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# Experiments Everywhere: Wikipedia Marketing

If you have looked something up on Wikipedia during the past few weeks you may have noticed a banner across the top of each page with some kind of "personal message" from Jimmy Wales.

This choice of message was no accident. What is fascinating about this fundraising campaign is that every banner is being tested against alternatives to maximize clicks and donations, and all of the tests all being documented online.

Read all about it [here](#).

December 16, 2010