

A/B próf

Leyndarmál netrisanna

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NETFLIX

ebaytm

Google



Af hverju A/B próf?

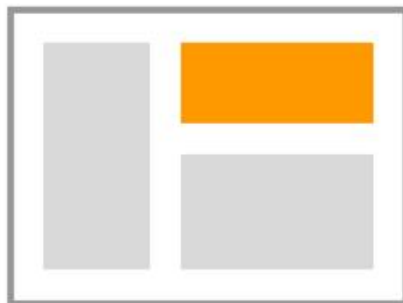
- Hagkvæm og einföld í notkun
- Áreiðanleg gögn til að styðjast við
 - Auðvelda ákvarðanatöku
- Innsýn í hugarheim neytenda
 - Hvað virkar? / Hvað virkar ekki?
- Notendvænni veflausnir
- Aukin afkoma og sala

Hvað eru A/B próf?

A/B notendapróf er aðferð til að prófa hvort að einhver breyting á vef, s.s. **orðalag** eða **litur** skili sér í meiri eða minni viðbrögðum frá notendum.



50% notenda sjá útgáfu A



Útgáfa A

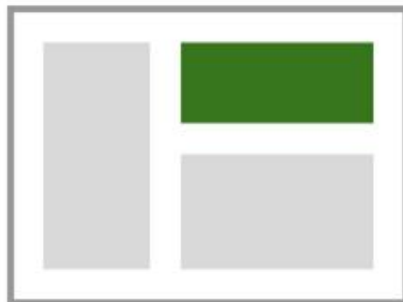


11%

umbreyting
(conversion)



50% notenda sjá útgáfu B



Útgáfa B



23%

umbreyting
(conversion)

