The Testing Cycle

Mastering the Basics of Digital Experimentation

Before we begin

The following slides will walk step by step through the iterative process that makes up a successful experimentation cycle. At every step, it is **important to consider**:

- User Experience
- Users' Psychology
- Retention and Lifetime Value
- Your Value Proposition
- Your Key Goals and Objectives

Step 1 - Analysis

Arguably the **most important** step in the Experimentation Cycle is the initial analysis.

By **gathering data** about user behavior and insights, you then have the resources needed to ask questions on how you can better **reach your key objectives**.

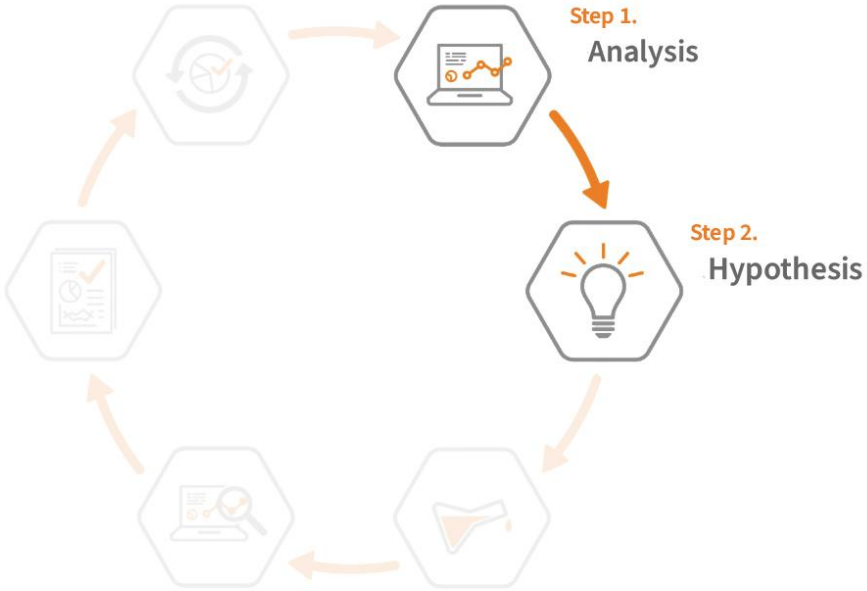
Step 1 - Analysis

Example:

We want to see how many people sign up for an email list by using the sign up button in the cru.org website footer.

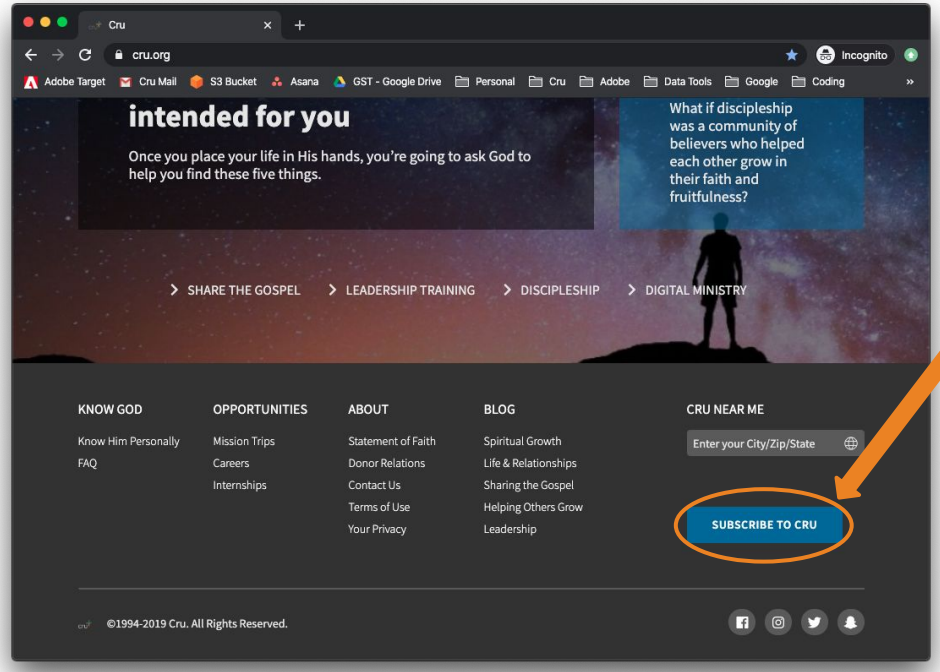
Currently it averages 6 sign ups per day.

