EXPERIMENT

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**Optimizely**

# The Big Book of Experimentation

45+ proven use cases and case studies demonstrating how real businesses leveraged experimentation to gain greater insight and control over how they engage with customers, tailor their digital channels, and improve customer satisfaction.

# Introduction

The companies in this book (L'Oréal, Cox Automotive, Zillow) don't rely on opinions. They test everything, measure what matters, and let data drive their biggest decisions.

From Fortune 500 giants to scrappy startups, these organizations have built cultures where every hypothesis gets validated and every insight drives growth.

**What you'll discover:**

- The exact frameworks top companies use to prioritize and run high-impact experiments.

- How AI and warehouse-native analytics turn tests into million-dollar insights.

- Proven strategies for scaling testing programs across teams and channels.

Each case study breaks down real challenges, specific tactics, and measurable results, revealing the mindset shift that turns experimentation from a nice-to-have into your most powerful growth engine.

Whether you're running your first test or your thousandth, these stories show what's possible when you commit to evidence over intuition.

# Contents

## Industry-wide use cases and case sudies:

# Chapter 01:

# Ecommerce optimization

L'ORÉAL
PARiS

# L'Oréal scales inclusive beauty experiences through 200+ experiments annually

## L'ORÉAL PARIS

## Experiment:

Improve conversion rates by personalizing the homepage.

## Description:

As the world's largest beauty company, L'Oréal's Luxe Division faced the challenge of making every customer feel seen in an increasingly competitive, digital-first beauty landscape. With beauty being about confidence, identity, and self-care, their digital experience needed to reflect that emotional weight while ensuring people of color could easily find the right shade for their skin tone.

## The solution?

Building a dedicated experimentation culture focused on inclusive design. **200** experiments run annually, focused on backing every decision with data.

> "
> We want everyone to feel like the website's made for them. Optimizely helped us enormously… I want [my team] to be thinking more about 'what do the results mean', not just 'what were the results'.
>
> **Kelly Jenkins**
> Director of Testing & Optimization,
> L'Oréal Luxe Division

## The strategy

- Established a dedicated Testing & Optimization team with specialized headcount.

- Used site behavior signals to drive homepage personalization.

- Implemented segmentation to align landing pages with media campaigns.

- Deployed reusable extensions and custom metrics for efficiency.

- Focused on inclusive design principles and shade-finding optimization.

## The results

- Highest engagement and add-to-bag rates through subtle personalization.

- Improved conversion rates across category-specific metrics.

- Streamlined test deployment while reducing developer dependency.

- Enhanced customer inclusion with optimized shade-finding experiences.

tapestry

# Tapestry scales experimentation tenfold through a comprehensive testing platform

# tapestry

## Description:

Tapestry, the luxury fashion company, needed to gain deeper insights into customer behavior across its digital touchpoints to enhance customer experience and optimize business performance. They required a platform that could support diverse experimentation needs with both client-side and backend capabilities across their various brands.

## The solution?

Strategically integrating Optimizely's experimentation platform into their testing program.

> "
>
> Optimizely's platform offers a comprehensive suite of tools, including client-side and backend options, catering to Tapestry's diverse experimentation needs across various digital touchpoints.
>
> **Madison Hajeb**
> Senior Director of Testing and Innovation, Tapestry

## The strategy

- Leveraged Optimizely's client-side and backend testing tools across digital touchpoints.
- Built a comprehensive experimentation program focused on customer behavior insights.
- Used data-driven decision-making to enhance customer experience.

**Crate&Barrel**

# How Crate & Barrel used personalization to solve their multi-age audience dilemma

**Experiment:**

Develop a targeted personalization program.

**Description:**

One site with drastically different audiences. How could Crate & Barrel's kids' furniture site speak to both parents of newborns and teens as well as those buying for a tween or teen?

Traditional segmentation would have been a time-consuming nightmare.

**The solution?**

Adaptive Audiences by Optimizely.

**Key results:**

## 20%
increase in homepage conversion rates.

## 30%
reduction in bounce rates.

> **"**
>
> Adaptive Audiences helps us to scale. Non-developers are trained on Optimizely and running campaigns on their own. It all leads to more tests and more experimentation heroes. And we are constantly sharing not just results, but the entirety of the process. That can fundamentally affect the short- and long-term success of any program.
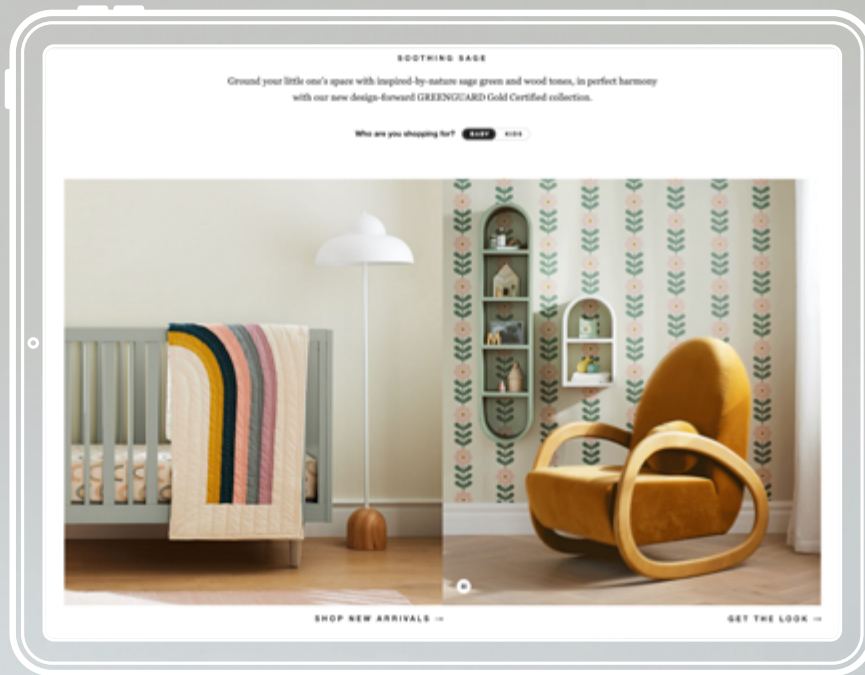>
> **Christine Garvey**
> Senior Manager of Personalization and Optimization, Crate and Barrel

**The strategy**

- Leverage AI-powered personalization.
- Research baby-related keywords.
- Launch an 'Always On' campaign with tailored content.

**The results**

- Bounce rate nosedived.
- Conversion rates skyrocketed by 20%+.
- Revenue per visitor saw double-digit growth.

A toggle switch allows customers to browse between baby and kids products, without having to navigate to another page altogether.
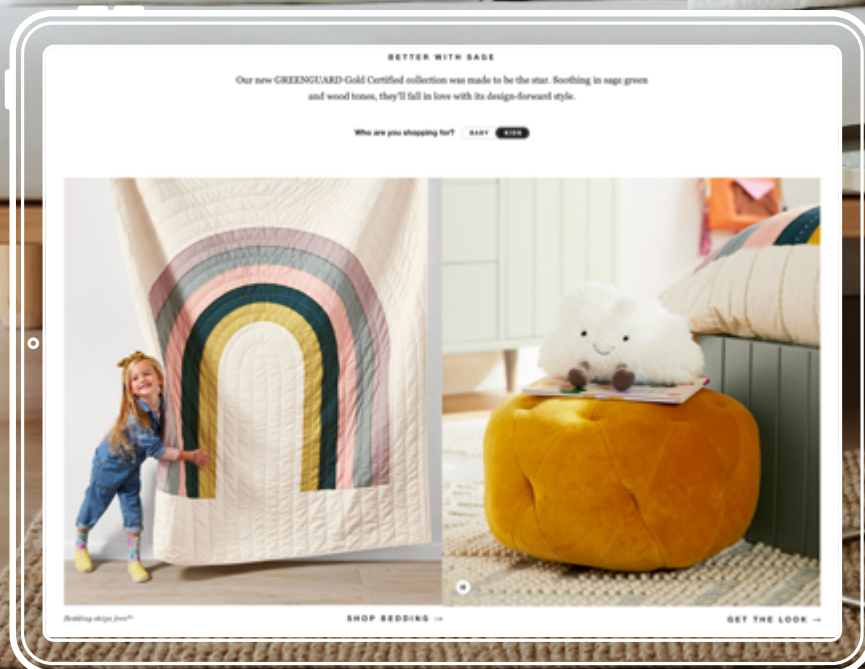
**FARFETCH**

# Farfetch revolutionized luxury e-commerce through a culture of experimentation

# FARFETCH

## Experiment:

Optimize digital ad viewability.

## Description:

Connecting global consumers with luxury brands is complex. Farfetch wanted to create a unified platform that outpaces competitors and enhances customer experience at scale.

