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

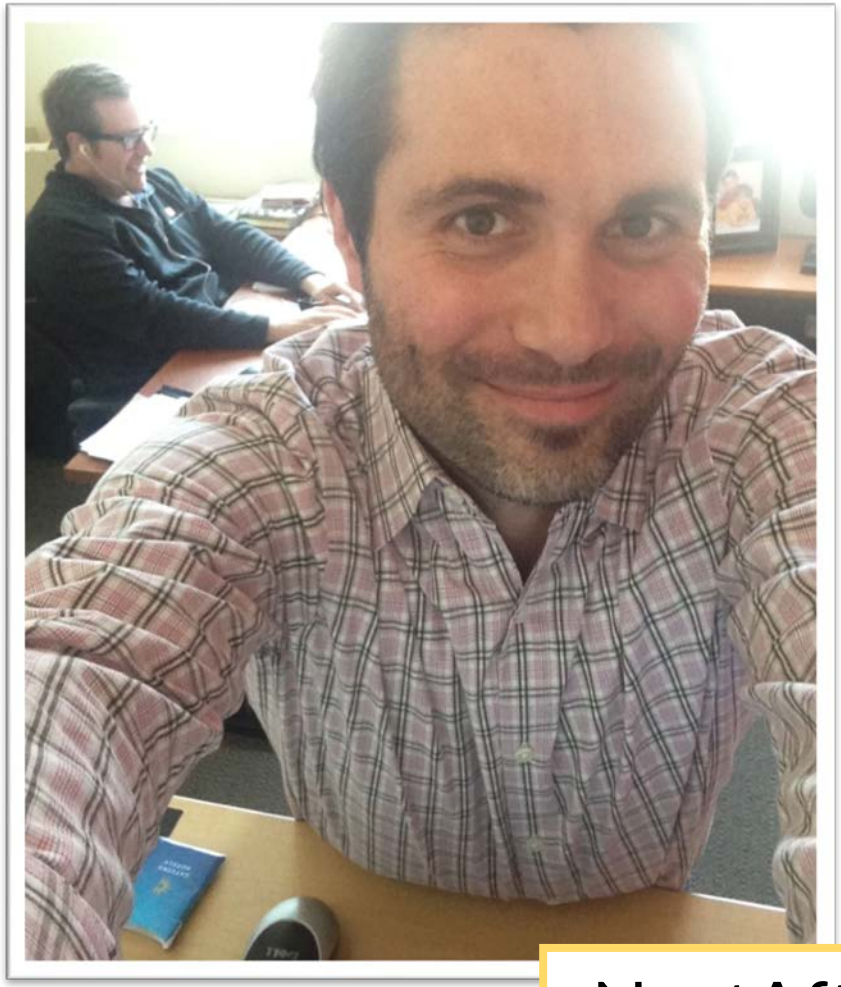
NextAfter

NONPROFIT NIO SUMMIT INNOVATION AND OPTIMIZATION

One Big Problem

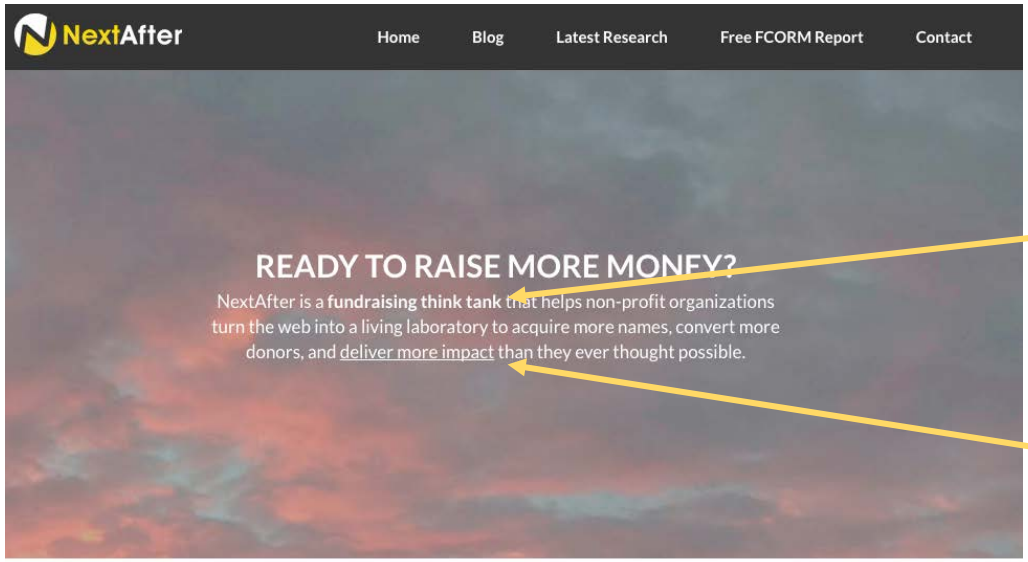
(And 3 gifts for you)

