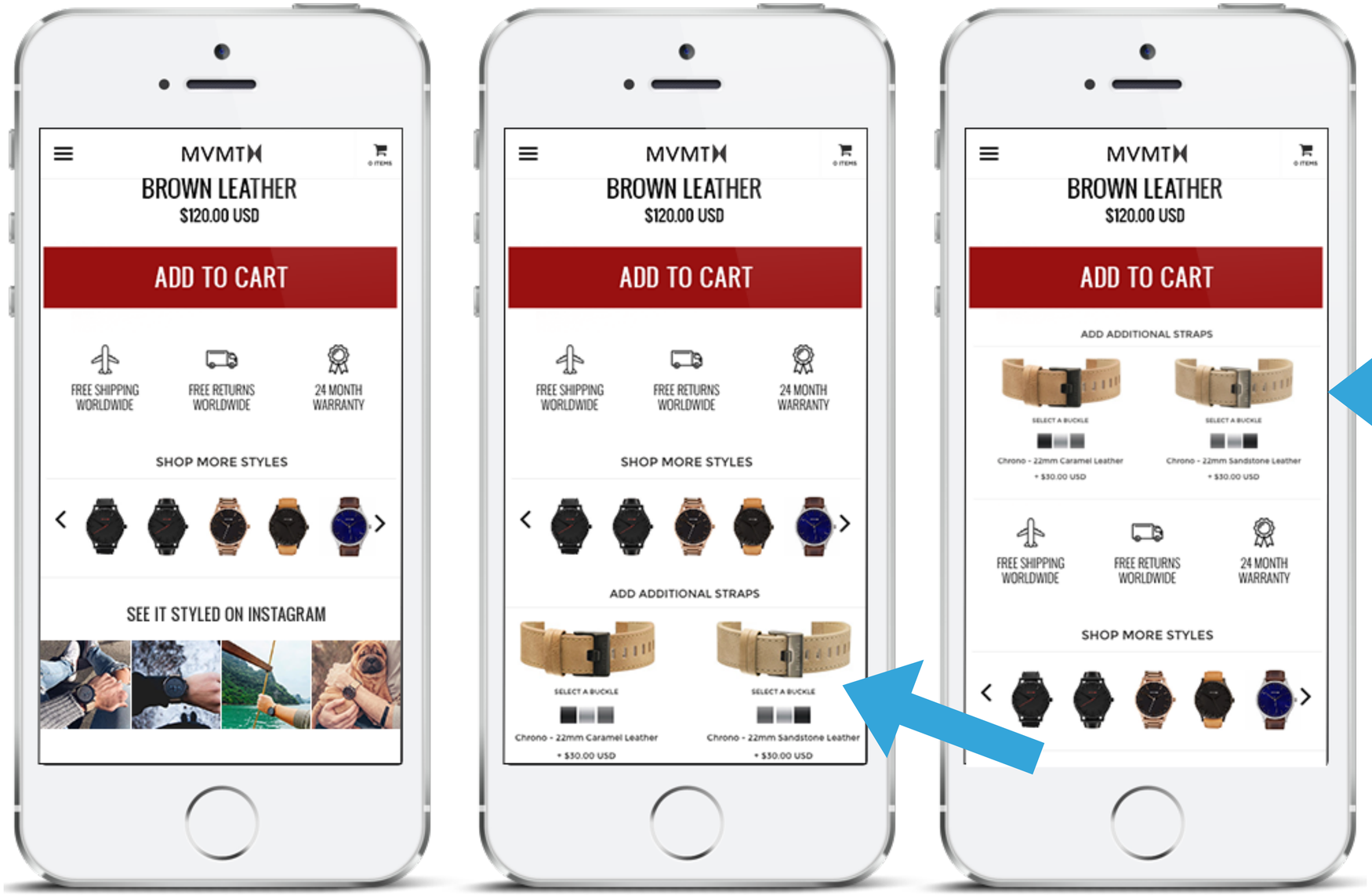
MVMT WATCHES

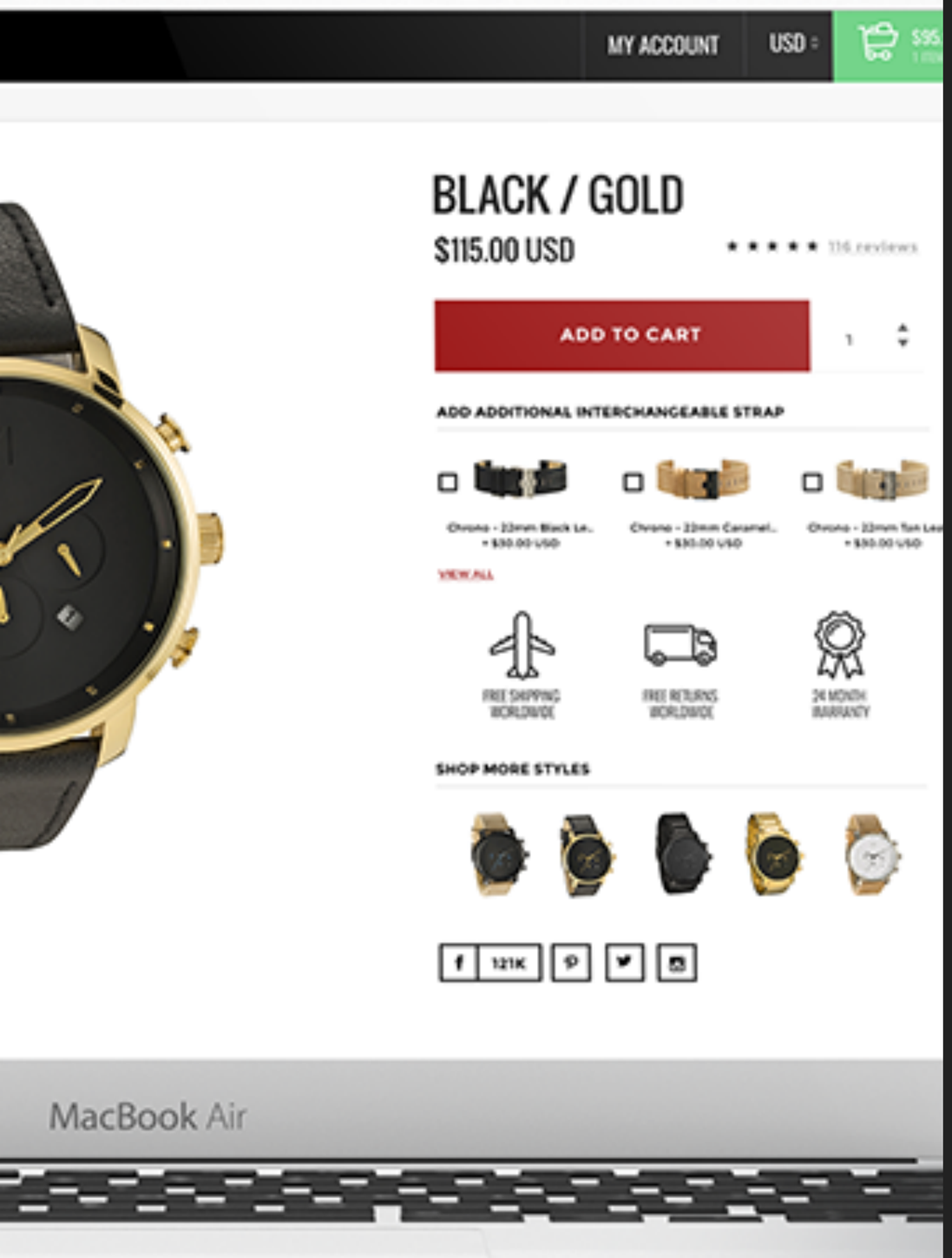
IF WE ADD THE NEW PRODUCT UP-SELL ON THE PRODUCT DETAIL PAGE, THEN SALES WILL INCREASE

MVMT WATCHES

IF WE ADD THE NEW PRODUCT UP-SELL ON THE PRODUCT DETAIL PAGE, THEN SALES WILL INCREASE BECAUSE THIS PLACEMENT MIMICS THE IN-STORE BUYING EXPERIENCE.

