



# Alternatives to A/B testing

To enrich your CXO program

Contact

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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

The Heineken logo, featuring a red star above the word "HEINEKEN" in green capital letters.The New York Pizza logo, featuring a green rectangular border with a red pizza slice graphic and the text "NEW YORK PIZZA" in white.The Tamaris logo, featuring the word "Tamaris" in a black, stylized script font.The Holland & Barrett logo, featuring the words "Holland & Barrett" in green, with a small green leaf icon.The Intersport logo, featuring a red and blue stylized "V" icon followed by the word "INTERSPORT" in blue capital letters.The Santander Consumer Finance logo, featuring a red flame icon followed by the word "Santander" in red and "Consumer Finance" in smaller red text below.The Het Concertgebouw logo, featuring a black lyre icon followed by the text "HET CONCERT GEBOUW" in black capital letters.The Calvin Klein logo, featuring the words "Calvin Klein" in a black, sans-serif font.The Action logo, featuring the word "ACTION" in blue capital letters with three blue diagonal lines to the left.The Tommy Hilfiger logo, featuring the words "TOMMY HILFIGER" in black capital letters with a small red and white flag icon between them.The Polaroid logo, featuring the word "Polaroid" in black with a small rainbow-colored horizontal bar below the "i".The Specsavers logo, featuring the word "Specsavers" in white inside a green, rounded, pill-shaped border.The Elegant Energie logo, featuring the word "elegant" in white inside a green, rounded rectangular border, with "zuivere energie" in smaller green text below.The Efteling logo, featuring the word "Efteling" in a red, stylized script font with small star icons above the letters.The A. Vogel logo, featuring the text "A.Vogel" in white inside a green, leaf-shaped border.The World Vision logo, featuring the words "World Vision" in black next to an orange square icon with a white star.The Bugaboo logo, featuring a black circular icon with a white dot inside, followed by the word "bugaboo" in a lowercase, rounded font.The NRC logo, featuring the letters "nrc" in black followed by a red chevron icon pointing to the right.The Bright Pensioen logo, featuring the words "Bright Pensioen" in black with a small blue and red circular icon to the right.The Alpine logo, featuring the word "ALPINE" in white capital letters inside a red rectangular border, with "BEWINDING LANDSCAPE" in smaller white text below.The Solano Wonen logo, featuring a purple house icon followed by the words "SOLANO WONEN" in purple capital letters.The Decokay logo, featuring the word "Decokay" in white inside a black rectangular border.The Nootboom Textiles logo, featuring a green tree icon followed by the words "NOOTBOOM TEXTILES" in green capital letters, with "Directly" in smaller green text below.The Great Place To Work logo, featuring the words "Great Place To Work." in white inside a red square border.The ABN-AMRO logo, featuring a green and yellow shield icon above the words "ABN-AMRO" in black capital letters.



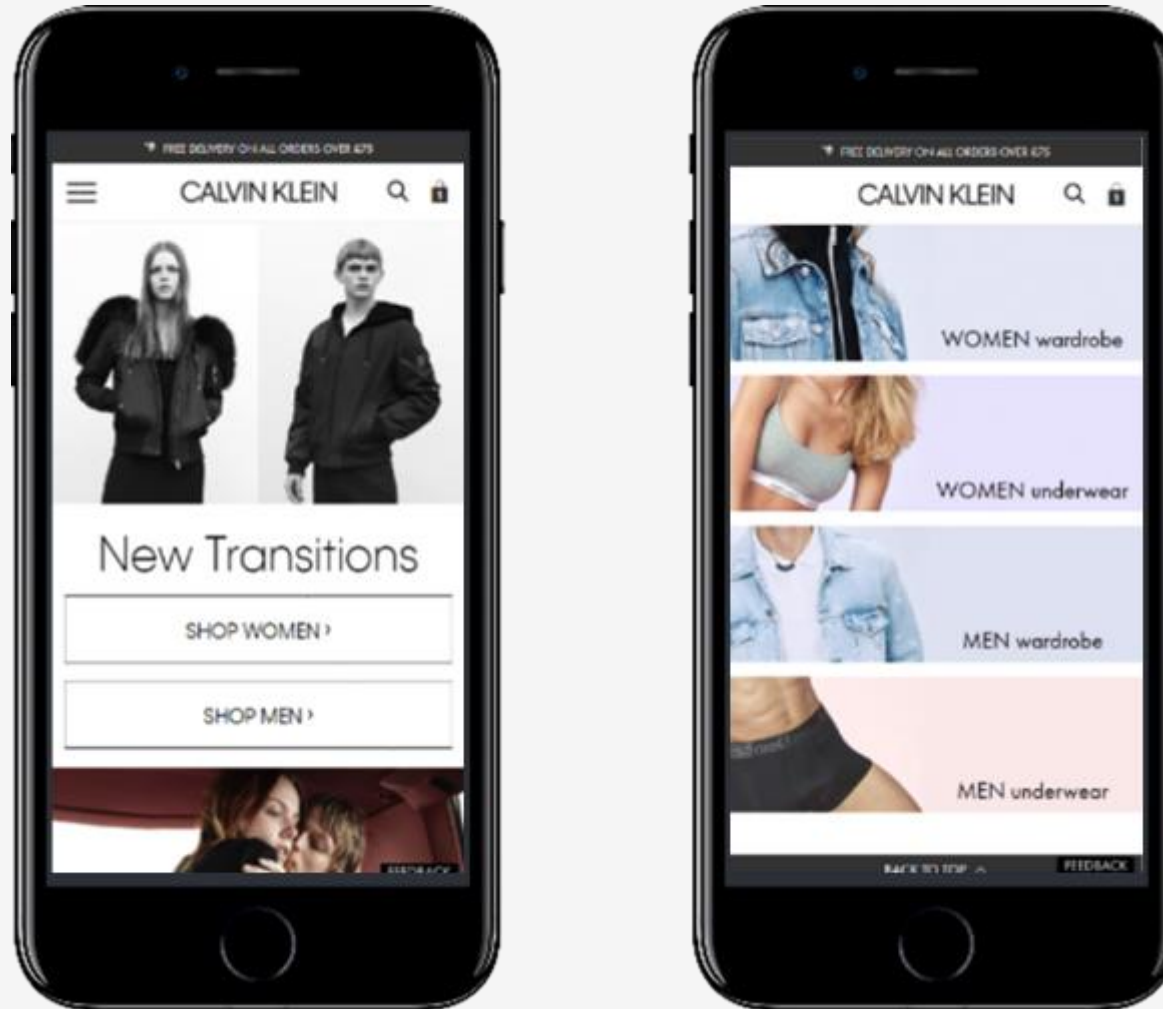
1.

