

Accelerating Web Test Velocity with Limited Resources



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Agenda

- 01 **Why Velocity Matters**
- 02 **Indeed's Story**
- 03 **Roadmap Planning**
- 04 **Velocity Challenges**
- 05 **Q&A**

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Test Idea Report

Visit www.optimizely.com/test-recommendations for your complimentary Test Idea Report.



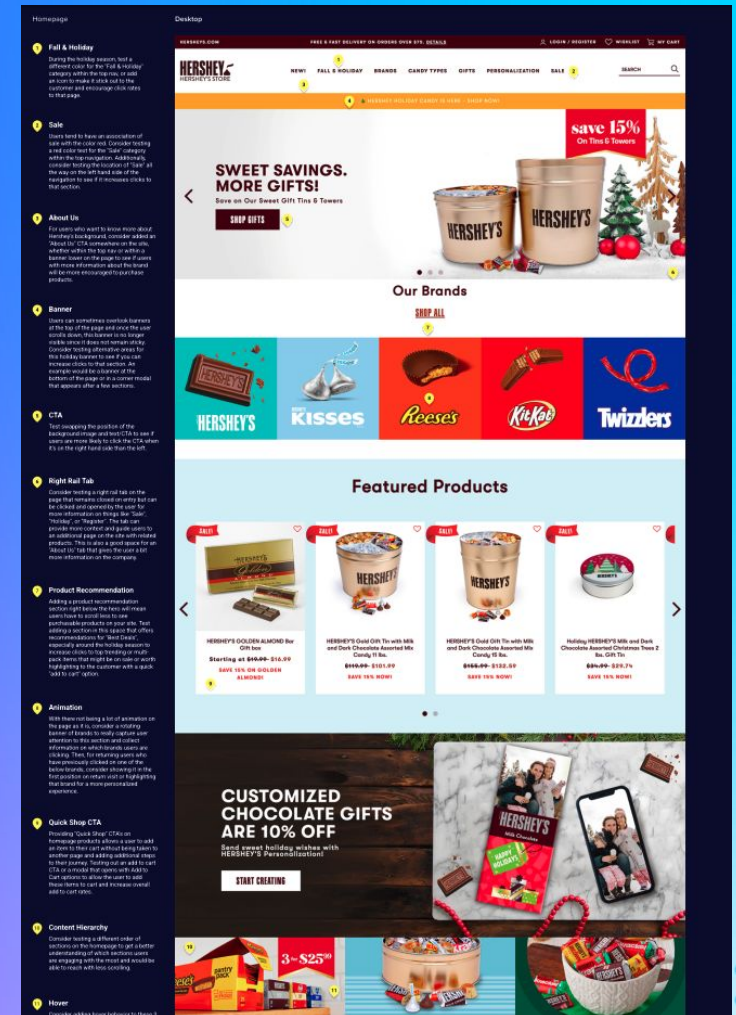
Fill out
the form (just
8 questions)



Rapid X will
provide
customized test
ideas



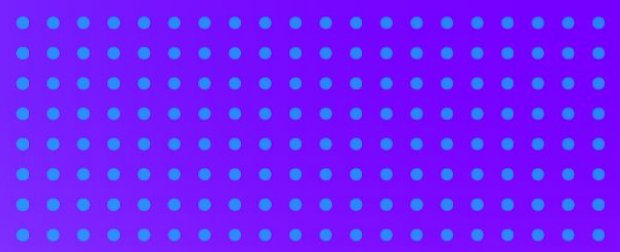
1 month
turnaround
limited to first
50 submissions



01

Why Velocity Matters

**More tests means
more quantifiable
business insights**



$$\text{Test Program ROI} = \frac{\text{Velocity} \times \text{Win Rate}}{\text{Program Cost}}$$