Step 2 - Hypothesis



A hypothesis is built around **theories** (fueled by analytics) on **how users** currently **experience your properties** (website, app, etc.), and how you might **improve it**.

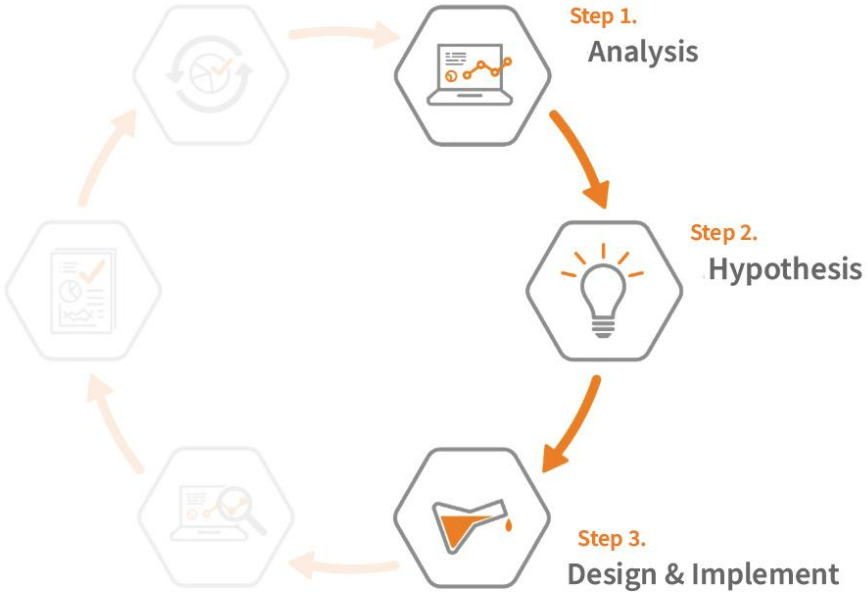
Step 2 - Hypothesis



Example:

Because the email sign ups from the footer button are averaging 6 per day, we believe improving the call to action will promote an increase in user sign ups.

