

Practice Sharing

Website A/B Testing Results from DACH



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Intro



- What is A/B testing?
 - A/B testing is **a method of comparing two (or more) versions of a webpage against each other to determine which one performs better.**
 - Control = current version vs. Variant = test version
- In the following you can find a **summary of the A/B tests** which were performed by the **DACH Team**. The summary includes information about the test setup, results and recommendations.
- The presentation will be continuously updated by the Website Team.

[1] A/B test about CTA-Wording



[1] A/B test about CTA-Wording

Test design & hypothesis



Test hypothesis: By changing the CTA wording from "Buy now" to "Go to the shop" (literal English translation of "Zum Shop"), the suggestion of a monetary loss is avoided among users. This leads to a significant increase in clicks on the retailer module (CTR*).

[1] A/B test about CTA-Wording

Test results

Teaser	Unique Clicks		CTR		
	A – Control	B – Variante	A – Control	B – Variante	Uplift
	13.614	14.001	27,22%	28,11%	3,29% *
	5.519	6.252	11,03%	12,55%	13,78% *
	4.903	5.091	9,80%	10,22%	4,29% *
	4.273	4.658	8,54%	9,35%	9,49% *
	807	872	1,77%	1,85%	10,06% *

- Significantly higher positive response when using the CTA wording “Go to the shop”:
Uplift +6,77% CTR
- Effect increases the closer the user gets to sales conversion (e.g. on product detail pages)

[2] A/B test about stage image



[2] A/B test about stage image

Test design & hypothesis

50/50%
Traffic Split

A

Control



less limescale - more taste

B

Variante



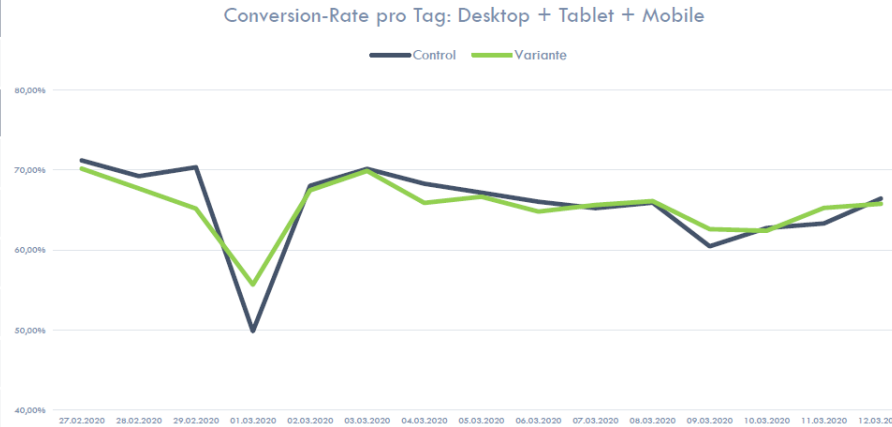
I filter my water - for more taste and less limescale

Test hypothesis: Sharpening the testimonial technique (testimonial smiles and headline with personal pronoun "I") to increase the degree of identification of the user

[2] A/B test about stage image

Test results

Hypothesentest	
Veränderung CR (Drop)	-0,97%*
Beschreibende Statistiken	
Unique Pageviews Control	19.556
Unique Pageviews Variante	19.301
Unique Clicks Control	12.990
Unique Clicks Variante	12.696
CR-Control	66,42%
CR-Variant	65,78%



– Test variant performs **approx. 1% worse**

→ **Result is not statistically significant**

[3] A/B/n test about stage image & benefits



[3] A/B/n test about stage image & benefits

Testdesign & hypothesis

Control
(Testimonial, keine Vorteile)



testimonial, no
benefits

Variante 1
(Testimonial, Vorteile)



testimonial, benefits

Variante 2
(Produkt, keine Vorteile)



product,
no benefits

Variante 3
(Produkt, Vorteile)



product,
benefits

25/25/25/25%
Traffic Split

Test hypothesis: Focus on product, benefits or product and benefits to increase CTR to the BRITA eShop as well as to the external online shops.