A



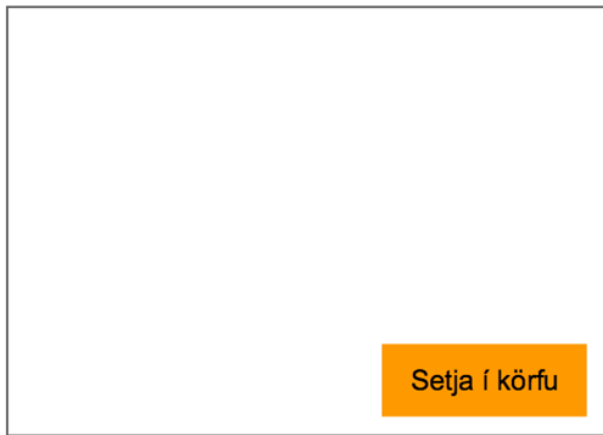
A



KAUPA



B



Setja í körfu



A



KAUPA



B

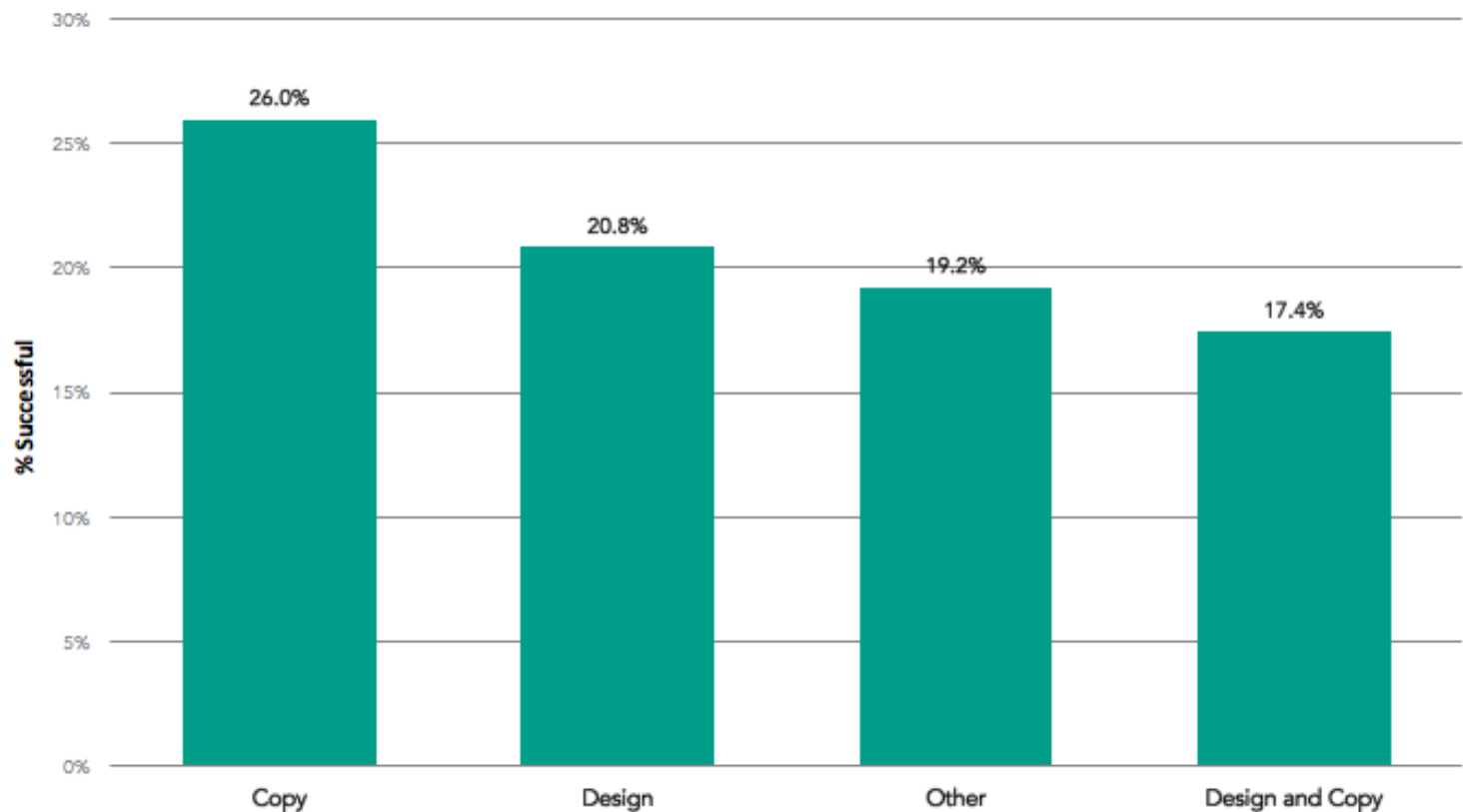


Setja í körfu



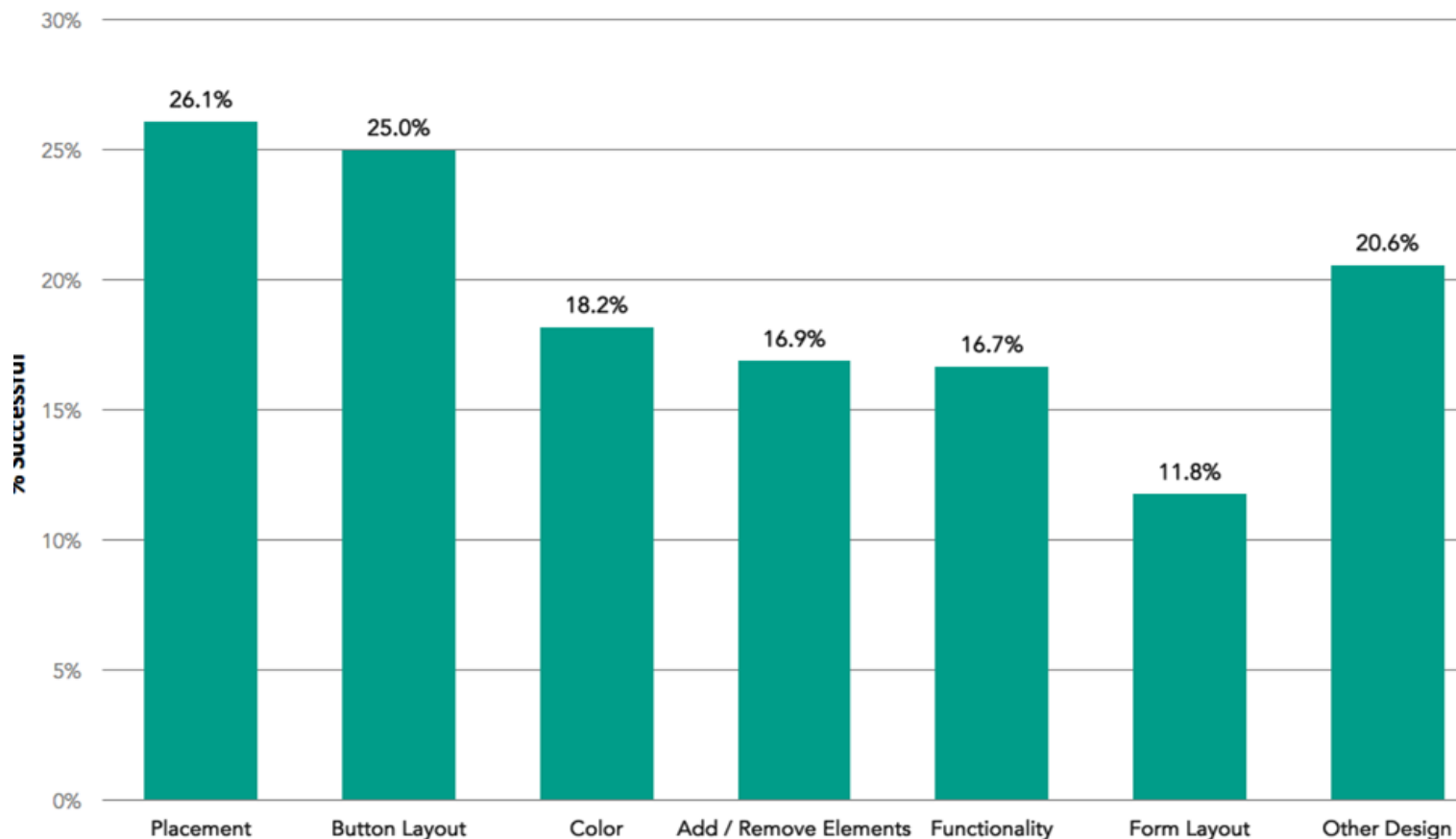
What Types of A/B Tests are Most Successful?

Based on A/B Tests Done With Experiment Engine



What Types of Design Change A/B Tests Are Most Successful?

Based on Design A/B Tests Done With Experiment Engine



#1

Tilgáta

(e. hypothesis)

Tól og tæki til A/B prófa



Visual Website Optimizer



Google Analytics



kissmetrics



DEFINE YOUR PAGE URL AND THE VISITOR SEGMENT

Enter URL of the page you want to test

SIMPLE

ADVANCED

URL

http://sky.is

MORE OPTIONS



URL(S)

VARIATIONS

GOALS

FINALIZE

NEXT





Skýrslutækni félag Íslands

VIÐBURÐIR TÖLVUMÁL UM SKÝ SAGA UT

SKRÁNING Á VIÐBURÐ

SKRÁ MIG Í SKÝ

SKRÁNING Á PÓSTLISTA



FRAMUNDAN Á VEGUM SKÝ

2016 PRÓFANIR Á VEFJUM

Hádegisfundur á Grand hóteli 7. desember kl. 12-14 "Hvernig eru vefir prófaðir" Twitter: @Skyiceland #VefProfanir SKRÁNINGARFORM Að prófa vefi, hugbúnað, öpp og viðbætur er mikilvægt áður en sett er í...