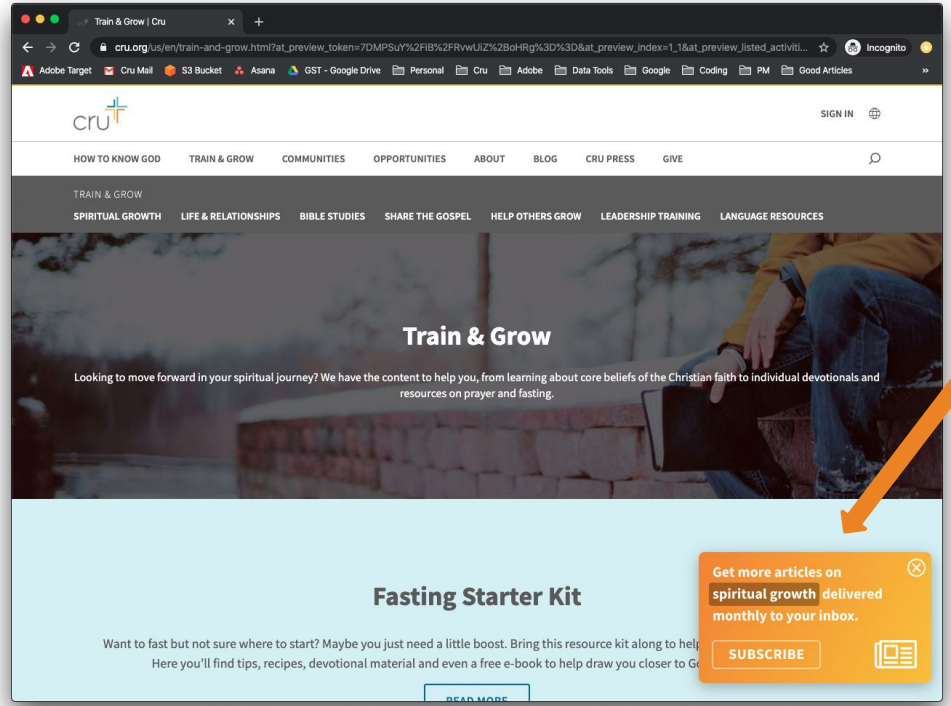
Step 3 - Design & Implement



A **design** is then created **based on the data-driven hypothesis**. The design stage should typically **change one to two aspects** or elements of your existing page; keep in mind, the more changes you make, the harder it is to pinpoint what influenced your results.

The goal is for a user to take **a specific action** that, in theory, will **impact your key objectives**.

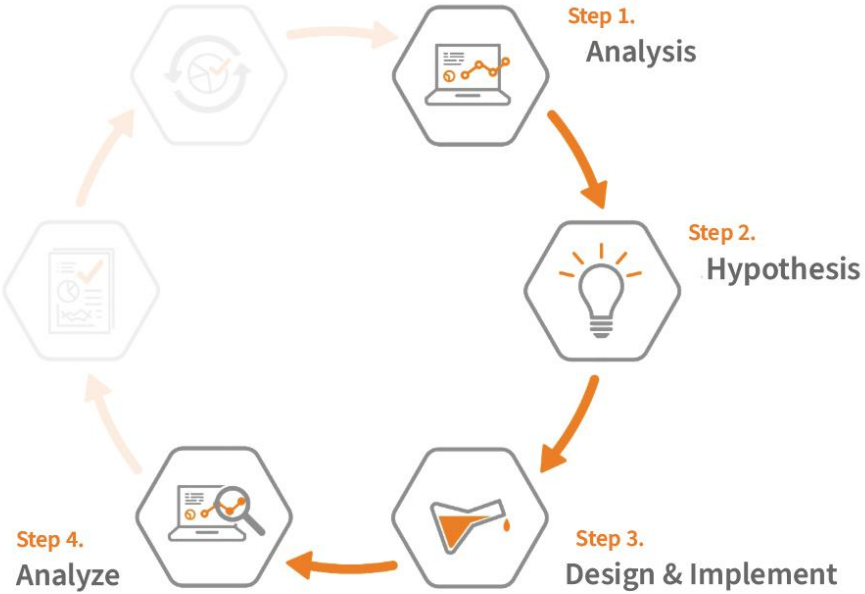
Step 3 - Design & Implement



Example:

The design implemented was a slide in that had would have personalized copy, based on three different sub-categories within Train & Grow, that would prompt them to subscribe to an email campaign that matches the sub-category they're currently on.

