Optimizely

The Big Book

OF EXPERIMENTATION

Table of Contents

03 Introduction

04 Retail Case Studies

42 Financial Services Case Studies

51 Travel Case Studies

68 B2B Case Studies

75 Media Case Studies

89 Non-profit & Government Case Studies

Introduction

No matter what data you've gathered about your customers' preferences and behaviors, they only tell you about past history, not how they will react to new products, interfaces, user flows or campaigns. Relying on past experience and intuition simply isn't enough in today's business climate. Experimentation platforms are a must-have, allowing faster, more focused innovation with more control and greater insight.

Without experimentation, companies can't innovate; they can only guess. Today's experimentation platforms provide a convenient and safe way to test hypotheses in production, with real users and measurable results, replacing internal opinions and disputes with actual behavioral data.

Innovators in Retail, Financial Services, Travel, Media, B2B, Non-profit, Government and more are seeing big benefits from experimentation. Read more about how Optimizely is working with customers in all these industries to innovate and experiment.

Retail Case Studies





STUBHUB

Validating product ideation through Optimizely

"For StubHub, the value of Optimizely is heavily tied to the Full Stack solution[...] and the ability to have always-on testing where we're always collecting data. Everybody now has a framework through which to ask a question. Experimentation really puts everyone on an equal playing field and allows them to stack their ideas up against other people's ideas."

Michael Alley, Senior Product Manager, StubHub



EXPERIMENT

Subscription enrollment offers

KEY RESULT

$21 million

Incremental revenue impact

HP

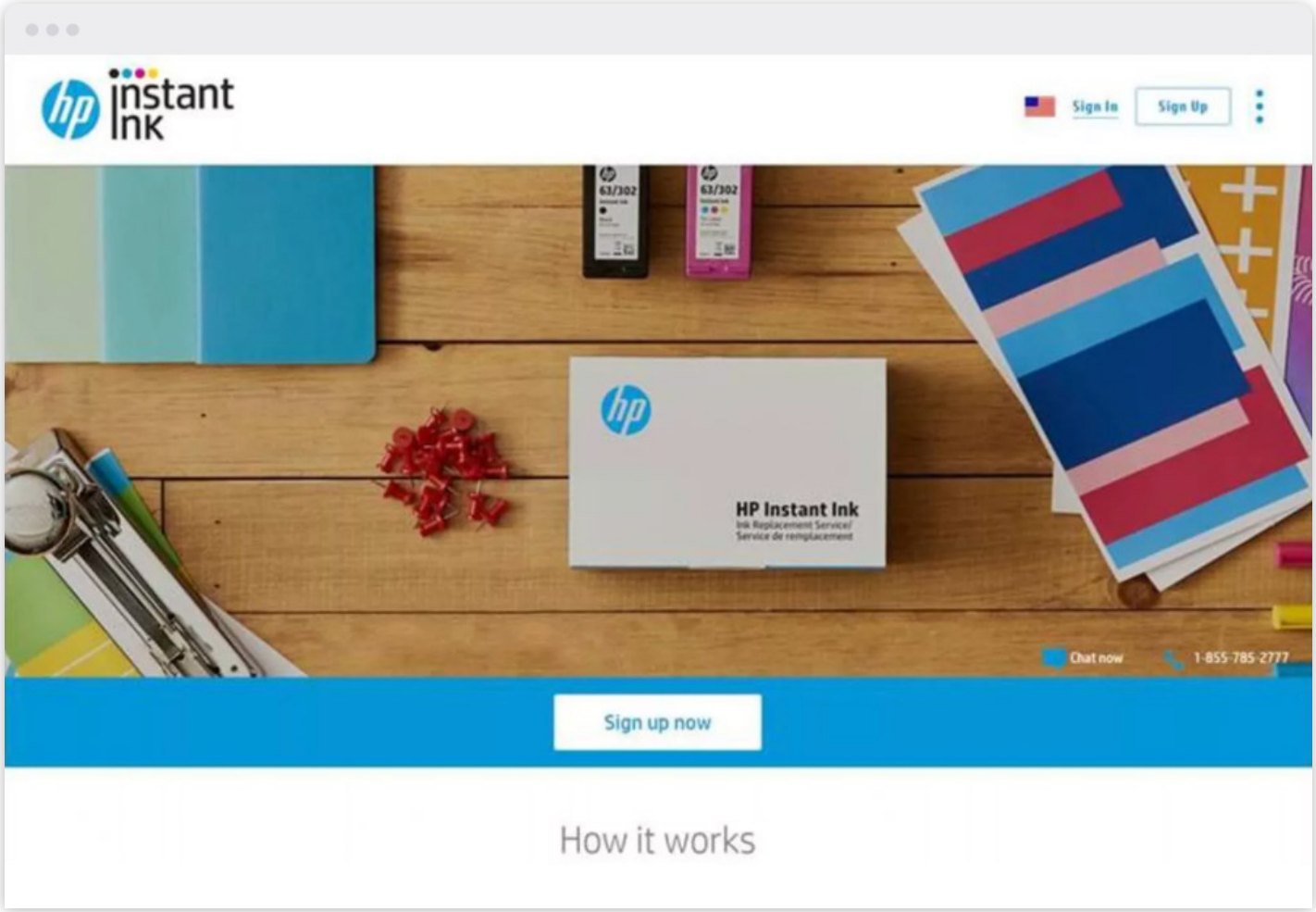
Driving innovation at HP through an experimentation center of excellence

HP self-identifies as being in the early stages of their journey towards creating a true culture of experimentation throughout their organization. At the same time, they know that increasing the pace of innovation for their campaigns will be essential to ensuring peak performance for various digital business units that have started doing experimentation, including their B2C online store, HP.com website, B2B e-commerce organization, Instant Ink organization, and Customer Support site.

HP's Instant Ink subscription service experimented with different enrollment offers. The experiment involved showing customers an option for a free trial and positioning the service as a printer feature. The experiment increased enrollment by 37%.

HP has invested in creating a program around experimentation, building a more robust process for ideation, prioritization, development, execution, and post-campaign analysis. HP shares learnings with business stakeholders throughout the organization in their weekly program reporting meeting, and are also planning to roll out a weekly newsletter to help share updates and findings across their teams.

HP's ultimate goal is to give every employee the chance to experiment and gather data around their ideas. As a result of their focus on experimentation, they've been able to run almost 500 campaigns and have driven an incremental $21 million in revenue with Optimizely.



HP's Instant Ink subscription page.

“With these instant, early results, we’re planning to scale the use of Optimizely company-wide.”

Neville Davey, Digital Experimentation Worldwide Program Lead, HP

MISSGUIDED

MISSGUIDED

How experimentation and personalization are driving the fast-growing UK fashion brand forward

Forward-thinking fashion retailer Missguided designs wearable ready-to-go outfits for today's millennial woman. Founded in 2009, the Manchester-based brand is experiencing growth of 75% year-on-year.

The firm has over 10,000 products available online at any one time and offers up to 1,000 new styles each week. It is known for its ingenious and fresh approach to both fashion and business. Everything Missguided creates is informed by its customer along with global influences like social media, street style, and popular culture.

Trusting that experimentation is a viable method of evaluating business models, Missguided decided to test a new premium service that offers unlimited free next day delivery for a year. To manage the risk associated with the new service and to check its commercial value, this offering was first made available to a small group of customers. With Optimizely data showing a conversion uplift of 177%, 'unicorn delivery' was soon rolled out to the entire customer base.

EXPERIMENT

Premium service offering, personalized offers for VIP customers

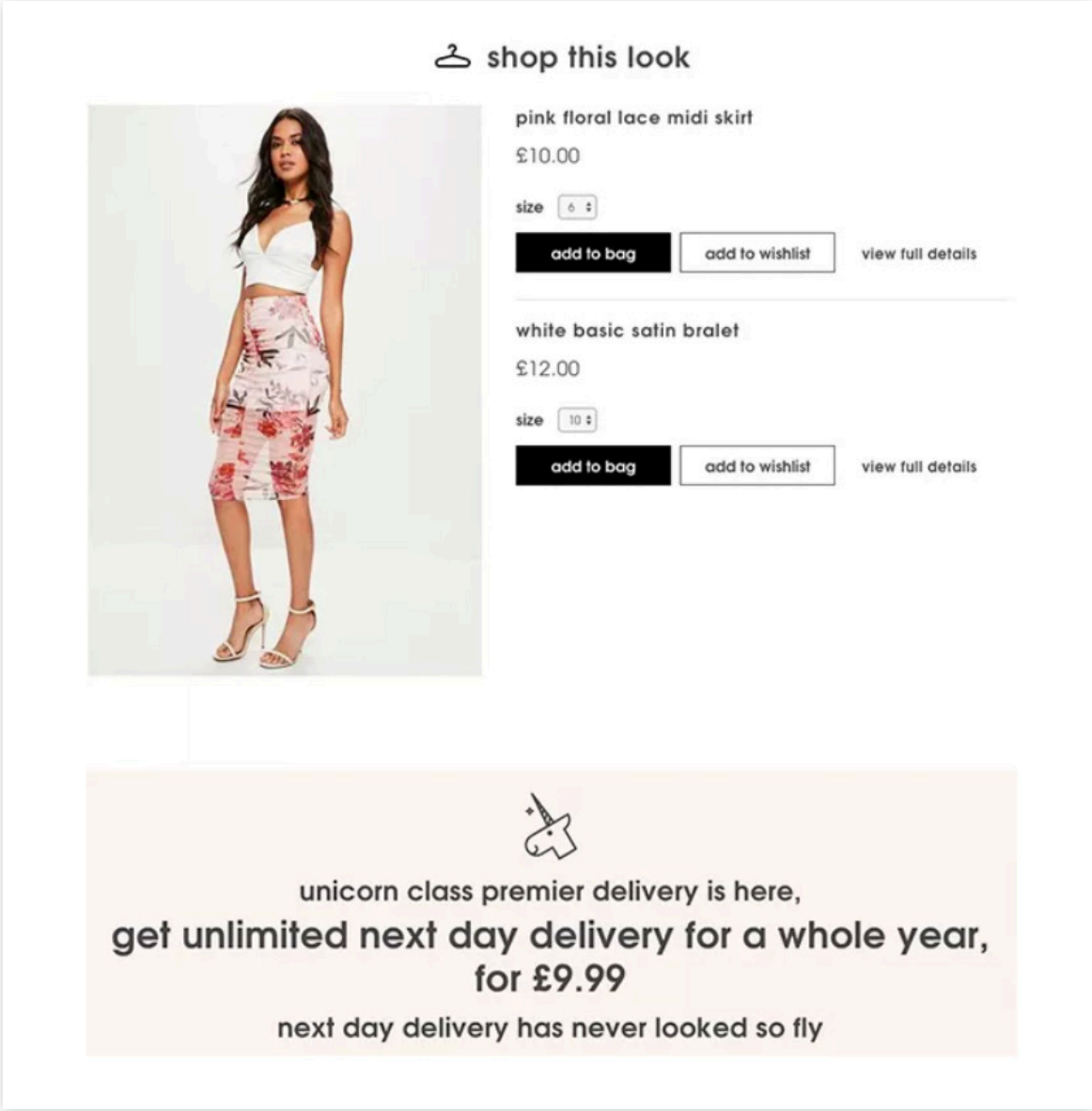
KEY RESULT

177%

Conversion uplift

33%

Relative increase in revenue through personalization



Testing a new premium service 'Unicorn Delivery' with a small group of customers.



Make it personal

Delivering a personalized shopping experience to every visitor is contributing to Missguided's growing customer base. Deriving insights from customer data and behavior allows the brand to tailor each customer journey.

With data about what a customer has recently viewed or purchased on the website, what products they added to their wish list and if they have a VIP status, Missguided can segment its audiences and develop personalized offers and promotions.

A particularly successful campaign was targeted at 'rising star' customers, those on the cusp of becoming Missguided VIPs based on the number and frequency of purchases as well as site visits. Targeting them with exclusive offers, such as buying three items to get 30% off, allowed Missguided to convert these customers to the company's most valuable VIPs.

“Missguided has an entrepreneurial approach and isn’t afraid to experiment with new ideas and offerings to drive the business forward. Working with Optimizely gives us enormous insights into our customers’ needs, desires and behaviors and allows us to adapt and evolve our approach fast to reap the commercial rewards.”



Mark Leach, Head of E-Commerce, Missguided



BLUE APRON

Validating products faster with experimentation

Blue Apron creates incredible experiences. Founded in 2012, Blue Apron is a consumer lifestyle brand that symbolizes a love of home cooking, excitement and discovery, and deep, meaningful human connections.

Blue Apron's core product is a meal experience that customers create with the original recipes and fresh, seasonal ingredients that are included in every box. All recipes are accompanied by printed and digital content, including how-to instructions and stories of suppliers and specialty ingredients.

At Blue Apron, a large part of the business is powered by scheduled back end jobs. Order charging, turning digital orders into physical packages, creating shipping labels, choosing recipes for users and sending emails all happen offline. A client-side solution provided limited flexibility when it came to testing these experiences.

Also, running experiments and measuring key KPIs required work from the analytics team, and turnaround time could take anywhere from two to four weeks. This greatly impeded Blue Apron's ability to act upon needed changes quickly. So while they continued to use Optimizely Web, they also required a solution specific to their server side use case.

EXPERIMENT

Redesigned reactivation flow

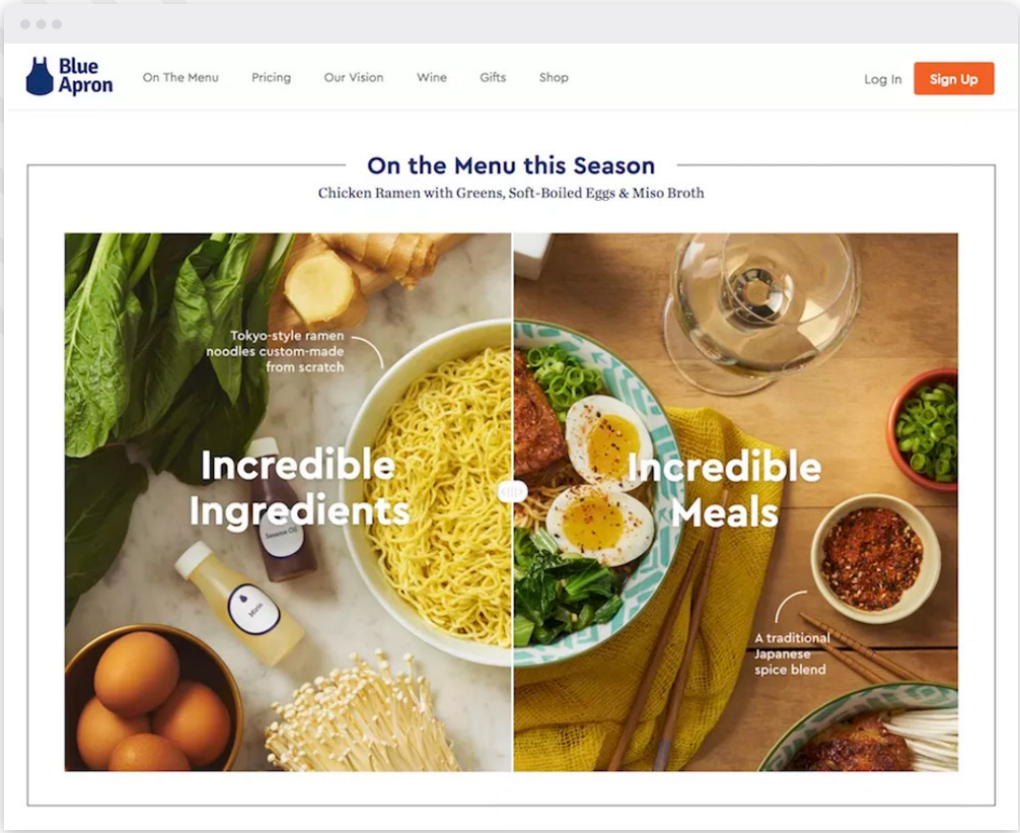
KEY RESULT

10x

Increase in experiments run per month after adopting Optimizely X Full Stack

With Optimizely Full Stack, Blue Apron gets statistically valid experimental results on their server and mobile applications which helps them make faster, more informed business decisions. With Optimizely's real-time results, Blue Apron was able to avoid launching a redesigned reactivation flow, which would have resulted in a significant revenue loss.