However, traditional approaches lacked the agility needed in the fast-paced world of e-commerce.

## The solution?

Building an experimentation culture.

## Key results:

### 50%+
Experimentation community has more than doubled from 80 people to 170.

### 20-50
experiments run each month.

> **"**
>
> In short, we fail fast and learn faster. Experimentation is not all about winning, it helps you quickly identify what does not work, and this is an incredibly powerful loss prevention tool. By accelerating insights, you make better decisions, including where you should focus your product development efforts.
>
> **Luis Trindale**
> Principal Product Manager,
> FARFETCH

## The strategy

- Established a Test and Learn center of excellence.
- Developed and experimentation kit for new employees.
- Implemented server-side testing for rapid iteration.
- Integrated Optimizely to extend experimentation capacity.

## The results

- Fully utilized organizational talent.
- Enhanced customer experience globally.
- Improved business results through data-driven decisions.
- Accelerated 'winning' ideas based on real-time customer feedback.

THE VINTAGE BAR

# The Vintage Bar transformed from a local startup to a global marketplace

# THE VINTAGE BAR

## Experiment:

Run data-driven personalized digital experiences.

## Description:

The Vintage Bar wanted to replicate its customized in-person experience for a global digital audience.

However, static product listings wouldn't cut it as transitioning from a showroom to an online marketplace is challenging.

## The solution?

Optimizely Web Experimentation + Segment customer data platform.

> "
> There is so much bias in what you think will work and you really need to test it to see if it increases value or increases revenue for the business. One of my contacts at Optimizely told me, don't think about winning all the time; think about losing, because there are so many learnings around losing.

**Nikolaj Toxvaerd**
CMO,
The Vintage Bar

## The strategy

- Combined first-party data insights with experimentation culture.

- Tested hypotheses using customer data.

- Personalized digital experiences.

- Encouraged company-wide ideation and testing.

## The results

- Increased revenue through personalized experiences.

- Faster time-to-market for new features.

- Cultivated a data-driven, experimental company culture.
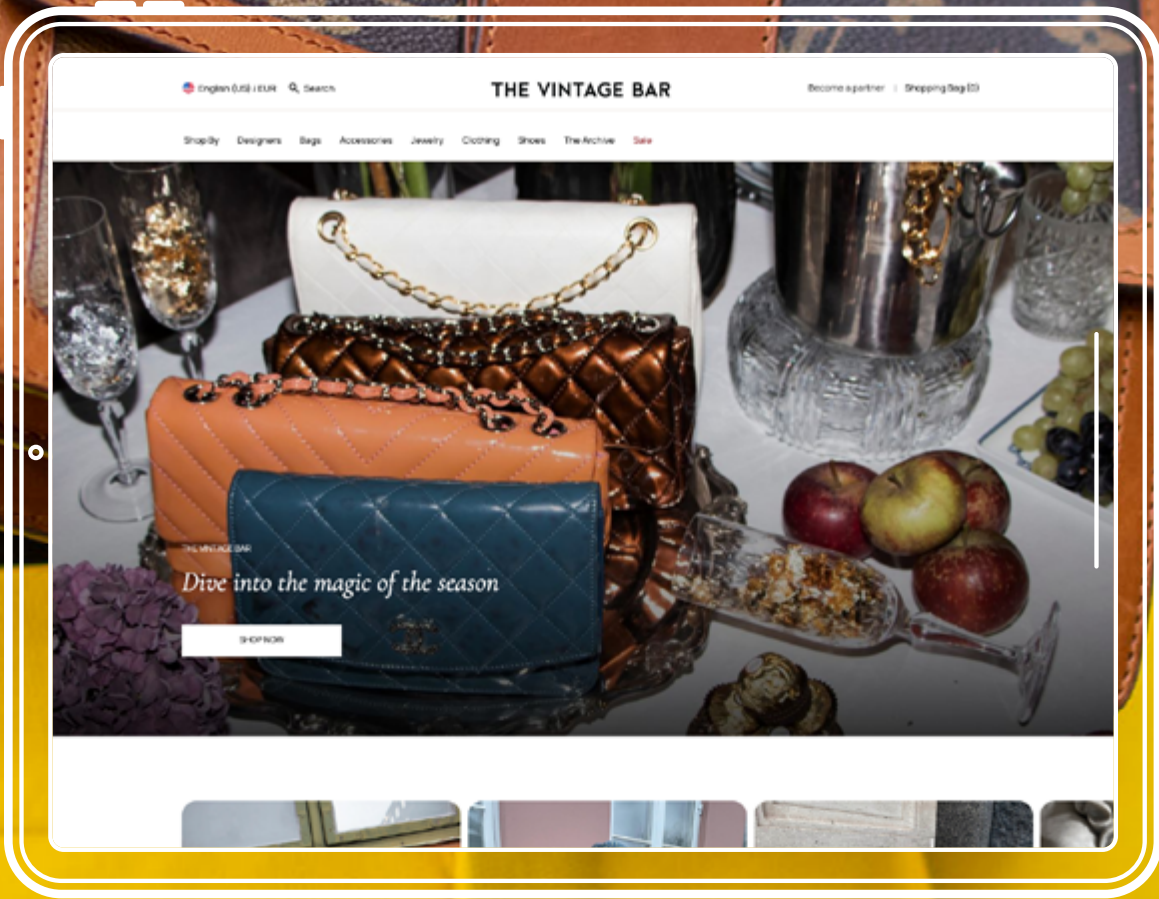
# George T. Sanders uses experimentation as a pipeline to growth

## Experiment:

Creating the best possible customer experiences.

## Description:

Balancing traditional customer service with modern digital expectations is challenging. GTS wanted to meet customer needs while achieving ambitious growth targets.

However, their existing systems couldn't provide the seamless online experience B2B customers increasingly demand.

## The solution?

Building an experimentation culture.

## Key results:

# 100%+ =

Increase in web traffic.
increased online sales and transactions.

## The strategy

- Launched ecommerce website under budget and ahead of schedule.

- Developed an intuitive mobile app using Optimizely Commerce Mobile.

- Incorporated customer feedback for continuous improvement.

- Maintained focus on human interaction and strategic advice.

## The results

- Met customer demand for online purchasing options.

- Increased operational efficiency by automating low-value tasks.

- Freed sales team to focus on strategic customer support.

- Achieved growth targets through an expanded digital presence.

# Dakota Supply Group (DSG) transformed B2B sales with adigital–first approach

**DSG**

## Experiment:

Overhaul the entire digital customer experience to grow online sales.

## Description:

Managing 65,000 products across eight industries is hard. DSG wanted to significantly increase online sales while delivering personalized experiences for a highly segmented customer base.

However, their existing ecommerce system was severely underperforming, limiting digital growth potential.

## Key results:

**13x**
growth in online sales.

**4x**
increase in orders.

**+24%**
line items per order.

> "
>
> At DSG, there's nothing more important right now than digital acceleration. It's all about improving the customer experience. We want it to be faster, simpler and easier for our customers to interact with DSG. With Optimizely, all of that is possible.
>
> **Todd Sisson**
> Ecommerce Manager,
> Dakota Supply Group

## The strategy

- Developed targeted promotions and customer-specific pricing.
- Enhanced product data management for improved content quality.
- Optimized digital self-service features.

