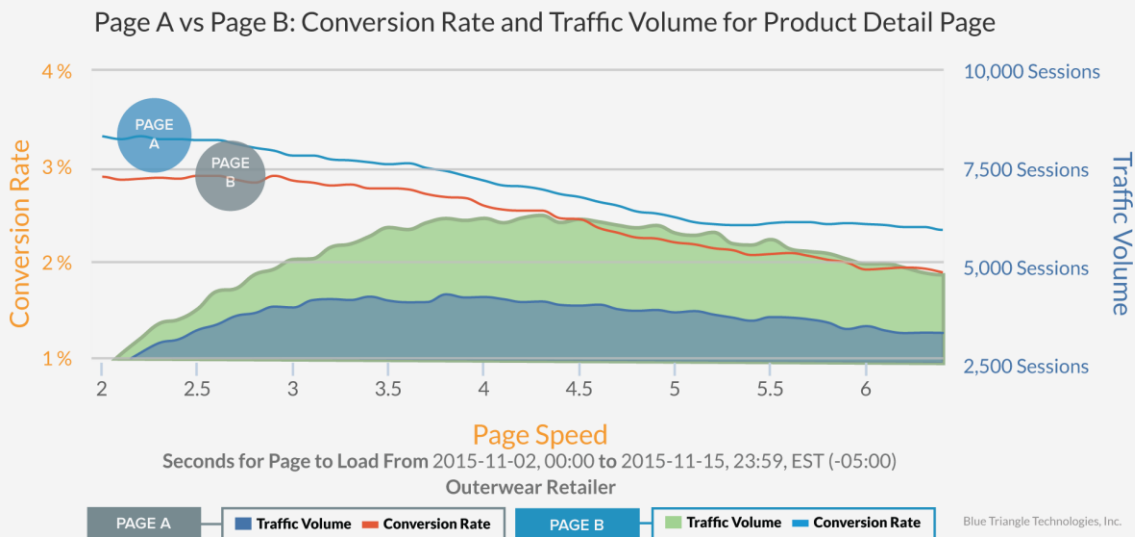


User Experience and A-B Testing

A-B Testing is a vital part of success criteria when deciding on two versions of a web page. When adding new content and features to your site that may affect load time (i.e. personalization, video, customer reviews), use Blue Triangle in an A/B test to decide if your users are willing to wait that extra time for those new items. Alternatively, Blue Triangle can help you make business-focused decisions around removing content as well.

Example: The marketing team wants to add a new feature to your site like personalization or a new video that promotes your product/services. You create two versions of the page and want to compare the two using A-B testing, but you didn't consider if the added page weight would impact the success of the new page. For example, are people on Mobile devices willing to wait that extra 500 milliseconds on top of an already slower experience? Our tools can measure each experience separately and compare how performance impacts conversions — showing which page version is most successful.

There's a debate about how many product images you display on certain pages vs. pagination vs. infinite scrolling approaches. How will this impact Mobile Experience vs. Desktop? Blue Triangle's tools measure each page and platform uniquely and its relationship with conversion rates, bounce rates, pages per visitor, revenue per visitor.



	PAGE A	PAGE B	Post minus Pre	% Change
Conversions	10.02K	20.53K	10.51K	104.89%
Conversion Rate	1.70%	2.26%	0.56%	32.94%
Sales	\$2.71M	\$3.18M	\$472K	17.42%
Page Response Time	12.31 sec	11.62 sec	-0.69 sec	-5.61%