clickvalue

Get optimized.

# Alternatives to A/B testing

## To enrich your CXO program

Contact

Olf@clickvalue.nl

Date

April 2025

# Agenda

0. Introduction
1. How we define CXO
2. Why you want to research & validate
3. What you probably already know about AB testing
4. Alternatives to AB testing

# 0. Introduction

# Nice to meet you

## Olf Koekoek

Lead CXO consultant

- Background in research
- 15+ years active in online
- Work at ClickValue

# Part of LevelUp Group

Netprofiler

Online marketing for B2C

ClickValue

Customer Experience Optimisation

C2B

Social & Creative

Leadscope

Online marketing for B2B

Cloud Nine Digital

Data & Analytics

PI marketing

Marketing automation

# Clients

We’re optimizing digital touchpoints of the following brands

# 1. How we define CXO

EXAMPLE

# Making things better for your users

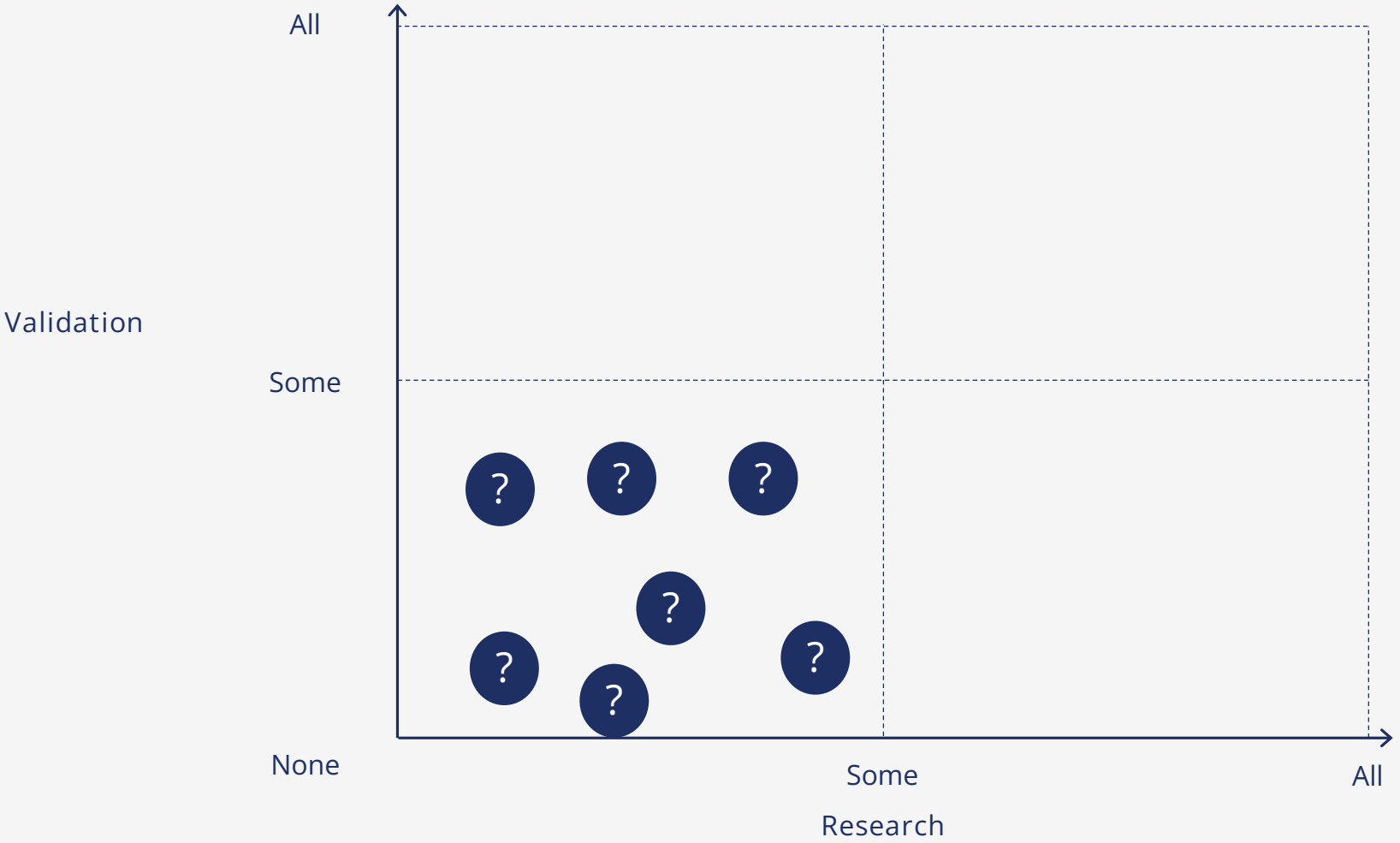
e-BOOK
FREE TRIAL
Start
DEMO

BUSINESS VALUE

# 2. Why you want to research & validate

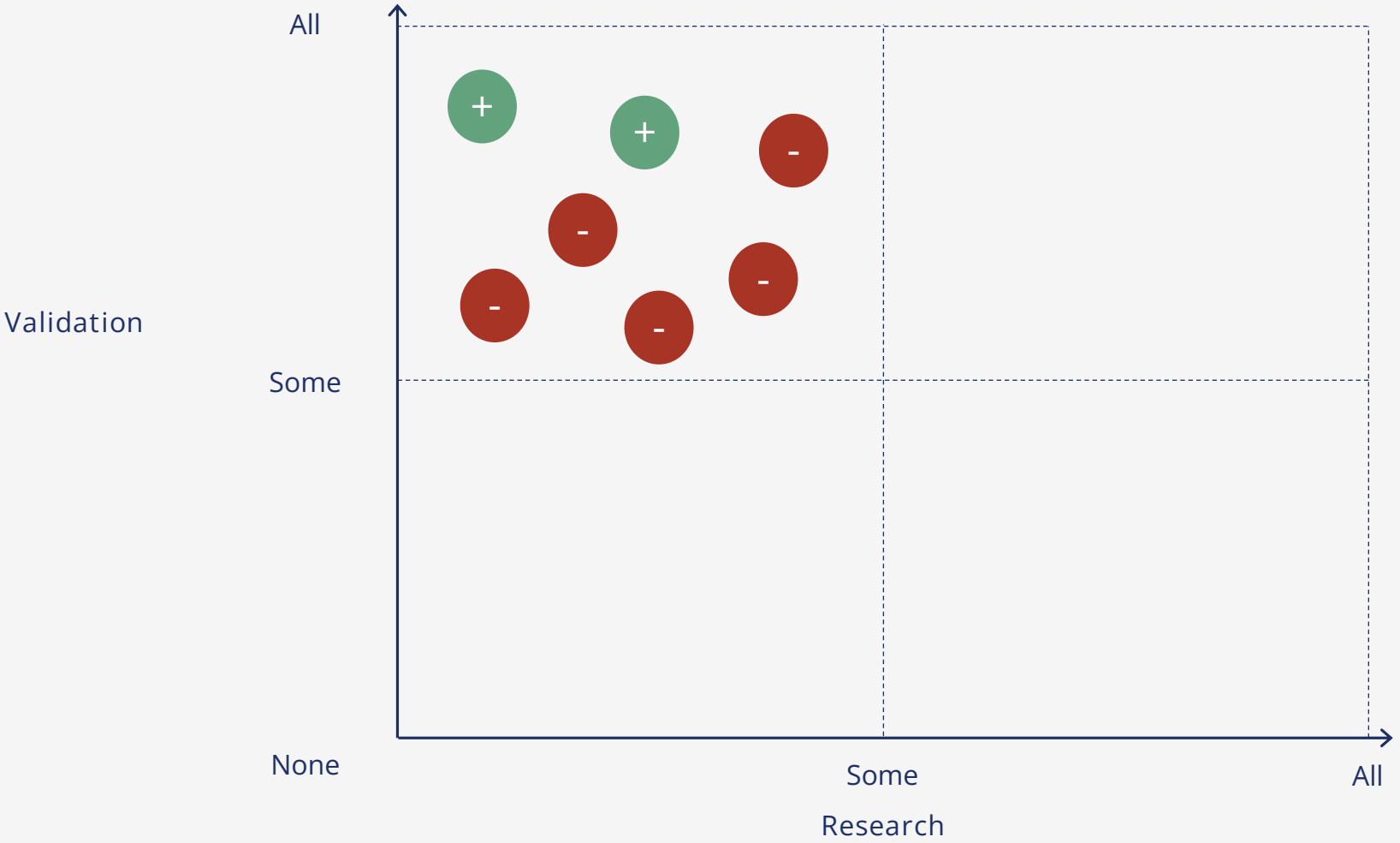
# If you don’t validate?