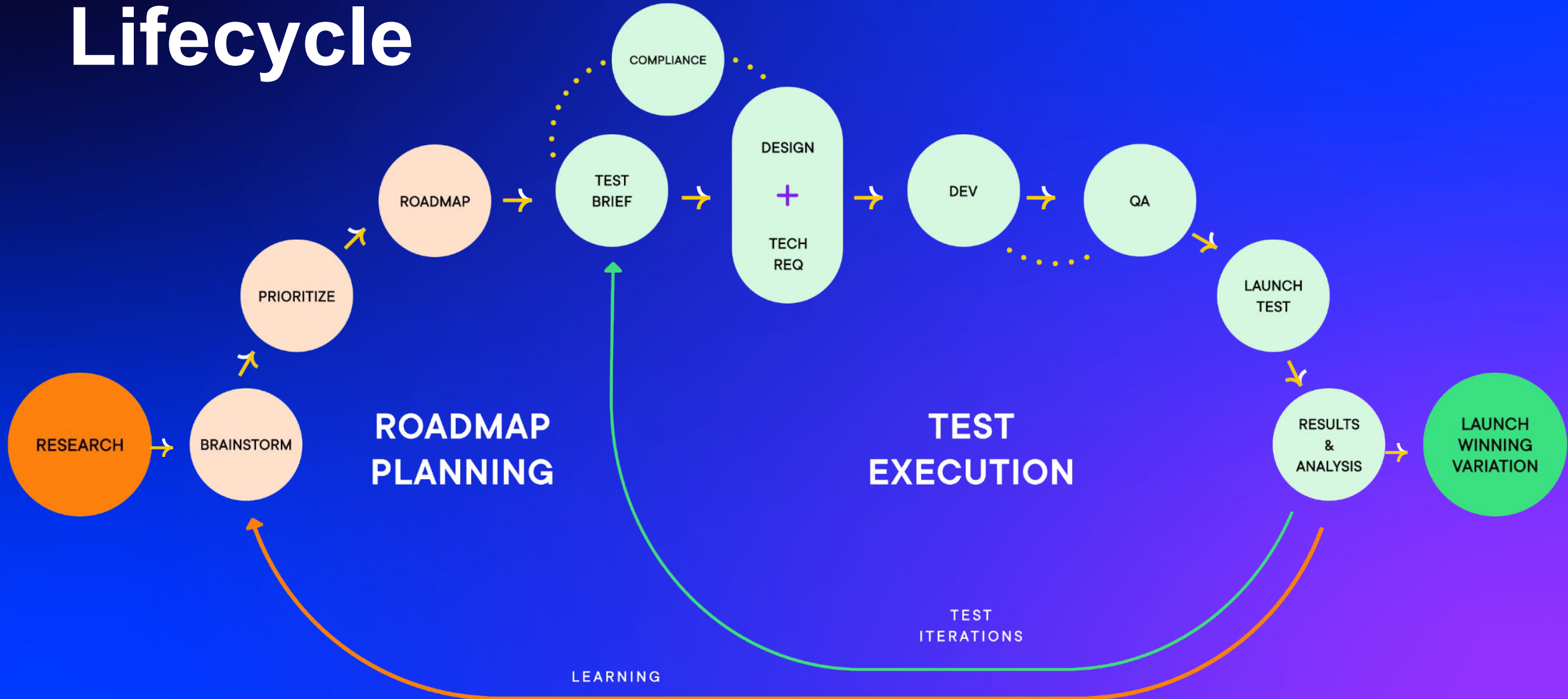




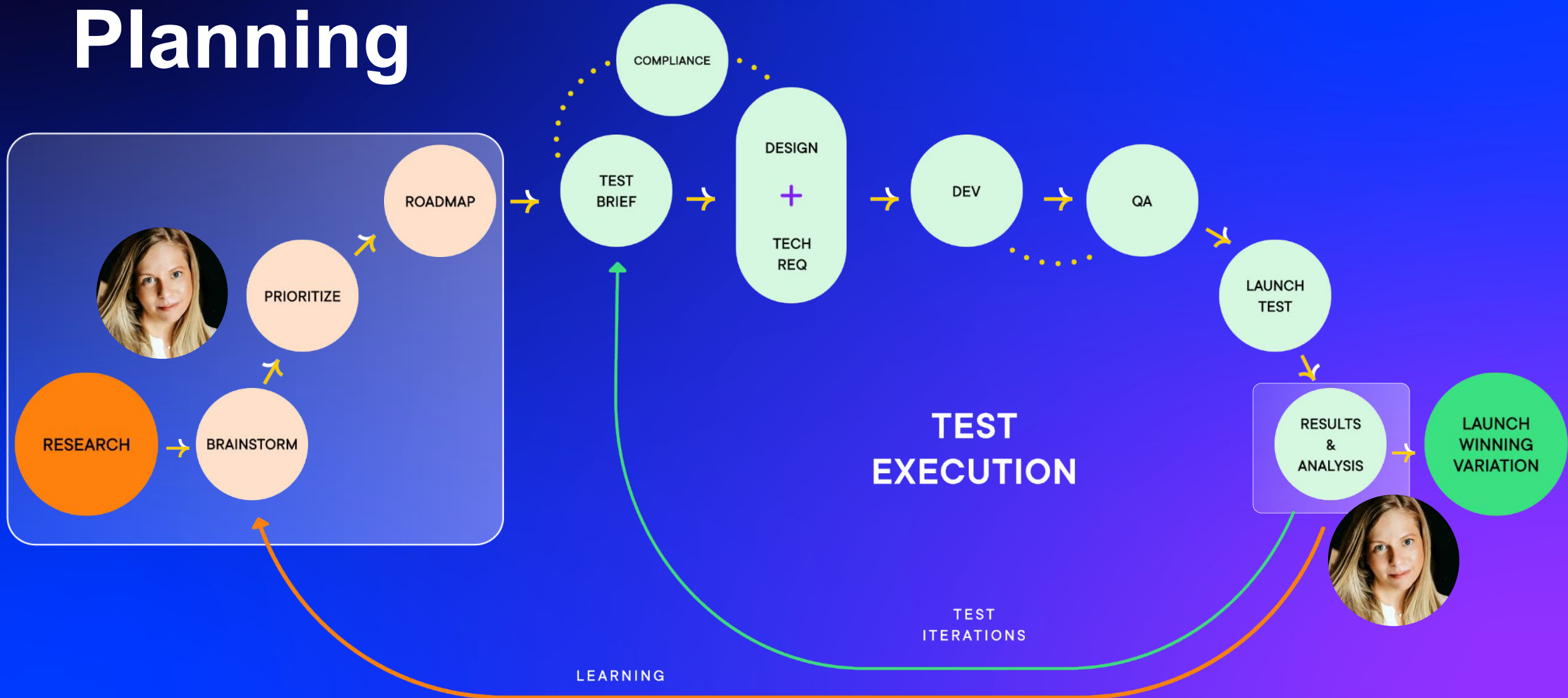
Why is velocity so challenging?