The Problem…



NextAfter's First Office

We made some big statements…



fundraising think tank

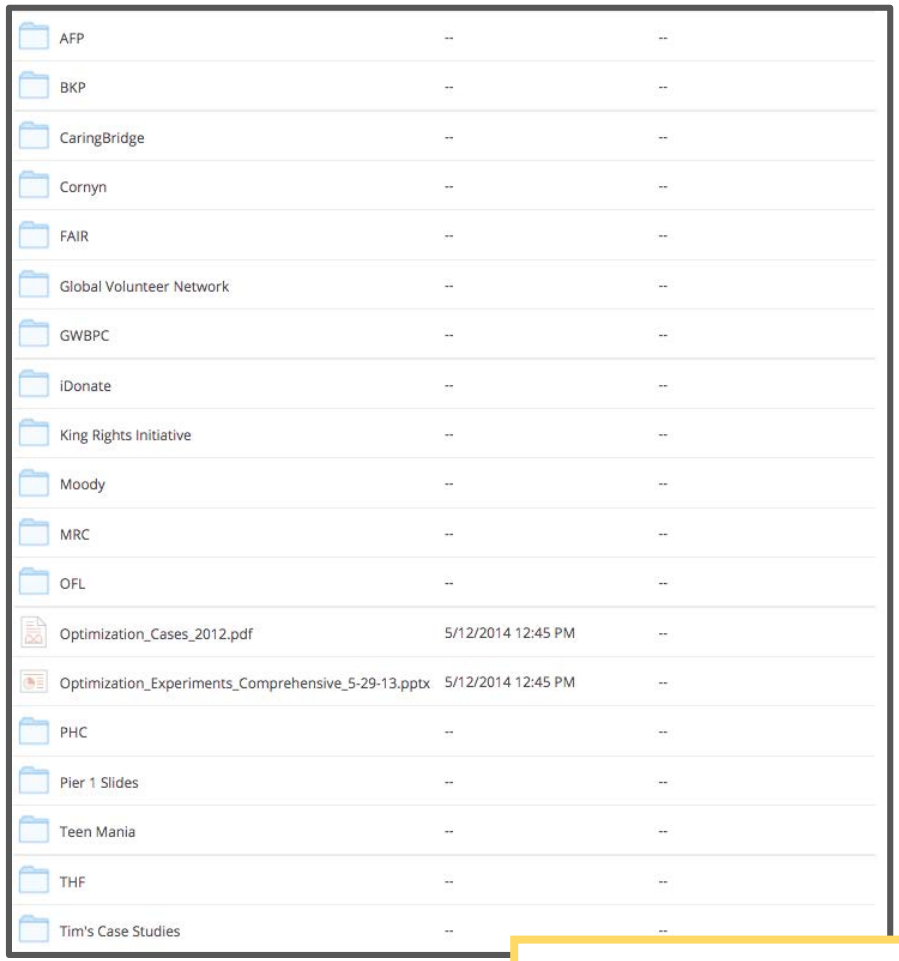
web into a living laboratory

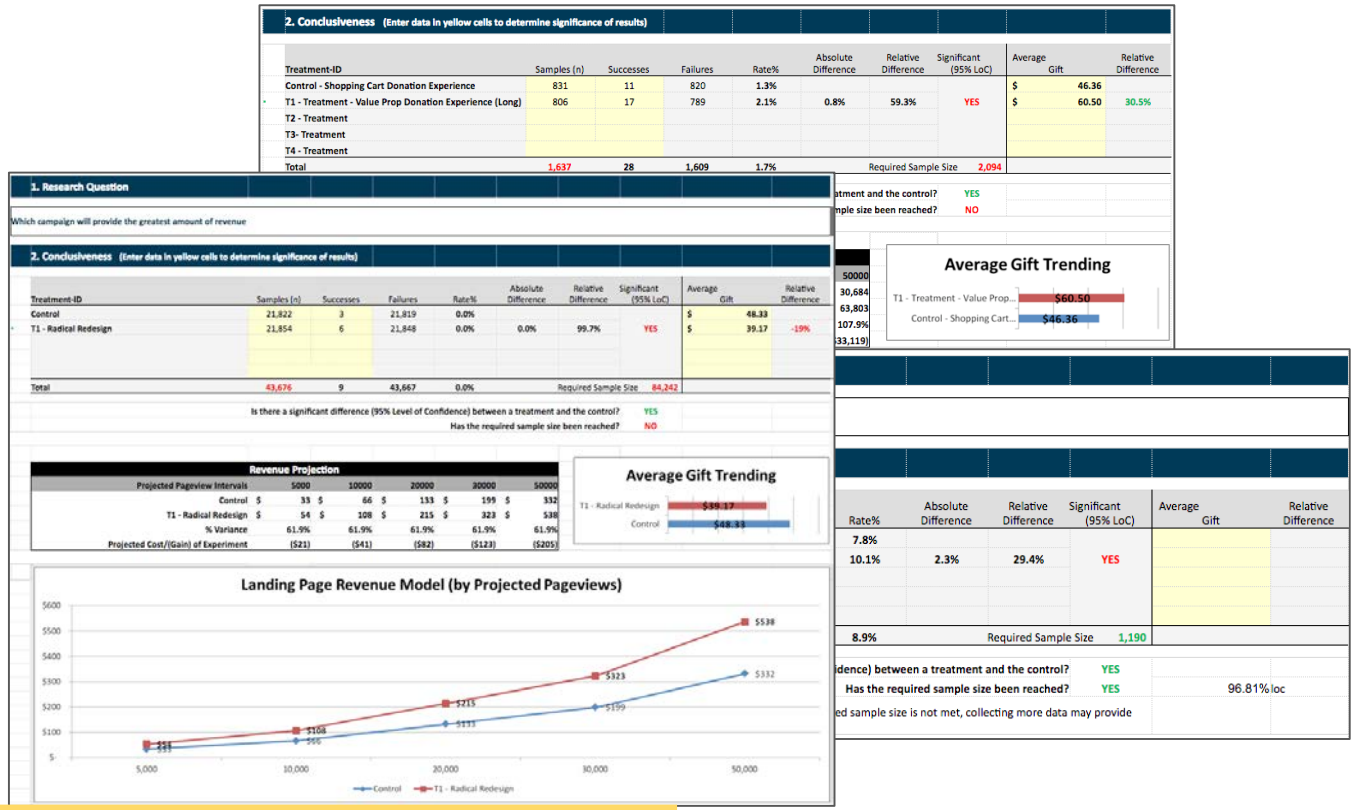
A NEW APPROACH

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





~40 documented experiments

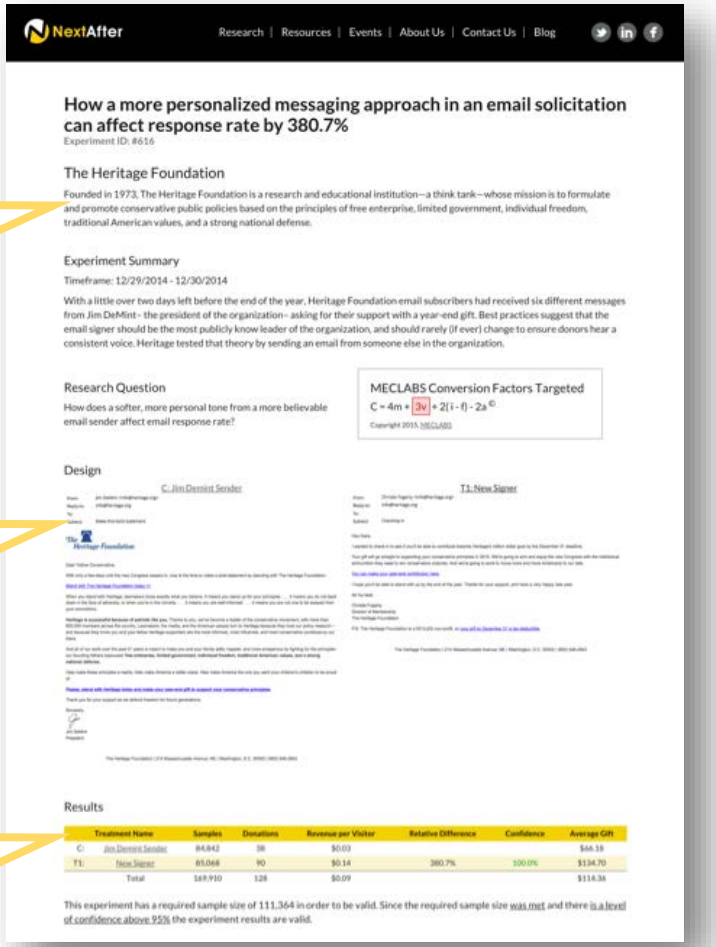
Then the "well duh" moment

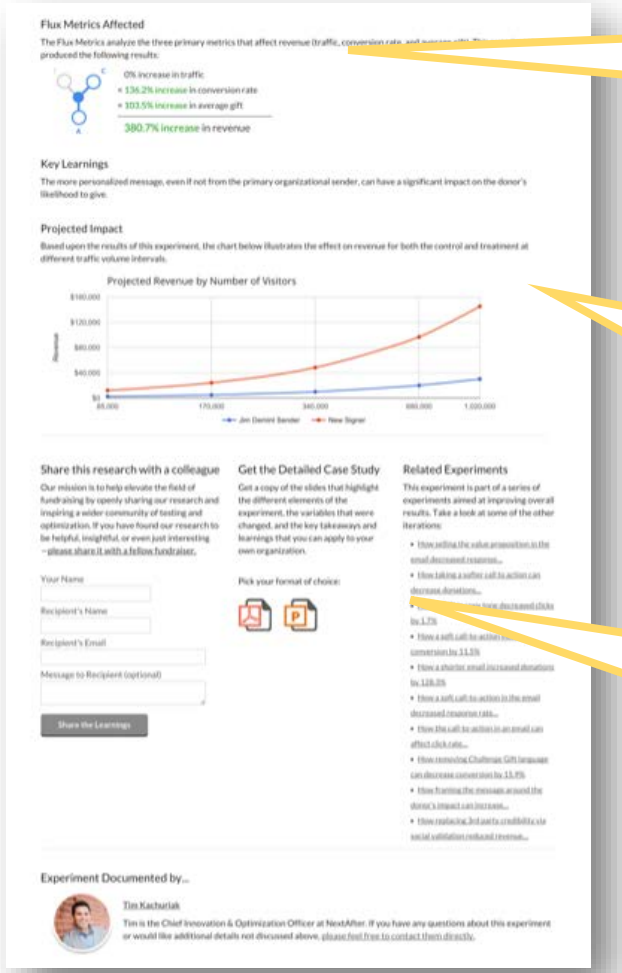
Wordpress to the rescue

Background of experiment

Images of the treatments

Data set with validity check



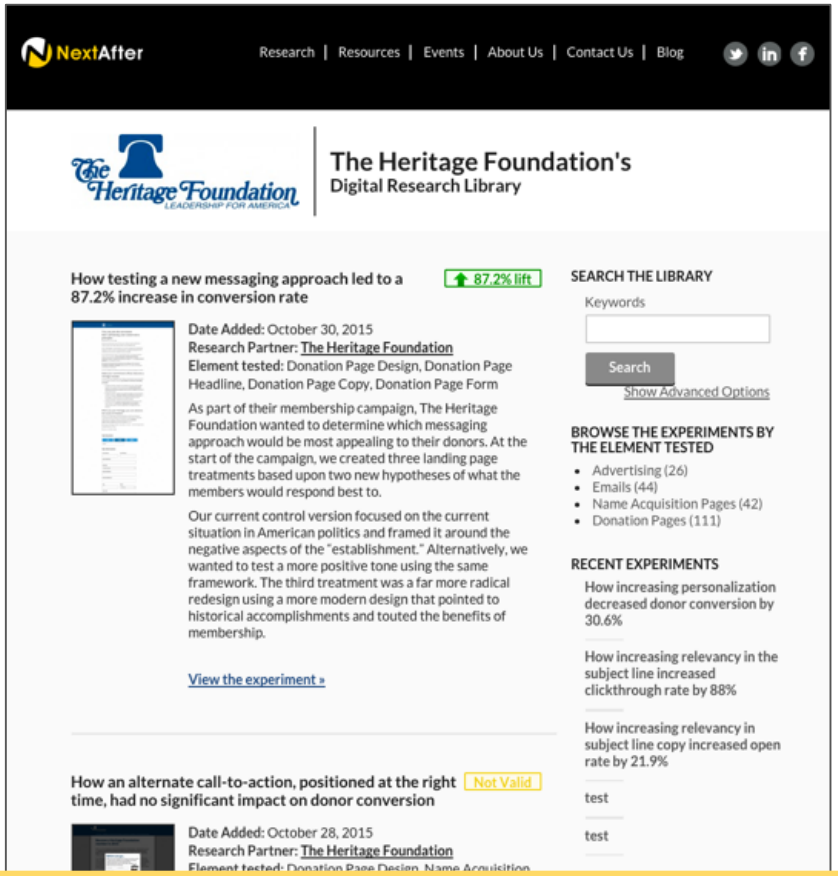