Blue Apron can now quickly and easily build and set up new tests that were simply not possible before, running over 10x the number of tests per month.



“We can now get an early signal from the Optimizely Results Dashboard within a few days, whereas before it would have taken weeks or longer for someone on our analytics team to pull the data and understand what was going on.”



John Cline, Engineering Lead, Growth/Member Experience, Blue Apron

AUTOSCOUT24

Taking the guesswork out of contact forms helps triple product revenue

AutoScout24 is Europe's largest online marketplace for new and used cars. Over the last three years, the company has built a testing program that allows them to address real user problems and make measurable improvements in conversion on their site.

For AutoScout24 all transactions start with an online contact form. It is a widely used part of the website that is crucial to their customers' success. In a user research study, car shoppers said they were not completing the contact form because they did not know how to communicate to the seller.

The team hypothesized that providing more pre-filled information in the form and decreasing the amount of original thinking (or effort) the shopper has to do would increase form submissions. They tested three variations of the form with different treatments. All 3 variations outperformed the original, but the variation with pre-filled text was the highest performer and increased contact form conversion by 22%.

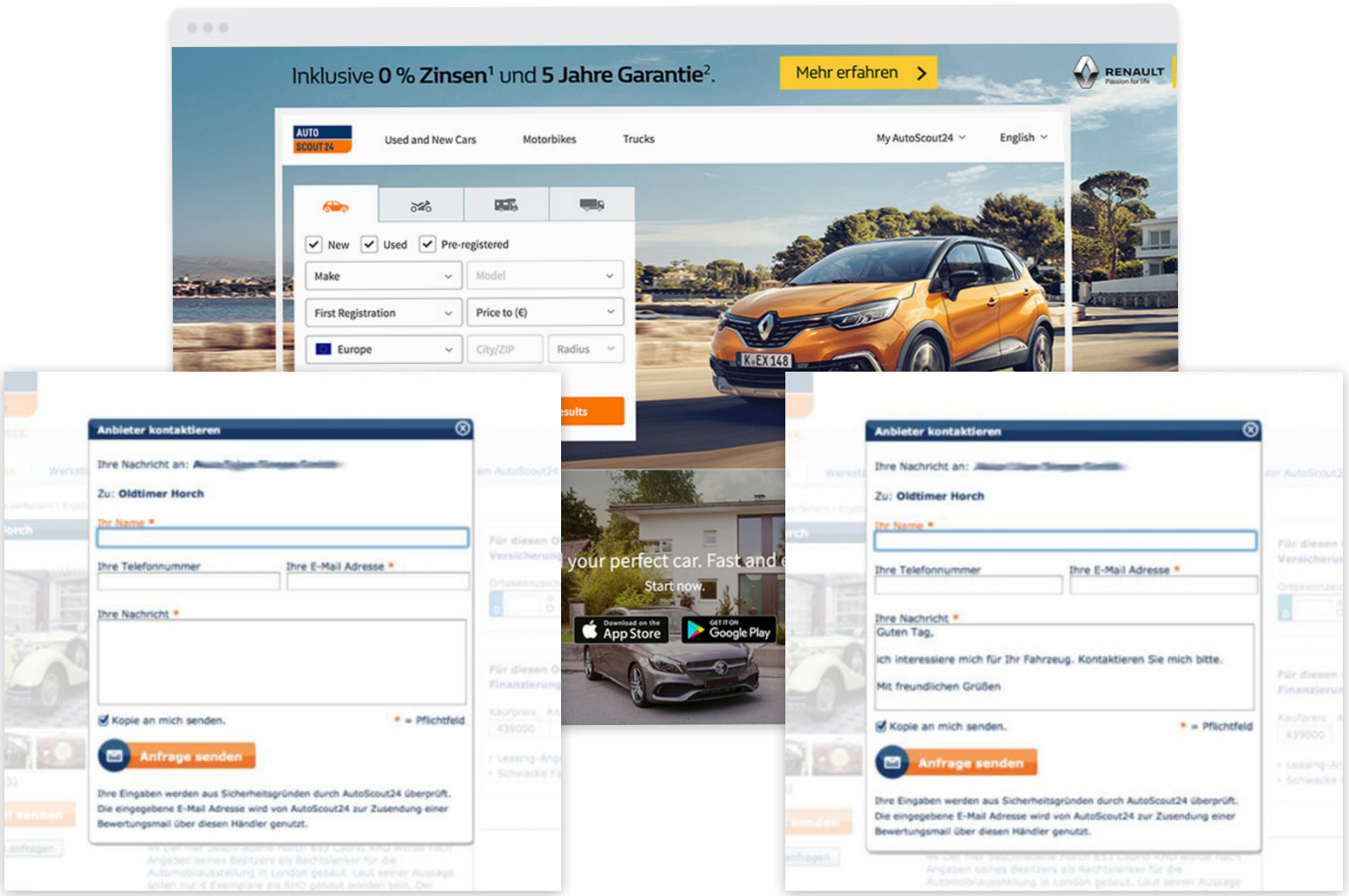
EXPERIMENT

Contact form optimization

KEY RESULT

22%

Increase in contact form conversion



Original

The original version of the contact form: blank fields and text boxes for a buyer to complete and send to the car seller.

Variation

They tested a form pre-filled with text, ‘Hello. I am interested in your vehicle. Please contact me. Kind regards.’



EXPERIMENT

Homepage media test

KEY RESULT

10%

Increase in conversion rate using a background video

DELIVERY HERO

Digital heroes in the food delivery market

Delivery Hero is the world's leading platform for takeaway orders over the Internet. The company, founded in 2011 and headquartered in Berlin, operates in more than 40 countries on 5 continents, for example in Germany with their Foodora, Lieferheld and pizza.de brands.

The ambitious goal of Delivery Hero is to become and remain the market leader in all countries in which the company is represented. To achieve this goal, Delivery Hero must provide its customers with an excellent customer experience and continuously optimize it. Only with digital experiments is it possible to recognize customer needs, says Erin McLaine, Global Head of Conversion Rate Optimization at Delivery Hero.

Delivery Hero's culture encourages scrutinizing opinions and ideas, and checking them using scientific methods. At a conference on A/B-testing, a speaker claimed that background videos on homepages would only work for Airbnb and that it was not worth the effort of producing such videos. The Delivery Hero team took up the challenge to prove him wrong.

The marketing team produced a background video for the website and the optimization team tested it against a variety of background images. The result was surprisingly clear – the conversion rate was more than 10% higher with the video than with any of the pictures. The video resonated with their target audience. "It really was a great success and gave experimentation at Delivery Hero a real boost," says Erin.

"As much as you may think that you know your customer, the product and the impact new features would have, you are not always right. Optimizely helps us to understand what our customers really want."



Erin Mclaine, Head of Conversion Rate Optimization, Delivery Hero



FSA STORE

Visually simplifying the site navigation substantially increases revenue per visitor

FSAstore.com is the only e-commerce company supplying household essentials that caters exclusively to the 35 million Americans who are covered by a flexible spending account (FSA).

FSAstore.com recognized they had a challenge with getting customers through the website's customer purchase funnel. The team hypothesized that customers were getting distracted by too many options, especially on the site's category pages.

They decided to test a simplified site experience by removing the dense sub-header in their site navigation. The improvement was unmistakable with a 53.8% increase in revenue per visitor on category pages.

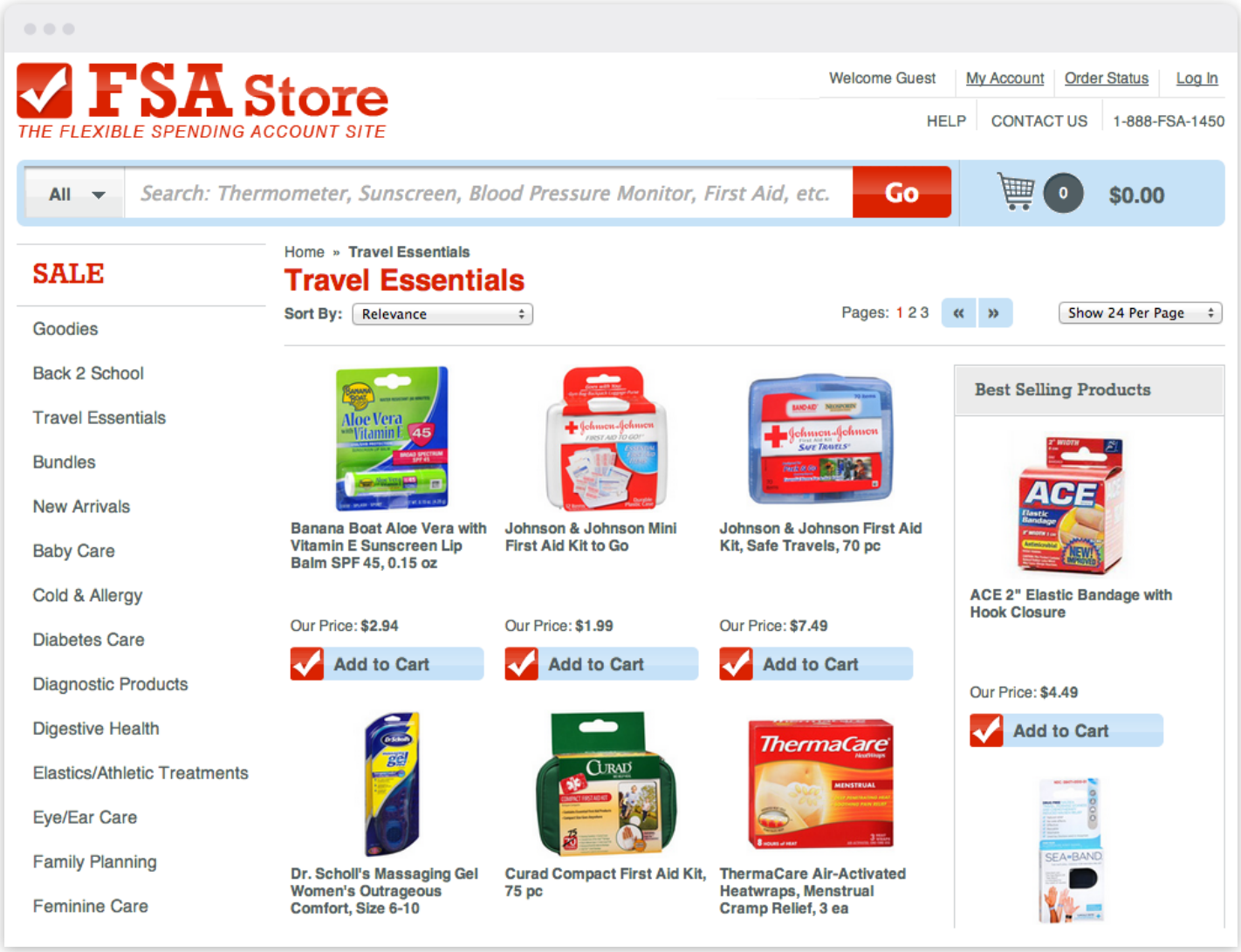
EXPERIMENT

Simplified navigation

KEY RESULT

53.8%

Increase in revenue per visit



The variation experience removed the top-level navigation from category pages.

REVOLVE

REVOLVE

Engaging the multi-channel shopper

As an innovative online-only retailer, REVOLVE constantly strives to provide the most relevant digital experience possible to engage customers and keep them coming back for more.

In order to better fine-tune the experiences they provide mobile shoppers, the REVOLVE team ran a test to increase the number of shoppers using their mobile app. They hypothesized that directing mobile web visitors to a splash page with aggressive promotion for REVOLVE's mobile app would drive more app installs.

The variation with the aggressive splash page increased app downloads directly from the mobile site by an overwhelming 350%. With more users shopping from the mobile app, REVOLVE can provide more relevant, personalized experiences to their audience that will drive purchases.

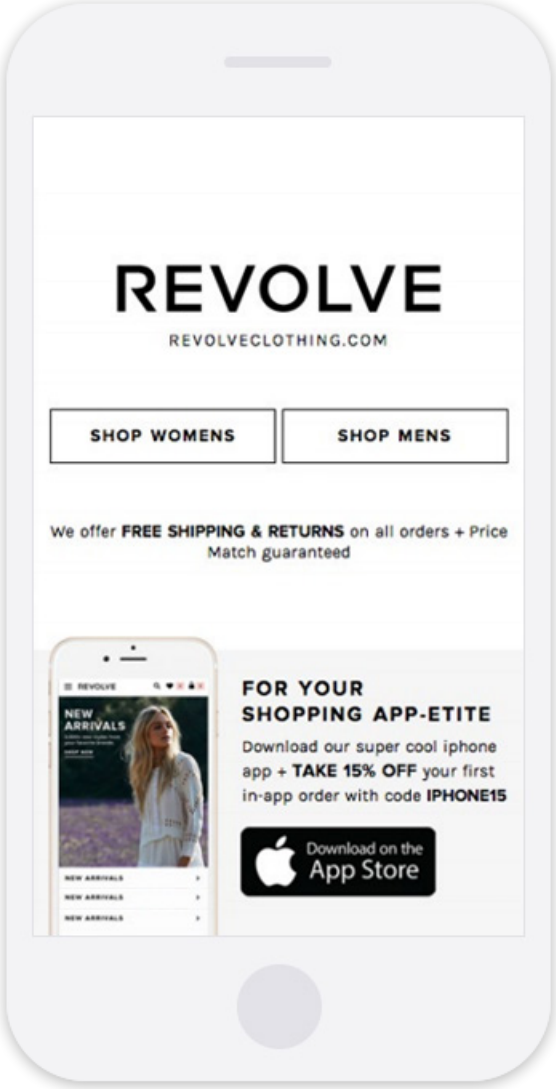
EXPERIMENT

Driving app downloads

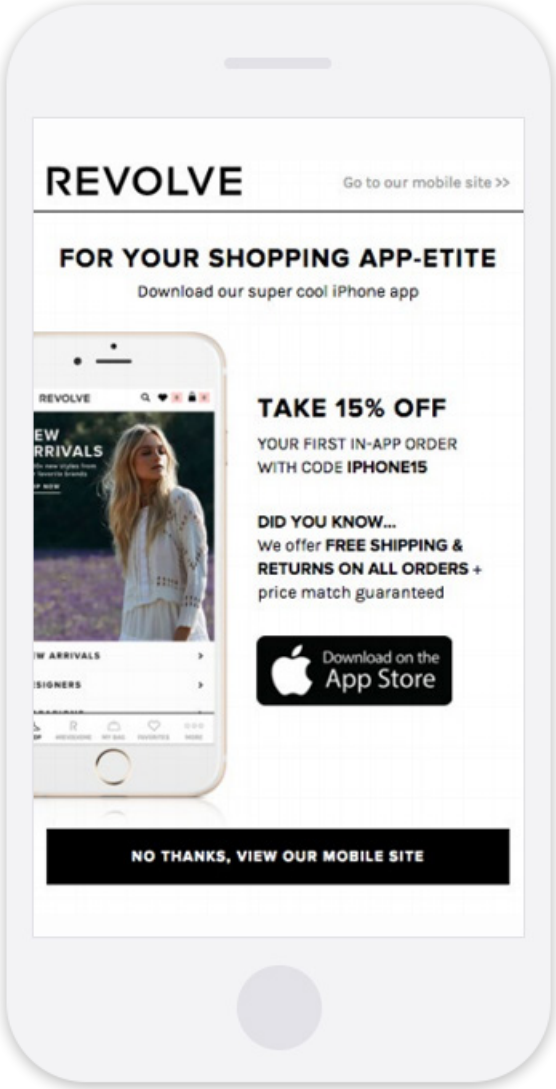
KEY RESULT

350%

Increase in mobile app downloads



Original



Variation

“We did a significant site revamp, which led us to realize we wanted to invest in a program to make gradual, incremental updates along the way to continually improve and optimize the site.”

