

Conversion Optimization

for Every Business

Brian Massey, Managing Partner
Conversion Sciences



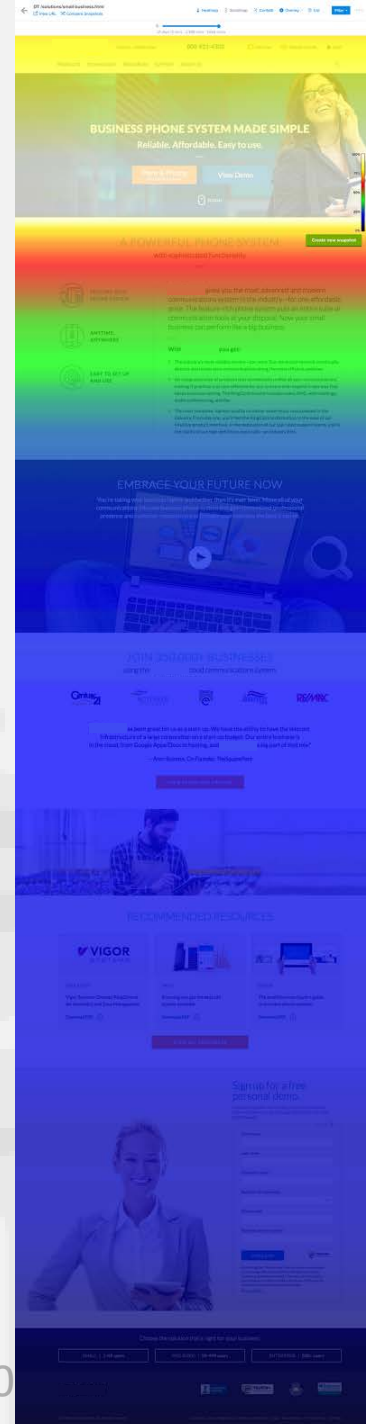
launch and know

results: analytics



results: heatmap reports



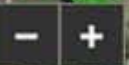






Aerial ▾


12:05AM



Heatmap Reports



©2017 Conv

AUTOMATIC

HEATMAPSWORKS

FREE



PRO

INTRODUCING


Automatic Pro

Unlimited car monitoring, zero fees. The only connected car adapter with unlimited 3G included.


GET PRO




How it works



1
Adapter plugs in under your dashboard



2
Driving data is synced with your smartphone



3
Track everything in the new Automatic app

Automatic Lite

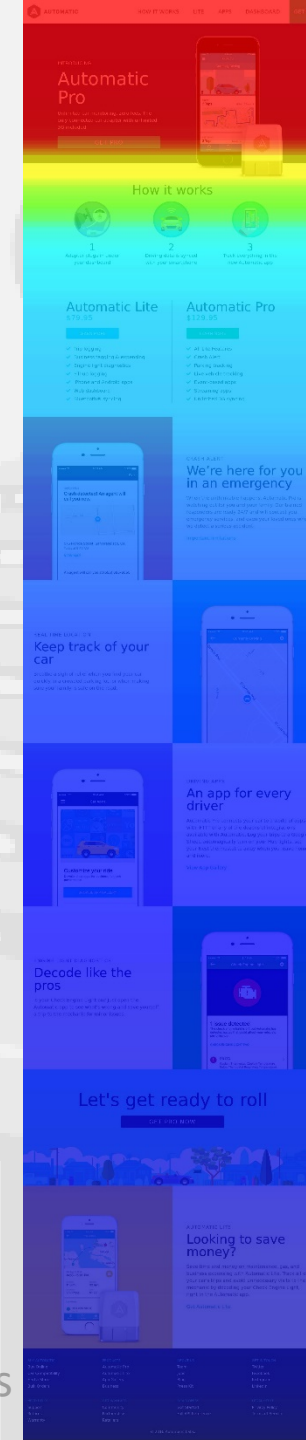
\$79.95

LEARN MORE

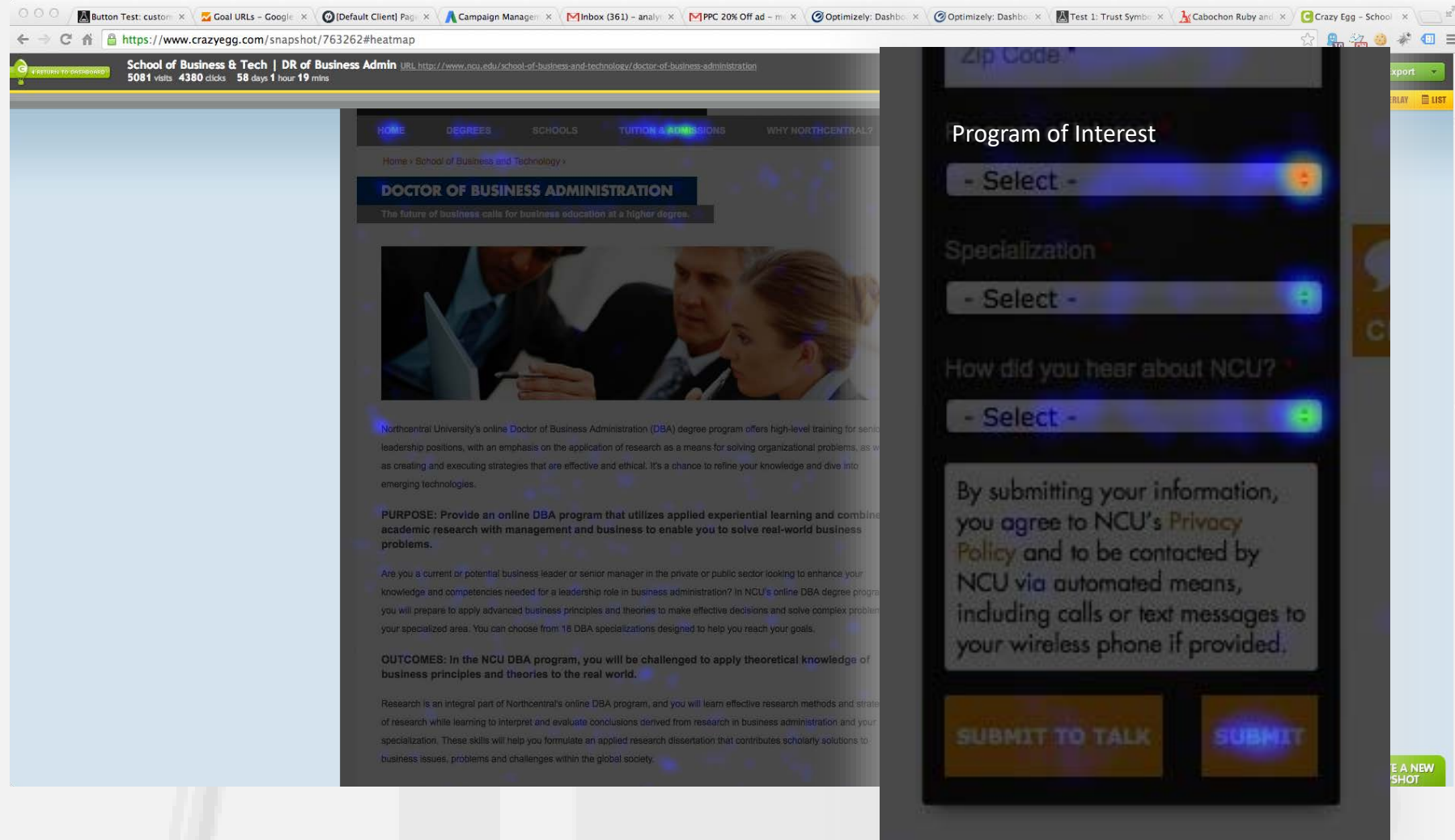
Automatic Pro

\$129.95

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The little red dot in the click-tracking heat map.



SCHOOL OF EDUCATION

Offering challenging, relevant and career-focused degree programs in education.



Helping you meet the diverse, ever-changing needs of students, teachers and even parents.

The ability to apply new knowledge, meet performance expectations and successfully manage others, whether inside or outside a classroom, are just some of the demands placed on today's educators and administrators. At [redacted] University's School of Education, we are committed to preparing our students to go out and become valuable contributors to their communities and within their professions throughout all levels of human development and education.

Select a Program

Doctor of Philosophy in Education:

If you are an education professional with the desire to teach in higher education, conduct educational research, or work in the area of educational research, the PhD in Education degree program at [redacted] is an excellent option for you. You'll have the opportunity to combine a strong base of theoretical knowledge with an individualized focus to conduct research in and about PK-12, postsecondary and adult learning environments as you create new and innovative information to advance your specialized field in education.

20% Increase In Form Fills

MORE INFO >

REQUEST INFORMATION

First Name *

Last Name *

Email *

Home Phone *

Zip Code *

Program of Interest *

- Select -

Specialization *

- Select -

How did you hear about [redacted]

- Select -

By submitting your information, you agree to [redacted] Privacy Policy and to be contacted by [redacted] via automated means, including calls or text messages to your wireless phone if provided.

