



DRUPALCON VIENNA



A/B Testing with Optimizely

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- Drupal for 13+ years
- Tech for 20+ years
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What are our goals for today?

- Overview of A/B testing
- Learn about Optimizely
- Provide more resources





What is A/B testing?



“A research methodology that compares two or more versions of a product or strategy to determine empirically which version is superior.”

- *Dictionary.com*

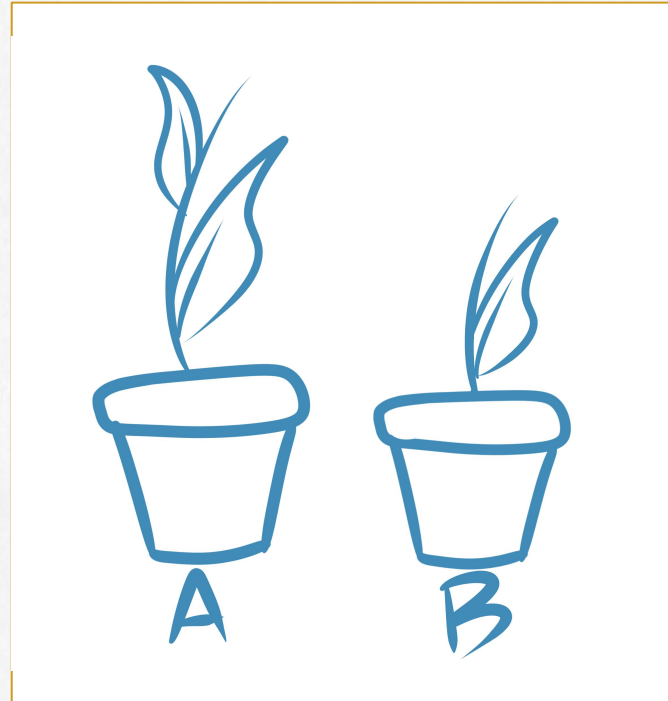




Huh?

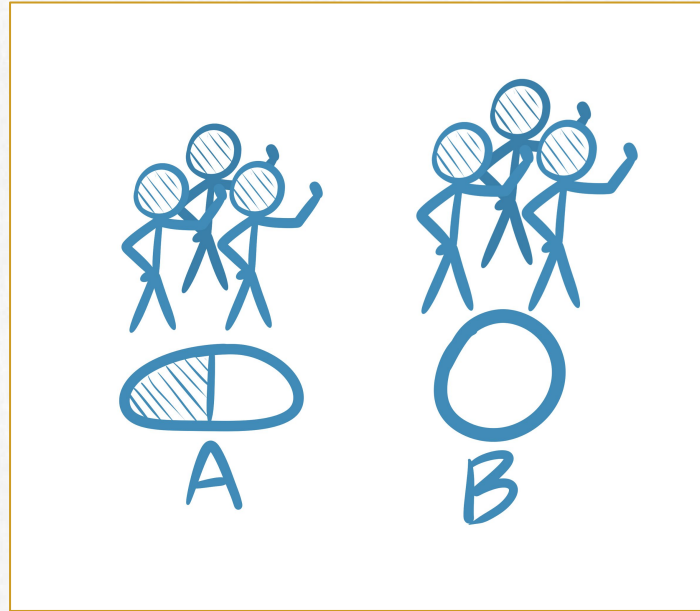


A/B testing for agriculture...



1920s

A/B testing for medicine..



1950s



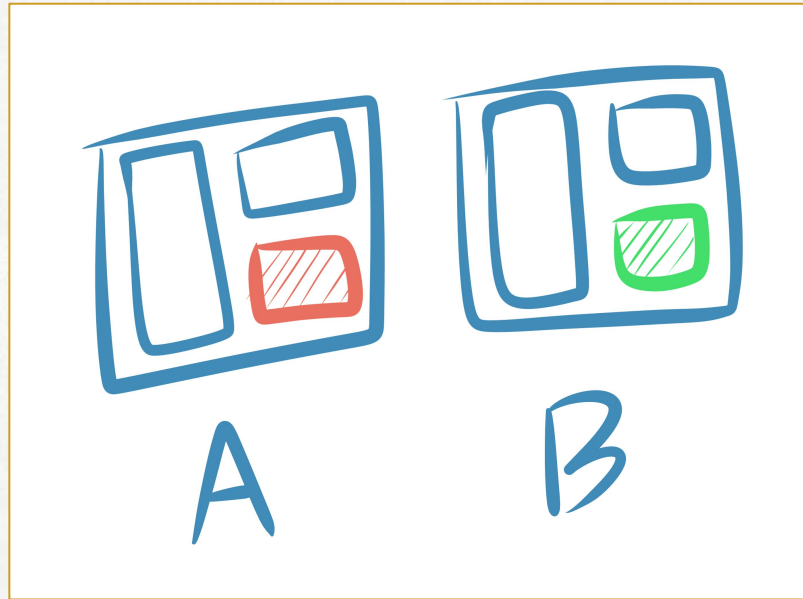
A/B testing for print...



