

EBOOK

# The Big Book of Experimentation

37 proven ideas to inspire your experimentation

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## 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.

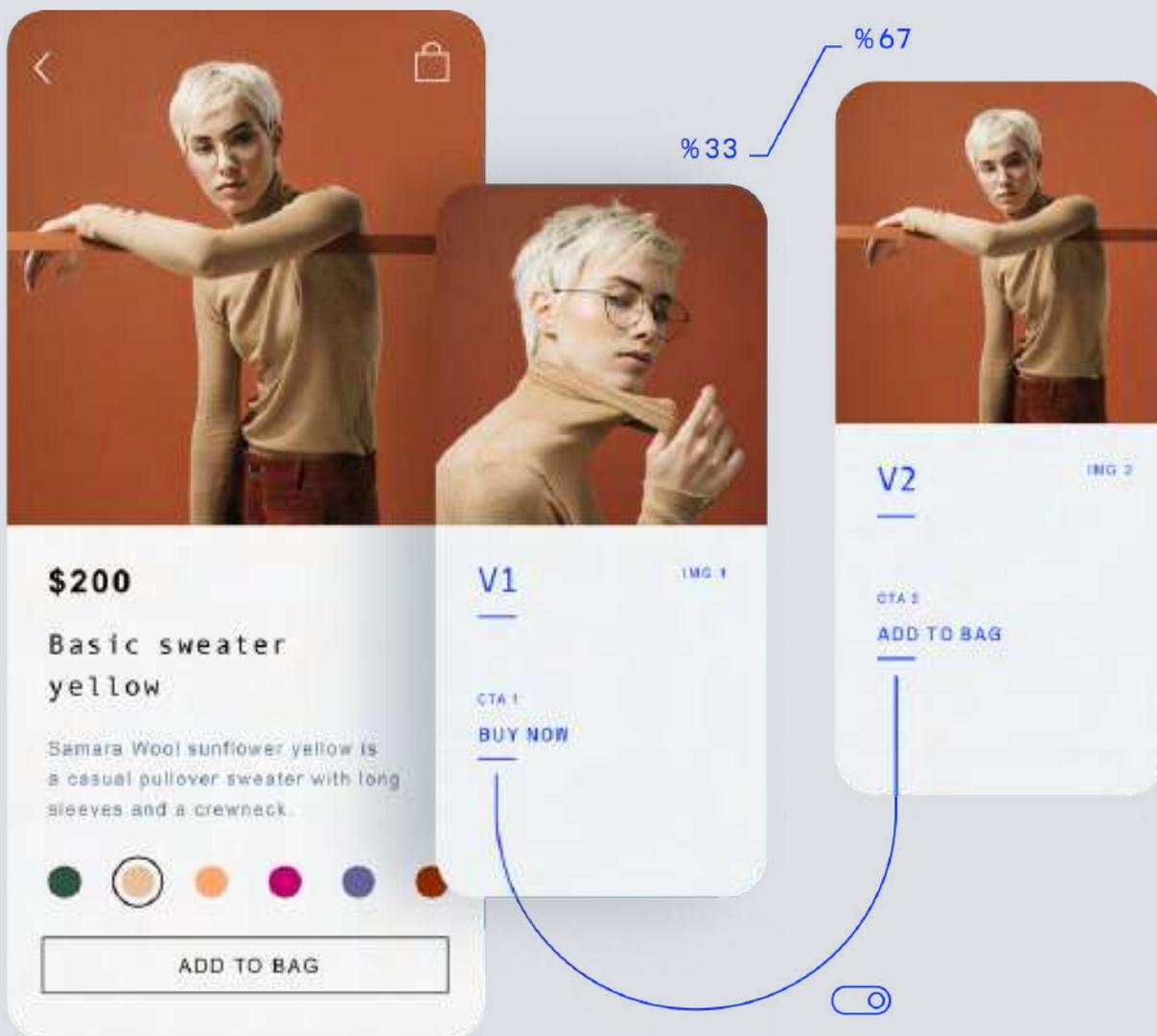
Without experimentation, companies can't innovate; they can only guess. Today's experimentation platforms provide a convenient and safe way to test hypotheses in production, with real users and measurable results, replacing internal opinions and disputes with actual behavioral data.

Innovators in Retail, Financial Services, Travel, Media, B2B, Nonprofit, 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.



# 01

## Retail case studies



# 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 ecommerce 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%.

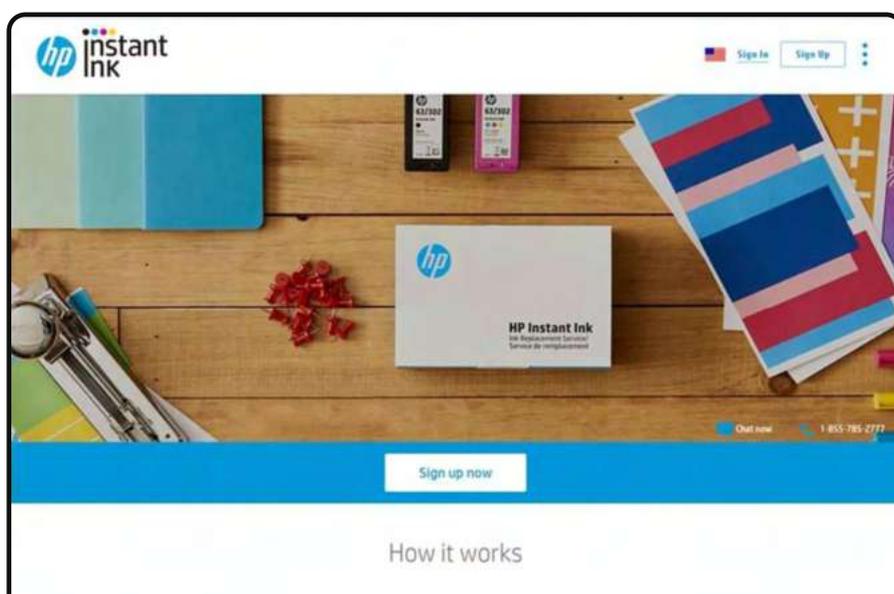


Experiment:  
Subscription enrollment offers

Key results:

**\$21m**

Incremental revenue impact



HP's Instant Ink subscription page

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.



With these instant, early results, we're planning to scale the use of Optimizely company-wide."

**Neville Davey**

Digital Experimentation Worldwide Program Lead / HP

# 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.



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 Ecommerce / Missguided

## MISSGUIDED



Experiment:  
Premium service offering,  
personalized offers for  
VIP customers

Key results:

**177%**  
Conversion uplift

**33%**

Relative increase  
in revenue through  
personalization

 shop this look



pink floral lace midi skirt  
£10.00  
size

[add to bag](#) [add to wishlist](#) [view full details](#)

---

white basic satin bralet  
£12.00  
size

[add to bag](#) [add to wishlist](#) [view full details](#)



unicorn class premier delivery is here,  
**get unlimited next day delivery for a whole year,  
for £9.99**  
next day delivery has never looked so fly

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.