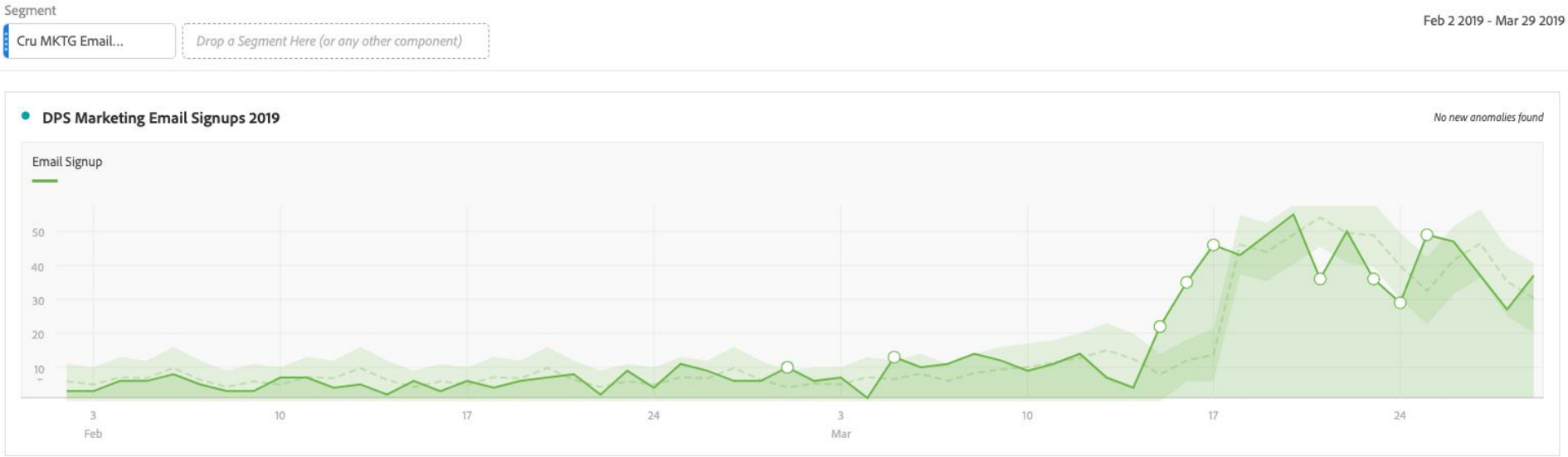
Step 4 - Analyze



After the right duration for your test to **prove conclusively** (typically determined by a certain level of traffic), analyze your results to determine if your hypothesis failed or succeeded **based on your key objectives**.

If it failed, work out which aspect could have been the cause. If it succeeded, determine if it was **statistically significant**, and why it worked.

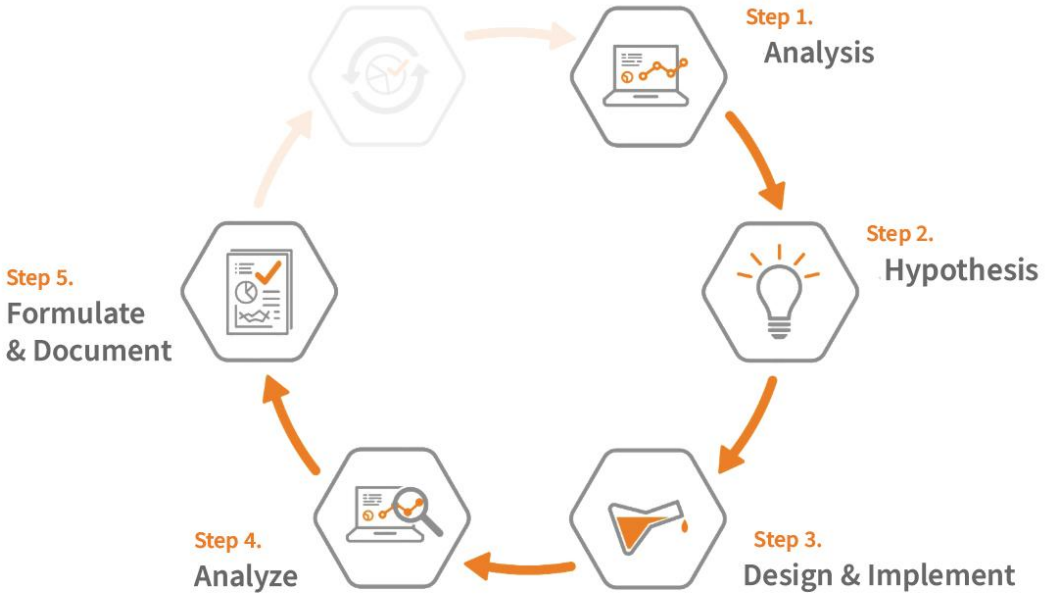
Step 4 - Analyze



Example:

After having run the experience for just over 2 weeks, we a steady increase from averaging 6 per day to an average of 34 per day.