No idea…



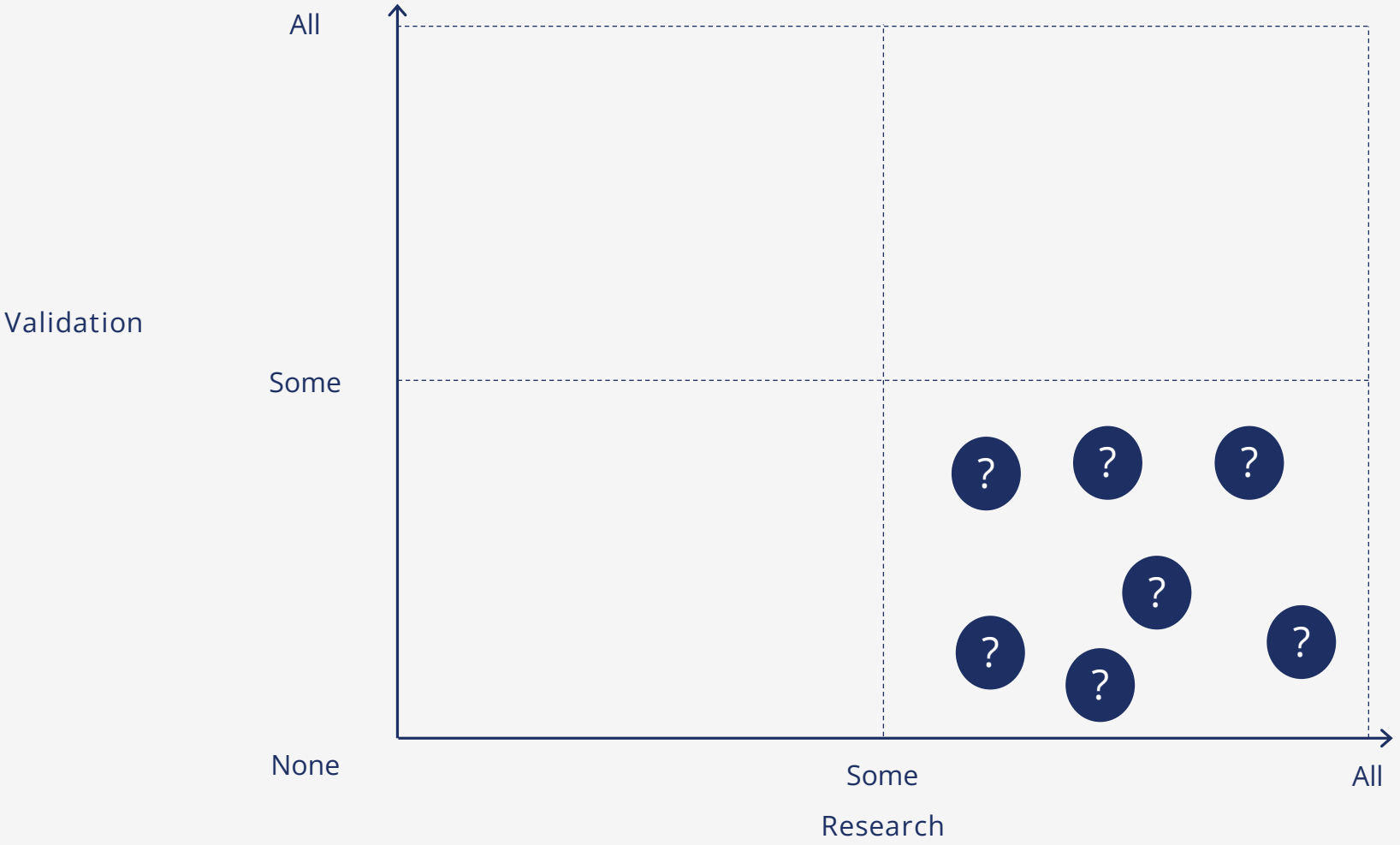
# If you add some validation?

## Insights in impact of changes



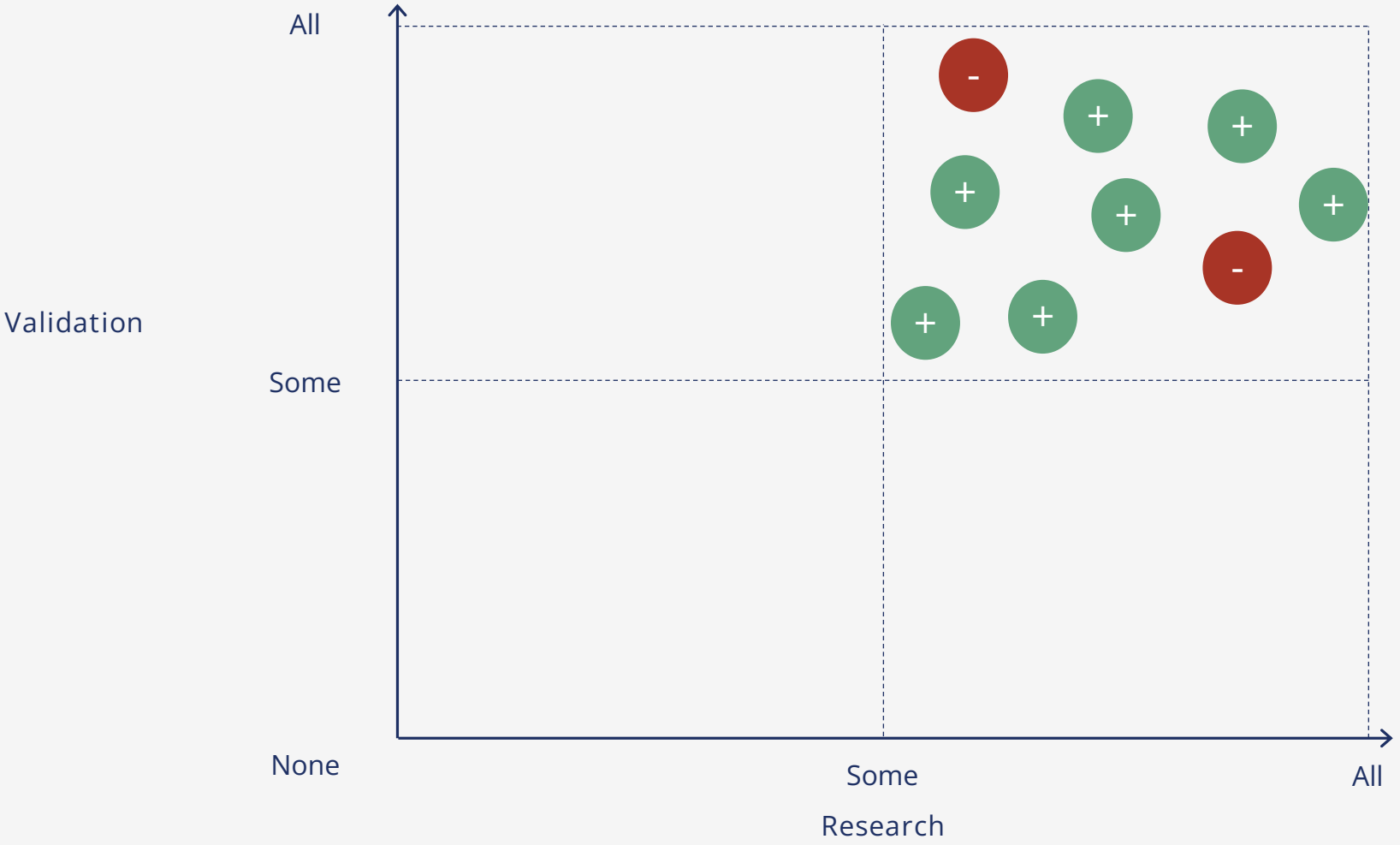
# If you only add research?

No idea...