Flux metrics impact

Illustration of potential impact

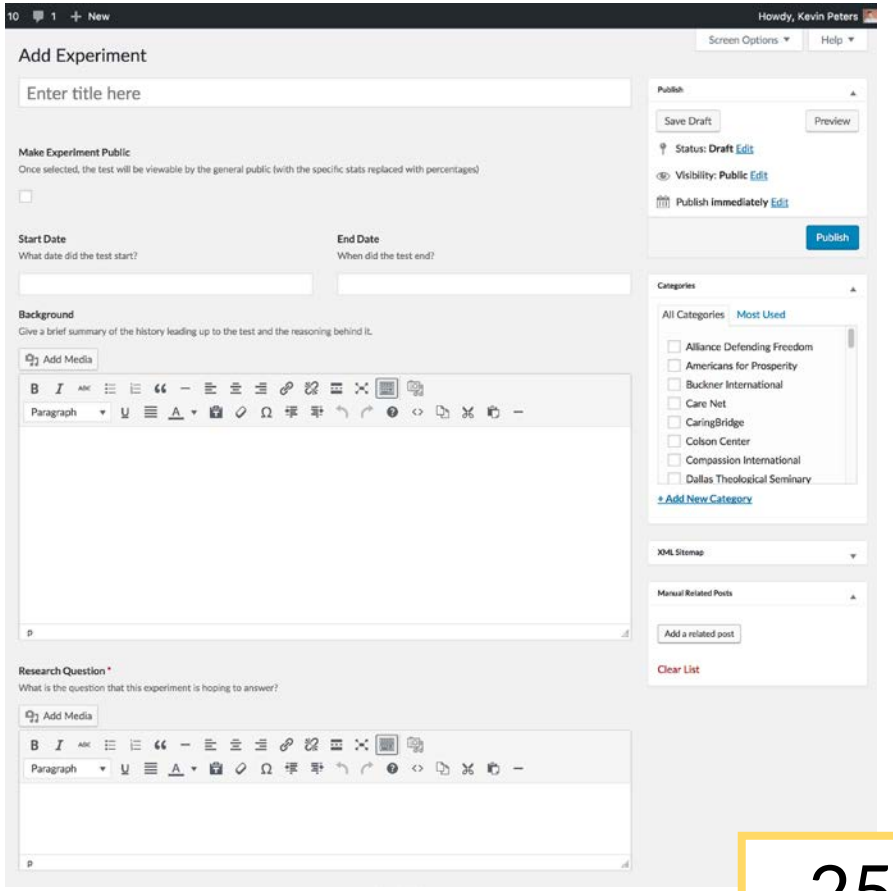
Slide decks and similar tests

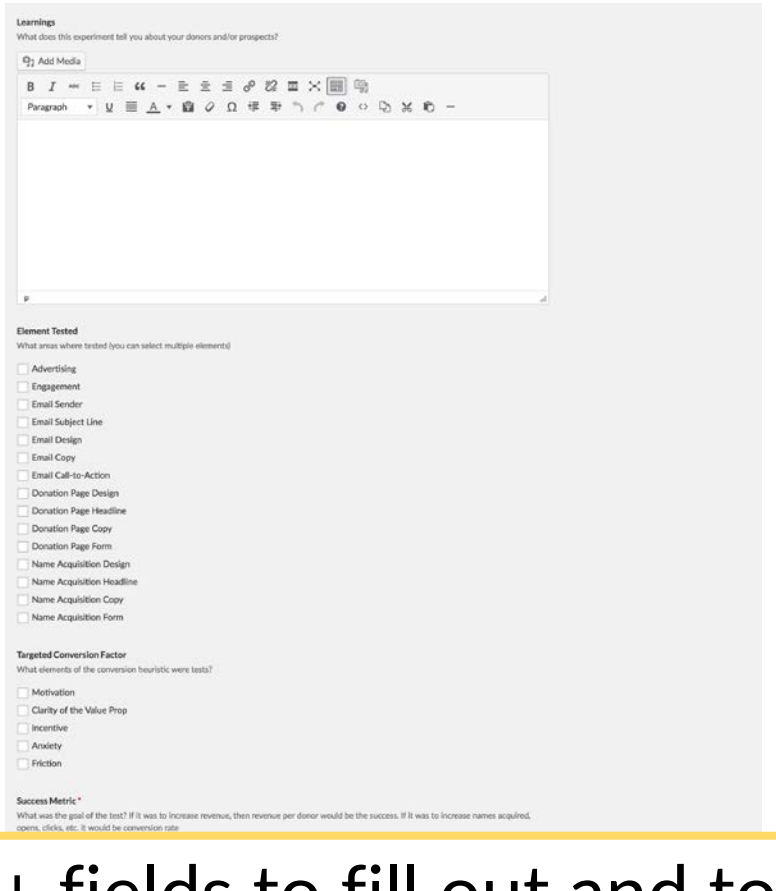
Wordpress to the rescue

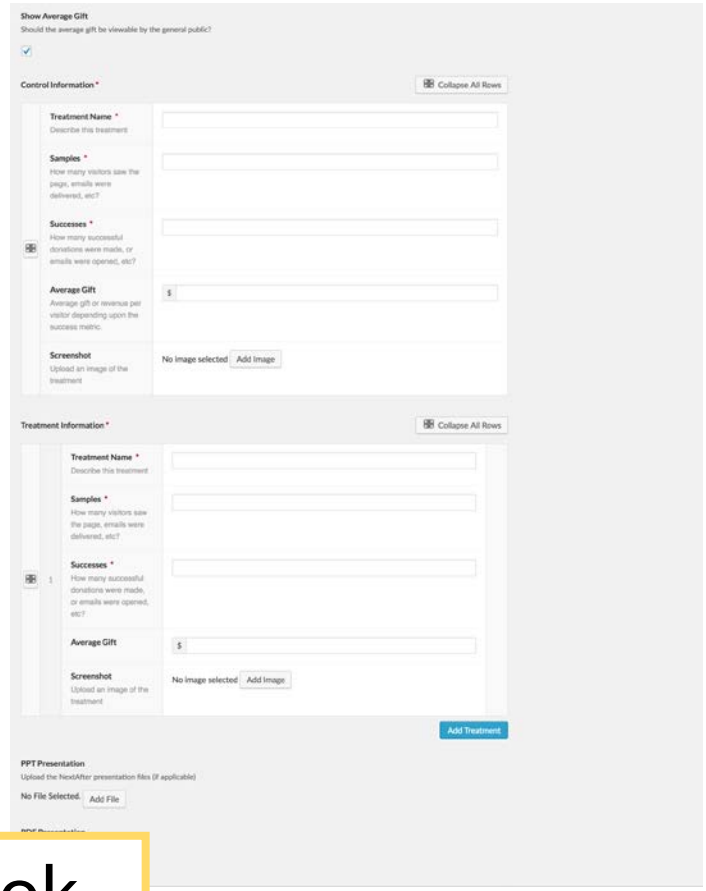


Searchable and sortable listing of the experiments

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

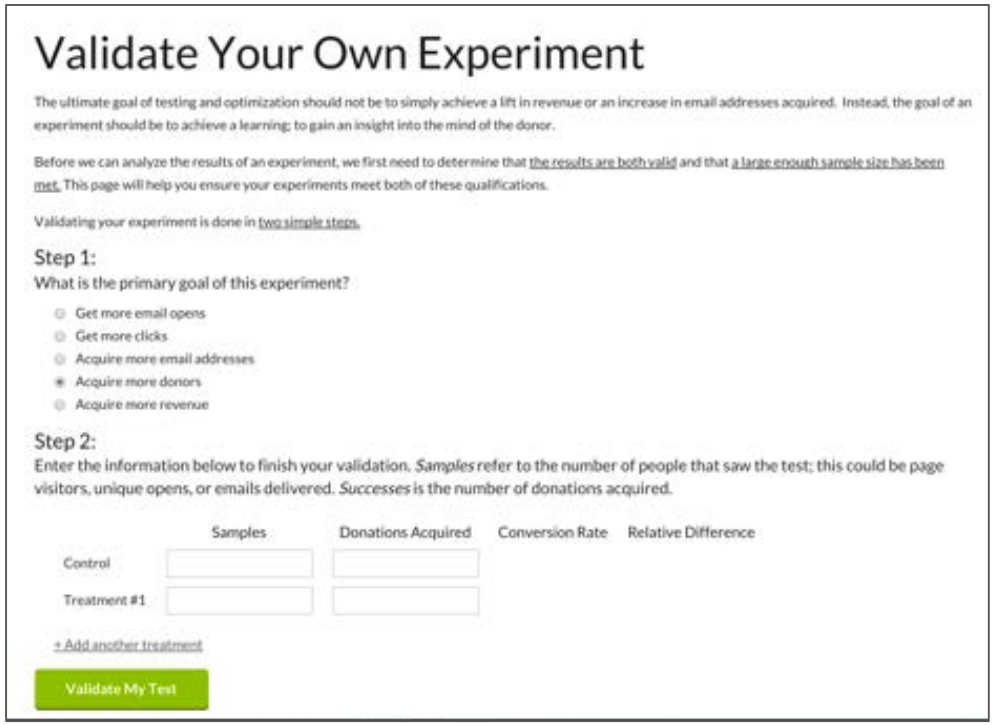


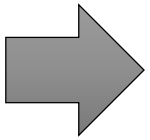


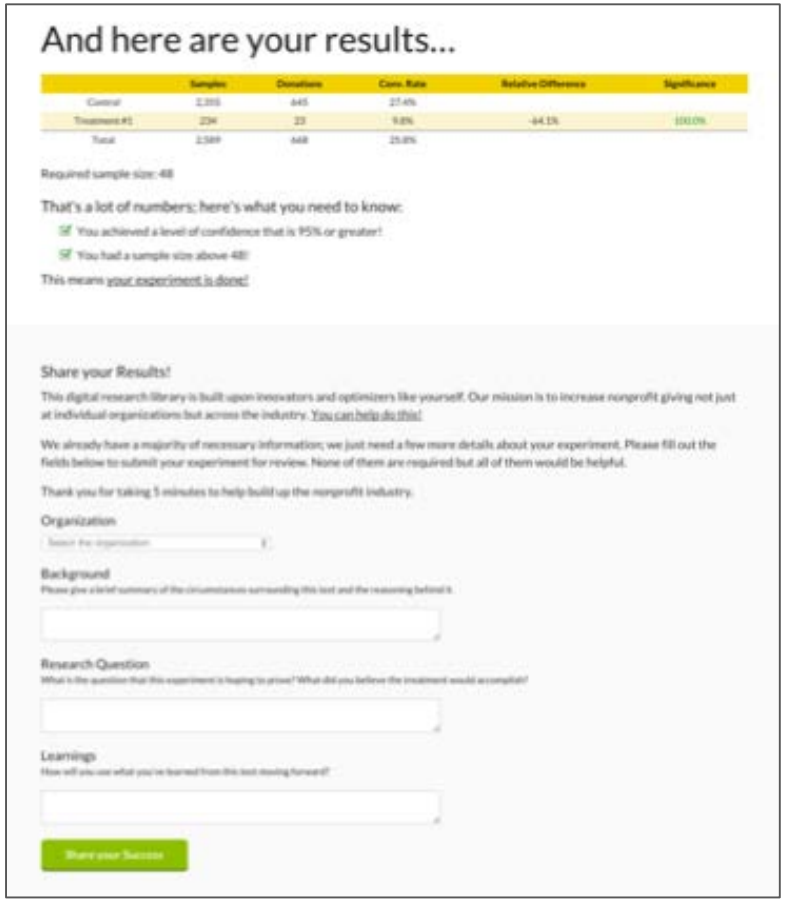


25+ fields to fill out and took on average an hour to complete

