



# A/B Testing

January 31, 2009

Patrice Neff

[twitter.com/pneff](https://twitter.com/pneff)

# Basics

- A/B testing, bucket testing, multivariate testing
- Deliver different versions of a page and measure the effects
- Perfect example: signup form or shopping basket

# For Slashdotters

1. Put A/B tests online
2. ??????
3. Profits!

# Success Stories


# Amazon

**BUY FROM AMAZON.COM**

 **Add to Shopping Cart**  
(you can always remove it later)

 **Shopping with us is safe. Guaranteed.**

Quantity: 1

 **Add to Shopping Cart**

or

[Sign in](#) to turn on 1-Click ordering.

**More Buying Choices**

**119 used & new** from \$0.48

Have one to sell? [Sell yours here](#)

[Add to Wish List](#)


[Add to Shopping List](#)

[Add to Wedding Registry](#)

[Add to Baby Registry](#)


[Tell a friend](#)

**READY TO BUY?**

 **Add to Shopping Cart**  
(you can always remove it later)

(Use if you're redeeming a promotional certificate or coupon.)

OR USE 1-CLICK

 **Buy now with 1-Click®**  
(you can always cancel & later)


**Ship to:**

Add gift wrap or note  
[Review or change your 1-Click addresses](#)


[Add to Wish List](#)

(We'll set one up for you)  
[View my Wish List](#)

**READY TO BUY?**  
(you can always cancel later)

 **Add to Shopping Cart**

or

 **Buy now with 1-Click®**

**Ship to:**

[edit your 1-click settings](#)

Add gift-wrap (\$3.99)

**BUY AND SELL USED ITEMS**

**1 collectible** from \$350.00

I have one to sell! [Sell yours here](#)

[Add to Wish List](#)

 **Add to Shopping Cart**

or

[Sign in](#) to turn on 1-Click ordering.

 A9.com users **save 1.57%** on Amazon. [Learn how.](#)

**330 used & new** from \$14.00

**Available for in-store pickup now** from \$29.99  
Price may vary based on availability

Enter your ZIP Code:

[Choose a store](#)

Have one to sell? [Sell Yours Here](#)

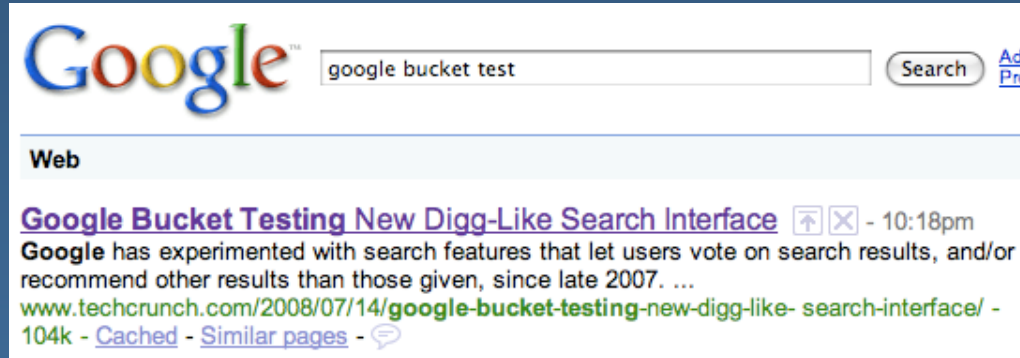
[Add to Wish List](#)

[Add to Wedding Registry](#)

Don't have one?  
We'll set one up for you.