# If you combine research and validation

## Maximise winning changes



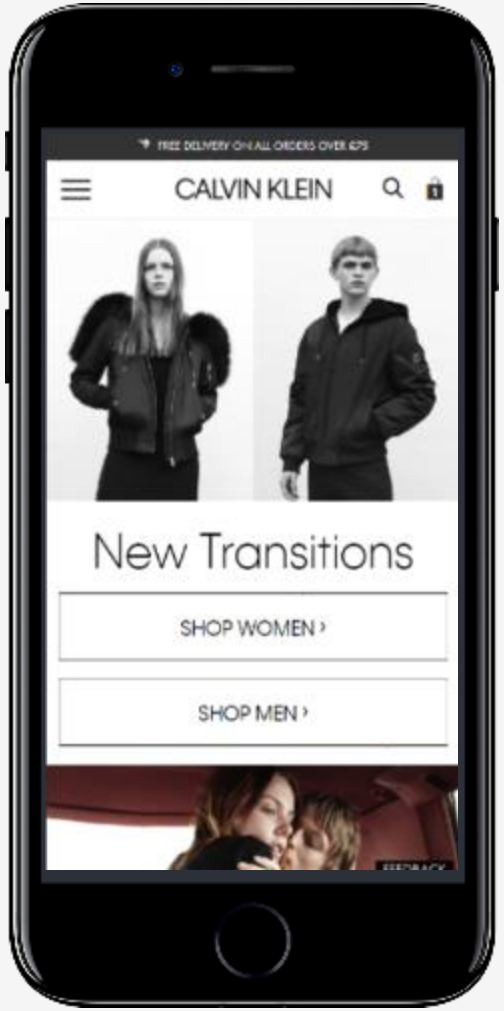
# Data driven decision making process

Validation: How AB testing works

# 3. What you probably already know

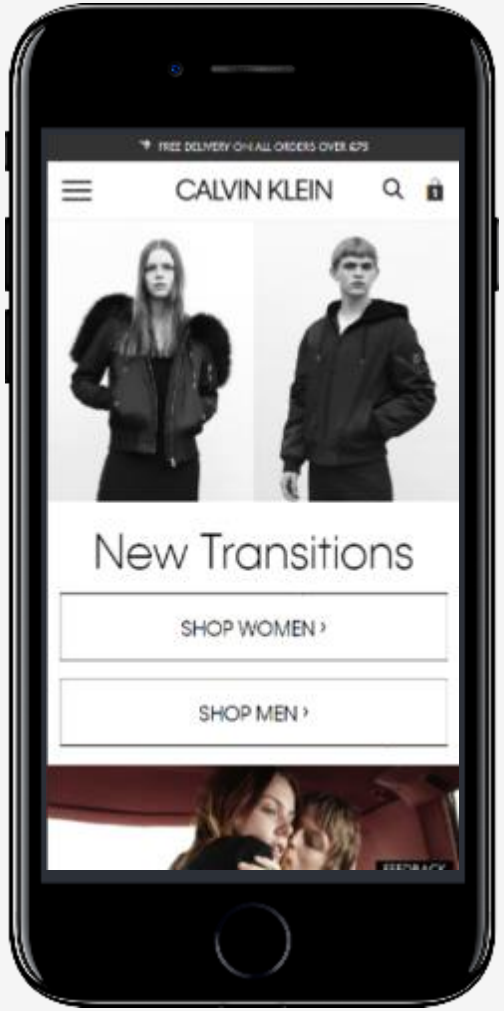
EXAMPLE

# What AB testing looks like



EXAMPLE

# What AB testing looks like

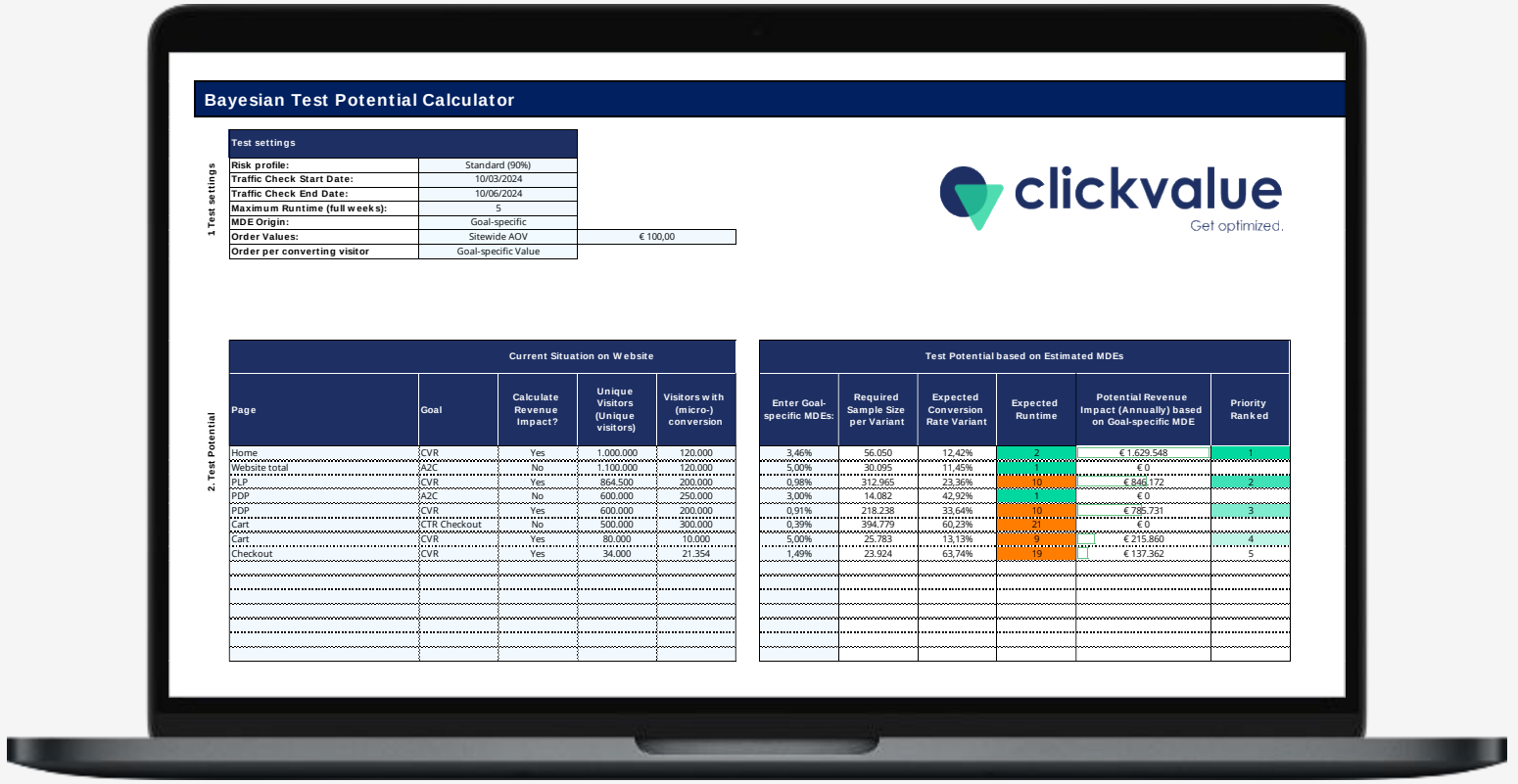



Control

Variant

ALWAYS

# Calculate if you can run an experiment



**Bayesian Test Potential Calculator**

1 Test settings

| Test settings | | |
|---|---|---|
| Risk profile: | Standard (90%) | |
| Traffic Check Start Date: | 10/03/2024 | |
| Traffic Check End Date: | 10/06/2024 | |
| Maximum Runtime (full weeks): | 5 | |
| MDE Origin: | Goal-specific | |
| Order Values: | Sitewide AOV | € 100,00 |
| Order per converting visitor | Goal-specific Value | |

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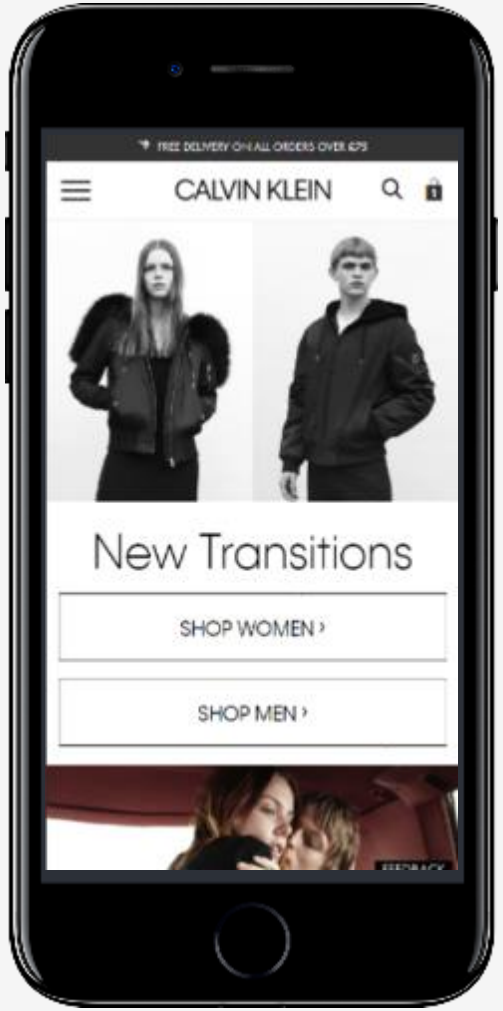
2. Test Potential