We were able to simplify the process

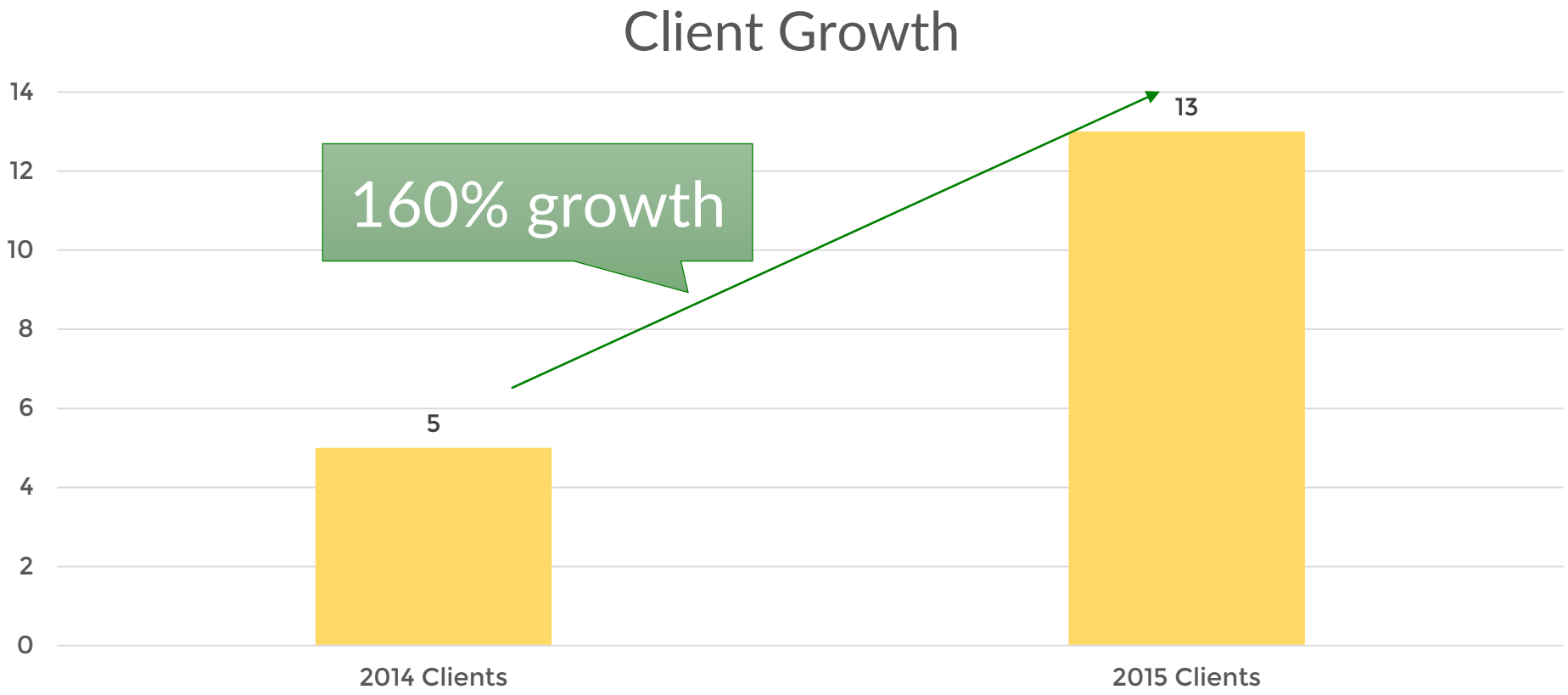






http://freetestvalidator.com/

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

We made the monitoring happen auto-magically

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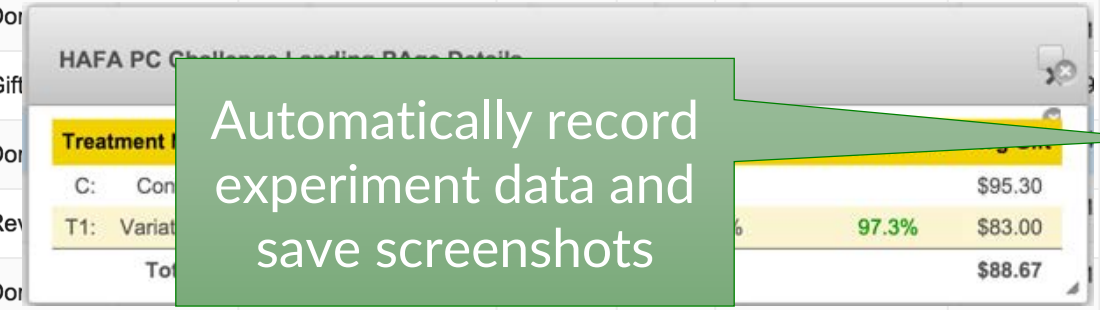
The Heritage Foundation	HAFA Proud Conser test	,910			196.3%	9		33	
The Heritage Foundation	Heritage.org Homep	,908	Click	ship	80.2%	9		0	
Harvest Ministries	Daily Devotion Signup Page Donation Ask - Button vs Inline Form	6,279	Donations		%	96.6%	0	14	
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Gifts		1.6%	95.9%	0	88	
Dallas Theological Seminary	Main Donation Page Navigation	741	Donation		16.3%	94.0%	0	109	
The Heritage Foundation	Heritage.org Homepage Buttons	24,908	Do						
The Heritage Foundation	HAFA Proud Conservative Pledge - amount test	3,910	Gift						
Jews for Jesus	Fall Urgency Campaign - Page Design	107	Do						
The Heritage Foundation	Guide to the Constitution - Lower Premium Amount	42,997	Rev						
The Heritage Foundation	Leaders Club - Gift Array Amounts	1,911	Do						