## The results

- Increased digitally engaged customers.
- Improved ability to run targeted promotions.
- Streamlined product data management from multiple sources.
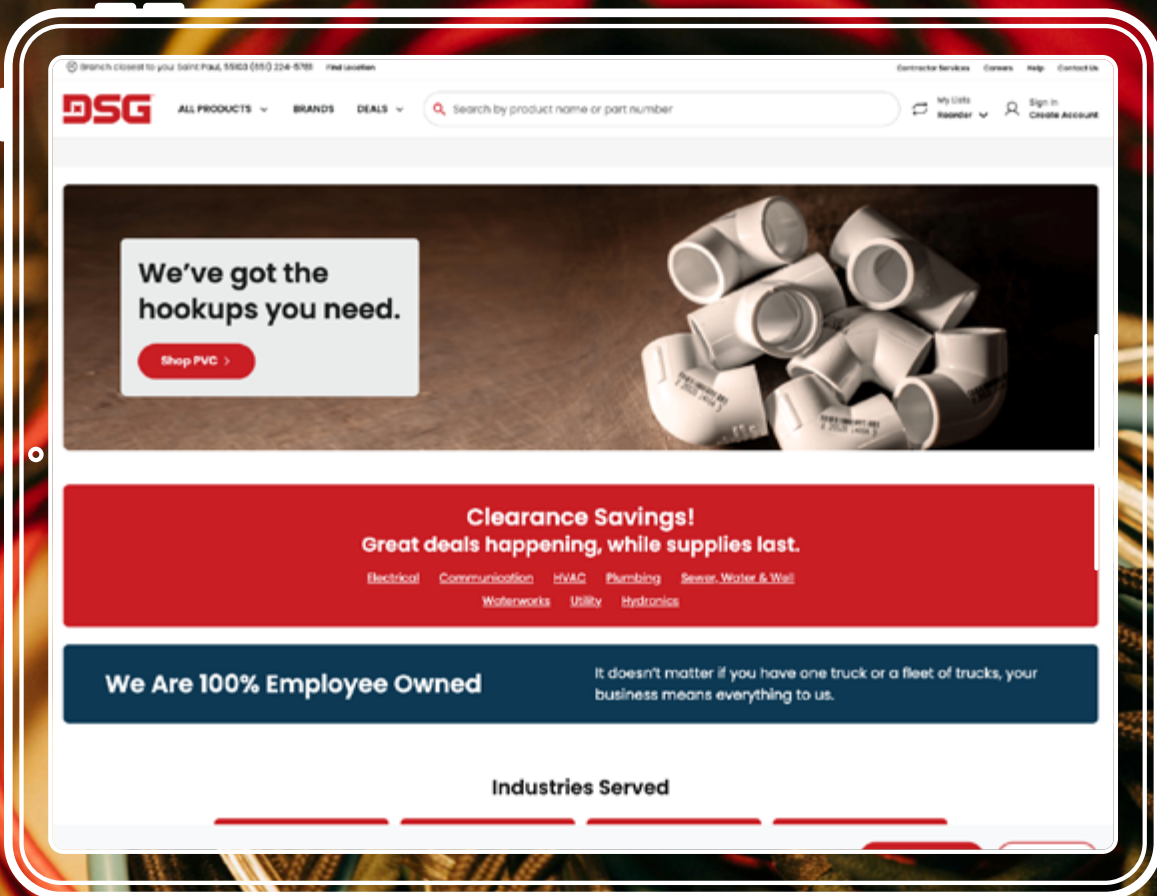
quip

# quip increases average order conversion and improves customer life time value

## Experiment:

Control variations on product display pages.

## Description:

quip, a leader in the oral healthcare industry, faced challenges in increasing testing velocity and fostering a company-wide culture of experimentation. The company needed a new solution to empower all teams to independently run tests and validate ideas without relying on the digital team.

One key focus was improving customer lifetime value (CLV) through their subscription business. quip tested adding a quantity selector for refills earlier in the checkout process on Product Detail Pages (PDP). Despite concerns about cluttering PDPs, this changed to significantly higher conversion rates, purchase units per transaction, and subscription units for brush head refills.

Overall, quip not only increased its testing capacity but also transformed its approach to product development and customer retention strategies.

## The solution?

Optimizely's full experimentation suite.

> **"**
>
> Optimizely's experimentation platform is the complete solution for A/B testing and feature flagging. It satisfies both an engineering team that needs robust SDKs and APIs to build complex experiments, and non-technical users to create and view the results of their own experiments. It satisfies both ends of the spectrum and is the complete solution in my mind.
>
> **Timothy P**
> Director of Digital Product, quip

## The strategy

- Implemented a holistic testing platform accessible to both technical and non-technical teams.
- Utilized key features like Visual Editor and Stats Engine for efficient experiment setup and analysis.
- Employed feature flags for safe mobile app releases.
- Focused on improving customer lifetime value through subscription-based experiments.

**Key results:**
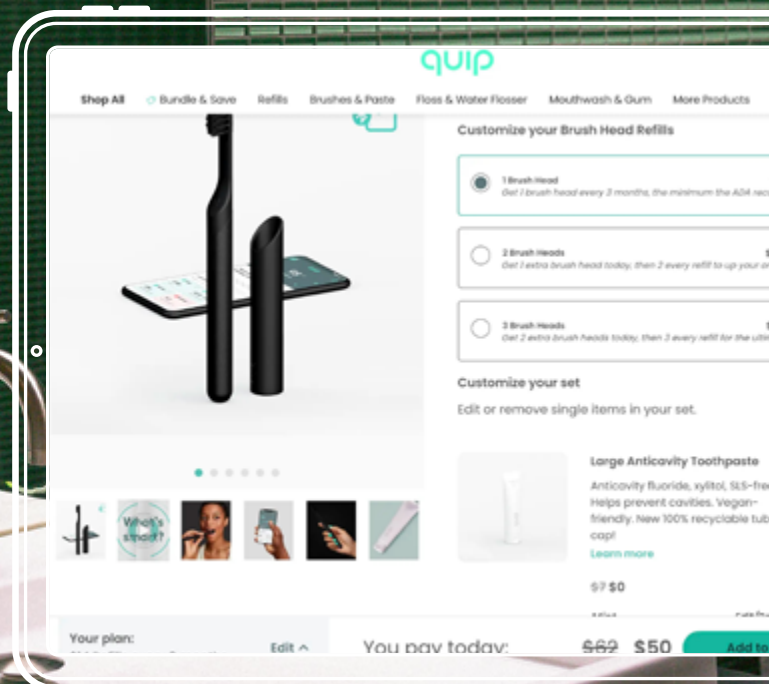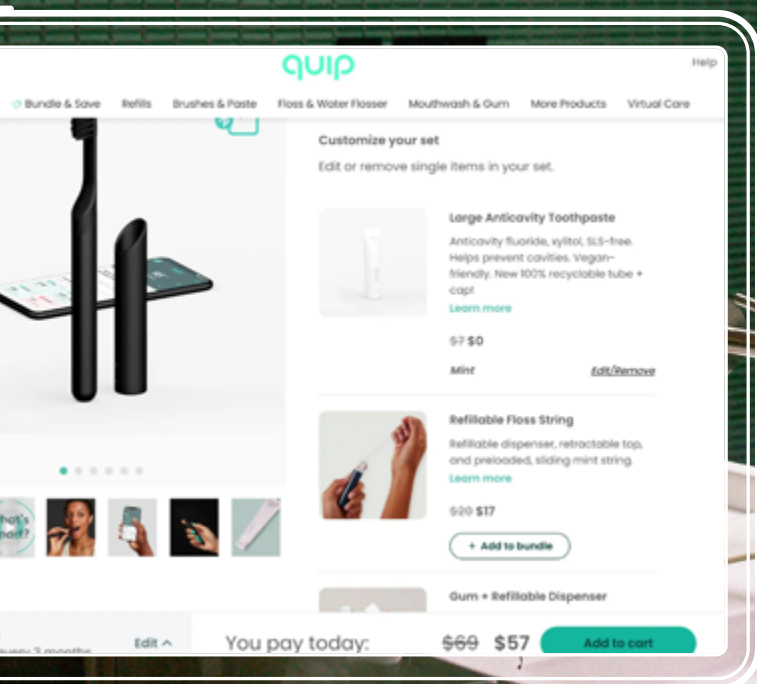
# 60+
experiments launched.

# 40x
faster to launch A/B tests with Optimizely Web and Feature Experimentation alone.

# 4.7%
increase in order conversion rates.

Control

Test

# True Botanicals achieved $2m ROI increase in 12 months

## Description:

True Botanicals, a luxury clean skincare brand, faced challenges in optimizing their e-commerce experience to drive growth. With a small team and limited resources, they needed an efficient way to test and implement changes that would improve conversion rates and customer engagement.

A key experiment focused on their product detail pages (PDPs). True Botanicals tested adding social proof elements, including customer reviews and before-and-after photos, directly on these pages. This simple change led to a significant boost in conversions, demonstrating the power of strategic experimentation in e-commerce optimization.

## The solution?

Optimizely Web Experimentation.

> **"**
>
> We were laser focused on creating the most seamless and frictionless shopping experience for our consumers. Optimizely was the perfect tool to help us do that.
>
> **Rebecca Boston**
> **Chief Marketing Officer,**
> **True Botanicals**

## The strategy

- Focused on high-impact areas like product detail pages.
- Used A/B testing to validate hypotheses about user behavior.
- Leveraged social proof elements to increase customer trust and conversions.