| Current Situation on Website | | | | |
|---|---|---|---|---|
| Page | Goal | Calculate Revenue Impact? | Unique Visitors (Unique visitors) | Visitors with (micro-) conversion |
| Home | CVR | Yes | 1.000.000 | 120.000 |
| Website total | A2C | No | 1.100.000 | 120.000 |
| PLP | CVR | Yes | 864.500 | 200.000 |
| PDP | A2C | No | 600.000 | 250.000 |
| PDP | CVR | Yes | 600.000 | 200.000 |
| Cart | CTR Checkout | No | 500.000 | 300.000 |
| Cart | CVR | Yes | 80.000 | 10.000 |
| Checkout | CVR | Yes | 34.000 | 21.354 |

| Test Potential based on Estimated MDEs | | | | | |
|---|---|---|---|---|---|
| Enter Goal-specific MDEs: | Required Sample Size per Variant | Expected Conversion Rate Variant | Expected Runtime | Potential Revenue Impact (Annually) based on Goal-specific MDE | Priority Ranked |
| 3,46% | 56.050 | 12,42% | 2 | € 1.629.548 | 1 |
| 5,00% | 30.095 | 11,45% | 1 | € 0 | |
| 0,98% | 312.965 | 23,36% | 10 | € 846.172 | 2 |
| 3,00% | 14.082 | 42,92% | 1 | € 0 | |
| 0,91% | 218.238 | 33,64% | 10 | € 785.731 | 3 |
| 0,39% | 394.779 | 60,23% | 21 | € 0 | |
| 5,00% | 25.783 | 13,13% | 3 | € 215.860 | 4 |
| 1,49% | 23.924 | 63,74% | 14 | € 137.362 | 5 |

EXAMPLE

# What AB testing looks like




50.000

> 8 weeks

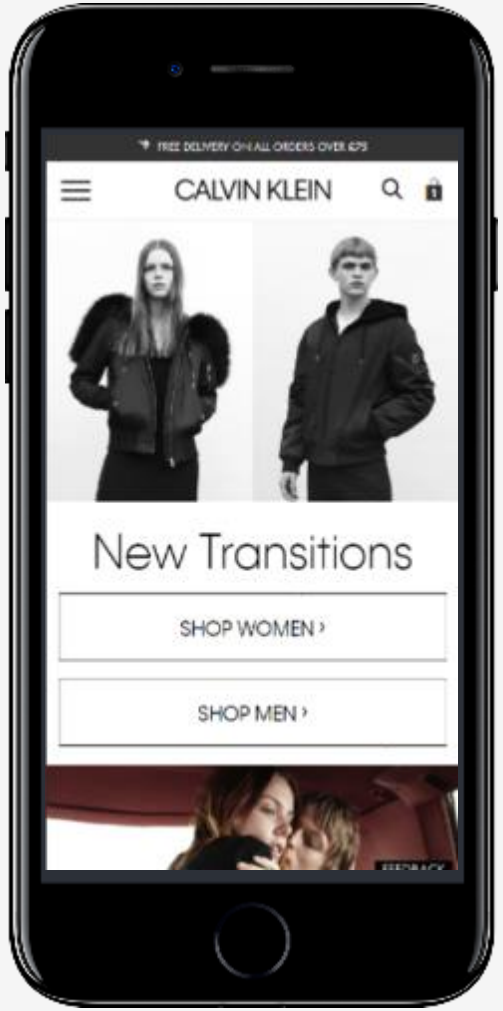
50.000

Control

Variant

EXAMPLE

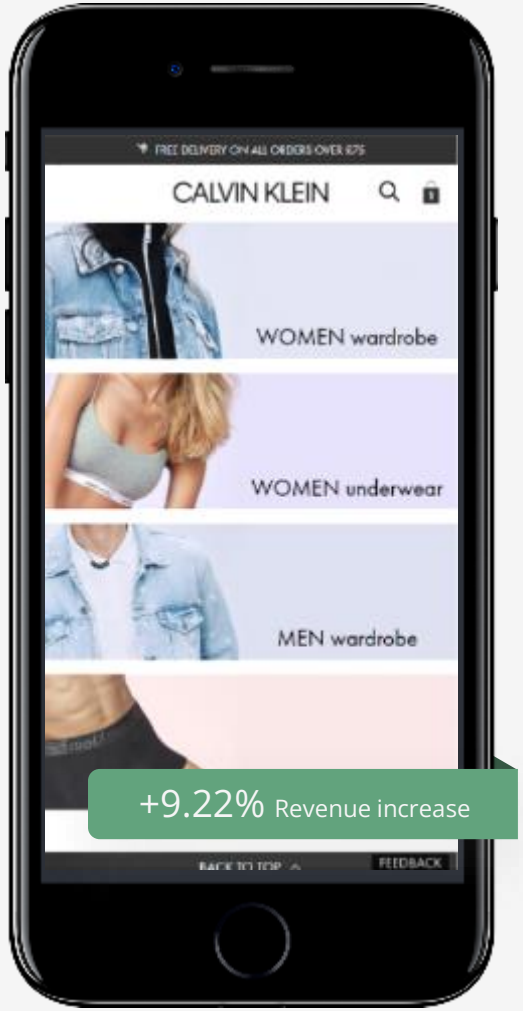
# What does CXO look like in real life?




50.000

5 weeks

50.000




+9.22% Revenue increase

Control

Variant

BUSINESS VALUE

# 4. Alternatives to A/B testing

# Two different situations

## For alternatives

- You DON'T have the traffic for AB testing
- You want to validate

- You DO have the traffic for AB testing
- You want to validate faster / more
- Your idea requires a lot of effort to build

User testing

Causal impact analysis

# What is a User test?

## Data Collection

We ask paid respondents about their experience of the proposed change. Key metric types:

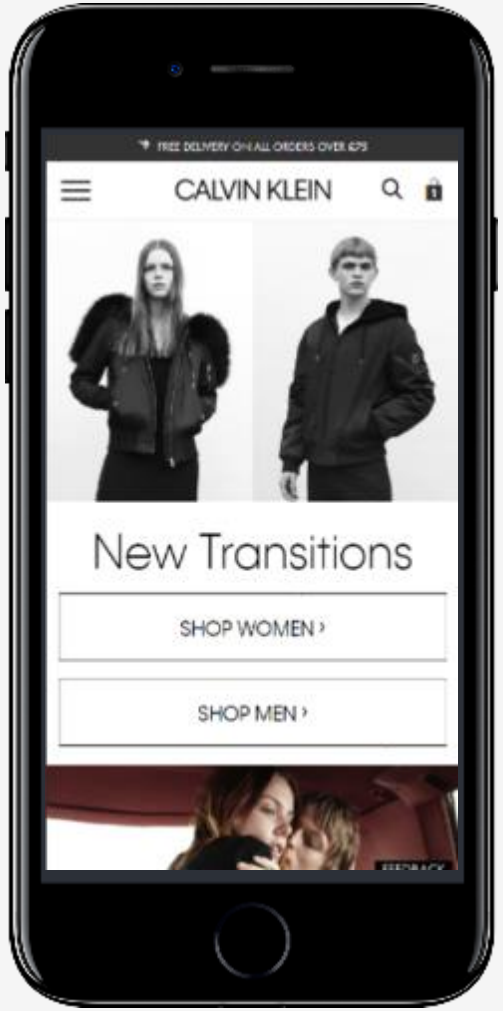
- Opinions: for example, the ease of use, the clarity of information, the brand fit or how a design makes them feel.
- Intention: for example: the likeliness of them buying a product given a specific version of the website or app.

Always taking into account:

- User characteristics: such as their age, gender, geographical location or other factors of influence.