[3] A/B/n test about stage image & benefits

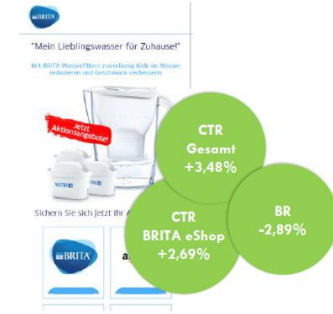
Test results (1)

Variante 1
(Testimonial, Vorteile)



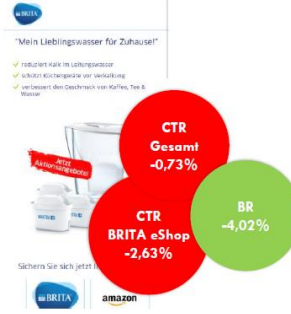
testimonial,
benefits

Variante 2
(Produkt, keine Vorteile)



product,
no benefits

Variante 3
(Produkt, Vorteile)



product,
benefits

- The testimonial image (V1) leads to a better performance and **an increase of 2.12% in terms of the total CTR as well as an increase of 4.22% in the BRITA eShop CTR**
- The product image (V2) leads to better performance and **an increase of 3.48% in terms of the total CTR as well as a 2,69% increase in eShop CTR**

Testvarianten	Sessions	BRITA eShop-Clicks	BRITA eShop-CTR	BRITA eShop-CTR: Uplift/Drop
Control	41.269	6.946	16,83%	
Variante 1	39.849	6.990	17,54%	+4,22%*
Variante 2	39.770	6.874	17,28%	+2,69%
Variante 3	39.853	6.531	16,39%	-2,63%

[3] A/B/n test about stage image & benefits

Test results (2)

Testvarianten	Sessions	Gesamt-Clicks	Gesamt-CTR	Gesamt-CTR: Uplift/Drop
Control	41.269	21.957	53,20%	
Variante 1	39.849	21.650	54,33%	+2,12%*
Variante 2	39.770	21.896	55.06%	+3,48%*
Variante 3	39.853	21.048	52.81%	-0,73%

- Variant 1: Confidence CTR Total: 81%
 - Variant 2: Confidence CTR Total: 88%
 - Variant 3: Confidence CTR Total: 38%
- For derived action recommendation, a confidence of $\geq 80\%$ is assumed to be sufficient

[4] A/B/n test about teaser text & Amazon position



[4] A/B/n test about teaser text & Amazon position

Testdesign & hypothesis

Control - Antilope
(Aktions-Teaser, Amazon PL2)



Promotion teaser +
Amazon Pos. 2

Variante 2 - Buckelwal
(TNA-Teaser, Amazon PL2)



TNA teaser +
Amazon Pos. 2

Variante 3 - Chihuahua
(Aktions-Teaser, Amazon PL4)



Promotion teaser +
Amazon Pos. 4

Variante 4 - Dromedar
(TNA-Teaser, Amazon PL4)



TNA teaser +
Amazon Pos. 4

25/25/25/25%
Traffic Split

Promotion teaser text: "Special offers now"
TNA teaser text: "XL water filter jug + 2 cartridges"

Test hypothesis TNA Teaser: By using the teaser text "XL water filter jug + 2 cartridges" and therefore communication a three-part offer, the actual product offer (jug) will be immediately upgraded. This increases the perceived attractiveness of the offer among users and will lead to an increase in the overall online shop CTR.

Test hypothesis Amazon Logo: The position of the Amazon logo (Amazon clickouts) from position 2 to position 4 does not lead to a reduction of the overall online shop CTR.

[4] A/B/n test about teaser text & Amazon position

Test results (1)

– Total CTR (cumulative):

Testvarianten	Sessions	Gesamt-Clicks	Gesamt-CTR	Gesamt-CTR: Uplift/Drop
Control (Antilope)	29.996	17.160	57,21 %	
Variante 2 (Buckelwal)	29.827	16.667	55,88 %	-2,32 %
Variante 3 (Chihuahua)	29.765	17.205	57,80 %	+1,03 %
Variante 4 (Dromedar)	29.732	16.400	55,16 %	-3,58 %*

– Amazon CTR (cumulative):

Testvarianten	Sessions	Gesamt-Clicks	Gesamt-CTR	Gesamt-CTR: Uplift/Drop
Control (Antilope)	25.610	9.330	36,43 %	
Variante 2 (Buckelwal)	25.514	9.073	35,56 %	-2,39 %
Variante 3 (Chihuahua)	25.309	7.503	29,65 %	-18,61 %*
Variante 4 (Dromedar)	25.340	7.302	28,82 %	-20,89 %*

[4] A/B/n test about teaser text & Amazon position

Test results (2)

Variante 2 - Buckelwal
(TNA-Teaser, Amazon PL2)



Sichern Sie sich jetzt ihr Aktionspaket!



TNA teaser +
Amazon Pos. 2

Variante 3 - Chihuahua
(Aktions-Teaser, Amazon PL4)



Sichern Sie sich jetzt ihr Aktionspaket!



Promotion teaser
+ Amazon Pos. 4

Variante 4 - Dromedar
(TNA-Teaser, Amazon PL4)



Sichern Sie sich jetzt ihr Aktionspaket!



