

NOW APPEARING!

**CODE
COMMANDER!**

**MUST BE SEEN
TO BE BELIEVED**

**SIMPLY
STUPENDOUS!!**



**NOT TO BE MISSED
THIS IS A
ONCE IN A
LIFETIME CHANCE**

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

**KING
- OF THE -
TECH GEEKS**

❧ **KEVIN PETERS** ❧

Training Session:

The Library of Experiments

Presented By
Kevin Peters
NextAfter

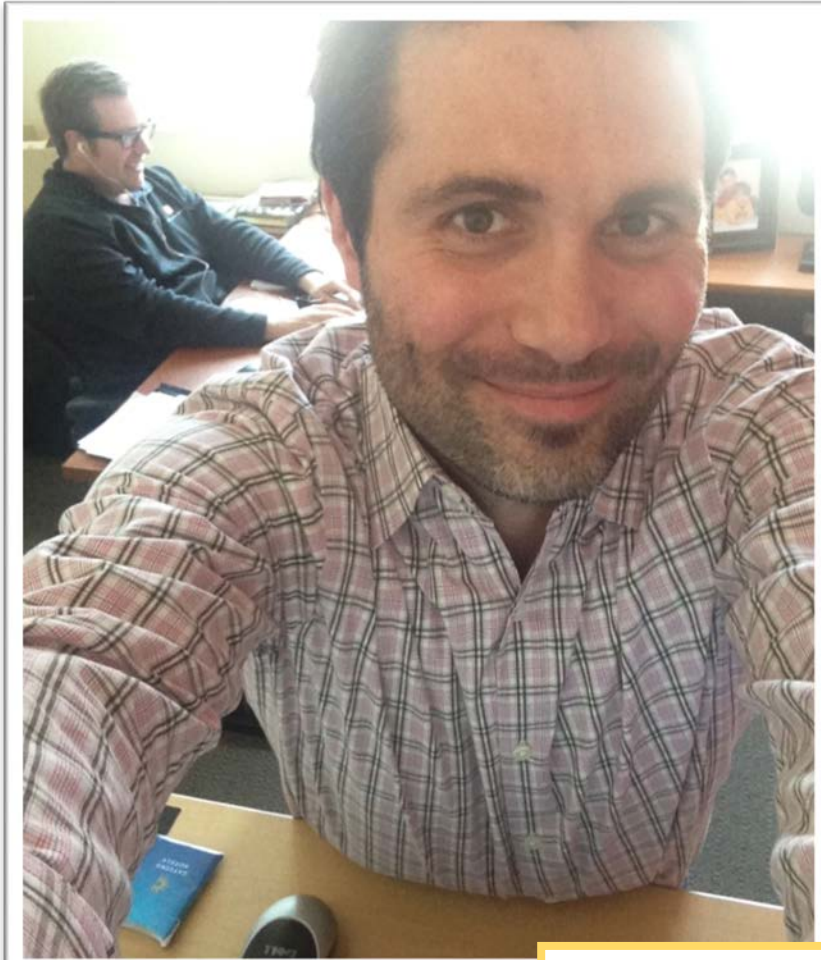


One Big Problem

(And 3 gifts for you)

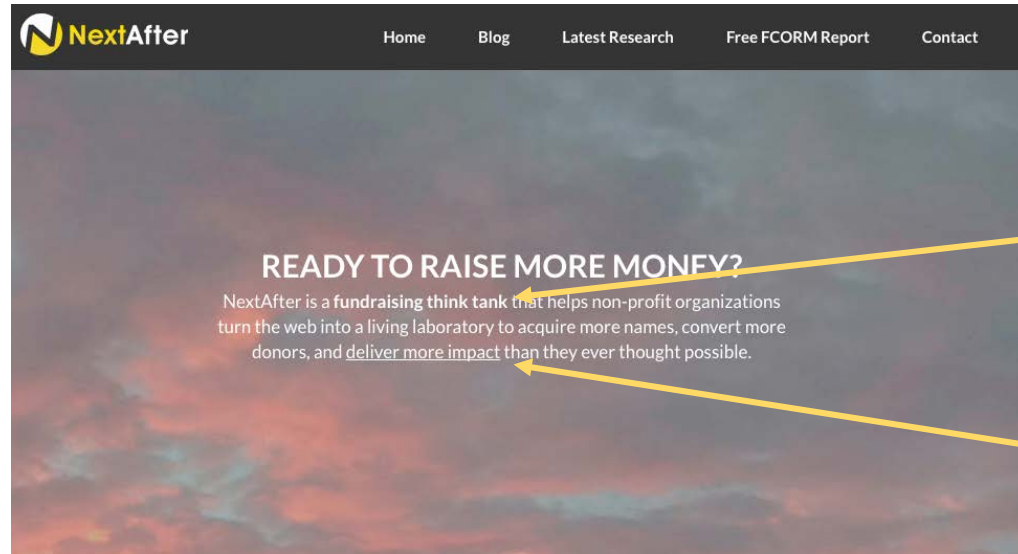


The Problem...



NextAfter's First Office

We made some big statements...