Grace Hong, VP of Product and Design, REVOLVE



TOMTOM

User experience insights inspire tests that improve key metrics

TomTom is a global leader in navigation and mapping products, based in the Netherlands. In addition to mapping software and devices, the company also makes GPS watches, action cameras and state-of-the-art fleet management solutions, used by millions of people around the globe every day.

As the company has grown, e-commerce has become an increasingly important channel for the business. Like many retailers, TomTom has been focused on increasing sales online, where they have the ability to reach consumers all over the world and where profit margins continue to increase.

One place TomTom has seen huge success with their experimentation is on their map product pages. In an effort to get more visitors from the product pages into the checkout flow, Dave tested two new variations of the price anchor at the bottom of each product page. The Control version requires two clicks, first for the selection and then to add to cart. They thought removing a click might remove some of the friction from the process.

EXPERIMENT

Product details page layout

KEY RESULT

16%

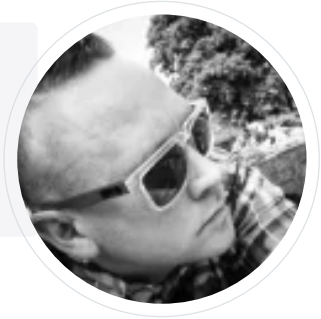
Increase in add-to-cart conversion rate



Variation #1 showed the price options horizontally with one option highlighted in the center. Variation #2 stacked the same price options vertically. They hypothesized that these variations would improve conversion on the product pages and ultimately help to increase revenue from these products.

The results were even better than expected. While running Variation #1 of the price anchor, TomTom saw a 16% increase in conversion rate on the product pages. This relatively simple change in the layout of the price options ended up having a huge impact on online revenue for the business.

“People are starting to come to me and say ‘we want to test this’ and opinions are starting to fly around. It’s beginning to take hold that the data will tell the truth.”



Dave Powell, E-Commerce Conversion Manager, TomTom



WONDERBLY

Targeting shoppers with reassuring messaging drives orders from Facebook visitors

Wonderbly (formerly Lost My Name) began its journey in 2012 as a dedicated online only retailer specializing in personalized children's books. Since July 2015 their goal has been to create the same exceptional and personalized experience achieved in its books for each online visitor.

One of the team's most significant wins was targeted messaging for shoppers with 3-letter childrens names—reassuring them that "short names don't mean short stories." This targeted messaging resulted in an 18.1% lift in orders from Facebook visitors, their largest acquisition channel.

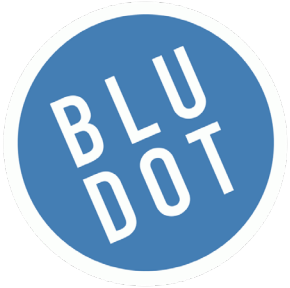
EXPERIMENT

Targeted messaging

KEY RESULT

18.1%

Lift in orders



BLU DOT

Capturing rich customer data to drive onsite and in-store sales

Blu Dot, a designer and maker of modern home furnishings, worked closely with Optimizely Solution Partner, Clearhead, to build and scale an optimization program that fuels their business.

The team hypothesized that if they replaced the email modal capture with a “Free Catalog” request form that conversions to the catalog request would go up. The results were a staggering 124% lift in catalog requests, which not only gave them rich customer data including location, but facilitated online and offline sales through a more supported sales process.

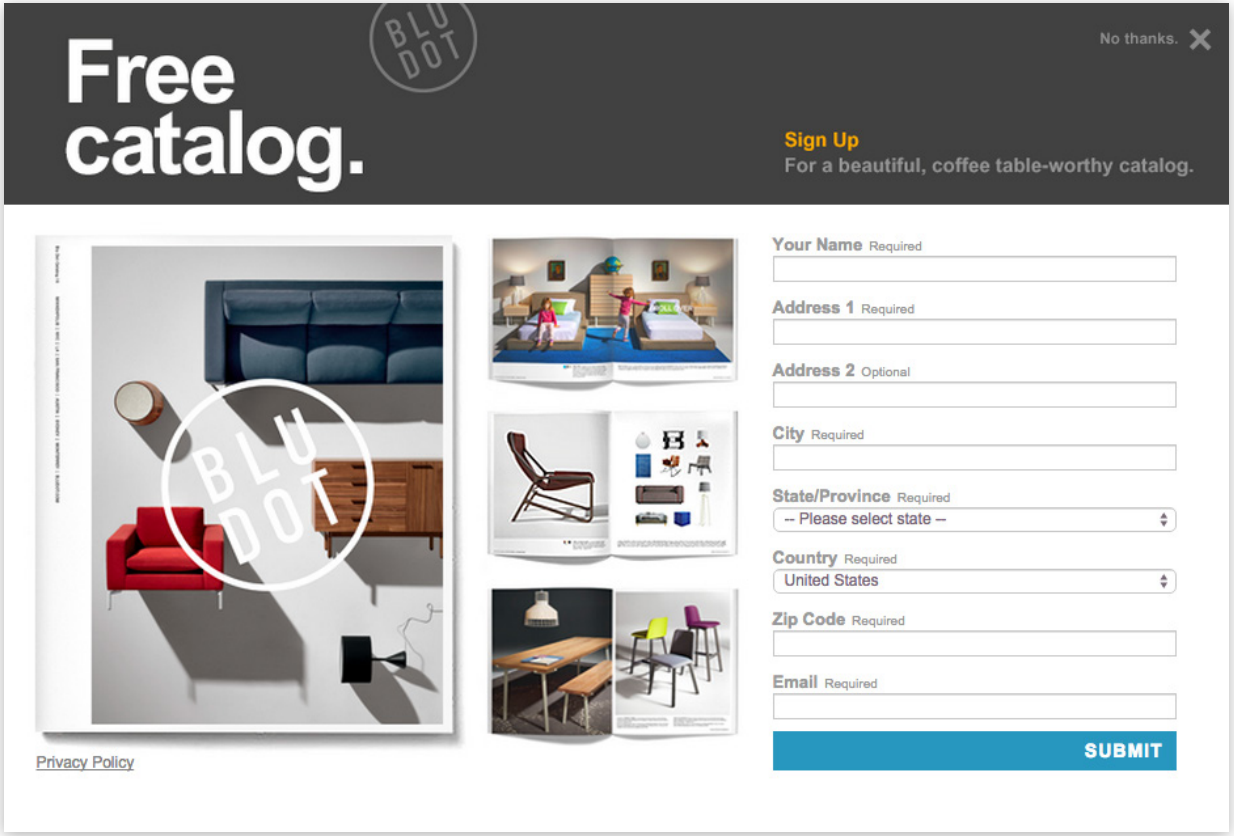
EXPERIMENT

Optimizing information capture

KEY RESULT

124%

Lift in catalog requests



Not only did the new modal increase conversions tremendously. It also provided Blu Dot with something equally as valuable—more specific information about their customers' physical location.



VITAMIX

Creating a differentiated buyer experience for the world's best blenders

Vitamix, a 96-year-old, family-owned, American company, has long had a reputation for great performance, durability and reliability amongst commercial chefs and home users alike.

Its approach to innovation doesn't stop with the blenders and is essential to delivering a world-class e-commerce experience. The company has embraced an experimentation mindset with the help of Optimizely Solutions Partner, Clearhead. In doing so, the Vitamix team has been able to continually improve their digital customer experiences, increase the ROI driven by Vitamix.com, and use data to confidently inform UX decisions and designs.

Vitamix was seeing nearly 80% of shopping carts created by web visitors abandoned. To engage return visitors and encourage them to convert to checkout, Vitamix used Optimizely X Web Personalization to develop a personalized experience for each return visitor. The new experience added a 'mini cart' functionality to Vitamix's site, which showed a personal list of items for purchase and a brightly colored call-to-action. By delivering this personalized experience to return visitors, the team was able to improve order conversions for this audience by 13.7%.

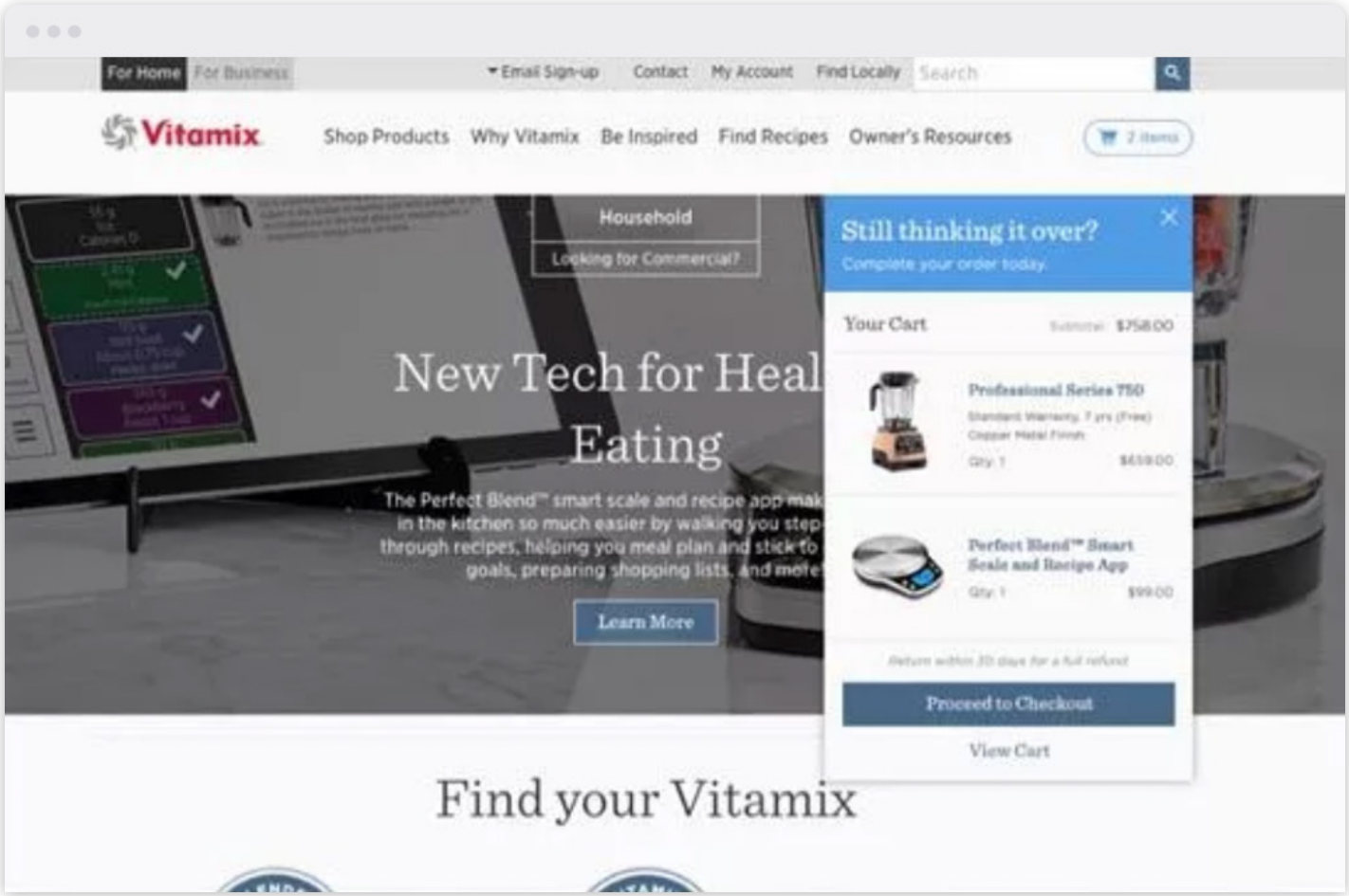
EXPERIMENT

Personalized shopping cart experience

KEY RESULT

13.7%

Increase in order conversion rate with personalized experience for cart abandonment



The 'mini cart' experience showed a personal list of items for purchase and featured a brightly colored call-to-action.

"With Optimizely, we've demonstrated the value of delivering personalized experiences to our audience. We're excited to continue iterating on what we've already learned with experimentation to deliver even more value for our business."

Laura Szarek, Director, Digital Marketing, Vitamix



ELECTRONIC ARTS

Removing promotional offer dramatically increases pre-order sales

Electronic Arts Inc. (EA) is a leading global interactive entertainment software that was preparing to release a highly-anticipated version of one of their most popular games—SimCity. Maxis, the division of EA that produces SimCity, wanted to maximize online revenue from the launch.

The team opted to extend a promotional offer to customers to drive more pre-orders. The offer was prominently displayed on their website and through paid ad campaigns but was not successful at driving an increase in pre-orders. They decided to test the placement of the pre-order offer. Surprisingly, they found that the page which removed the offer altogether drove 43.4% more revenue from the product launch. Armed with this knowledge, the EA team replicated this win across several paid media channels.

EXPERIMENT

Promotional offer display

KEY RESULT

43.4%

Increase in revenue

“Optimizely has helped us learn a lot about our users—what’s working and what’s not. In the end, this translates into higher revenue for us.”

Mike Burke, Senior Online Product Manager, Maxis (EA)

BROOKS RUNNING

Reducing cost of returns by experimenting with helpful size-shopper experience

Brooks Running leveraged Optimizely to test out a helpful experience targeted at shoppers likely to return a pair of shoes. The free return shipping policy is a big draw for customers, but is a significant cost to the company.

By targeting these shoppers and helping them find appropriate sizing prior to checkout, Brooks Running decreased their return rate by 80%.

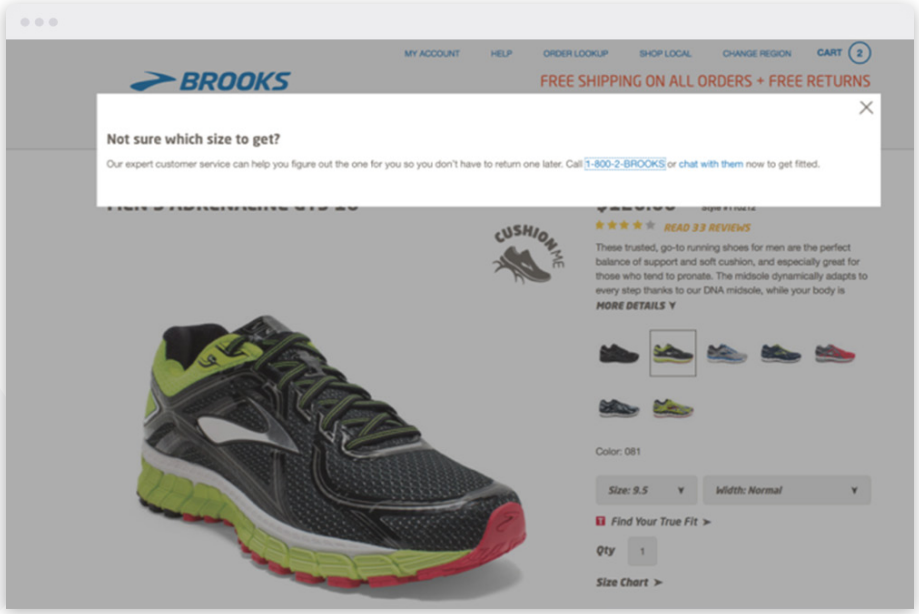
EXPERIMENT

Return deflection experiment

KEY RESULT

80%

Decrease in return rate



Brooks showed this pop-up message to shoppers who had 2 or more pairs of shoes in a cart that were half size apart.

rocksbox

ROCKSBOX

Improving member interactions with experiments and an insatiable appetite for feedback

EXPERIMENT

Offering positioning and member experience

KEY RESULT

99%

Conversion lift from new positioning

In a constantly changing retail landscape, subscription offerings stand out as a bright spot in e-commerce innovation. Rocksbox has pioneered changing how women shop for jewelry, leveraging a combination of personal stylists and AI-driven recommendations. However, building relationships with prospective customers and educating them about the how-tos of a fundamentally new shopping model presents a number of challenges.