# 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.



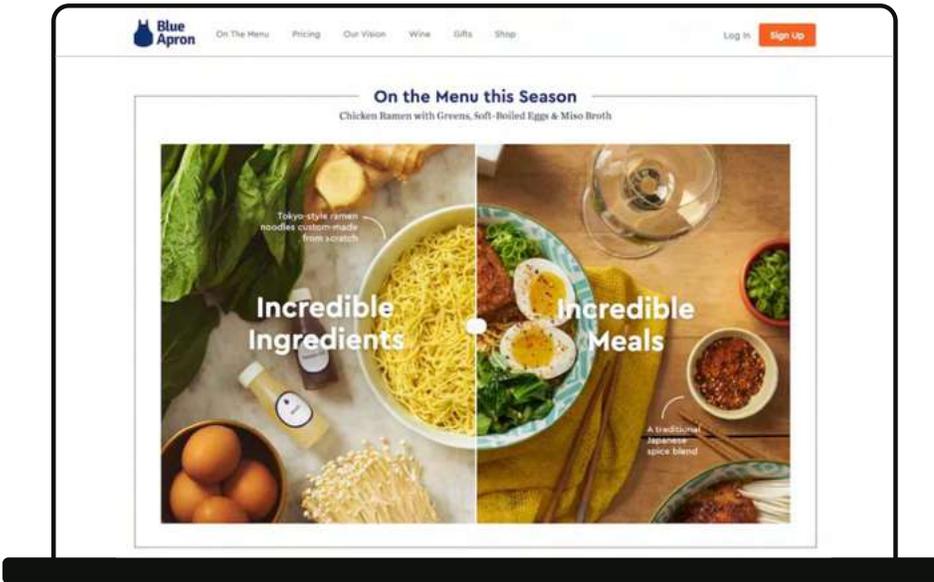
Experiment:  
Redesigned reactivation flow

Key results:

# 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

# 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 results:

# 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."

# Visually simplifying the site navigation substantially increases revenue per visitor



FSAstore.com is the only ecommerce 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.

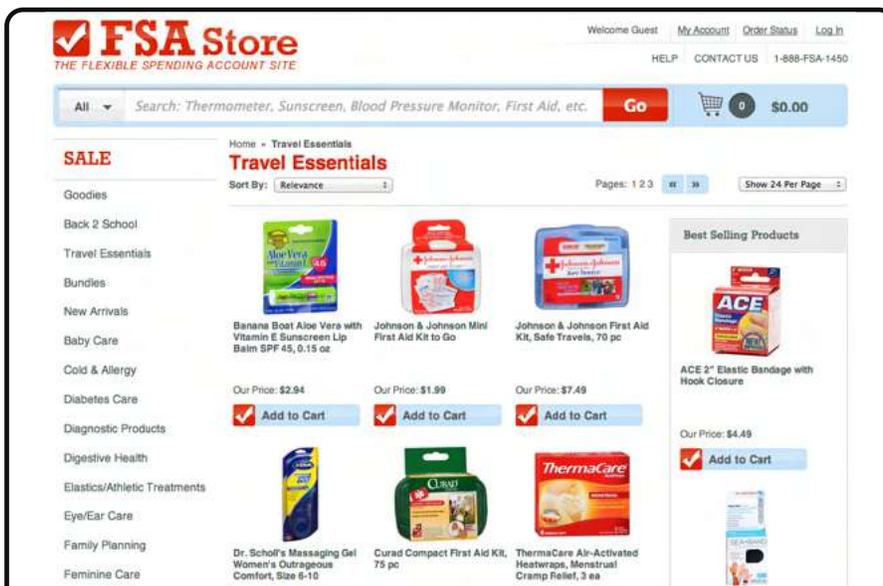
They decided to test a simplified site experience by removing the dense sub-header in their site navigation. The improvement was unmistakable with a 53.8% increase in revenue per visitor on category pages.



Experiment:  
Simplified navigation

Key results:

**53.8%**  
Increase in revenue per visit



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

# 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 results:.

# 53.8%

Lift in orders



# 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.

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.

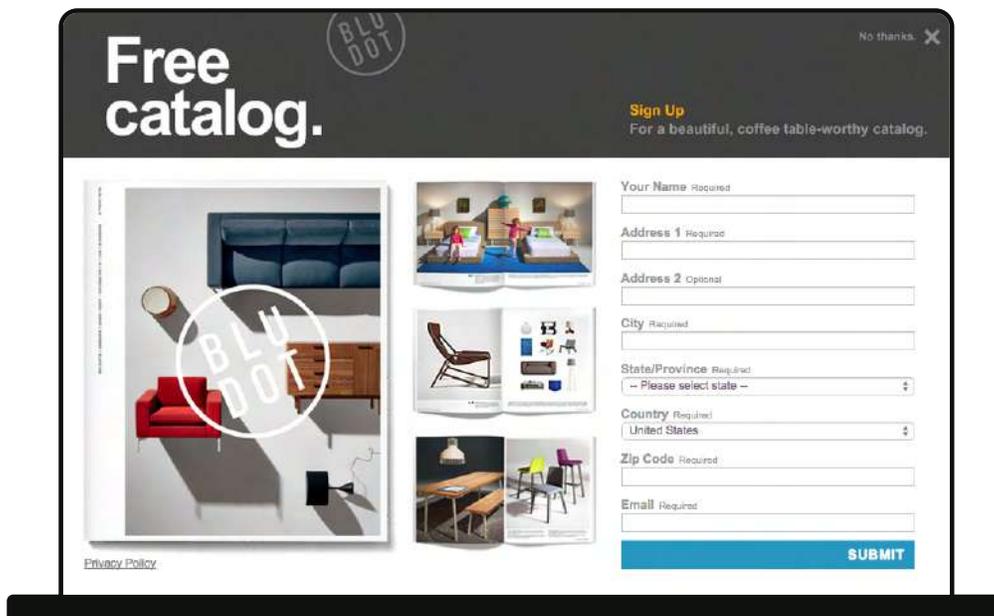


Experiment:  
Optimizing information capture

Key results:

# 124%

Lift in catalog requests



# 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%.

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

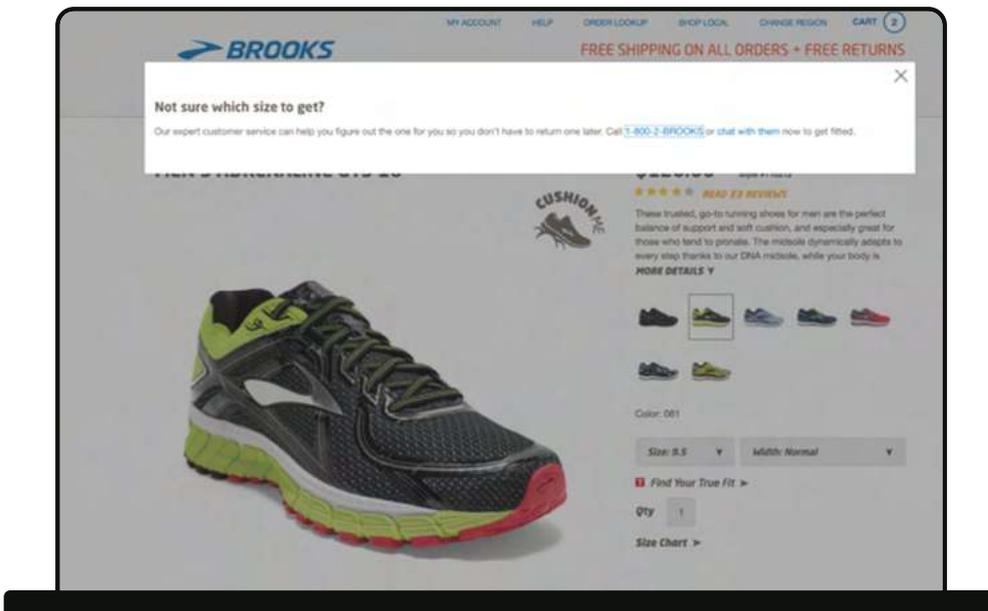


Experiment:  
Return deflection  
experiment

Key results:

# 80%

Decrease in return rate



# Improving member interactions with experiments and an insatiable appetite for feedback

rocksbox

In a constantly changing retail landscape, subscription offerings stand out as a bright spot in ecommerce 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.



**Experiment:**  
Offering positioning and member experience

**Key results:**

**99%**

Conversion lift from new positioning



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

# Testing and personalization play a critical role in driving impact

## TRUNK CLUB

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.



Experiment:  
Sign up flow testing

Key results:

**133%**  
Increase in conversions



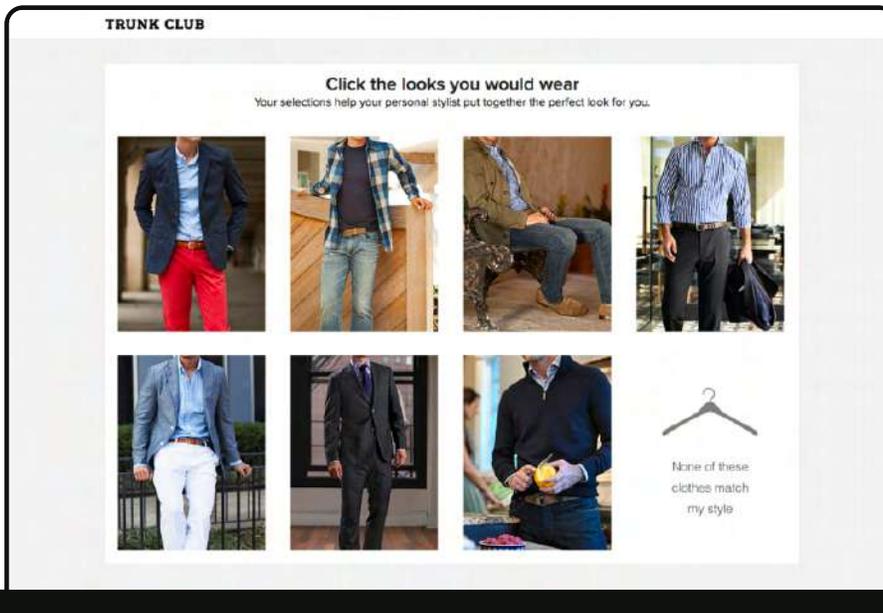
Testing fits in almost everywhere at Trunk Club. We test everything from box sizes and packaging to taglines on our homepage. We're constantly trying to improve and we validate success through qualitative feedback and data."

**Mike Wolfy**  
Product Design Lead / Trunk Club

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.



# 23andMe has made testing part of their DNA



Based in Silicon Valley, 23andMe specializes in DNA analysis and research. Customers order DNA testing kits and receive their results in a growing list of reports in areas like traits, wellness, carrier status and genetic ancestry.

As part of a complete redesign of their consumer-facing website, 23andMe ran an extensive experimentation program, often testing multiple variants for every web page, before launching the new site.

One test involved redesigning the product page of their Health + Ancestry service. Looking at the metrics on the existing page, the team knew that customers clicked a lot on the 'See sample report' button. The obvious move was to focus on showing the product in the new page design.

Against all expectations the control version outperformed the new variant, the latter adversely affecting revenue per visitor. The team went back to the drawing board and introduced a new test variant with relatively minor changes: a hero image showcasing reports instead of a testing kit, and a sticky 'Add to cart' bar.

It worked. They increased conversion rate to over 10%, improved the page's customer satisfaction score, and shifted their sales mix to the higher-margin Health + Ancestry service.



Experiment:  
Sign up flow testing

Key results:

# 133%

Increase in conversions



The key takeaway here is that even with minor changes, iterative testing can really help evolve a site over time and, in the end, improve the user's experience."

**Courtney Ball**  
Sr. Manager, Web Marketing /  
23andMe



Winning variant

# Hudson's Bay bags additional revenue

Hudson's Bay (HBC) was founded in 1670, making it the oldest company in North America. Today, the business comprises an impressive portfolio of retail brands including Hudson's Bay, Saks Fifth Avenue, and Saks Fifth Avenue Off 5th.

One of HBS's earliest experimentation programs focused on optimizing the checkout experience of the Saks Fifth Avenue website.

According to Senior Product Manager Joanna Narbuntowicz: "User feedback told us that our checkout process had usability issues. Industry benchmarks confirmed this, showing our conversion rates were lower than average.

**Control:** Legacy experience

**Variant:** New experience

HUDSON'S BAY



**Experiment:**  
Optimizing the  
checkout process

**Key results:**

**6%**

Increase in conversions  
on mobile

**2.2%**

Increase in conversions  
on desktop



When approaching different challenges and opportunities, start with a minimum viable product and iterate from there. Because you never know where the different variations are going to take you."

**Joanna Narbuntowicz**  
Product Manager / Hudson's Bay

“Our challenge was that the process relied on some very complex legacy systems, so we decided to focus on the front-end - essentially giving the site a big facelift. In addition, the checkout process on mobile was very different from the desktop version. And while our mobile traffic was growing, its conversion rate consistently lagged behind the desktop conversion rate. So we decided to start our experiments on mobile.”

HBC cleaned up the mobile interface for its “Bag” (the shopping cart), removed unnecessary copy and fields, and made it easier to enter credit card details. An uplift in the mobile conversion rate of 6% gave them the confidence to roll out similar changes to the desktop checkout funnel, resulting in a 2.2% increase.

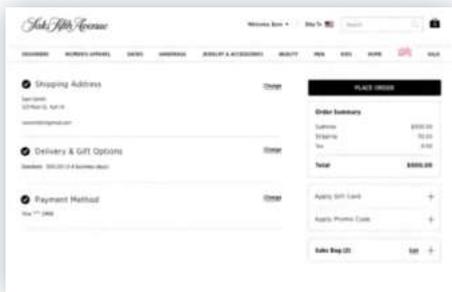
However, these successes did not prevent Hudson’s Bay from continuing their experiments. After the checkout update, they noticed a spike in bag views. They found out many people would go back to the product detail pages to make changes to the product they wanted to order. After enabling in-bag edits, bag page views decreased again.