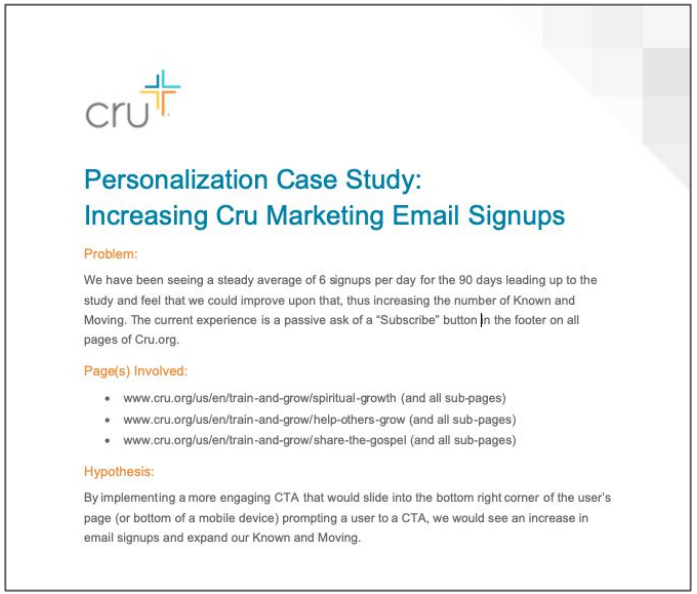
Step 5 - Formulate & Document



Share results and analysis with your team, stakeholders, and other departments. Include **wins** and **losses**. Every experiment is a **learning opportunity.**

Sharing results throughout the organization **builds a network** of digital experimentation champions **throughout** the organization.

Step 5 - Formulate & Document



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Personalization Case Study: Increasing Cru Marketing Email Signups

Problem:

We have been seeing a steady average of 6 signups per day for the 90 days leading up to the study and feel that we could improve upon that, thus increasing the number of Known and Moving. The current experience is a passive ask of a "Subscribe" button in the footer on all pages of Cru.org.

Page(s) Involved:

- www.cru.org/us/en/train-and-grow/spiritual-growth (and all sub-pages)
- www.cru.org/us/en/train-and-grow/help-others-grow (and all sub-pages)
- www.cru.org/us/en/train-and-grow/share-the-gospel (and all sub-pages)

Hypothesis:

By implementing a more engaging CTA that would slide into the bottom right corner of the user's page (or bottom of a mobile device) prompting a user to a CTA, we would see an increase in email signups and expand our Known and Moving.

Example:

Due to the success of this experiment, a case study was built and shared with stakeholders, product owner and published to the staff web. It can be viewed **here**