fundraising think tank

web into a living laboratory



A NEW APPROACH

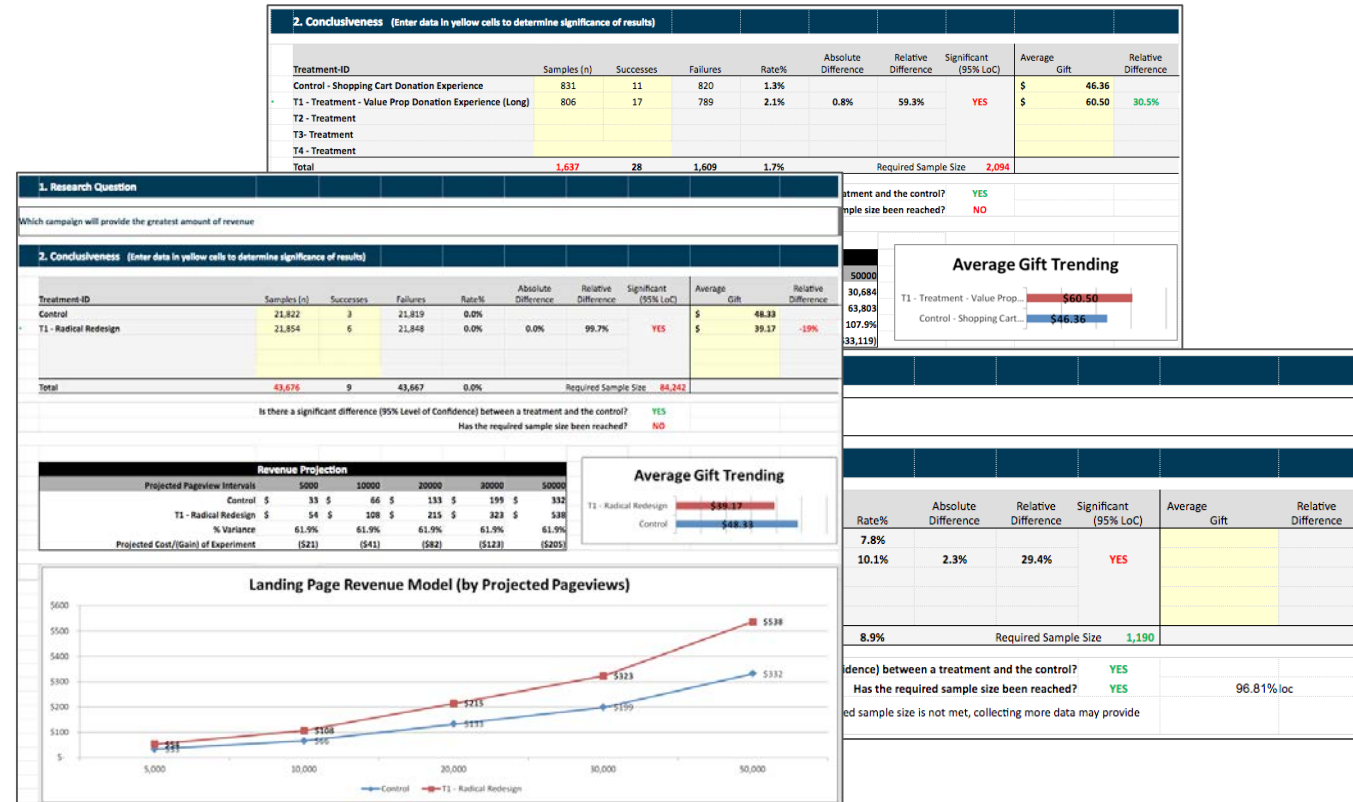
We'd like to introduce you to the Flux Capacitor of Online Revenue Maximization, or FCORM, for short. The FCORM is a data analytics model that is at the heart of our strategy. This model allows you to focus on the three metrics that matter in fundraising: **traffic**, **conversion rate**, and **average gift**. Curious to see how your organization stacks up against other nonprofits? [Get your own free personalized FCORM report](#) right now. It includes detailed analysis of your organization's strengths and weaknesses with opportunities to **instantly increase**

NextAfter.com circa 2014



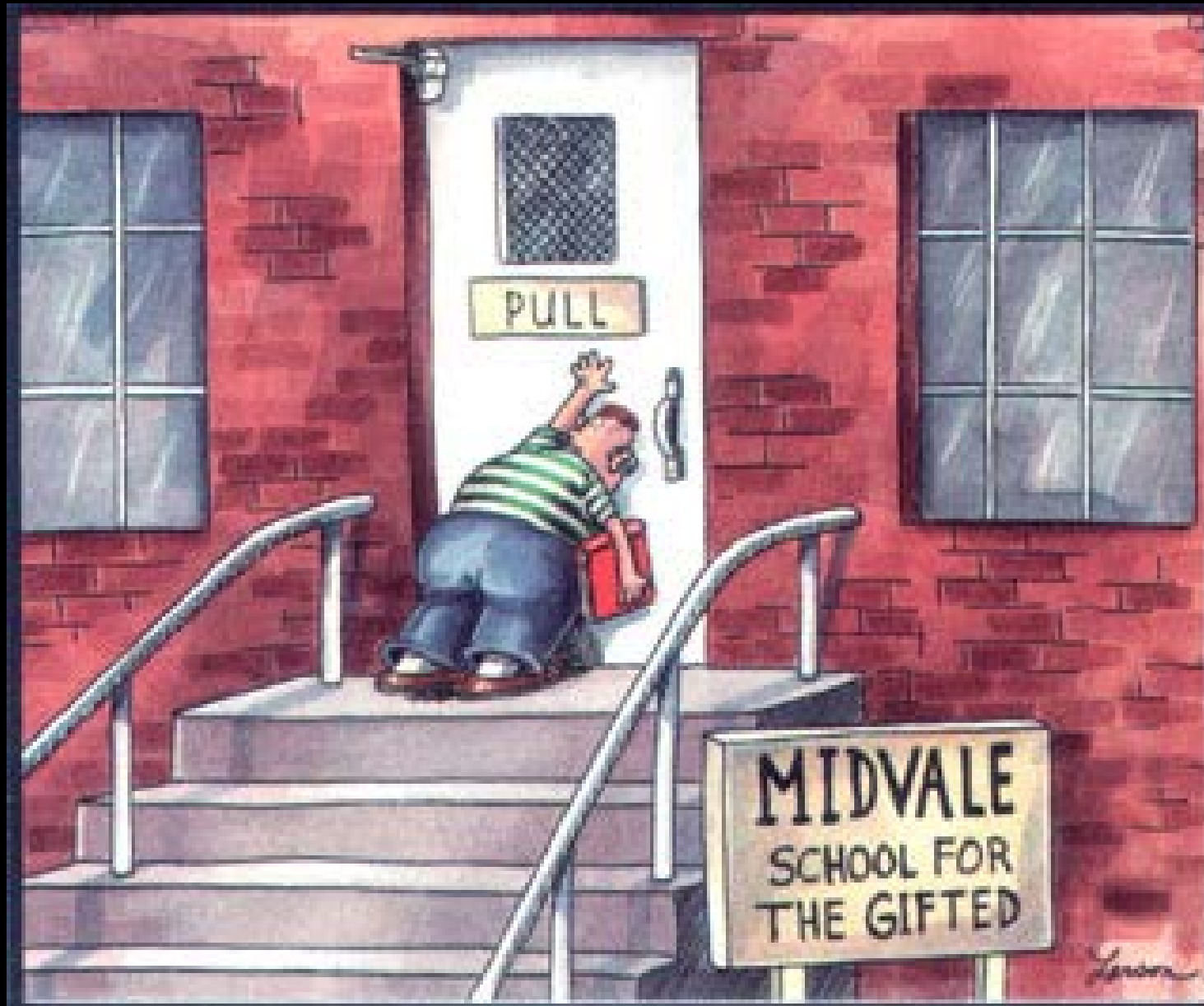
The reality was a little messier

AFP	--	--
BKP	--	--
CaringBridge	--	--
Cornyn	--	--
FAIR	--	--
Global Volunteer Network	--	--
GWBP	--	--
iDonate	--	--
King Rights Initiative	--	--
Moody	--	--
MRC	--	--
OFL	--	--
Optimization_Cases_2012.pdf	5/12/2014 12:45 PM	--
Optimization_Experiments_Comprehensive_5-29-13.pptx	5/12/2014 12:45 PM	--
PHC	--	--
Pier 1 Slides	--	--
Teen Mania	--	--
THF	--	--
Tim's Case Studies	--	--



~40 documented experiments






Then the "well duh" moment




Wordpress to the rescue

Background of experiment

Images of the treatments

Data set with validity check


 Research | Resources | Events | About Us | Contact Us | Blog

How a more personalized messaging approach in an email solicitation can affect response rate by 380.7%

Experiment ID: #656

The Heritage Foundation

Founded in 1973, The Heritage Foundation is a research and educational institution—a think tank—whose mission is to formulate and promote conservative public policies based on the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

Experiment Summary

Timeframe: 12/29/2014 - 12/30/2014

With a little over two days left before the end of the year, Heritage Foundation email subscribers had received six different messages from Jim DeMint—the president of the organization—asking for their support with a year-end gift. Best practices suggest that the email signer should be the most publicly known leader of the organization, and should rarely (if ever) change to ensure donors hear a consistent voice. Heritage tested that theory by sending an email from someone else in the organization.