- **Testing is a newer business discipline**
 - Confusion around its value
 - Companies may not prioritize or fund test programs appropriately, resulting in very small teams (often 1 person)
- **Program Owners are overstretched**
 - Understaffed and thus wear many hats
- **Test production involves multiple players**
 - This inherently increases complexity

The Test Lifecycle



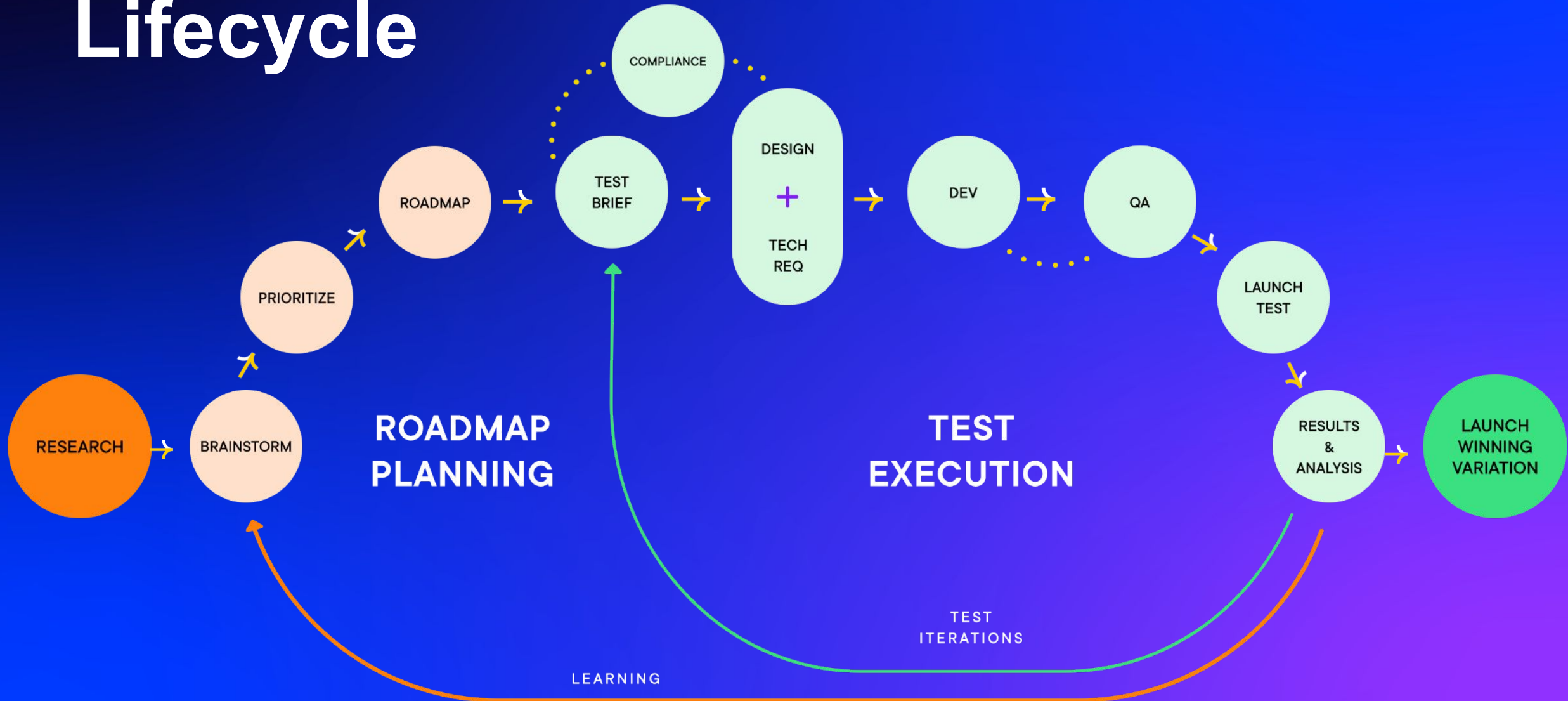
Roadmap Planning



Test Execution



The Test Lifecycle




$$\text{Test Program ROI} = \frac{\text{Velocity} \times \text{Win Rate}}{\text{Program Cost}}$$

02

Indeed's Story

**How Indeed's
Growth Marketing
tripled testing velocity**

Melissa's Timeline



Indeed's 2022 Program Value

2,080%

Annualized return
on investment (ROI)