EXAMPLE

# What does a user test look like




Control

50

> 1 week

50

Easier to use

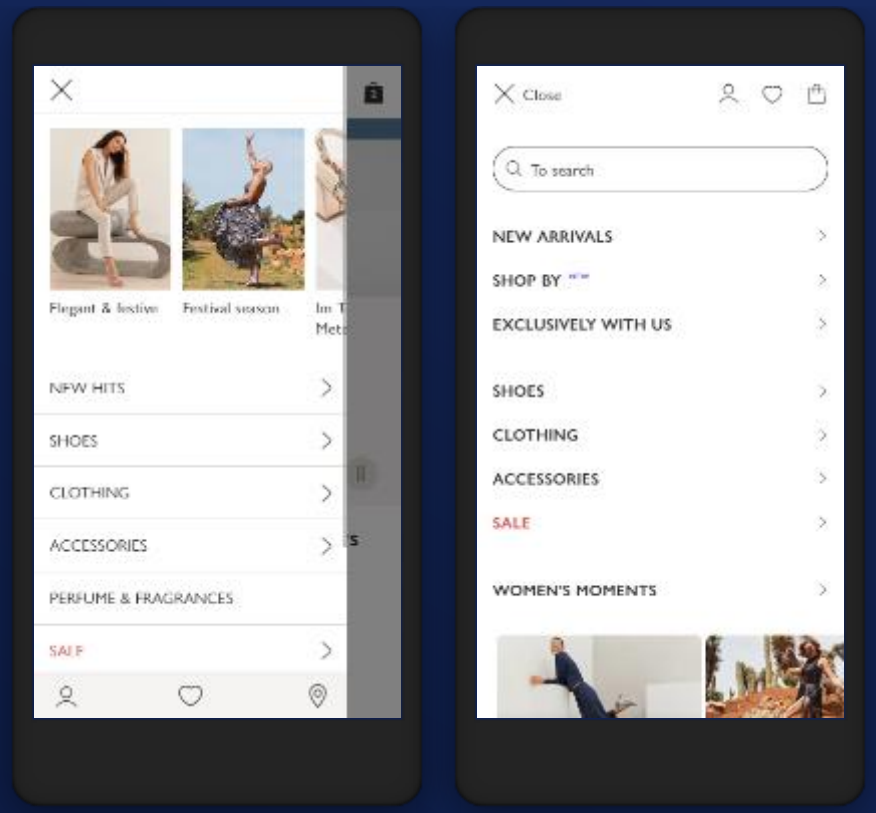
Higher certainty

Lower brand fit

Variant

VALIDATION

# User Testing




Basic navigation structure

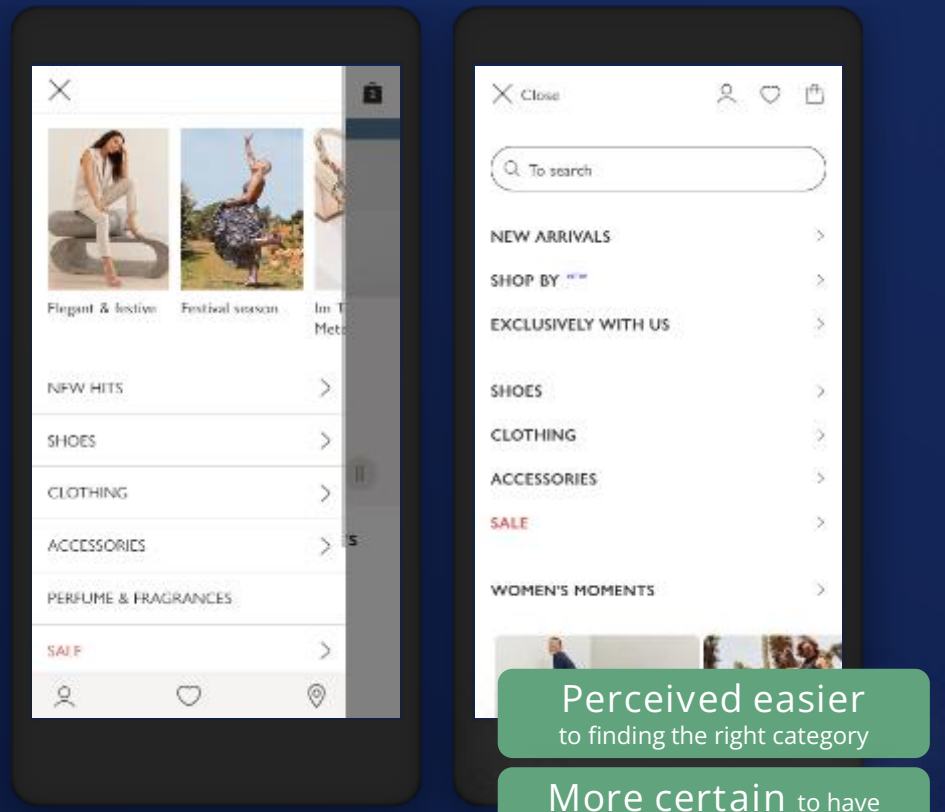
Restructured menu items based on research

VALIDATION

# User Testing

Basic navigation structure

Restructured menu items




Perceived easier
to finding the right category

More certain to have
found the right category

Get to know how real people think, feel and experience the menu

Understand what people expect of the navigation

Our approach:

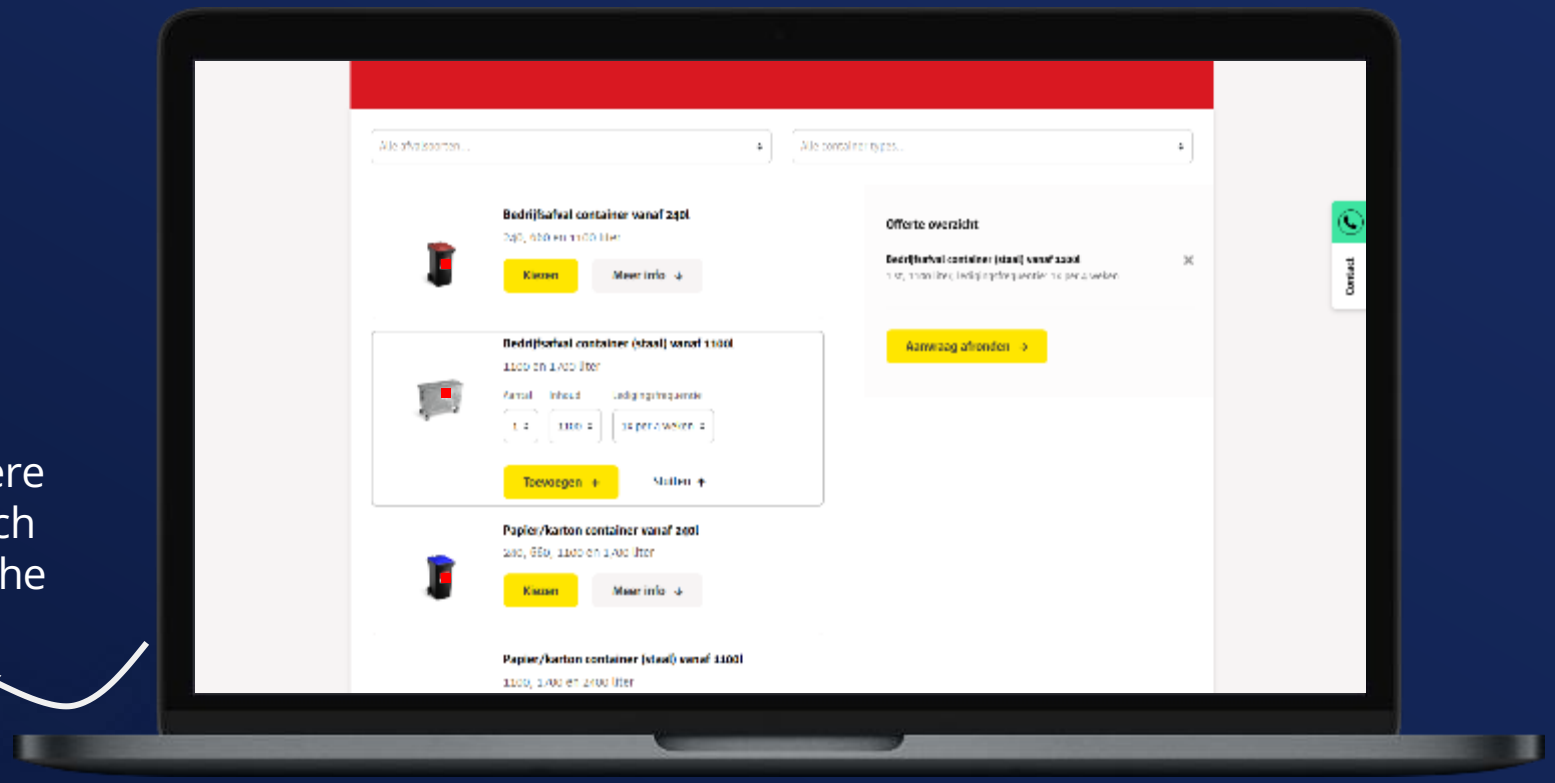
Unmoderated user test with a tree test and follow-up questions for both variants