MVMT WATCHES





CONVERSION LIFT

DESKTOP: 2.2%

MOBILE: 5.5%

RESULTS

TEAM TESTING
HACK<A/>THON

A/B TEST HACKATHON

1. GIVE PEOPLE ACCESS TO DATA
2. INVITE CROSS FUNCTIONAL TEAMS
3. GIVE PRIZES
4. FOLLOW UP

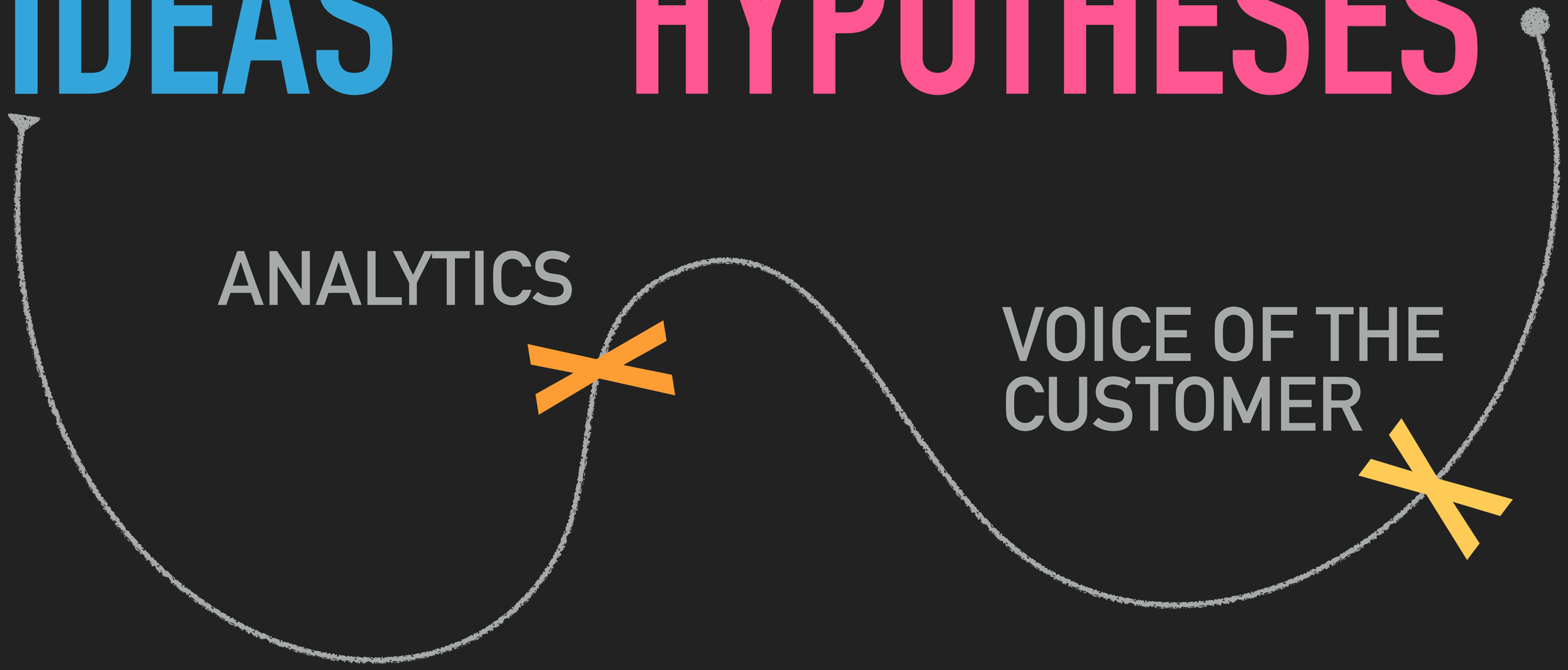
DOWNLOAD

OPTIMIZELY.COM/TESTING-TOOLKIT/

TESTING HACKATHON POSTER

IDEAS

HYPOTHESES



EVOLVE YOUR A/B TESTING

EXECUTION → AUTOMATION

EXECUTION → AUTOMATION