Likewise, they experimented on the position of the ‘Place Order’ button on the checkout page. Against all expectations the winning variant was not the dual CTA button - one on top of the order summary and one in line with the order steps. A single CTA button below the order steps proved more effective, resulting in an additional 1.75% lift in conversions.

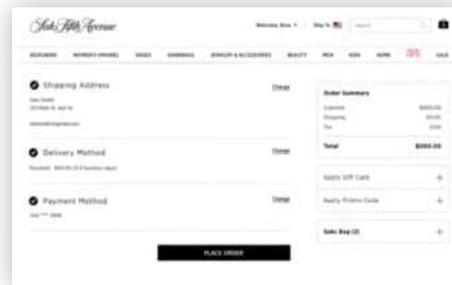


When approaching different challenges and opportunities, start with a minimum viable product and iterate from there. Because you never know where the different variations are going to take you.”

**Joanna Narbuntowicz**  
Product Manager / Hudson’s Bay



**Control**  
Place Order CTA in line with Order summary



**Variation B**  
Place Order CTA in line with steps



**Variation C**  
Dual Place Order CTA

# Experimentation protects Durex against assumptions



Reckitt Benckiser (RB) is a British consumer goods company producing health, hygiene and home products. Powered by research and development, RB makes better products that empower everyone to take their health into their own hands - and homes. The company's big name brands, such as Nurofen, Strepsils and Durex, are sold in 180 countries.

RB's goal in the UK was to increase sales across the full range of Durex products on their online portals. Headed up by Amy Vetter, European Consumer Experience Manager, Direct To Consumer, the team started by running surveys to establish customer pain points and identify areas for testing.

By testing and measuring responses before committing to long term changes, they avoided a number of potentially costly changes. And in doing so proved there is no such thing as a 'losing' experiment: you win some, you learn some.

For example, testing a new navigation style to showcase the brand's best sellers saw a 6% decrease in revenue. This led the team to understand that Durex customers preferred to shop by category, rather than by best sellers or favourites. Another test they ran on a burger menu for desktop actually saw a 7% decrease in revenue over a two-week period.

Equally, when tests have gone well the results have proved fruitful. For instance, the team learned that messages needed to be short and sweet whatever the offer. In just one month, by using shorter lines rather than longer brand messaging headlines, they achieved a huge 32% increase in product page visits and a 6% increase in revenue. The team also found that designing the offers page in a different colour to the navigation increased click throughs by 11% over a 10 day period.



Experiment:  
Several website tests on user interface, product offers and copy

Key results:

**32%**

Increase in product page visits

**6%**

Increase in revenue

# Scholl now tests everything from the ground up



Owned by UK company Reckitt Benckiser (RB), Scholl (Dr. Scholl's in the US) has been promoting healthy feet for over 100 years. Since Scholl began testing every change to its website, Consumer Experience Manager Amy Vetter and her team found that questioning assumptions, understanding their market, and learning from failure all help to avoid costly losses. They also contribute to increased revenues - up to double in some cases.

## A few examples of the many experiments Scholl have run

- Testing the placement of best selling products on the homepage. Counterintuitively, placing them near the top of the page was a losing experiment: apparently, Scholl customers prefer to read more information about their foot condition before making a purchase.
- An Instagram-style of navigation with 'baubles' (small circular product pictures) had such a detrimental effect on revenue, the experiment was switched off after just two days. Interestingly enough, the exact same approach ended up doubling revenue for one of RB's other brands, Durex. Easily integrate your in-house systems using the App Marketplace.
- When testing the placement of the 'Go to checkout' button on the shopping cart, the team found that in the UK, the two checkout buttons worked best - one on top of the page and at the bottom. Yet the same approach reduced conversion rates on the German site. As it turns out, German consumers like to spend more time on the order page, making sure the information is correct. This emphasises just how essential it is to really know your audience and segment your tests.
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Experiment:  
On-going tests of all  
website changes

Key results:

**2X**  
Revenue

- One of the biggest wins Scholl discovered through iterative experimentation was the placement of different flags on product panels. These flags indicate things like best sellers, products on sale, online exclusives, etc. The final combination of colors, shapes and texts actually doubled revenue.



To be honest, in testing the failures are the better ones because you learn from them.”

**Amy Vetter**

Consumer Experience Manager, Direct To Consumer, Europe, Ecommerce Health /  
Reckitt Benckiser

# 02

## Financial services case studies

APP CLAIM S

Get started with your quote today.

Name \_\_\_\_\_

Address \_\_\_\_\_

□ □ □ □ □ □ □ □ □ □ □ □ □ □

Zipcode \_\_\_\_\_

**30%** Simplified form increased sign-ups

# Partnering with CROmetrics to improve customer conversion rate

metromile

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.

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.



Experiment:  
Conversational  
Series Test

Key results:

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

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.



# Experimentation has become hot property at BiggerPockets



Denver-based BiggerPockets is a small financial services company that offers online resources for real estate investors. Their sympathetic mission is: to help a million people become millionaires through real estate investing.

The company offers their resources - articles, calculators, forums, etc, in a subscription model. The website receives guest visitors, free members, and paid subscribers. After outgrowing their free testing tool, the company started working with Optimizely to be able to run more and more complex tests. The initial goal was to increase the conversion rate for free sign-ups from 1.2% to 2%.

They reached this goal by performing iterative tests. One of the early successes they booked was when they increased the number of questions on the subscription form, asking visitors to check what type of investor they were. This resulted in an 8.2% lift of their conversion rate. Apparently, making customers feel they were going to get a personalized experience, increased sign-ups.

Through a series of follow-up tests, within 9 months BiggerPockets was able to increase sign-up conversions from 1.2% to 2%, an impressive improvement of 72%.



Experiment:  
Iterative testing on  
subscription process

Key results:

# 72%

Increase in sign-up  
conversions

Create your free account!

Email

By signing up, you indicate that you agree to the [BiggerPockets Terms & Conditions](#).

Sign up

Or

Continue with Google

5,698 people have joined BiggerPockets this week!

Already have an account? [Log In](#)

Create your free account!

Investor Type:

Newbie  Investor  Vendor

Email

By signing up, you indicate that you agree to the [BiggerPockets Terms & Conditions](#).