Research Question

How does a softer, more personal tone from a more believable email sender affect email response rate?

MECLABS Conversion Factors Targeted

$$C = 4m + [2v] + 2(1 - \eta) \cdot 2a^0$$

Copyright 2015, MECLABS

Design

The image shows a side-by-side comparison of two email versions. The left version is signed by 'C. Jim DeMint, Senator' and the right version is signed by 'T.J. New Signer'. Both emails are from 'The Heritage Foundation' and contain identical body text, which is a request for a year-end gift. The design elements, including the header, body text, and footer, are consistent between the two versions, with the primary difference being the email signature.

Results

	Treatment Name	Samples	Donations	Revenue per Visitor	Relative Difference	Confidence	Average Gift
C	Jim DeMint, Senator	84,842	38	\$0.03			\$46.18
T	New Signer	85,066	90	\$0.14	380.7%	100.0%	\$134.70
	Total	169,910	128	\$0.09			\$118.36

This experiment has a required sample size of 111,364 in order to be valid. Since the required sample size was met and there is a level of confidence above 95%, the experiment results are valid.

Flux metrics impact

Illustration of potential impact

Slide decks and similar tests

Flux Metrics Affected

The Flux Metrics analyze the three primary metrics that affect revenue (traffic, conversion rate, and average gift) and produced the following results:

0% increase in traffic

+ 136.2% increase in conversion rate

+ 103.5% increase in average gift

380.7% increase in revenue

Key Learnings

The more personalized message, even if not from the primary organizational sender, can have a significant impact on the donor's likelihood to give.

Projected Impact

Based upon the results of this experiment, the chart below illustrates the effect on revenue for both the control and treatment at different traffic volume intervals.

Number of Visitors	Jim Danner Sender (Revenue)	New Signer (Revenue)
0	\$0	\$0
175,000	\$10,000	\$20,000
350,000	\$15,000	\$40,000
525,000	\$20,000	\$60,000
700,000	\$25,000	\$80,000
875,000	\$30,000	\$100,000
1,000,000	\$35,000	\$120,000

Share this research with a colleague

Our mission is to help elevate the field of fundraising by openly sharing our research and inspiring a greater community of testing and optimization. If you have found our research to be helpful, insightful, or even just interesting – please share it with a fellow fundraiser.

Your Name

Recipient's Name

Recipient's Email

Message to Recipient (optional)

[Share the Learnings](#)

Get the Detailed Case Study

Get a copy of the slides that highlight the different elements of the experiment, the variables that were changed, and the key takeaways and learnings that you can apply to your own organization.

Pick your format of choice:

Related Experiments

This experiment is part of a series of experiments aimed at improving overall results. Take a look at some of the other iterations:

- How adding the value associated in the email document increases...
- How taking a softer call to action can decrease donations...
- How removing the document icon increases clicks by 3.7%
- How a soft call to action increases conversion by 11.5%
- How a shorter email increased donations by 128.5%
- How a soft call to action in the email decreased conversion rate...
- How the call to action in an email can affect click rate...
- How removing ChatGPT language can decrease conversion by 13.5%
- How framing the message around the donor's impact can increase...
- How capturing and using a credibility via social validation reduced revenue...

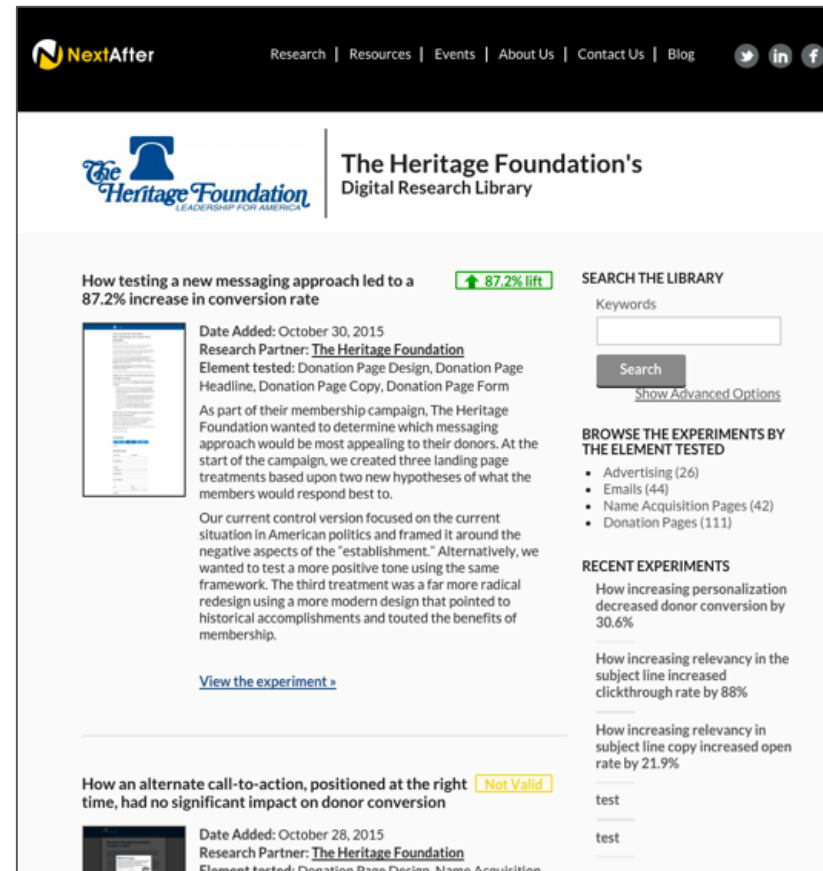
Experiment Documented by...

Tim Kachariak

Tim is the Chief Innovation & Optimization Officer at NextAfter. If you have any questions about this experiment or would like additional details not discussed above, please feel free to contact them directly.



Wordpress to the rescue



The screenshot displays the 'The Heritage Foundation's Digital Research Library' website. The header includes the 'NextAfter' logo and navigation links for Research, Resources, Events, About Us, Contact Us, and Blog. The main content area features a list of experiments. The first experiment, titled 'How testing a new messaging approach led to a 87.2% increase in conversion rate', is highlighted with a green '87.2% lift' tag. It includes a thumbnail image, a date added of October 30, 2015, and a research partner of The Heritage Foundation. The experiment details describe a membership campaign where three landing page treatments were tested. A 'View the experiment »' link is provided. To the right, there is a search bar labeled 'SEARCH THE LIBRARY' with a 'Search' button and a link to 'Show Advanced Options'. Below the search bar, a section titled 'BROWSE THE EXPERIMENTS BY THE ELEMENT TESTED' lists categories: Advertising (26), Emails (44), Name Acquisition Pages (42), and Donation Pages (111). A 'RECENT EXPERIMENTS' section lists three experiments with their respective results: 'How increasing personalization decreased donor conversion by 30.6%', 'How increasing relevancy in the subject line increased clickthrough rate by 88%', and 'How increasing relevancy in subject line copy increased open rate by 21.9%'. The second experiment in the list, 'How an alternate call-to-action, positioned at the right time, had no significant impact on donor conversion', is marked as 'Not Valid' with a yellow tag. It also includes a date added of October 28, 2015, and a research partner of The Heritage Foundation.