All clients in one spot

Monitor impact

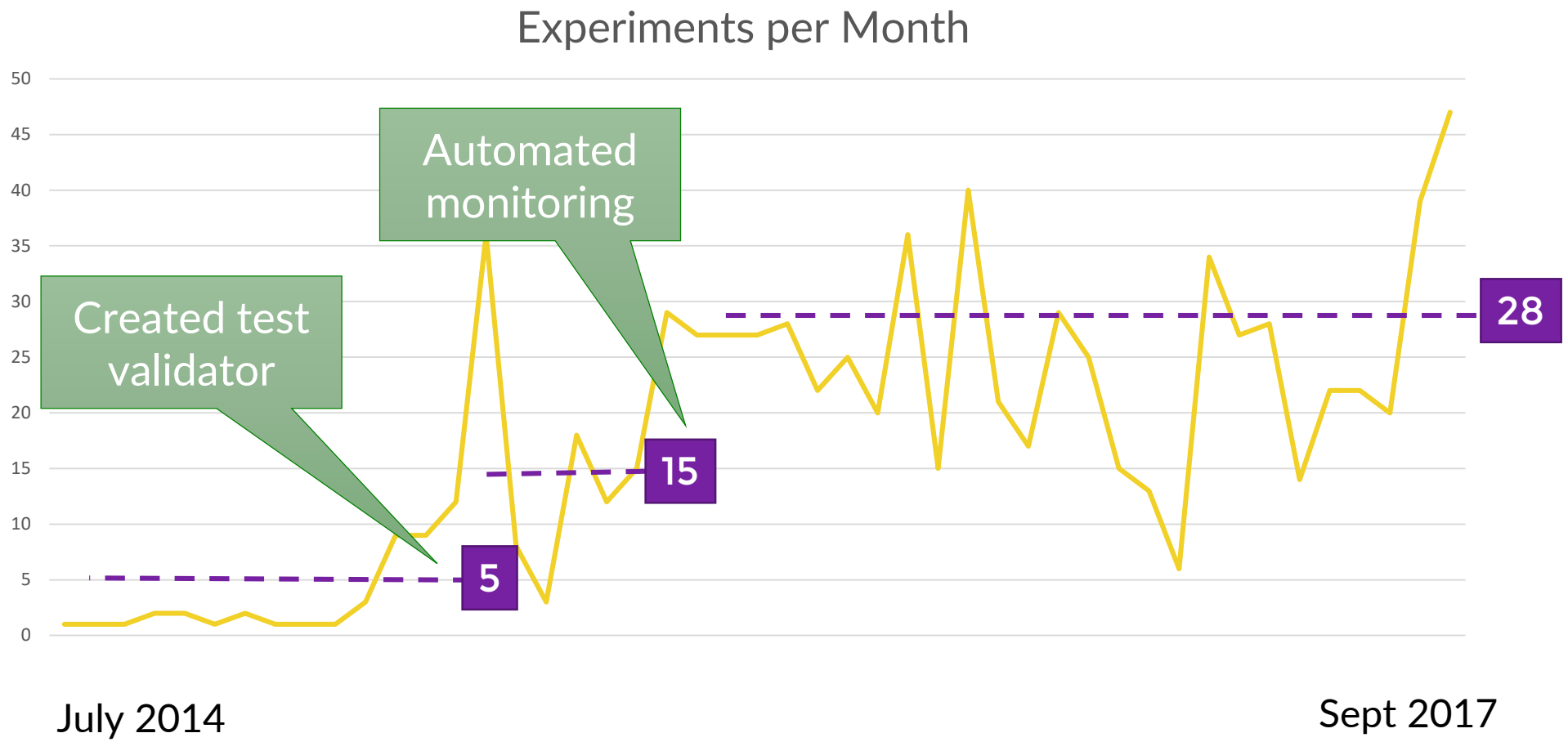
See all the details

Check for validity

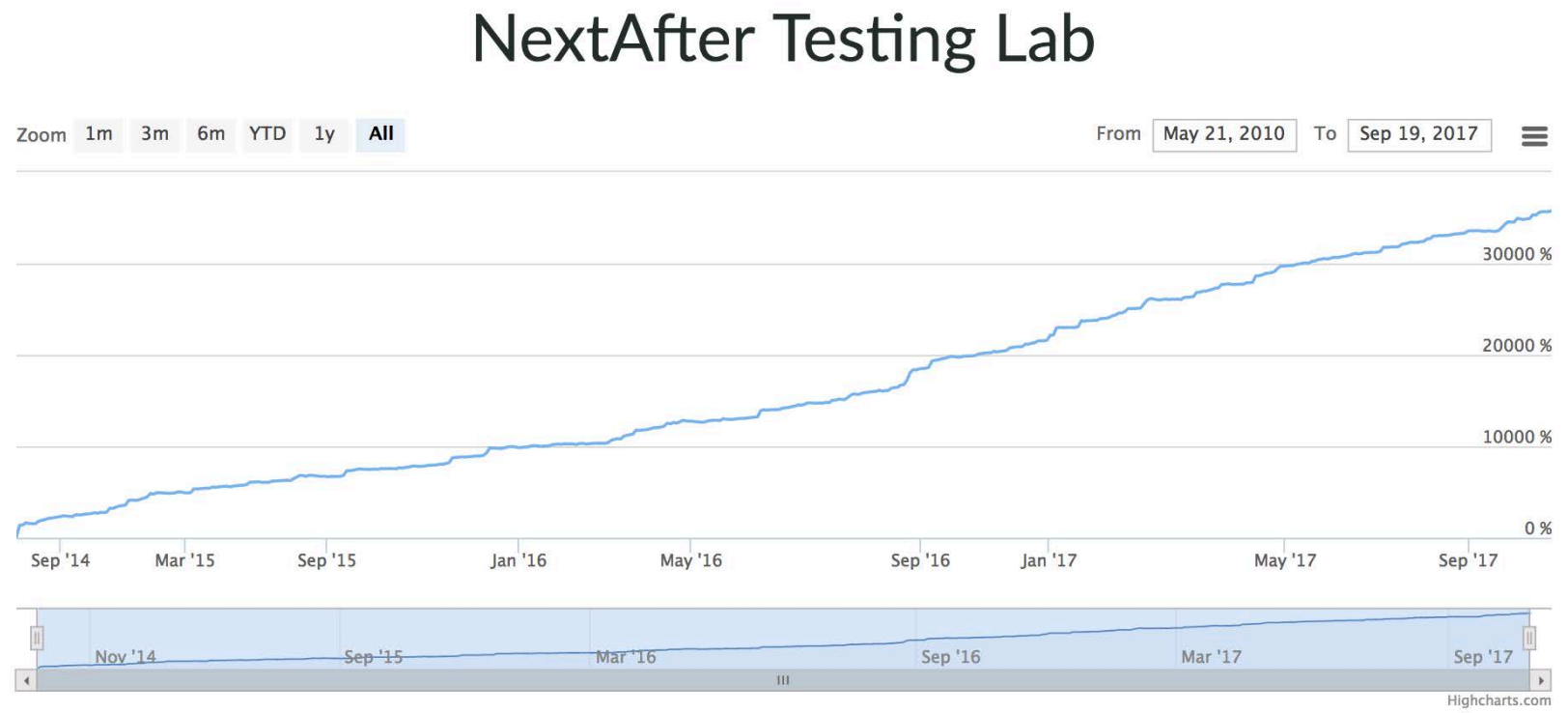


Automatically record experiment data and save screenshots

Things started going faster



The impact was immediately



Total Samples	Total Conversions	Cumulative Lift
89,244,921	1,570,974	35,756.1%

Over 800 documented experiments!

But you promised us gifts…

3 Gifts for You…

Gift #1: NextAfter Research Library

Advertising

VS.

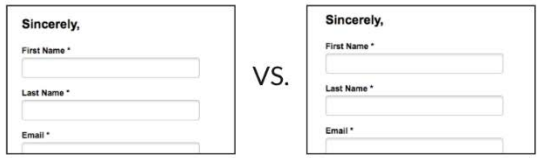
- How Ad Congruency Affects Clickthrough Rate on a Facebook Ad
- How a direct ask on a blog impacts long-term donor conversion
- How a Tailored, Remarketing Headline Affects Clickthrough Rate on a Facebook Ad
- How the minimum premium gift impacts donor conversion

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

Name Acquisition



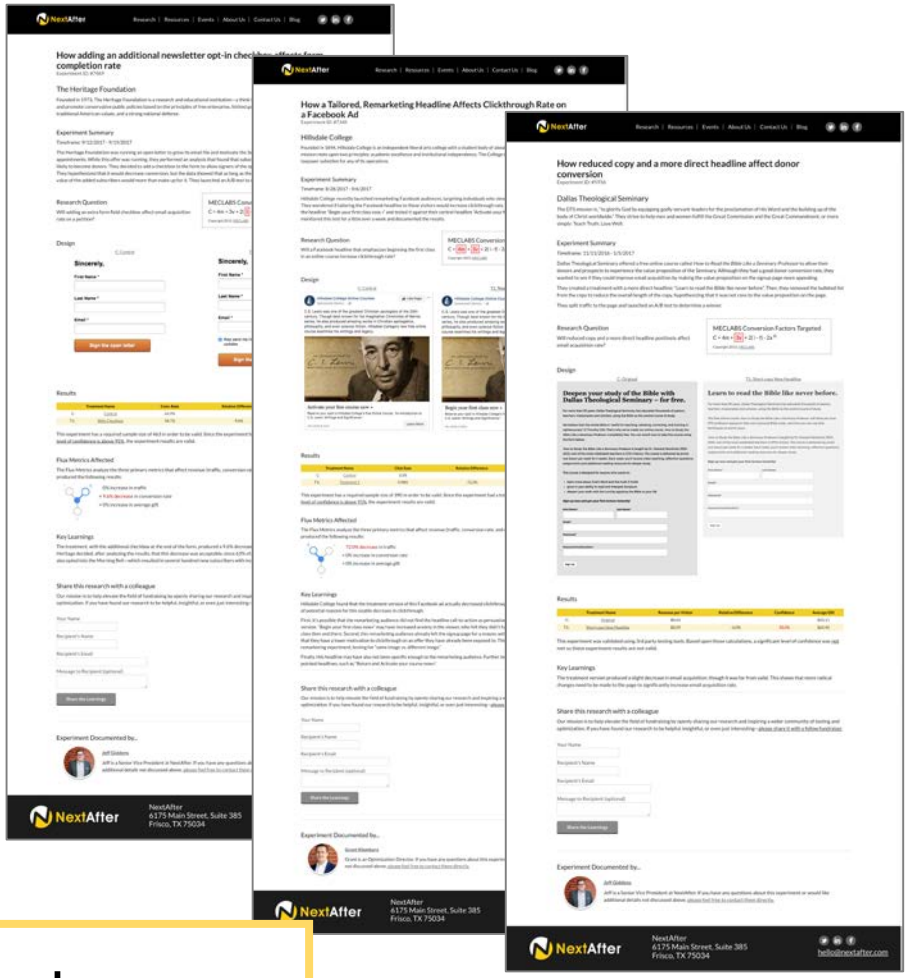
VS.

