



MIKE DEMO
OPEN SOURCE EVANGELIST

A/B Testing

Which way does you duck face?



WHO IS THIS GUY?

@MPMIKE



EVANGELIST

BoldGrid



TREASURER

Open Source Matters, INC



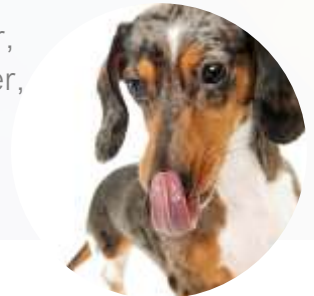
SPONSORSHIP MANAGER

Joomla World Conference



OTHER

Husband, video game lover,
former Disney Cast Member,
owner of a wonderful dog.





MIKE DEMO
OPEN SOURCE EVANGELIST

CONTROLLED



MIKE DEMO
OPEN SOURCE EVANGELIST

STATISTICALLY RELEVANT



MIKE DEMO
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MICRO TESTING



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WHAT TO TEST?



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BUTTONS



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TEXT



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IMAGES



MIKE DEMO
OPEN SOURCE EVANGELIST

EVERYTHING

DonaldJTrump.com/DrainTheSwamp

Add Your Name - LIVE!

Contribute @ DonaldJTrump.com/DrainTheSwamp

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Juan C, NV	Benjamin J, IL
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Carole S, PA	Debbie C, IN
Jennifer H, TX	Willard N, NV
Dean E, OH	Martin S, MN

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Ray S, KS	Arthur S, IN
Todd P, TN	Darlene R, PA
Maureen S, FL	Donna W, MD
Scott C, CT	James F, AZ
Jeff D, SC	Lynn F, GA

#DrainTheSwamp

Split Testing Ideas

Don't laugh until you've tried them!

PROFESSIONAL

VS

UNPROFESSIONAL

Photo



This ad uses a photograph of owls.

VS

Illustration



This ad uses an illustration of owls.

One Color

VS

Another Color

Low Brightness/Contrast



Click here to get a free donut!

VS

High Brightness/Contrast



Click here to get a free donut!

BORDER

VS

NO BORDER
(Blends with site background)



Click here to get a free donut!

VS



Click here to get a free donut!

BORDER

VS

No BORDER
(Blends with site background)

Clear Image



Meet single women on this great dating website.

VS

Blurry Image



Meet single women on this great dating website.



Static

VS



Animated

(Sorry we couldn't animate this infographic!)

Ugly



Need a makeover? Just buy a Ferrari and we'll give you a free makeover.

VS

Sex Appeal



Need a makeover? Just buy a Ferrari and we'll give you a free makeover.

Static



Get 50% Off !!

VS

Interactive



Pizza



Donut



Get 50% Off !!



buy a Ferrari and we'll give you a free makeover.

VS



buy a Ferrari and we'll give you a free makeover.

Static



Get 50% Off !!

VS

Interactive



Pizza



Donut

Get 50% Off !!

Professional Stock Photo



Are you a single woman? These men want to meet you.

VS

Amateur Informal Photo



Are you a single woman? These men want to meet you.

ONE LAYOUT



VS



ANOTHER LAYOUT

One Call To Action



Get Your Free Trial Today!

VS

Another Call To Action



Click Here For Instant Access.



IMAGES



VS

Text Only

The world's fastest laptops can't be found in your local computer store.

Click here to learn where to get them



Get Your Free Trial Today!

VS



Click Here For Instant Access.



VS

Text Only

The world's fastest laptops can't be found in your local computer store. [Click here to learn where to get them](#)

Upright



Want to be as happy as this guy?

VS

Angled



Want to be as happy as this guy?



VS

Blue Underlined Text

Regular Border



Have a fresh hamburger delivered to your door every day.

VS

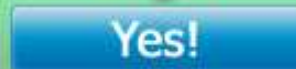
False Border & Dropshadow



Have a fresh hamburger delivered to your door every day.

Custom Ad Design

Want 1 Trick To A Flat Belly?



VS

Familiar UI Elements



Want 1 trick to a flat belly?

Yes

Cancel



Have a fresh hamburger delivered to your door every day.

VS



Have a fresh hamburger delivered to your door every day.

