

# Best Practices and helpful tips for A/B testing



# About the Speaker

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Business Consultant UK

### **Bloomreach Background:**

5 years in Bloomreach

Working with our T1 clients in the UK

Experience with CIS and US markets

### **Before:**

Marketing manager in e-commerce





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# Agenda

1. Overview of A/B testing within BR Engagement
2. A/B testing of various features
  - Scenarios - DEMO
  - Weblayers - DEMO
  - Automatic distribution
  - Contextual Personalisation
3. A/B tests Evaluation
4. A/B testing Tips and Best Practices
5. Q&A

# A/B testing in BR Engagement





## Where A/B testing is available

- Scenarios
- Email Campaigns
- Weblayers
- Experiments
- In-App messages



# A/B testing in Scenarios - DEMO

DEMO



# A/B testing in Weblayers - DEMO

DEMO



# Automatic distribution

In experiments, weblayers

- > Automatic traffic distribution based on the conversion goal
- > Automatically rolls out winning variant on most of the traffic but still leaves a test group

In email campaigns, scenarios

- > Automatic winner distribution based on conversion/open rate/click rate/custom goal
- > You can define time window and winner determination

Test subject lines [↗](#)

Your test variants will be sent to the selected percentage of customers. After an evaluation period, the best performing variant will then be sent to the remaining customers.

[↩](#) Automatic winner distribution ▼

16.67% 16.67% 16.67% ⋮ 50% goes to winner

Variant name	Distribution
● Variant A <a href="#">↗</a>	16.67% 0 customers <a href="#">🗑</a>
● Variant B <a href="#">↗</a>	16.67% 0 customers <a href="#">🗑</a>
● Variant C <a href="#">↗</a>	16.67% 0 customers <a href="#">🗑</a>
<a href="#">+ New variant</a>	

**Winner determination**

Winner 50 % 0 customers

Choose winner variant by best

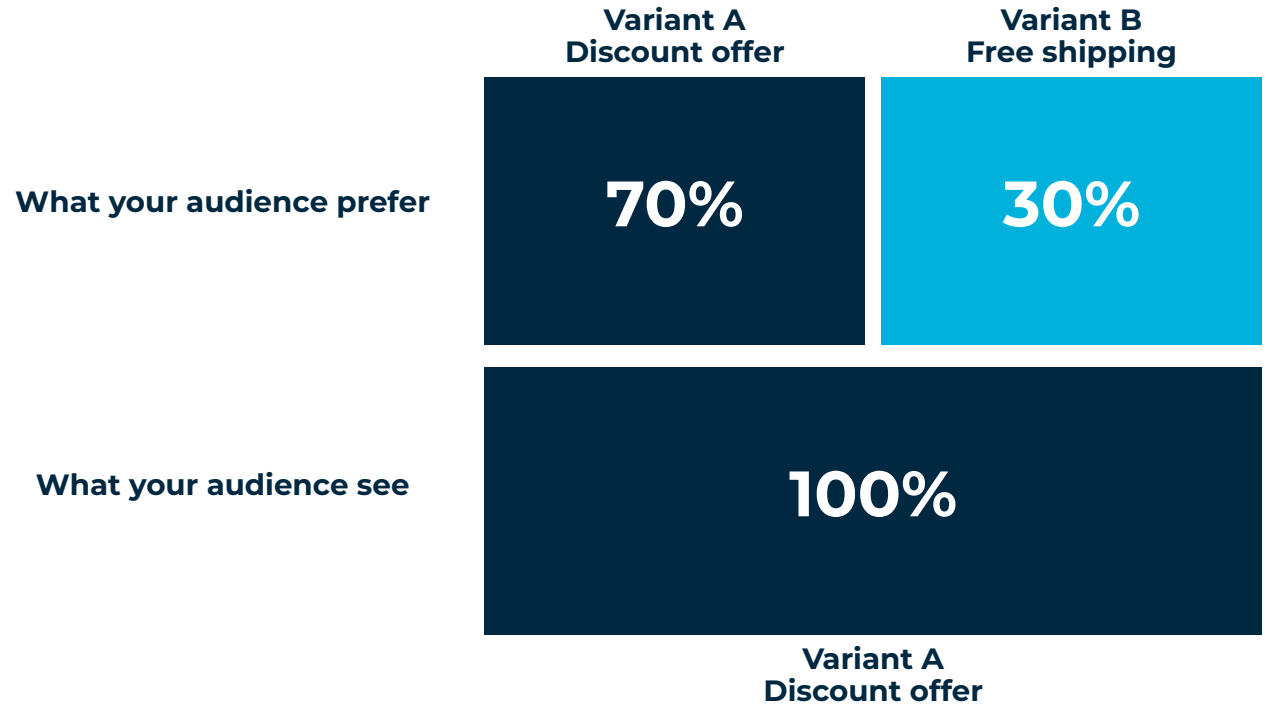
click rate ▼ after 12 hours ▼ and send to the rest.