SUBMIT TO TALK

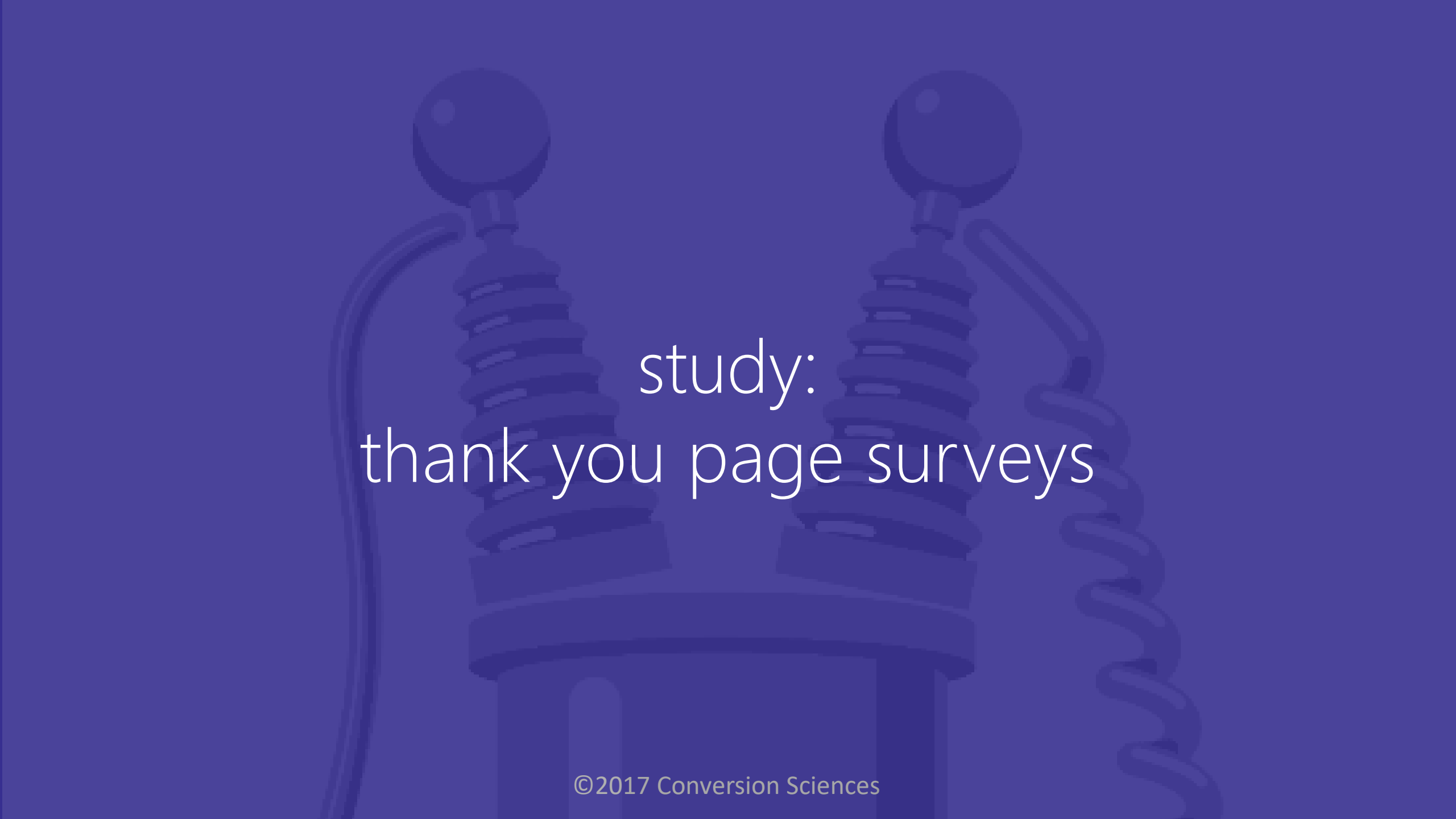
SUBMIT

@bmassey #CXLLive

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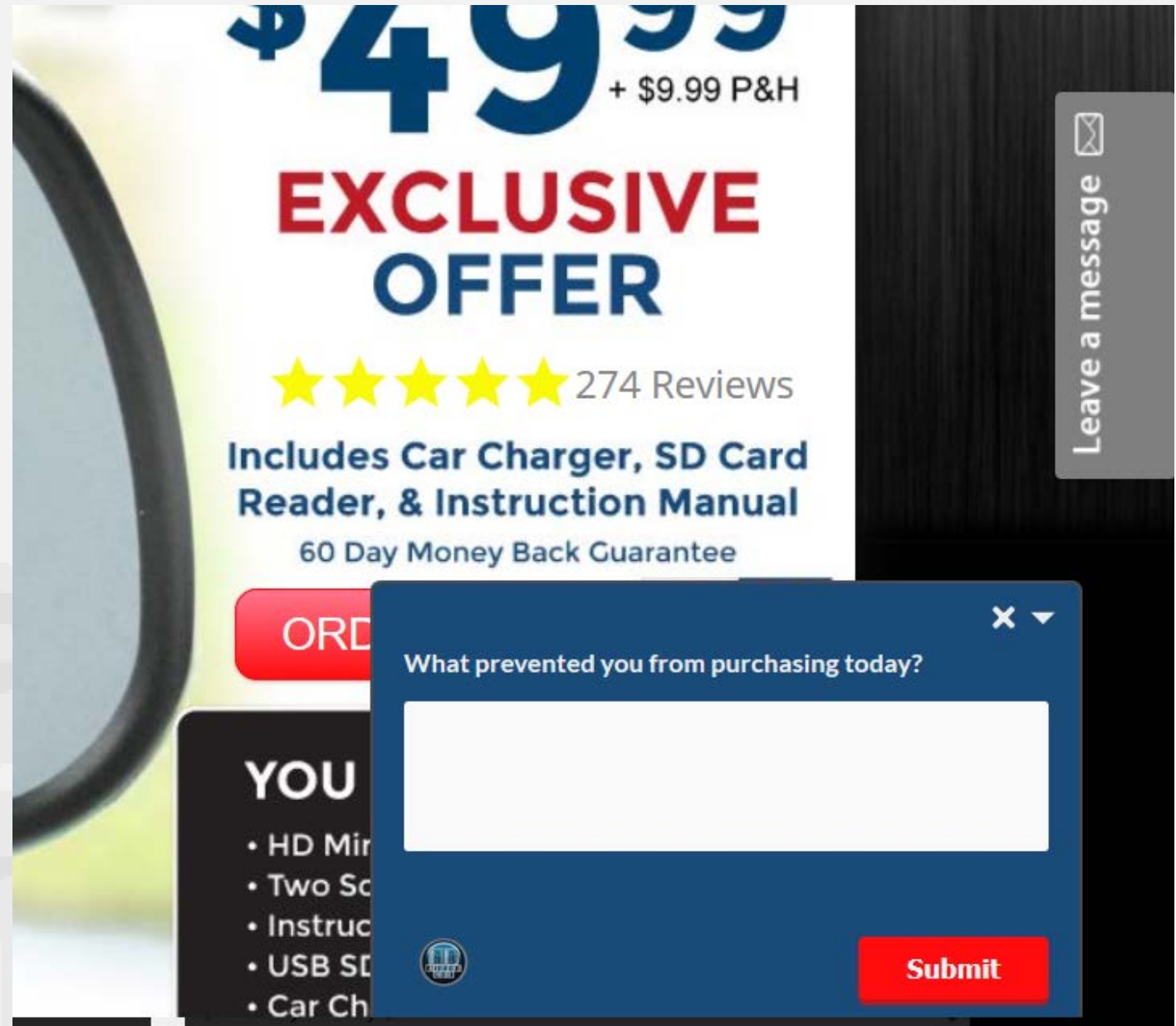
study: session recordings



study:
thank you page surveys

Site Surveys

Exit-intent popups can be used to find out why visitors don't take action.



The image shows a product page for a car charger. The main headline is "\$49.99 + \$9.99 P&H" in large blue font, followed by "EXCLUSIVE OFFER" in red and blue. Below this is a five-star rating and "274 Reviews". The product description includes "Includes Car Charger, SD Card Reader, & Instruction Manual" and a "60 Day Money Back Guarantee". A red "ORDER" button is visible. On the right, there is a vertical button that says "Leave a message" with an envelope icon. In the foreground, a blue exit-intent popup is displayed with the question "What prevented you from purchasing today?", a text input field, a "Submit" button, and a close button (X) in the top right corner. The background of the page features a close-up image of the car charger.

\$49.99 + \$9.99 P&H

EXCLUSIVE OFFER

★★★★★ 274 Reviews

Includes Car Charger, SD Card Reader, & Instruction Manual

60 Day Money Back Guarantee

ORDER

YOU

- HD Mir
- Two Sc
- Instruc
- USB SD
- Car Ch

What prevented you from purchasing today?