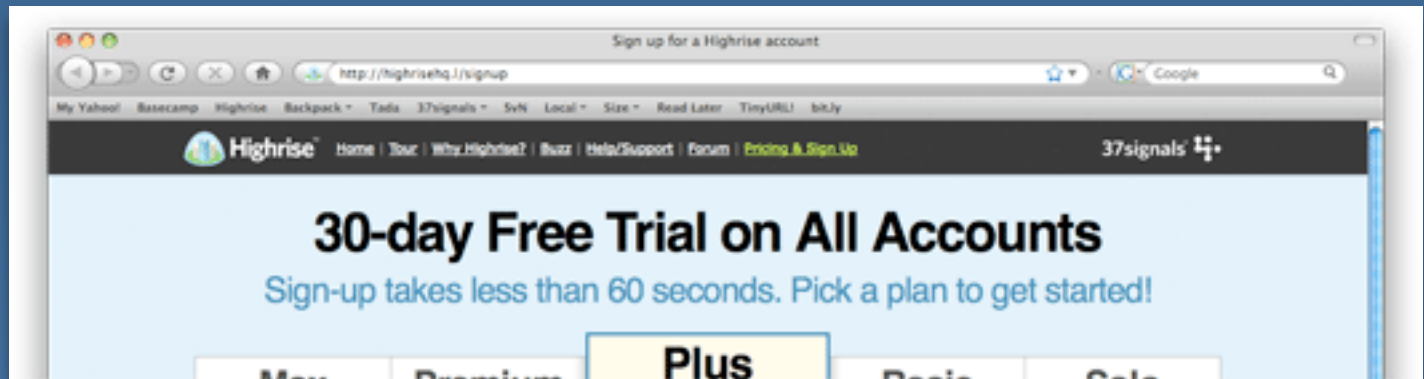
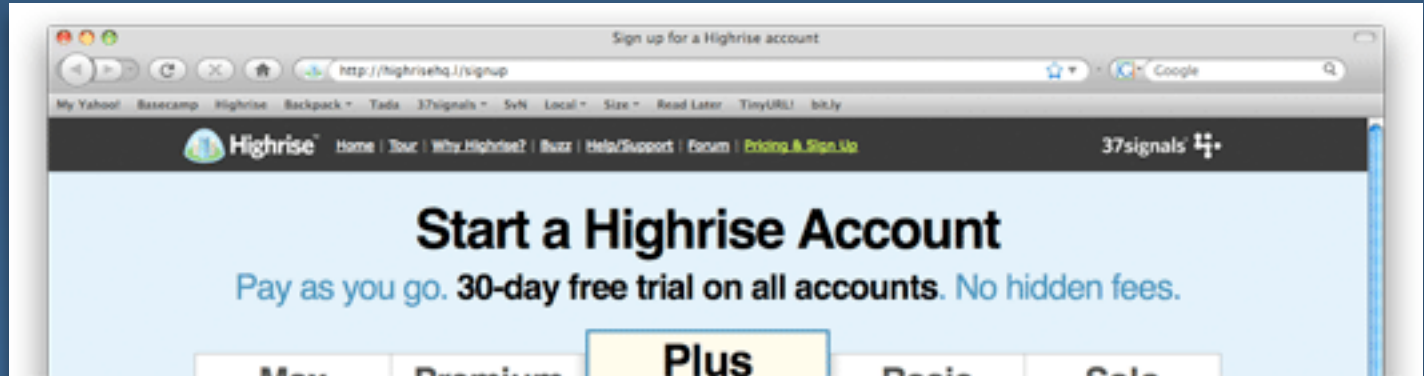
<http://www.grokdotcom.com/2008/02/26/amazon-shopping-cart/>

# Google



<http://googleblog.blogspot.com/2008/08/search-experiments-large-and-small.html>

# 37 Signals



<http://www.37signals.com/svn/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page>

# Tools



# Google Website Optimizer

- Free and very easy to start
- JavaScript
- Examples:
  - <http://abtest.patrice.ch/>
  - <http://abtest.patrice.ch/index-m.html>

# Genetify

- JavaScript
- Relatively easy to get started
- Relies on CSS/JS for test variations

# Roll your own

1. Randomize the test set for the user
2. Put that result into a cookie
3. Modify page based on cookie
4. Count impressions on "success page"
5. Compare the percentages

# EXIT TICKET WITH YOU

*Thank You!*



PRESS HERE TO  
START

COINS



PRESS  
GREY BOX  
FIRST

BILLS



CHANGE  
MACHINE

CREDIT  
CARDS



2

PAY AMOUNT  
ON SCREEN

<http://delicious.com/pneff/abtest>



Thank you

Contact:  
Nektoon AG  
Feldstrasse 133, 8004 Zürich  
patrice@nektoon.net  
[www.nektoon.com](http://www.nektoon.com)

# Attributions

- Picture: <http://flickr.com/photos/rdolishny/2760207306/>