GET SHIT DONE

EXECUTION → AUTOMATION

GET SHIT DONE

MAKE A PLAN SO WE CAN SCALE

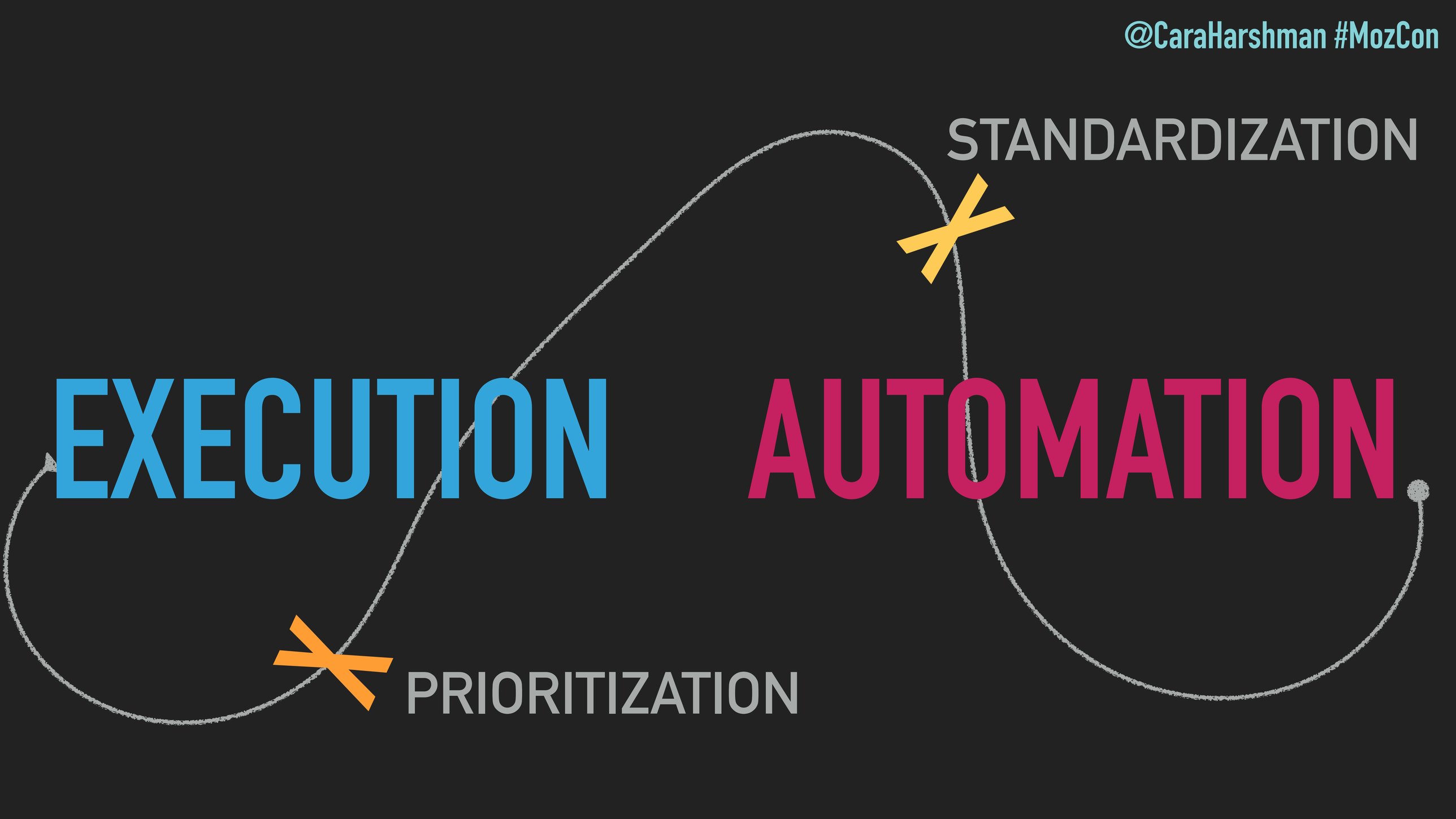

STANDARDIZATION
EXECUTION
AUTOMATION
PRIORITIZATION

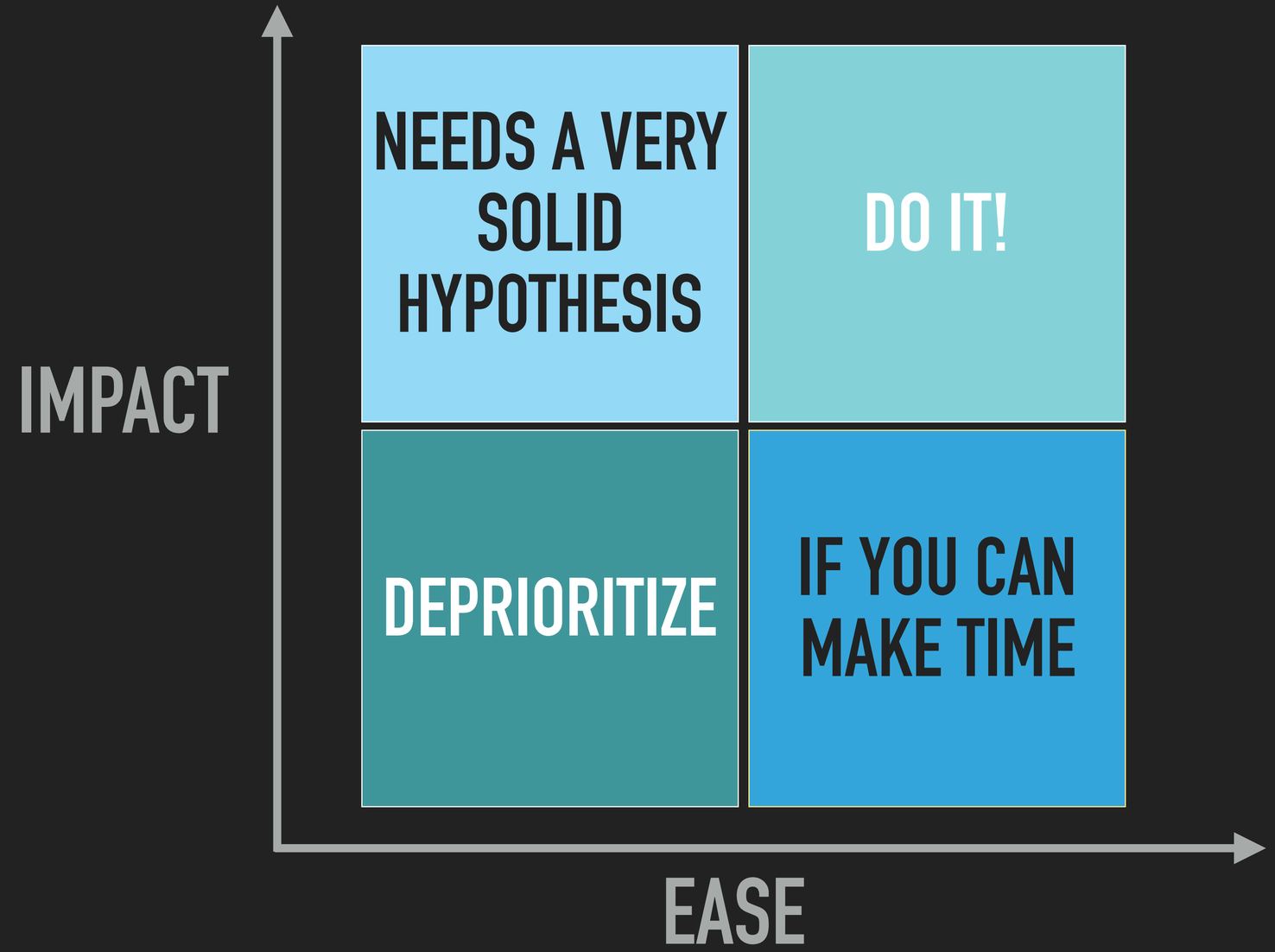
Image source: http://teeeshop.com/products/get-shit-done-bucket-hat

IF YOU WANT TO SCALE, THEN YOU HAVE TO TAKE OFF YOUR GET-SHIT-DONE-HAT

PRIORITIZATION

AN EMOTION-FREE SYSTEM TO DECIDE WHAT TO TEST

PRIORITIZATION CHART: EASE VS. IMPACT



PRIORITIZATION SCORE CARD

A RULE & POINT BASED SYSTEM WHERE EVERY HYPOTHESIS GETS A SCORE

RULE	1 point	0 points
page	part of funnel	outside funnel
audience	100% of visitors	specific audience
success metric	primary goal	secondary goal

"IF YOU COME TO ME WITH AN IDEA AND IT'S NOT LIVE IN 2 WEEKS, IT'S NOT BECAUSE IT'S A BAD IDEA — IT'S BECAUSE I HAVE BETTER THINGS TO TEST."

