Three Steps to Rapid Testing

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Hi! I’m Erik.

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Three Steps to Rapid Testing

1. Invest in Tools That Make It Easy
2. Define a Worthwhile Impact
3. Rapidly Deploy Graduated Testing
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Get tools and systems in place that make it easy
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What impact is worthwhile?
Practical Significance

What is the smallest impact needed to make an experiment worthwhile?

Not seeking to prove that small interventions can work. Search for big ones and ignore everything else.
Be strategic

- What are your big problems to solve or goals to achieve?
- What are the metrics associated with those?
- What impact to those would be worthwhile?
Where can you find those impacts?
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You don’t need to find one answer
Do graduated testing to find that impact
Use the smallest sample needed for each test

gCalculate the number of participants you need to distinguish that threshold impact in the test.

gBig effects need smaller samples, so run a lot of potentially high impact tests
Use many experiments for a greater impact

**Call to Action**
Original: “Start Today”
New: “Get My Account”
Result: 42% increase in uptake

**Ease of Sign Up**
Original: Email to Landing Page
New: Email to Sign Up Page
Result: 36% increase in uptake

**Time of Day & Subject Line**
Original: “[Company Name] Associates, Introducing a new tool from your 401(k) plan!” at 11:00AM EST
New: “[Company Name] Associates, Your HelloWallet Account is Ready!” at 10:30AM EST
Result: 13.7% increase in uptake

**Email Header**
Original: “Free for 401(k) participants”
New: “Free for you as a 401(k) participant”
Result: 10.6% increase in uptake

**Day of Week**
Original: Emails entire week
New: Concentrated on Sat. and Sun.
Result: 8.3% increase in uptake
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Disclosure

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Questions? Comments?

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