Sign up

Or

Continue with Google

# Eliminating guesswork with Optimizely



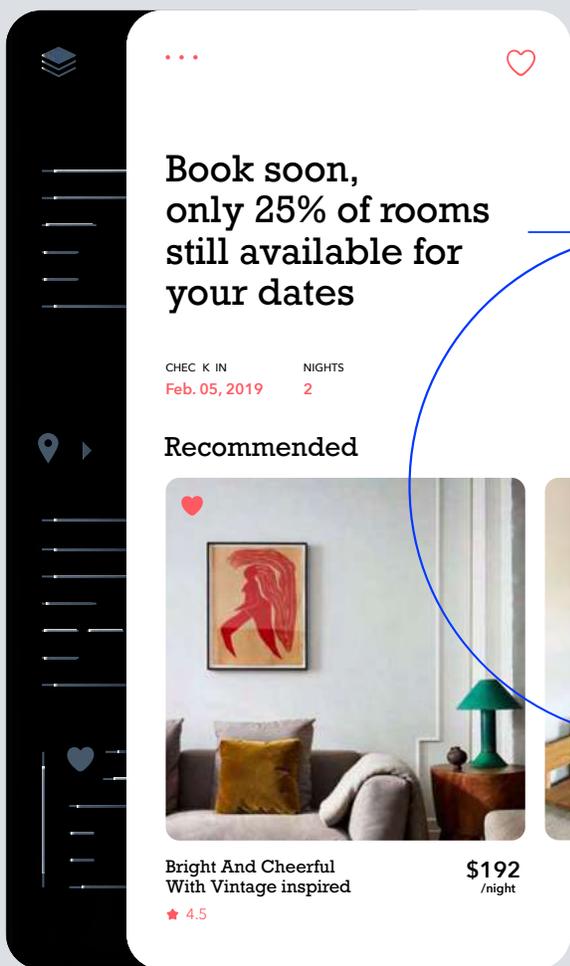
I think the value for testing definitely is in finding the correct answer without spending all the time all the resources building something and then have it turn into something that doesn't work the way you want it to work. Data-driven decisions are the best way to go about rolling out any kind of product. 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

# 03

## Travel case studies



V1

Book soon, only 25% of rooms still available for your dates

V2

Book today, get an additional 10% off your room rate



# 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**  
Ecommerce Analyst / Alaska Airlines



# 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.



Experiment:  
Mobile application  
sign-up flow

Key results:

# 2X

Increase in revenue



**Original**  
App signup screen allowed users to skip registering or logging



**Variation**  
Made registration mandatory

# 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**  
Sr. Product Analyst / HolidayCheck

# 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.

## 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.

Key results:

# 100%

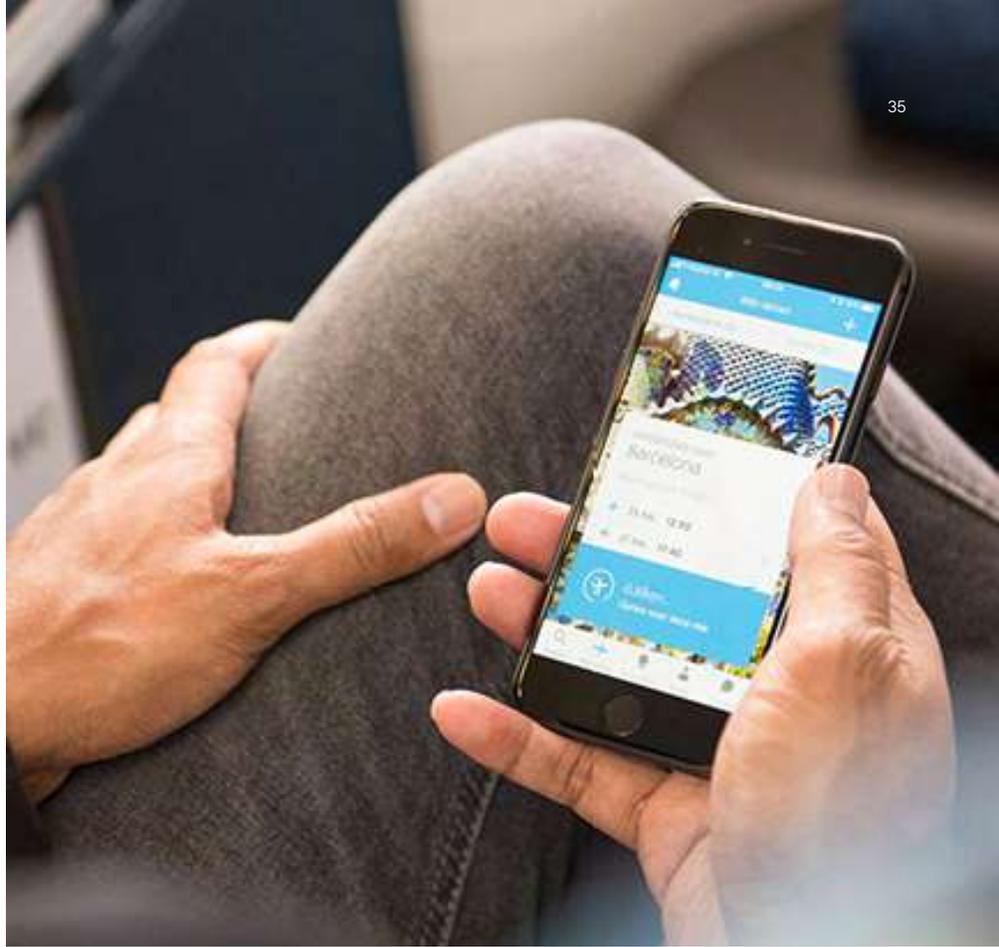
Increase in number of tests done by KLM team

# 50%

Decrease in time spent to set up and execute tests

# 6

Product teams engaged with Optimizely



## 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 Olleroock**  
Manager, Customer Insights & Analytics /  
KLM

# 04

## B2B Case Studies

All Files

Quick Access

Folders

Project 01 Project 02

Project 03 Project 04

Project 05 Project 06

V1

V2

Moving chat button from menu to bubble increased engagement

▲ % 38+

# 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

# 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 & Cloud Marketing /  
Atlassian

# Mailchimp opens new revenue streams through experimentation



Experimentation has become an integral part of Mailchimp, the marketing automation platform and email marketing service. Mailchimp's growth squad used Optimizely to experiment with an upgrade option in their sign up flow, which drove millions of dollars for the company.

"It is such a simple idea: if you ask users to pay, they will pay. In our case, it took an experiment to validate that idea but it ended up paying off big time," says Lauren Schuman, Senior Director of Product Insights.

Mailchimp offers different plans including a 'Forever free' version. This worked a little too well, however, and customers were actually unable to find information about and sign up for paid plans. So their first experiment simply added a modal panel to the sign-up flow, introducing different paid plans and their features. This turned out to be wildly successful, generating millions of additional dollars in revenue for the company.

Not only did this first win get the growth team excited about experimentation, it also convinced the senior leadership team that experimentation was the way forward.



Experimentation removes the bias from your decisions."

**Laura Schuman**

Sr. Director Product Insights / Mailchimp



Experiment:  
Making it easier to buy  
paid plans

Key results:

**millions**

of dollars in incremental  
revenue

# TrustRadius verify opinions with experimentation



TrustRadius is the fastest growing, most trusted customer voice and insights platform. It helps tech buyers make great decisions, and technology vendors acquire and retain great customers. Each month, over one million B2B technology buyers use verified reviews and ratings on TrustRadius.com to make informed purchasing decisions.

One of TrustRadius' most successful experiments to date tested the placement of website call to action (CTA) buttons. They already knew from research that 50 per cent of software buyers consult vendors during the purchase journey. Based on that, the team concluded that many buyers would want a vendor demo. The CTA button that took customers to the demo, however, was getting lost when users scrolled down the page.