Erin O'Leary, VP of Marketing at Rocksbox, tackles ambitious growth goals by focusing on a strategy that will move the needle in the company's acquisition costs and retention metrics. Through her iterative process of reshaping Rocksbox's acquisition funnel and transforming their member feedback experience, she has been able to deliver show-stopping improvements to key business metrics and rally the broader company around an adventurous, innovative culture and formal experimentation goals.

The cost of customer acquisition is a near-universal marketer's challenge. Since advertising costs are constantly susceptible to fluctuation, Erin focuses on controlling costs by increasing conversion rates once potential members reach Rocksbox's site. "We have a cycle of analyzing site data and customer surveys, planning groups of experiments to solve problem areas of the funnel and then we prioritize and execute two-week experiments to tackle each part of the funnel," Erin describes.

"To make an impact quickly, focus on testing new ideas to validate them with data, or share a surprising result that wasn't expected. Frame losing experiments as risks that were minimized while still optimizing for learning."

Erin O'Leary, VP of Marketing, Rocksbox

TRUNK CLUB

EXPERIMENT

Sign up flow testing

KEY RESULT

133%

Increase in conversions

TRUNK CLUB

Testing and personalization play a critical role in driving impact

Trunk Club is a subscription men's clothing service focused on helping its customers build an amazing wardrobe, without a lot of work. Trunk Club uses Optimizely to provide customers with delightful, personalized experiences on the web and mobile.

At Trunk Club, testing is built into the company's DNA. They've been testing everything from their digital experiences to their product packaging since they launched in 2009.

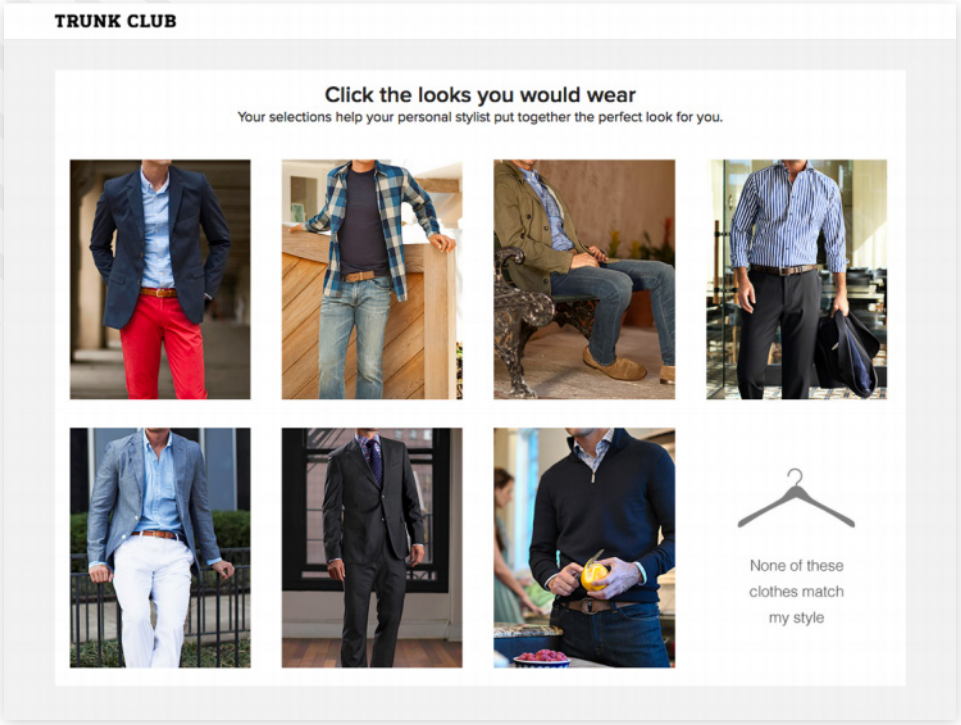
"Whenever we're curious, confused or in doubt, we run a test and let the data speak for itself," explains Mike Wolf, Trunk Club's Product Design Lead.

Mike wanted to find a way to spice up sign-up user experience and increase the overall number of visitors that completed the sign-up process. This would lower Trunk Club's cost per acquisition (CPA) and increase the number of leads each stylist received, ultimately growing the business' bottom line.

To achieve this, Mike decided to test a different type of sign-up flow. The new sign-up variation added more steps to the process, but it provided more focus on each question and more visuals. Mike hypothesized that this type of experience was more in-line with what visitors expected from their brand and therefore, would increase conversions.

However, lengthening the onboarding process was a risk. Introducing more steps for new users increased the number of opportunities for them to bounce on a given page, and would potentially lead to fewer new customers for the business. Mike put the new six-step flow to the test to measure the impact it would have on conversions.

When the results came in, there was a clear winner. The longer, more visual, sign-up flow increased conversions by 133%. “It blew away our expectations!” says Mike. “It actually led to a new problem...too many leads for our stylists! We weren’t expecting that.”



One of six steps in the variation onboarding flow, which emphasized visuals and smaller, broken-out steps.

"Testing fits in almost everywhere at Trunk Club. We test everything from box sizes and packaging to taglines on our homepage. We're constantly trying to improve and we validate success through qualitative feedback and data."

Mike Wolf, Product Design Lead, Trunk Club

Financial Services Case Studies





VISA

Eliminating guesswork with Optimizely

"I think the value for testing definitely is in finding the correct answer without spending all the time all the resources building something and then have it turn into something that doesn't work the way you want it to work. Data-driven decisions are the best way to go about rolling out any kind of product. It takes the guesswork out completely...What I like about Optimizely, is that someone with no coding experience can easily use the visual editor to set up their experiments. And for somebody like myself, used to coding and developing, I can use the code editor to accomplish more complicated experiments."

Roger Chang, Decision Scientist, Visa

earnest

EARNEST

Improving funnel and mobile conversions with experimentation

Earnest is building a better bank that democratizes access to high-quality financial services.

Earnest collects more applicant data than a traditional lender, which enables them to make more holistic underwriting decisions and potentially offer lower, more fair interest rates.

They had always stated that this information is kept confidential, but when they added the words, “We value your privacy,” conversions to the next page increased 5% and flowed down the funnel to the client’s final application submission.

EXPERIMENT

Contact form optimization & simplified navigation

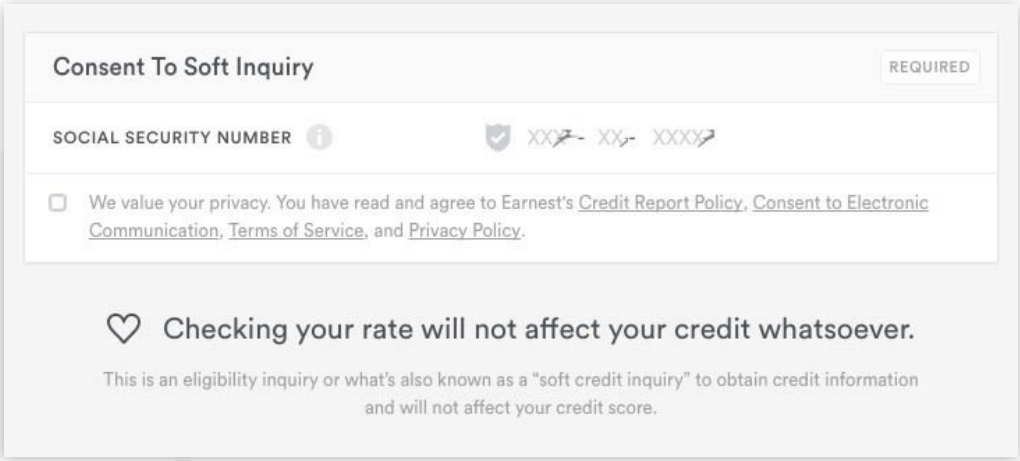
KEY RESULT

15%

Increase in mobile conversion rate

70%

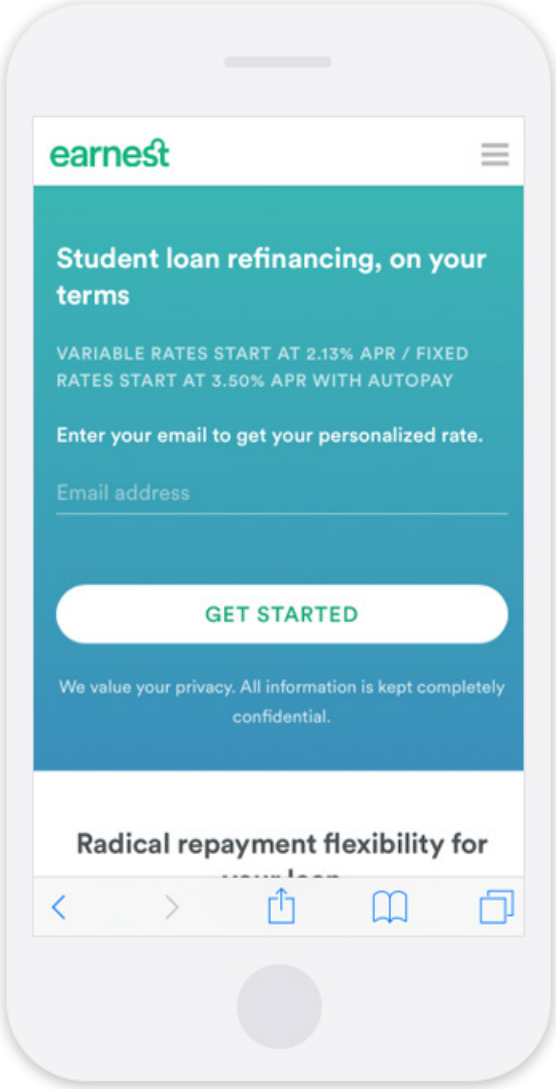
Increase in conversion to next funnel page



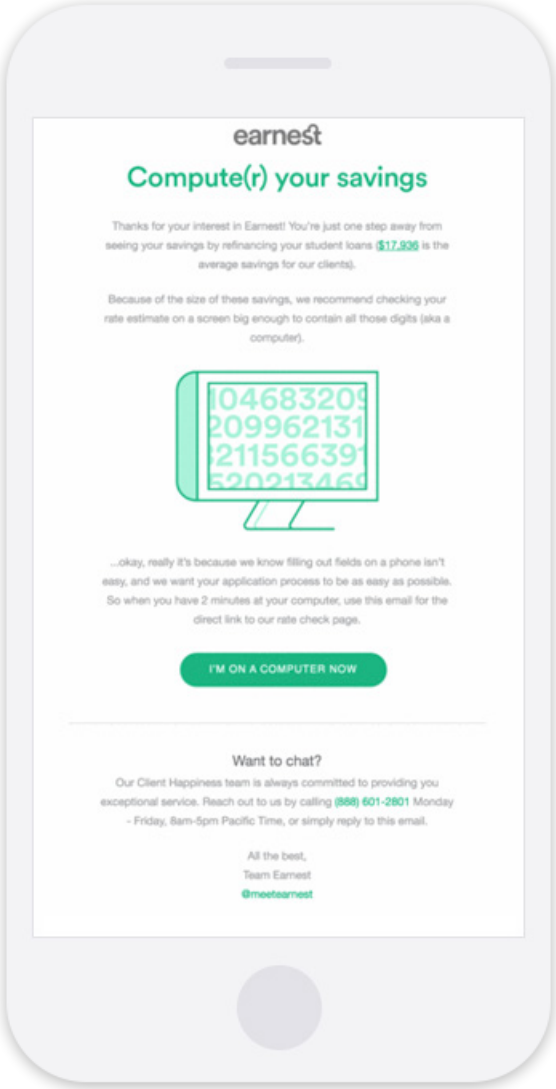
Earnest values client privacy, and in fact, they're required to be extra careful with client information because financial regulations require extra privacy protections. So this test hinted at a broader theme for future optimization: being transparent about the need for specific pieces of information from clients.

Another important yet counterintuitive test increased the funnel's complexity but paid off in overall conversion rate. Earnest's mobile flow had low conversions because complex tasks, like connecting financial accounts, are more difficult to complete on mobile than desktop. The team hypothesized that being able to remarket to clients that abandoned the application on mobile would increase the number of completed applications.

The team introduced a gate where an applicant entered an email before reaching the rate check form. This added an extra step but allowed Earnest to contact the potential client again over email. This captured some latent intent and increased mobile conversions by 15%, with more requests for a rate check on a mobile device and more remarketing application submissions on desktop.



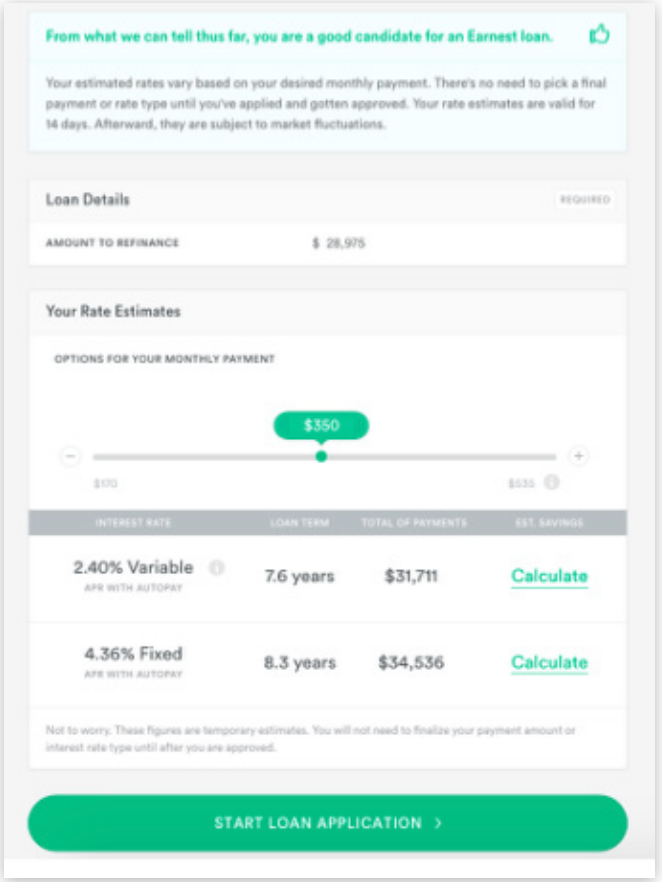
Email Collect screen

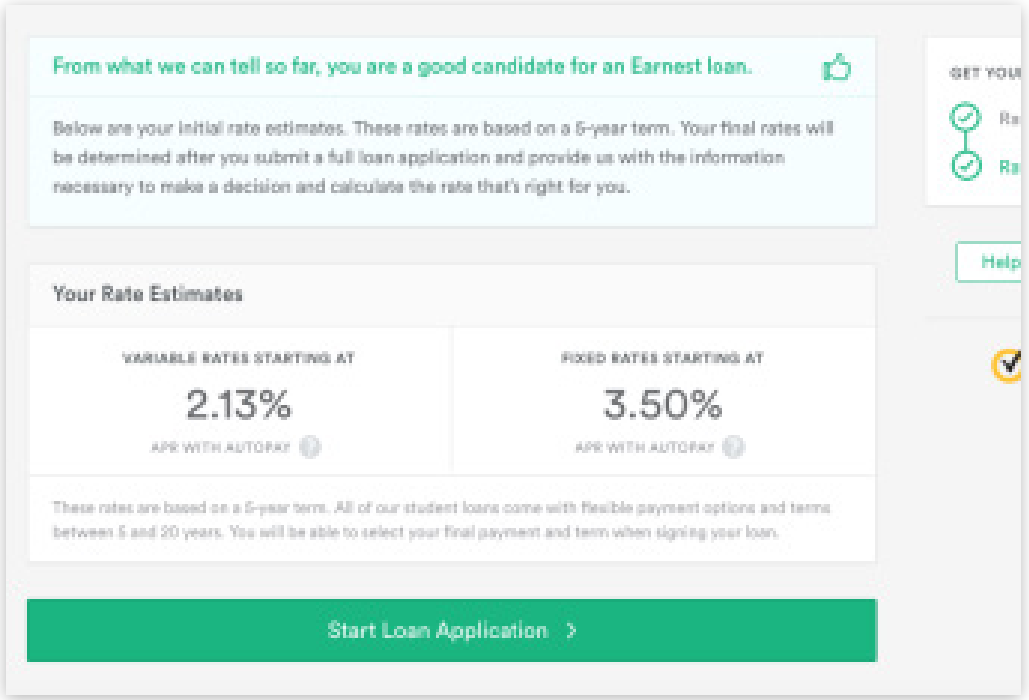


Reminder to submit the application on the computer

Testing revealed a big win when Earnest simplified their final “results” page, where they show the client their loan rate options. Originally, the page had an interactive slider where clients could explore their best rate among all their possible loan options.