Submit

Leave a message

results

Q1

 Multi Line Text Box

WORD CLOUD

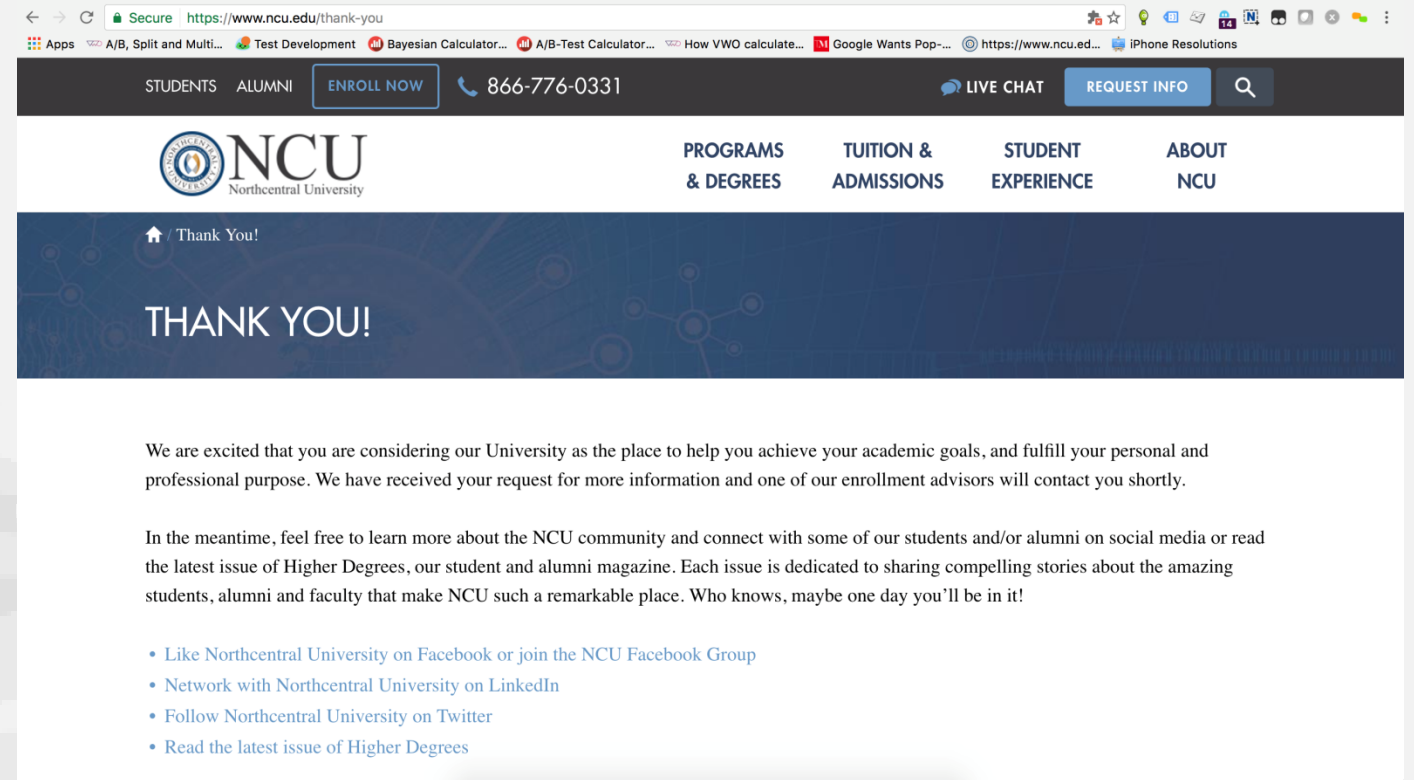


RESPONSES

1. cost
2. not shipped to Hawaii
3. The idea of it recording all conversations in the car is problematic. Audio recording should be turned off by default.
4. price
5. i have a order pending. i am wanting to know the ship date. tracking number if possible. i wanted it for our trip. if not going to be here in time then i am canceling the order.
6. fatigue
7. Nothings
8. I purchased 2 about 3 wks ago. auto ignition start died and video screen froze. Trying to decide whether to purchase a replacement.


< 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27
 28 29 30 31 32 33 34 35 36 37 38 39 40 41 >

“What almost kept
you from requesting
information?”



Secure | <https://www.ncu.edu/thank-you>

STUDENTS ALUMNI [ENROLL NOW](#) 866-776-0331 [LIVE CHAT](#) [REQUEST INFO](#)

 **NCU**
Northcentral University

[PROGRAMS & DEGREES](#) [TUITION & ADMISSIONS](#) [STUDENT EXPERIENCE](#) [ABOUT NCU](#)

🏠 / Thank You!

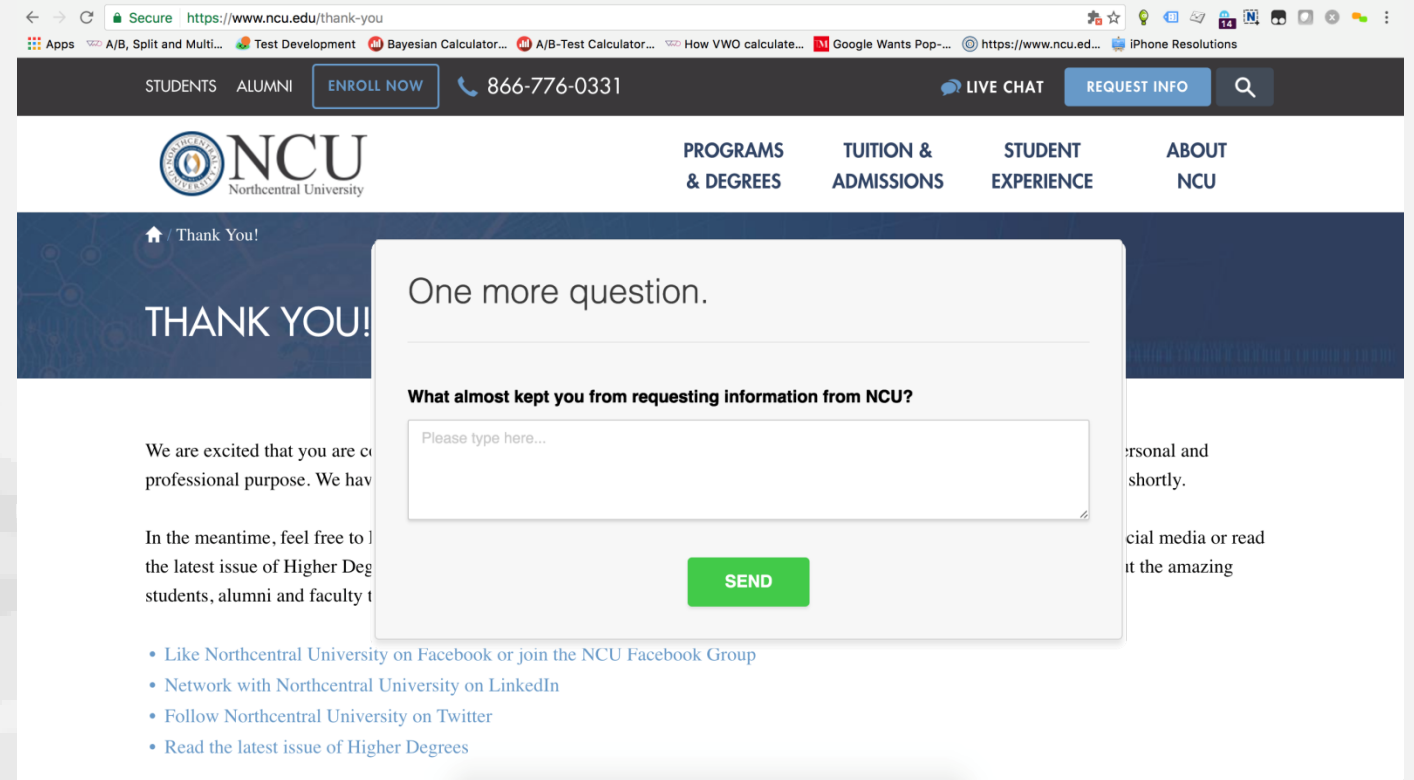
THANK YOU!

We are excited that you are considering our University as the place to help you achieve your academic goals, and fulfill your personal and professional purpose. We have received your request for more information and one of our enrollment advisors will contact you shortly.

In the meantime, feel free to learn more about the NCU community and connect with some of our students and/or alumni on social media or read the latest issue of Higher Degrees, our student and alumni magazine. Each issue is dedicated to sharing compelling stories about the amazing students, alumni and faculty that make NCU such a remarkable place. Who knows, maybe one day you'll be in it!

- [Like Northcentral University on Facebook or join the NCU Facebook Group](#)
- [Network with Northcentral University on LinkedIn](#)
- [Follow Northcentral University on Twitter](#)
- [Read the latest issue of Higher Degrees](#)

“What almost kept
you from requesting
information?”



