



Sample Workbook

Every course includes multiple modules, with video lessons, resources, and workbooks.

Workbooks include learning goals for the module, a vocabulary list to master, and recommended exercises.

This sample workbook is taken from the **Experimentation & Testing** section of the **Web analytics course with Avinash Kaushik**.

The workbooks are found within the course at the beginning of each section as shown in the image below.

Section 7: Experimentation & Testing

Testing. Testing. Testing. If you're not testing, you're doing yourself and your website a disservice. If you've watched any of Bryan Eisenberg's videos, you know how important it is to continue to test and try different things. Avinash is no different...and since you're already following your analytics, setting up testing is a no-brainer. So take your segmentation and KPI knowledge and put it to work.

	Progress
 Experimentation and Testing: Study Guide, Workbook, and Exercises	
 Introduction to Experimentation and Testing: Why You Can't Live Without It -- [13 minutes]	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100 %
 Experimentation and Testing, Part 1: AB Splits Demystified -- [12 minutes]	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100 %
 Experimentation and Testing, Part 2: Multivariate Testing Demystified -- [26 minutes]	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100 %
 Article: Experimentation and Testing: A Primer	- - -
 Quiz: Experimentation & Testing	<div style="width: 100%;"><div style="width: 100%;"></div></div> 10 / 10 11-18-2013

Analytics: Experimentation and Testing

Study Guide, Workbook, and Exercises

Section Overview

There are few things that hold more potential for your website than testing and experimentation. You have learned about usability and web analytics. Now you don't have to guess what makes a great site experience, you can essentially ask the people who are on your website with experimentation and testing.

There are two main types of testing, each for solving a particular set of problems. After reviewing this module you will know how to properly utilize A/B testing and multivariate testing.

Objectives and Learning Outcomes

After completing this module you should be able to:

- Define A/B testing
- Define multivariate testing
- Explain the differences between A/B and multivariate testing
- List the benefits of running A/B tests
- Explain the pros of running A/B tests
- Explain the cons of running A/B tests
- Cite the most optimal manner in which to determine the winner of either an A/B or multivariate test
- Explain why you are at a strategic disadvantage if you are not testing
- Explain the differences in testing Web 1.0 vs. Web 2.0
- List the MVT vendors you can use

Key Takeaways

Why should you consider experimentation and testing?

Primary Purposes – Things to Examine

- Why are people there? You need to know
- Where people able to complete their tasks?
- What can you do to improve the customer experience?

True Opportunity

- Determine how much opportunity you have based on why people are there.

HiPPOs Rule Online Experience Creation

- Hippo stands for Highest Paid Person's Opinion
- Sometimes they are too close to offer valuable information on what will work on the website for customers.
- Customer Relevancy is what improves conversion.

Testing Allows You To Determine and Not Guess

- Give the customers a real voice
- Increase creativity and ideas democracy
- With testing you can control risk
- You can test at scale and with speed. The data will teach you a lot.

Pros A/B Testing

- You can leverage existing resources
- It can be done quickly
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Cons A/B Testing

- Difficult to control for external factors (campaigns search traffic, press releases, ads)
- It is limited to doing simple stuff.

You Want and Can Test Different Segments

- You can isolate and test specific audiences
- You segment by customer intent
- You can test to determine which marketing campaigns work and test specific targeted audiences.

Pros MVT Testing

- You can do a lot quickly

- With the ASP model you move fast
- Continuous learning with the testing – the web is always changing. Continuous improvement is important.

Cons MVT Testing

- You are basically improving a page
- Optimizing one page, but the entire website needs to deliver as well.
- How do you find ideas for testing? You will need to find good customer listening posts.

Vocabulary

After completing this module, you should be comfortable identifying and defining the following terms:

A/B testing _____

Multivariate testing _____

Sample Questions

After completing this module you should feel comfortable responding to various questions. How would you answer the following:

What is the minimum amount of pages should you use in A/B testing and why?

What is the difference between Web 1.0 and 2.0?

What are 4 possible external factors you should consider when gathering data from testing and experimentation?

How is multivariate testing different than A/B testing?

Should you test everyone that comes to your website?

Sample Scenarios

After completing this module you should feel comfortable applying your knowledge to various real-world scenarios. How would you respond or react to the following:

Your shopping cart has a 93% abandonment rate. What should you do to determine why the abandon rate is so high? Give three examples of things you test for.

Your boss set up A/B testing with one feature in a shopping cart. Sales rose by 10% and he is sure that this one feature made all the difference. How would you explain that it is possible that this one feature is not 100% responsible for the increase?

Your company wants to find a way to sell of a specific product on a web page. Typically buyers buy this product in bulk. What type of testing should provide you with the best data for this particular issue and why?

You want to know if your emailing marketing is leading to conversions. How would you test to determine if email marketing is working?

Your client wants to test a marketing concept that is a bit on the crazy side in your opinion. What type of test would you use to do this and how could you measure only a certain segment of traffic?

Exercises

In this assignment you will create a report for management highlighting two different A/B tests that your company should run in order to tangibly improve revenue / leads / money.

1. Using all available analytics data, identify two pages that should be part of the test.
2. Include a screenshot of each original page (since the reader of your report may not know what the page really looks like) and identify the section of the page that you want to subject to an A/B test. Provide a rough image or description of what would replace the subject in the B version of the page.
3. Provide a paragraph that explains your hypothesis behind testing the chosen section, including tables, graphs, or any other supporting evidence you have.