–Pauline, PM at Hotwire

DOWNLOAD

OPTIMIZELY.COM/TESTING-TOOLKIT/

PRIORITIZATION WORKSHEETS

STANDARDIZATION

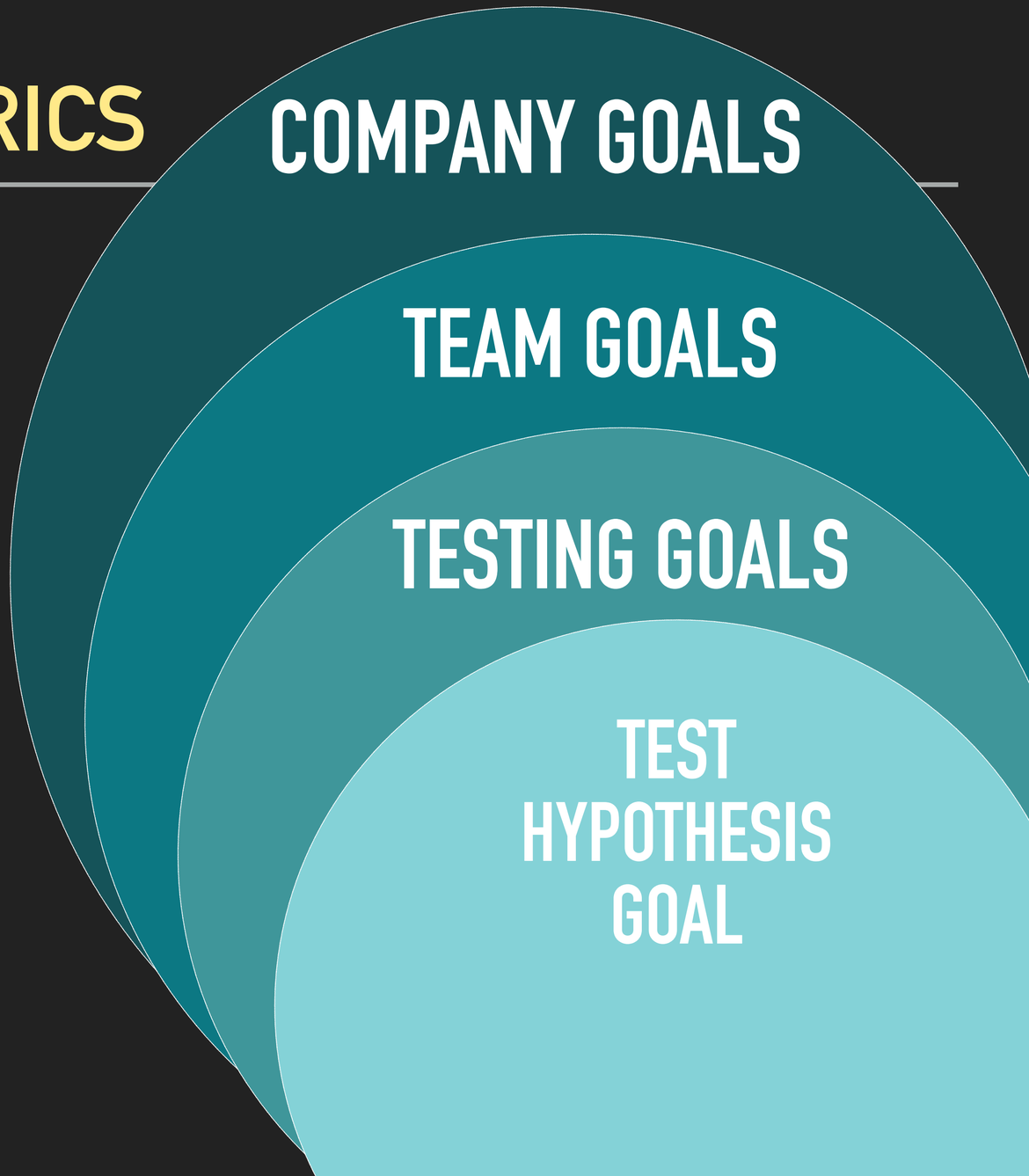
A BROADLY AGREED-UPON SET OF PRIORITIES, METRICS, DEFINITIONS

3 PIECES TO STANDARDIZE

1. MAIN SUCCESS METRICS
2. STOPPING CRITERIA FOR TESTS
3. IMPORTANT AUDIENCES

STANDARDIZE SUCCESS METRICS

WHAT ARE THE ACTIONS YOU ARE TRYING TO MOVE?



STANDARDIZE STOPPING CRITERIA

HOW LONG WILL A TEST RUN BEFORE YOU STOP IT?

STANDARDIZE YOUR AUDIENCES

WHICH UNIQUE TRAFFIC SEGMENTS DESERVE MORE ATTENTION?