Custom Ad Design

Want 1 Trick To A Flat Belly?

Yes!

VS

Familiar UI Elements



Want 1 trick to a flat belly?

Yes

Cancel

Original Image



Want to learn to run faster?

VS

Mirror Image



Want to learn to run faster?

ONE FONT STYLE/SIZE/CASE

VS

Another Font Style / Size / Case

Standard Ad Shape



Get your degree online. Work from home at your own pace.

VS

Custom Ad Shape



Get your degree online. Work from home at your own pace.



POSITIVE

Want to Fall in Love With Your Spouse Again?

VS



NEGATIVE

Sick Of Fighting With Your Spouse?



Have a fresh hamburger delivered to your door every day.

VS



Have a fresh hamburger delivered to your door every day.

Custom Ad Design

Want 1 Trick To A Flat Belly?

Yes!

VS

Familiar UI Elements



Want 1 trick to a flat belly?

Yes

Cancel

Original Image



Want to learn to run faster?

VS

Mirror Image



Want to learn to run faster?

ONE FONT STYLE/SIZE/CASE

VS

Another Font Style / Size / Case

Standard Ad Shape



Get your degree online. Work from home at your own pace.

VS

Custom Ad Shape



Get your degree online. Work from home at your own pace.



POSITIVE

Want to Fall in Love With Your Spouse Again?

VS



NEGATIVE

Sick Of Fighting With Your Spouse?

Standard Ad Shape



Get your degree online.
Work from home at your
own pace.

VS

Custom Ad Shape



Get your degree online.
Work from home at your
own pace.



POSITIVE

Want to Fall in Love With
Your Spouse Again?

VS



NEGATIVE

Sick Of Fighting
With Your Spouse?

Generic



Want a girlfriend? You
can meet single women
here.

VS

Relevant To Time Period



Home alone on Friday
night?

OR

Want a girlfriend for
Christmas?

**Mention Prices &
Discounts**

Regular \$20 - Now 90% Off



VS

Leave It A Mystery

Good for your feet!



No Trust Logos

VS



**Trust
Logos**



As Seen On:

Weapons Of Influence

From "Influence" by Robert Cialdini

No Trust Logos

VS



Trust Logos



As Seen On:

Weapons Of Influence

From "Influence" by Robert Cialdini



RECIPROCATION

"We're giving you a free trial."
"Download our free report - no catch!"



CONSISTENCY

Encourage visitors to take small steps towards your goal before asking for a major commitment.



SCARCITY

"Offer expires at midnight."
"While Supplies Last"



LIKING

Use photos of "real" people (vs. models)
"Lucy is a new mother just like you. She uses our product to keep her baby happy."



AUTHORITY

Endorsement from an authority figure.
"More doctors recommend this brand than any other brand"



SOCIAL PROOF

"1 million satisfied customers since 2010"
Testimonials - "I lost 56 lbs on this program!"

Appeal To 8 Universal Desires

Other Techniques To Test

In "Cashvertising", Drew Eric Whitman describes



Fear & Pain

Appeal To 8 Universal Desires

In "Cashvertising", Drew Eric Whitman describes 8 desires that are built into every person. Openly appeal to these desires in your ads:

- 1 Survival, Enjoyment Of Life, Life Extension
- 2 Enjoyment Of Food & Beverages
- 3 Freedom From Fear, Pain, & Danger
- 4 Sexual Companionship
- 5 Comfortable Living Conditions
- 6 To Be Superior, Winning, Keeping Up With The Joneses
- 7 Care & Protection Of Loved Ones
- 8 Social Approval

Other Techniques To Test

✓ Fear & Pain

"If you died tomorrow, who would take care of your family? Get a Free Life Insurance Quote Today!"

✓ Benefits (not Features)

"3 times warmer than other brands." rather than "Made with Arctic Goose down."

✓ Ask A Question

"Has The Love Left Your Relationship?"

✓ Be Controversial

"Global Warming Is A Hoax"

✓ Use Short Words

"Short Words Are Easier To Read. Vocabulary Consisting Of Lengthy Words And Sentences Makes Reading Unnecessarily Difficult."

✓ Evoke The 5 Senses

Sight, Hearing, Touch, Smell, Taste.
Example using touch: "Feel the 2,000 CC motorcycle engine rumbling beneath you."