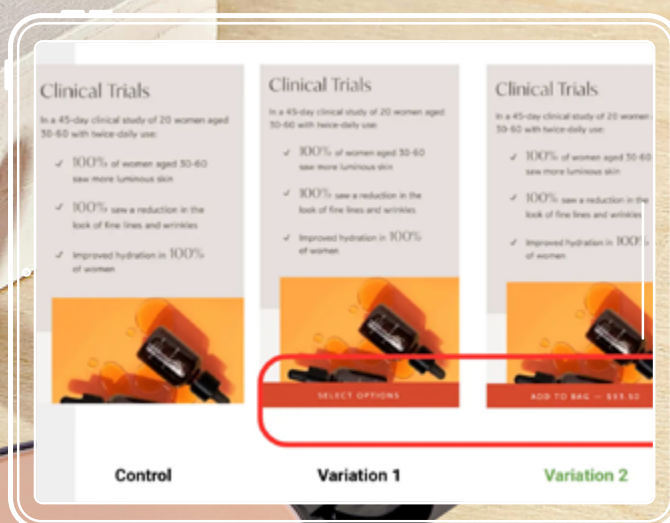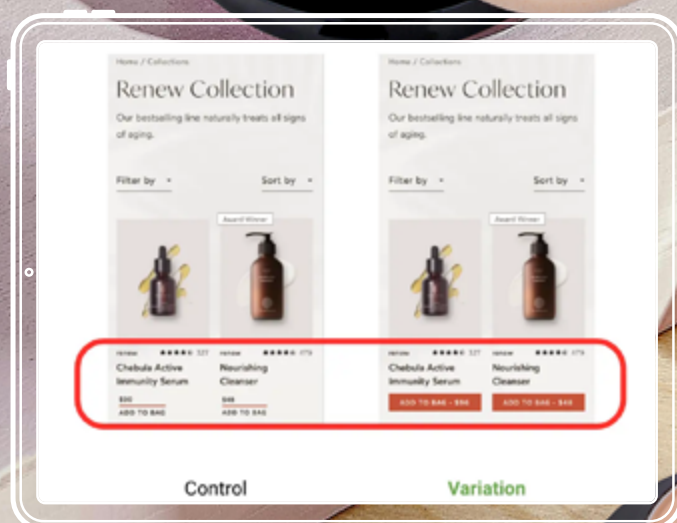**Key results:**

# $2m+
estimated ROI increase.

# 4.9%
sitewide conversion ate increase.

# 66%
test win rate — well above the Optimizely average win rate.



Renew test

Clinical trials test

**BROOKS**

# Brooks Running sees 80% decrease in return rate

## Experiment:

Overhaul the entire digital customer experience to grow online sales.

## Description:

Brooks Running, a leading performance running brand, wanted to lower the number of returned orders and drive e-commerce growth. With a diverse customer base ranging from casual joggers to elite athletes, Brooks needed a way to personalize content and product recommendations effectively.

A notable experiment involved personalizing the homepage hero banner based on the visitor's gender and running experience. By tailoring imagery and messaging to specific segments, Brooks aimed to create a more relevant and engaging experience for each visitor, ultimately driving conversions and brand loyalty.

## The solution?

Optimizely Web Experimentation and Personalization.

## Key results:

# 80% | 88%

decrease in return rate.  |  saying they appreciated the customer service offer to help.

> "
> A considerable number of our shoe purchases are for the same model, but within a width or half size of each other... With near 100% certainty, we know one of those will be coming back.
>
> **David Kornfield**
> Marketing Manager of optimization and analytics, Brooks Running



### The strategy

- Focused on key areas like the homepage hero banner.
- Tailored product recommendations and content to user preferences.

# Chapter 02:

# Subscription and revenue growth

# How Blue Apron validates products faster with experimentation

## Blue Apron

### Experiment:

Redesigned reactivation flow.

### Description:

At Blue Apron, a large part of the business is powered by scheduled back-end jobs. Order charging, turning digital orders into physical packages, creating shipping labels, choosing recipes for users, and sending emails all happen offline. A client-side solution provided limited flexibility when it came to testing these experiences.

However, their client-side testing solution couldn't effectively evaluate crucial offline operations that power the business.

### The solution?

Optimizely Feature Experimentation.

### Key results:

# 10%

increase in experiments run per month.

> "
>
> We can now get an early signal from the Optimizely Results Dashboard within a few days, whereas before it would have taken weeks or longer for someone on our analytics team to pull the data and understand what was going on.
>
> **John Cline**
> Engineering Lead, Growth
> & Member Experience,
> Blue Apron

### The strategy

- Implemented server-side testing for back-end processes.

- Extended experimentation to mobile applications.

- Increased testing capacity across all platforms.

### The results

- Prevented significant revenue loss by avoiding an ineffective redesign.

- Increased testing volume by over 10x per month

- Improved flexibility in testing complex, offline processes.
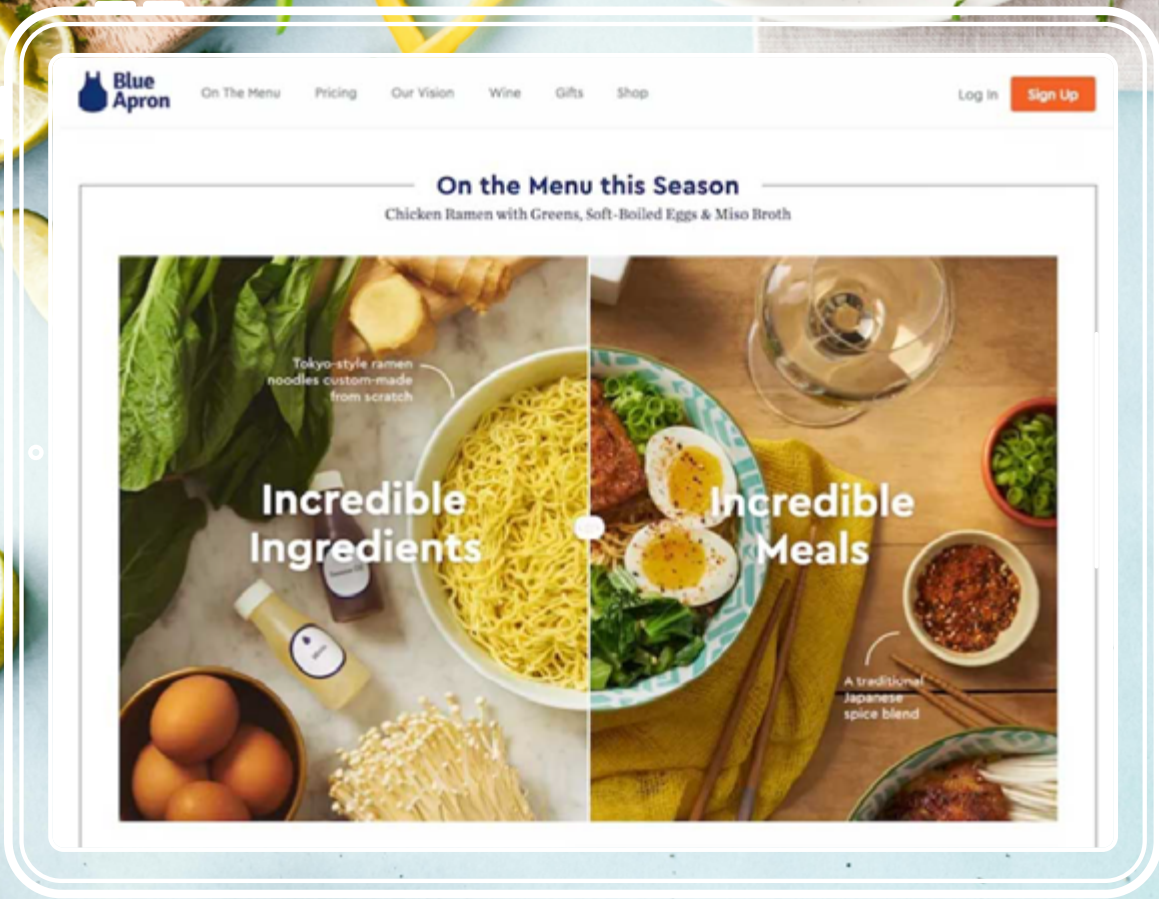
# Mailchimp opens new revenue streams through experimentation

**Experiment:**

Sell more paid plans.

**Description:**

Mailchimp, a leading marketing automation platform, offered a popular 'Forever Free' plan. However, this success created an unexpected challenge: users were so satisfied with the free version that they weren't exploring or signing up for paid plans.

Through experimentation, Mailchimp successfully encouraged users to upgrade to paid plans without compromising the appeal of their free offering.

**The solution?**

Optimizely Experimentation Platform.

**Key results:**

# Millions

of dollars in icremental value.

> "
>
> Experimentation removes the bias from your decisions.
>
> **Lauren Schuman**
> Sr. Director Product Insights, Mailchimp

**The strategy**

- Added a modal panel to the sign-up flow.
- Introduced different paid plans and their features.
- Used A/B testing to validate the approach.

**The results**

- Generated millions in additional revenue.
- Convinced senior leadership of testing's value.

★ StarTribune

# How Star Tribune dramatically improved subscription volume

**StarTribune**

## Experiment:

Offer testing.

## Description:

Star Tribune, a major metropolitan news organization, faced stagnating digital subscription growth despite site redesigns and improved marketing efforts. They needed a way to boost subscription revenue without significantly impacting ad revenue.

Through experimentation, Star Tribune not only optimized its subscription model but also transformed its entire approach to product development, proving that assumptions can be misleading and that only through testing can true optimization be achieved.