1960s



A/B testing for the web..



2000s

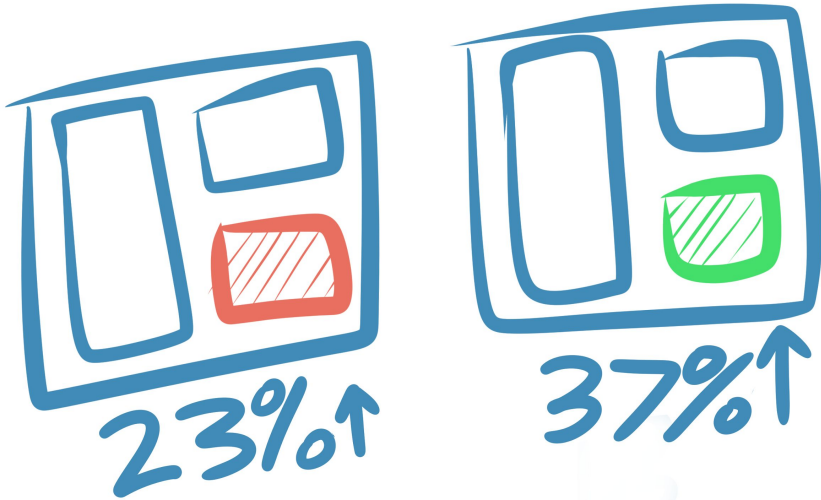




Why?



Why A/B test?



- Increase conversions
- Improve engagement
- Make more money
- Reduce bounce rate
- Improve SEO
- Make happier users

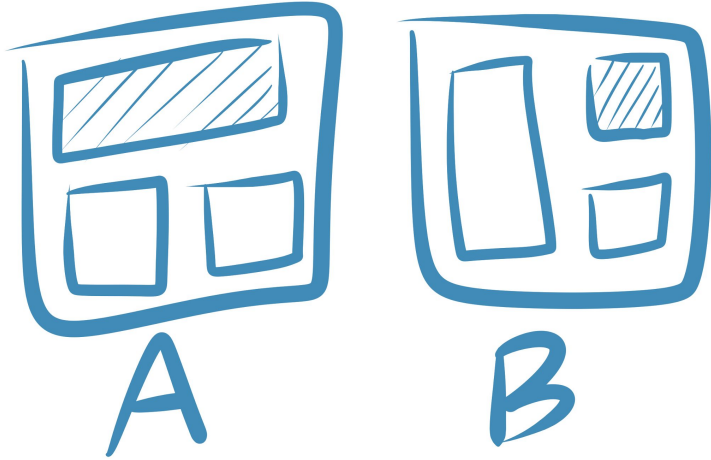




What?



What to A/B test?



- Parts of web pages
- Entire web pages
- Web funnels
- Advertisements
- Pricing models
- Emails
- ...



What to A/B test?



The screenshot shows the homepage of Hook 42. At the top left is the logo 'Hook 42'. A navigation menu at the top right contains links for 'Services', 'Team', 'Work', 'Blog', 'Jobs', and 'Contact'. The main heading is 'Hello'. Below it is a paragraph: 'We're Hook 42, a team of web professionals in San Francisco and beyond. Grab a cup of coffee or tea, and let us explain a little bit about how we do what we do.' At the bottom left is an orange button that says 'Find Out More'. In the center of the page is a hand-drawn illustration of a smiling water drop character with several speech bubbles around it, each containing a different greeting: 'Hi', 'Ciao', '你好', 'Hei', 'Ahoj', 'Chào', 'Hola', and 'Salut'.

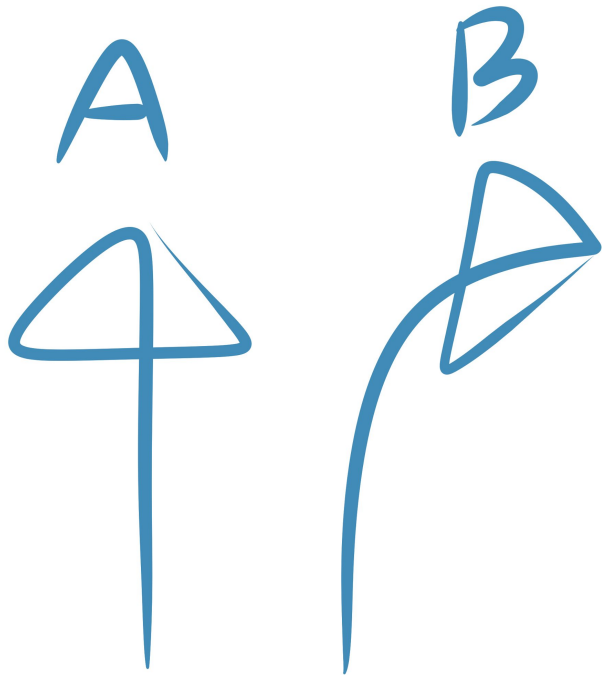
- Headlines
- Call to actions (CTAs)
- Body copy
- Images
- Layouts
- Combinations
- ...





