Real World A/B and Multivariate Testing: Lessons Learned

Kevin Tams
Extra Space Storage
My testing background
YouTube Video

http://www.youtube.com/watch?v=liB_NQ6fhqA
1. Why you should test
2. How to setup a test
3. How testing works
4. How to run a test
5. How to get meaningful results from your tests
Why should you test?
You deserve Extra Space.

Select Location & Unit | STEP 1 2 3 4

Below are the lowest priced units at the storage facilities based on your criteria.

Select the Extra Space Storage® facility that meets your needs from the list below. Reserve now and take advantage of our special offers.

- Click here to map facilities in this area.

Change search results by:

<table>
<thead>
<tr>
<th>Distance</th>
<th>Storage Unit Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 Miles</td>
<td>Select Unit Size</td>
</tr>
</tbody>
</table>

Only show:

<table>
<thead>
<tr>
<th>Select Feature</th>
</tr>
</thead>
</table>

Sort results by:

- Distance

You can also sort the list of results by clicking the titles 'Distance' or 'Costs.'

<table>
<thead>
<tr>
<th>Location</th>
<th>Size*</th>
<th>Features</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Space Storage (#685)  2100 W. Fullerton Ave. Chicago, IL 60647</td>
<td>5x5</td>
<td>Basement</td>
<td>New Renter Rate: $64.00  Special Offer: First Month Free Special 1st Month Rent:** $0.00</td>
</tr>
<tr>
<td>Distance: 2.73 mi. Facility information » View all unit sizes » Directions/Map »</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extra Space Storage (#729)  707 W. Harrison Chicago, IL 60607</td>
<td>5x5</td>
<td>Basement</td>
<td>New Renter Rate: $45.00  Special Offer: First Month Free Special 1st Month Rent:** $0.00</td>
</tr>
<tr>
<td>Distance: 4.25 mi. Facility information »</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Self Storage Facility in Colorado Springs - S 8th St

Extra Space Storage #744
1730 S. 8th Street
Colorado Springs, CO 80906
Toll Free: (888) 609-8483
New Customer: (719) 578-0068
Existing Customer: (719) 578-1422

Storage Office Hours:
Mon-Fri: 9:30am-6:00pm
Sat: 9:00am-5:30pm
Sun: closed

Storage Gate Hours:
Mon-Sun: 6:00am-10:00pm

Size* | Features | Costs
---|---|---
5x5 | - Climate Controlled  
     - Inside, Downstairs | New Renter Rate: $39.00
     | **Special Offer:**  
     | **First Month Free** | $0.00

5x5 | - Inside, Downstairs | New Renter Rate: $49.00
    | **Special Offer:**  
    | **First Month Free** | $0.00

*Size:
**Costs:
Location
Extra Space Storage (#1368)
1400 Folsom Street
San Francisco, CA 94103
Distance: 0.81 mi.

Size*   Features
2x3     - Upstairs by the elevator

Costs
New Renter Rate: $37.00
Special Offer: First Month Free Special
1st Month's Rent: $0.00
Administrative Fee: $20.00
Total Move-In Cost:** $20.00

 Reserve Now
Yes, I would like to make a reservation and guarantee my unit details, including the rate and potential savings, by providing a $10.00 refundable reservation deposit. I have read the terms and conditions and agree to them.

Get Moving Today with QuickLease
Reserve your unit today and take advantage of our new Quick Lease - the only printable lease option in the industry! Print your lease as soon as you confirm your reservation.

 Hold Now
No, I would NOT like to guarantee my reservation but I'd like to hold a unit based on a space available basis. I understand that there is no guarantee that this exact unit, including the potential savings, will be available when I arrive at the facility.

CONTINUE
Complete Billing Information | STEP 3

Location | Size* | Features
--- | --- | ---
Extra Space Storage (#1368)  
1400 Folsom Street  
San Francisco, CA 94103  
(415) 626-6665 | 2x3 | - Upstairs by the elevator

Costs

- New Renter Rate: $37.00
- **Special Offer(s):** First Month Free Special
  - 1st Month’s Rent: $0.00
  - Administration Fee: $20.00
- Total Move-In Cost: $20.00
- Reservation Deposit: $10.00

*Reserve your unit with just a $10.00 refundable deposit charged to your credit card today! Deposit is credited at move-in or refundable (until your move-in date) if you change your mind. This means no risk to you!

Billing Information:

(required) *

Please sign in if you are an existing Extra Space Storage customer for faster service.

Are you currently a customer of Extra Space Storage at our San Francisco, CA location?