How we define CXO



EXAMPLE

## Making things better for your users









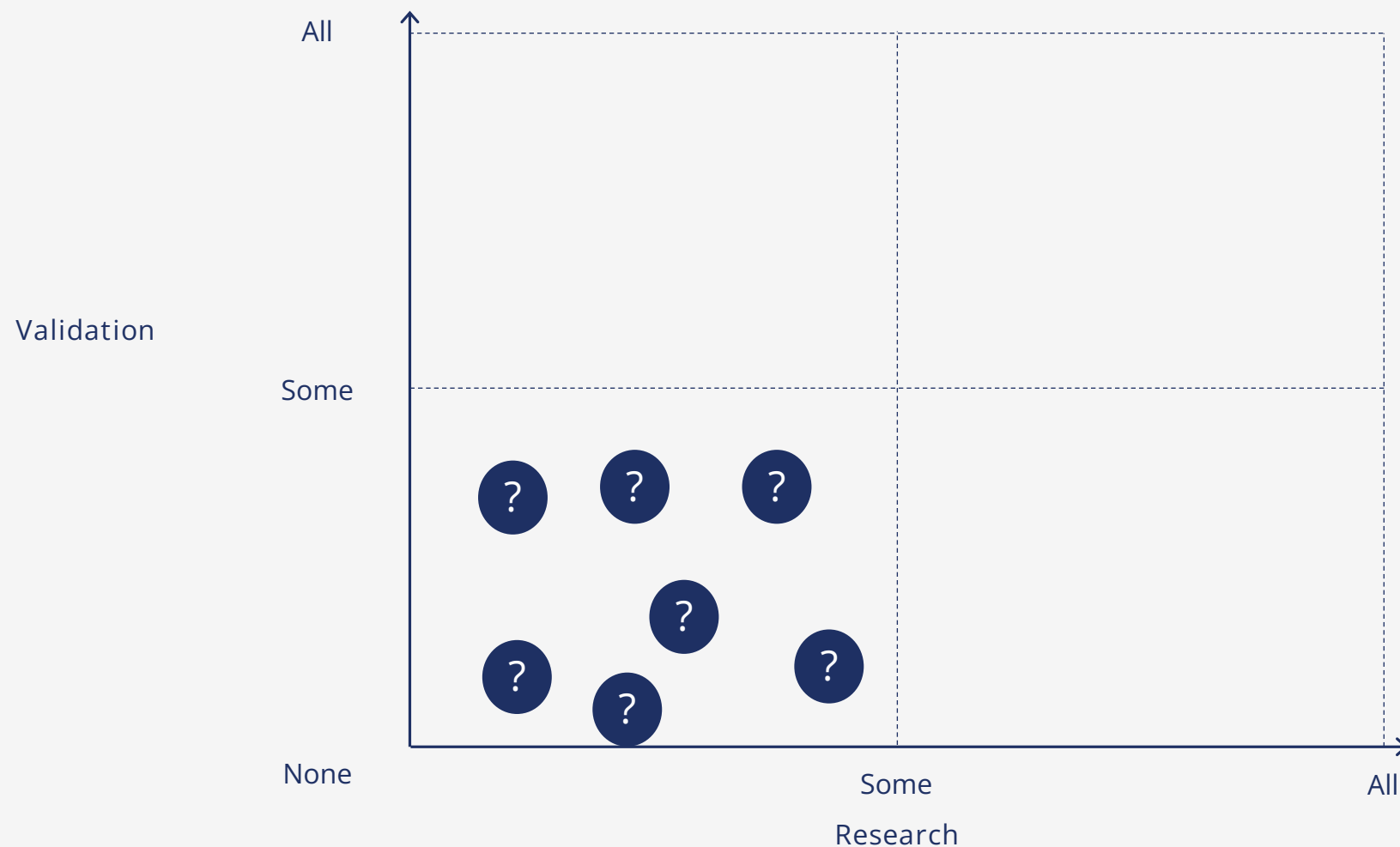
BUSINESS VALUE

## 2. Why you want to research & validate



# = If you don't validate?

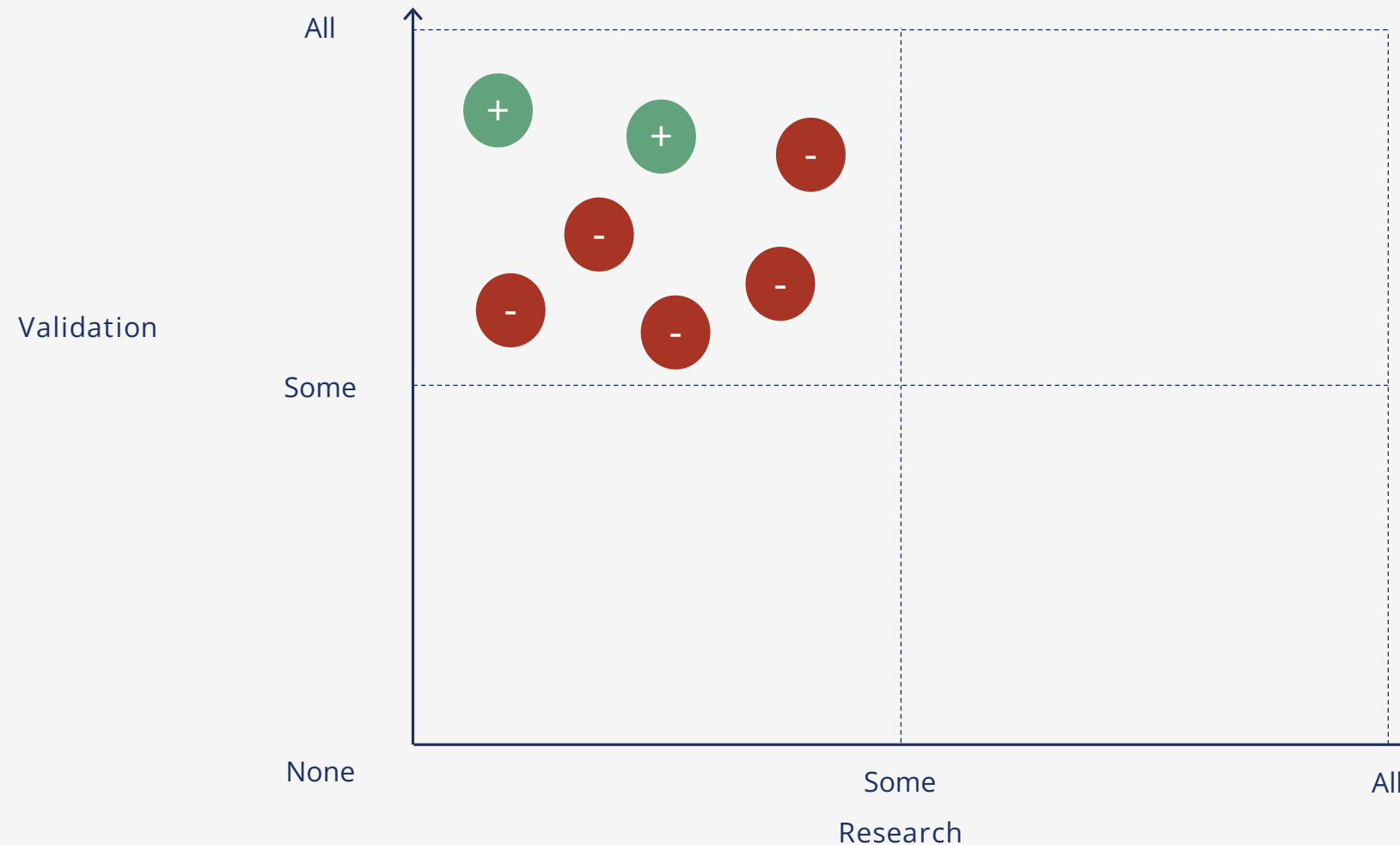
No idea...





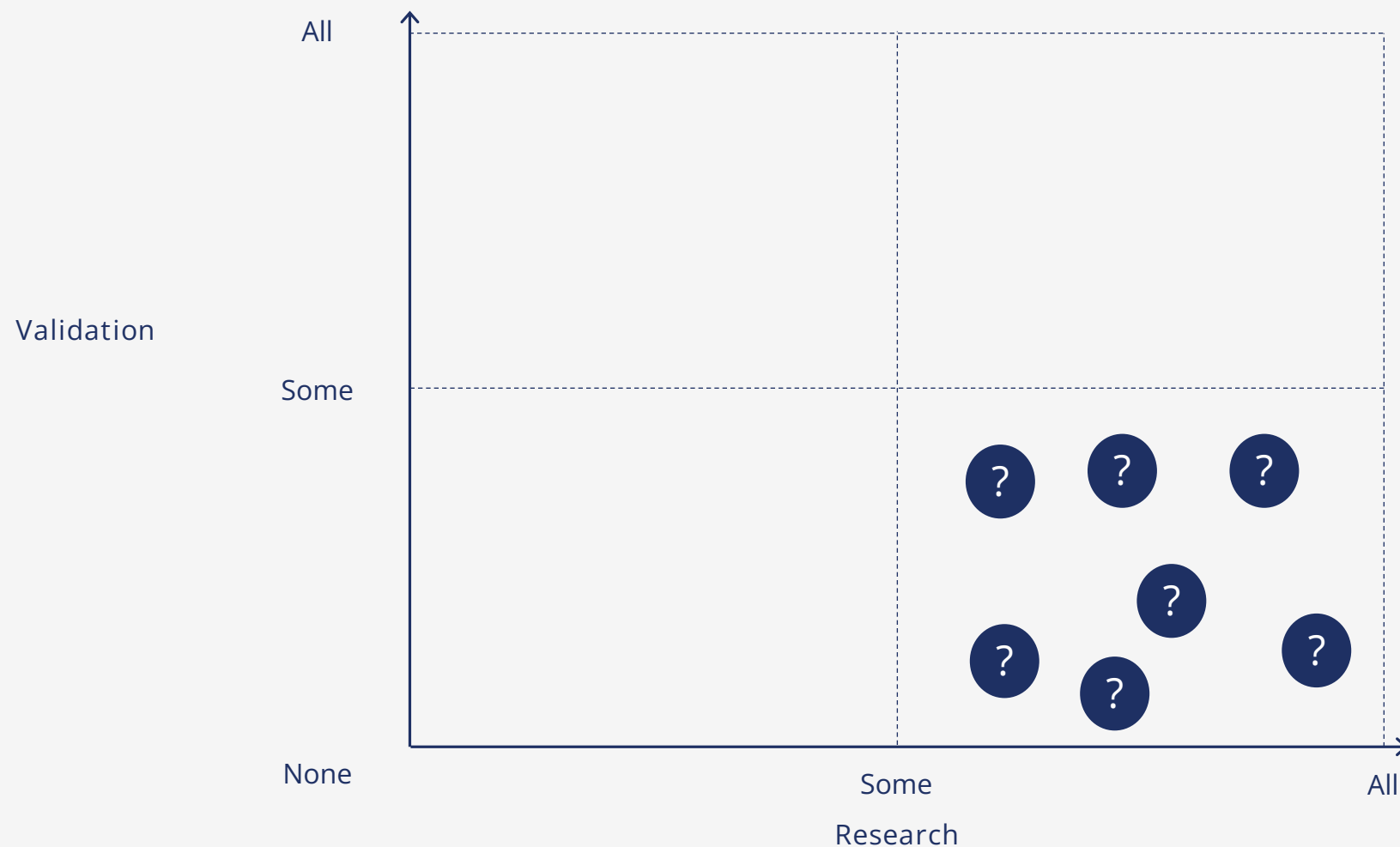
# If you add some validation?