The screenshot shows a web browser window with the URL <https://www.ncu.edu/thank-you>. The page features the NCU logo and navigation links for STUDENTS, ALUMNI, ENROLL NOW, 866-776-0331, LIVE CHAT, REQUEST INFO, and a search icon. The main content area has a dark blue header with 'THANK YOU!' and a white box containing the question 'What almost kept you from requesting information from NCU?'. Below the question is a text input field with the placeholder 'Please type here...' and a green 'SEND' button. The background text on the page includes 'We are excited that you are c...', 'professional purpose. We hav...', 'In the meantime, feel free to l...', 'the latest issue of Higher Deg...', 'students, alumni and faculty t...', and a list of social media links: 'Like Northcentral University on Facebook or join the NCU Facebook Group', 'Network with Northcentral University on LinkedIn', 'Follow Northcentral University on Twitter', and 'Read the latest issue of Higher Degrees'.

STUDENTS ALUMNI ENROLL NOW 866-776-0331 LIVE CHAT REQUEST INFO

NCU Northcentral University

PROGRAMS & DEGREES TUITION & ADMISSIONS STUDENT EXPERIENCE ABOUT NCU

Home / Thank You!

THANK YOU!

One more question.

What almost kept you from requesting information from NCU?

Please type here...

SEND

We are excited that you are c...
professional purpose. We hav...

In the meantime, feel free to l...
the latest issue of Higher Deg...
students, alumni and faculty t...

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- Network with Northcentral University on LinkedIn
- Follow Northcentral University on Twitter
- Read the latest issue of Higher Degrees

personal and
shortly.

cial media or read
at the amazing

Automatic Lite

\$79.95

LEARN MORE

- ✓ Trip logging
- ✓ Business tagging & expensing
- ✓ Engine light diagnostics
- ✓ Fill-up logging
- ✓ iPhone and Android apps
- ✓ Web dashboard
- ✓ **Bluetooth® syncing**





Automatic Pro

\$129.95

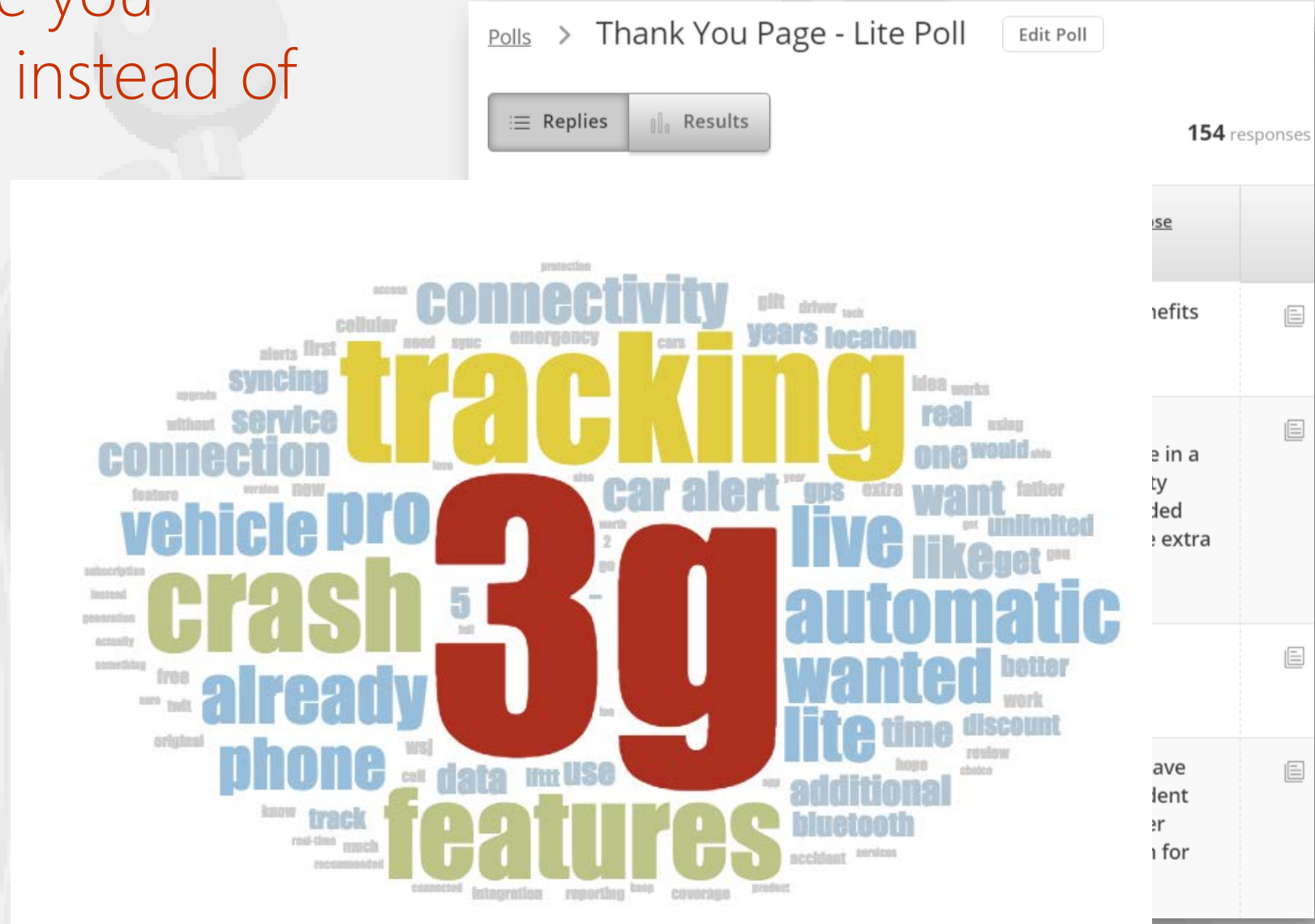
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- ✓ **All Lite Features**
- ✓ Crash Alert
- ✓ Parking tracking
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- ✓ Streaming apps
- ✓ **Unlimited 3G syncing**

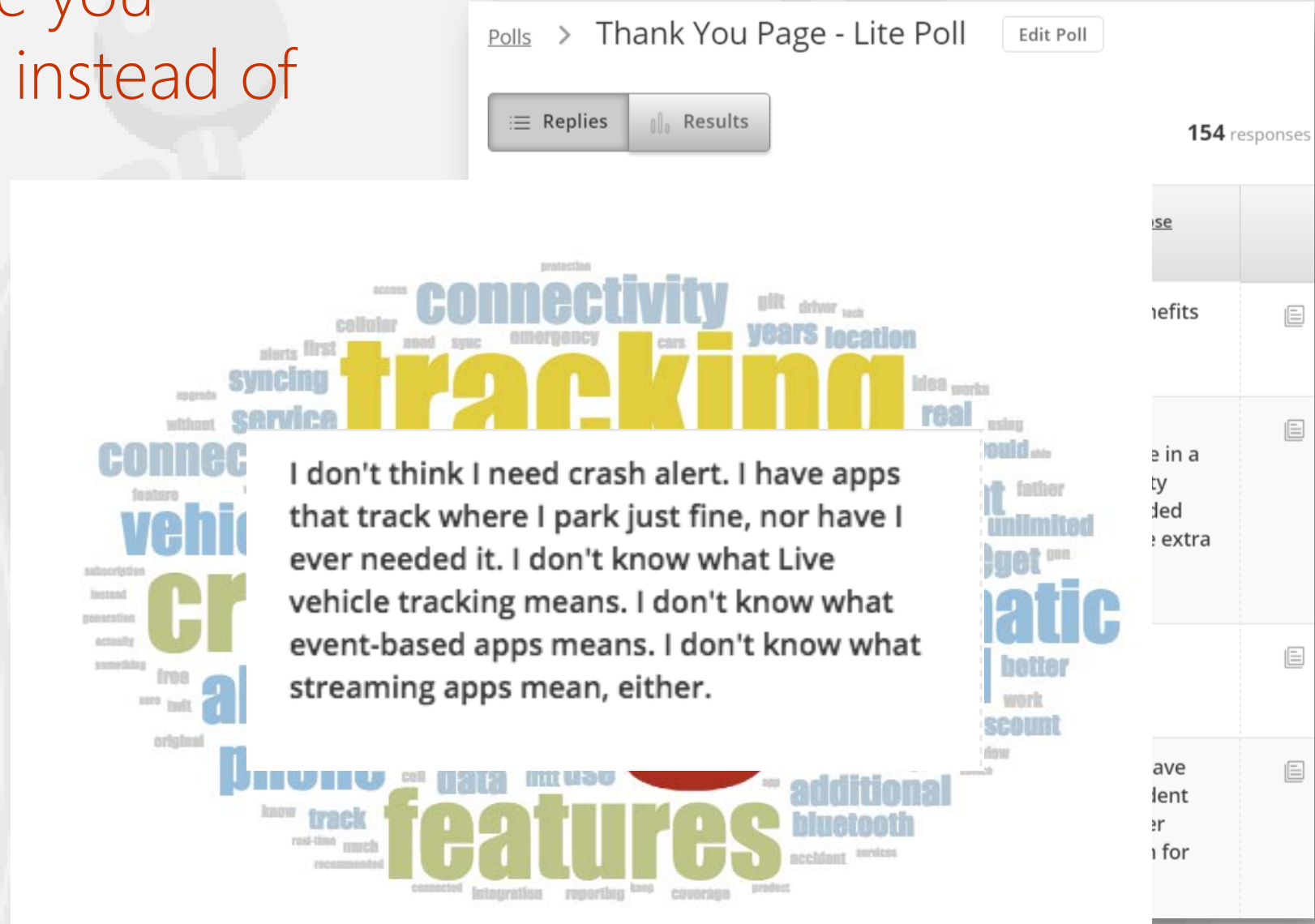
“What made you choose Lite instead of Pro?”