VALIDATION

# User Testing

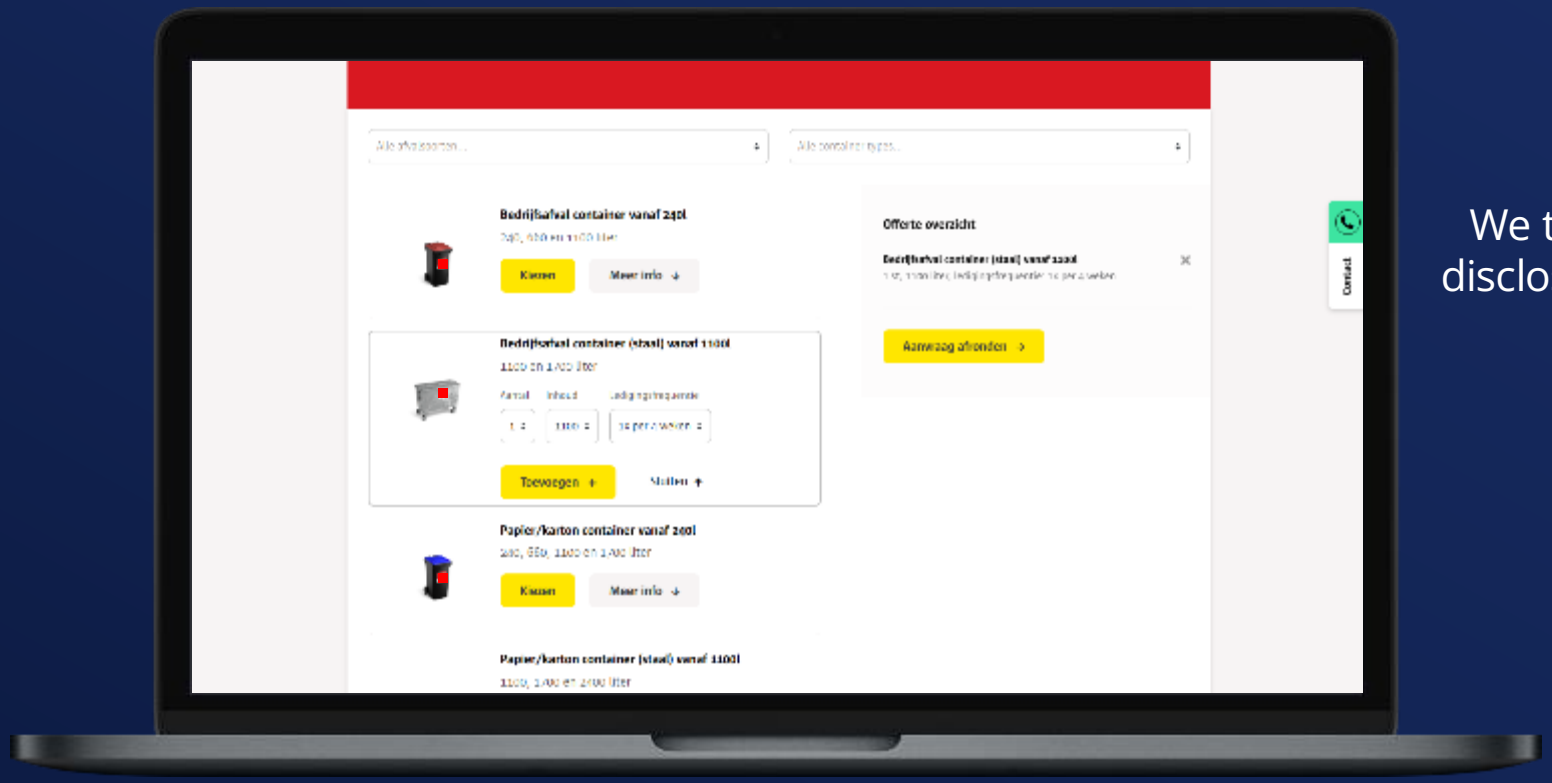
This case:

Number of quotes were dropping and research showed friction with the current set-up



VALIDATION

# User Testing

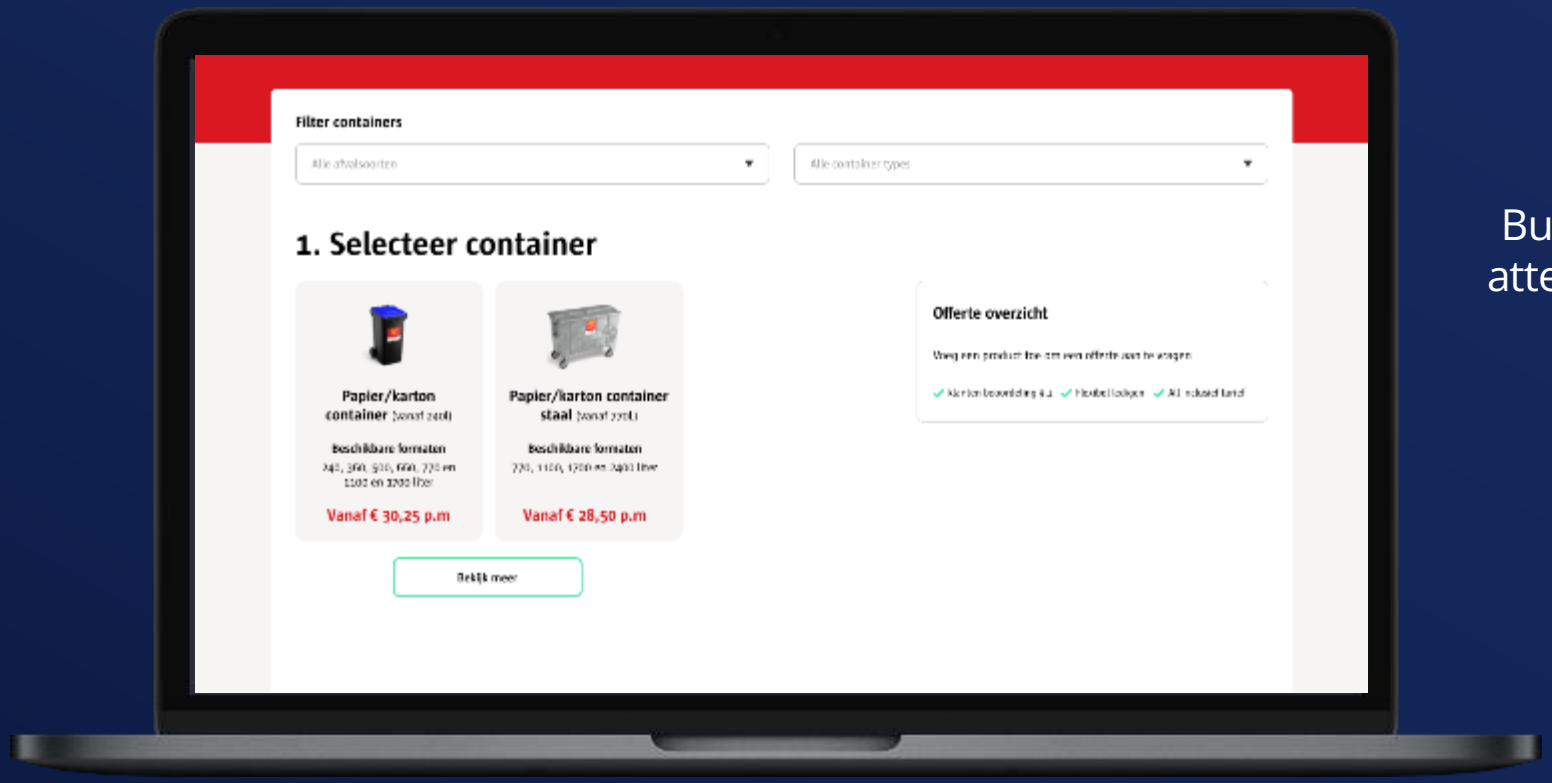



Solution:

We thought ‘progressive disclosure’ was the answer.