## The solution?

Optimizely Experimentation Platform.

## Key results:

**20%**
increase in homepage conversion rates.

**30%**
reduction in bounce rates.

> "
> Optimizely helped us understand what works, and what doesn't. So we now do more of what works, and less of what doesn't, while impacting business in a more sophisticated, more ambitious way.
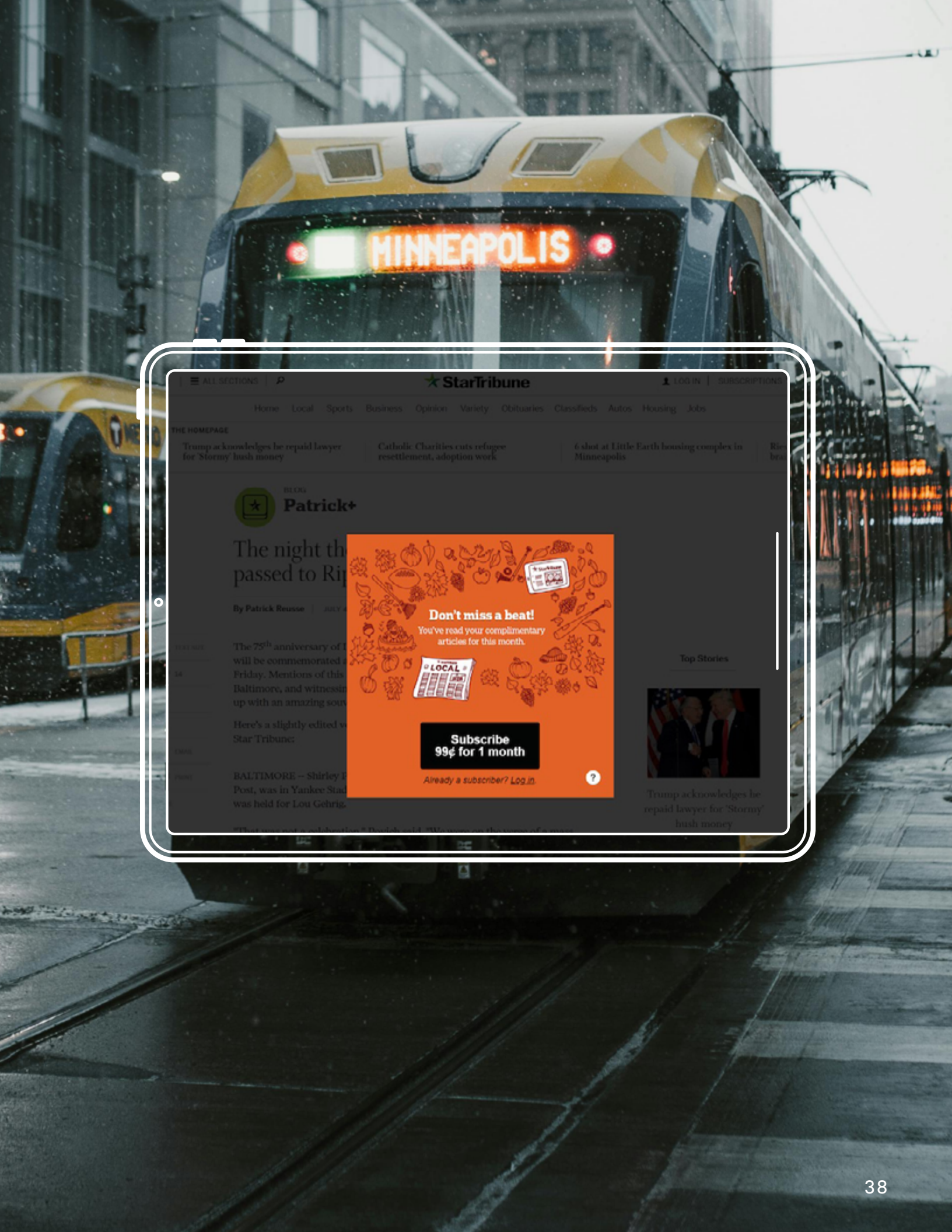>
> **Patrick Johnston**
> **Director of Digital Product & Analysis, Star Tribune**

## The strategy

- Experimented with three variations of free article access:
  - 10 free articles (current offer)
  - 7 free articles
  - 5 free articles
- Used A/B testing to measure impact on subscription and ad revenue.

## The results

- 7-article offer emerged as the winner:
  - 37% lift in subscription revenue
  - 20% lift in overall revenue
- Increased subscriptions by 35% year-over-year.

# Channel 4 A/B test their way to primetime success

## Experiment:

Experiment across web, mobile apps, smart TVs and games consoles.

## Description:

Channel 4, a leading UK broadcaster, faced the challenge of improving user engagement and retention on its All 4 streaming platform. With millions of viewers and a vast content library, they needed a way to optimize the user experience and increase video plays efficiently.

The team utilized Optimizely's Feature Experimentation platform to run a feature variable test that trialed various countdown timer lengths including some that the business was nervous might be too short. The test was a fantastic success, removing friction between episodes, and delivering surprising results.

Through testing, Channel 4 aimed to make it easier for viewers to resume their favorite shows, ultimately driving increased engagement and watch time.

## The solution?

Web Experimentation and Feature Experimentation.

## Key results:

# 150+

A/B tests launched in the past year.

# 2x

The velocity of experiments doubled.

> "
> Optimizely's web testing is quick, easy and agile. It allows us to explore ideas and see if it's then worth taking that forward into the more complicated areas to experiment on.

**Laura Shelton**
Optimization Manager, Channel 4

## The strategy

- Implemented a culture of continuous experimentation across teams.
- Personalized the user experience on all 4 platforms.

## Autoplay experiment
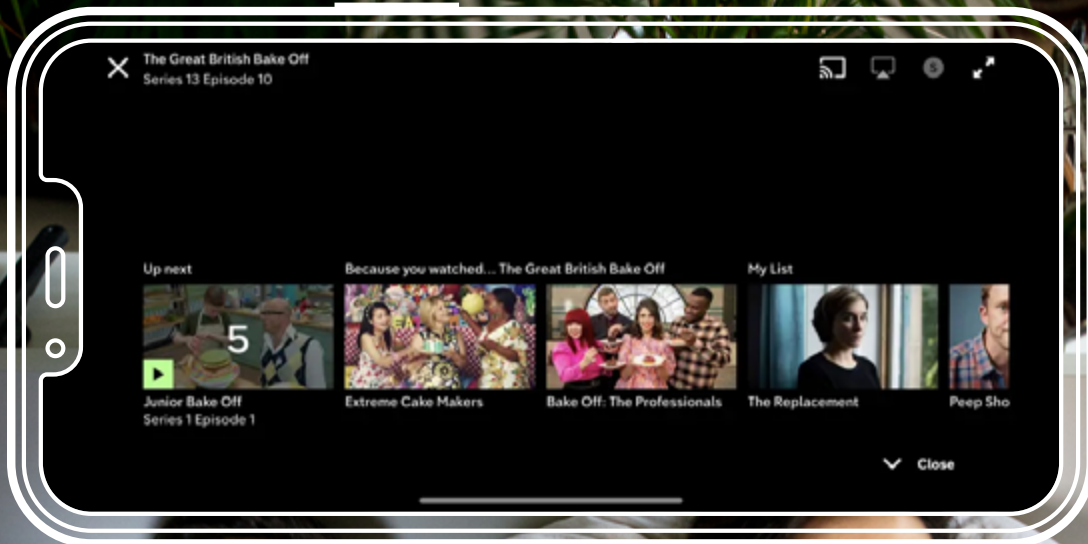
## Picture-in-picture viewing

# Chapter 03:

# Travel and hospitality

ROBINSON

# Robinson Club drives €2.5M revenue boost through customer-driven experimentation

# ROBINSON

## Experiment:

Displaying unavailable family rooms based on customer feedback insights.

## Description:

Robinson Club, part of TUI Group, faced the challenge of optimizing their travel booking experience in an industry where vacations involve emotional and time investments beyond just money. With almost 30 years of experience in the travel industry, they needed to move beyond gut feelings and validate ideas with data to improve conversion rates and user experience across their booking platform.

## The solution?

Building a comprehensive experimentation culture using customer interviews and the RICE framework for prioritization.

> "
> We are able to calculate backwards the additional revenue we generated by running A test. And this is my first real metric, which I use to showcase the value of the experimentation programme.

**Michael Richter**
Manager of Conversion Optimization and User Research,
Robinson Club

## The strategy

- Conducted customer interviews to identify gaps in accommodation offerings.
- Used RICE framework to prioritize experiment ideas efficiently.
- Tested longer checkout processes with reduced cognitive load per step.