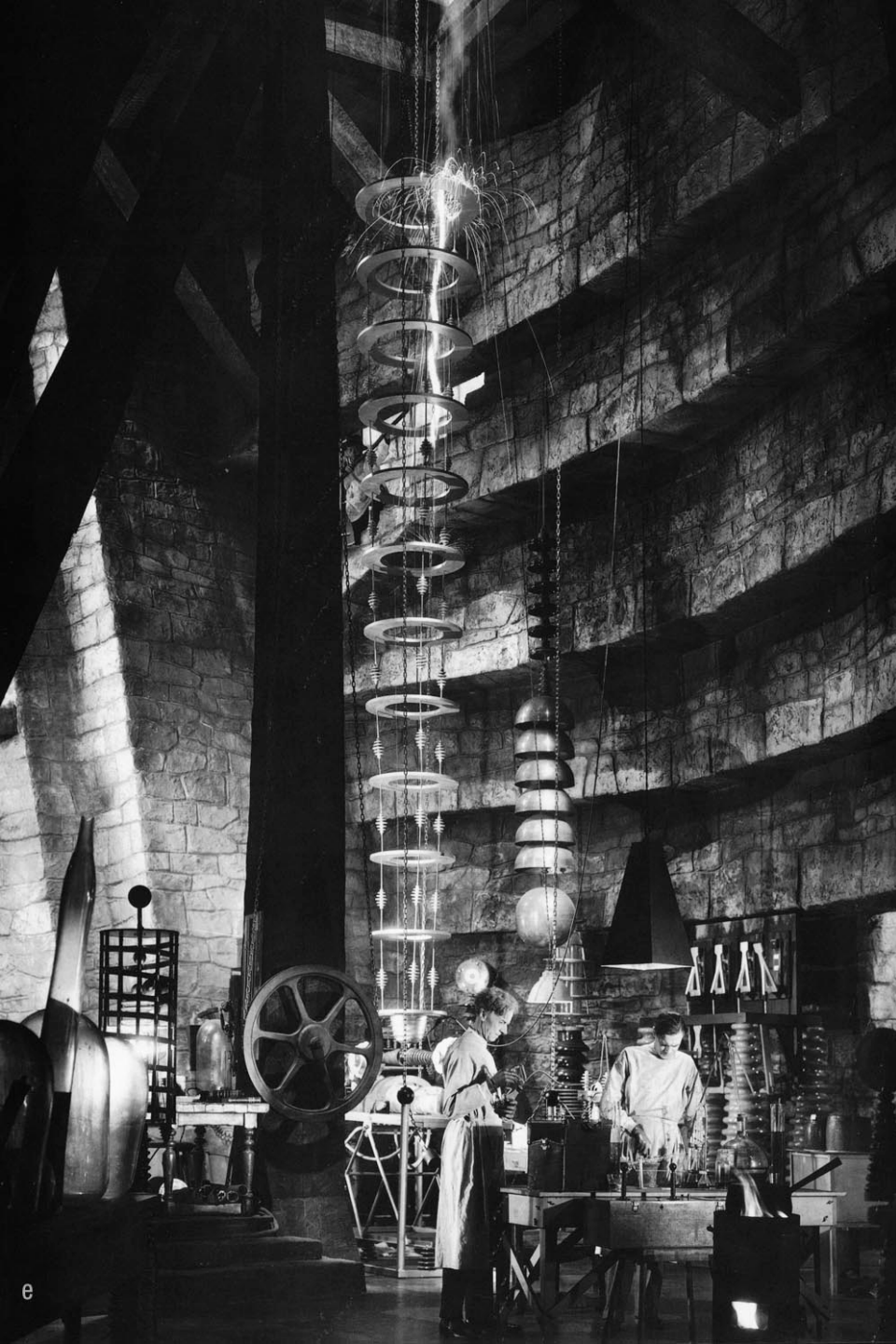
Polls > Thank You Page - Lite Poll Edit Poll		
Replies Results		154 responses
DATE	<u>If you don't mind us asking, what made you choose Automatic Lite over Pro?</u>	
14 hours ago	Didn't really know what the long term benefits were.	
18 hours ago	Biggest concern is the security of a 3G connected ODB2 device. Additionally, I live in a rural area where cellular coverage is spotty other than on Vzw. Finally, for me, the added features if the pro simply aren't worth the extra cost.	
Yesterday	Older car, looking mainly for dashboard diagnostics	
2 days ago	I'm the only driver of my car and always have my cell phone, and I've never had an accident in 25+ years. The 3G connectivity and other additional benefits were not quite enough for me to spend \$50 more.	

“What made you choose Lite instead of Pro?”



“What made you choose Lite instead of Pro?”





the supreme court ab testing

A/B Tests are designed to follow the rules

- **Sample size** is calculated and the test is not stopped until that sample is reached.

A/B Tests are designed to follow the rules

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- Data is collected **over a period of time** that takes cycles into account.

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- Data is **recent**.

A/B Tests are designed to follow the rules

- **Sample size** is calculated and the test is not stopped until that sample is reached.
- Data is collected **over a period of time** that takes cycles into account.
- Data is **recent**.
- It is **Quantitative**.

A/B Tests are designed to follow the rules

- **Sample size** is calculated and the test is not stopped until that sample is reached.
- Data is collected **over a period of time** that takes cycles into account.
- Data is **recent**.
- It is **Quantitative**.
- **Prospect and customers** are being tested.

A/B Tests are designed to follow the rules

- **Sample size** is calculated and the test is not stopped until that sample is reached.
- Data is collected **over a period of time** that takes cycles into account.
- Data is **recent**.
- It is **Quantitative**.
- **Prospect and customers** are being tested.
- **Double blind**.