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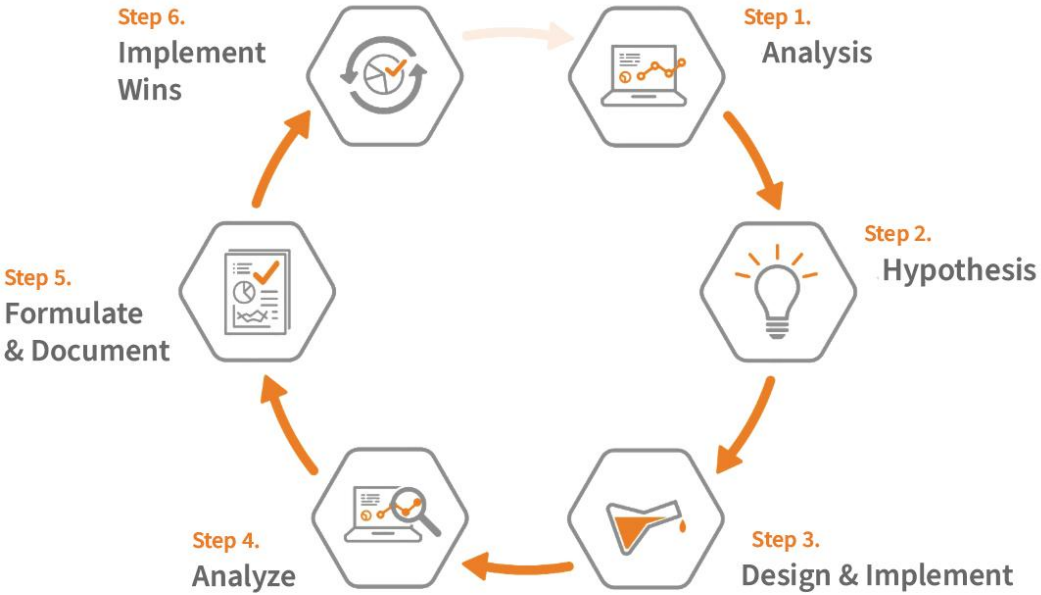
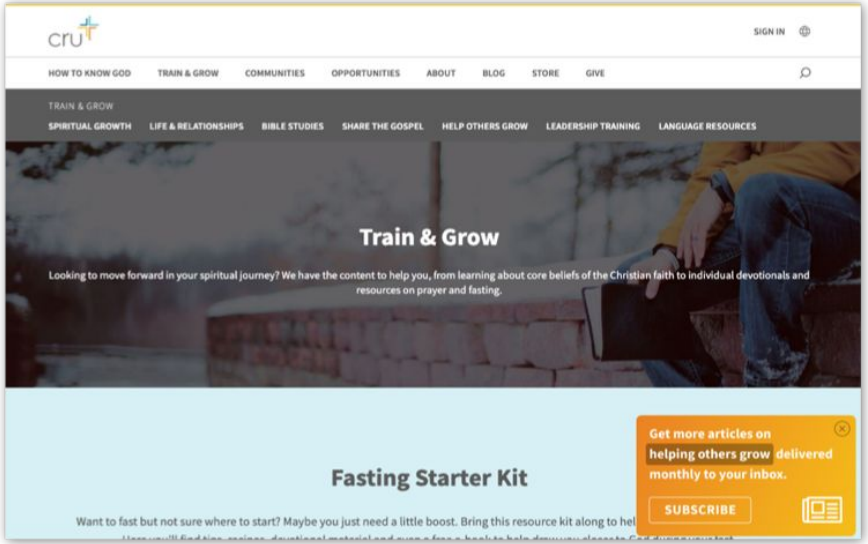
Step 6 - Implement Wins



Implementing **statistically significant wins into production** creates growth multiplication as well as frees up your testing platform to **continue testing**.