How?





Choose approach...

- SaaS vs Custom Code
- Redirect
- UI Editor
- Javascript
- Combination
- ...

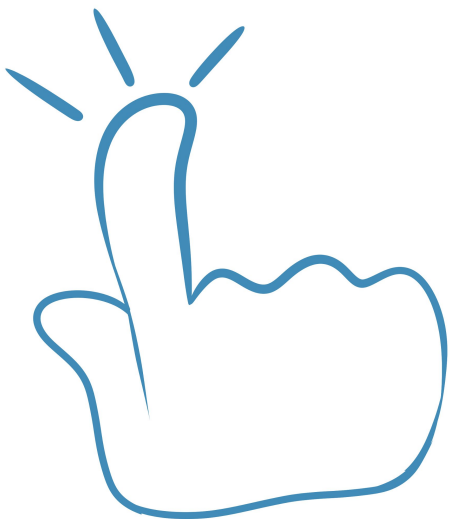


Pick tools...

- Optimizely
- Google Optimize
- Visual Website Optimizer
- Acquia Lift
- Framework (e.g. phfab)
- Custom Code (php/js)
- ...



Define goals...



- More clicks
- More leads
- More signups
- More sales
- More time on site
- ...





Optimizely





Configure experiment..

- Add Javascript to your site
 - `<script src="https://cdn.optimizely.com/js/\[id\].js"></script>`
- Create experiment
 - Choose page
 - Create variant
 - Make changes
 - Save and **publish!**





More settings...

- Variations (A/B/n)
- Pages (funnels)
- Audience (location, browser, device, campaign...)
- Integrations (Adwords, GA, UA, Clicktale...)
- Metrics (pageviews, clicks, custom...)
- Shared Code (Javascript/CSS)
- Traffic Allocation
- Schedule





Experiment!

- Start experiment
- Wait...
- Analyze data
- Choose winner
- Implement winner
- Repeat...



Demo!





Resources





Resources

- https://en.wikipedia.org/wiki/A/B_testing
- <https://www.optimizely.com/ab-testing/>
- <https://www.drupal.org/project/optimizely>
- <https://vwo.com/ab-testing/>
- <https://blog.kissmetrics.com/ab-testing-introduction/>
- <https://hbr.org/2017/06/a-refresher-on-ab-testing>
- <https://marketingland.com/the-abcs-of-ab-testing-42554>
- <https://www.udacity.com/course/ab-testing--ud257>
- <https://www.mindtheproduct.com/2017/07/tracking-ab-tests/>
- <https://hbr.org/2017/09/the-surprising-power-of-online-experiments>





More resources

- <https://www.slideshare.net/judan1970/unit-1-lesson-18-the-scientific-method-part-two>
- http://www.biomedox.com/media/high-school-biology-controlled-experiments_Oddfdcc0a.html
- <http://slideplayer.com/slide/9112641/>
- <https://premium.wpmudev.org/blog/ab-testing/>
- <https://www.pinterest.com/pin/404972191465736909/>
- <http://blog.getresponse.com.vn/ky-thuat-ab-testing-trong-email-marketing.html>
- <https://acquireconvert.com/ab-testing-best-practices/>
- <https://phpab.github.io/>





Tip: External effects

Be aware of things outside your A/B test may affect your results...

- Season
- Day of week
- Publicity
- Marketing campaigns
- Google algorithm changes
- ...





Tip: Common mistakes

Keep these in mind when designing and running experiments...

- Sample size is too small
- Did not wait long enough
- Trying to measure too many things
- Focusing on micro changes
- Not tracking changes from test to test
- ...





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Thanks,
Aaron!



DRUPALCON



VIENNA



JOIN US FOR
CONTRIBUTION SPRINT
Friday, 29 September, 2017

Mentored

Core Sprint

9:00-18:00

Room: Stolz 2

First time

Sprinter Workshop

9:00-12:00

Room: Lehar 1 - Lehar 2

General Sprint

9:00-18:00

Room: Mall



#drupalsprints





WHAT DID YOU THINK?

Locate this session at the DrupalCon Vienna website:

<http://vienna2017.drupal.org/schedule>

Take the survey!

<https://www.surveymonkey.com/r/drupalconvienna>