2017 RAFRÆN OPINBER ÞJÓNUSTA

Hádegisfundur á Grand hóteli 11. jan. kl. 12-14 "Hvert stefnir rafræn opinber þjónusta?" Twitter: @Skyiceland #Rafræn Mikil áhersla er lögð á að gera rafræna opinbera þjónustu á Íslandi



LIÐNIR ATBURÐIR

2016 UT-DAGURINN

Dagur...

2016 F

Control

2016 H

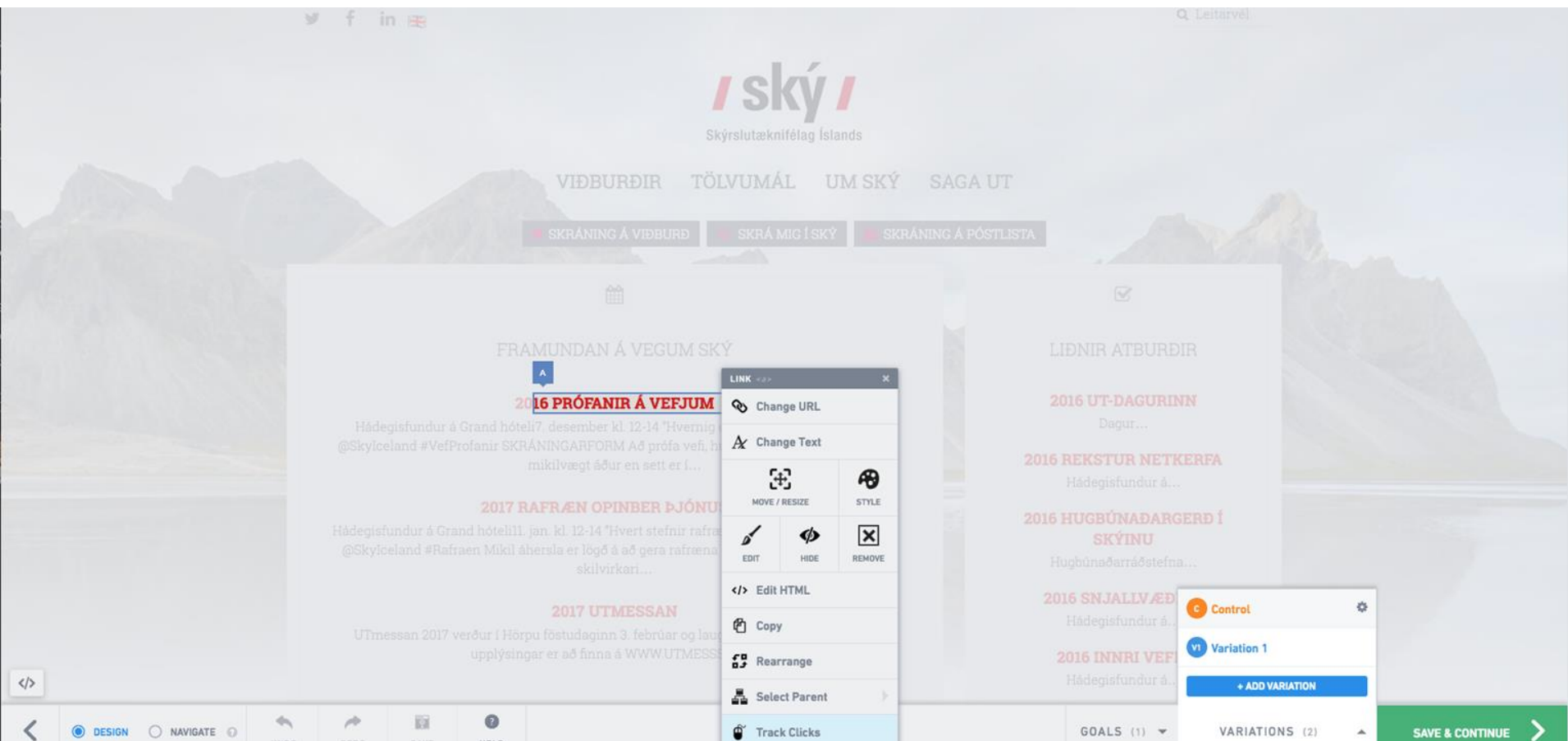
V1 Variation 1

+ ADD VARIATION

VARIATIONS (2)

NEXT





Goal 1

tracks page visits on

tracks page visits on

tracks engagement

tracks form submits to

tracks clicks on link

tracks clicks on element(s)

tracks revenue on

tracks custom conversion on

+ Add Another Goal

ESTIMATED DURATION OF THE CAMPAIGN

3 Weeks Approximately

This is an approximate estimate and actual duration of the campaign may be different.

The estimated duration of your campaign is calculated with the values you enter below. You can enter rough ball-park estimates, however, campaign results may be impacted if the values are totally off.

Average number of monthly visitors

300000

Please use the monthly average over the last few months to account for any outliers.

Conversion rate for **Control**

5 %

Enter an approximate value for current conversion rate for the primary goal.

Minimum lift in conversion rate you care about

5 %

Enter minimum % change in conversion rate you would like to detect.

Certainty vs Speed

High Certainty

Balanced mode is the optimal choice for most kinds of campaigns. Pick **High Certainty** for tests which have a large direct impact on revenue. It will test more visitors and your test will run longer. **Quick Learnings** is great for finding quick trends where tests don't affect your revenue directly.



SETUP ADVANCED OPTIONS FOR THIS CAMPAIGN