Insights in impact of changes



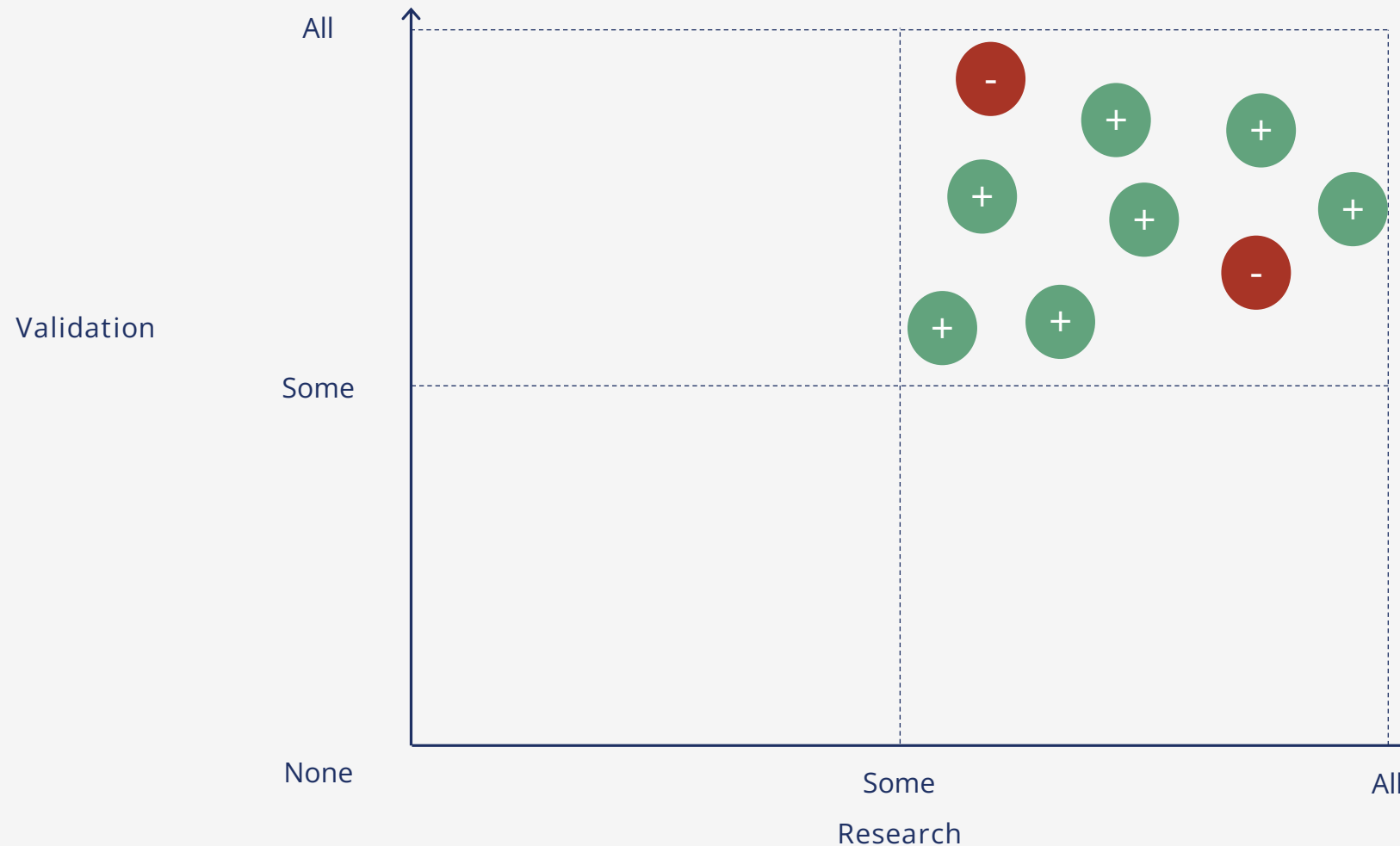
# = If you only add research?