Searchable and sortable listing
of the experiments



Unfortunately, it wasn't pretty to see the sausage get made

10 1 + New Howdy, Kevin Peters

Screen Options Help

Add Experiment

Enter title here

Make Experiment Public
Once selected, the test will be viewable by the general public (with the specific stats replaced with percentages)

☐

Start Date
What date did the test start?

End Date
When did the test end?

Background
Give a brief summary of the history leading up to the test and the reasoning behind it.

[Add Media](#)

Research Question *
What is the question that this experiment is hoping to answer?

[Add Media](#)

Publish

Save Draft Preview

Status: **Draft** [Edit](#)

Visibility: **Public** [Edit](#)

[Publish Immediately](#) [Edit](#)

[Publish](#)

Categories

All Categories Most Used

- ☐ Alliance Defending Freedom
- ☐ Americans for Prosperity
- ☐ Buckner International
- ☐ Care Net
- ☐ CaringBridge
- ☐ Colson Center
- ☐ Compassion International
- ☐ Dallas Theological Seminary

[Add New Category](#)

XMAS Sitemap

Manual Related Posts

[Add a related post](#)

[Clear List](#)

Learnings

What does this experiment tell you about your donors and/or prospects?

[Add Media](#)

Element Tested
What areas where tested (you can select multiple elements)

- ☐ Advertising
- ☐ Engagement
- ☐ Email Sender
- ☐ Email Subject Line
- ☐ Email Design
- ☐ Email Copy
- ☐ Email Call-to-Action
- ☐ Donation Page Design
- ☐ Donation Page Headline
- ☐ Donation Page Copy
- ☐ Donation Page Form
- ☐ Name Acquisition Design
- ☐ Name Acquisition Headline
- ☐ Name Acquisition Copy
- ☐ Name Acquisition Form

Targeted Conversion Factor
What elements of the conversion heuristic were tests?

- ☐ Motivation
- ☐ Clarity of the Value Prop
- ☐ Incentive
- ☐ Anxiety
- ☐ Friction

Success Metric *
What was the goal of the test? If it was to increase revenue, then revenue per donor would be the success. If it was to increase names acquired, opens, clicks, etc. it would be conversion rate

Show Average Gift
Should the average gift be viewable by the general public?

☒

Control Information * [Collapse All Rows](#)

Treatment Name *
Describe this treatment

Samples *
How many visitors saw the page, emails were delivered, etc?

Successes *
How many successful donations were made, or emails were opened, etc?

Average Gift
Average gift or revenue per visitor depending upon the success metric.

Screenshot
Upload an image of the treatment

No image selected [Add Image](#)

Treatment Information * [Collapse All Rows](#)

Treatment Name *
Describe this treatment

Samples *
How many visitors saw the page, emails were delivered, etc?

Successes *
How many successful donations were made, or emails were opened, etc?

Average Gift

Screenshot
Upload an image of the treatment

No image selected [Add Image](#)

[Add Treatment](#)

PPT Presentation
Upload the Preheader presentation files (if applicable)

No File Selected [Add File](#)

25+ fields to fill out and took on average an hour to complete



We were able to simplify the process

Validate Your Own Experiment

The ultimate goal of testing and optimization should not be to simply achieve a lift in revenue or an increase in email addresses acquired. Instead, the goal of an experiment should be to achieve a learning: to gain an insight into the mind of the donor.

Before we can analyze the results of an experiment, we first need to determine that the results are both valid and that a large enough sample size has been met. This page will help you ensure your experiments meet both of these qualifications.

Validating your experiment is done in two simple steps.

Step 1:

What is the primary goal of this experiment?

- ☐ Get more email opens
- ☐ Get more clicks
- ☐ Acquire more email addresses
- ☒ Acquire more donors
- ☐ Acquire more revenue

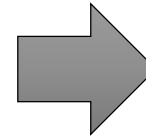
Step 2:

Enter the information below to finish your validation. Samples refer to the number of people that saw the test; this could be page visitors, unique opens, or emails delivered. Successes is the number of donations acquired.

	Samples	Donations Acquired	Conversion Rate	Relative Difference
Control	<input type="text"/>	<input type="text"/>		
Treatment #1	<input type="text"/>	<input type="text"/>		

[+ Add another treatment](#)

[Validate My Test](#)



And here are your results...

	Samples	Donations	Conv. Rate	Relative Difference	Significance
Control	2,015	645	27.4%		
Treatment #1	234	23	9.8%	-64.1%	100.0%
Total	2,349	668	25.8%		

Required sample size: 48

That's a lot of numbers; here's what you need to know:

- ☒ You achieved a level of confidence that is 95% or greater!
- ☒ You had a sample size above 48!

This means your experiment is done!

Share your Results!

This digital research library is built upon innovators and optimizers like yourself. Our mission is to increase nonprofit giving not just at individual organization but across the industry. [You can help do this!](#)

We already have a majority of necessary information; we just need a few more details about your experiment. Please fill out the fields below to submit your experiment for review. None of them are required but all of them would be helpful.

Thank you for taking 5 minutes to help build up the nonprofit industry.

Organization

Background
Please give a brief summary of the circumstances surrounding this test and the reasoning behind it.

Research Question
What is the question that this experiment is hoping to prove? What did you believe the treatment would accomplish?

Learnings
How will you use what you've learned from this test moving forward?

[Share your Results](#)

<http://freetestvalidator.com/>



But the demand continued to grow



~20 minutes checking
tests each day



> 1 hour each day





The best ideas come from laziness...

We made the monitoring happen auto-magically

Active Experiment Dashboard

Below is a list of all active experiments for clients that have a registered A/B testing platforms within the Research Library.

