




shop.org 2012

# online merchandising workshop

# Leveraging the Power of A/B Testing



# Agenda

- Introductions – Meet the Panel
- Panelist A/B Testing Case Studies
  - Determining what to test
  - Deciding on your goal / what you are trying to prove
  - Evaluating the results and measurement KPIs
  - Selecting and deploying the winner
  - Challenges, surprises, lessons learned, advice
- Wrap Up / Q&A

# Meet the Panel



**Sue Chapman**  
Director, Merchandising Practice



**Doug Rosenberg**  
Manager, Online Traffic & Loyalty









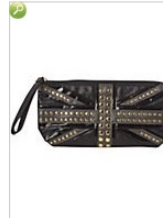

**Jonathan Isernhagen**  
Director of Marketing Analysis

# Category Sort Order

## House of Fraser – Handbags Category




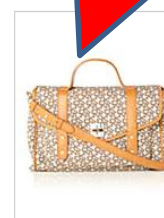


Test Case A - Sort by Units

Showing 1 - 20 of 967 View 200 items Best matches first SORT Page: 1 2 3 4 5 ...49

 <p><b>Lulu Guinness for Action on Addiction</b> Charity tote bag</p> <p>£15.00</p>	 <p><b>Radley</b> Pocket large leather cross body bag</p> <p>£95.00 <del>£115.00</del></p>	 <p><b>Radley</b> Leather Care Cloths</p> <p>£2.00 <del>£1.40</del></p>	 <p><b>DKNY</b> T &amp; C Scarf bags medium shopper with scarf</p> <p>£145.00 <del>£115.00</del></p>
 <p><b>Radley</b> Leather Cleaner</p> <p>£7.00 <del>£4.00</del></p>	 <p><b>Radley</b> Pocket Bag medium leather cross body bag</p> <p>£79.00 <del>£55.00</del></p>	 <p><b>Therapy</b> Small Union Jack studded clutch bag</p> <p>£19.00 <del>£7.00</del></p>	 <p><b>Linea</b> Sally simplicity underarm bag</p> <p>£59.00 <del>£29.00</del></p>

Test Case B - Sort by Revenue

Showing 1 - 20 of 882 View 200 items Best matches first SORT Page: 1 2 3 4 5 ...45

 <p><b>Biba</b> Faith embossed leather doctor's bag</p> <p>£295.00 <del>£147.00</del></p>	 <p><b>Biba</b> T &amp; C with hardware lock detail tote bag</p> <p>£145.00 <del>£150.00</del></p>		
 <p><b>Kenneth Cole</b> No slouch stud handle</p> <p>£255.00 <del>£127.00</del></p>	 <p><b>DKNY</b> T&amp;C turnlock medium</p> <p>£159.00 <del>£111.00</del></p>	 <p><b>Biba</b> Georgina saddle flap over</p> <p>£145.00 <del>£72.00</del></p>	 <p><b>Radley</b> Pocket Bag medium</p> <p>£79.00 <del>£55.00</del></p>

**12% Higher CR**

# Category Landing Page Messaging

*Living Direct - Compact Appliance*

*Appliances > Laundry*



Guided Shopping Experience

50-50 split

Featured Image

**Delta increases – 10.6% RPV; 11% Overall Revenue**

online merchandising workshop

shop.org 2012

# Order Promotions

*CPO Commerce – Bosch – DeWALT Tools*

**\$15 OFF**

Orders over \$100

**15%**

Orders over \$100

**300%  
Higher  
Revenue**

- **Delta increases – 75% Conversion; 300% Revenue**
- **Lesson Learned – Customers prefer % off rather than \$ off; multiple site tests for sensitivity**

Doug Rosenberg  
Manager, Online Traffic & Loyalty  
Brooks Sports, Inc.