AB Testing can be difficult



It's easy to change more than one thing
in an AB test



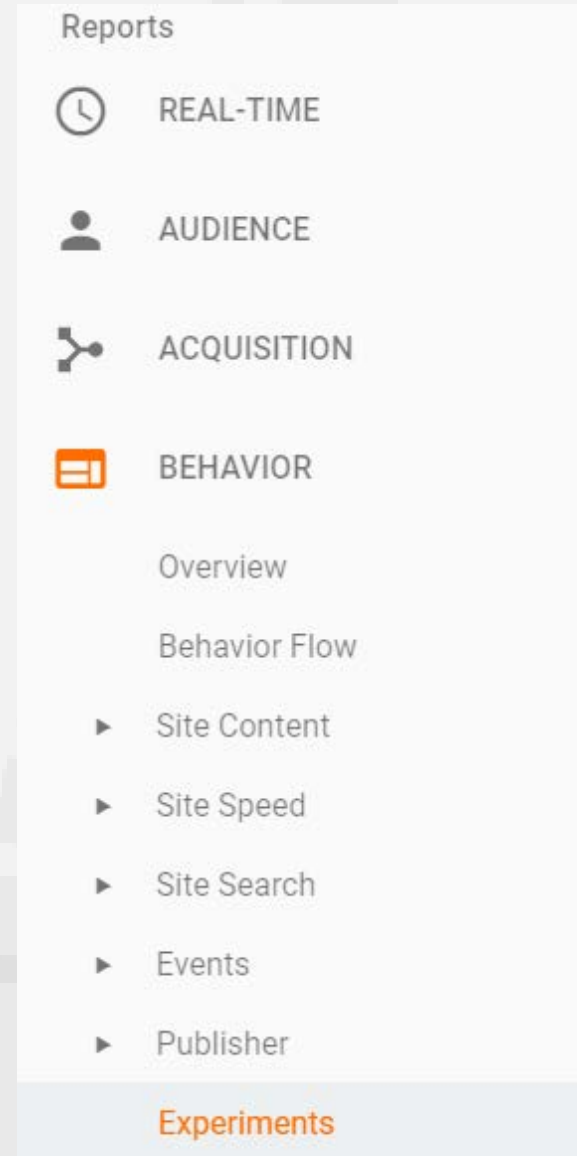
AB tests can be expensive



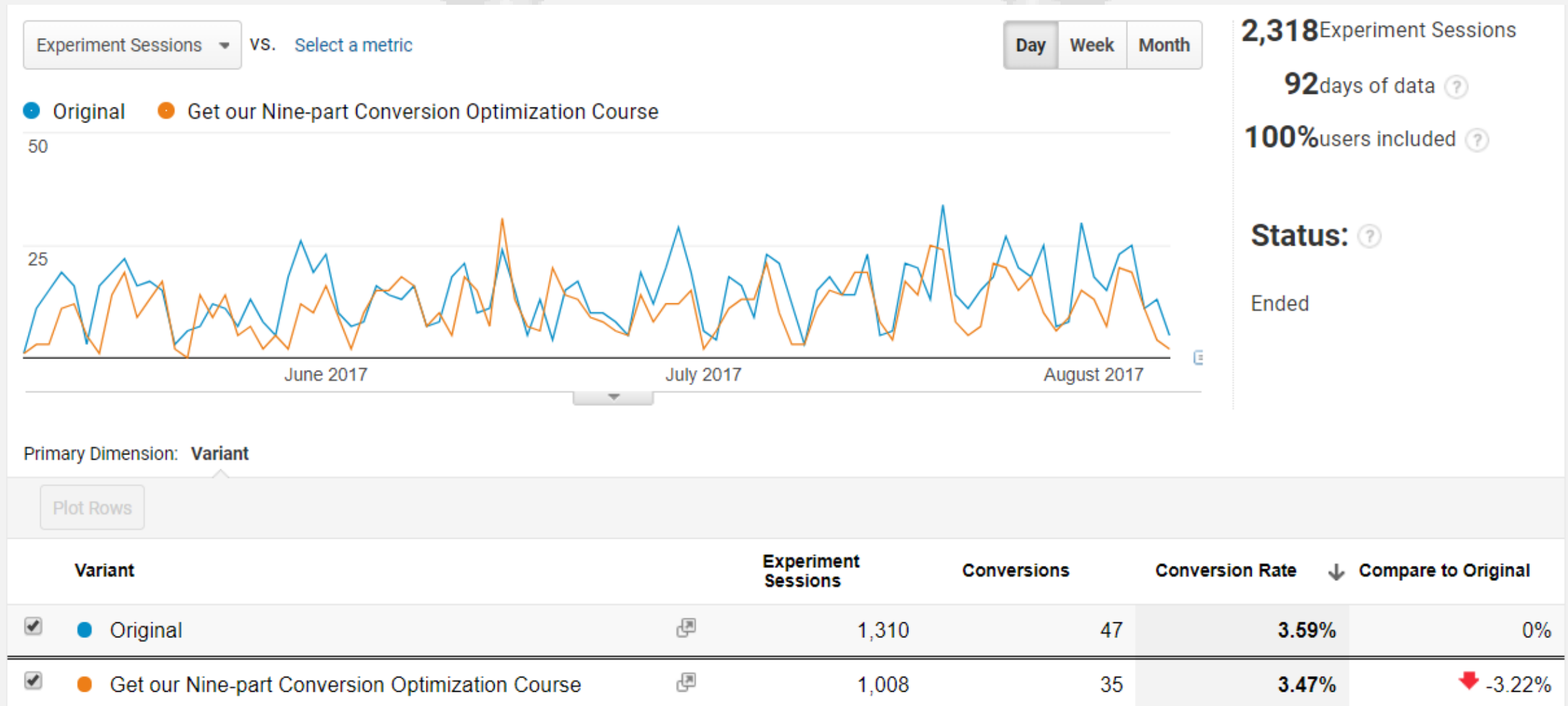
Don't let all of this scare you

Google Experiments


Right in Google Analytics



Google Experiments



Change something
on a page

AUTOMATIC

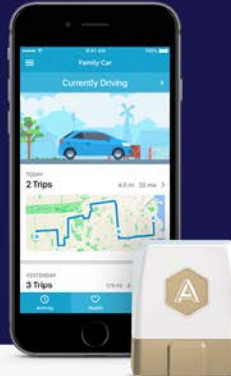
HOW IT WORKS APPS DASHBOARD GET PRO

INTRODUCING


Automatic Pro

Unlimited car monitoring, zero fees. The only connected car adapter with unlimited 3G included.


[GET PRO](#)




How it works



1
Adapter plugs in under your dashboard



2
Driving data is synced with your smartphone



3
Track everything in the new Automatic app

Automatic Lite

\$79.95

[LEARN MORE](#)


- ✓ Trip logging
- ✓ Business tagging & expensing
- ✓ Engine light diagnostics
- ✓ Fill-up logging
- ✓ iPhone and Android apps
- ✓ Web dashboard
- ✓ **Bluetooth® syncing**

Automatic Pro

\$129.95

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- ✓ **All Lite Features**
- ✓ Crash Alert
- ✓ Parking tracking
- ✓ Live vehicle tracking
- ✓ Event-based apps
- ✓ Streaming apps
- ✓ **Unlimited 3G syncing**



CRASH ALERT
We're here for you in an emergency

©2017 Conversion Sciences

Change something
on a page

AUTOMATIC


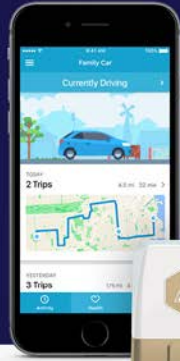
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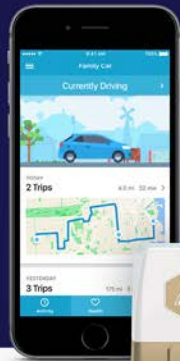
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Change something
on a page

AUTOMATIC


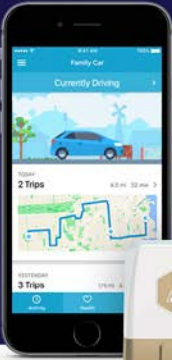
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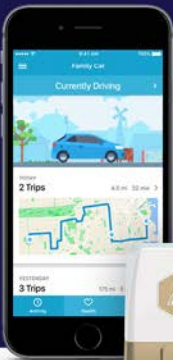
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CRASH ALERT

We're here for you in an emergency

Control

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Control

Variation

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Control

<h2>Automatic Lite</h2> <p>\$79.95</p> <p>LEARN MORE</p> <ul style="list-style-type: none">✓ Trip logging✓ Business tagging & expensing✓ Engine light diagnostics✓ Fill-up logging✓ iPhone and Android apps✓ Web dashboard✓ Bluetooth® syncing	<h2>Automatic Pro</h2> <p>\$129.95</p> <p>LEARN MORE</p> <ul style="list-style-type: none">✓ All Lite Features✓ Crash Alert✓ Parking tracking✓ Live vehicle tracking✓ Event-based apps✓ Streaming apps✓ Unlimited 3G syncing
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Variation

<h2>Automatic Lite</h2> <p>\$79.95</p> <p>LEARN MORE</p> <ul style="list-style-type: none">✓ Trip logging✓ Business tagging & expensing✓ Engine light diagnostics✓ Bluetooth® syncing	<h2>Automatic Pro</h2> <p>\$129.95</p> <p>LEARN MORE</p> <ul style="list-style-type: none">✓ All Lite Features✓ Crash Alert✓ Real-Time location tracking✓ Unlimited 3G connectivity
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- **+13% Conversion Rate**
- **+24% Revenue Per Visit**

AB Test Landing Page Redesign

Control

OGLE SCHOOL
HAIR • SKIN • NAILS

A BEAUTIFUL CAREER STARTS HERE

GIVING AWAY UP TO \$100,000 IN SCHOLARSHIPS!

GRADUATE IN AS LITTLE AS 11 MONTHS!
You'll be prepared for a career as a hair stylist, colorist, or salon owner among many other amazing opportunities.

FLEXIBLE DAY AND EVENING CLASS SCHEDULES
You can do it! Go full-time 5 days/week or part-time 4 nights/week • every other Saturday

8 CONVENIENT TEXAS LOCATIONS
Spanning across Dallas, San Antonio and Houston

SCHOLARSHIPS AND FINANCIAL AID AVAILABLE
We help you achieve your educational goals by taking the confusion out of financial planning.

FILL OUT THIS FORM TO
REQUEST INFO NOW

FIRST NAME

LAST NAME

PHONE

EMAIL

ZIP CODE

Which Campus Is Your Campus?

By submitting this form, I am providing my consent to be called, visited, and/or emailed by Ogle School at the number and/or email provided. This consent is not a condition of purchase.

SUBMIT INFO

ACCREDITATIONS, PARTNERS, & AWARDS

WELLA

CREW

dermatological

BLOOM

BBB (A+)

DESIGN ESSENTIALS

pivot point

bodyography

nac cas

BEGIN YOUR BEAUTIFUL STORY AT OGLE

Ogle School Commercial - We Know Your

6 CONVENIENT DFW LOCATIONS • SAN ANTONIO • HOUSTON

8X MODERN SALON
EXCELLENCE IN EDUCATION
WINNER!

PLACEMENT • FACILITIES • SCHOOL CULTURE • TECHNOLOGY
COMMUNITY INVOLVEMENT • MARKETING INNOVATION

© 2016 OGLE SCHOOL

FULL SITE

PRIVACY POLICY

Variation A-
Alternative

Increased
Inquiries by
+16.16%

OGLE SCHOOL
HAIR • SKIN • NAILS

A BEAUTIFUL CAREER STARTS HERE

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SUBMIT INFO

Day & Night Programs

Financial Aid

Industry Leader

COSMETOLOGY

ESTHETICS

IPAD INCLUDED!