TNA teaser +
Amazon Pos. 4

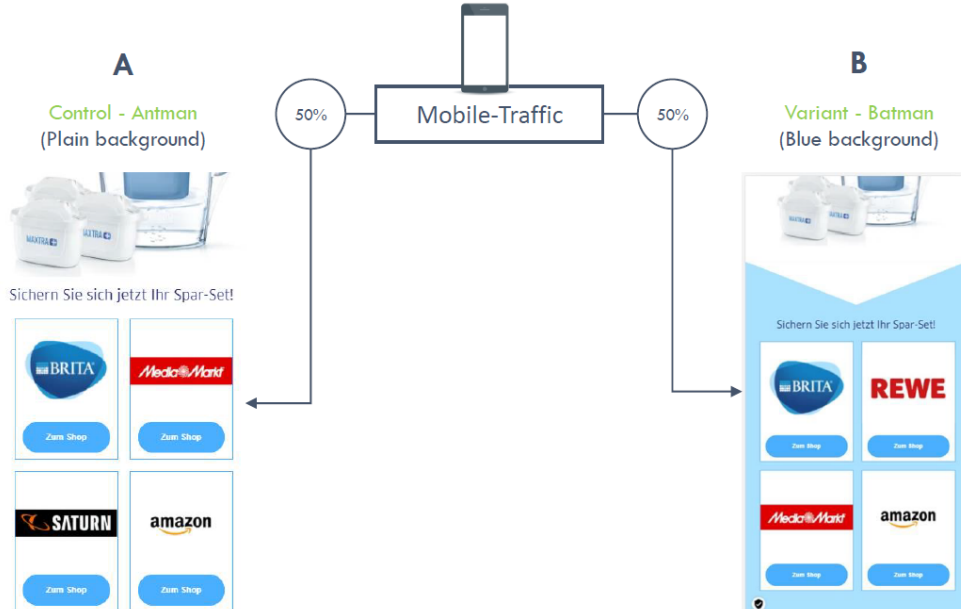
Variant 3 performed best in terms of the overall CTR (+1,03%). However, by positioning the Amazon logo/link in the 4th place, the Amazon CTR was reduced by 18,61%.

[5] A/B/n test about background color



[5] A/B/n test about background color

Testdesign & hypotheses



Testhypothesis: By increasing the visual saliency of the eRetailer module (enhanced visual contrast & arrow shape), user's bottom-up attention will be guided more efficiently towards the shop clickouts. This will lead to an increase in overall CTR.

[5] A/B/n test about background color

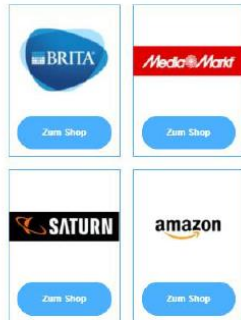
Test results

A

Control - Antman
(Plain background)



Sichern Sie sich jetzt Ihr Spar-Set!



B

Variant - Batman
(Blue background)



Sichern Sie sich jetzt Ihr Spar-Set!



Overall
CTR
+ 1,78%*

Bounce-Rate
- 2,91%**

The blue background has increased the bottom-up attention. Hence users interacted with the online shop clickouts more often. However, the effect size is rather small (**+1,78 % in overall CTR**).

=> Technical adaption of retailer slider module in Feb 2022.

[6] A/B/n test about retailer & benefit modules



[6] A/B/n test about retailer & benefit modules

Testdesign



- V1: with retailer layer + benefit (image text full width) slider
- V2: with retailer layer + benefit module (lightbox slider module)
- V3 with on-site retailer module + benefit (image text full width) slider
- V4 with on-site retailer module + + benefit module (lightbox slider module)



Vs.



Vs.



[6] A/B/n test about retailer & benefit modules

Test results

Results Desktop			
	eTailer (Klick auf Links)	Storelocator Interaktion*	Slider/Benefit Interaktion*
V1 (Control)		59,95%	91,88%
V2			
V3	100,00%		
V4			
Uplift	33,67%	1,21%	11,29%

Results Mobile			
	eTailer (Klick auf Links)	Storelocator Interaktion	Slider/Benefit Interaktion
V1 (Control)		58,18%	
V2			
V3			99,99%
V4	100,00%		
Uplift	15,04%	1,52%	30,44%

Clear winner: confident $\geq 95\%$

No clear winner: confident $< 95\%$

- V3 is the winner variant in terms of Desktop users (retailer link clicks Uplift + 33,67%); V4 is the winner for Mobile (retailer link clicks Uplift + 15,04%)
- The results of the test allow the conclusion that the on-site retailer module is better accepted by users than the layer. This is most likely due to the immediate visibility of the module as well as the associated reduction of the interaction effort.