The team removed the slider and only showed the two numbers that comprised the best option. Conversions to the next page jumped 70%, and a similar change on the next page yielded another 50% increase in conversions.





Despite these positive results, stripping away all information isn't always the best decision for the client, even if conversions increase. Loans are complex, and Earnest adds value by helping clients understand the process with context and complete information. Furthermore, regulations require prominent display of certain pieces of information.

So for Earnest, it's a matter of testing their way to a "sweet spot"—a balance of information in the search for a great client experience.



METROMILE

Partnering with CROmetrics to improve customer conversion rate

Metromile disrupted the $200 billion dollar car insurance industry with their innovative pay-per-mile model. When they wanted to experiment with their online marketing practices, they turned to Optimizely and CROmetrics. The partnership allowed Metromile to evolve its website visitor experience for the better and lower its customer acquisition costs.

Metromile and CROmetrics began work on a plan to launch and grow Metromile's experimentation program. By analyzing insights gleaned from the initial experiments, the team was able to hone its most impactful experiments as well as potential new tests. This led to a pivotal moment in the progression of Metromile's experimentation program—the Metromile Conversational Series Test.

Using Optimizely's experimentation platform, the Conversational Series Test was launched. Metromile and CROmetrics tested new forms on both the homepage and the insurance quote page.

They broke down the long, intimidating forms into a succession of conversational, easy-to-answer questions. As the results started to flow in, they iterated on the tests and refined the forms as they learned what customers responded to most.

EXPERIMENT

Conversational Series Test

KEY RESULT

12%

Customer conversion increase from the first Conversational Series Test

250%

Increase in experiment velocity from start of engagement to today

39%

Experiment success rate

Just as hypothesized, the simpler forms and conversational tone worked. After streamlining the format on the insurance quote page, Metromile experienced a 12% increase in customer conversions. On a second test on the homepage form, the team saw an 8% increase in conversions by asking a few questions at a time instead of all at once.

Metromile's inbound marketing now works harder than ever. Experimentation has allowed the company to immediately lower its customer acquisition costs. By driving a lower cost per acquisition, the company can allocate more resources to exploring new acquisition channels and testing bigger bets.

The best results, they've learned, come from conducting more experiments and iterating quickly based on the results, rather than attempting to perfect every experiment before it launches. That's the kind of insight that can only come from trial and error.

Travel Case Studies



ALASKA AIRLINES

Drives signups for mileage plan offering with Optimizely

"Experimentation is critical to our business, because the industry we're in is very competitive, and it's also pretty low margin. We weighed the pros and cons of different testing programs, including the one that we were using before, and Optimizely was hands down the best. Probably the first test that we did on our loyalty program, on the mileage plan, it wound up yielding an increase of 18% in terms of total mileage plan sign ups. It successfully got us over the hump for our credit card program and its been continually driving in revenue."



Alex Smolin, E-Commerce Analyst, Alaska Airlines

HOTWIRE

Focused prioritization and research generated the biggest win of the year

120+

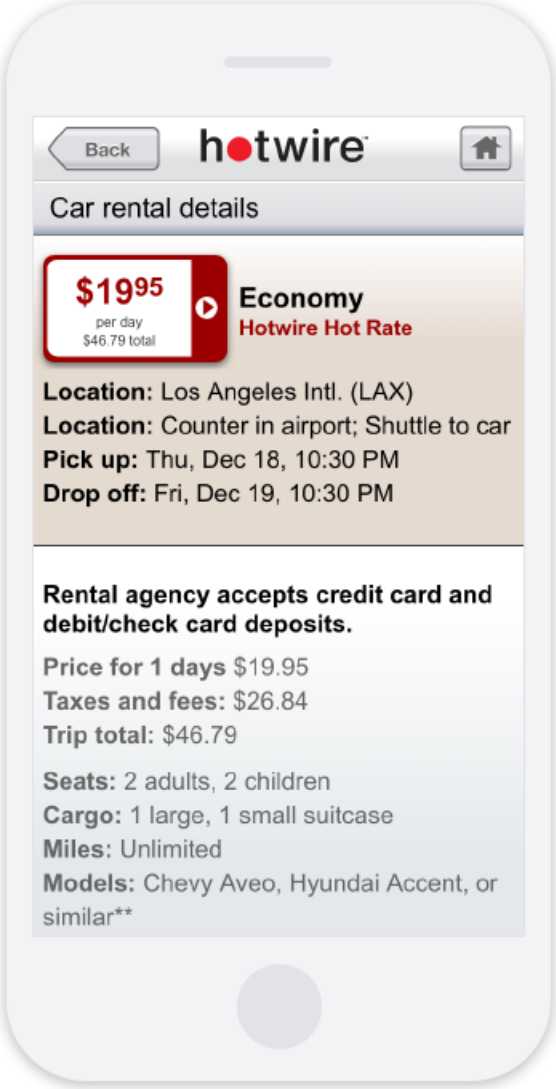
Experiments run on mobile and desktop

Hotwire, an Expedia, Inc. company, provides hotel bookings, car rentals, and airfare to customers through a variety of digital experiences, including the web and native mobile apps. Hotwire's optimization program is supported by a team of more than seven designers and developers and led by Pauline Marol, Lead Product Manager for Site Optimization. Their team is charted with improving conversion rates on Hotwire.com's desktop and mobile web properties by running over 120 experiments each year. This task has merited one of the company's four KPIs and CEO sponsorship.

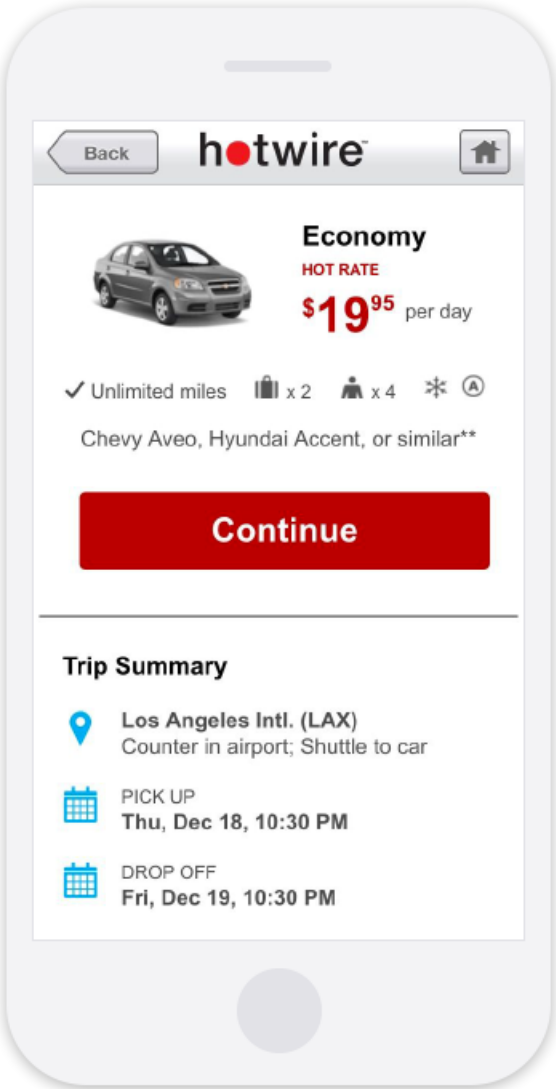
When Pauline and her team worked with Hotwire's Cars line of business to optimize various elements of their conversion funnels, the mobile web experience rose to the top of her prioritized queue of experiment ideas. The experience hadn't been updated for several years, and they hypothesized that redesigning the Cars product pages would improve conversions. The goal of the experiment was to update the look and feel of the car detail pages in order to improve the click through and conversion rate metrics.

The team hypothesized that refreshing the design of their car mweb product, they'll see an increase in car mobile conversion rates. They kept the experiment simple and tested the control against one redesigned variation. With a refreshed design the variation outperformed the control experience.

This experiment was the Hotwire website optimization team's largest winner last year.



Original



Variation

secret escapes

EXPERIMENT

Mobile application sign-up flow

KEY RESULT

2x

Increase in revenue

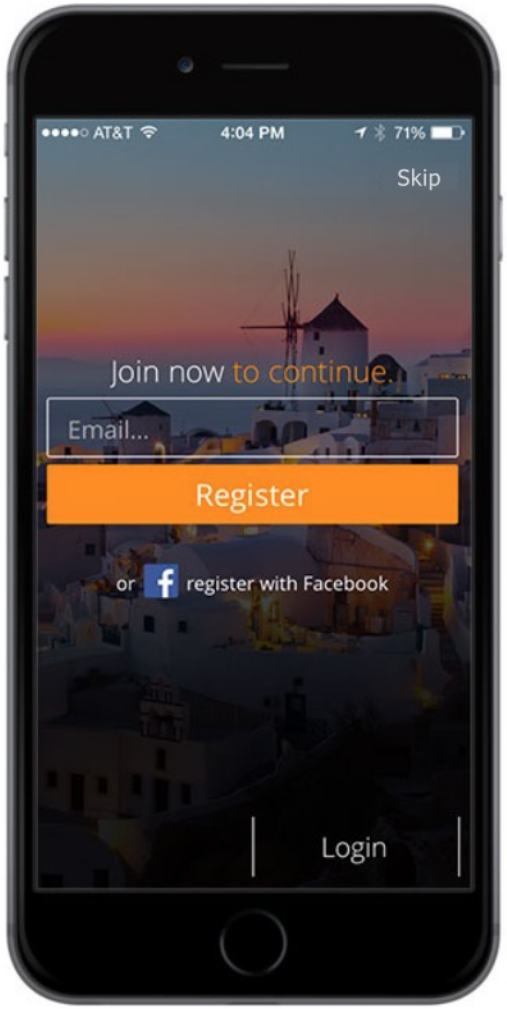
SECRET ESCAPES

Secret Escapes doubled mobile signup rate while optimizing customer acquisition

Secret Escapes is a flash-sale luxury travel company that offers discounted deals on four and five-star hotels around the world. As a high-growth business in the extremely competitive online travel market, Secret Escapes cannot afford to make changes to any of their digital properties that might throw off this momentum.

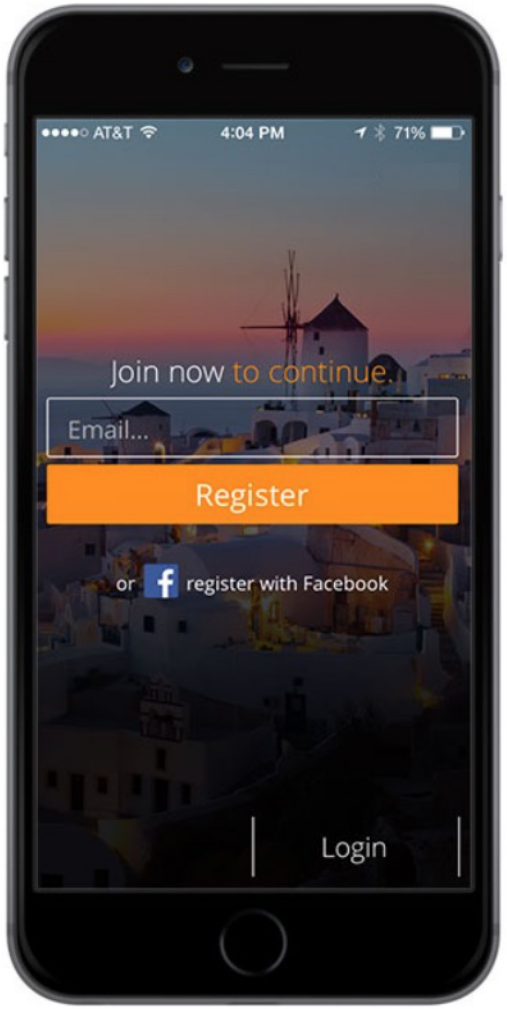
Before the Secret Escapes team first released their mobile app, they had a very important question to answer that faces many mobile app developers: should the app require users to sign up in order to view travel deals? With differing opinions, they decided to test the feature before rolling it out.

The team hypothesized that mandating a gate would lower the sign-up rate, and the average lifetime value of their mobile customers would also decline. The product team used Optimizely's iOS SDK to create and test two different mobile onboarding experiences concurrently. One experience allowed new users to skip or close the signup screen; in the second experience, signup was required, no skip button at all. Contrary to the teams belief, a mandatory signup gate was the more optimal experience. It more than doubled the signup rate and did not lead to negative reviews or comments.



Original

App signup screen allowed users to skip registering or logging.



Variation

Made registration mandatory.

HOLIDAYCHECK

Using experimentation to validate new digital products

"At some point we decided to stop following our gut feeling when it comes to releases. We wanted to consult the data first and only implement those ideas that we knew would work...we want to reach a point where all teams are able to test self-sufficiently. One big advantage of Optimizely is its simple interface, especially for client-side testing. It reduces our work considerably...We have already defined our mission for the next couple years: We want to be the most traveler-friendly company in the world. In order to reach this goal, we need to understand what our users want and need, when they need it and how we can help them find what they are looking for. We've completed some very exciting projects that allowed us to increase our e-com conversion rate on mobile devices by 150%. This is a huge and a very satisfying number...our goal is to test even more going forward."

Jan Mikulica, Senior Product Analyst, HolidayCheck

SMARTERTRAVEL

SMARTER TRAVEL

Travel company doubles revenue in the first month leveraging Optimizely

Smarter Travel is a TripAdvisor company that owns and operates leading consumer travel brands, including BookingBuddy.com, AirfareWatchdog, and more. Travelers use Smarter Travel's web properties to hunt for the best deals when planning upcoming trips.

The Smarter Travel team noticed a problem with one of their most important pay per click landing pages, which serves as an entry point to BookingBuddy.com. Once a visitor landed on that PPC landing page, the goal was for them to fill out a search form and enter into BookingBuddy.com's booking funnel. User testing showed a high percentage of visitors landing on that page were not converting, and after the team dug in further using analytics, they noticed the problem was even more significant. They decided to run a series of tests to increase conversions on the page.

The team hypothesized that building a more visual look and feel would increase search conversions because it would attract more eyeballs and engage users more effectively. The results of their month of optimization on the landing page made a tremendous impact on Smarter Travel's bottom line revenue. With a higher converting page and data to back them up, the team pushed for more budget to invest in display ads, sending traffic to the optimized BookingBuddy.com landing page which resulted in double the revenue per visitor. Running this test also allowed the team to take an iterative approach to scale and they now run 30+ tests a month.