# A/B Testing Overview

- **Goal: Increase Revenue Per Visitor (RPV)**
- **Create a Testing Plan**
  - Brainstorm Ideas
  - Prioritize based on potential impact
  - Screen for Feasibility
  - Adopt testing mindset - what can we test
- **BrooksRunning.com Prioritized Opportunities**
  - Sitewide Shipping Offer /Message
  - Promotional Offer Impact
  - Homepage Creative/Layout
  - Category Sort Order/Creative
  - Major Site Changes (Product Detail Page, Checkout)



# Sitewide Shipping Offer – v1.0

Goal: Maximize site profitability with shipping offer

 **FLAT RATE SHIPPING only \$5!**

Metric	\$5 Flat Ship	FS on \$75	Free Ship
Revenue/Visit	-	-2%	-3%
Conversion Rate	-	+7%	+22%
Average Order Size	-	-8%	-21%

- **Test – 7.5k visitors in May ‘11 and test was stopped**
  - Customer complaints: promised free shipping in ads
  - \$5 Flat Shipping looked promising
  - Very small sample size – not statistically significant

# Sitewide Shipping Offer – v1.1

Goal: Maximize site profitability with shipping offer

 **FREE 3-DAY SHIPPING on all orders!**

Metric	FS on \$75	Free Ship	Free 3-Day
Revenue/Visit	-	-3%	+4%
Conversion Rate	-	+10%	+15%
Average Order Size	-	-11%	-10%

- **Test – 110k visitors in June ‘11**
  - Customer complaints – 3-day was arriving in 5+ days
  - Free Shipping has much higher costs
  - Threshold gives incentive to add to cart

# Sitewide Shipping Offer – v1.2

Goal: Maximize site profitability with shipping offer

☰🚚 **FREE EXPEDITED SHIPPING on orders over \$75!**

Metric	FS on \$75	FS on \$50	Expedited \$75
Revenue/Visit	-	+8%	-7%
Conversion Rate	-	+13%	-3%
Average Order Size	-	-4%	-4%

- Test – 92k visitors in Aug ‘11
  - “Expedited” messaging did not resonate
  - Free Ship on \$50 looked promising but something seemed wrong with the results

# Sitewide Shipping Offer – v1.3

Goal: Maximize site profitability with shipping offer

≡  **FREE SHIPPING on orders over \$75!**

Metric	FS on \$75	FS on \$50	Expedited \$75
Revenue/Visit	-	+2%	+2%
Conversion Rate	-	+3%	+5%
Average Order Size	-	-2%	-4%

- **Test – 155k visitors in Aug/Sept '11**
  - Removed special customer groups
  - 2% lift in RPV did not justify changing

# Gift with Purchase Promotion – Free Shirt

**FREE I ♥ RUNNING tech shirt & FREE SHIPPING when you spend \$100**

## Goal: Measure incremental impact of GWP Offer

- Target: Increase RPV by 15%
- Test: Free Shirt and Shipping on \$100 – Header & Homepage hero
- Control: Free Shipping on \$75 in Header; no homepage
- Timing: Test Ran for 1 week in Dec prior to going live sitewide

## Results


- Increased RPV by 23% including 13% lift in AOS
- Lift in AOS paid for shirt
- Wish list: Test impact of homepage hero image

You <3 running. We <3 you.

---

**Who doesn't like  
FREE?**

Get a FREE technical running shirt when you spend \$100 at [brooksrunning.com](http://brooksrunning.com)



You survived the holidays -- now we've got a gift for you. Spend \$100 on [BrooksRunning.com](http://BrooksRunning.com) and we'll give you this limited-edition technical running shirt that lets you show off your love of running. In vibrant Brooks Blue, this lightweight top transfers moisture away from the skin, keeping you dry and comfortable.

# Major Site Changes

Our A/B Test showed that the PDP changes did not help or hurt site performance. This would have been a good case for Multivariate testing.