- 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

Donor Acquisition

VS.

- 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

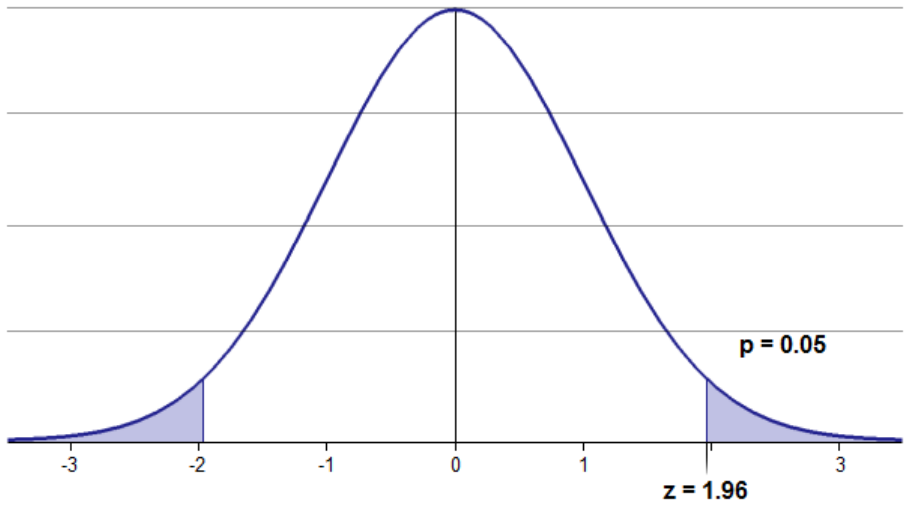


Nextafter.com/research

3 Gifts for You…

Research Library

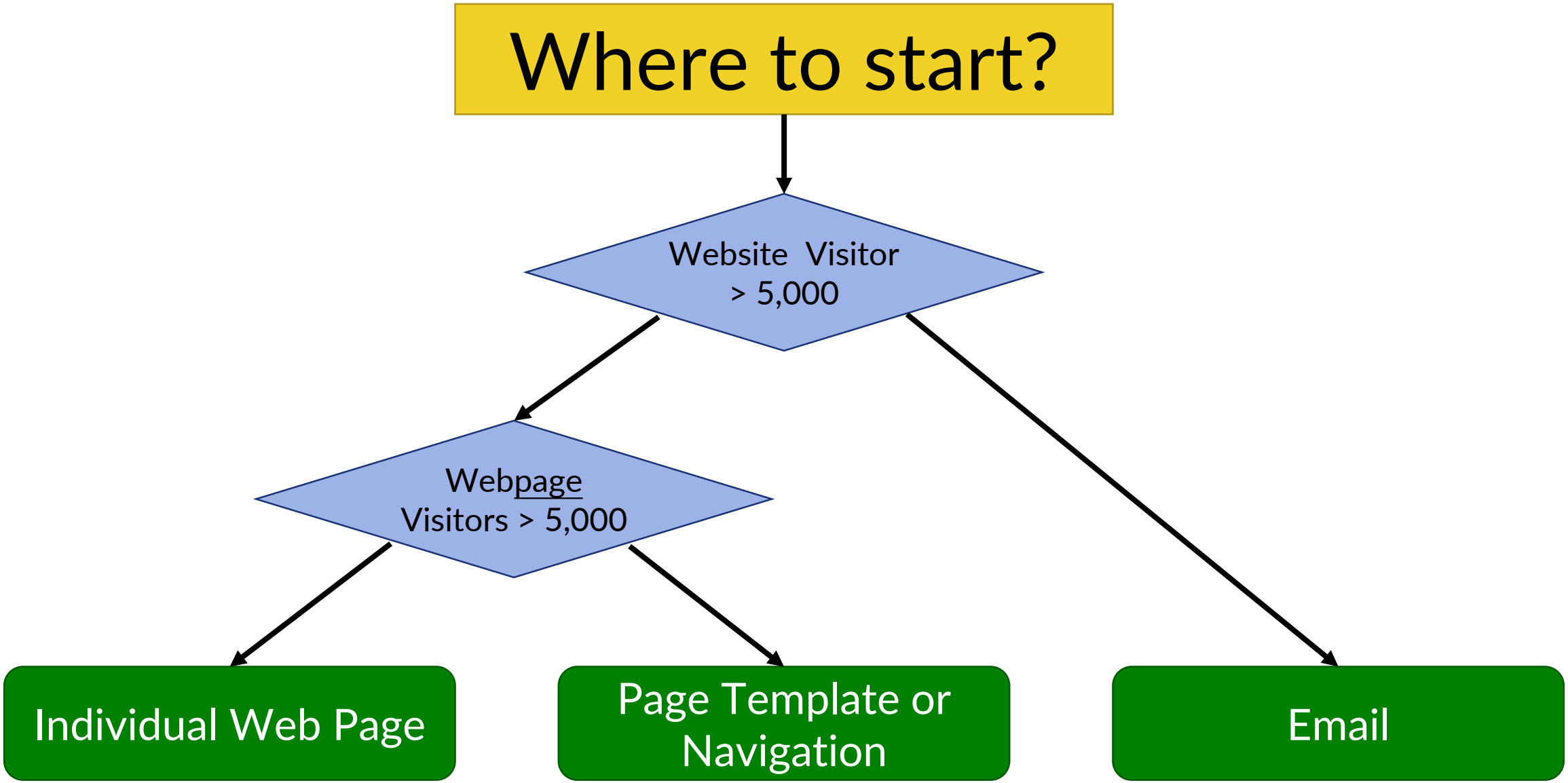
Where to start?