=

Net return* from 60 tests**
across 15k content pages

Cost of Optimizely Web Platform
+ Edge + headcount
+ Rapid Experimentation

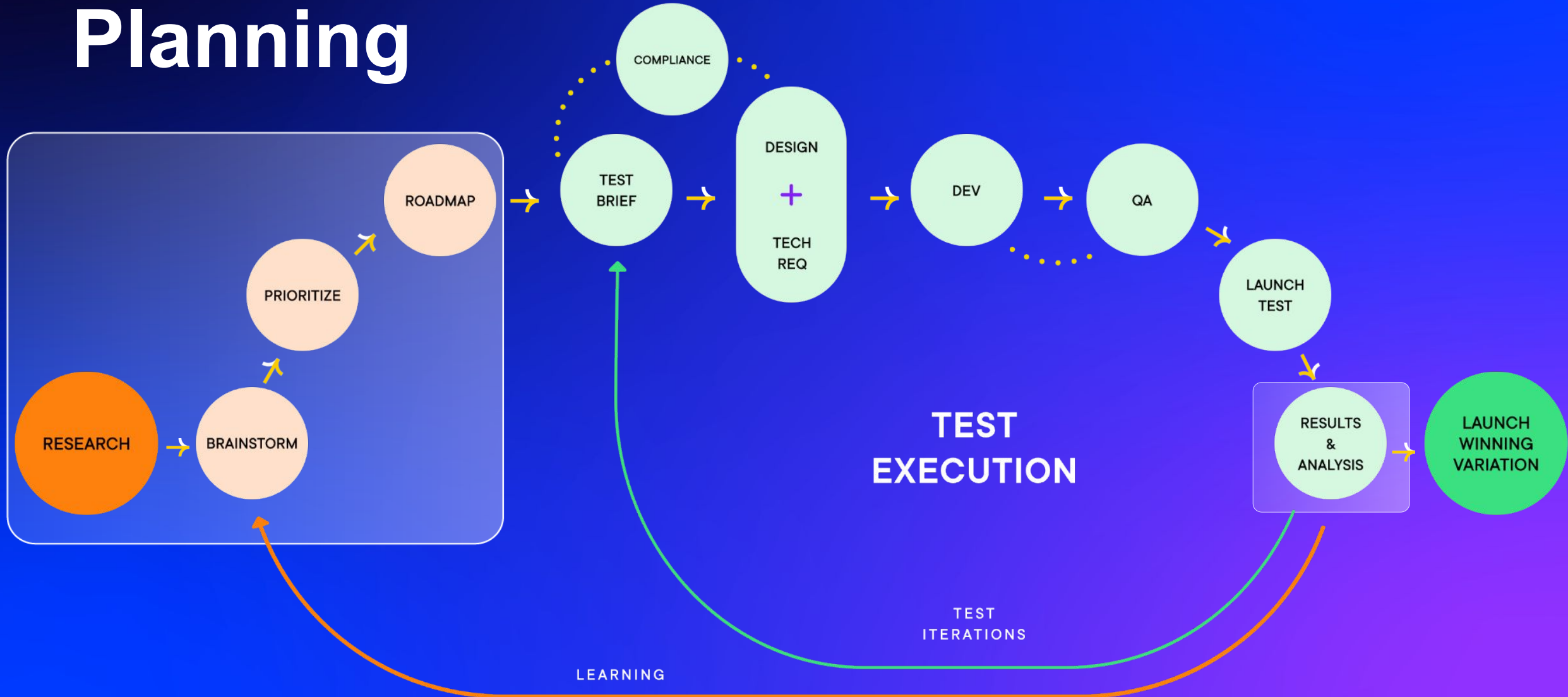
* Doesn't include cost savings from test losses ** On track to do 100+ tests in 2023

03

Roadmap Planning

**Planning your
roadmap for higher
testing velocity**

Roadmap Planning



Roadmap Planning Tips

DO:

- Involve other teams (*consider their goals and OKRs (Objective Key Result)*)
- Identify your top KPIs (Key Performance Indicator)
- Start off with simple tests
- Establish and refine your process

DON'T:

- Set and forget your roadmap
- Assume everyone gets it
- Attempt big swing tests right away

04

Velocity Challenges

**Mitigating common
velocity challenges**

Velocity Challenges

- 01 Too Many Cooks in the Kitchen**
- 02 Borrowing Resources**
- 03 Incomplete Briefs**
- 04 Surprise Requirements**
- 05 Communicating Value**

Challenge 01

Too many cooks in the (testing) kitchen

1. Test brief ready

2. Run brief through required approval channels

 HOTSPOT

What should take a day or 2, can extend weeks

3. Test brief finalized; design begins; technical requirements completed

4. Design feedback

 HOTSPOT

The more folks involved, the longer this takes

5. Technical requirements & mock ups ready for Developer(s)

6. Test development & QA . .

 HOTSPOT

Not an ideal time to run the test by compliance!

7. Implement winning test

Solutions

1. Limit approvals to critical folks
2. Batch compliance approvals
3. Clearly communicate the process (a lot)
4. Build trust over time
5. The right tooling can help!

*Check out the Experiment Collaboration Session
Thursday at 3:15 pm*

Good things to communicate:

- We are testing ideas before committing developer resources.
- Please know that no permanent changes will be implemented without going through the correct channels.
- We need to move fast to deliver max value and that means we can't run each test brief by everyone, but I will always involve you in roadmap planning and retrospectives.
- We would love to have all your test ideas in our backlog.
- We have the brand standards and will adhere to them and UX best practices.
- Test code is developed quickly and is not pixel perfect or production ready, which is the norm for experimentation. That said, we definitely want the experience to look and behave correctly - please ping me directly if you have any concerns about a test that is running.
- We will always do a spike before we run more complex tests as to respect engineering time and availability.