The team surmised that making it easier for buyers to find the demo CTA button would improve the user experience and increase click through rates. And so they ran an experiment to test this hypothesis, which involved placing the call to action in a static, header location.

The initial results blew them away, showing the new placement actually doubled click throughs. This clear evidence was the green light needed to invest in making this a permanent change.

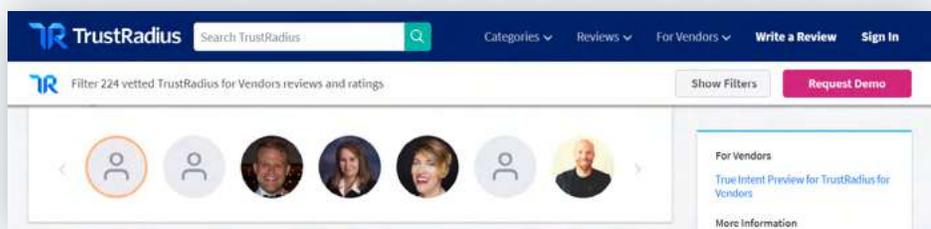
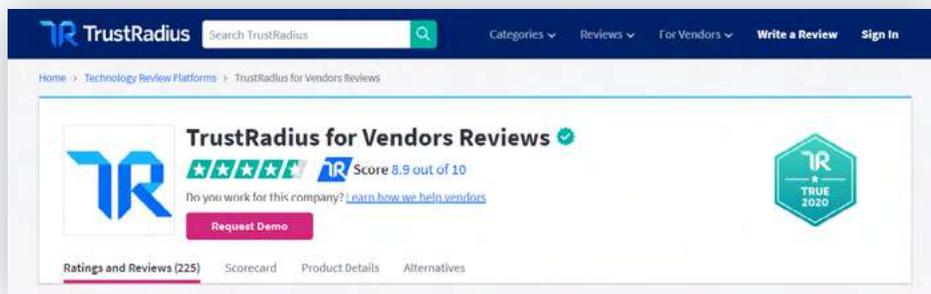


**Experiment:**  
Changing the position of call to action (CTA) buttons

**Key results:**

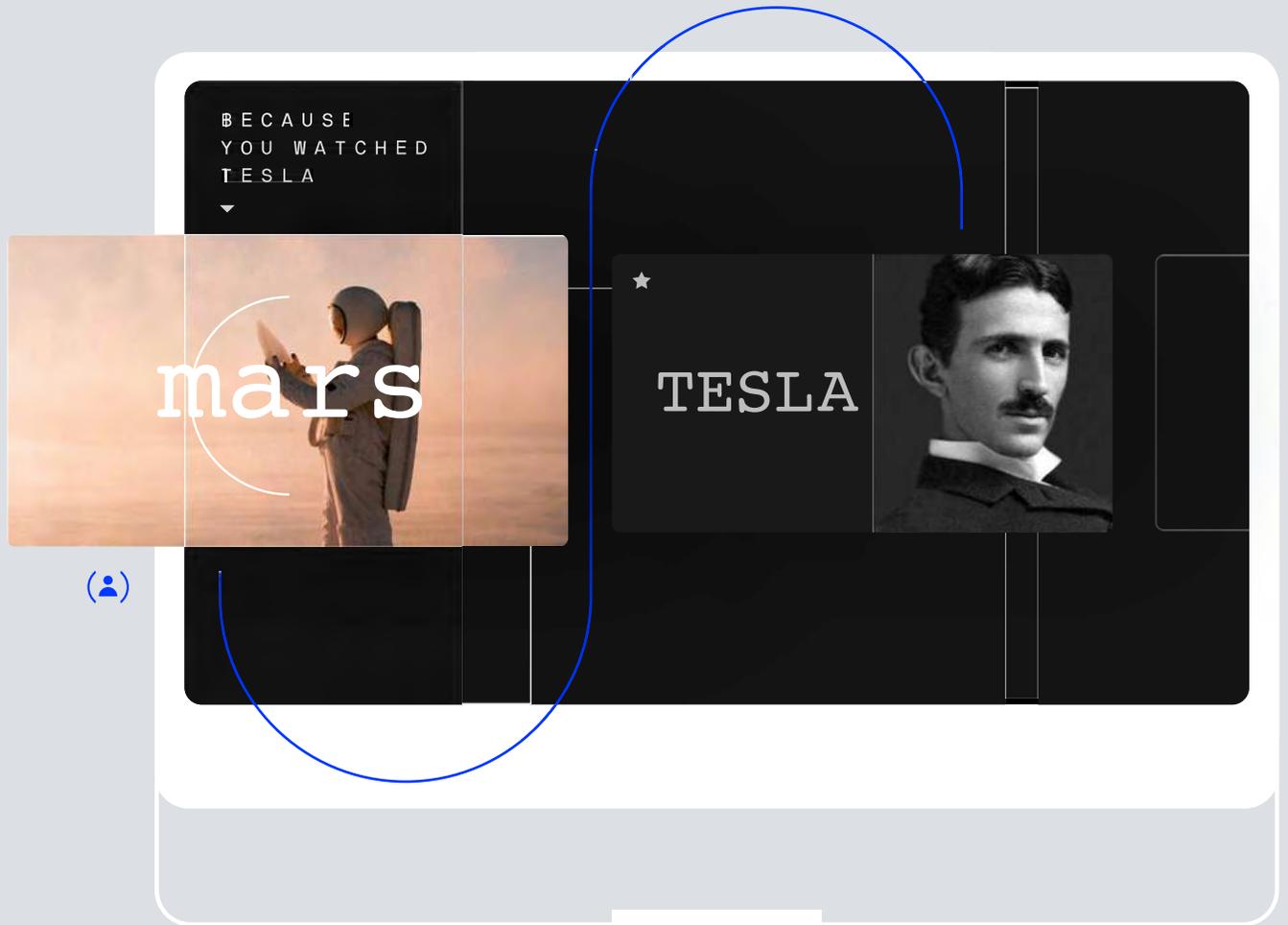
# 2X

Increase in clicks on repositioned buttons



# 05

## Media case studies



# 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**  
Sr. 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**  
Sr. Optimization Specialist /BBC

# 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 Manger / Sky

# 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 results:

**5.5%**

More mobile sales

**8.2%**

More desktop conversions



Testing layouts to increase advertising visibility

# 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.



Experiment:  
Offer testing

Key results:

## 35%

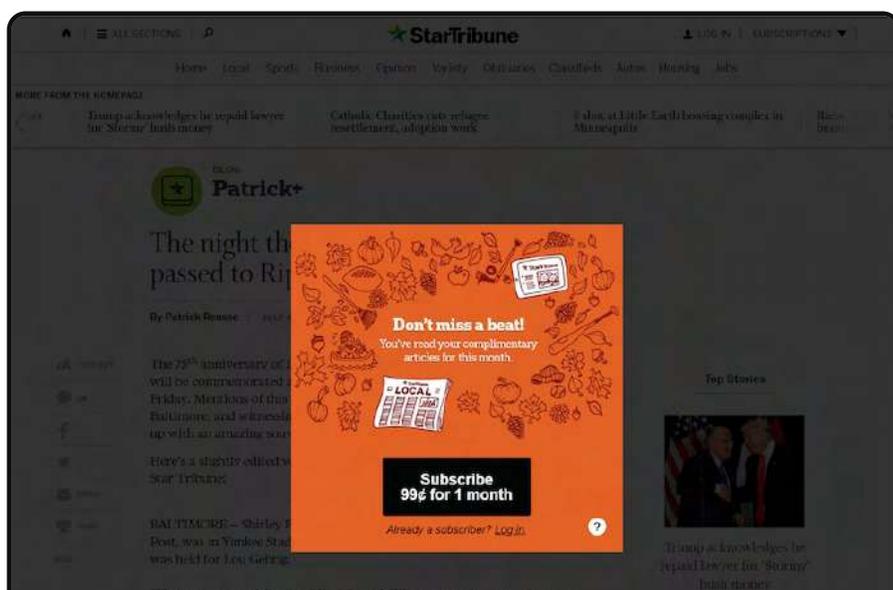
Increase in digital  
subscription volume  
year over year

## 20%

Lift in overall revenue

## 37%

Lift in subscription  
conversions



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**

Director of Digital Product & Analysis / Star Tribune

“

“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...

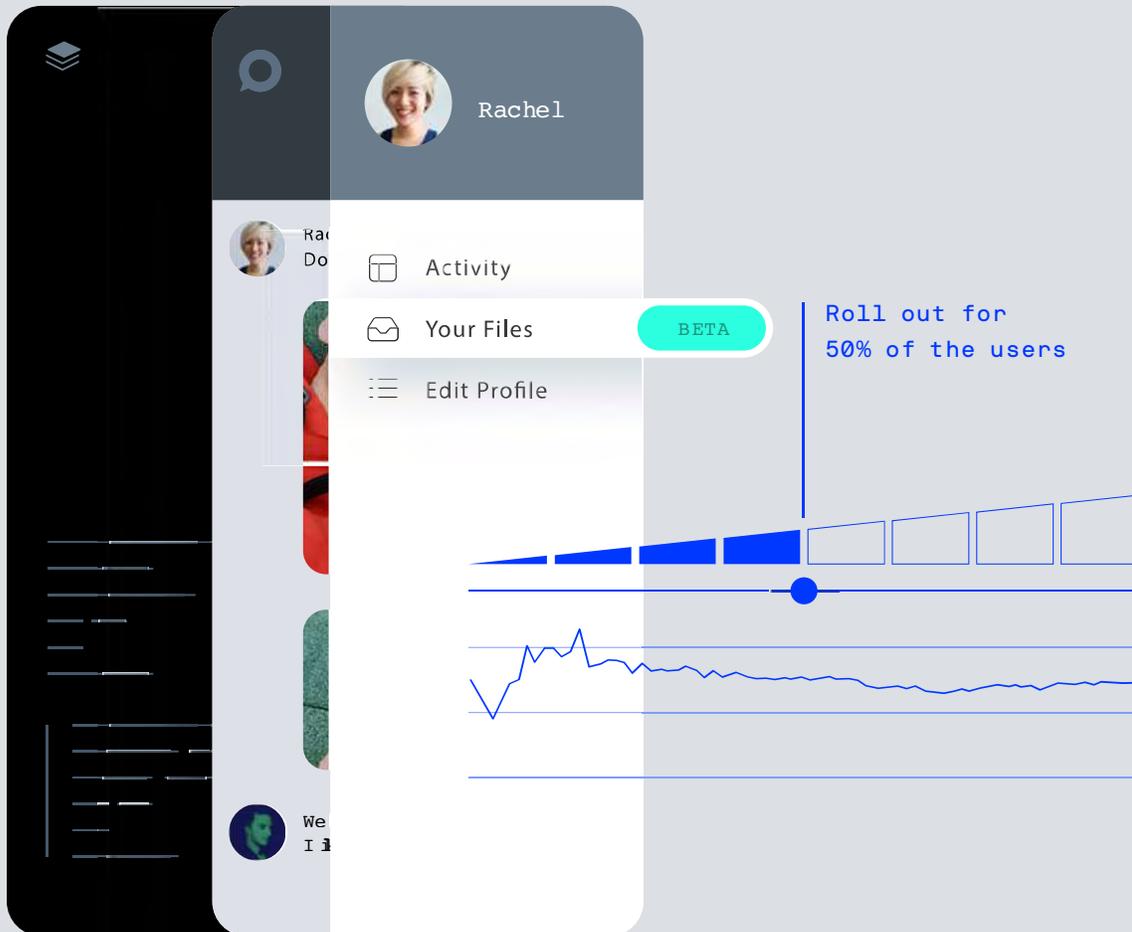
There’s lots of stuff you can do with the Optimizely visual editor that doesn’t require a designer, doesn’t require an engineer. This is the only way to make business decisions in the future. This is the way every decision will get made going forward for a digital product, wherever possible.”

**Peter Gray**  
Director of Product Optimization / WSJ

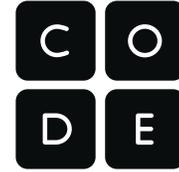
The logo for The Wall Street Journal, consisting of the letters 'WSJ' in a large, bold, black serif font.

# 06

## Nonprofit & government case studies



# 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 & Social Strategist / Code.org



Experiment:  
Optimizing campaign  
messaging and call-  
to-action

Key results:

## 29%

Increase in signups

## 15m users

Engaged in 5 days

**Welcome to the 21st Century.**

Help us introduce 10 million students to computer science.

**All it takes is one Hour of Code.**

[Learn More](#)

**An Hour of Code for every student**

Computer Science is a foundation for every student. Help introduce it to 10 million.

**All it takes is one Hour of Code.**

[Join us](#)

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

# Increasing suggested donation increases average donation size



charity: water

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.