A STANDARDIZATION CASE STUDY

BROOKS RUNNING

BROOKS RUNNING

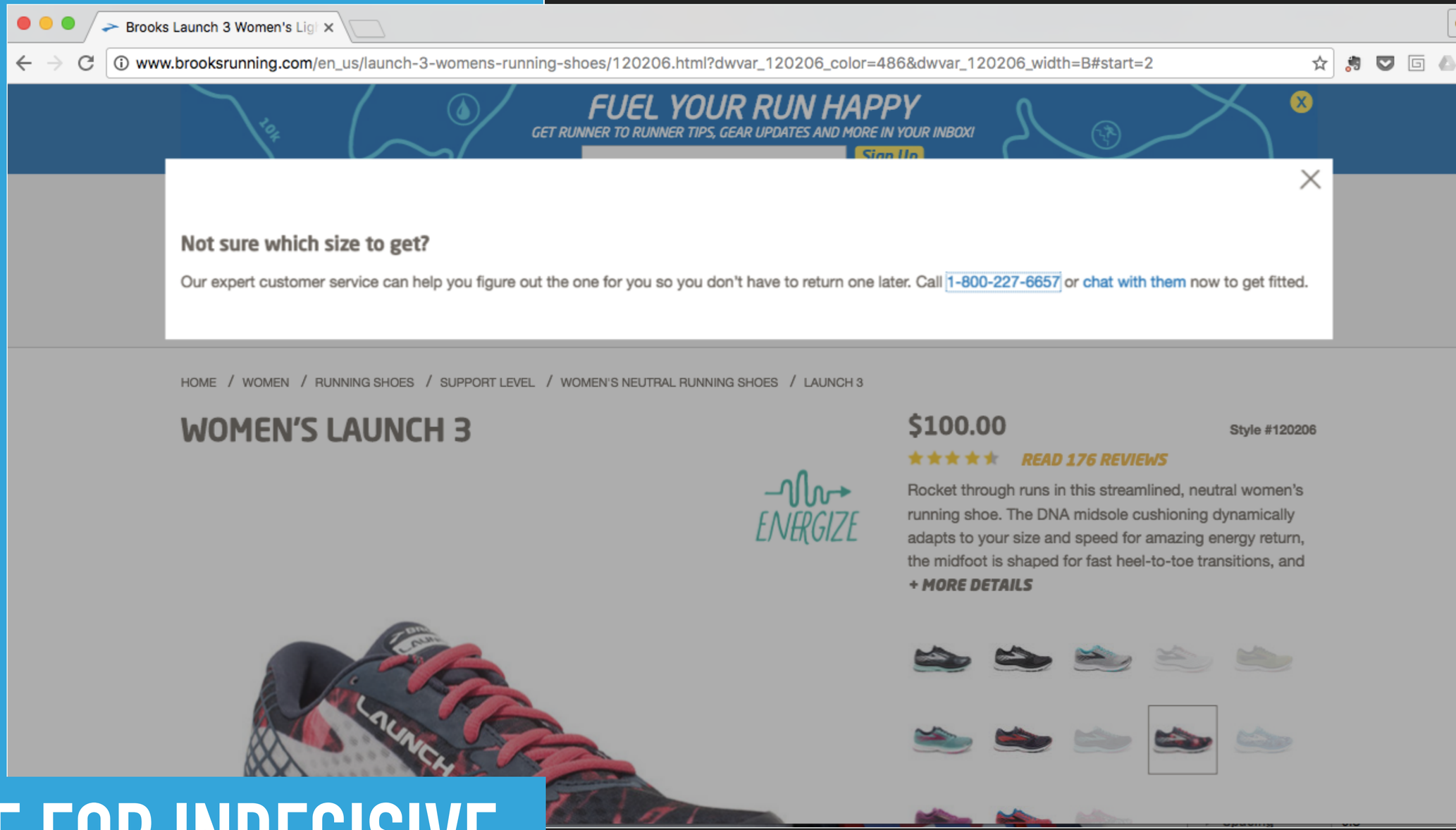
IF WE DELIVER UNIQUE CONTENT TO SHOPPERS BUYING SIMILAR SIZE SHOES,

BROOKS RUNNING

IF WE DELIVER UNIQUE CONTENT TO SHOPPERS BUYING SIMILAR SIZE SHOES, THEN THEY WILL BE LESS LIKELY TO RETURN

BROOKS RUNNING

IF WE DELIVER UNIQUE CONTENT TO SHOPPERS BUYING SIMILAR SIZE SHOES, THEN THEY WILL BE LESS LIKELY TO RETURN BECAUSE THEY DECIDED ON A SIZE.