## Control

My Account - Sign In / Register | Wish List | Order Status | Find a Dealer | Search

BROOKS. FREE SHIPPING On Orders over \$75 >

WOMEN MEN Run Happy Technology Athletes & Events Brooks Blog

1 Items \$108.88 Checkout

Home > Men > Neutral > Glycerin 8

**A** **B**

Men's Glycerin 8  
\$126 \$110 1100731D

Free Shipping! ★★★★★ (12) Read All

SIZE **Size & Fit Guide** WIDTH  
7 7.5 8 8.5 9 9.5 10 Regular Wide  
10.5 11 11.5 12 12.5 13 Narrow Extra Wide

COLOR  
006 007

QUANTITY 1 **+ ADD TO CART** **C**

**F**

Email a Friend Need Help? Try the Shoe Advisor  
Add to Wish List Chat Live! With a Brooks Expert

**G**

Features Specs

- Shoe type: Neutral
- Updated from Glycerin 7 in July 2009.
- Cushioning gets cushier in the new Glycerin® 8.
- Brooks DNA makes its debut and raises the neutral bar by delivering a customized ride for runners of all sizes and speeds.

Working with BioMogo, Brooks DNA responds to your every step, dispersing impact and providing ideal comfort and protection as the pace changes. If asked for the secret to your performance, just tell 'em it's genetic. Weight: 12.8 oz.

## Test

My Account - Sign In / Register | Wish List | Order Lookup | Shoe Advisor | Find a Dealer | Help | Search

BROOKS. FREE SHIPPING on orders over \$75!

WOMEN MEN PureProject Run Happy Technology Athletes Events Blog

Home > MEN > Running Shoes > Neutral > Men's Glycerin 9

**D** **E**

Men's Glycerin 9  
\$130.00 Style # 110097

★ ★ ★ ★ ★ Read 63 Reviews Write a Review

Choose Size Choose Width **What's my size?**

Color  
1

**+ ADD TO CART** Add to Wishlist

Return Policy | Shipping Info | Store Locator

**Need Help?** Try the Shoe Advisor **Chat Live** Mon-Fri 8am - 5pm PST

**D**

Roll over to zoom

**E**

Related Items

- Ghost 4 \$100.00
- Defiance 5 \$110.00
- Launch \$90.00

FEATURES SPECS BROOKS' TRUE BLUE GUARANTEE

Brooks Glycerin 9 Running Shoe Share More info

The Glycerin® 9 will make your feet even happier. With Brooks® DNA now running the full length of the midsole, this shoe continues to raise the bar and set the standard for out-of-this-world comfort. We've upped the stakes even further with the introduction of Omega flex grooves that enhance flexibility and improve gait efficiency - for the smoothest, most comfortable run possible. Talk about happy feet!  
> See the Women's Glycerin 9

**GO BIOMOGO**  
THE WORLD'S FIRST biodegradable midsole.  
» Learn more

# Challenges & Takeaways

- **Testing Challenges**
  - Customer experience
  - Bandwidth – team and creative
  - Skewed results from special user groups
  - Development team with testing knowledge and mindset
- **Takeaways**
  - Prioritize testing opportunities
  - Wash, Rinse, Repeat – test, learn, and test again
  - Communicate with key cross-functional groups
  - Try to build tests

# Challenges & Takeaways

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Jonathan Isernhagen  
Director of Marketing Analysis  
Travelocity.com

# Travelocity A/B Testing Case Studies

- 1) Home Page search widget modification
- 2) Hotel Detail Page “flexible dates” tab name
- 3) Summary

# Home Page search widget modifications

**Problem:** home page search widget stretches below fold, may intimidate shoppers.

**Test:** try various means of vertical compression and enumerating the steps to fill out the search widget.

# Home Page search widget modification

My Account | Feedback | Customer Support or call 1.888.872.8356

travelocity Hello! Sign Up

Home Vacation Packages Flights Hotels Cars/Rail Cruises Travel Deals Activities Las Vegas Like 115K +1 282

### Search for Travel

What Do You Need?

SAVE! Flight + Hotel     Flight + Hotel + Car  
 Hotel Only     Hotel + Car  
 Flight Only     Car Only  
                          Cruise

Where Do You Want to Go?

Round-Trip     One-Way

Book Multiple Destinations

From:

To:

Compare Surrounding Airports

When Do You Want to Go?