- Yes
- No

First Name: ____________  *
Last Name: ____________  *
Address: ____________________________________________________________________________  *
City: ____________  *
State: ____________  *
Postal Code: ____________  *
Phone: ____________  *
* ex: 123-456-7890
Email: ____________  *
Verify Email: ____________  *

Card Type:

[ ] VISA  *

Credit/Debit#

ex.: 1234123412341234

Expires:

[ ] 01 – Jan 2008  *

Rental Start Date

(30 day limit)

[ ] Wednesday, 7/23/2008  *

What is the rental start date?
You deserve Extra Space.

Below are the lowest priced units at the storage facilities based on your criteria. Reserve now and take advantage of our special offers.

You can also sort the list of results by clicking the titles 'Location' or 'Costs'.

<table>
<thead>
<tr>
<th>Location</th>
<th>Distance</th>
<th>Features</th>
<th>Costs</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extra Space Storage (#1363)</td>
<td>2.03 mi.</td>
<td>5x5</td>
<td>New Renter Rate: $35.00</td>
<td>SELECT</td>
</tr>
<tr>
<td>3 Prestige Cr</td>
<td></td>
<td>Drive-Up Access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allen, TX 75002</td>
<td></td>
<td></td>
<td>Special Offer: First Month Free</td>
<td></td>
</tr>
<tr>
<td>View all units at this location &gt;&gt;</td>
<td></td>
<td></td>
<td>1st Month Rent:** $0.00</td>
<td></td>
</tr>
<tr>
<td>Extra Space Storage (#473)</td>
<td>3.86 mi.</td>
<td>5x5</td>
<td>New Renter Rate: $23.00</td>
<td>SELECT</td>
</tr>
<tr>
<td>6101 Wagner Way</td>
<td></td>
<td>Drive-Up Access</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plano, TX 75023</td>
<td></td>
<td></td>
<td>Special Offer: First Month Free</td>
<td></td>
</tr>
<tr>
<td>View all units at this location &gt;&gt;</td>
<td></td>
<td></td>
<td>1st Month Rent:** $0.00</td>
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</tr>
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</table>
# Self Storage Facility in Allen - Prestige Circle

**Extra Space Storage #1363**  
3 Prestige Circle  
Allen, TX 75002  
Toll Free: (888) 609-8483  
New Customer: (972) 396-7665  
Existing Customer: (972) 396-9396

Get directions from your location »

**Storage Office Hours:**  
Mon-Fri: 9:30am-6:00pm  
Sat: 9:00am-5:30pm  
Sun: closed  
**Storage Gate Hours:**  
Mon-Sun: 6:00am-9:00pm

### Size | Features | Costs
---|---|---
5x5 | - Drive-Up Access | New Renter Rate: $35.00  
| | | Special Offer: First Month Free  
| | | 1st Month Rent:** $0.00  
| | | **SELECT**

5x5 | - Climate Controlled  
| | - Inside, downstairs | New Renter Rate: $39.00  
| | | Special Offer: First Month Free  
| | | 1st Month Rent:** $0.00  
| | | **SELECT**
Reserve or Hold Unit

Step 1 Reserve Now

- I would like to Guarantee unit details including rate & potential savings.
- Provide a $10.00 refundable deposit**
- I have read the Terms and Conditions and agreed to them

Step 2 Hold Now

- I'd like to hold a unit based on space available basis.
- This will NOT guarantee this exact unit or the cost and potential savings available when I arrive at the facility.

Step 3

Personal Information

- I am an existing customer
- State: [Select]
- First Name:
- Last Name:
- Address:
- City:
- Phone:
- Email:
- Verify Email:

Rental is for: [ ] Personal [ ] Business [ ] Both

Credit Card Fields

- Card Type: [VISA]
- Expires: [02 - Feb 2008]
- Credit/Debit#:
- Rental Start Date: [Monday, 01/05/2009]

Insurance Coverage

- [ ] For the protection of your goods, Extra Space Storage requires all stored items to be insured. By clicking here you acknowledge and agree:
- My property is stored at my sole risk and I am required to insure my personal property for its full value against all risks. Extra Space Storage is not responsible for lost or damage to my stored...

Location

Extra Space Storage (#473)
6101 Wagner Way
Plano, TX 75023

Distance

4.53 Miles

Size/Features

5 X 5 Drive-Up Access

Costs

- $23.00 New Renter Rate
- -$23.00 First Month Free
- $20.00 Administrative Fee
- -$10.00 Reservation Deposit
- Deposit is credited at move-in or refundable (until your move-in date) if you change your mind. This means no risk to you!!
- $10.00 Amount Due at Move In ***
Select Location & Unit | STEP 1

Below are the lowest priced units at the storage facilities based on your criteria.