Thanks to These Contributors



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OPEN SOURCE EVANGELIST

PLAY & HAVE FUN!



MIKE DEMO
OPEN SOURCE EVANGELIST

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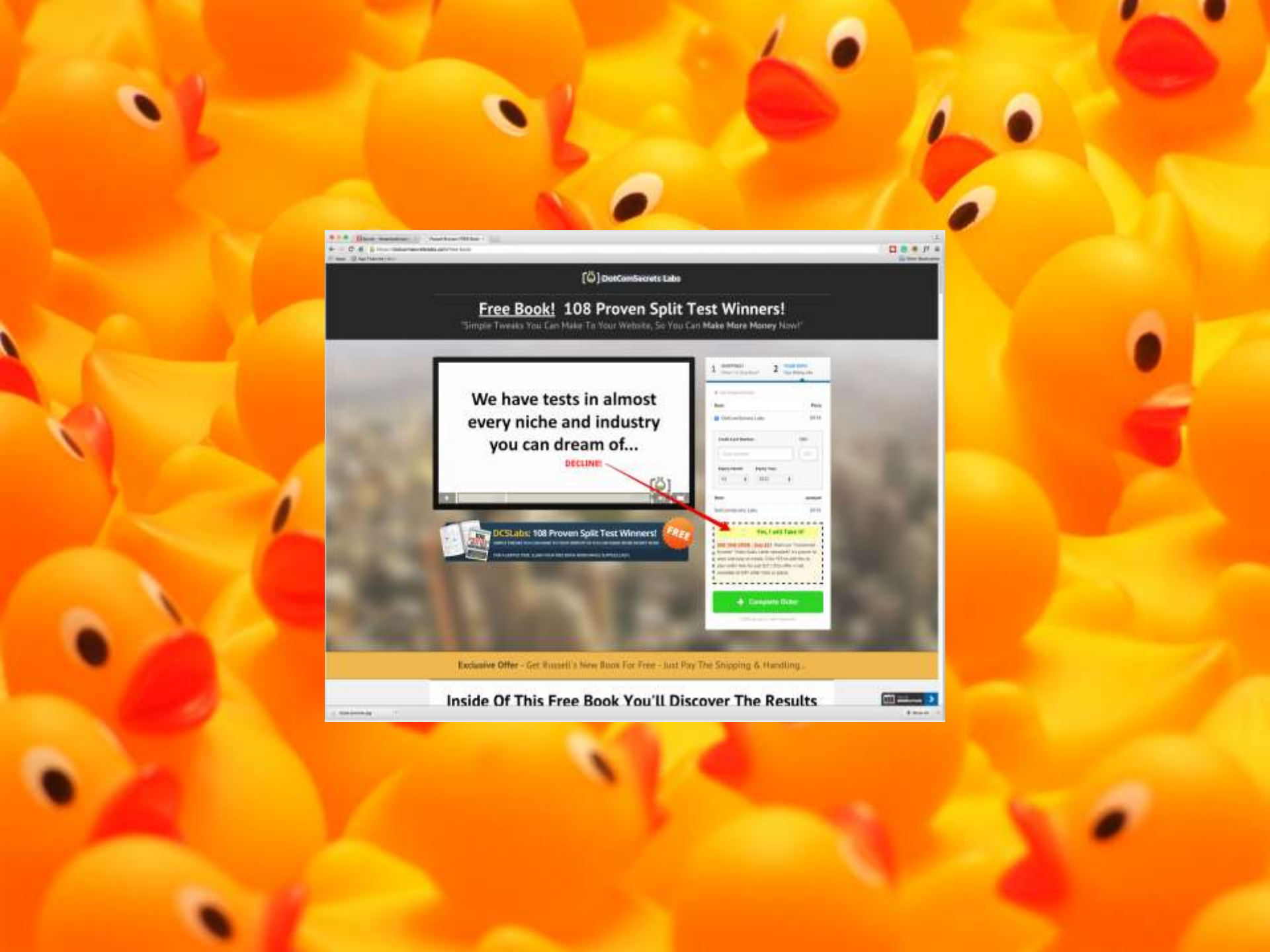
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NO THANKS

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MIKE DEMO
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A/B Testing

Which way does you duck face?