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

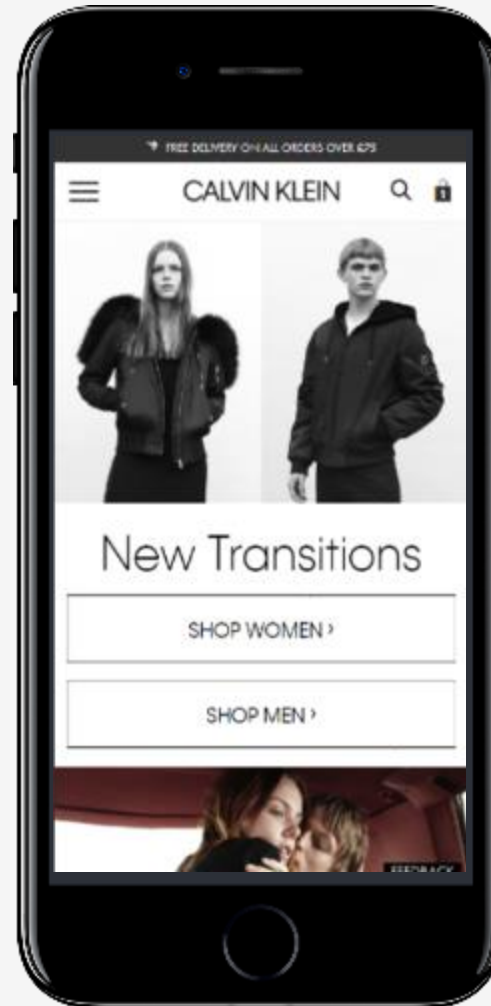






EXAMPLE

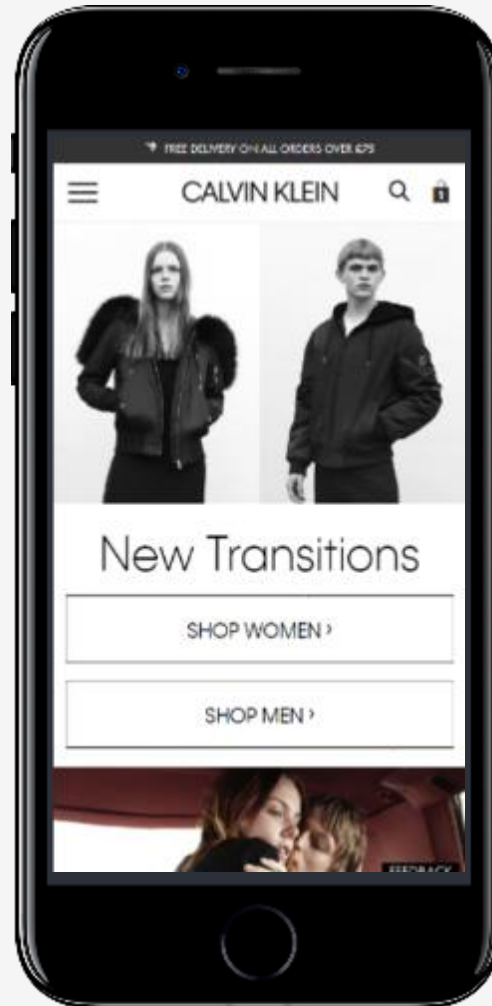
## What AB testing looks like





EXAMPLE

## What AB testing looks like



Control



Variant





## 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
Order per converting visitor	Goal-specific Value

€ 100,00

### 2 Test Potential

Current Situation on Website				
Page	Goal	Calculate Revenue Impact?	Unique Visitors (Unique visitors)	Visitors w/h (micro-) conversion
Home	CVR	Yes	1,000,000	120,000
Website total	AZC	No	1,100,000	120,000
PDP	CVR	Yes	864,500	200,000
PDP	AZC	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

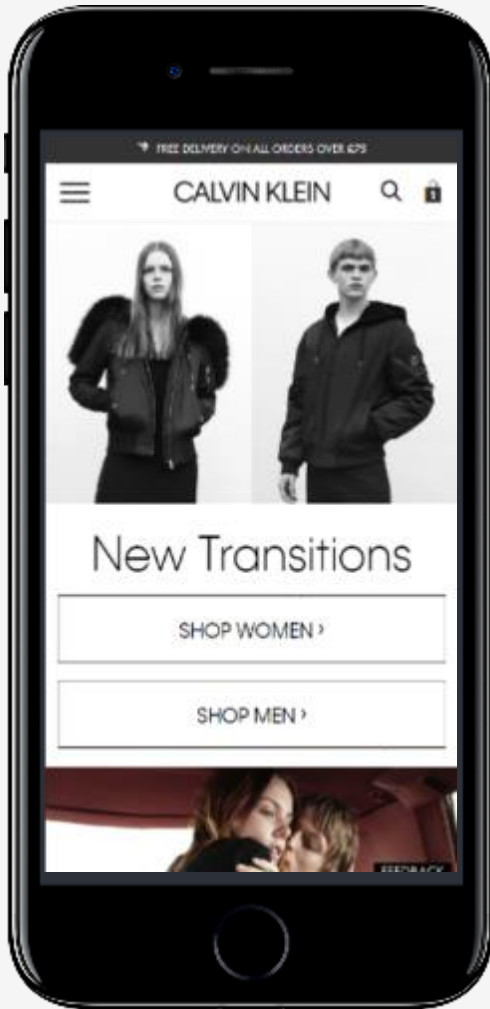
  

Test Potential based on Estimated MDEs					
Enter Goal-specific MDEs:	Required Sample Size per Variant	Expected Conversion Rate Variant	Expected Runtime	Potential Revenue Impact (Annually) based on Goal-specific MDE	Priority Ranked
3.46%	56,050	12.42%	2	€ 1,629,548	1
5.00%	30,095	11.49%	10	€ 0	2
9.98%	312,965	23.36%	1	€ 846,172	3
3.00%	14,052	42.92%	1	€ 0	4
0.91%	218,238	33.64%	10	€ 785,731	5
0.39%	594,779	60.23%	31	€ 0	6
5.00%	25,783	3.13%	7	€ 215,860	7
1.49%	23,924	63.74%	19	€ 137,362	8



EXAMPLE

# What AB testing looks like



Control



50.000



50.000



> 8 weeks

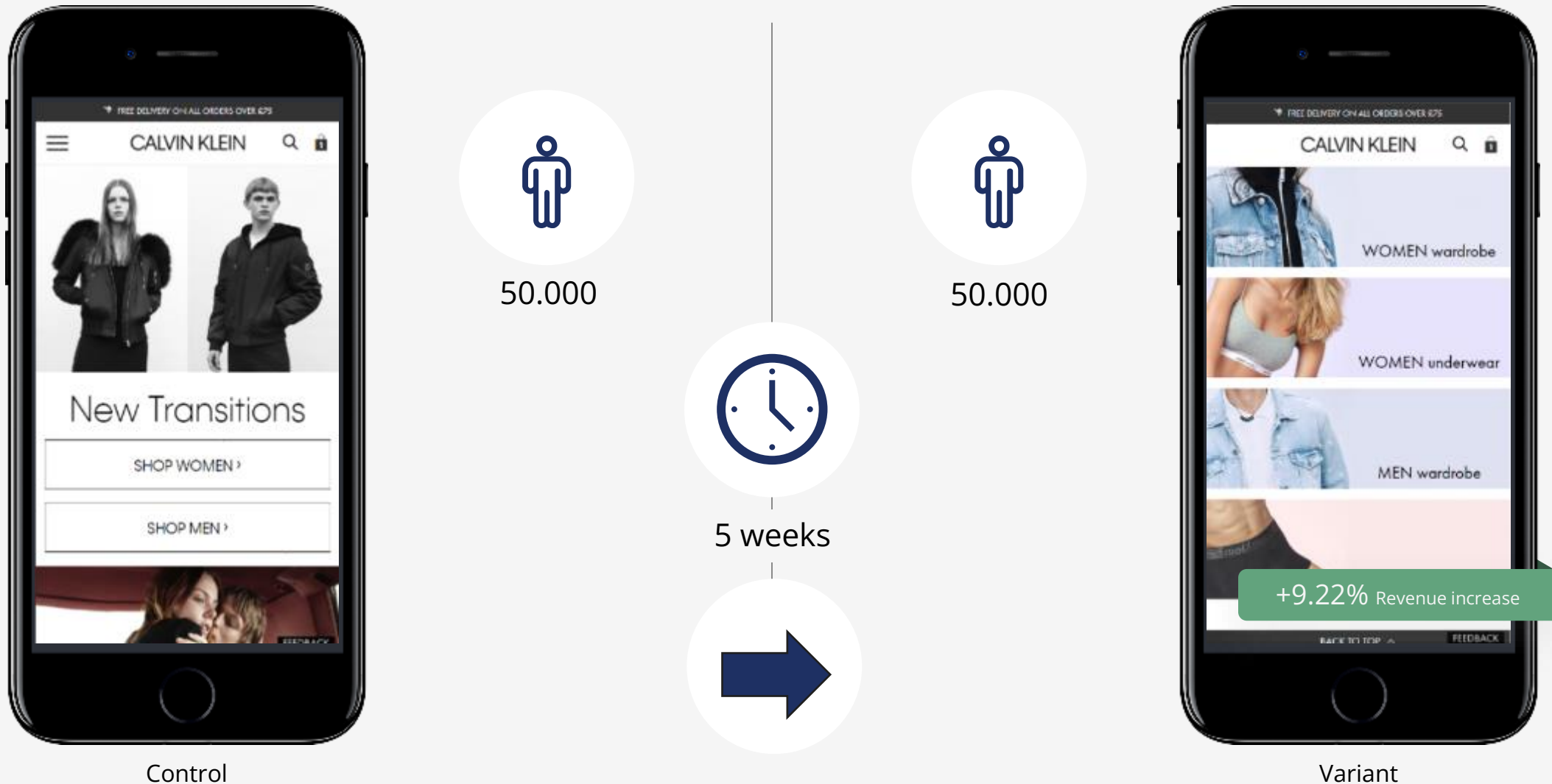


Variant



EXAMPLE

## What does CXO look like in real life?





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:

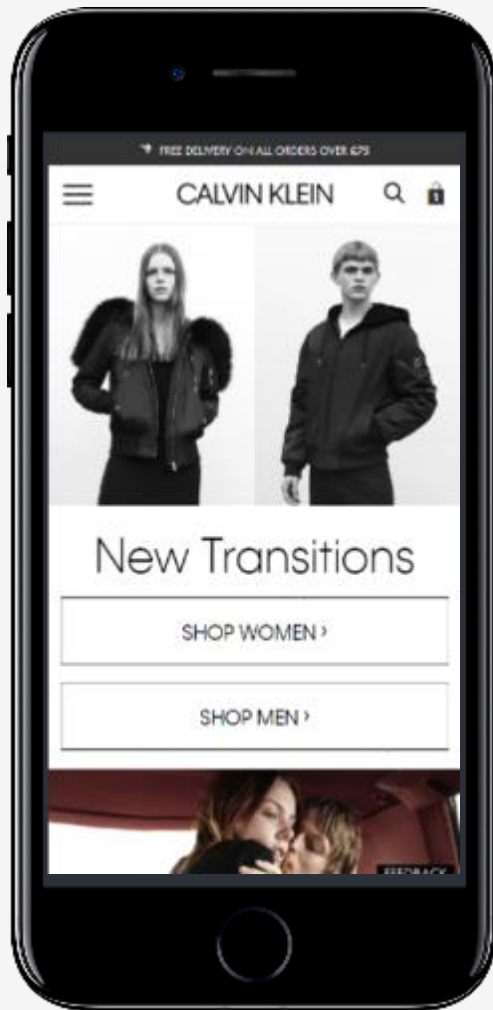
- User characteristics: such as their age, gender, geographical location or other factors of influence.





EXAMPLE

## What does a user test look like



Control



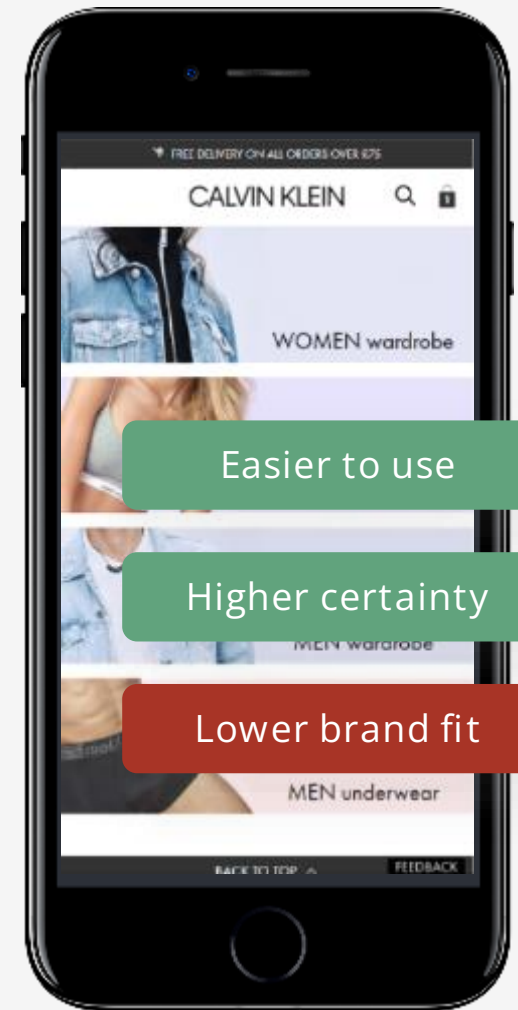
50



50



> 1 week



Easier to use

Higher certainty

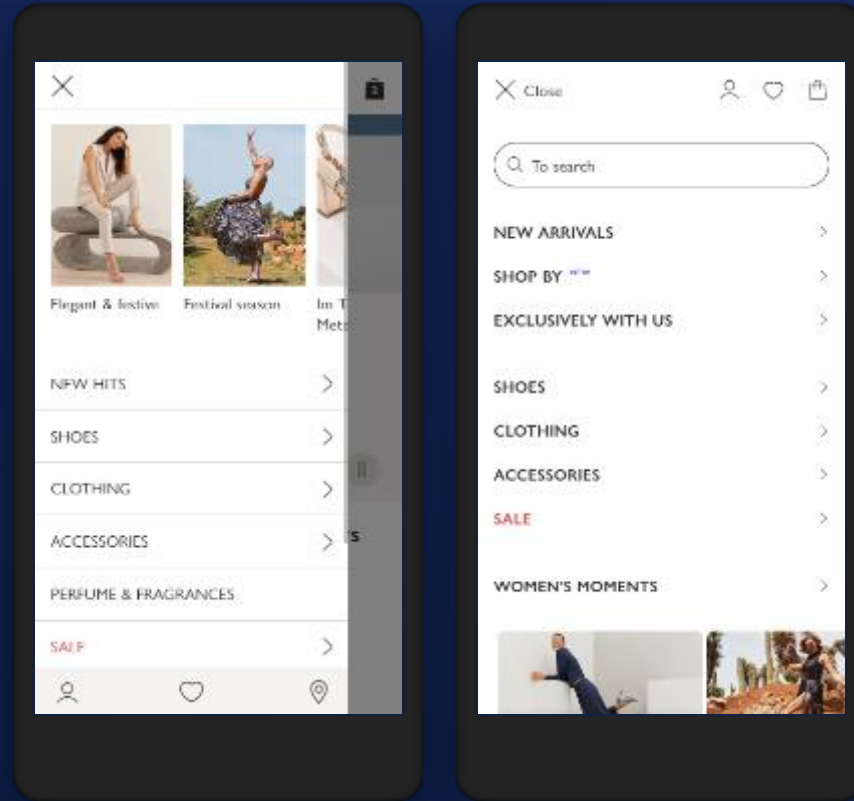
Lower brand fit

Variant



VALIDATION

# User Testing



Basic navigation  
structure

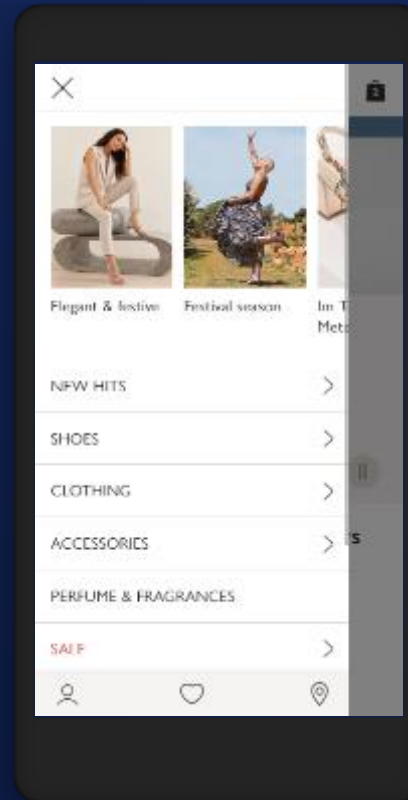
Restructured menu items  
based on research



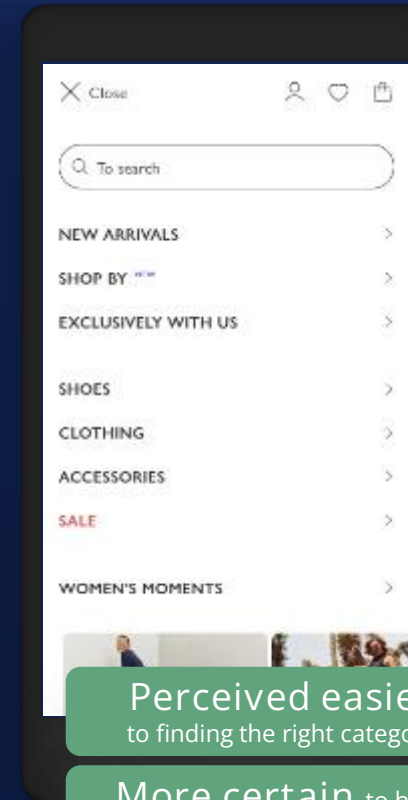
VALIDATION

# User Testing

Basic navigation structure



Restructured menu items



Our approach:

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

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

Understand what people  
expect of the navigation

Perceived easier  
to finding the right category

More certain to have  
found the right category

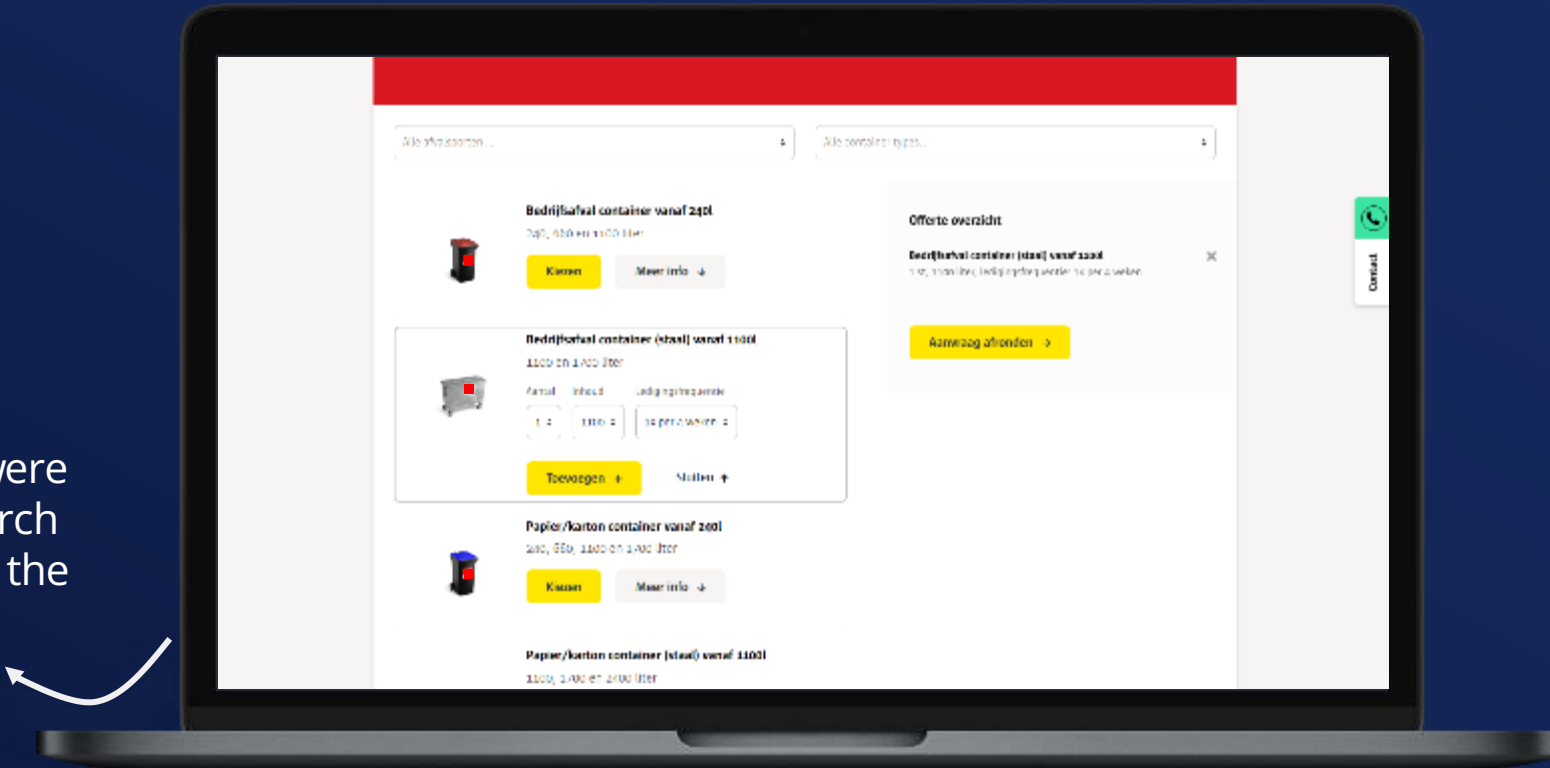


VALIDATION

# User Testing

This case:

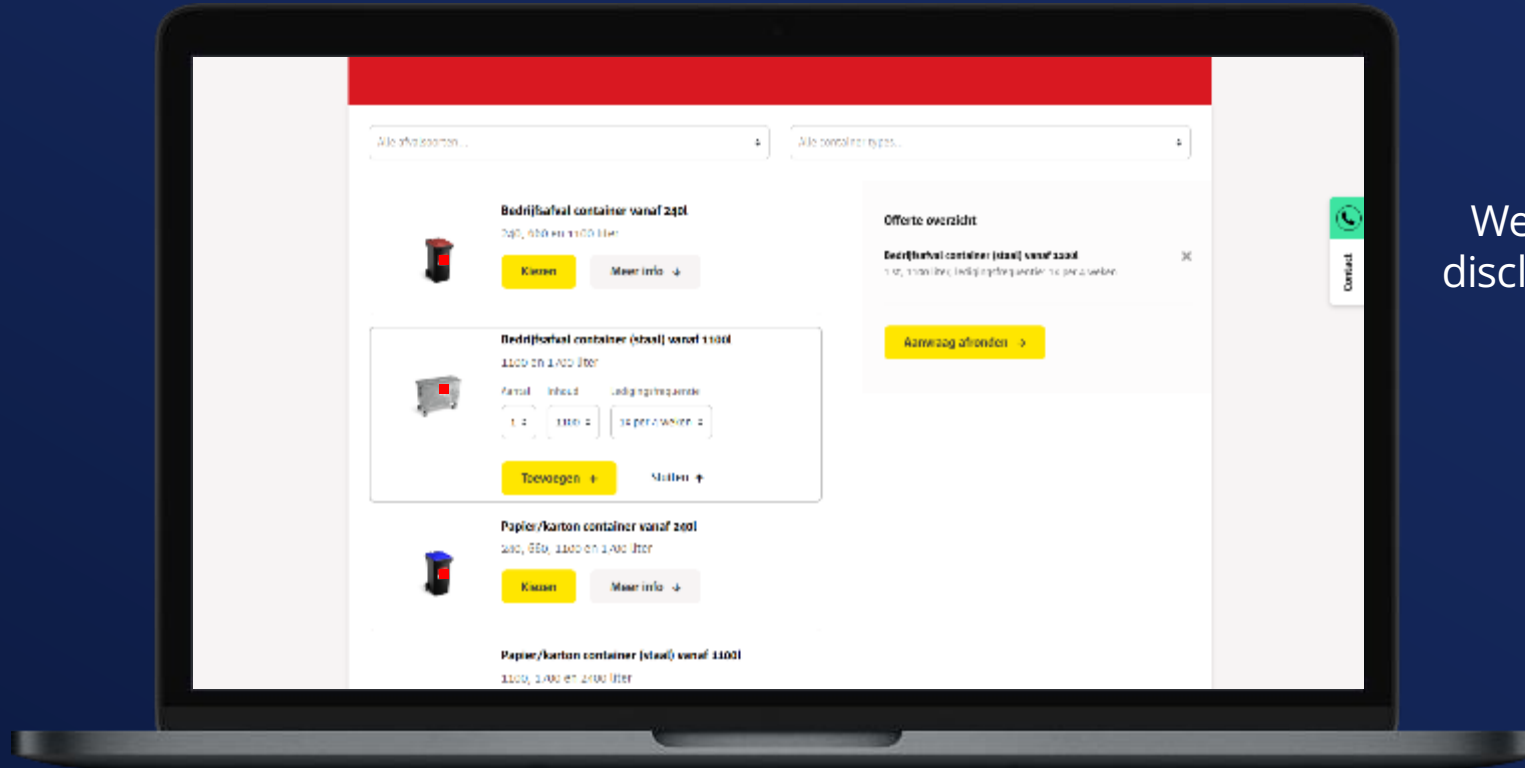
Number of quotes were dropping and research showed friction with the current set-up