Campaign name

sky.is

Select percentage of traffic you want to include in the campaign ?

100 %

☒ Enable Heatmaps for this campaign ?

▶ INTEGRATE WITH THIRD-PARTY PRODUCTS

▶ ADVANCED OPTIONS

+ Add Notes

+ Add Labels



[Um Travel Hackathon](#)

[Dagskrá](#)

[FAQ](#)

[Venja laun](#)

[Skráning](#)

[Skráning](#)

TRAVEL HACKATHON

7.-8. október 2016 | TM Software Borgartún 37





Um Travel Hackath



Dag á



Verð

Skilm

Skráning

TRAVEL HACKATHON

7.-8. október 201 TM Software Borgartún 37



Click Start to run the campaign

▶ START NOW

or

PREVIEW CAMPAIGN AND START LATER

Install VWO smart code

ASYNCHRONOUS

SYNCHRONOUS

```
<!-- Start Visual Website Optimizer Asynchronous Code -->
<script type='text/javascript'>
var _vwo_code=(function(){
var account_id=255665,
settings_tolerance=2000,
library_tolerance=2500,
use_existing_jquery=false,
/* DO NOT EDIT BELOW THIS LINE */
f=false,d=document;return(use_existing_jquery:function(){return use_existing_jquery;},library_tolerance:function(){return library_tolerance;},finish:function(){if(!f)
{f=true;var a=d.getElementById('_vis_opt_path_hides');if(a)a.parentNode.removeChild(a);}},finished:function(){return f;},load:function(a){var
```

Add just before </head> tag.

 SEND TO DEVELOPER

Verify if VWO code is installed on the URL

http://sky.is

CHECK

Samantekt

- Kynna sér verk og skrif netrisanna
- Byrja á því að semja tilgátu og setja markmið með prófum
- Prófa eitt í einu, ekki lit og texta á sama elementi á sama tíma = skakkar niðurstöður
- Þó leyfilegt að hafa fleiri próf í gangi á sama tíma, bara ekki á sama elementi á sömu síðu

Nýta sér hitakort og GA

Takk fyrir mig!

Spurningar?