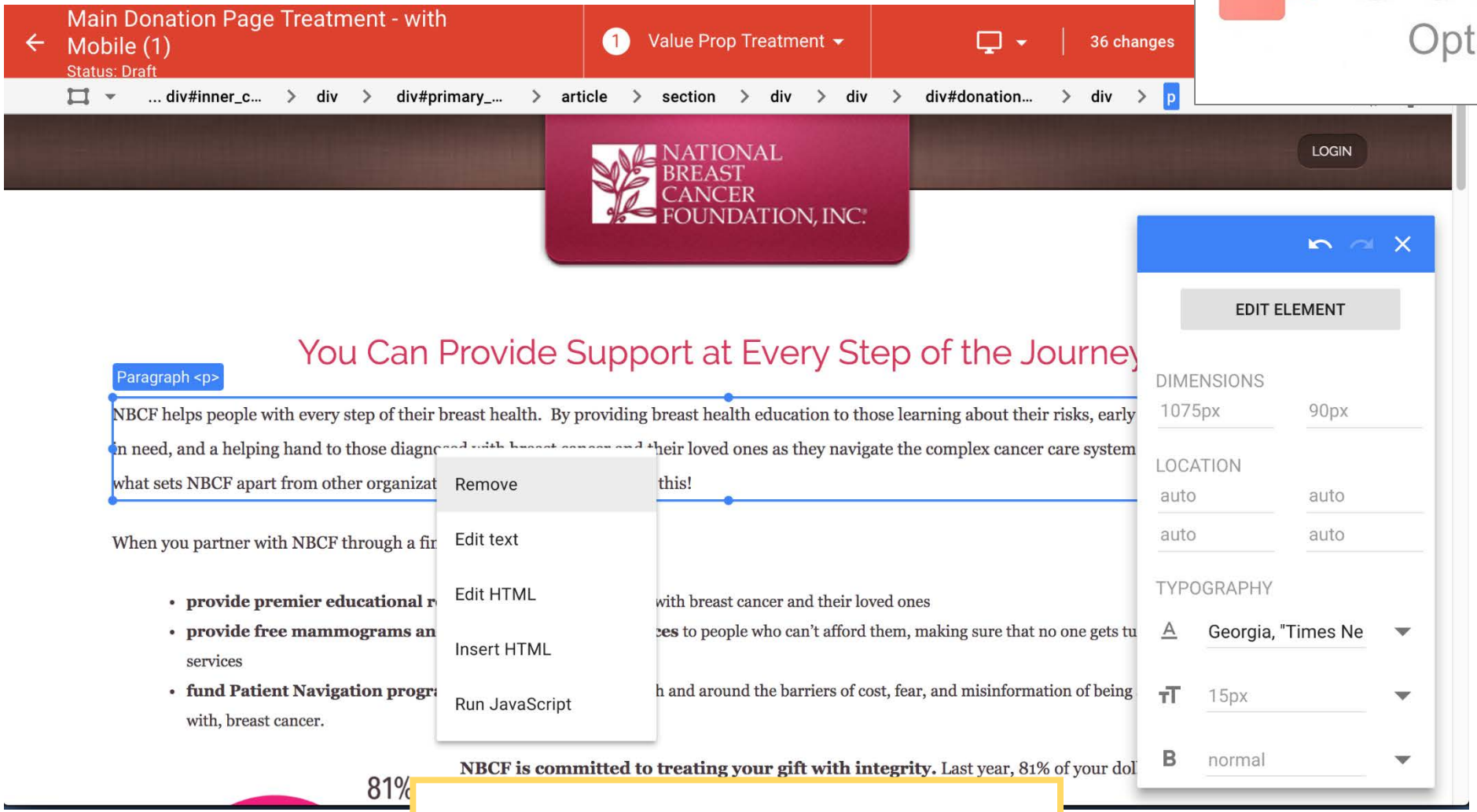
$$t = \frac{(\overline{X}_1 - \overline{X}_2) - (\mu_1 - \mu_2)}{S_{\overline{X}_1 - \overline{X}_2}} = \frac{\overline{X}_1 - \overline{X}_2}{S_{\overline{X}_1 - \overline{X}_2}}$$

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

Where to start?



Gift #2: Google Optimize



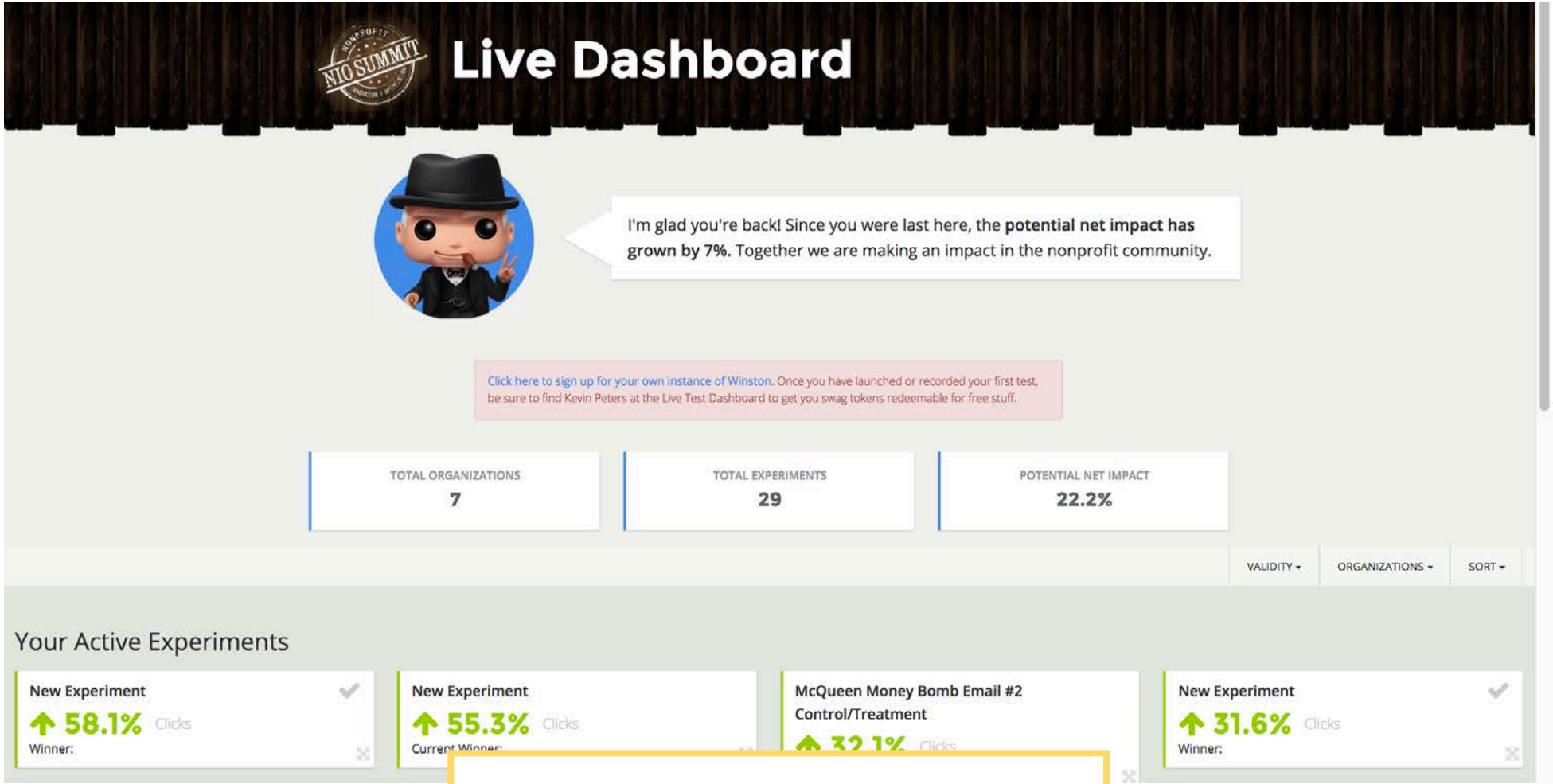
http://optimize.google.com

3 Gifts for You…

Research Library

Google Optimize

Gift #3: WinstonKnows.com



https://winstonknows.com

Secret Gift #4: Lunch