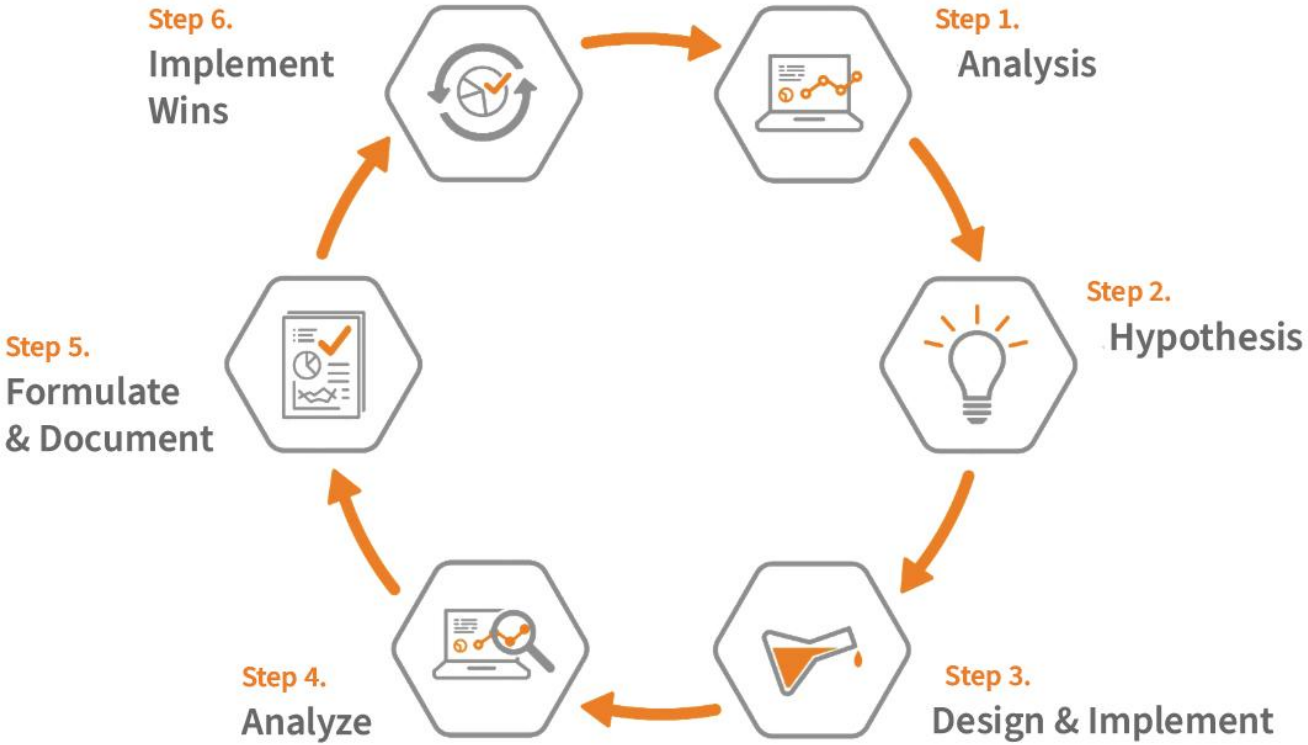
Step 6 - Implement Wins



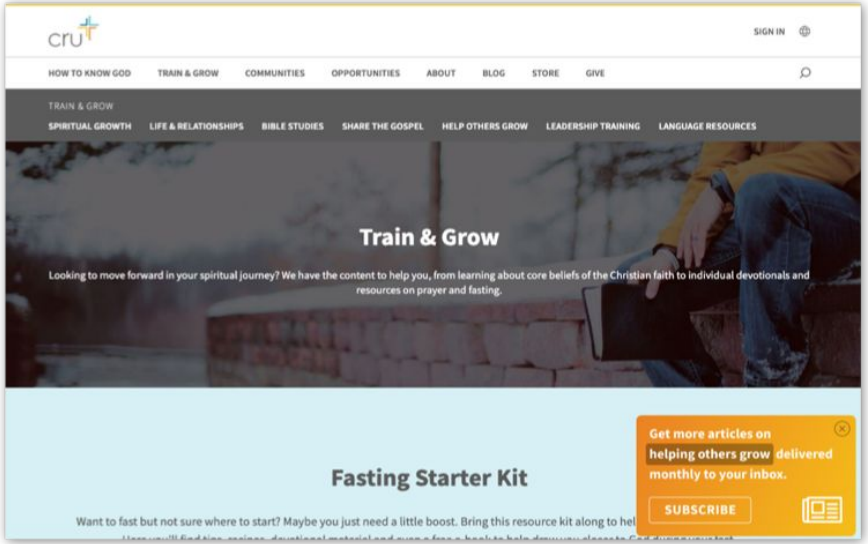
Example:

The next step is do push the code into production, making it a live portion of the existing site.

Step 7 – See Step 1



Step 7 – See Step 1



Example:

The next experiment to test is the success of the slide in based on when the slide in occurs (immediately, or after 5, 10 and 15 seconds of the page loading). Back to Step 1!

THANK YOU

Questions? Please contact marketinghelp@cru.org.