[Follow this link to set up a client's A/B testing system within the library.](#)

Partner	Experiment Name	Total Visitors	Goal	Winning Treatment	Lift	LoC ▼	Visitors Remaining	Days Active	Actions
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Secondary Ask Gifts	\$100 Premium	▼ -73.9%	100.0%	0	88	bd ⚡ 📈 📉
Harvest Ministries	Daily Devotion Signup Page Donation Ask - Button vs Inline Form	6,279	Revenue	Treatment (Inline form)	▲ 266.3%	99.9%	0	14	bd ⚡ 📈 📉
The Heritage Foundation	HAFA Proud Conservative Pledge - amount test	3,910	Secondary Ask Gifts	Serial	▲ 196.3%	98.7%	0	33	bd ⚡ 📈 📉
The Heritage Foundation	Heritage.org Homepage Buttons	24,908	Renew Membership Click	Membership	▲ 80.2%	97.5%	0	10	bd ⚡ 📈 📉
Harvest Ministries	Daily Devotion Signup Page Donation Ask - Button vs Inline Form	6,279	Donations	Treatment (Inline form)	▲ 72.4%	96.6%	0	14	bd ⚡ 📈 📉
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Gifts	\$75 Premium	▲ 11.6%	95.9%	0	88	bd ⚡ 📈 📉
Dallas Theological Seminary	Main Donation Page Navigation	741	Donation	Original	▼ -16.3%	94.0%	0	109	bd ⚡ 📈 📉
The Heritage Foundation	Heritage.org Homepage Buttons	24,908	Donations	Renew membership	▼ -21.4%	93.4%	0	10	bd ⚡ 📈 📉
The Heritage Foundation	HAFA Proud Conservative Pledge - amount test	3,910	Gifts	Serial	▲ 42.2%	91.5%	84	33	bd ⚡ 📈 📉
Jews for Jesus	Fall Urgency Campaign - Page Design	107	Donation	White BG & Countdown Right	▲ 43.9%	90.6%	14	7	bd ⚡ 📈 📉
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Revenue	\$75 Premium	▲ 8.6%	86.7%	278,725	88	bd ⚡ 📈 📉
The Heritage Foundation	Leaders Club - Gift Array Amounts	1,911	Donations	5,15,25	▼ -15.9%	85.1%	1,477	5	bd ⚡ 📈 📉



We made the monitoring happen auto-magically

Active Experiment Dashboard

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The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Secondary Ask Gifts	\$100 Premium	▼ -73.9%	100.0%	0	88	bd + 🟢 🟡 🟠
Harvest Ministries	Daily Devotion Signup Page Donation Ask - Button vs Inline Form	6,279	Donations		▲ 266.3%	96.6%	0	14	bd + 🟢 🟡 🟠
The Heritage Foundation	HAFA Proud Conservative Pledge - amount test	3,910	Gifts		▲ 196.3%	95.9%	0	33	bd + 🟢 🟡 🟠
The Heritage Foundation	Heritage.org Homepage Buttons	24,908	Donations		▲ 80.2%	94.0%	0	109	bd + 🟢 🟡 🟠
Harvest Ministries	Daily Devotion Signup Page Donation Ask - Button vs Inline Form	6,279	Donations		▲ 266.3%	96.6%	0	14	bd + 🟢 🟡 🟠
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Gifts		▼ 11.6%	95.9%	0	88	bd + 🟢 🟡 🟠
Dallas Theological Seminary	Main Donation Page Navigation	741	Donation		▲ 16.3%	94.0%	0	109	bd + 🟢 🟡 🟠
The Heritage Foundation	Heritage.org Homepage Buttons	24,908	Donations		▲ 80.2%	94.0%	0	109	bd + 🟢 🟡 🟠
The Heritage Foundation	HAFA Proud Conservative Pledge - amount test	3,910	Gifts		▲ 196.3%	95.9%	0	33	bd + 🟢 🟡 🟠
Jews for Jesus	Fall Urgency Campaign - Page Design	107	Donations		▲ 266.3%	96.6%	0	14	bd + 🟢 🟡 🟠
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Revenue		▼ 73.9%	100.0%	0	88	bd + 🟢 🟡 🟠
The Heritage Foundation	Leaders Club - Gift Array Amounts	1,911	Donations		▲ 80.2%	94.0%	0	109	bd + 🟢 🟡 🟠

All clients in one spot

Monitor impact

See all the details

Check for validity

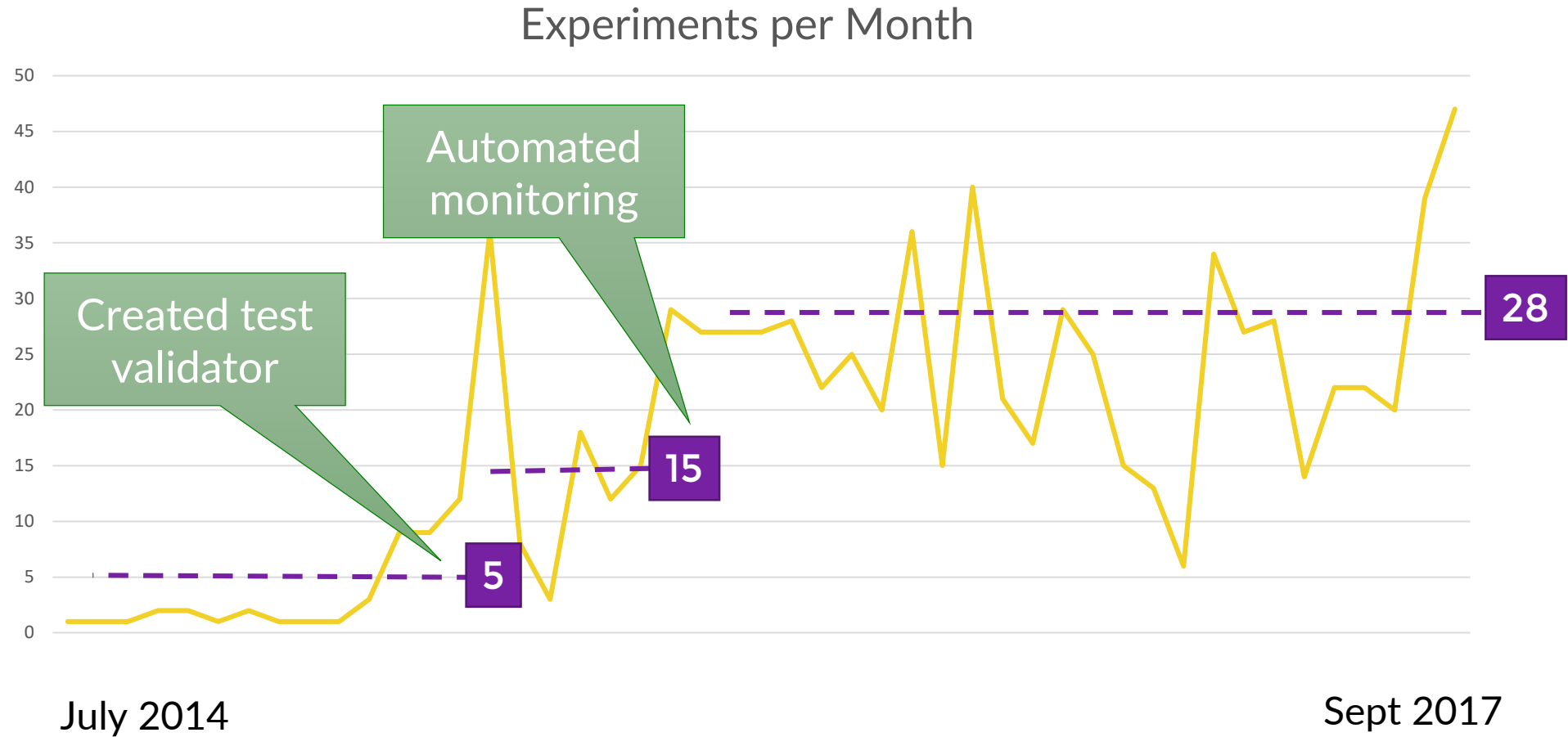
Automatically record experiment data and save screenshots

HAFA PC Challenge Landing Page Details

Treatment	Conversion	Revenue
C: Control	97.3%	\$95.30
T1: Variation	97.3%	\$83.00
Totals		\$88.67



Things started going faster



The impact was immediately

NextAfter Testing Lab



Total Samples

89,244,921

Total Conversions

1,570,974

Cumulative Lift

35,756.1%

Over 800 documented experiments!