## The results

- €2.5 million additional revenue from customer insight-driven experiment.
- 13% conversion boost from reducing cognitive load in 9-step checkout process.
- Enhanced cross-team collaboration through Optimizely Experiment Collaboration tool.

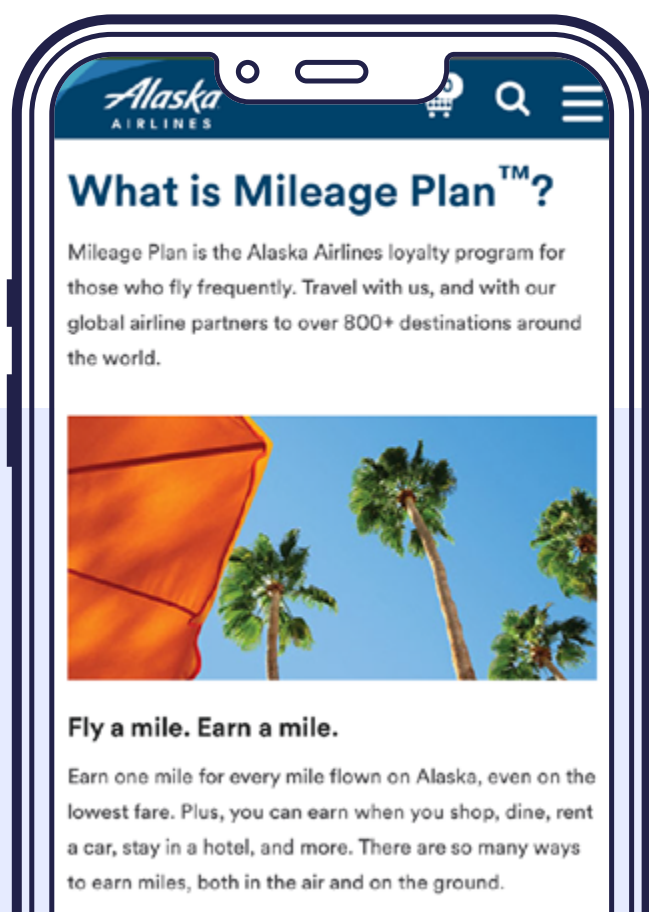# Alaska Airline drives signups for mileage plan offering

> "
>
> Experimentation is critical to our business, because the industry we're in is very competitive, and it's also pretty low margin. We weighed the pros and cons of different testing programs, including the one that we were using before, and Optimizely was hands down the best. Probably the first test that we did on our loyalty program, on the mileage plan, it wound up yielding an increase of 18 percent in terms of total mileage plan sign ups. It successfully got us over the hump for our credit card program and it's been continually driving in revenue.
>
> **Alex Smolin**
> Ecommerce Analyst,
> Alaska Airlines



**Alaska** AIRLINES

## What is Mileage Plan™?

Mileage Plan is the Alaska Airlines loyalty program for those who fly frequently. Travel with us, and with our global airline partners to over 800+ destinations around the world.

**Fly a mile. Earn a mile.**

Earn one mile for every mile flown on Alaska, even on the lowest fare. Plus, you can earn when you shop, dine, rent a car, stay in a hotel, and more. There are so many ways to earn miles, both in the air and on the ground.

**Key results:**

## 18%

increase in mileage plan sign-ups for their loyalty program.

**+**

Shortened implementation processes from 3 months to

## 4 weeks

**KLM**

# KLM  scaling its test-and-learn culture with Optimizely

**KLM**

## Experiment:

When introducing new flight packages, KLM's team, led by Optimization Specialist Grazia Arboleo, used Optimizely to test a new design for the flight selection step.

Despite initial setbacks, the team:

- Built a Minimal Lovable Product with flexible components.
- Tracked impact through continuous experimentation.
- Analyzed results and developed new hypotheses.
- Ran multiple iterations, making step-by-step improvements.
- Measured both step conversion and overall booking conversion rates.

This data-driven approach allowed KLM to refine its design until conversion rates improved.

## Description:

KLM Royal Dutch Airlines, a pioneer in digital developments, faced limitations in its experimentation capabilities in 2017. As internal product teams demanded more data-driven decision-making, KLM sought a reliable testing partner to elevate their digital experience in the highly competitive airline industry.

The airline's goal was to move beyond creating Minimal Viable Products to crafting Minimal Lovable Products - digital experiences that are not only functional but also intuitive and enjoyable for their 30 million annual ticket buyers.

> "
> Product owners now ask more and more to test every change to prove that it does what it is supposed to do–and if not, we can optimize. These learnings are crucial for delivering a convincing customer experience.

**Joost Olleroock**
Manager, Customer Insights & Analytics, KLM

## The strategy

- Doubled the number of tests executed across the organization.
- Reduced test setup time by 50%.
- Ran over 20 tests on the flight selection flow within a few months.
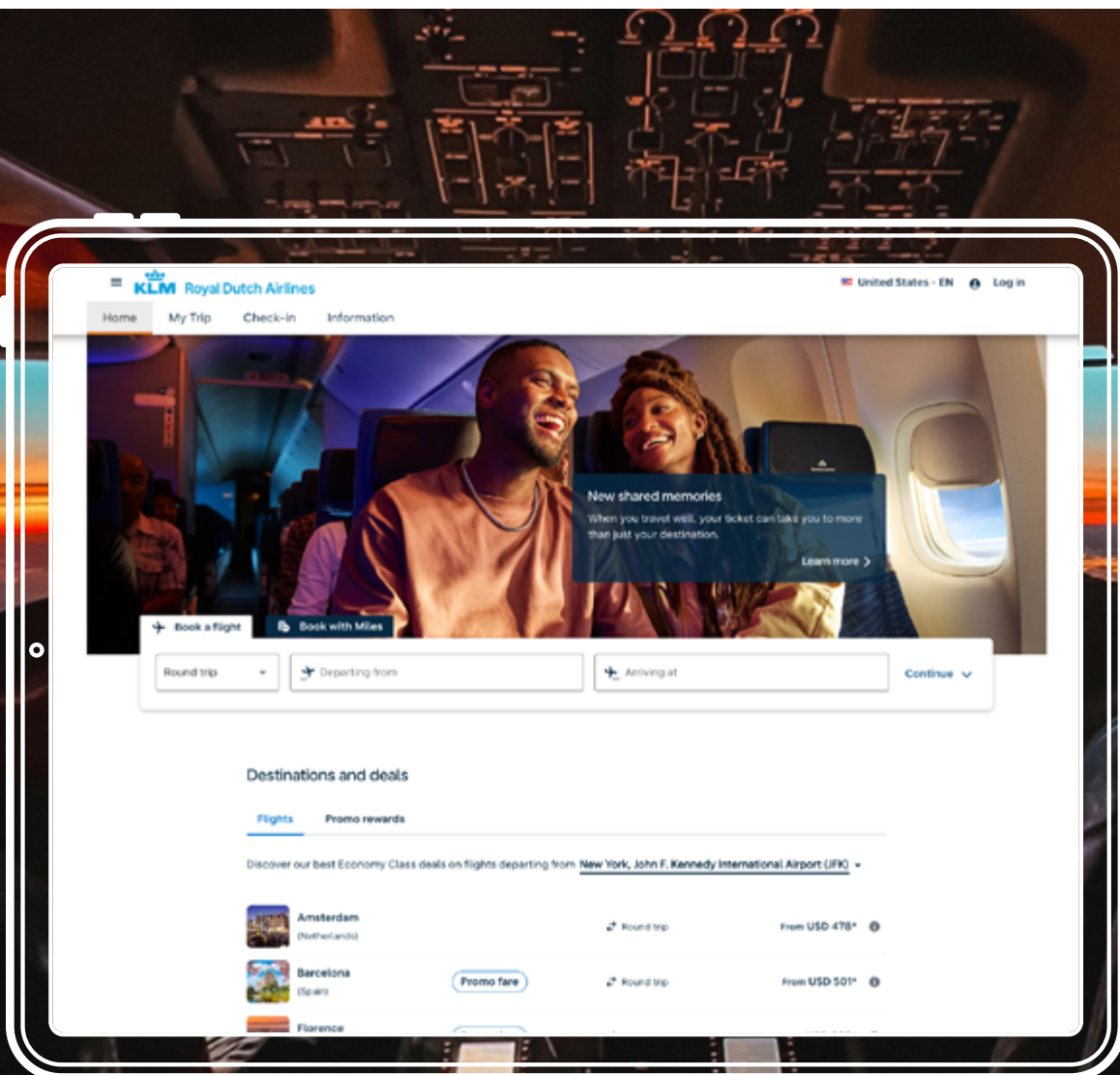- Improved step conversion and booking conversion rates.

**Key results:**

# 100%

increase in the number of tests done by the KLM tea.