Exact Dates     +/- 1 to 3 Days  
 Flexible Dates

Depart:

Return:

How Many Will Be Flying?


Adults (18-64)	Minors (2-17)	Seniors (65+)
<input type="text" value="1"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

[Search Now](#)

[See Advanced Search Options](#)


### Top Tips for Getting the Best Deal

## It's Not too Early to Book Flights for the Holidays



[Book Now](#)

### The Orlando Escapes Sweepstakes




Enter for a Chance to **Win a Trip for 4!**

[Enter Now](#)

### Flight Sale!

**One-Way Flights from \$49+**  
Major airlines have slashed fares nationwide, book now before these fares are gone!  
[Read More](#)

### TODAY'S DASHING DEAL



Time Remaining  
**12:52:34**

**Mix Luxury and Adventure With 50% Off at Be Live Canoa All-Inclusive Resort**

Be Live Canoa All Inclusive, Bayahibe,

# Home Page search widget modification

My Account | Feedback | Customer Support or call 1.888.872.8356

travelocity Hello! Sign Up

Home | Vacation Packages | Flights | Hotels | Cars/Rail | Cruises | Travel Deals | Activities | Las Vegas

Facebook Like 119K | Twitter 282

**Search for Travel**  
What Do You Need?

**SAVE!** Flight + Hotel  
 Hotel Only  
 Flight Only

Flight + Hotel + Car  
 Hotel + Car  
 Car Only  
 Cruise

Where Do You Want to Go?

**Variant A**

From:   
 To:

Compare Surrounding Airports  Multiple Destinations?

When Do You Want to Go?

Exact Dates  +/- 1 to 3 Days  Flexible Dates

Depart:

Return:

How Many Will Be Flying?

Adults (18-64)  Minors (2-17)  Seniors (65+)

**Search Now**  
See Advanced Search Options

Plan a Classic Family Road Trip

**Save on Columbus Day Hotels**

it's **GO** time

**Book Now**

**The Orlando Escapes Sweepstakes**

Visit Orlando

Enter for a Chance to **Win a Trip for 4!**

**Enter Now**

**Flight Sale!**

**One-Way Flights from \$49+**  
Major airlines have slashed fares nationwide, book now before these fares are gone!

[Read More](#)

**TODAY'S DASHING DEAL**

Time Remaining **13:09:20**

**Mix Luxury and Adventure With 50% Off at Be Live Canoa All-Inclusive Resort**

Be Live Canoa All Inclusive, Bayahibe,

Travel Deals from:  **GO**

Type	Description	Price
Package	Memphis, TN: Flight + 4 Nights, 4.5-star Hotel	\$619 per person
Package	Sacramento, CA: Flight + 7 Nights, 3-star Hotel	33% off
	Charleston, South Carolina, SC: Flight + 4	

# Home Page search widget modification

travelocity Hello! Sign Up

My Account | Feedback | Customer Support or call 1.888.872.8356

Home | Vacation Packages | Flights | Hotels | Cars/Rail | Cruises | Travel Deals | Activities | Las Vegas

Like 115K +7 282

1. Search for Travel. Select an option.

2. Enter your origin and destination cities.

3. Choose your travel dates.

4. Choose the number of travelers and their ages.

**Variant B**

SAVE! Flight + Hotel     Flight + Hotel + Car  
 Hotel Only     Hotel + Car  
 Flight Only     Car Only  
 Cruise

Round-Trip     One-Way  
 From: \_\_\_\_\_  
 To: \_\_\_\_\_  
 Compare Surrounding Airports     Multiple Destinations?

Exact Dates     +/- 1 to 3 Days     Flexible Dates

Depart: mm/dd/yyyy    Anytime  
 Return: mm/dd/yyyy    Anytime

Adults (18-64) 1    Minors (2-17) 0    Seniors (65+) 0

**Search Now**

[See Advanced Search Options](#)

virgin atlantic

Sale on. Jet off.