But you promised us gifts...

3 Gifts for You...



Gift #1: NextAfter Research Library

Advertising



VS.



- How Ad Congruency Affects Clickthrough Rate on a Facebook Ad
- How a direct ask on a blog impacts long-term donor conversion
- How a Tailored, Remarketing Headline Affects Clickthrough Rate on a Facebook Ad
- How the minimum premium gift impacts donor conversion

Name Acquisition

Sincerely,

First Name *

Last Name *

Email *

VS.

Sincerely,

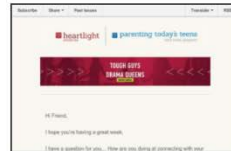
First Name *

Last Name *

Email *

- How adding an additional newsletter opt-in checkbox affects form completion rate
- How framing the audience for an offer affects conversion rate
- How reduced copy and a more direct headline affect donor conversion

Emails



VS.



- Gmail's handling of full-format vs. low-format emails
- How stripping out branding in an offer email affects clickthrough rate
- How a 'Campaign Opt-Out' Link Affects Email Unsubscribe Rate
- How the tone of an appeal affects clickthrough rate

Donor Acquisition

Thank you!

First Name *

Last Name *

Email *

VS.

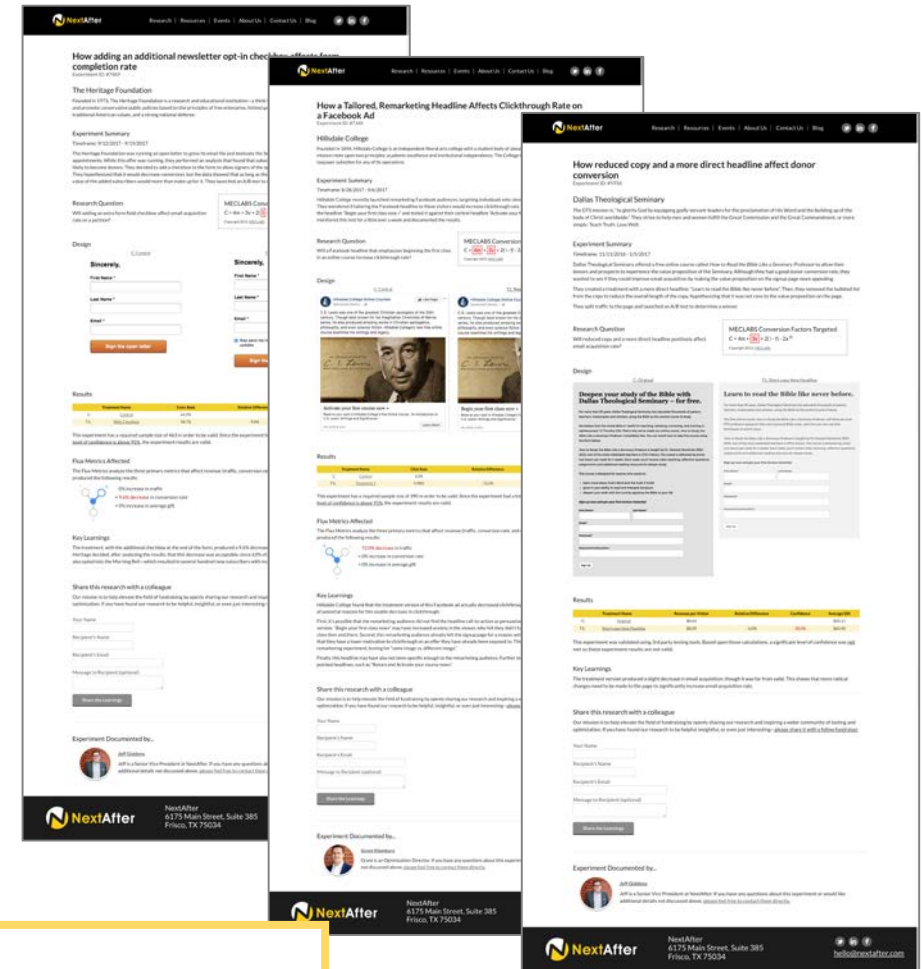
Thank you!

First Name *

Last Name *

Email *

- How the minimum premium gift impacts donor conversion
- How additional premium-focused value proposition affects conversion
- How a time-sensitive value proposition affects conversion rate