Challenge 02

Borrowing resources can delay things



Resources often have limited availability

1. Test brief ready
2. Run brief through required approval / feedback channels

3. Design of mock up begins

 **HOTSPOT**

Potential roadblock

4. Technical requirements completed
5. Design feedback and finalization
6. Technical requirements & mock ups ready for Developer(s)

7. Test development and QA

 **HOTSPOT**

Potential roadblock

8. Implement winning test

 **HOTSPOT**

Potential roadblock

Solutions

1. **Align OKRs or create joint OKR**
2. **Make the business case to prioritize testing**
3. **Show gratitude and share the spotlight**
4. **Build a case for dedicated resources**
(or consider partnering with a team like Rapid X)

Challenge 03

Incomplete briefs and technical requirements

Idea Details

Goal	<i>Click to edit goal.</i>
Primary Metric	<i>Click to edit the primary metric.</i>
Hypothesis	<i>Click to edit the hypothesis.</i>
Description	<i>Click to edit the description.</i>
Editor URL	<i>Click to edit.</i>
Metrics to track (other than primary)	<i>Click to edit.</i>
Dev/QA Requirements	<i>Click to edit.</i>
Design Requirements	<i>Click to edit.</i>
Page(s) being tested	<i>Click to edit.</i>
Devices	<i>Click to select devices.</i>

Solutions

1. Be thorough
2. Use a test brief template that includes:

- *The goal of the test (in the hypothesis)*
- *The target audience(s)*
- *Where the test will run*
- *Metrics to track*
- *Detailed descriptions of each variation, including visual and functional elements*

3. Have technical requirements template

- *Page targeting, audience, page activation conditions, and metrics*
- *Provide high fidelity design mockups*
- *Explain variation changes in technical terms*

Example Requirement: *Once the visitor has been on the confirmation page for 15 sec., a screen takeover modal should appear with the following characteristics: < link to design mock up of modal >*

Test Ideas

Visit www.optimizely.com/test-recommendations for your complimentary Test Idea Report.



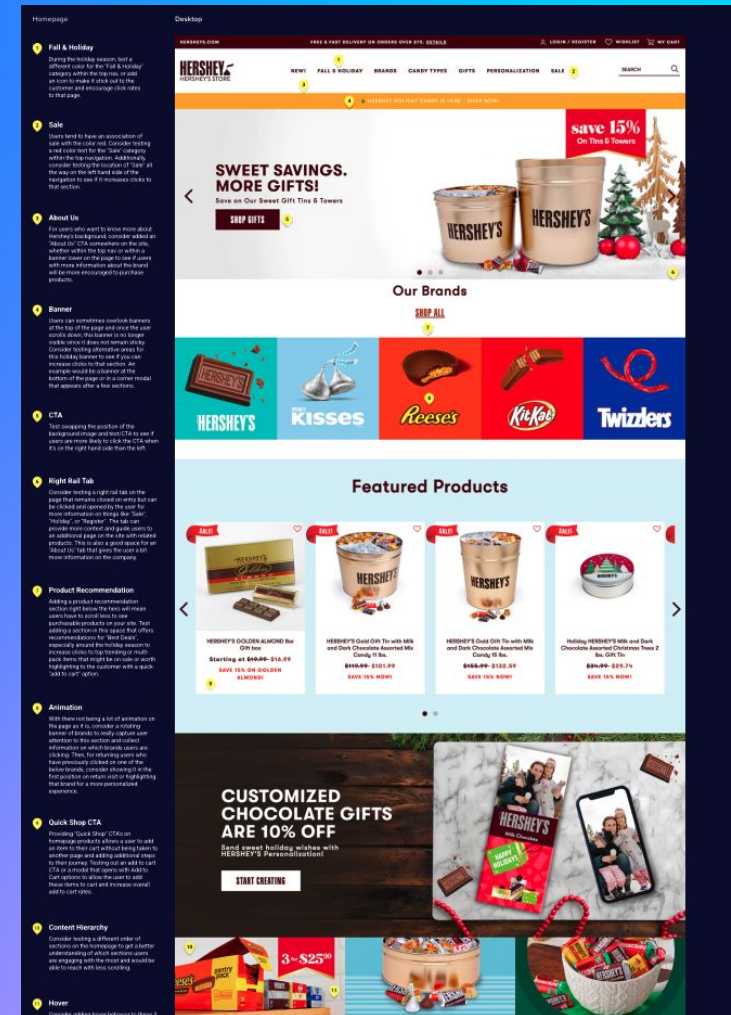
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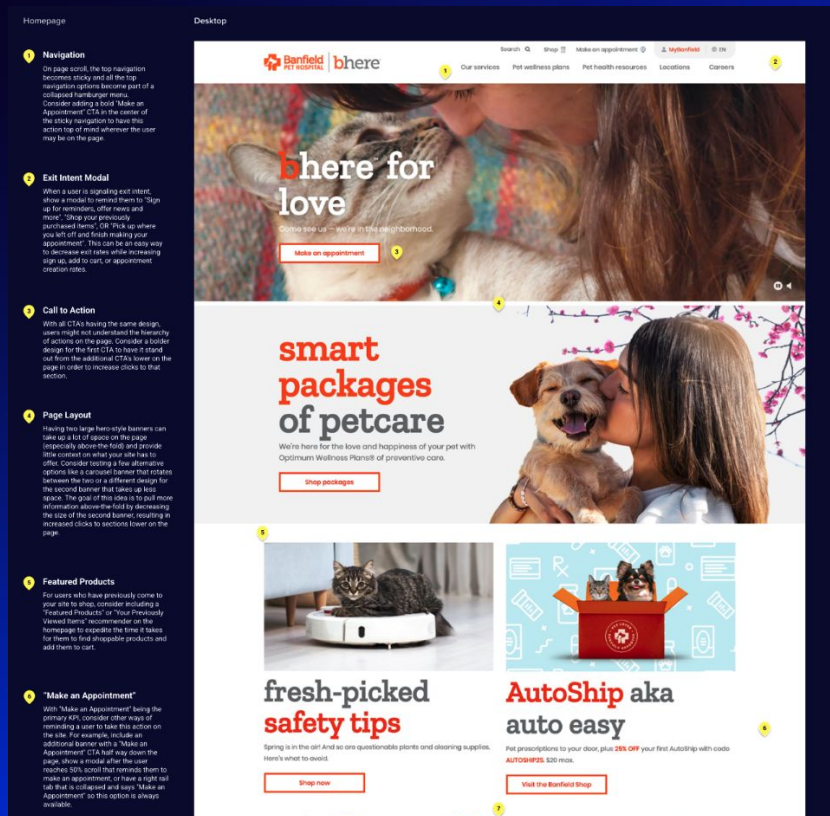