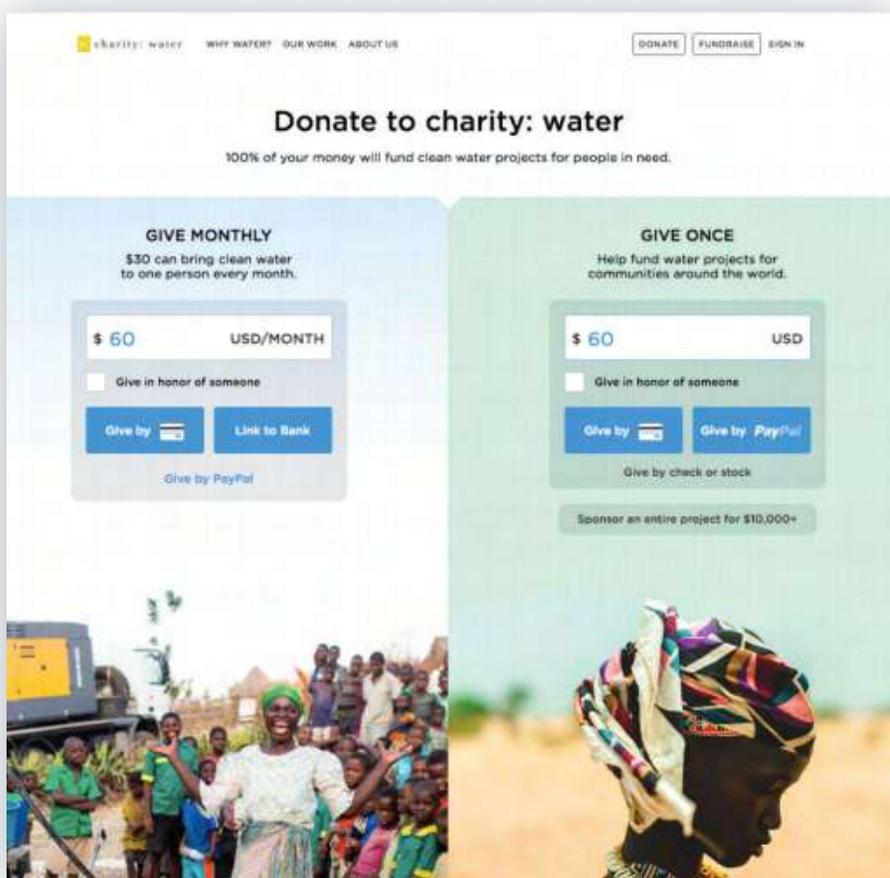


Experiment:  
Optimizing for more donations

Key results:

# 30%

Increase in average donation size



Testing of donation forms increased average donation size

# 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

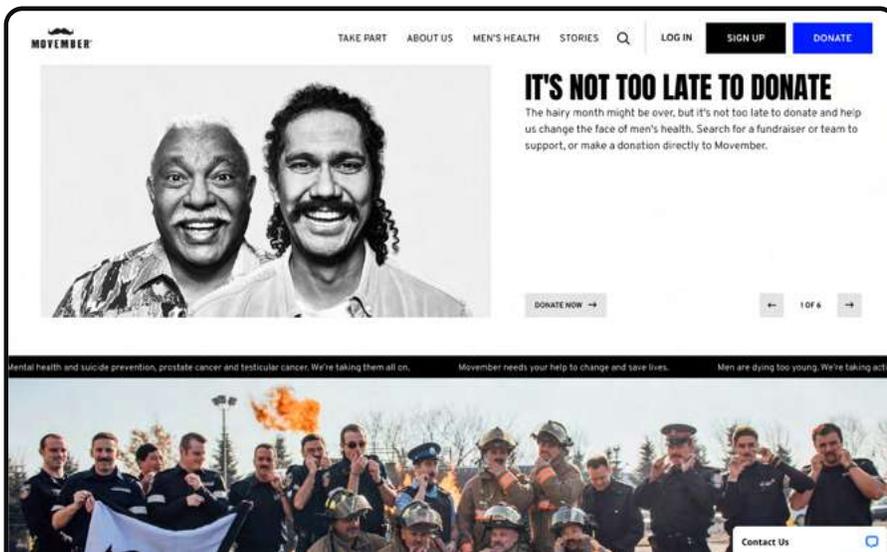
Key results:

**32%**

Increase in Facebook fundraising asks

**28%**

Increase in email fundraising ask



# 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 from  
optimization

Key results:

# 49%

Increase in donation  
conversions

# 161%

Increase in email  
subscriptions

**You could win dinner with Barack Obama**

Make a donation today and be automatically entered to win dinner with President Obama. Once the deadline's passed, you may not have this chance again, so enter today—we'll cover your airfare and hotel.

**\*First name:**

**\*Last name:**

Control

**You could win dinner with Barack Obama**

Make a donation today and be automatically entered to win dinner with President Obama. Once the deadline's passed, you may not have this chance again, so enter today—we'll cover your airfare and hotel.



With image

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

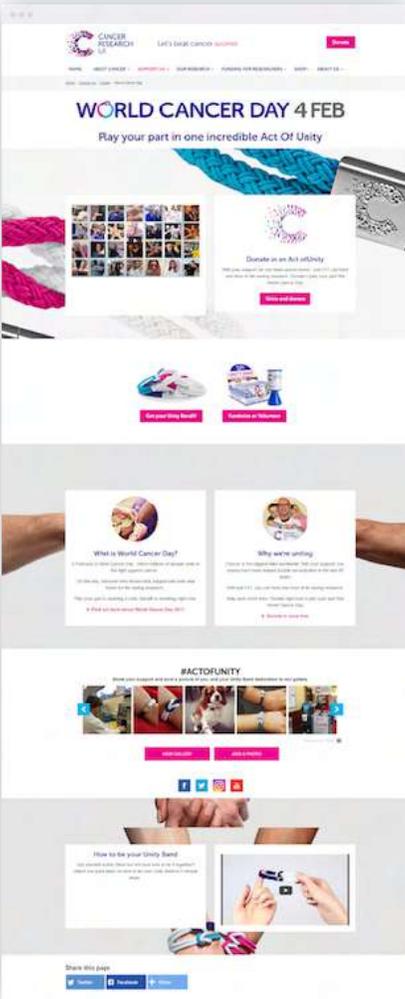


In 2017, the “About Cancer” section of Cancer Research UK’s website amassed over 25 million visitors. The same year the charity raised over £30 million through its online fundraising platform alone—this is why its online presence is so important.

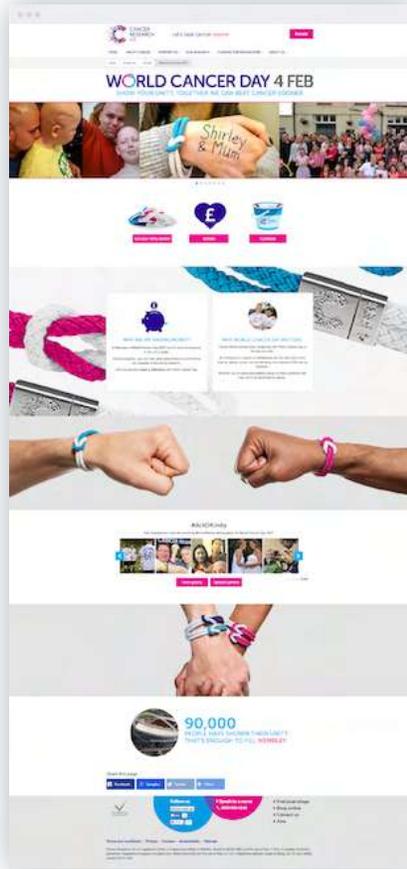


Experiment:  
Web optimization

Original



Variation



Key results:

# 294%

Improvement in click-through rate

# 25m

Increase in email fundraising ask

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.

At Optimizely, we're on a mission to help people unlock their digital potential. Our leading digital experience platform (DXP), equips teams with the tools and insights to create and optimize in new and exciting ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices globally are proud to help over 9,000 brands, including Electrolux, Uber, Visa, WSJ, Santander, The Red Cross and Mazda enrich their customer lifetime value, increase revenue and grow their brands. Learn more at [Optimizely.com](https://www.optimizely.com)

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