[Cancel](#) [Save](#)

# Contextual Personalisation

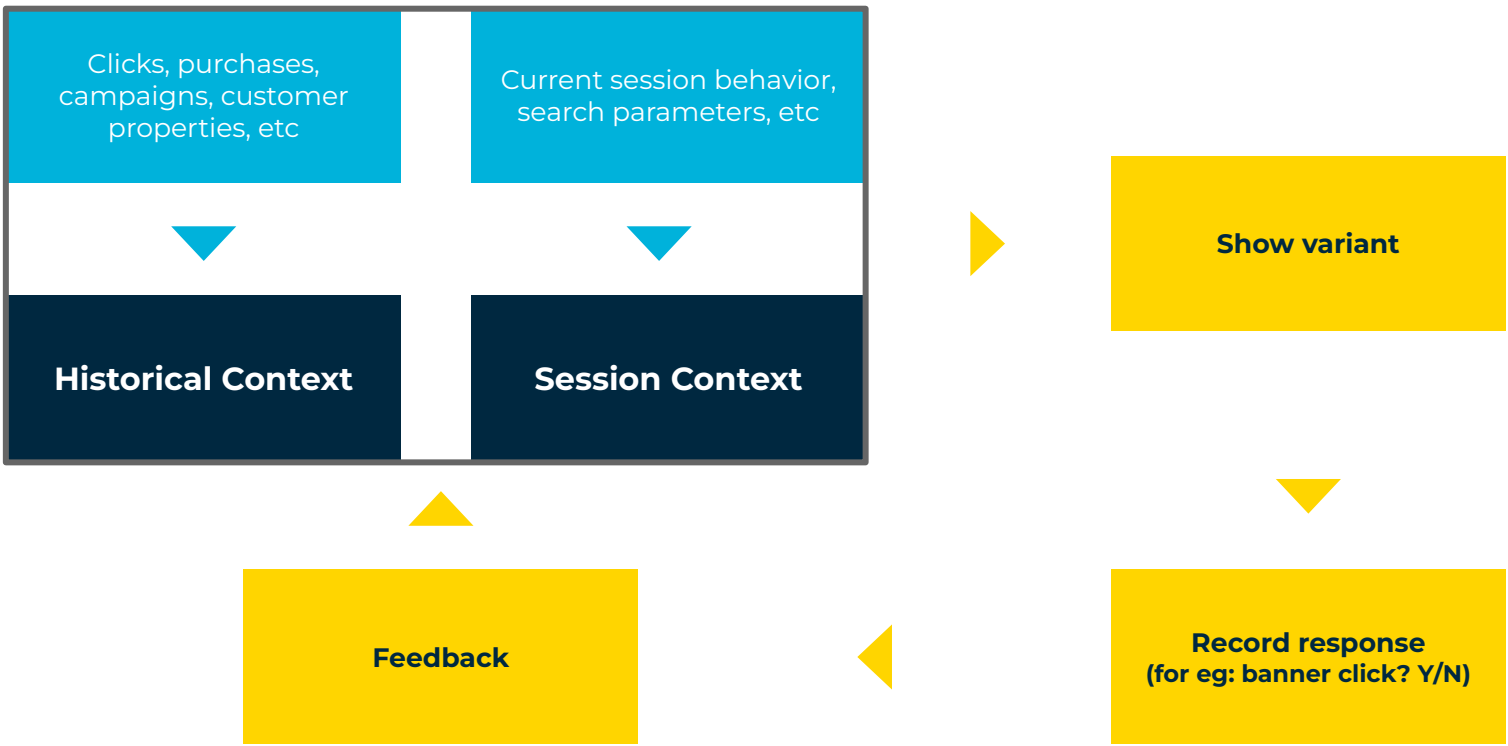


# A/B testing ignores preferences of some segments and leads to missed opportunities





# Automatically selects the best variant and continuously learns for different contexts

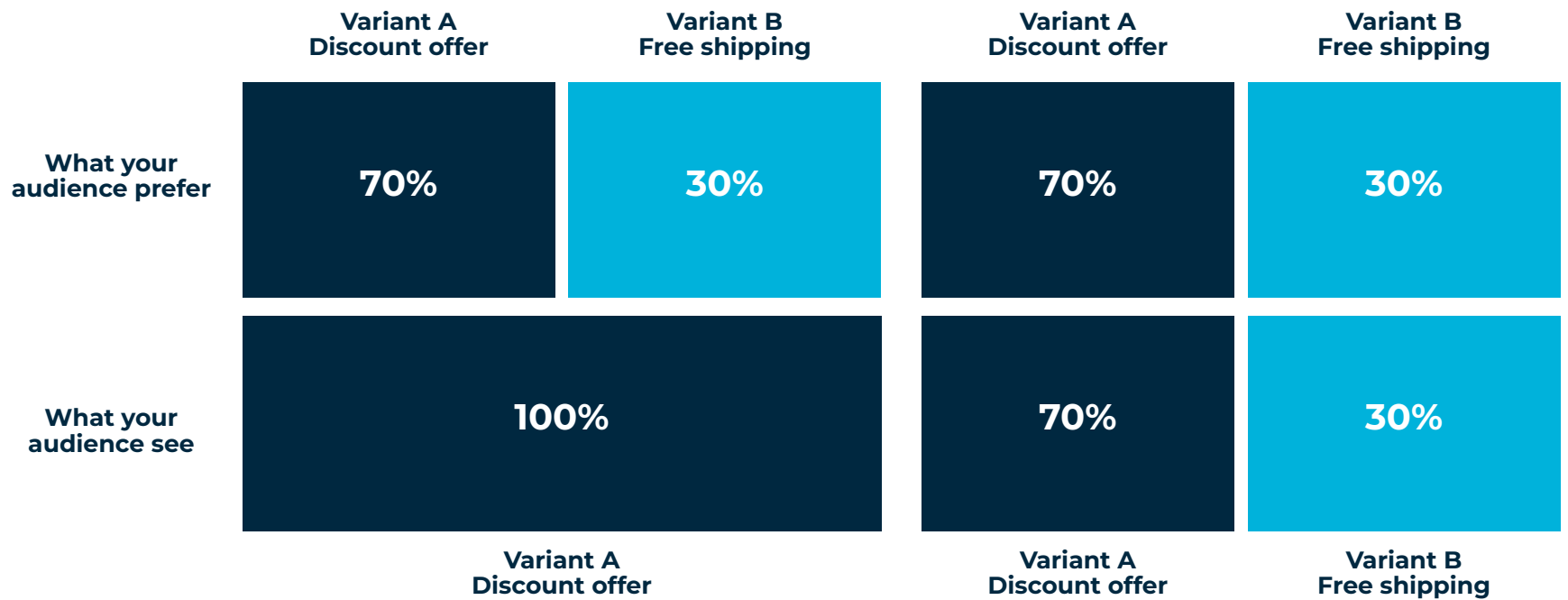




# Match the right variant with each customer, based on contextual data

## A/B Testing

## Contextual Personalization







# Contextual Personalisation Demo

Demo

# A/B Tests Evaluation



# A/B testing: how to build custom report

The screenshot shows the 'Table' configuration panel. The 'ROWS' section is highlighted with a red box and contains 'A/B split' and 'Add to rows'. The 'CUSTOMER FILTER' section at the bottom shows 'Select customers matching attribute' with 'A/B split' selected, and 'Variant A' and 'Control Group' listed as options.

Segmentation in rows - who got which variant

Mix - customers who merged after two profiles got different variants

We get rid of this group in filters

The screenshot shows the 'Mix' configuration panel. The 'CUSTOMER FILTER' section is titled 'Select customers matching funnel'. It contains two funnel steps. The first step is 'campaign' with filters for 'campaign\_id', 'action\_type', and 'variant'. The second step is 'and matching funnel' with filters for 'campaign', 'action\_type', and 'variant'. The 'variant' filter is set to 'Control Group'.