TEACHING SUCCESS

Ogle School 8 Convenient Locations

© 2016 OGLE SCHOOL

FULL SITE

Preparing for A/B testing



collect your
questions
<http://conversci.com/questions>

ANALYSIS		HYPOTHESIS PRIORITIZATION				
Hypothesis	Recommendations	Proof (1-5)	Impact (1-5)	LOE (1-5)	Visits Affected	ROI
Conversion rates & RPV	Need to consider video player and implementation.	4	4	5	3	10
		3	3	4	5	10
On these pages will increase sales.	Provide product offers near class results.	3	3	3	3	9
Offers on confirmation page. Entire page is a footprint and adding offers to this page	Add offers, sharing and recommendations to the	4	2	2	3	9
Page will increase CTR on emails and clicks from the email campaign.	Split test in p3 launch email	3	3	2	2	9
Clicks to 3 will increase clicks	Reduce offers	5	2	4	4	9
Drop off from the current Shop Splash page. Users need more guidance on this page. Test more relevant (i.e. New, Popular,	Test Shop Page layout and content ASAP	4	3	4	3	9
Strategy will increase conversion rates.	Requires good email remarketing strategy	3	4	5	3	9
Conversion rates at a level high-enough to	Test ASAP. Start with Promo Code					

Sources of Ideas and Hypotheses

- Your Organization (everyone has an opinion)
- Analytics
- Customer Surveys
- Site Feedback
- Chat Transcripts (What are the most common questions?)
- Talk to Salespeople or Customer Service Reps (What's Missing?)
- Design Articles (www.ConversionSciences.com)
- Competitor's Websites and Campaigns
- Your own intuition and experience

Add lots of ideas for how to improve your pages.

Excellent. Add small trust symbols (credit card logos and verisign below Add to Cart; No Risk Reversal Here and strict return policy are deterrents; Move model # to tabs; Can you add an estimated Arrival Date?

Ensure orientation of all product photos matches this. You want the directional flow of the product photo to move the eye toward the offer

Add "Best Seller" "Recommended" or "Our Favorite" badges to select products in this area

For readers, this headline is your chance to draw them in. Invest in this headline above all other copy

Looking at Heatmaps, Gazeplot, Opacity & AOI, this side and part of the page gets very little attention and disrupts the eye flow as a result. Add Images/Info Graphic that will help visitors determine if this is the right product for them (i.e. Application, Lawn Type)

Put light gray or light blue in margins to frame content

Wasted space. Put Search Here and Put 1-800-Number Where Search Currently Is to Make it More prominent

Call him an expert and give him a name

Controversy Alert! Remove or add to Google Analytics as an Event. We want people on this page to buy, not leave via Social Media Leakage

This is the second most important element of this page. Will you have video for all products? If not, this design will be far less effective.

This is prime real estate for closing the deal & it is currently attracting almost no attention. Add "Talk to an Expert" here and show a horizontal list of two related products

Approximately 81% of your visitors will view the footer area. Add icons to re-enforce key messaging here: Easy Financing, Free Shipping, Over 1 Million Happy Customers

FREE SHIPPING!

LAWN MOWERS CHAINSAWS CHIPPERS LOG SPLITTERS STUMP GRINDERS

Simplicity 44" Broadmoor 22hp Mower
Model #2800947
★★★★★
Read all 19 reviews

List Price \$3,899
You Save - \$100
PEP Price \$3,599
ADD TO CART

EASY FINANCING AVAILABLE
CLICK FOR DETAILS

Why Choose

- ✓ FREE Shipping
- ✓ No Sales Tax*
- ✓ FREE Rush Processing On In-stock Orders!
- ✓ 27 Years & 1 Million Customers
- ✓ FREE GIFT With any purchase!

Questions?

Tab text is invisible. Make tabs darker for better contrast

Make no compromise with this lawn tractor.

From the heavy duty construction to the powerful engine, this lawn tractor makes no compromises. Engine: 22HP/1646cc Briggs & Stratton Pro Series V-Twin OHV Engine, electric start.

This lawn tractor comes equipped with features that ensure your comfort while providing exceptional power and performance. A 22HP/1646cc Briggs & Stratton Pro Series V-Twin OHV Engine gives you all the power you need to tackle tough jobs. The engine's overhead valve design runs cooler and delivers more power than conventional engines. For excellent precision and ease of operation, this lawn mower features foot controlled acceleration with cruise control.

Product Summary

- 44", 3-in-1 free floating mower deck has 3 versatile cutting blades that will mulch, bag (optional), or side discharge
- Free Floating™ deck with full width rear rollers provide a beautiful cut every time
- Quick Hitch Removal System provides fast and easy removal of the mower deck without tools
- Tuff Torq K-57 Hydrostatic Automatic Transmission provides easy speed and direction control
- Exclusive Automatic Controlled Traction continuously applies power to both rear wheels. If one slips, the other keeps going so you keep on moving.

CUSTOMER SERVICE
Customer Service

ABOUT US
Our Story

SECURE SHOPPING
Privacy Policy

ORDERS
Shipping Information
Returns
Tax Information

INTERACT WITH US
f 3+ t You Tube

YOUR SECURITY
VERISIGN
SECURE
ADDITIONAL FINANCING
AAA Rating A+

Service Centers
Contact Us
Retail Offers

Your Hypothesis List

Conversion Sciences - Hypothesis Prioritization Framework									
TurtleBayResort.com									
2/25/2018									
ANALYSIS				HYPOTHESIS PRIORITIZATION					Bucket
ID	Component	Page	Hypothesis	Proof (1-5)	Impact (1-5)	LOE (1-5)	Visits Affected (1-5)	ROI	Credibility, Social Proof, Trust, Messaging, Design
	Sitewide	404 Error Pages	Add site search or alternative links will decrease abandonment on 404 error page.	5	5	2	5	18	Fix
	Booking Engine	Booking Engine - Select Dates	Visitors going to the booking engine from the Romance on the North Shore content page see an error message (see documentation). Fixing this will decrease abandonments and increase transactions.	5	5	3	5	17	Fix
	Booking Engine	Select Dates	When "Flexible Dates" is selected the visitor sees "NaN" which is a PHP Error.	5	5	5	5	15	FIXED
	Mobile	Sitewide - Header	Make buttons larger for fat thumbs. (Call, search, menu, book now)	3	5	3	4	14	Design
	Contact Us to Book Button	Oahu Wedding Packages	Create a signup page instead of using email links to get quotes for packages will significantly increase calls and package purchases.	3	5	3	3	13	Design

Exercise: Fill out the Hypothesis List

- Select a page to review

How to write a Hypothesis

If I _____.

I expect _____.

to happen, as measured by:

_____.



Assign weights to your hypotheses

Proof (1-5)

where

1 = no proof

2 = evidence from one source

3 = evidence from more than one source

4 = evidence from statistically significant source

5 = evidence from AB split test

Expected Impact (1-5)

where

1 = 0% to 1% expected lift

2 = 1% to 5% expected lift

3 = 5% to 10% expected lift

4 = More than 10% expected lift

5 = Massive impact potential

Level of Effort to Test (1-5)

where

1 = I can change this easily

2 = This requires some design work I can do

3 = This requires a designer or copywriter's help

4 = This requires some developer time

5 = This is requires major redesign and development

Traffic Affected (1-5)

where

1 = Less than 10% of traffic

2 = Less than 25% of traffic

3 = Less than 50% of traffic

4 = Most traffic, or very important traffic

5 = Affects all traffic or critical traffic



Put hypotheses into buckets

Messaging and Value Proposition



The value proposition of your campaign or website. This is usually communicated in words and images.

Will include:

- Unique selling proposition
- Guarantee or Warrantee
- Return policy
- Brand proposition
- Benefits
- Features
- Proof points
- Target market

Layout and UX

You want your layout and user experience (UX) to make the important information available to the user.

Can the user easily locate the important information on each page of your site?

- Color
- Placement
- Font
- White space
- Juxtaposition
- Negative space
- Highlights

Credibility and Authority



The design of your site is the first way to communicate credibility. Your brand also communicates credibility and authority.

- Time in business
- Number of products sold
- Awards
- Association Logos
- Consumer Group Ratings (BBB)
- Analyst reports
- Other

Social Proof

Social proof can take many forms, and answers the question, "What have others experienced with this product?"

- Testimonials
- Ratings and reviews
- Media Outlets that have covered you
- Customer logos
- Other

Security and Risk Reversal

Is my information safe if I enter it into this website?


- Links to your privacy policy.
- McAfee Secure, Shopper Safe, Verisign and other security certificates.
- Lock symbols.
- SSL indicators (<https://>)

A/B Testing



The AB Test Planning Guide

<http://conversci.com/ABTestPlanner>



Conversion Sciences
www.ConversionSciences.com
888.361.6604

Test Planner

Title		Code		Create Date	
		YYMMDD-A[AB]MV-###			
Start Date		Est. Duration		Impressions/Conversions	
Test Definition					
AB Test		Multivariate		No Treatment	
Traffic Sources					
Paid Search		Display Ad		Email List	
Affiliates		Social Network		TV/Radio	
				Video	
				Other	
Test Manager					
Designer					
IT					

Hypothesis



Isolate your hypothesis.

Can you spot the two variables changing here?