Select the Extra Space Storage® facility that meets your needs from the list below. Reserve now and take advantage of our special offers.

- Click here to map facilities in this area.

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<td>Distance: 2.73 mi.</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Facility information »</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>View all unit sizes »</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Directions/Map »</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extra Space Storage (#729)</td>
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<td>Basement</td>
<td>New Renter Rate: $45.00</td>
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Toll Free: (888) 609-8483
New Customer: (719) 578-0068
Existing Customer: (719) 578-1422

Storage Office Hours:
Mon-Fri: 9:30am-6:00pm
Sat: 9:00am-5:30pm
Sun: closed

Storage Gate Hours:
Mon-Sun: 6:00am-10:00pm

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<th>Size</th>
<th>Features</th>
<th>Costs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5x5</td>
<td>Climate Controlled</td>
<td>New Renter Rate: $39.00</td>
<td>SELECT</td>
</tr>
<tr>
<td></td>
<td>Inside, Downstairs</td>
<td>Special Offer: First Month Free</td>
<td></td>
</tr>
<tr>
<td>5x5</td>
<td>Inside, Downstairs</td>
<td>New Renter Rate: $49.00</td>
<td>SELECT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special Offer: First Month Free</td>
<td></td>
</tr>
</tbody>
</table>
You deserve Extra Space.

### Location
- **Extra Space Storage (#473)**
  - 6101 Wagner Way
  - Plano, TX 75023

### Distance
- 4.53 Miles

### Size/Features
- 5 x 5 Drive-Up Access

### Costs
- **$23.00** New Renter Rate
- **$23.00** First Month Free
- **$20.00** Administrative Fee
- **$10.00** Reservation Deposit

### Reserve Now
- I would like to Guarantee unit details including rate and potential savings.
- Provide a $10.00 refundable deposit**
- I have read the Terms and Conditions and agreed to them

### Hold Now
- I'd like to hold a unit based on space available basis.
- This will NOT guarantee this exact unit or the cost and potential savings available when I arrive at the facility.

### Personal Information
- I am an existing customer
- First Name: ____________
- Last Name: ____________
- Address: ____________
- City: ____________
- State: ____________
- Postal Code: ____________
- Phone: ____________
- Email: ____________

### Rental is for
- [ ] Personal
- [ ] Business
- [ ] Both

### Credit Card Fields
- Card Type: VISA
- Expire: 02 – Feb 2008
- Credit/Debit #: ____________
- Rental Start Date: Monday, 01/05/2009

### Insurance Coverage
- [ ] For the protection of your goods, Extra Space Storage requires all stored items to be insured. By clicking here you acknowledge and agree:

  - My property is stored at my sole risk and I am required to insure my personal property for its full value against all risks. Extra Space Storage is not responsible for loss or damage to my stored goods.
<table>
<thead>
<tr>
<th>Size</th>
<th>Feature</th>
<th>Cost</th>
<th>Select</th>
</tr>
</thead>
<tbody>
<tr>
<td>5x5</td>
<td>Drive-Up Access</td>
<td>New Renter Rate: $36.00</td>
<td>SELECT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special Offer:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Month Free</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1st Month Rent: ** $0.00</td>
<td></td>
</tr>
<tr>
<td>5x5</td>
<td>Climate Controlled Inside, downstairs</td>
<td>New Renter Rate: $39.00</td>
<td>SELECT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special Offer:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Month Free</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1st Month Rent: ** $0.00</td>
<td></td>
</tr>
<tr>
<td>5x10</td>
<td>Drive-Up Access</td>
<td>New Renter Rate: $63.00</td>
<td>SELECT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Special Offer:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>First Month Half Off</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1st Month Rent: ** $31.50</td>
<td></td>
</tr>
</tbody>
</table>

**Unit List Page**

---

You deserve Extra Space.

Below are the lowest priced units at the storage facilities based on your criteria. Reserve now and take advantage of our special offers.

MAP LOCATIONS

View next set of locations >

UNIT SIZES

Filter by size: Select Size (Content)

3 Prestige Cr
Allen, TX 75002
(2.03 miles) [click here for directions & info]

**Extra Space Storage: Refine Your Self Storage Facility Search**

Address
Extra Space Storage #629
19211 Preston Road
Dallas, TX 75252
directions & info

Toll Free: (888) 609-8483
New Customer: (972) 921-4141
Existing Customer: (972) 921-7312

Storage Office Hours:
Mon-Fri: 9:30am-6:00pm
Sat: 9:00am-6:00pm
Sun: closed

Storage Gate Hours:
Mon-Sun: 6:00am-10:00pm

click here to print
### Step 1: Reserve Now

- I would like to guarantee unit details including rate and potential savings.
- Provide a $10.00 refundable deposit**
- I have read the Terms and Conditions and agreed to them

### Hold Now

- I'd like to hold a unit based on space available on a space available basis.
- This will not guarantee this exact unit or the cost and potential savings available when I arrive at the facility.