Nextafter.com/research



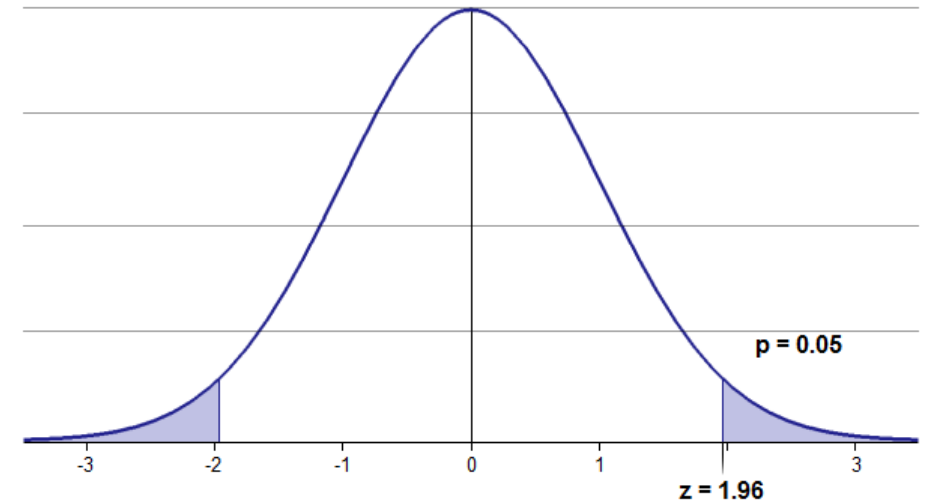
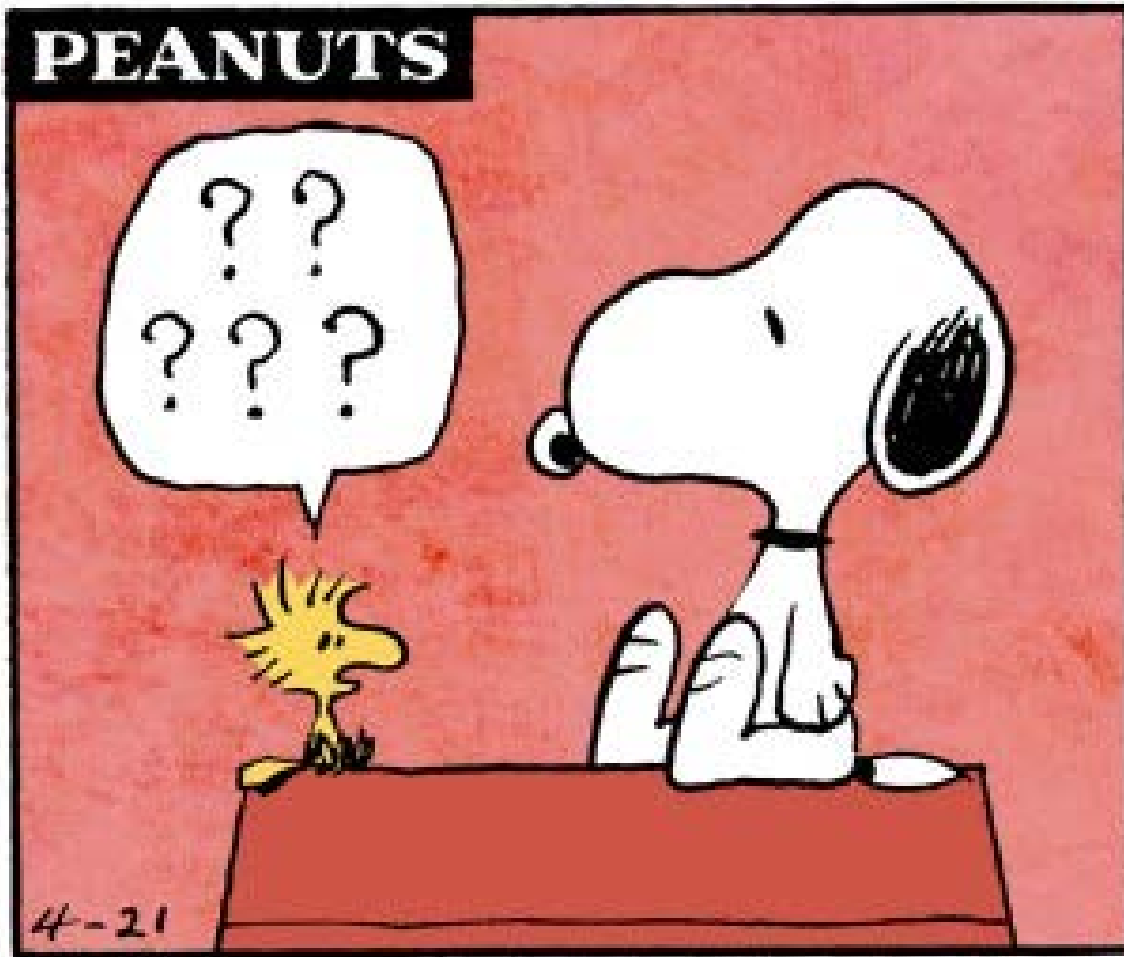
3 Gifts for You...



Research
Library



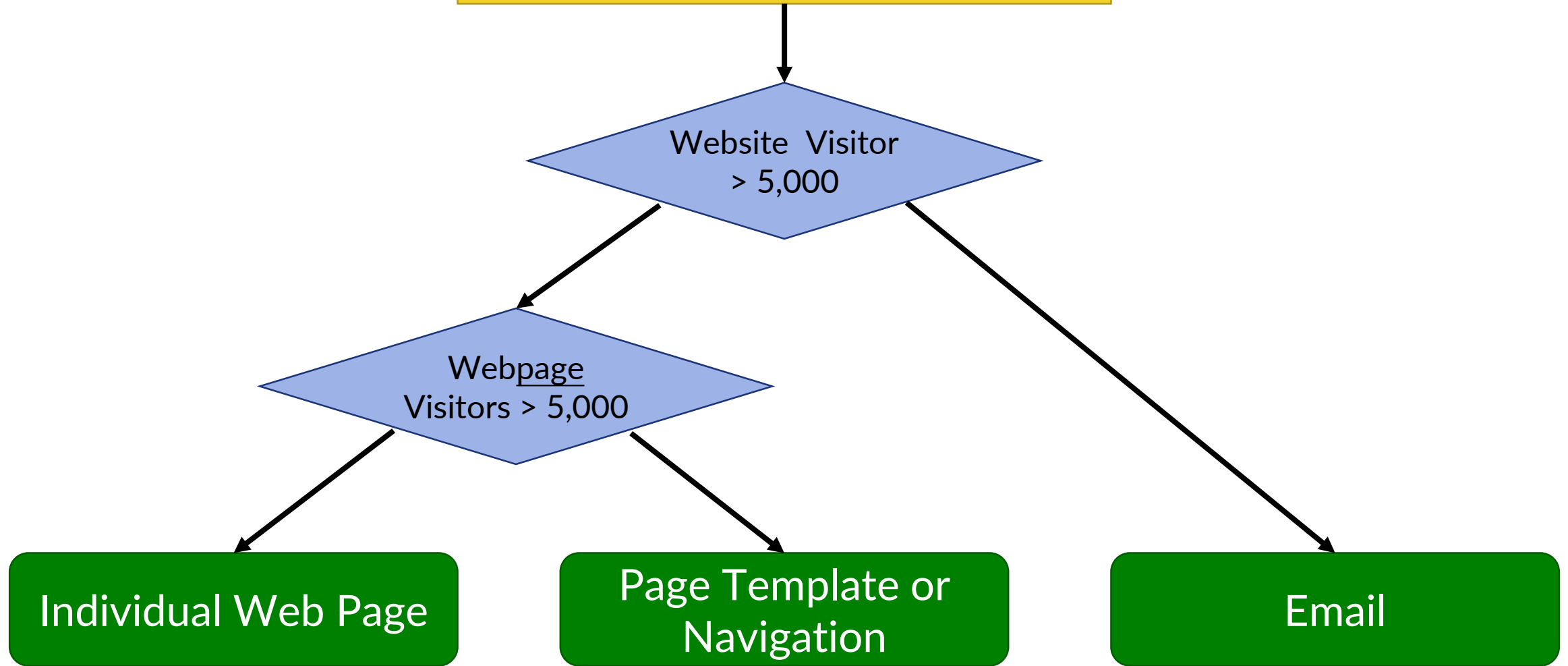
Where to start?



$$t = \frac{(\bar{X}_1 - \bar{X}_2) - (\mu_1 - \mu_2)}{S_{\bar{X}_1 - \bar{X}_2}} = \frac{\bar{X}_1 - \bar{X}_2}{S_{\bar{X}_1 - \bar{X}_2}}$$

$$S_{\bar{X}_1 - \bar{X}_2} = \sqrt{\frac{(N_1 - 1)s_1^2 + (N_2 - 1)s_2^2}{N_1 + N_2 - 2} \left[\frac{1}{N_1} + \frac{1}{N_2} \right]}$$

Where to start?



Gift #2: Google Optimize

Main Donation Page Treatment - with Mobile (1)
Status: Draft

1 Value Prop Treatment

36 changes

... div#inner_c... > div > div#primary_... > article > section > div > div > div#donation... > div > p

NATIONAL BREAST CANCER FOUNDATION, INC.