**Fly Round-Trip to London from \$500+**

**Book Now**

**Flight Sale!**

One-Way Flights from \$49+  
Major airlines have slashed fares nationwide, book now before these fares are gone!  
[Read More](#)

**TODAY'S DASHING DEAL**

Time Remaining **13:08:32**

**Mix Luxury and Adventure With 50% Off at Be Live Canoa All-Inclusive Resort**

Be Live Canoa All Inclusive, Bayahibe,  
Deal from \$252

**The Orlando Escapes Sweepstakes**

Visit Orlando

Enter for a Chance to **Win a Trip for 4!**

**Enter Now**

Travel Deals from: Dallas (DFW) **GO**

Type	Description	Price
Package	Memphis, TN: Flight + 4 Nights, 4.5-star Hotel	\$619 per person
Package	Sacramento, CA: Flight + 7 Nights, 3-star Hotel	33% off
Package	Charleston, South Carolina, SC: Flight + 4	...

# Home Page search widget modification

My Account | Feedback | Customer Support or call 1.888.872.8356

travelocity Hello! Sign Up

Home | Vacation Packages | Flights | Hotels | Cars/Rail | Cruises | Travel Deals | Activities | Las Vegas

Like 119K +7 282

### Search for Travel

**Flights**

Round-Trip
  One-Way

From:

To:

Compare Surrounding Airports
  Book Multiple Destinations

Exact Dates
  +/- 1 to 3 Days
  Flexible Dates

Depart:

Return:

Adults (18-64): 
 Minors (2-17): 
 Seniors (65+):

**Variant C** [Search Now](#)

[See Advanced Search Options](#)

Plan a Classic Family Road Trip

## Save on Columbus Day Hotels

it's GO time

[Book Now](#)

**Flight Sale!**

One-Way Flights from \$49+  
Major airlines have slashed fares nationwide, book now before these fares are gone!  
[Read More](#)

### The Orlando Escapes Sweepstakes

Visit Orlando

Enter for a Chance to **Win a Trip for 4!**

[Enter Now](#)

Travel Deals from:  [GO](#)

Type	Description	Price
Package	Memphis, TN: Flight + 4 Nights, 4.5-star Hotel	\$619 per person
Package	Sacramento, CA: Flight + 7 Nights, 3-star Hotel	33% off
Package	Charleston, South Carolina, SC: Flight + 4 Nights, 4-star Hotel	\$596 per person
Package	Key West, FL: Flight + 7 Nights, 3-star Hotel	29% off

### TODAY'S DASHING DEAL

Time Remaining  
**13:09:27**

Mix Luxury and Adventure With 50% Off at **Be Live Canoa All-Inclusive Resort**

Be Live Canoa All Inclusive, Bayahibe,  
Punta Cana, DR

[\[+\]](#)

# The Winner

My Account | Feedback | Customer Support or call 1.888.872.8356
Hello! [Sign Up](#)GO

Home | Vacation Packages | Flights | Hotels | Cars/Rail | Cruises | Travel Deals | Activities | Las Vegas

Like 115K +7 282

- 1.
- Search for Travel.  
Select an option.
- 2.
- Enter your origin and destination cities.
- 3.
- Choose your travel dates.
- 4.
- Choose the number of travelers and their ages.

Variant B

SAVE! Flight + Hotel

Hotel Only

Flight Only

Round-Trip

One-Way

Compare Surrounding Airports

Exact Dates

+/- 1 to 3 Days

Flexible Dates

Depart:

Return:

Adults (18-64)  Minors (2-17)  Seniors (65+)

Search Now

[See Advanced Search Options](#)

Flight + Hotel + Car

Hotel + Car

Car Only

Cruise

Multiple Destinations?

Travel Deals from:

Dallas (DFW)

Type	Description	Price
Package	Memphis, TN: Flight + 4 Nights, 4.5-star Hotel	\$619 per person
Package	Sacramento, CA: Flight + 7 Nights, 3-star Hotel	33% off
Package	Charleston, South Carolina, SC: Flight + 4	60%

TODAY'S DASHING DEAL

Time Remaining

13:08:32

Mix Luxury and Adventure With 50% Off at Be Live Canoa All-Inclusive Resort

Be Live Canoa All Inclusive, Bayahibe, Deal from \$252

virgin atlantic

Sale on. Jet off.