8

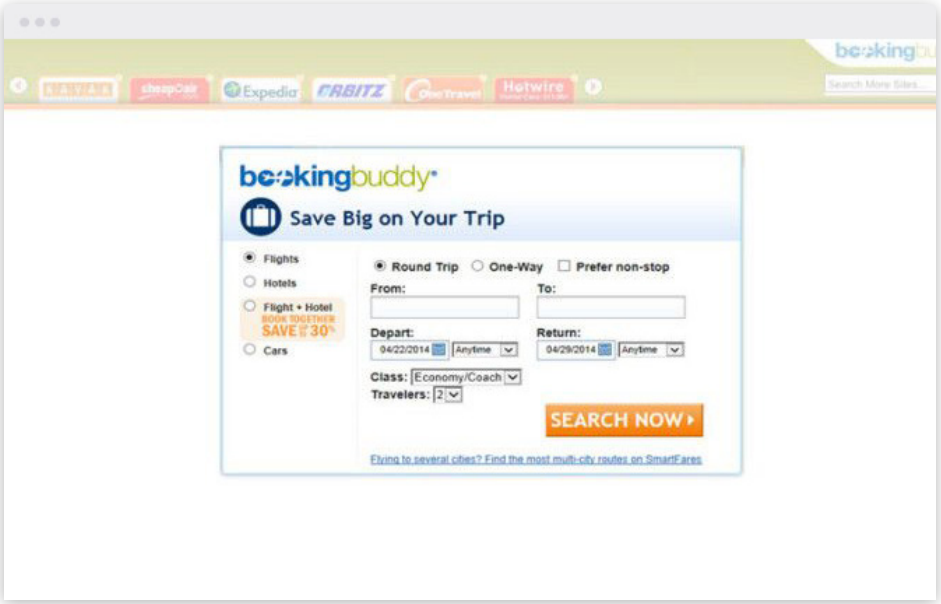
Tests run in first month

2x

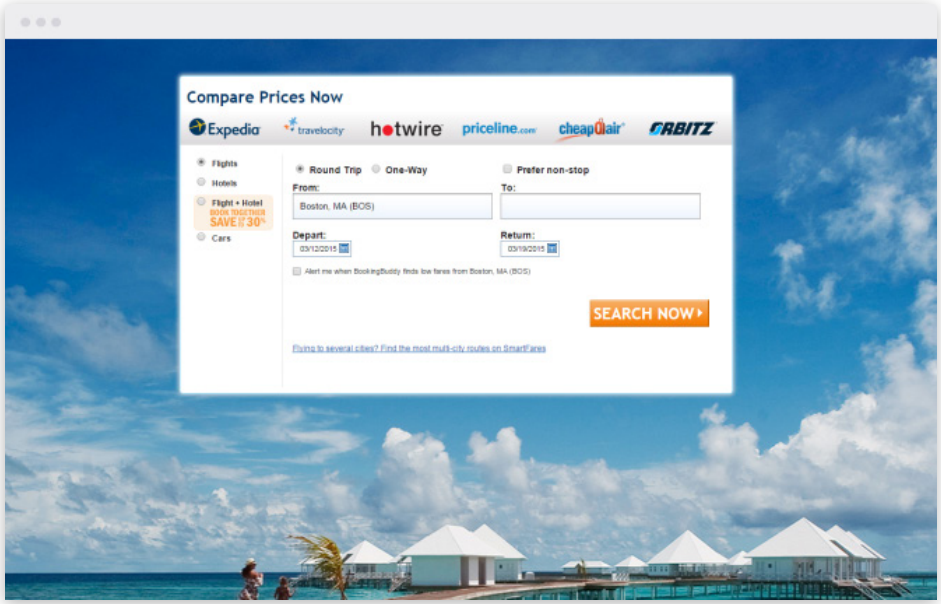
Increase in revenue

30+

Tests currently run per month



Original



Variation

UPSIDE
BUSINESS TRAVEL

UPSIDE TRAVEL

Upside Travel moves fast without breaking things

1.2%

Percentage point increase in conversion rate from improving search result relevance

100%

Portion of major features and engineering work deployed as experiments

100%

Increase in experiments per month run with Full Stack compared to previous solution

Growth and Product Development Teams Eliminate Guesswork with Experimentation

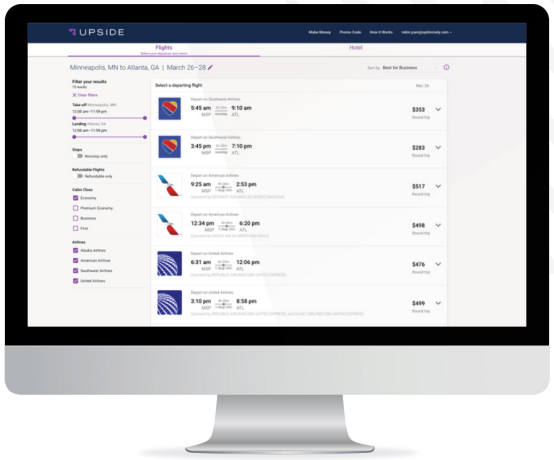
Upside is the first online travel service built just for business travelers, particularly travelers from small and mid-sized companies that can't access special pricing or quality customer service.

As Upside has grown, they've adopted a testing-centric culture across every team that touches the customer experience. Product managers, marketers, data scientists and engineers all participate in designing and running experiments with Optimizely Full Stack and Web. The growth team works with every team in the company to incorporate a testing mindset into every step on the customer journey.

The entire company embraces the "Move Fast and Break Things" culture pioneered by tech giants like Facebook, and they ensure a stable and successful user experience by backing every decision with data. With Optimizely, Upside can ship code quickly at high quality, while also avoiding any adverse effects on conversion or key metrics.

Feature Rollouts Remove Wasted Effort from Product Development

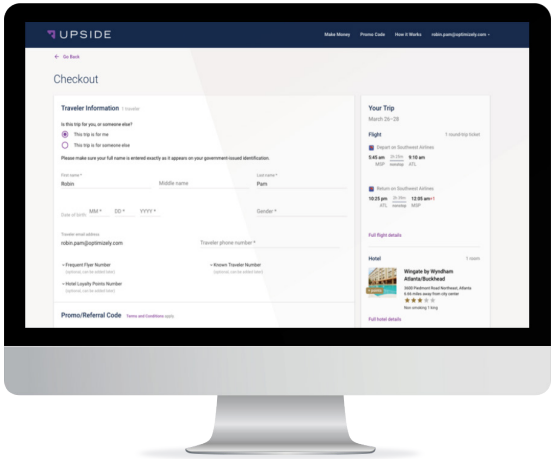
Every big change Upside's team makes to the customer experience is rolled out with Optimizely. Before releasing to every user, the team rolls out the feature to a small portion of site traffic to ensure that features are bug-free and stable. As a result, they're able to ship minimum viable features and quickly eliminate underperforming experiences—copy, messaging, landing pages, or even entire flows—without investing further.



Algorithms Drive a More Relevant Search Experience

Before releasing to every user, the team rolls out the feature to a small portion of site traffic to ensure that features are bug-free and stable. As a result, they're able to ship minimum viable features and quickly eliminate underperforming experiences—copy, messaging, landing pages, or even entire flows—without investing further.

In one experiment, the data science team hypothesized that changing the sort order of flight inventory based on a traveler's historical purchases would increase purchases. They constructed a machine learning-based decision framework and trained it on a window of historical data, then tested this new algorithm against a generic sort order with Full Stack's server-side testing capabilities. They saw a 1.2 percentage point increase in conversions, with negligible effects on other key KPIs, and were able to implement the new algorithm and continue iterating with confidence.



Experiments De-Risk Checkout Redesign

The Upside team is constantly testing new ways to increase conversion and decrease drop-off in the checkout funnel—and provide an overall better experience to travelers. Recently, the team redesigned the checkout funnel to reduce friction for customers. By first testing the redesign with Full Stack, they determined that new flow did not impact conversion rate. They rolled out the new design knowing that a qualitatively better experience was also good for business, and avoided the risk of hurting key metrics by launching blindly.

Upside Empowers Every Team to Iterate Quickly on Customer Experience

At Upside, every team is empowered to constantly iterate and experiment on the customer experience. The growth team focuses on optimizing the entire customer experience, running fast and lightweight experiments to validate ideas prior to investing in feature development. The engineering team tests big features with Optimizely until certain customers are pleased with the effects. The end result is that they are able to quickly develop new features and experiences that drive the business forward, knowing that they are spending time and resources efficiently.

“We want to rapidly prune out the ideas that will lower conversion. If we put something out in production that doesn’t seem to be working, we want to get rid of it quickly.”



Emily Dresner, CTO, Upside



KLM

KLM scaling its test-and-learn culture with Optimizely

The best way of knowing is doing. Although KLM Royal Dutch Airlines had always been pioneering the forefront of digital developments and has always had a culture of engaging customers in developing new products and services, KLM's web teams reached the limits of their experimentation capabilities in 2017. As the need for experimentation by internal product teams and data-driven decision making increased, KLM was looking for a reliable data-driven test partner...and found one in Optimizely.

100%

Increase in number of tests done by KLM team

50%

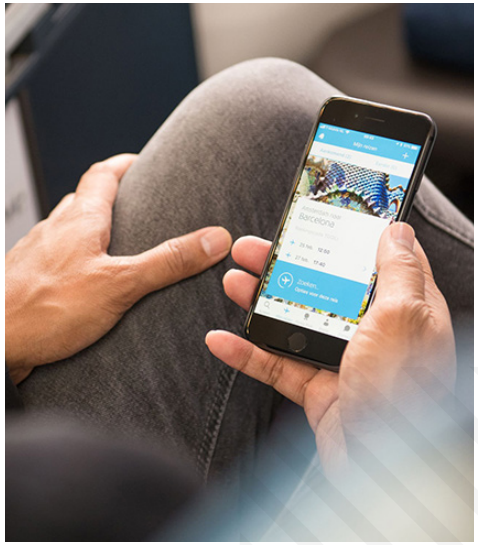
Decrease in time spent to set up and execute tests

6

Product teams engaged with Optimizely

Building Minimal Lovable Products

Digital product teams at KLM are continuously working on improvements to the user experience. In an industry that is renowned for its competitiveness - many different parties are trying to seduce the travel savvy customer—small tweaks to the user experience can make a huge difference. With over 30 million people booking KLM tickets on a yearly basis, building a product that 'just works' (a Minimal Viable Product) is not enough. They need to build a digital experience that is easy to use and intuitive—Minimal Lovable Product.



This is no easy feat and requires a lot of user engagement, feedback and testing to implement. KLM therefore implemented Optimizely to scale the number and impact of experiments done by the different product teams. Now, a year-and-a-half after implementation, 6 product teams use Optimizely. Overall, KLM doubled the number of tests executed and on average the time to set up a test only takes half the time it did before Optimizely's implementation.

Optimizing the Customer Experience

The introduction of Optimizely within KLM just coincided with a KLM-wide program to roll out flight packages (incorporating baggage and ticket flexibility) in the booking flow. When Grazia Arboleo, Optimization Specialist within the Insights & Analytics team at KLM, was asked to AB-test a new design for the flight selection step on the KLM website with these new packages, she did not know that this would be an important turning point in the way design changes would be rolled out.

The team focused on building a Minimal Lovable Product based on flexible components. This would allow fast optimization and was the requirement for an agile rollout. Grazia helped the team to track the impact of the new design through experimentation. Despite high expectations, the experiment data showed clearly that the new design needed further optimization.



Grazia and the team analyzed the results and developed new hypotheses. Optimizely enabled them to run multiple experiments easily, iterate quickly and make step-by-step improvements to the design. Within a few months, the team ran more than 20 tests on this particular flow-always measuring step conversion and booking conversion rates. Some of the experiments delivered clear winners, others did not. As a result, conversion rates recovered and finally, the experience was rolled out to all visitors.

"Product owners now ask more and more to test every change to prove that it does what it is supposed to do–and if not, we can optimize. These learnings are crucial for delivering a convincing customer experience."

Joost Olieroock, Manager Customer Insights & Analytics, KLM

B2B Case Studies





IBM

Validating new product messaging with Optimizely

"IBM uses Optimizely to optimize and validate new product and release messaging. Aligning data to how users say they act vs. how they're actually acting is a really big thing for IBM right now. The major benefit with Optimizely is that you can do that instantly. For me, it's really about clarity and about knowing which direction you should go in as opposed to just throwing something against the wall and hoping that it sticks. I think the value is really getting clarity a lot quicker and iterating around that insight."

Darius Glover, Sr. Digital Strategist, IBM



IRON MOUNTAIN

Partnering with iProspect to improve lead quality

Iron Mountain wanted to increase the quality of inbound leads acquired from the lead generation form on its website. Many site visitors were completing the form, but most submissions contained incomplete or irrelevant information.

The team decided to revamp the lead generation form to improve lead quality. This meant making sure the visitors who filled out the form were business inquiries and not job seekers or customer support tickets. The new form would also need to fix phone number formatting issues between the form and Salesforce.

iProspect changed the form's headline from "Contact us today" to "Request a quote" to clarify the form's purpose. They used the custom JavaScript editor to code new validation functionality for each form field. For example, an error message was displayed if an incompatible phone number was entered, ensuring the prospective customer corrected the information before submitting.

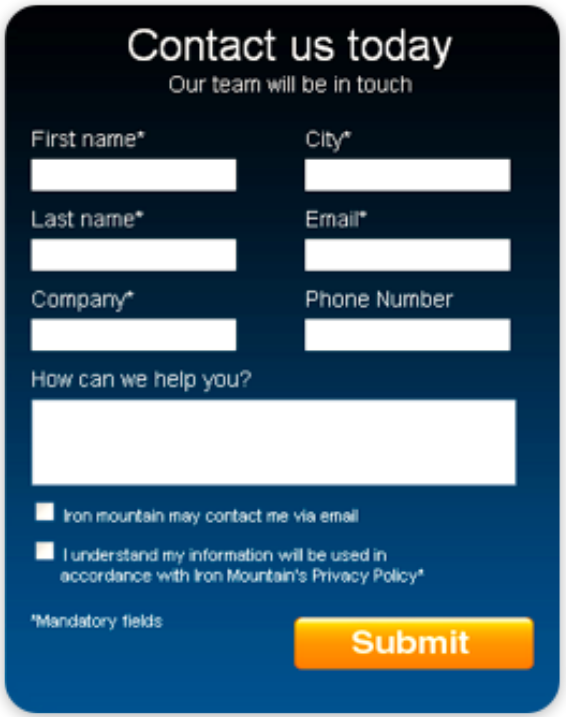
EXPERIMENT

Lead generation form

KEY RESULT

140%

Improvement in lead quality



They measured lead quality as the primary metric for success. For Iron Mountain's sales team, a high-quality lead is someone who will become a paying customer quickly. Having complete information from the form fields is important because it saves them time tracking down missing contact information. It also helps the team understand what specific solutions the customer is looking for and what their budget is.

To measure lead quality for this test, they calculated the number of high-quality leads (those who submitted complete, relevant information) in comparison to the total number of leads generated (the total number of forms submitted).

“Ensuring that sales teams have solid leads to follow is fundamental in the B2B marketplace. We wanted a way to deliver better leads without burdening our busy internal IT team.”

Nimesh Parmar, Online Manager, Iron Mountain

ATLASSIAN

Atlassian uses Optimizely to experiment across their entire customer journey

Atlassian has a unique B2B business model that relies less on a traditional sales force and more on experimentation-driven B2B marketing.

> "Experiments allow us to know what is going to work and iterate on it, evolve it, and make it better and better for the customer. Experimentation is really the backbone that allows us to make the business decisions that we need to deliver customer value. There is no consumer ecommerce experience, there is no B2B ecommerce experience without a data-driven experimentation culture."

Tom Tsao, Global Head of Ecommerce, Atlassian

"Experimentation is a central part of our growth story. It's really the pulse and heartbeat of the business. So Optimizely has really played a central role in helping us become more disciplined and focused about the way in which we do experiments—and ultimately, drive growth in the business."