#### Personal Information

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
<td></td>
</tr>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
</tbody>
</table>

#### Credit Card Fields

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Card Type</td>
<td>VISA**</td>
</tr>
<tr>
<td>Credit/Debit#</td>
<td></td>
</tr>
</tbody>
</table>

#### Insurance Coverage

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  - My property is stored at my sole risk and I am required to insure my personal property for its full value against all risks. Extra Space Storage is not responsible for loss or damage to my stored goods.
### Measurements/Analytics in which US Online Marketers* Plan to Invest Next Year, by Type, 2006 & 2007 (% of respondents)

<table>
<thead>
<tr>
<th>Activity</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrating Web analytics with search and e-mail</td>
<td>50%</td>
<td>68%</td>
</tr>
<tr>
<td>Paid search marketing management/measurement tools</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>A/B landing page comparison tests</td>
<td>56%</td>
<td>63%</td>
</tr>
<tr>
<td>Integrating offline and online campaign tracking</td>
<td>51%</td>
<td>63%</td>
</tr>
<tr>
<td>Upgrading site analytics software</td>
<td>52%</td>
<td>55%</td>
</tr>
<tr>
<td>Multivariate tests of site or campaign pages</td>
<td>-</td>
<td>49%</td>
</tr>
<tr>
<td>Brand awareness studies of online campaigns</td>
<td>42%</td>
<td>28%</td>
</tr>
</tbody>
</table>

- Usability lab testing
- Eyeball/eyetracking testing

*Note: *ad:tech attendees
Source: MarketingSherpa *ad:tech Fifth Annual Survey, February 5, 2008

### US Online Marketers Who Have Set Aside a Budget for Select Online Marketing Tactics, 2006-2008 (% of respondents)

<table>
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<tr>
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<td>68%</td>
<td>57%</td>
</tr>
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<td>63%</td>
<td>48%</td>
</tr>
<tr>
<td>Multivariate tests of site or campaign pages</td>
<td>-</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Word-of-mouth, &quot;buzz&quot; monitoring</td>
<td>-</td>
<td>-</td>
<td>32%</td>
</tr>
<tr>
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<td>42%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Usability lab testing</td>
<td>23%</td>
<td>25%</td>
<td>11%</td>
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Source: Marketing Sherpa and ad:tech, "Year End Surveys," January 21, 2009
www.emarketer.com
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<td>50%</td>
<td>68%</td>
<td>57%</td>
</tr>
<tr>
<td>Integrating offline and online campaign tracking</td>
<td>51%</td>
<td>63%</td>
<td>48%</td>
</tr>
<tr>
<td>Multivariate tests of site or campaign pages</td>
<td>-</td>
<td>49%</td>
<td>45%</td>
</tr>
<tr>
<td>Word-of-mouth, “buzz” monitoring</td>
<td>-</td>
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<td>32%</td>
</tr>
<tr>
<td>Brand awareness studies of online campaigns</td>
<td>42%</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>Usability lab testing</td>
<td>23%</td>
<td>25%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: MarketingSherpa and ad:tech, "Year End Surveys," January 21, 2009
1. You can deliver measurable results
2. You cannot afford not to test
How to setup a test

1. Identify the areas of potential improvement
2. Select the area with the greatest opportunity
How to setup a test

3. Develop potential solutions (recipes)
4. Choose the testing method
Types of Tests

- A/B tests
  (example: new homepage design)

- Multivariate Tests
  (example: testing a button. Size, shape, color, text, and font color)
Customer is part of test recipe four. Delivered by a JavaScript redirect or DOM modification.
How to setup a test

5. Setup proper tracking methods
6. Define success metrics
How to Run a Test

1. Go back and recheck your test setup
2. Start small and grow as performance demands
3. Monitor external forces
How to Run a Test

4. Run your test for the right amount of time
5. Turn off the poorly performing recipes
6. Never run two tests at once
Getting Meaningful Results

1. Don’t trust the testing service to determine the winner
2. No test is ever a failure
3. Make sure all your data supports the test’s conclusion. If you have doubts test again.
4. Develop an attitude of testing
5. As the audience changes, test again
Test Everything