Fly Round-Trip to London from \$500+

Book Now

The Orlando Escapes Sweepstakes

Visit Orlando

Enter for a Chance to Win a Trip for 4!

Enter Now



# Hotel Detail Page “Flexible Dates” tab name

**Problem:** critical page in the profitable hotel shopping path may be ambiguously named.

**“Flexible Dates”** calendar page of cheapest travel dates may be named too ambiguously for shoppers to understand.

**Test:** try alternative tab names and removal of tab altogether.

# Hotel Detail Page “Flexible Dates” tab name

travelocity

Hello! | Sign Up | My Account | Feedback

A recipe for Texas

Order your Free Texas State Travel Guide.

Home | Vacation Packages | Flights | **Hotels** | Cars/Rail | Cruises | Travel Deals | Activities

Search Traveloc

search | **select** | review | reserve | confirm

The Atheneum Suite Hotel

1000 BRUSH AVENUE Detroit, MI 48226  
Detroit: Downtown Detroit

SUMMIT 33 Reviews

Back to Hotels

Avg Nightly Rate **\$142**  
Deluxe Suite 2 Queens [Book Now](#)

Summary | Photos | Maps & Directions | Room Rates | **Flexible Dates** | Traveler Reviews [Print](#)

[Change dates, rooms, or travelers](#)

Check-in time: 3:00pm  
Check-out time: 12:00pm

Select your room type and continue below.

Room Types	Fri Jun 17	Sat Jun 18	Sun Jun 19	Mon Jun 20	Tue Jun 21	Wed Jun 22	Avg. Nightly Rate*
<input checked="" type="radio"/> Deluxe Suite 2 Queens	\$139.00	\$159.00	\$139.00	\$139.00	\$139.00	\$139.00	\$142.33

Have Your Best Summer Ever

Save \$100 on 3+ Night Colorado Vacations

[Read More](#)

# Hotel Detail Page “Flexible Dates” tab name

travelocity

Reliant Energy

Keep your glass half full with the Reliant SummerBreak<sup>SM</sup> plan

Hello! | Sign Up | My Account | Feedback

Home | Vacation Packages | Flights | **Hotels** | Cars/Rail | Cruises | Travel Deals | Activities

Search Traveloc

search | select | review | reserve | confirm

Hyatt Harborside at Boston Logan International Airport

101 HARBORSIDE DRIVE Boston, MA 02128  
Boston: Logan (Boston) Airport

HYATT. [Read all 22 reviews](#) | [Write a Review](#)

Ask & Answer Be the first to [ask a question](#).

[Back to Hotels](#)

Summary | Photos | Maps & Directions | **Room Rates** | Traveler Reviews

[Change dates, rooms, or travelers](#)

Check-in time: 3:00pm  
Check-out time: 12:00pm

Select your room type and continue below.

**Avg Nightly Rate** **\$182**  
Standard Guestroom with 1 King Bed [Book Now](#)

[Print](#)

Room Types	Wed Jul 6	Thu Jul 7	Fri Jul 8	Avg. Nightly Rate*
Standard Guestroom with 1 King Bed	\$179.00	\$179.00	\$189.00	\$182.33

# Hotel Detail Page “Flexible Dates” tab name

travelocity

Hello! | Sign Up | My Account | Feedback

FIRST BAG FLIES FOR **FREE**\*

Book n

Home | Vacation Packages | Flights | **Hotels** | Cars/Rail | Cruises | Travel Deals | Activities

Search Traveloc

search | select | review | reserve | confirm

**THE WESTIN BOSTON WATERFRONT**

**WESTIN** 425 Summer Street BOSTON, MA 02110  
Boston: Downtown & Waterfront  
😊😊😊😊😊 [Read all 46 reviews](#) | [Write a Review](#)

**Ask & Answer** Be the first to [ask a question](#).

[Back to Hotels](#)

Summary | Photos | Maps & Directions | Room Rates | **Best Dates** | Traveler Reviews [Print](#)

**Avg Nightly Rate** **\$224**  
1 King Accessible  
Non-Smoking Non-Refundable [Book Now](#)

**Variant B: “Best Dates”**

**Great Days Start with Good Nights**

Some important information about your hotel.  
▼ [What you should know:](#)  
This hotel is 100% non-smoking.