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Get Your Free Debt Evaluation > We're Open! ONLY 10 hours 32 minutes 19 seconds LEFT TO CALL TODAY

\$4 Billion Resolved
We've resolved the most debt
Freedom Debt Relief is #1 in America

Debt Relief That Works

The answer to your debt

- Get a free financial assessment
- Learn about your options
- Find a plan that fits your budget
- Resolve debts in as little as 24 to 48 months*


Get your free quote

Plan Benefits

How it Works

Trust in Freedom


Sample Results



What Clients Say:

"I can't thank Freedom Debt Relief enough for all the help! Everyone was so helpful, professional and always quick to respond to my questions."

Mills in Richmond, MA



Talk about your debt 800-544-7211

Home | Debt Reduction | Debt Relief Options | Testimonials | Top Settlements | Blog | Client log in

Get Your Free Debt Evaluation > We're Open! ONLY 10 hours 32 minutes 19 seconds LEFT TO CALL TODAY

\$4 Billion Resolved
We've resolved the most debt
Freedom Debt Relief is #1 in America

Free Yourself from
the Burden of Debt

The answer to your debt

- Get a free financial assessment
- Learn about your options
- Find a plan that fits your budget
- Resolve debts in as little as 24 to 48 months*


Get your free quote

Plan Benefits

How it Works

Trust in Freedom

Sample Results



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Mills in Richmond, MA

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Who should we target this at?
At whom should we NOT target this test?



How long should a test take?

Rules of Thumb for Test Duration

- The pages you test should deliver at least **100 conversions per treatment** (including the control).
- Traffic doesn't matter.
Conversions matter.

Test Duration Calculator

How long should you run your A/B Test?

Estimated existing conversion rate (%)	<input type="text" value="3"/> %
Minimum improvement in conversion rate you want to detect (%)	<input type="text" value="5"/> %
Number of variations/combinations (including control)	<input type="text" value="2"/>
Average number of daily visitors	<input type="text" value="10000"/>
Percent visitors included in test?	<input type="text" value="100"/> %

Total number of days to run the test: 41 days

CALCULATE TEST DURATION

<https://vwo.com/ab-split-test-duration/>



How to increase your sample size



Don't be fooled by your results.



Frequentist vs. Bayesian Statistics

Calculating Confidence

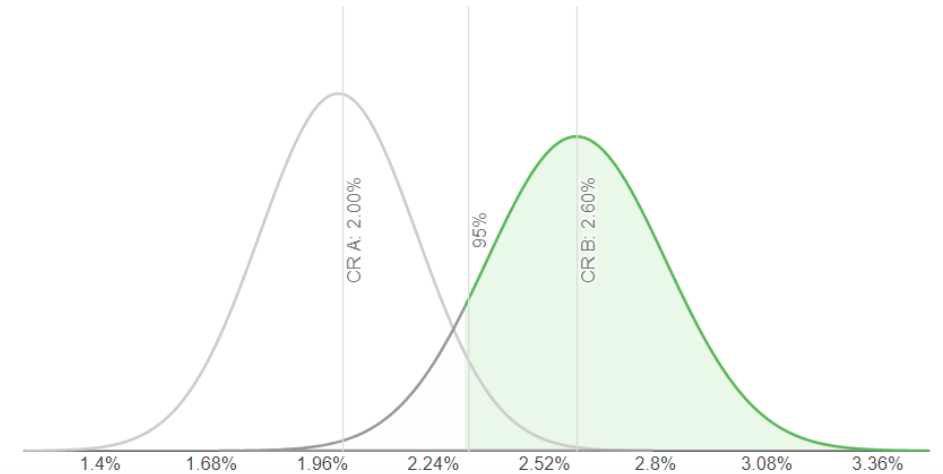
Online Dialog Frequentists Calculator

<https://abtestguide.com/calc/>

Online Dialog Bayesian Calculator

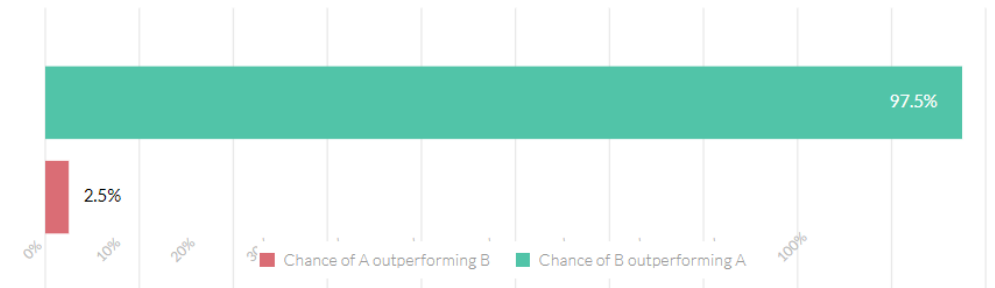
<https://abtestguide.com/bayesian/>

Visualisation of Power (88.86%) and the expected distributions of variation A and B.

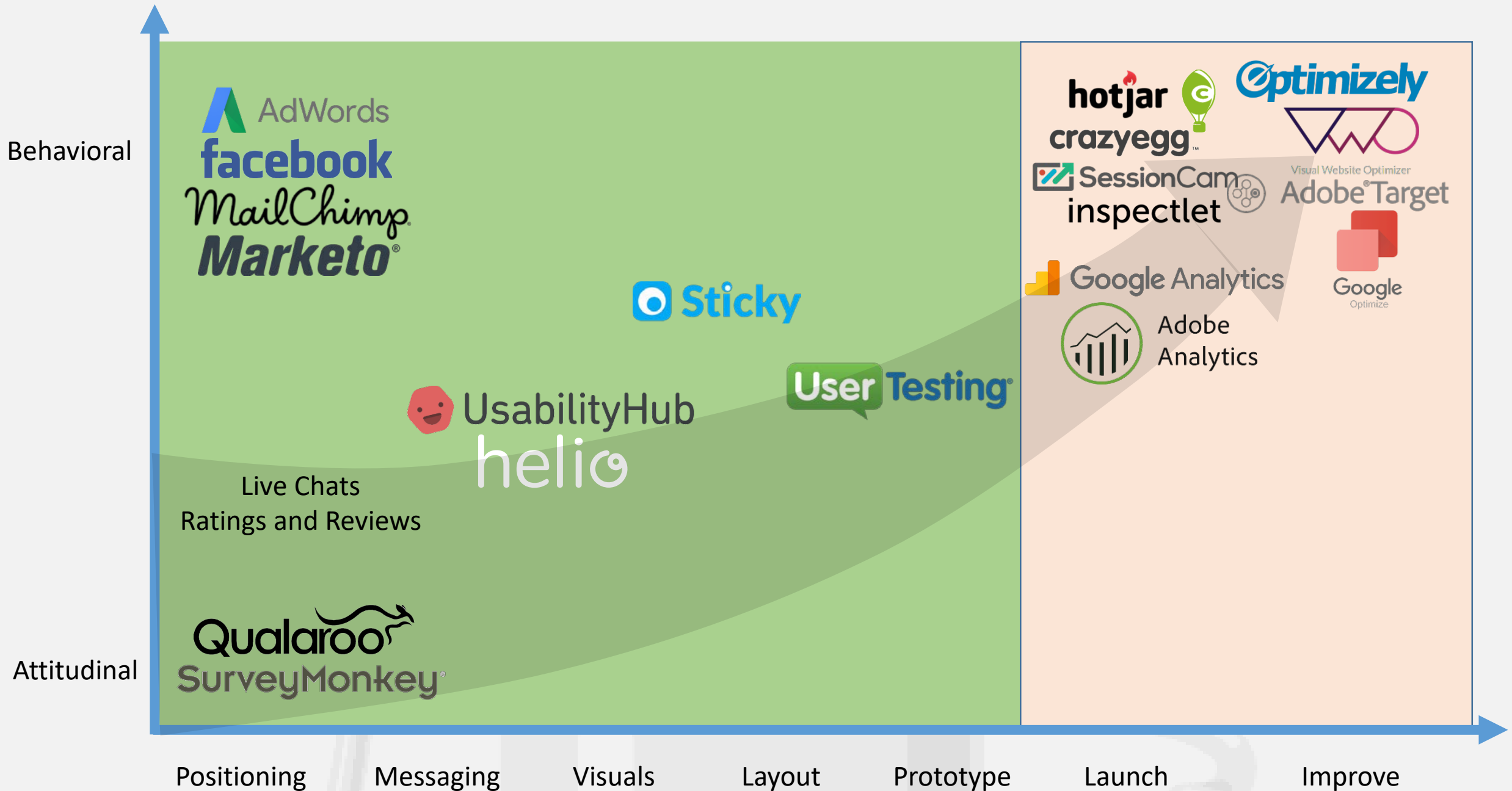


Main test result

Chance of B outperforming A



#	Users	Conversion	CR	Uplift	Chance of being best
A	15,789	224	1.42%		
B	9,998	173	1.73%	22.0%	97.5%





Final Critiques

Share your revised pages

POLL

A stylized, monochromatic illustration of a poll machine, possibly a vintage voting device. It features two vertical levers with spherical tops and coiled springs, mounted on a cylindrical base. A coiled cable is visible on the right side. The entire image is rendered in a dark blue color against a lighter blue background.

Compare your progress



Conversion Optimization Masterclass

www.ConversionLive.com