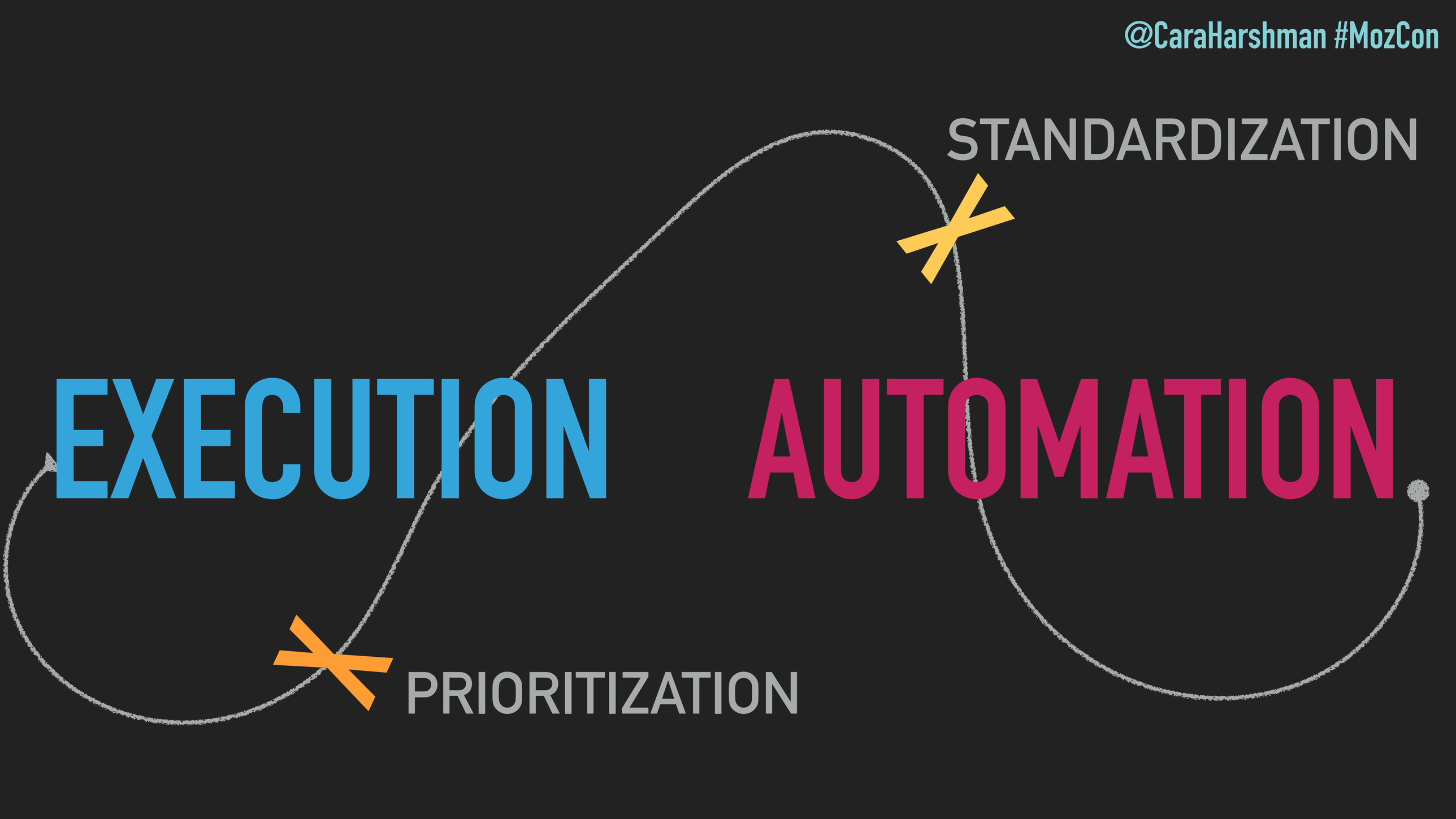


EXPERIENCE FOR INDECISIVE SHOPPERS

RETURN RATE FOR THIS AUDIENCE: -80%

CONVERSION RATE: +2%

RESULTS


STANDARDIZATION
EXECUTION
AUTOMATION
PRIORITIZATION

EVOLVE YOUR A/B TESTING

TEAM → ADVOCATES

PEOPLE WHO
DO WORK

TEAM → ADVOCATES

PEOPLE WHO DO WORK

PEOPLE WHO PROMOTE YOUR WORK

TEAM → ADVOCATES

DIVERSE SKILLS
COMMUNICATION
TEAM
ADVOCATES

WHO DOES OPTIMIZATION AT YOUR ORGANIZATION?

Source: ConversionXL

TOP 5 SKILL SETS TO HAVE

1. PROJECT MANAGER
2. DEVELOPER
3. DESIGNER
4. ANALYST
5. FEARLESSNESS

2 TEAM EXAMPLES

CRAIG AT EARNEST

CRAIG
HEAD OF GROWTH

DESIGN

CUSTOMER SUCCESS

DEVELOPER

JOSEPHINE AT HOTWIRE

PRODUCT OWNER, HOTELS

JOSEPHINE
PRODUCT MANAGER FOR TESTING

PRODUCT OWNER, FLIGHTS

COMMUNICATION CHANNELS

1. OPT-IN EMAIL NEWSLETTER
2. WEEKLY MEETINGS FOR CORE CREW
3. INTERNAL WIKI / WORKFLOW TOOL
4. LUNCH N' LEARNS
5. ALL HANDS MEETINGS

DOWNLOAD

OPTIMIZELY.COM/TESTING-TOOLKIT/

RESULTS SHARING TEMPLATES + DECKS

EVOLVE YOUR A/B TESTING

IDEAS → HYPOTHESES

EXECUTION → AUTOMATION

TEAM → ADVOCATES

OPTIMAL OUTCOME OF A/B TESTING EVOLUTION

1. LEARN RATE = 100%
2. BUSINESS GROWTH, HIGHER REVENUE
3. DELIGHTED CUSTOMERS
4. STRONGER DECISIONS & CULTURE

THANK YOU

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2016