VALIDATION

# User Testing

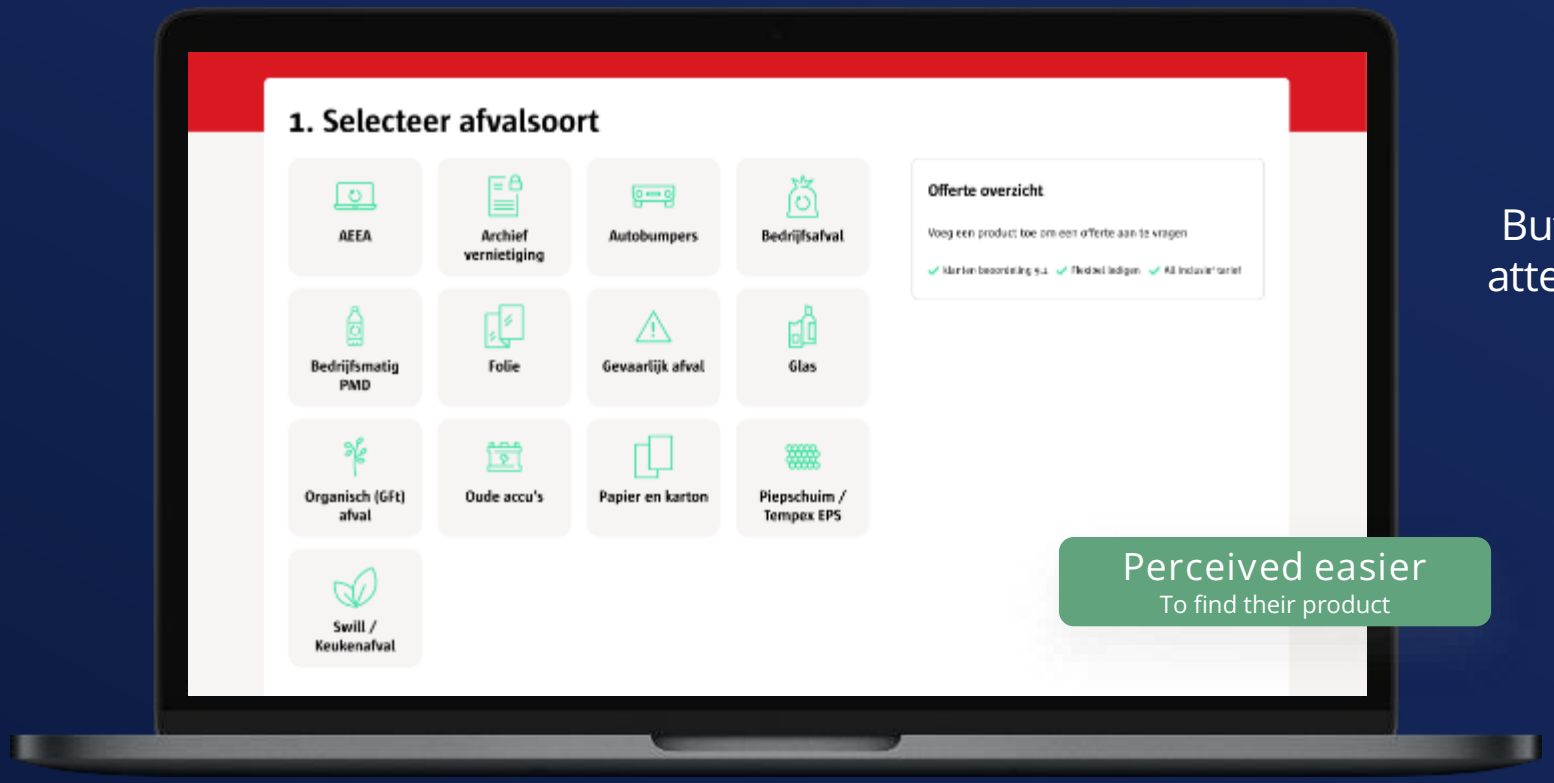



Solution:

But it took us several attempts to get it right

VALIDATION

# User Testing




Perceived easier
To find their product

Solution:

But it took us several attempts to get it right

What If you can’t use AB testing, but you still want to understand the impact of a change on your performance metrics?

Causal Impact analysis

(A pre-post without all the downsides)

# What is a Causal Impact analysis?

## Data Collection

We collect data from the periods before and after the change.
For each day in these periods, we use:

- Key Metric: for example, the number conversions or the Average Order Value for each day.
- User/session characteristics: such as their device type or the country from which they are visiting, source of the traffic, type of the traffic, campaign

# What is a Causal Impact analysis?

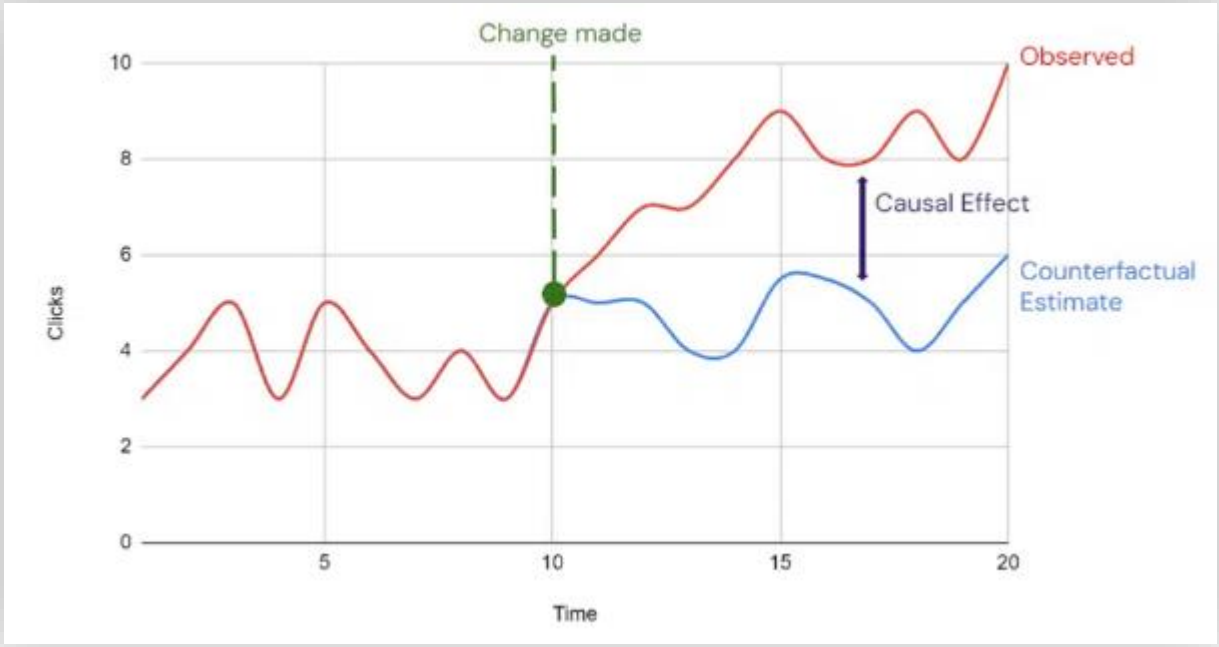
## KPI Prediction

- We build a Bayesian timeseries model that predicts how the metric develops over time.

In short: we estimate how the metric would have performed if the change had not occurred.

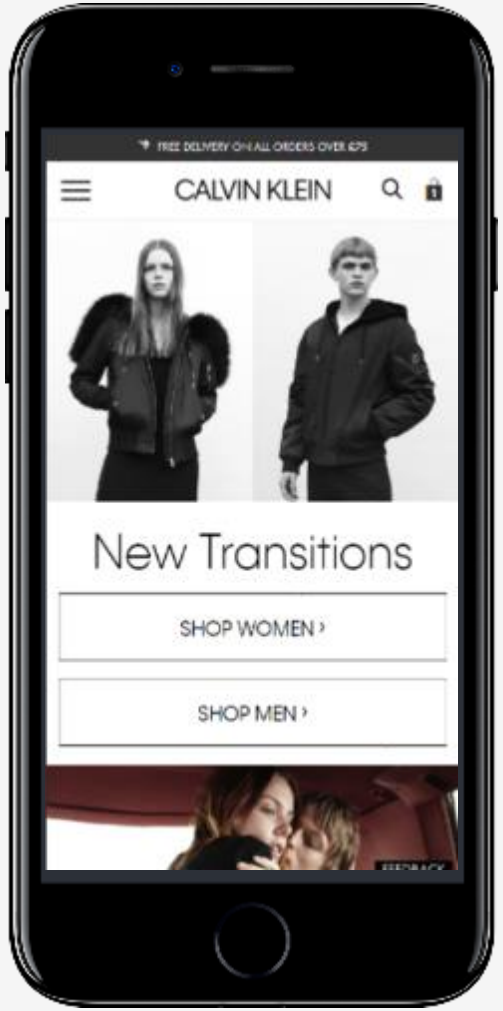
- Very important: we account for fluctuations The prediction accounts for time-based fluctuations, like higher weekend sales or campaigns and adjusts for user characteristics linked to the metric.

- For instance, if German visitors convert more than French visitors and their number of visits increase after a change, the model ensures this doesn't falsely inflate the results. It learns these patterns to isolate the true impact of the change.



EXAMPLE

# What does causal impact analysis look like




Old version

Before

2 year

After

2 months

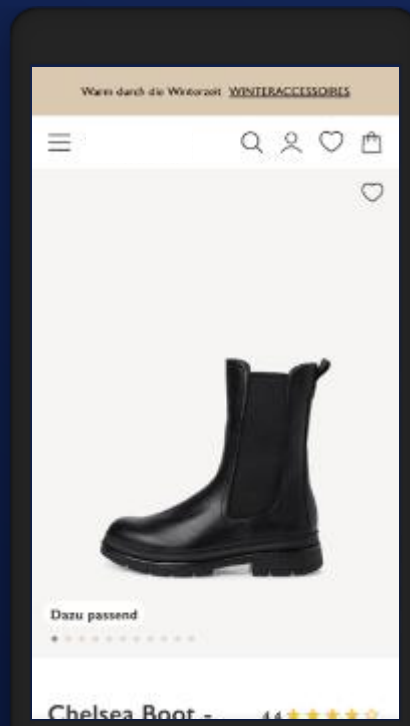
?