[Change dates, rooms, or travelers](#)

Check-in time: 3:00pm  
Check-out time: 12:00pm

Select your room type and continue below.

# Hotel Detail Page “Flexible Dates” tab name

travelocity

Hello! | Sign Up | My Account | Feedback

FIRST BAG FLIES FOR **FREE**

Home | Vacation Packages | Flights | **Hotels** | Cars/Rail | Cruises | Travel Deals | Activities

Search Traveloc

search | select | review | reserve | confirm

Hyatt Harborside at Boston Logan International Airport

101 HARBORSIDE DRIVE Boston, MA 02128  
Boston: Logan (Boston) Airport

HYATT [Read all 22 reviews](#) | [Write a Review](#)

Ask & Answer Be the first to [ask a question](#).

Back to Hotels

Summary | Photos | Maps & Directions | Room Rates | **Cheapest Dates** | Traveler Reviews [Print](#)

[Change dates, rooms, or travelers](#)

Check-in time: 3:00pm  
Check-out time: 12:00pm


Select your room type and continue below.

**Avg Nightly Rate** **\$182**  
Standard Guestroom with 1 King Bed [Book Now](#)

**Variant C: “Cheapest Dates”**

Room Types	Wed Jul 6	Thu Jul 7	Fri Jul 8	Avg. Nightly Rate*
Standard Guestroom with 1 King Bed	\$179.00	\$179.00	\$189.00	\$182.33

**Great Days Start with Good Nights**



# The Winner

travelocity

Hello! | Sign Up | My Account | Feedback

FIRST BAG FLIES FOR **FREE**\*

Book now

Home | Vacation Packages | Flights | **Hotels** | Cars/Rail | Cruises | Travel Deals | Activities

Search Travelocity

search | select | review | reserve | confirm

**THE WESTIN BOSTON WATERFRONT**

**WESTIN** 425 Summer Street BOSTON, MA 02110  
Boston: Downtown & Waterfront

1 King Accessible  
Non-Smoking Non-Refundable

**Avg Nightly Rate \$224**

[Book Now](#)

Read all 46 reviews | Write a Review

Ask & Answer Be the first to ask a question.

[Back to Hotels](#)

Summary | Photos | Maps & Directions | Room Rates | **Best Dates** | Traveler Reviews

Print

**THE TRAVELERS GUARANTEE** Some important information about your hotel.

What you should know:  
This hotel is 100% non-smoking.

[Change dates, rooms, or travelers](#)

Check-in time: 3:00pm  
Check-out time: 12:00pm

Select your room type and continue below.

Variant B:  
"Best Dates"



**Great Days  
Start with  
Good Nights**

# Advice

- 1) Maintain database of test ideas/results:** preferably online. Improves dialogue/memory.
- 2) Know your position in the pack:** test more aggressively if you have less to lose.
- 3) Know what you can do with available traffic:** if you can't get to confidence, cut variants, purity, confidence, precision and/or just use surveys
- 4) Bet money on your tests:** notice who has good/bad customer experience instincts

# Speaker Roundtables

**Today 5:15 - 5:45 PM in the EXPO Hall**

- **Travelocity's A/B Testing Lessons Learned**

Jonathan Isernhagen

Director of Marketing Analysis

Travelocity.com

- **How Living Direct Leverages A/B Testing**

Scott Madison

Online Merchandising Analyst

Living Direct



Thanks for joining us!  
and special thanks  
to our panelists

- Questions