Robert Chatwani, CMO, Atlassian

"Being able to take customer feedback at every stage of the journey and iterate and improve on that journey is very important to the way we run the business."

Archana Agrawal, Head of Enterprise and Cloud Marketing, Atlassian

Media Case Studies





BBC

The BBC is using Optimizely to power customer experience across their digital channels

"On any given day, we'll have dozens of people using Optimizely developing tests across our different digital platforms. We have experiments running on mobile apps, TV experiences, on our websites—Optimizely gives us the power to switch out content and make decisions in an extremely agile way....Optimizely is really letting us experiment with our products, and ultimately, we're seeing steep changes in our real, key metrics. That's really important and really powerful."

Oliver Tatard, Head of Experimentation, BBC

"In the past we could spend six months designing something, architecting it, building it, testing it —now Optimizely gives us the ability to make quicker, better decisions...Recently, at iPlayer, we ran an experiment. What if, at the end of an episode, we automatically played the next episode? We found a 50% increase in people watching the next episode, just because it automatically played."

Al Boley, Senior Product Manager, BBC

"When we first started experimentation, we were just changing the look and feel of the product. But as we've become more mature, we can add in new features to the product and measure the impact on those. Pretty much everything within the product we can experiment on."

Bethany Spencer, Senior Optimization Specialist, BBC



SKY

Sky Perfects its Help Center Experience with Optimizely

"Optimizely stood out for us for a couple of key reasons. One was the full-stack capability and the fact that we can deliver experiments end-to-end. The second was the network that Optimizely gave us. We've been working very closely with Optimizely and Optimizely's other partners."

Abdul Mullick, Head of Digital Transformation, Sky

"We got so much customer feedback saying "why can't I reset my pin online?" What was really frustrating about that was we had a pin-reset journey on the site. We figured out where this journey was and really promoted it. We put it front-and-center. We boosted engagement with that entire journey... about 40% uplift. We went from literally talking about it on a Monday, to it being live on Friday."

Simon Elsworth, Optimization Manager, Sky



EHOW

eHow grows ad revenue by optimizing viewability metrics

eHow, a Demand Media company, is an online library of instructional articles and videos covering thousands of topics. Its website receives more than 74 million unique visitors each month. As an online publisher, advertising revenue is key to the growth and future success of the company.

Optimizing ad viewability (the visibility of ads to readers) helps eHow increase the value of their display inventory and maximize ad revenue. eHow uses Optimizely's Moat integration to ensure high viewability rates for their ads. Using the integration, the eHow team builds A/B tests where they experiment with different page layouts and designs, tracking the impact each change has on ad views to ensure the highest levels of viewability, performance, and ROI for digital ad campaigns and content.

The eHow team was able to test a number of different page layouts to ensure that more viewable ad formats would not negatively affect reader engagement. In the example below, they were able to validate that a 'sticky' banner ad that scrolled with the reader did not negatively impact the reader's experience.

These results helped inform changes made across eHow's content pages. eHow was able to use higher viewability metrics to increase the value of its display inventory to advertisers. The end result? Significant gains in ad revenue for eHow, better viewability for its advertisers, and a high quality experience for readers.

EXPERIMENT

Banner visibility test

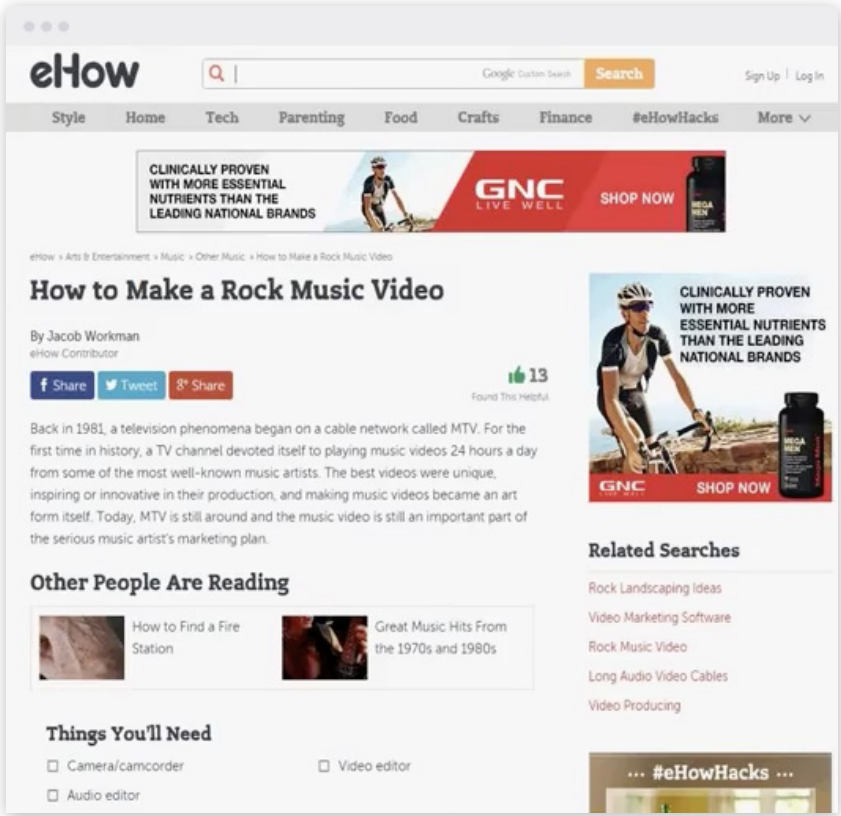
KEY RESULT

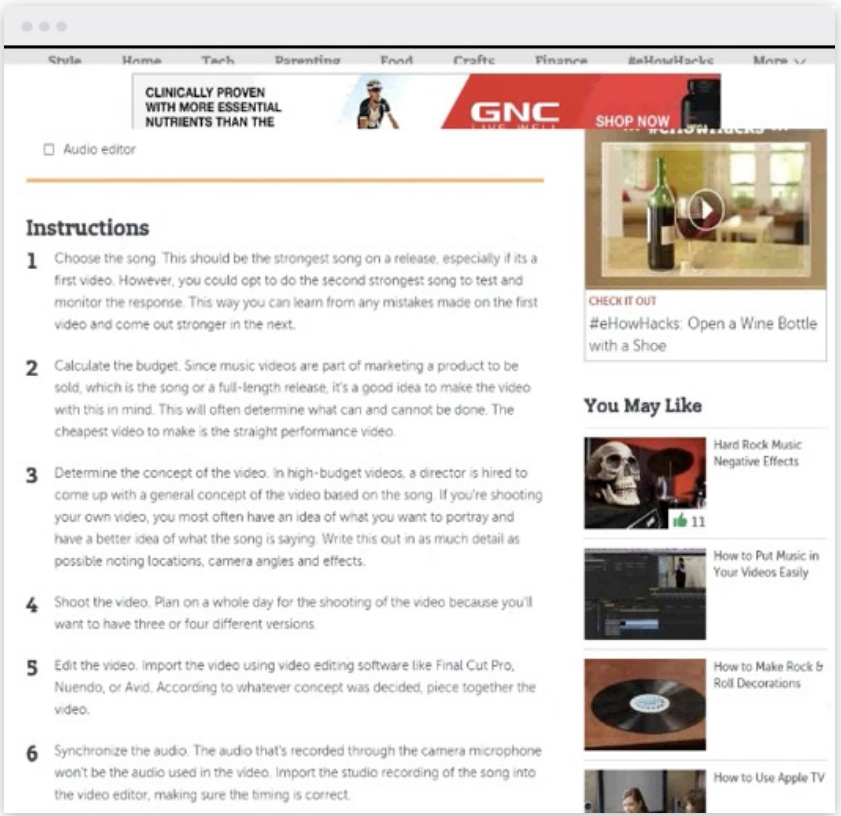
5.5%

More mobile sales

8.2%

More desktop conversions





Testing of layouts to increase advertising visibility.

Ringier

RINGIER

Iterative testing drives article engagement on Ringier web properties

The Swiss Ringier Group, which produces over 120 newspapers and magazines, runs several radio and TV stations and well over 80 web and mobile platforms in 14 countries, has ventured into uncharted territory: Editorial A/B testing.

For one month, a team of editors, product managers, and web analysts started three article experiments every day with Optimizely and tested several teaser images, headlines, and sub-headlines against each other. The results were an average increase in CTR of almost 20% and almost 5% more page impressions per visitor.

EXPERIMENT

Article engagement

KEY RESULT

20%

Increase in click-through rate

5%

Increase in page views per visit

“The goal with A/B testing is to completely integrate it into our processes so that editors are able to test without any additional effort. I think soon there won’t be any big sites that can be successful without A/B testing.”

Martin Fessler, Head of Digital at Blick-Gruppe



THE GUARDIAN

Adopting a “People First” strategy for increased subscription conversions

EXPERIMENT

Subscription testing

KEY RESULT

46%

Increase in subscription conversions

With more than 6 million weekly readers, The Guardian is the third most popular newspaper globally. One property The Guardian optimizes frequently is its dating site, Soulmates. Launched in 2004, Soulmates monetizes via paid monthly subscriptions that allow members to interact with each other.

Product Manager Kerstin Exner runs A/B tests to optimize Soulmates’ key performance indicators. Kerstin noticed that the majority of the visitors landing on the Soulmates entry page from ads were not converting to subscribers.

Based on insights gleaned from research, Kerstin hypothesized that showing more information about existing users upfront, an approach she coined a “people first” strategy, would increase subscriptions. She built several experiments to test it out, including a variation landing page that added similar profiles, search functionality and customer testimonials. After three experiments, Kerstin found a 46% increase in subscription conversions.



DISCOVERY COMMUNICATIONS

Discover Communications optimizes digital engagement and ad viewability

EXPERIMENT

Ken Burns Test

KEY RESULT

6%

Increase in click-through rate

Discovery Communications is a global mass media and entertainment company with an astonishing portfolio of television and digital networks, including the Discovery Channel, Animal Planet, TLC, the Oprah Winfrey Network, Science Channel, and TestTube. With more than 2.9 billion global subscribers, Discovery Communications has the potential to reach 2 in 5 people on the planet solely with its television and digital media networks.

Discovery Communications uses Optimizely to improve their online visitor experience and drive revenue in two major ways – by optimizing video engagement and improving ad viewability.

Jeffrey Douglas, the Director of Product at Discovery Digital Networks, decided to run an experiment he dubbed the “Ken Burns Test.”

Using documentary filmmaker Ken Burns style of panning across photos and still images on the company’s original video content pages, he increased video click through by 6%. Douglas and team have since applied this learning across Discovery’s websites.



EXPERIMENT

Offer testing

KEY RESULT

35%

Increase in digital subscription volume year over year

20%

Lift in overall revenue

37%

Life in subscription conversions

STARTRIBUNE

Dramatically improving subscription volume with web personalization

Star Tribune was the first major, metropolitan news organization after the New York Times to launch a digital subscription product. And while the initial results looked promising, sales slowed in 2015 despite efforts to redesign their site and improve their digital channel marketing. Business was plateauing.

The belief was that StarTribune.com could achieve optimal revenue by lowering the number of free articles viewers could access before asking them to subscribe. Increasing subscription revenue, we hypothesized, could offset any decrease in engagement affecting ad revenue.

Using Optimizely X Web Personalization, Johnston's team experimented with three test variations. The first and current offer included 10 free articles before readers were required to subscribe. The second permitted access to 7 free articles. The final version offered 5 free articles.

They assumed the 5-article experiment would drive the highest subscription rate because it interrupted readers earlier. What they discovered surprised them. The 5 article variation outperformed the 10 article version with a 49% lift in subscription revenue and a -12% decrease in ad revenue, leading to a 15% lift in overall revenue. However the 7 article offer had a 37% subscription revenue lift, but half of the decrease in ad revenue (-6%), leading to a 20% lift in overall revenue against the 10 article version. Ultimately the team was able to increase subscriptions by 35% year over year.

Johnston now believes that experimentation has completely transformed his organization. “We’ve gone from sitting around a table debating hunches and opinions,” he confesses, “to trying things out on a small percentage of our traffic with open minds and eager anticipation.” He also has this message for those just dipping their toes into the experimentation world—don’t be timid. “The idea of subjecting your site to a new platform, experimentation, and personalization can all be pretty intimidating,” Johnston points out, noting that, “Once you start, you realize it’s not so scary and it actually mitigates the risk of making changes.”

Perhaps the most compelling observation Johnston made was this: experimentation changes people. They begin to think differently, feel more involved, see the impact of their ideas, and with that comes a tremendous amount of satisfaction.

“Optimizely helped us understand what works, and what doesn’t. So we now do more of what works, and less of what doesn’t, while impacting business in a more sophisticated, more ambitious way.”

Patrick Johnston, Star Tribune, Director of Digital Product and Analysis

WSJ

"When we began, we were doing things that were very simple. We put four little words onto the shop page in big letters, "you can cancel anytime." And that drove a 10% top-line order uplift. So, pretty powerful result from a test that probably cost less than a thousand dollars...Our experience is, that first off, the nimbleness and speed at which we can code up variations and get them live is unparalleled. As far as I'm concerned, the discipline of experience testing for digital businesses is akin to discovering plutonium. It's just an exponentially more powerful way of making business decisions...There's lots of stuff you can do with the Optimizely visual editor that doesn't require a designer, doesn't require an engineer. This is the only way to make business decisions in the future. This is the way every decision will get made going forward for a digital product, wherever possible."

Peter Gray, Director of Product Optimization, WSJ

Non-profit & Government Case Studies



CODE.ORG

Engaging 15 million users in 5 days by optimizing CTAs

Code.org's Hour of Code campaign, which aims to introduce millions of students across the country to computer science in just one hour, had a phenomenal turnout rate.

The Code.org team credits over half of the signups to ongoing experimentation. By testing a "community-focused" variation of the signup messaging and call-to-action, they drove a staggering 29% increase in signups for the Hour of Code which equates to an additional 8 million students participating in the campaign.