Rapid X will
provide
customized test
ideas



1 month
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50 submissions





You can also request:

- Test brief template
- Technical Requirements template
- Test results template
- A call to discuss Rapid X
- A demo of Experiment Collaboration

In addition to the report, are you interested in us providing any of the following?

- ☐ Test Brief template
- ☐ Technical Requirements template
- ☐ Templates for sharing your winning tests
- ☐ A call to learn more about Rapid Experimentation
- ☐ A demo of Experiment Collaboration, Optimizely's new experimentation project management tool
- ☐ No thank you - just the review please!

Challenge 04

Surprise requirements and sneaky tests

- Surprise requirements lead to additional rounds of development or “do overs”
- “Sneaky tests” occur when stakeholders sneak in a website change under the guise of being a test
- Both of these challenges are resource drains that will slow your velocity


Solutions

1. Have a formal test approval process
2. Go through the required approval channels *(prior to development)*
3. As part of your pre-dev checklist, run the test brief by the originator to ensure no miscommunications or new developments
4. “We can make that an iteration!”

Challenge 05

Communicating the program's value

Remember this slide?



Why is velocity so challenging?

- **Testing is a newer business discipline**
 - Confusion around its value
 - Companies may not prioritize or fund test programs appropriately resulting in very small teams (often 1 person)
- **Program Owners are overstretched**
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- **Test production involves multiple players**
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If the company doesn't understand the value you drive, it will likely block collaboration, support, and funding

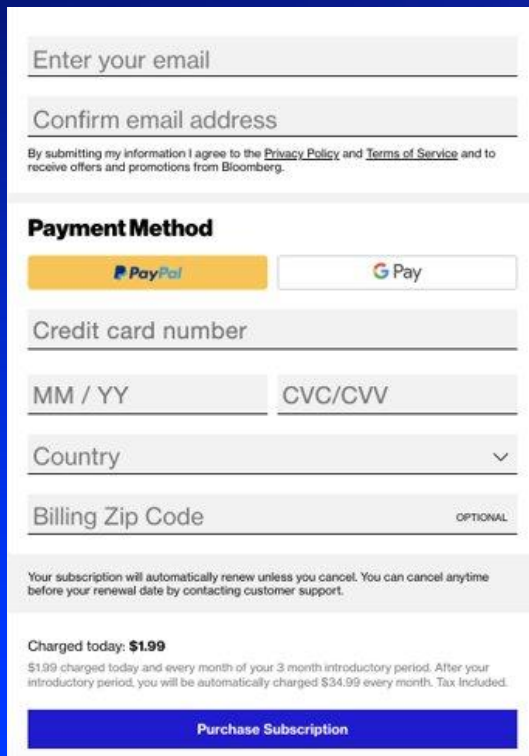
Solutions

1. **Clear owner of success communications**
2. **Create easy-to-follow assets** *to socialize around the company: be concise, show test images, emphasize data, explain why the results matter*
3. **Make it easy** *to access these assets and test roadmap*
4. **Host regular updates** *with shareholders*
5. **Get results** *in front of leadership regularly*
6. **Feature big test wins**
(and losses that saved money! -in company all-hands)
7. **Solicit test ideas** *from across the company*

Checkout Test

Hypothesis: If we prominently display accepted credit card brands at checkout, then we will increase customer trust, resulting in a higher conversion rate.