VALIDATION

# User Testing



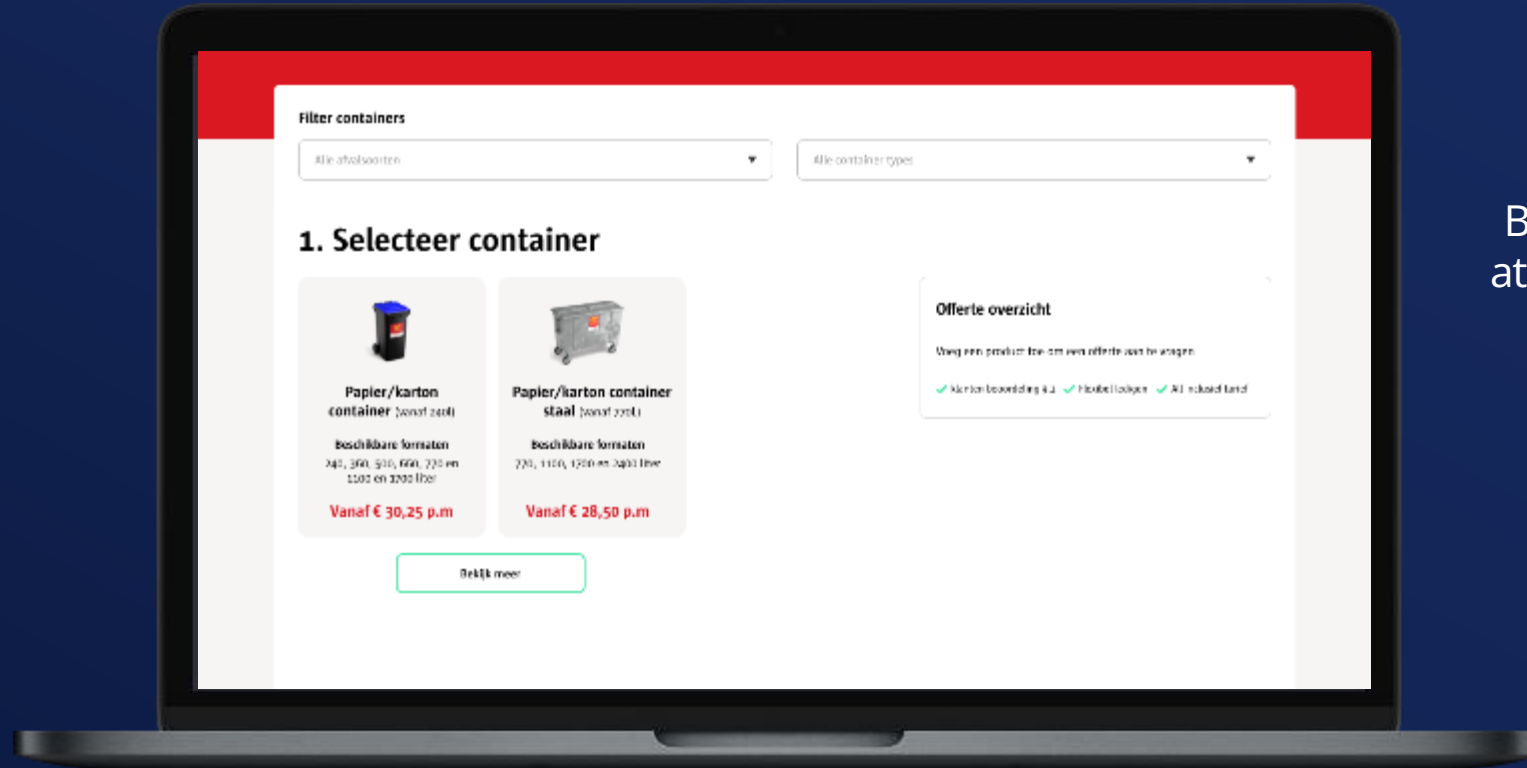
Solution:

We thought 'progressive disclosure' was the answer.



## VALIDATION

# User Testing



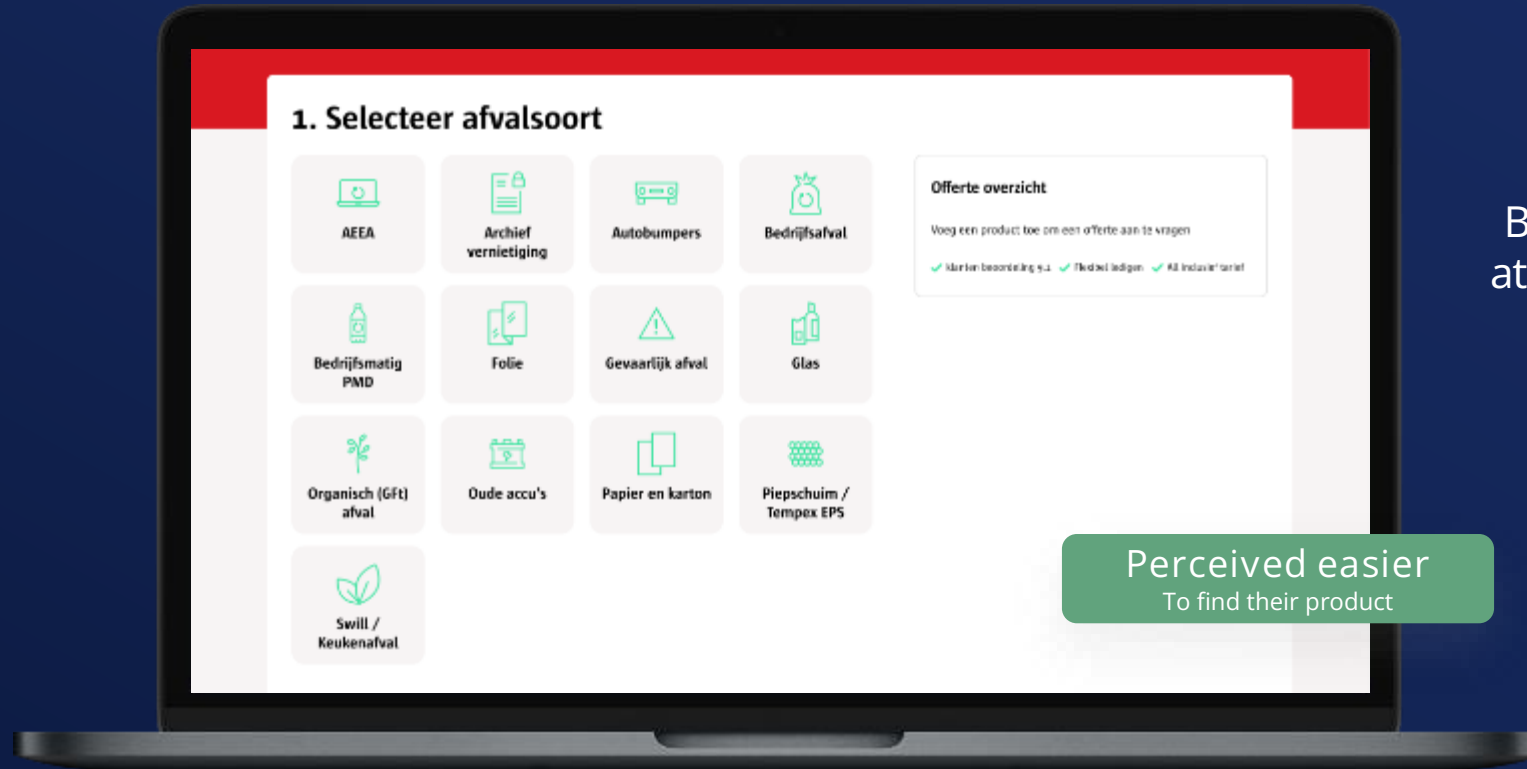
Solution:

But it took us several attempts to get it right



VALIDATION

# User Testing



Solution:

But it took us several attempts to get it right

Perceived easier  
To find their product



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





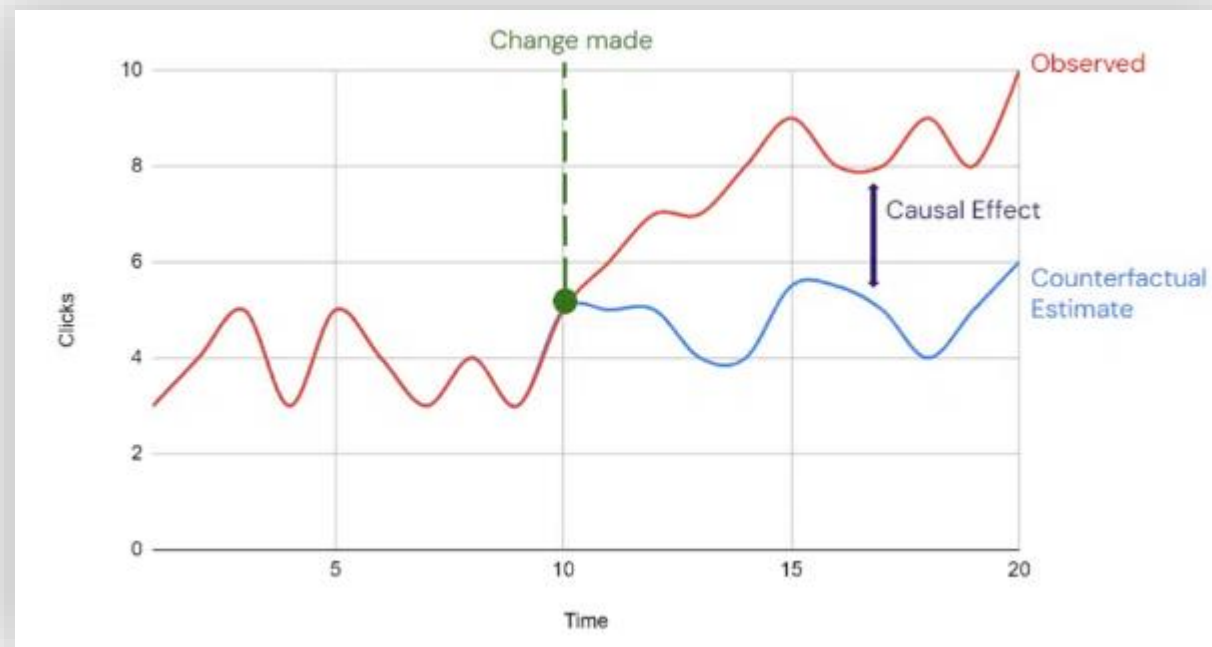
# What is a Causal Impact analysis?

## KPI Prediction

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

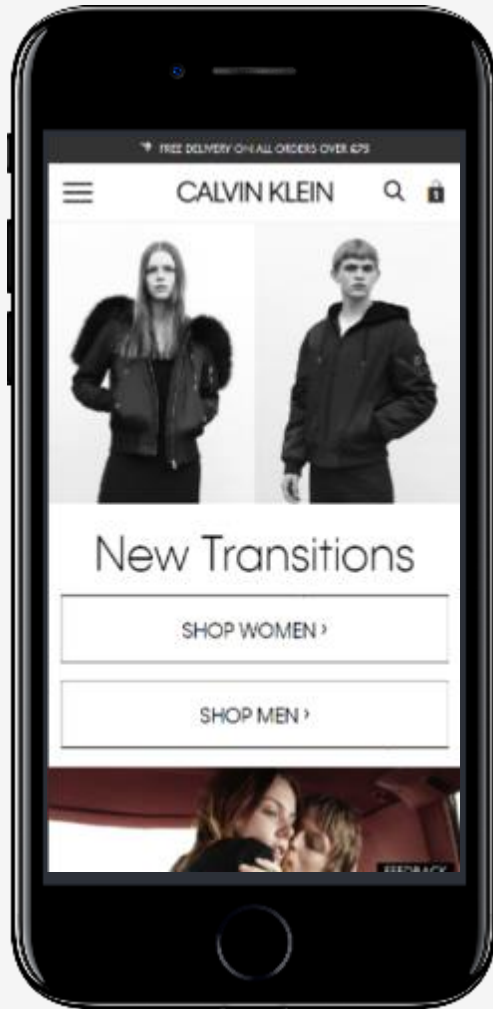
In short: we estimate how the metric would have performed if the change had not occurred.

- 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.

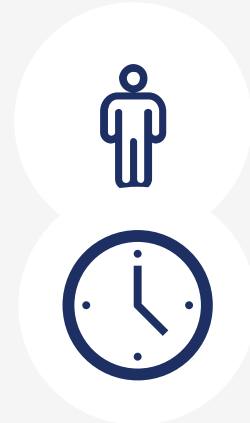


EXAMPLE

# What does causal impact analysis look like



Old version



2 year

Before



After



2 months



New version



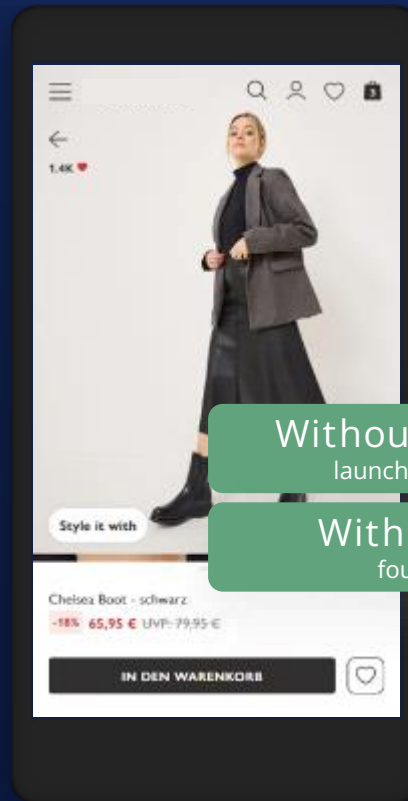
## VALIDATION - CAUSAL IMPACT ANALYSIS (PRE/POST ANALYSIS)

# 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*

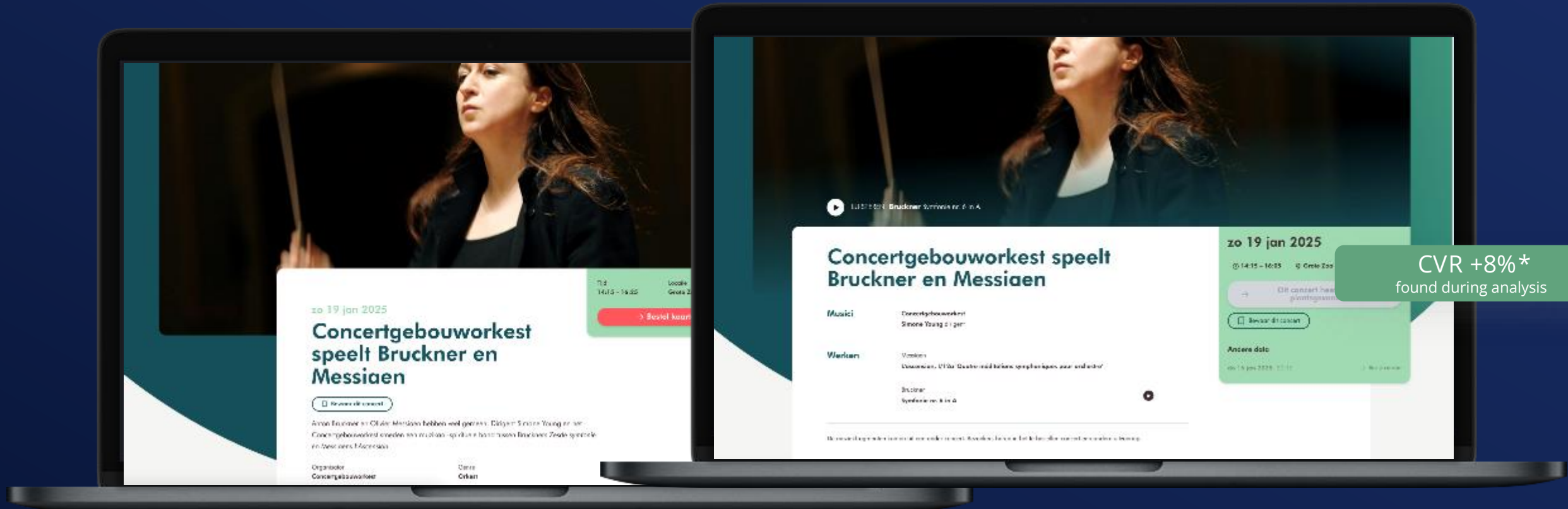


VALIDATION - CAUSAL IMPACT ANALYSIS (PRE/POST ANALYSIS)

# Validating a redesign

Pre: before redesign

Post: after redesign

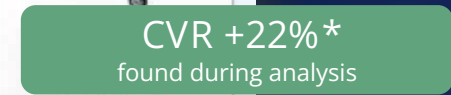


*\*fictitious numbers*



## Pre: before redesign

### Post: after redesign



*\*fictitious numbers*

# Any questions?

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