> "With Optimizely, we were not only able to introduce nearly 1 in 4 U.S. students to computer science, but we were able to launch the fastest growing web service ever, which reached 15 million users in 5 days—faster than Facebook, Instagram, Twitter, and Tumblr, combined."
>
> Roxanne Emandi, Grassroots and Social Strategist, Code.org

EXPERIMENT

Optimizing campaign messaging and call-to-action

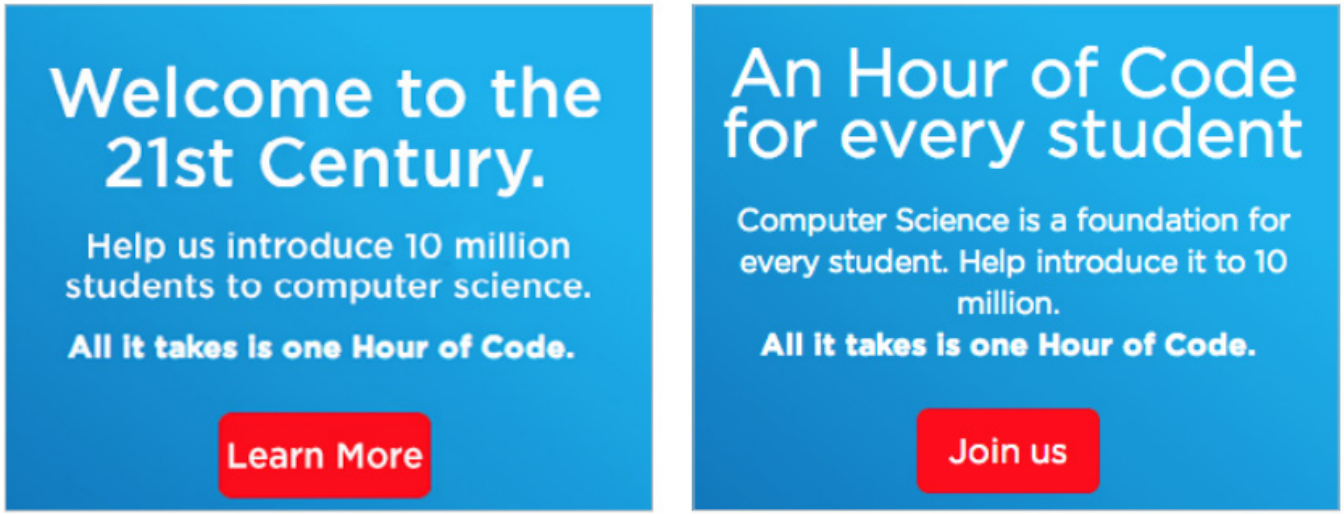
KEY RESULT

29%

Increase in signups

15 million users

Engaged in 5 days



The variation messaging and call-to-action focused on the community aspects of the campaign.



charity: water

EXPERIMENT

Optimizing for more donations

KEY RESULT

30%

Increase in average donation size

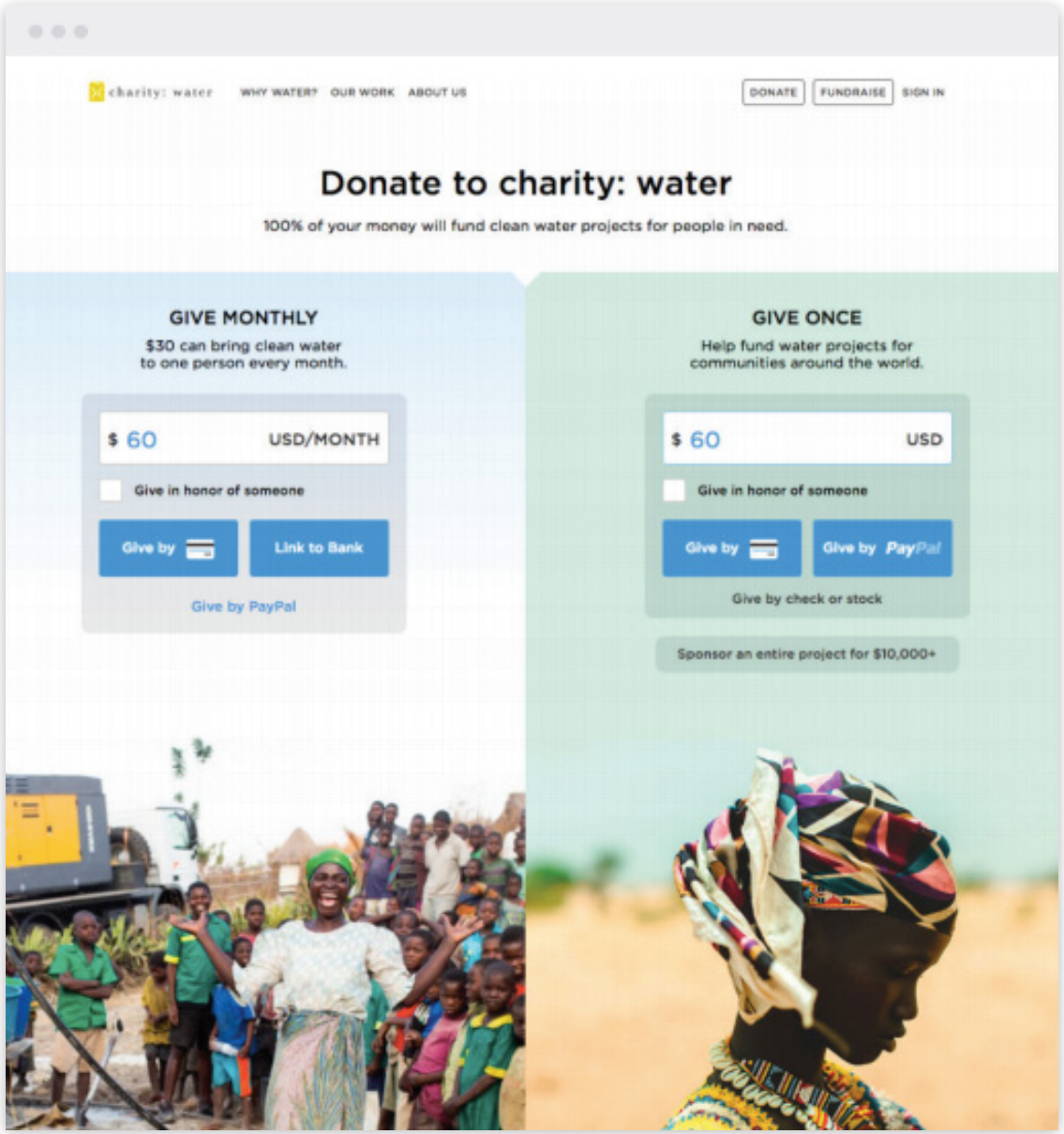
CHARITY WATER

Increasing suggested donation increases average donation size

Nearly all of Charity Water's donations come through online channels, so optimization is crucial to maintaining and growing revenue year over year.

When a visitor makes a donation on the charity: water site, they enter how much they'd like to give in a box before providing their payment information. Charity: water pre-fills the input box with a suggested donation amount, which used to be $20 or $30.

The team experimented with increasing the amount to maximize the total money raised and found that a better pre-fill for average donation size without reducing conversion rate was $60.



Testing of donation forms increased average donation size.



MOVEMBER

Adding human imagery increases fundraising requests

After running a series of tests to optimize team participation, Movember focused their efforts on the primary 'Ask for donations' CTA. Taking learnings from the previous tests into consideration, the team hypothesized that increasing the prominence of the CTA and adding human-centric imagery would drive more clicks.

Making the 'Ask for donations' CTA more prominent, with a human-centric image, increased fundraising asks via Facebook and email by 32% and 28% respectively.

EXPERIMENT

Optimizing for more donations

KEY RESULT

32%

Increase in Facebook fundraising asks

28%

Increase in email fundraising ask



OBAMA 2012 CAMPAIGN

Experimentation gives 2012 Obama Campaign a boost in donations

By crafting hypotheses that drew on a deep understanding of their user's motivations, desires, and behavioral quirks the team was able to iteratively increase donation conversions by 49% and sign-up conversions by 161%.

One promotion that the Obama Digital team ran was an opportunity for supporters to win dinner with the President. The team tested a streamlined text version of the form against one with imagery of the President. Adding the photo of the President produced a 6.9% lift in donations to enter the sweepstakes.

EXPERIMENT

Donation form optimization

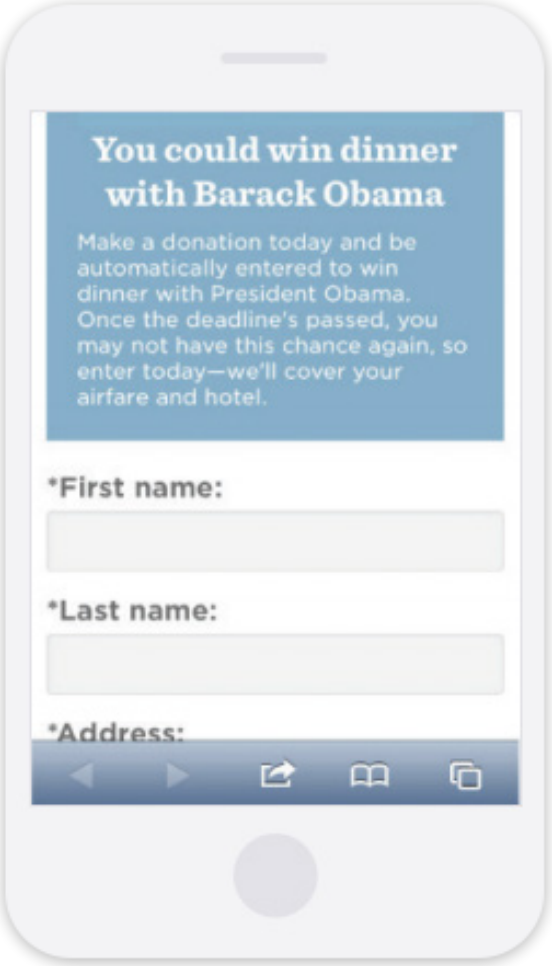
KEY RESULT

49%

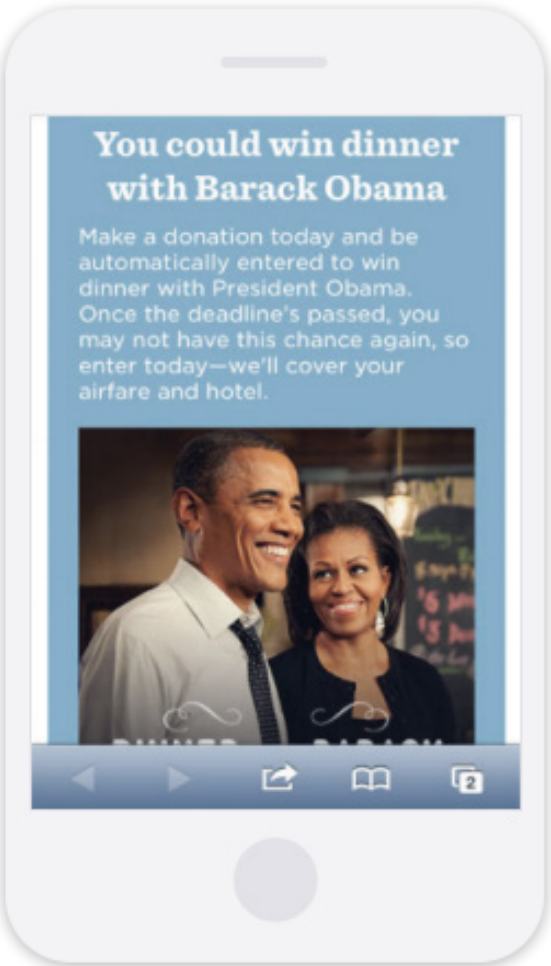
Increase in donation conversions

161%

Increase in email subscriptions



Control



With Image



CANCER RESEARCH UK

Experimentation, recommendations, and training drive donations for the UK's biggest charity

EXPERIMENT

Web optimization

KEY RESULT

294%

Improvement in click-through rate

25 million

Increase in email fundraising ask

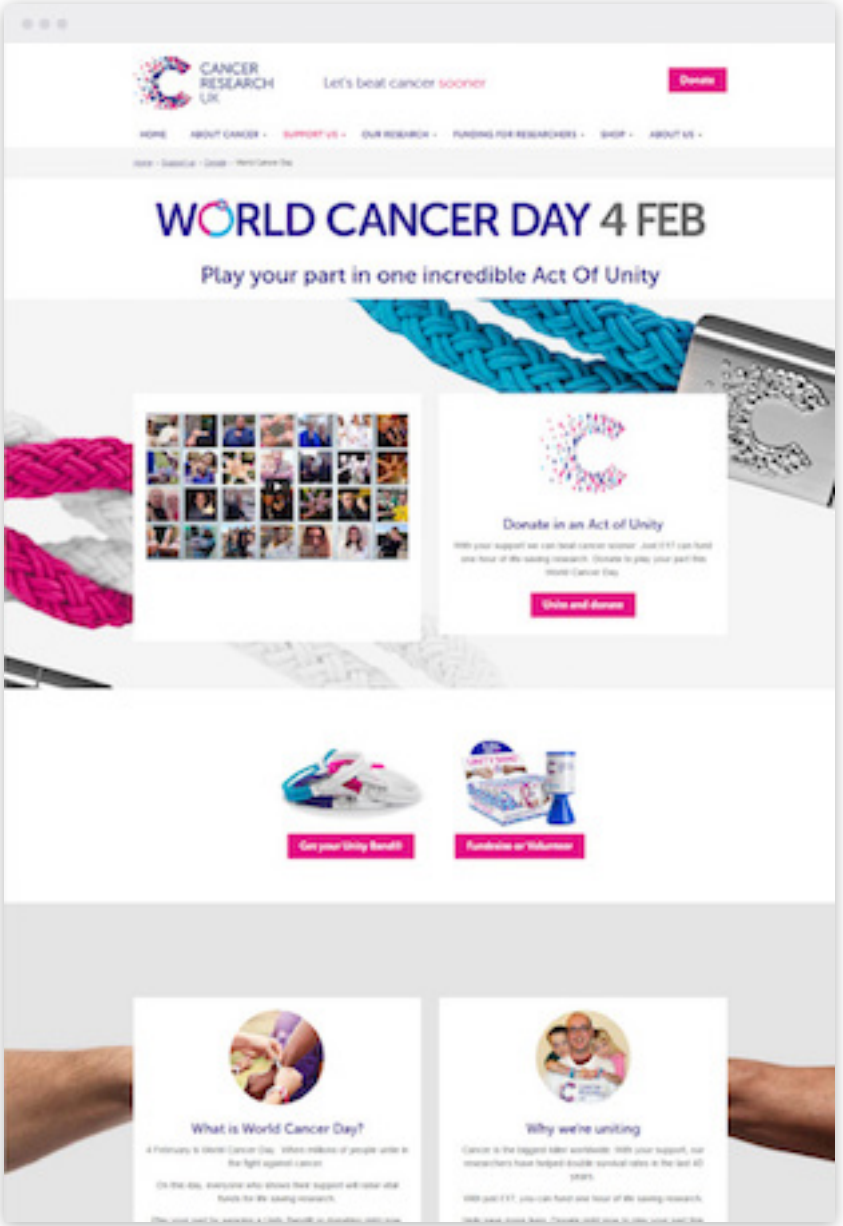
In 2017, the "About Cancer" section of Cancer Research UK's website amassed over 25 million visitors. The same year the charity raised over £30 million through its online fundraising platform alone—this is why its online presence is so important.

A/B testing of user interaction with Cancer Research UK's corresponding landing page revealed excessive noise and undefined call-to-actions to be a key factor impacting user engagement. Ultimately, the existing user interface was detrimental to the goals of the campaign, directly impacting Cancer Research UK's fundraising efforts.

The team developed a second version of the landing page during the campaign period to test out user interaction. The amended version reduced noise and streamlined the user journey to allow for clearer communication and calls-to-action.



Original



Variation



NEW YORK PUBLIC LIBRARY

Testing improves conversions and expands the reach of email marketing

With 100 years of existence, 88 different lending libraries, and 4 research facilities throughout Manhattan, Staten Island, and the Bronx—the New York Public Library has a lot of content. Making patrons aware of this content collected over the last century is a major goal for the library. One way they achieve this goal is with an opt-in email newsletter.

Faced with the concern that they were missing out on lucrative email signups because of the form's design, they could have made any number of assumptions to improve it. But they didn't. Instead, they made a full testing plan and prove—with data—that specific treatment of the form outperformed the rest.

EXPERIMENT

Subscription testing

KEY RESULT

2000%

Increase in email subscriptions

“That was my Aha! Moment ... just adding an image with the exact same text can double our email signups. We went from 30 email signups per week, to 90, to 200, to 550.”

Morgan Holzer, Information Architect, NYPL

“We added a form to the header...really simple, just an email address and a go button... it outperformed by over 2000%. To use something like Optimizely and... make a full testing plan for how we can get more signups without just making a rash decision...in this case, A/B testing is what made the most sense.”

Morgan Holzer, Information Architect, NYPL

About Optimizely

Optimizely is the world's leader in digital experience optimization, allowing businesses to dramatically drive up the value of their digital products, commerce and campaigns through its best in class experimentation software platform. By replacing digital guesswork with evidence-based results, Optimizely enables product and marketing professionals to accelerate innovation, lower the risk of new features, and drive up the return on investment from digital by up to 10X. Over 24 of the Fortune 100 companies choose Optimizely to power their global digital experiences. Optimizely's impressive customer list includes eBay, FOX, IBM, The New York Times and many more global enterprises. To learn more, visit optimizely.com.