V-1





Enter your email

Confirm email address

By submitting my information I agree to the [Privacy Policy](#) and [Terms of Service](#) and to receive offers and promotions from Bloomberg.

Payment Method

Credit card number

MM / YY CVC/CVV

Country

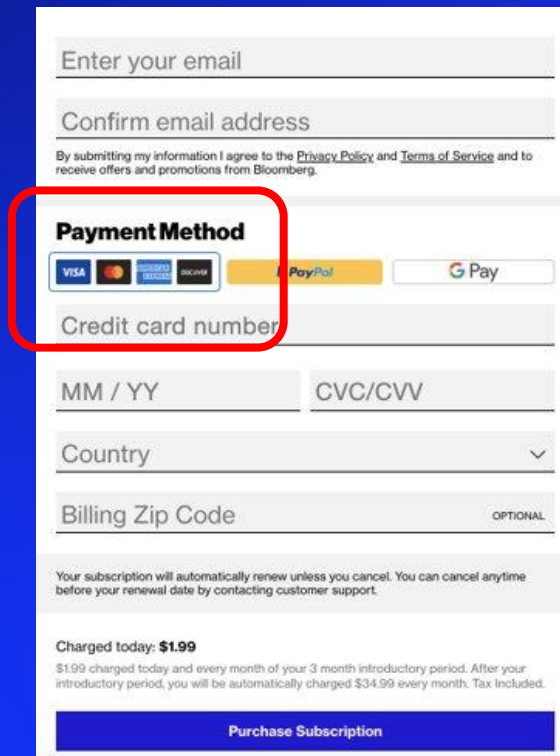
Billing Zip Code OPTIONAL

Your subscription will automatically renew unless you cancel. You can cancel anytime before your renewal date by contacting customer support.

Charged today: **\$1.99**
\$1.99 charged today and every month of your 3 month introductory period. After your introductory period, you will be automatically charged \$34.99 every month. Tax Included.

Purchase Subscription

V-2 - Winner









Enter your email

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By submitting my information I agree to the [Privacy Policy](#) and [Terms of Service](#) and to receive offers and promotions from Bloomberg.

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Your subscription will automatically renew unless you cancel. You can cancel anytime before your renewal date by contacting customer support.

Charged today: **\$1.99**
\$1.99 charged today and every month of your 3 month introductory period. After your introductory period, you will be automatically charged \$34.99 every month. Tax Included.

Purchase Subscription

+5% Payments shifted to preferred credit card processor

+\$2.7M In annual cost savings

What we learned:

While the original hypothesis did not prove true, the images led more users to select our preferred credit card processor which will save the company \$2.7M in annual processing fees.

Client: Cybersecurity Company
Test Type: Navigation

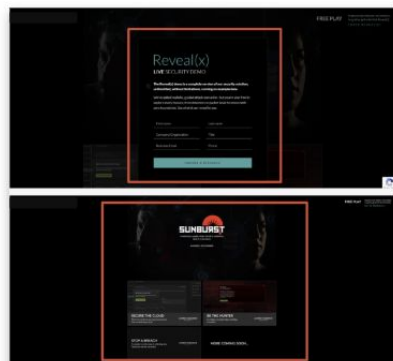
Hypothesis

The demo is the biggest driver of leads, meetings and deals on the website. We want to be sure that the entire flow of the demo, from arriving on the page, to selecting a scenario, to being taken to the demo itself is optimized. By redesigning the demo form and landing page to be more clear using the recommended UI improvements, we will increase demo form submissions and engagement.

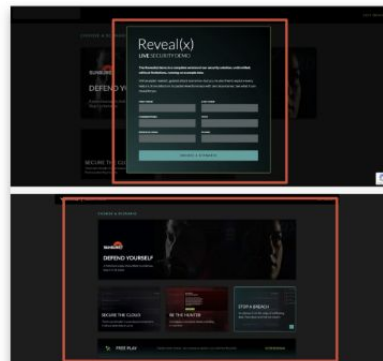
Good To Know

RapidX had performed a UX/UI Design Review for the client that recommended improvements on the demo form and landing page. The following test resulted from that review.

Control



Variation 1



Results

Winner: Variation 1

The experiment was a notable success, with an **increase of +18.86% in demo form submissions** for the variant experience.

Variation 2 resulted in a decrease of 7.82% and was thus paused.

Key Takeaways

- The variation experience drove significant change in form submission behavior.
- Post-submission metrics showed that nearly all users who submitted the form went on to perform an action on the landing page in the variant.
- The metrics also showed that the variant had higher click rates to almost all scenarios on the post-submission landing page than in the control.

Next Steps

- 100% of traffic was sent to the variant experience until the client was able to fully rollout the experience on their end.

Client: Healthcare Company
Test Type: Homepage Redesign

Hypothesis

If we elevate and enhance content that interests the B2B audience, user engagement metrics will increase which enhances lead capture.

