

# Sample Optimization Testing Results

December 1, 2014

Version 1.0

## Revision History

Date	Version	Description	Author
December 1, 2014	1.0	Created Document	Charles Shimooka

## 1. Objectives

Determine if changing the text on the homepage main call-to-action button will increase sales from the homepage.

## 2. Opportunities

- Increase sales of new Product A
- Increase site registrations
- Increase newsletter subscriptions (leads)

## 3. Methodology

### 3.1 Duration

December 1 – December 31, 2014

### 3.2 Resources

User Experience Designer: Vanessa Smith

Optimization Lead: Malcolm Jones

Visual Designer: Monica Thomas

Functional QA: Kerry Martinez

### 3.3 Key Metrics

Form conversion rate from unique visitors

Telephone calls to (800) 123-4567

Chat sessions  
Site registrations

### 3.4 Completion Criteria

- Test must run for a minimum of 2 weeks
- > 90% confidence interval
- Results must be stable for at least 7 days
- Minimum of 200 conversions

### 3.5 Variations

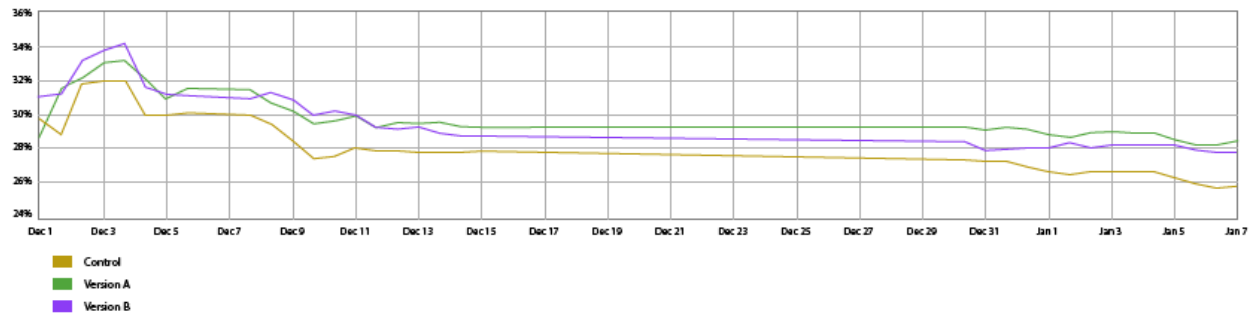
Include your variations here. This might be a simple list (for things like text experiments) or screenshots for design variations.

Image of Version A	Image of Version B
Version A	Version B

## 4. Results

The test was run between the dates of December 1 – December 31, 2014 using [name of your optimization tool]. Version A was shown to 10% of page visitors and the current design (Version B) was shown to the remaining 90%. Confidence Interval reached 92% after 2 weeks and remained stable for the duration of the experiment.

Version A was the clear winner receiving a 30% lift against the control, and a 20% lift against Version B. [Add a simple discussion as to the results of the test. Any evidence as to why certain variations won? Did the results not come out as expected? Further study?]



Variants	Conversion Rate Range	Improvement	Conversions/Visitors
Control	25.85% ± 3%	25.85% ± 1%	700/2711
Version A	28.46% ± 2%	28.46% ± 1%	774/2720 <b>WINNER</b>
Version B	27.38% ± 1%	27.38% ± 1%	681/2505

[Add some graphs, data, or screenshots of your optimization tool so that your audience can delve a bit into the details, if interested].

## 5. Next Steps / Implementation Plan

The winning variation will be deployed into production within the next week. You may follow the progress of the deployment here: [Link to the ticket in your task management tool](#)

[Or...]

Since there was no clear winner, further study may be warranted to determine if....