

CONVERSION MACHINE

MODULE 5

Testing

VIDEO 3 Transcript
Planning Tests

Planning Tests

Hey everyone and welcome.

In this lesson you are going to learn how to plan and execute your first test using Optimizely.

The most common question I get asked is...

How much traffic and how many conversions do I need to run a test?

This question is directly related to statistical significance as we learned in the last video.

To validate our tests we use a measurement referred to as Confidence Level.

This is a percentage. Most tests work with a confidence level of 95%.

NB: This is not the default setting in Optimizely and needs updating.

This means there is a 5% chance that this change or improved conversion rate is random or by chance.

To be sure the results of your tests are reliable you need to make sure your sample size is large enough.

Here is a step by step process for planning and setting up your first test.