# A/B testing: how to build custom report

Table ⓘ

ROWS Show N/A Grouping

A/B split Auto

ADD TO ROWS

COLUMNS

ADD TO COLUMNS

METRICS

- Visitors Show details
- Customers Show details
- Orders Show details
- Revenue Show details
- Avg. basket size Show details
- Revenue per visitor Show details

ADD TO METRICS

CUSTOMER FILTER Filters applied

EVENT FILTER

- purchase hours after last abtest split less than 12
- campaign campaign\_id equals 5ce3cc8fd8632800132c
- campaign action\_type equals split

If the report uses just one attribution window it is simpler to place this expression into the report level event filter - then you will be able to change it in one click.

Expression for event purchase ⓘ

$(\text{timestamp} - \text{last abtest split.timestamp}) / 3600$

purchase > last abtest split.timestamp

last abtest split.timestamp + Save running aggregate

last campaign timestamp + Skip Lifetime

WHERE

- campaign\_id equals 5ce3cc8fd8632800132c
- action\_type equals split

Running aggregate - includes only events preceding the event where it is used, excluding the event itself.



# A/B testing: results

Variant A Vs Control Group	Reach	Revenue	Purchases	Buyers	Conversion Rate	Unique Conversion Rate	Average Order Value	Revenue Per Visitor
Control Group	703,773	£ 3,449,462.54	61,465	58,100	6.03%	8.26%	£ 56.12	£ 4.90
Variant A	703,761	£ 3,403,558.88	60,643	57,364	3.35%	8.15%	£ 56.12	£ 4.84

Check statistical significance with our special A/B test calculator:

[A/B Significance Calculator | Calculate Impact of Your A/B Tests](#)

**A**

Audience:  
703773

Converted:  
58100

Conversion rate:  
8.26%

**B**

Audience:  
703761

Converted:  
57364

Conversion rate:  
8.15%

**Your results**

**A** ✓

Variant "A" converted 1% better than Variant "B".

**96%**

We are **96.24%** confident that the changes in Variant "A" will improve your conversion rate.

**Bar Chart** ✓

This is a sufficient rate of statistical significance.

# A/B Tests Tips and Best Practices



## A/B tests Evaluation Tips and Best Practices - general

- Formulate one specific hypothesis you would like to verify
- Test only one hypothesis at one time
- Create unique variants
- Filter out outliers, at least from the evaluation
- Wait for statistical significance
- Rerun the test from time to time



## A/B tests Evaluation Tips and Best Practices - BR specific

- If same customer goes through the A/B split more than once, this customer always gets the same variant
- Don't use A/B test node to cut your audience, there is a limit node for that
- Each customer's go-through A/B node creates an event
- If you need to change the proportion in A/B split or create a new variant - create a new node for that. Otherwise same customers fall into different groups
- Don't place one A/B test node after another one





## Useful links

- [General guide 'How to AB test'](#)
- [A/B testing in Bloomreach Engagement](#)
- [A/B test basic evaluation](#) - covers 'Mixed' group solution
- [Contextual Personalisation](#)
- [A/B test significance calculator](#)

# Q&A and Wrap-Up



# Q&A and final notes



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# Academy Courses

- [Engagement Analytics](#)
- Course is for anyone interested in more advanced use cases with a strong focus on analytics, reporting, and segmentation. Practical sessions with tutor included
- Repeats from time to time

 <p><b>July-Aug Class</b></p> <p>Course starts on 27th Jul - Ends on 17th Aug. Registration deadline - 26th July (23:59 CET).</p> <p><a href="#">Read more</a></p>	 <p><b>Analytics: on-demand</b></p> <p>A self-paced course for those interested in utilizing more advanced use cases with a strong focus on analytics,...</p> <p><a href="#">Read more</a></p>
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**Thank you**

The image features a dark blue background. In the lower-left quadrant, the words "Thank you" are written in a large, bold, white sans-serif font. On the far left edge, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with several thin, yellow, curved lines that sweep across the frame, creating a modern, abstract design.



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