New version

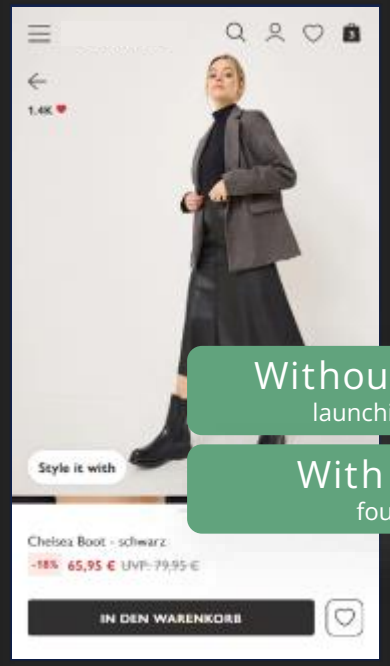
VALIDATION - CAUSAL IMPACT ANALYSIS (PRE/POST ANALYSIS)

# Validating a redesign

**Pre**: before redesign




**Post**: after redesign




Without CIA: CVR +50%*
launching during high season

With CIA: CVR +5%*
found during analysis

Defines actual impact

Takes into account traffic changes and seasonality

Takes away insecurities of its impact

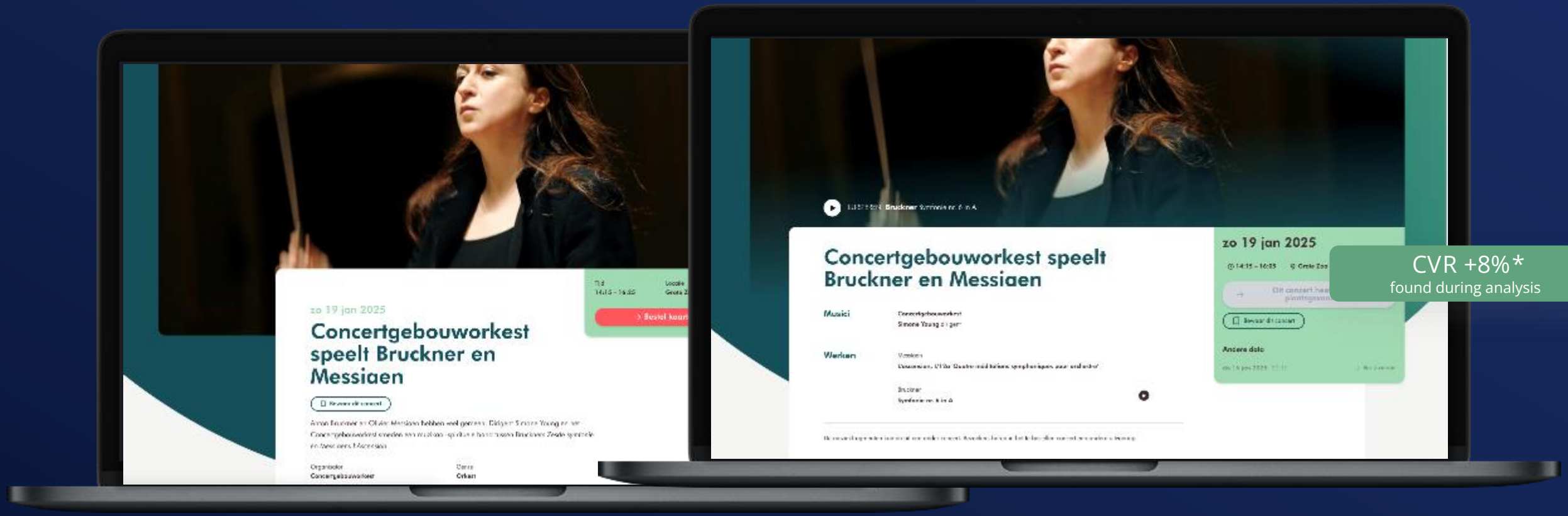
**fictitious numbers*

VALIDATION - CAUSAL IMPACT ANALYSIS (PRE/POST ANALYSIS)

# Validating a redesign

**Pre**: before redesign

**Post**: after redesign




CVR +8%*
found during analysis

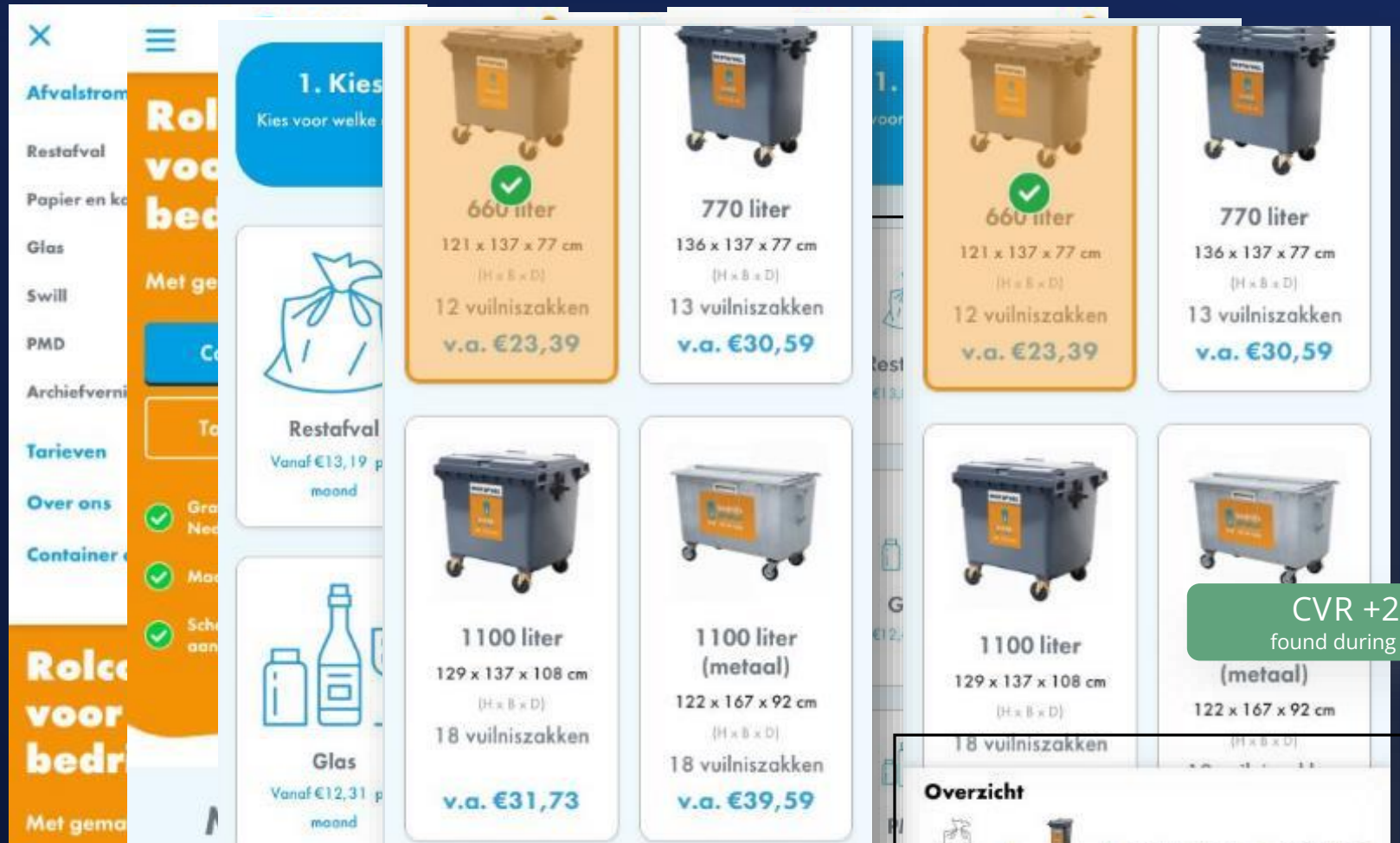
**fictitious numbers*

VALIDATION - CAUSAL IMPACT ANALYSIS (PRE/POST ANALYSIS)

# Validating multiple changes

**Pre**: before redesign

**Post**: after redesign




CVR +22%*
found during analysis

**fictitious numbers*

# Any questions?

Olf Koekoek
olf@clickvalue.nl