# 50%

decrease in the time spent to set up and execute tests.

# 6

product teams engaged with Optimizely.

fitbit

# Experimentation becomes part of the Fitbit routine

## Experiment:

Experiment across web, mobile apps, smart TVs and games consoles.

## Description:

Fitbit, a leader in wearable fitness technology, faced the challenge of expanding beyond hardware into software and services, especially as the COVID-19 pandemic changed fitness routines worldwide. With a mission to help everyone live healthier lives, Fitbit needed to quickly adapt its offerings and understand how customers were using their products in new ways.

The company's journey from step counting to comprehensive health monitoring required a shift from intuition-based decisions to data-driven insights. Fitbit leveraged experimentation to test hypotheses about user behavior and preferences, aiming to encourage more workouts, increased step counts, better sleep habits, and overall improved health outcomes.

> "
>
> Being able to find out how millions of people use your product every day to feed those ideas back into your product has been really powerful. You're really taking the guesswork out of decision-making and being able to do that at scale.
>
> **Dawn Baker**
> Head of Platform Engineering, Fitbit
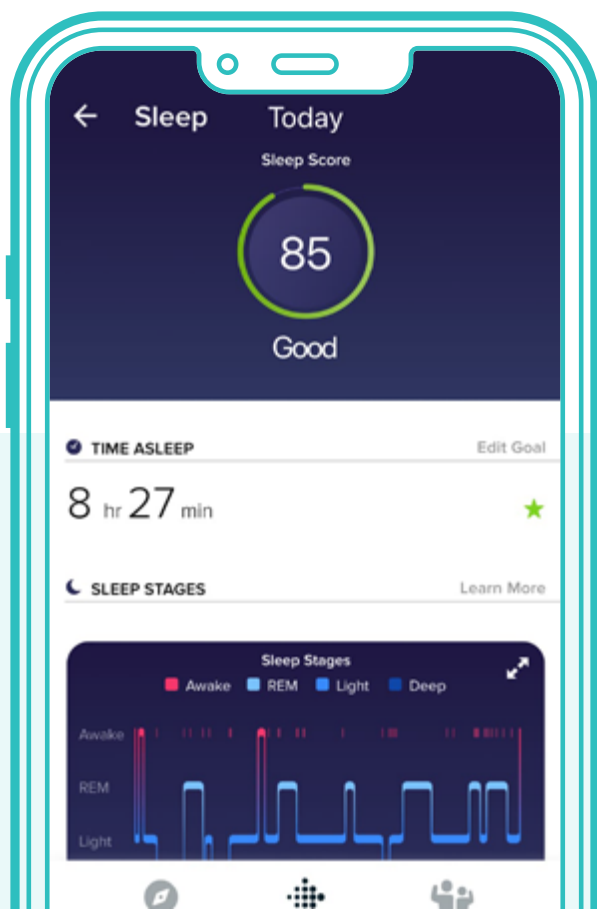
## The results

- Successfully expanded from hardware-focused to comprehensive health services.

- Increased user engagement with workouts, step counting, and sleep monitoring features.

classpass

# Experimentation becomes part of the Fibit routine

## Experiment:

Comprehensive website redesign utilizing Optimizely Web Experimentation to address frequently asked questions and improve end-to-end user experience.

## Description:

ClassPass, a leading fitness membership platform, faced the challenge of optimizing and driving user acquisition and retention in a competitive market. With a complex product offering and diverse user base, ClassPass needed a way to test and refine its messaging, pricing, and features effectively.

A notable experiment focused on their referral program. ClassPass tested various incentive structures and messaging to encourage existing members to refer friends. This experiment not only aimed to increase new user signups but also to boost engagement among current members.

## The solution?

Web Experimentation and Feature Experimentation.

> "
>
> The user-friendliness of Optimizely is evident in how I approach hiring. I never considered prior Optimizely knowledge a prerequisite because it's remarkably easy to learn. If someone has a background in web development and a basic grasp of AB testing concepts, they can quickly grasp the page targeting, event tracking, and utilization of the on-page editor, all of which are seamlessly integrated within the Optimizely UI.
>
> **Nina Bayatti**
> Director of Conversion Rate Optimization, Fitbit

## The strategy

- Doubled the number of tests executed across the organization.

- Reduced test setup time by 50%.

- Ran over 20 tests on the flight selection flow within a few months.

- Improved step conversion and booking conversion rates.

**Key results:**

# 10%

increase in sign-up rate —
double the original goal of 5%.

# 8

prototype tests during
a website redesign.

# 10

A/B experiments during
a website redesign.

Mobile-friendly designs
for CTAs, easy-to-read
walkthrough before
signup flow.

New credits explainer
web page to address
common questions about
ClassPass credits work.

What your trial includes

**You'll get free credits to try activities like yoga, pilates, cycling and gym visits from some of our top-rated businesses for 1 month.**

**Yep. £0.**

Next

Skip straight to sign up

## How your credits work

Credits can be used to book a class or appointment. The amount of credits needed to book varies by reservation type, location, popularity & time.

Gym time    Yoga    Bootcamp    Nails    Pilates    Massage

Fewer credits                                        More credits

## Save with a membership

Exclusive member rates and in-app promotions for newly-added studios & first-time visits can help you save some cash.

**45 min Vinyasa Flow**
Tue, Jul 6 · 4:30 PM – 5:15 PM

# SeaWorld delivers step change in customer experience through relentless experimentation

## Description:

SeaWorld Parks & Entertainment Inc. is a leading theme park and entertainment company that connects guests of all ages to the natural world through up-close experiences with animals, educational attractions, thrilling rides, and spectacular shows. It faced the challenge of improving online ticket sales and enhancing the digital guest experience across multiple park brands.

## Key insights from digital research showed:

**1** **Mobile priority:** Over 75% of traffic was on mobile devices, highlighting the need for a mobile-first approach due to higher user frustration on these platforms.

**2** **Information clarity:** Users lacked crucial information at key decision points in the purchase flow, leading to uncertainty and lost sales.

Identifying and strategically placing this information became a priority.

**3** **User behavior insights:** Session replays revealed:

- Built a Minimal Lovable Product with flexible components.
- Tracked impact through continuous experimentation.
- Analyzed results and developed new hypotheses.

## The solution?

Web Experimentation.

## The strategy

- Optimized the online ticket purchase funnel.

**Key results:**

# 30%

improvements in the website feedback scores.

# 50%

reduction in bottom-of-funnel failure rate.

A/B tested conversion lift worth tens of millions of dollars.

## Before



## After



57

# Chapter 04:

# Digital product optimization

# Zillow transforms dream homes into data-driven experiences with thousands of daily experiments

![Zillow logo]

## Experiment:

Testing new product messaging in brand campaigns.

## Description:

As the #1 real estate marketplace in the U.S. with 233 million unique monthly users, Zillow faced the challenge of evolving from a search platform to a full-service home-buying experience. The company needed to personalize experiences across different user segments—from dreamers browsing future homes to active buyers ready to purchase—while maintaining engagement across mobile-first touchpoints.

## The solution?

Empowering marketers to run rapid, data-driven tests - Zillow runs thousands of experiments daily. **2-3X** ROI delivered through conversion rate optimization, driving both marketing performance and internal efficiency gains.

> "
>
> We ran a test, testing out multifamily rentals messaging in our brand campaign, and it was an astounding success. So we immediately doubled up on that investment, and it is one of our largest revenue growth drivers now.
>
> **Ravi Kandikonda**
> Chief Marketing Officer,
> Zillow

## The strategy

- Established thousands of daily experiments across product features and marketing campaigns.

- Implemented micro-segment and geo-targeted messaging using Optimizely.

- A clear segmentation strategy to deliver targeted experiences on critical customer journey touchpoints and moments that matter.

- Leveraged an integrated tech stack for highly targeted messaging pre-authentication.

- Aligned all experiments with the mission to "make home a reality for more and more people".

## The results

- Achieved 2-3X ROI through a comprehensive CRO program.

- Significant revenue growth in new areas like multifamily rentals.

- Enhanced user engagement and repeat visit rates.

# DriveTime moves into the fast lane with Optimizely Feature Experimentation

**DriveTime**

## Experiment:

Test deep into their products and tech stack.

## Description:

DriveTime, a pioneer in streamlined car buying and financing, faced challenges optimizing its inventory turnover. Despite early successes with web experimentation, they needed a more robust solution to experiment deeper within their product and tech stack without constant developer intervention.

By testing various website display strategies, DriveTime aimed to optimize in-store sales and reduce inventory holding times.

**Optimizely Feature Experimentation allowed them to:**

- Dynamically update variables in applications outside of release cycles.

- Implement experiments without constant developer involvement.

- Rapidly roll out successful features with clean, efficient, code-side implementation.

- Align digital experimentation more closely with operational challenges and inventory management.