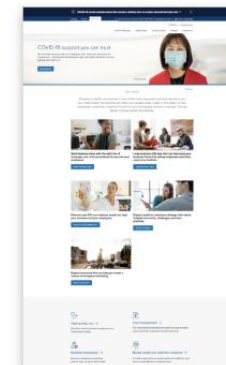
Good To Know

RapidX designed a new Homepage using the client's brand guidelines. The new design expanded topics and resources that support the B2B audience to research, shop, and convert while minimizing the length of the hero image to move key content upward on the page.

Control



Variation (winner)



Results

+103.4%

Home page body/content-area clicks + Hero CTA clicks (combined metric)

+2.65%

Qualified Leads Generated (combined form fills)

Key Takeaways

- Redesigning the home page and including entry points to important content pages, including small and large business themes, increased engagement.
- Module 1 of the body section proved to provide an enhanced user experience with +122.3% more engagement.
- Module 2 also saw increased engagement and outperformed the control by +98.3%.
- While the variation saw a slight increase in Qualified Lead Generation (+13.7%), the results were not statistically significant, and thus inconclusive.

Next Steps

We recommend the client consider adding a high-funnel lead capture to the home page such as a downloadable whitepaper or e-book to drive marketing-qualified, nurturable leads for the sales team. While we monitored lead



Q3 2023 Testing Program Summary

1. Check out page testing: **+\$6m**

- Q3 primary focus
- Thank you, Dev Team 3 for your support!

2. Exit intent modal testing: **+\$2.5m**

- "Cancel any time" messaging outperformed discounts and drives more revenue

3. Navigation reorg (in progress): **+\$181k**

- Q4 focus

4. Personalization (in progress): **+\$125k**

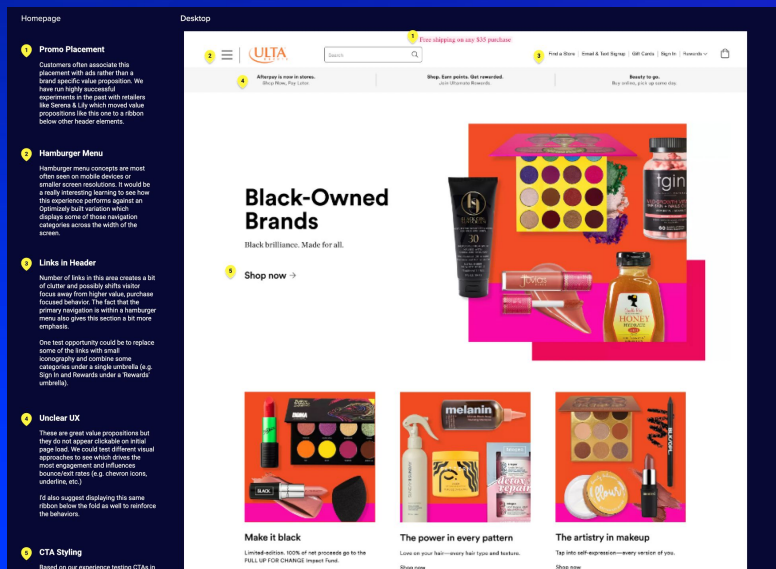
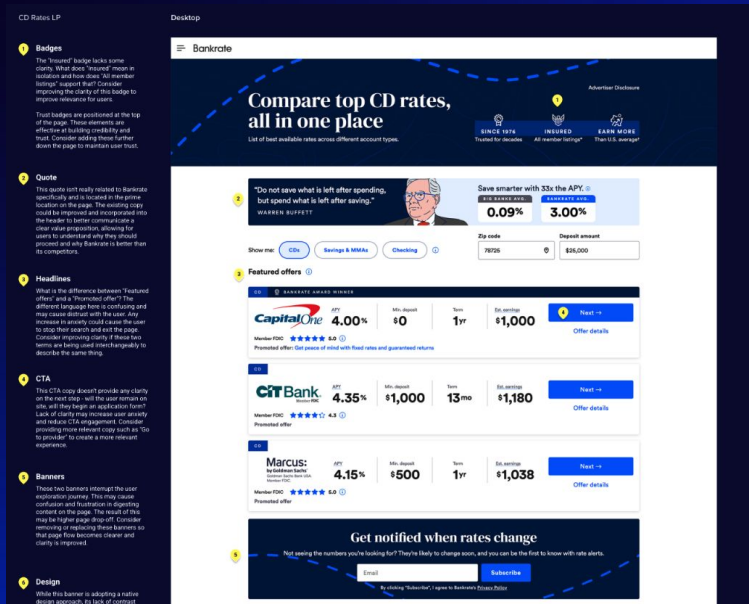
- Preliminary results; a 2024 focus
- Thank you Growth Marketing for customer data and segments!

5. Small page adjustments: **+\$21k**

- Many ideas came from internal teams! Please submit test ideas [here!](#)

Test Idea Report

1. Visit www.optimizely.com/test-recommendations
2. Rapid X will craft you a report for you and schedule a time to talk through our recommendations together
3. In the form you can also indicate whether you would like additional assets:



In addition to the report, are you interested in us providing any of the following?

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- ☐ Technical Requirements template
- ☐ Templates for sharing your winning tests
- ☐ A call to learn more about Rapid Experimentation
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Q&A

Ask Away!

Or share your
experiences and
insights

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Thank you!

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