LOGIN

You Can Provide Support at Every Step of the Journey

Paragraph <p>

NBCF helps people with every step of their breast health. By providing breast health education to those learning about their risks, early in need, and a helping hand to those diagnosed with breast cancer and their loved ones as they navigate the complex cancer care system what sets NBCF apart from other organizations is this!

When you partner with NBCF through a firm, you can:

- **provide premier educational resources** with breast cancer and their loved ones
- **provide free mammograms and breast health services** to people who can't afford them, making sure that no one gets turned away
- **fund Patient Navigation programs** to help patients with and around the barriers of cost, fear, and misinformation of being diagnosed with, breast cancer.

81% NBCF is committed to treating your gift with integrity. Last year, 81% of your dollars were used for the purpose of

EDIT ELEMENT

DIMENSIONS

1075px 90px

LOCATION

auto auto

auto auto

TYPOGRAPHY

A Georgia, "Times Ne" ▼

T 15px ▼

B normal ▼

<http://optimize.google.com>



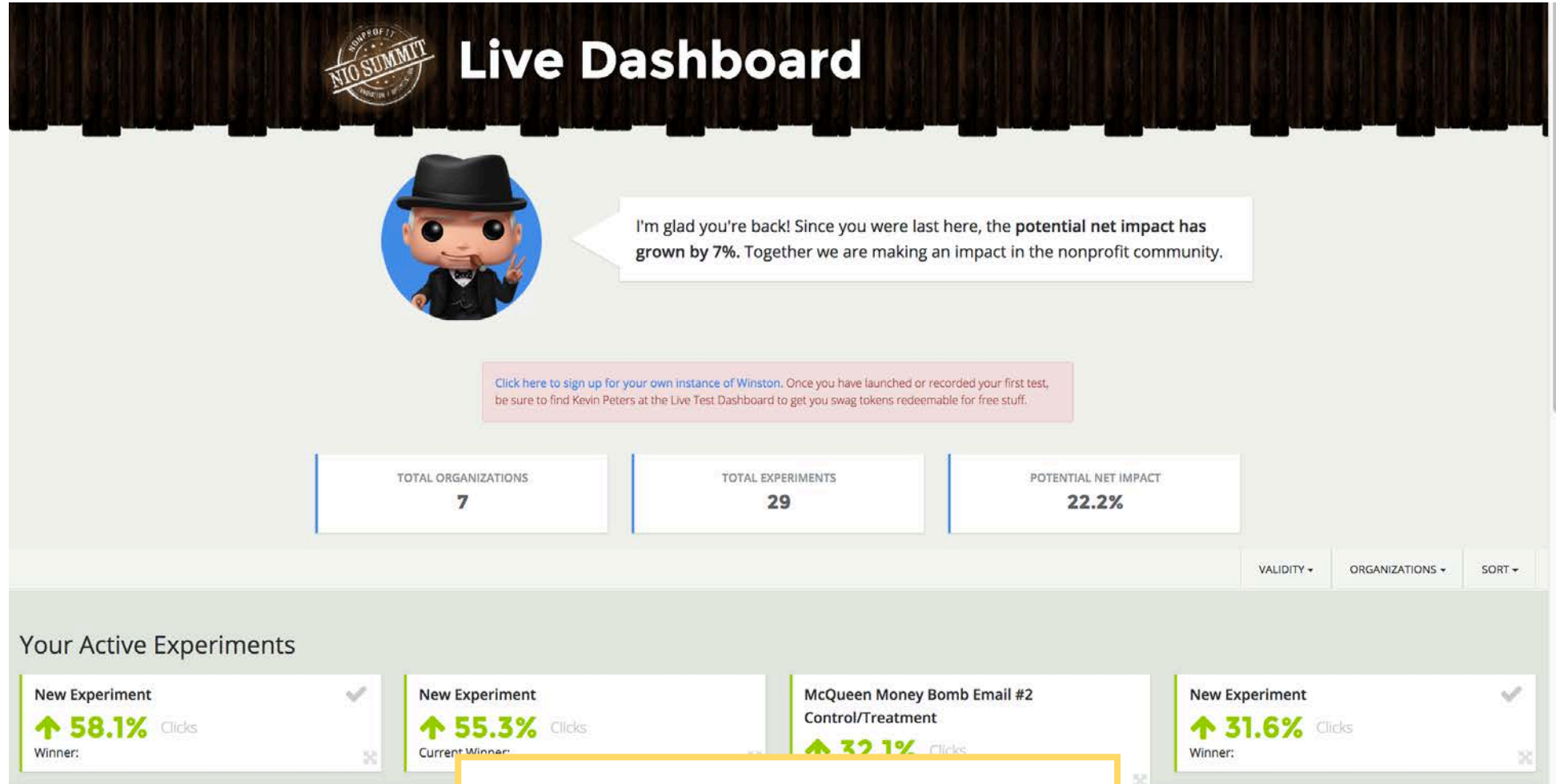
3 Gifts for You...



Research
Library



Gift #3: WinstonKnows.com



The screenshot shows the 'Live Dashboard' for WinstonKnows.com. At the top, there's a 'NONPROFIT NIO SUMMIT' logo. Below it, a cartoon character in a suit and hat says, 'I'm glad you're back! Since you were last here, the potential net impact has grown by 7%. Together we are making an impact in the nonprofit community.' A pink box contains a link to sign up for a Winston instance. Below this, three white boxes display statistics: 'TOTAL ORGANIZATIONS 7', 'TOTAL EXPERIMENTS 29', and 'POTENTIAL NET IMPACT 22.2%'. To the right are dropdown menus for 'VALIDITY', 'ORGANIZATIONS', and 'SORT'. The 'Your Active Experiments' section shows four cards: 'New Experiment' with a 58.1% increase in clicks, 'New Experiment' with a 55.3% increase, 'McQueen Money Bomb Email #2 Control/Treatment' with a 32.1% increase, and 'New Experiment' with a 31.6% increase. Each card has a 'Winner:' field and a close button.

Live Dashboard

NONPROFIT NIO SUMMIT

I'm glad you're back! Since you were last here, the potential net impact has grown by 7%. Together we are making an impact in the nonprofit community.

Click here to sign up for your own instance of Winston. Once you have launched or recorded your first test, be sure to find Kevin Peters at the Live Test Dashboard to get you swag tokens redeemable for free stuff.

TOTAL ORGANIZATIONS
7

TOTAL EXPERIMENTS
29

POTENTIAL NET IMPACT
22.2%

VALIDITY ▾ ORGANIZATIONS ▾ SORT ▾

Your Active Experiments

- New Experiment ✓
↑ **58.1%** Clicks
Winner: ✕
- New Experiment
↑ **55.3%** Clicks
Current Winner: ✕
- McQueen Money Bomb Email #2 Control/Treatment
↑ **32.1%** Clicks
Winner: ✕
- New Experiment ✓
↑ **31.6%** Clicks
Winner: ✕

<https://winstonknows.com>



Secret Gift #4: Lunch

