

# The Weekly Buzz

By Bithika Mehra and John Ostrowski

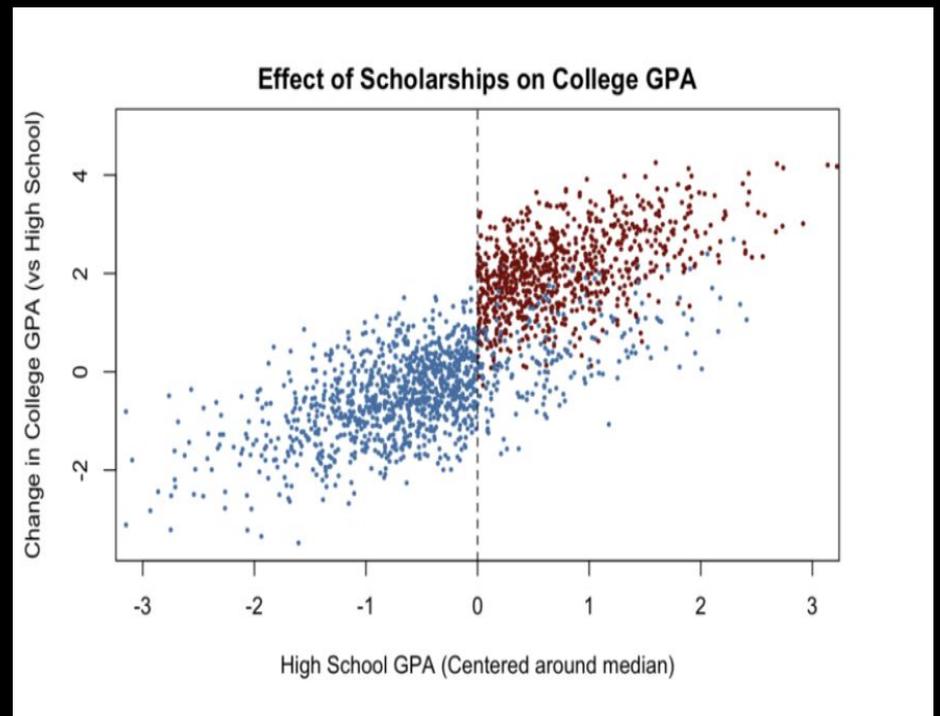
June 2, 2021



# How to Measure the Impact of Changes to the Digital Experience

SOURCE

Andrew Millett, Blast Analytics



How do you **measure the impact** of...

- **Site-wide performance improvements**
- **SEO changes**
- **Competitive changes such as new product launches**

**... where running an experiment is not possible?**

Use **regression discontinuity design**, a quasi experimental method.

This is a method based on the **standard regression** formula where the data is split at a certain threshold, indicating a **treatment period**.

**Pull before and after data from your web analytics tool and run this regression.**

**While it is hard to establish 100% causality, this model adds more rigor to your data analysis.**

[Read the full post and download the white paper.](#)

# Don't Be Intimidated By Sample Size, Learn About It!

SOURCE  
Kelly Wortham, Search Discovery



**Sample size refers to the number of participants included in a test/study. A representative and large enough sample is critical for generalizability.**

# **What impacts sample size requirements?**

**#1 Type I error/ false positive rate**

**#2 Type II error/ false negative rate**

**#3 Baseline KPI Rate**

**#4 Minimal Detectable Effect (MDE)**

**Consider these to rein in sample size:**

**#1 What is the **risk of false positive**? Can we reduce the confidence level?**

**#2 Is there a **different metric** that could help you get your answer?**

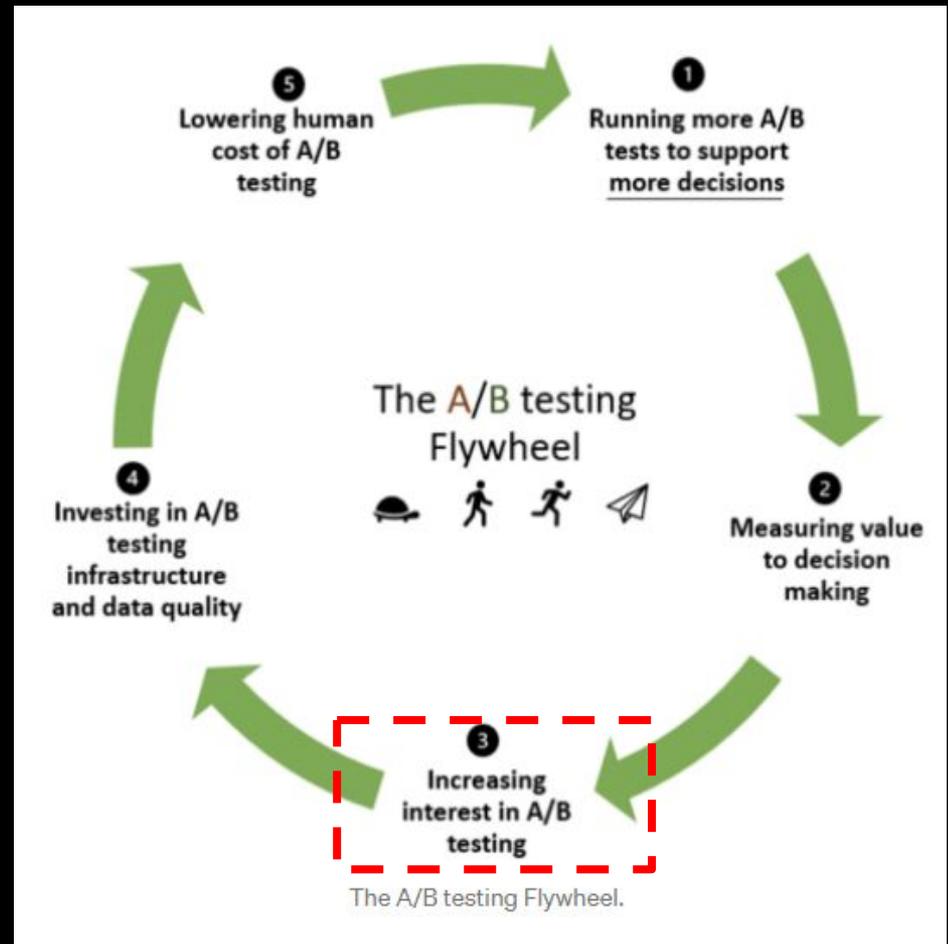
**#3 Is there a way to increase how dramatic the experiment is to have a larger expected impact?**

**#4 Dr. Elea Feit's TLC conversation about profit-maximizing A/B testing for small sample sizes.**

[Read the full post.](#)

# It takes a flywheel to fly - Increasing Interest in A/B Testing

SOURCE  
Lukas Vermeer, Booking.product



## **Real world problem: Increasing interest in testing**

**How to manage expectations and keep product teams engaged with the idea of testing even when constantly hitting ‘flat results’?**

**A real world solution: Gamify it!**

**Before sharing results broadly, test making a game out of it. Ask opinionated stakeholders and the team involved to guess the test results and measure how many predict the correct outcome.**



*“Maintaining a leaderboard of your best outcome guessers is fun and humbling. It illustrates how much learning is involved in experimentation.”*

*- Positive John*



# EXPERIMENT NATION

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