## The solution?

Feature Experimentation.

> "
> Our developers were building out very complex experiments using Optimizely Web Experimentation, using it in a very full stack way, which was taking us a lot longer than it needed to. Optimizely Feature Experimentation was a clear way for us to move forward—speed of implementation was the motivator. Now we can set up complex experiments relatively quickly, but we get fast results that we can trust.

**Nate Warner**
Director of Application Development, DriveTime

## Key result:

# 20%

increase in CTA click conversions.

## The strategy

- Used A/B testing to optimize website displays for high-tier inventory.
- Leveraged Feature Experimentation for rapid, code-based experiments across the tech stack.

## The result

- Significant reduction in high-tier inventory holding times.
- Improved alignment between digital strategies and operational needs.
- Empowered non-developer team members to conduct complex experiments.

Microsoft

# Microsoft starts to make it personal

## Microsoft

### Experiment:

Dynamics 365 integration enabling customers to innovate digital experiences.

### Description:

Microsoft, recognizing the rapidly evolving purchasing behaviors during and post-pandemic, sought to equip its Dynamics 365 Commerce customers with powerful experimentation and personalization capabilities. The challenge was to provide enterprise-grade tools that could help e-commerce brands monitor, analyze, and iterate at an unprecedented pace to meet changing consumer demands.

### The solution?

Optimizely Web Experimentation and Personalization integrated with Microsoft Dynamics 365 Commerce.

> "
> By integrating Optimizely's leading experimentation platform, our customers can now confidently deliver value and remain agile at every customer touchpoint as their omnichannel experiences continue to rapidly evolve.
>
> **Balaji Balasubramanian**
> General Manager, Dynamics 365, Microsoft

### The strategy

- Integrated Optimizely's experimentation and personalization tools directly into Dynamics 365 Commerce.

- Enabled easy setup and management of experiments through the visual editor within Dynamics 365 Commerce.

- Rapid testing and personalization across all digital touchpoints.

### The results

- Empowered e-commerce teams to test, analyze, and personalize experiences without leaving the Dynamics 365 Commerce platform.

- Enabled personalization and testing of specific e-commerce elements like webpage carousels and CTA buttons.

- Facilitated experimentation with front-end styling, content, and layouts based on regional promotions and visitor history.

salesforce

# DriveTime moves into the fast lane with Optimizely Feature Experimentation

**salesforce**

## Experiment:

Use experimentation to enhance customer support.

## Description:

Salesforce, serving over 150,000 companies with its CRM and call center solutions, faced the challenge of continuously improving customer support experiences. The company needed a way to test and implement improvements to its platform quickly and safely, without risking negative impacts on agent efficiency or customer satisfaction.

To address this, Salesforce partnered with Optimizely to create a groundbreaking solution that would allow call centers to experiment with and optimize their operations in real time.

## The solution?

Operations Experimentation (OpX) application, integrating Optimizely's experimentation platform with Salesforce's CRM software.

> "
>
> One of the major things that has changed is the number of tests we do, the sophistication of those tests. We're able to answer more complex questions. And I think the biggest change is that we have a partner now, it's not just a tool.
>
> **Areej Bazzari**
> Director, Sales SMB & Lead Optimization, Salesforce

## The strategy

- Developed a specialized application for call center experimentation.
- Enabled testing of small changes in support page layouts, call scripts, and recommended actions
- Focused on improving agent efficiency and customer satisfaction.

## The results

- Faster implementation of Salesforce improvements.
- Reduced operational costs and enhanced customer experiences.
- Minimized risks associated with rolling out changes to large-scale operations.

# How Zoom enabled better user experiences

# zoom

## Description:

Zoom, the video communications leader, experienced explosive growth during the COVID-19 pandemic. This rapid expansion brought challenges in maintaining a seamless user experience across their digital platforms. Zoom needed a way to quickly test and implement improvements to its website and product interfaces to accommodate the surge in diverse users, from individuals to large enterprises.

To address this, Zoom leveraged Optimizely's experimentation platform to optimize its digital experience, focusing on key areas such as the pricing page and user onboarding process.

## The solution?

Web Experimentation and Feature Experimentation.

Learn more
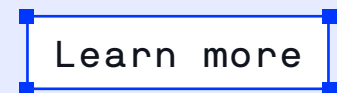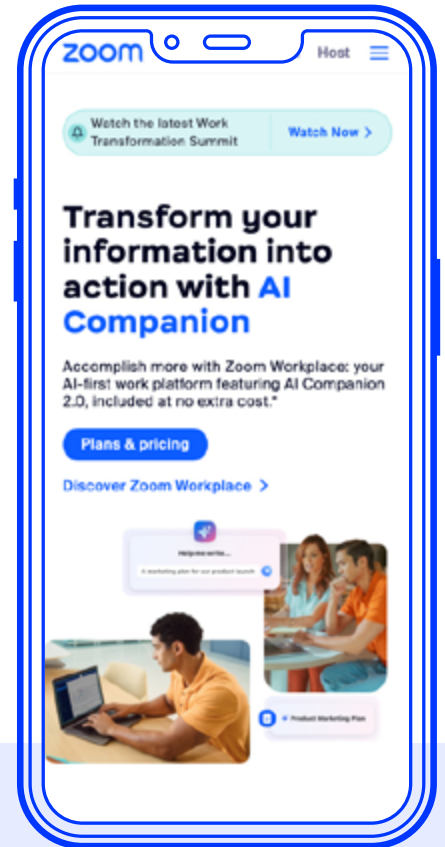
## Experiments:

**1  Pricing page optimization:**

- Tested different layouts and information hierarchies.
- Experimented with various ways of presenting plan features.
- **Result: 10% lift in conversions.**

**2  User onboarding flow:**

- Tested streamlined onboarding processes.
- Experimented with different tutorial formats and user guidance.
- **Result: Improved completion rates and user activation.**

**3  Mobile app experience:**

- Conducted tests on feature placement and user interface elements.
- Optimized for ease of use on smaller screens.
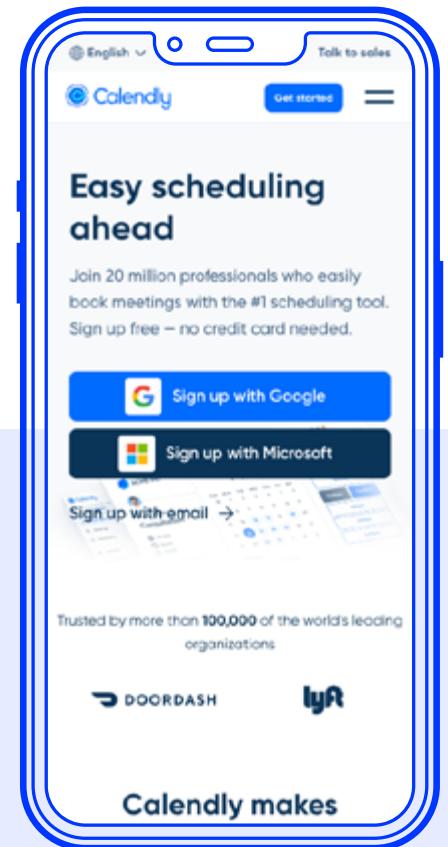- **Result: Enhanced mobile user engagement and satisfaction.**

Calendly

# How Calendly crafted personalized experiences for its 20 million users

Calendly

## Description:

Calendly, a leading scheduling automation platform needed to efficiently test and implement improvements across its platform to enhance user engagement and drive business growth.

To address this, Calendly leveraged Optimizely's experimentation platform to systematically optimize various aspects of its product and marketing strategies.

## Experiments:

**1** **Signup flow optimization:**
- Tested various layouts and field requirements.
- Experimented with different value propositions and messaging.
- **Result: 30% lift in signup completions.**

**2** **User onboarding enhancement:**
- Tested streamlined onboarding processes.
- Experimented with different tutorial formats and user guidance.

**3** **Pricing plan redesign:**
- Conducted tests on plan presentation and feature highlighting.
- Experimented with different pricing structures and CTAs.
- **Result: Significant increase in premium plan adoptions.**

**4** **Feature adoption campaigns:**
- Tested in-app notifications and email campaigns to drive feature adoption.
- Experimented with different messaging and timing strategies.
- **Result: Increased usage of key features among existing users.**

# Chapter 05:

# Not-for-profit

charity: water

# Charity: Water found out that increasing suggested donation increases average donation size

# charity: water

## Description:

Charity: Water, a non-profit organization providing clean water to developing countries, relies heavily on online donations. With digital channels being their primary source of funds, optimizing their online donation process became crucial for sustaining and growing their yearly revenue.

The organization faced the challenge of maximizing donation amounts without deterring potential donors. They needed to find the sweet spot that would increase the average donation size without negatively impacting the overall conversion rate.
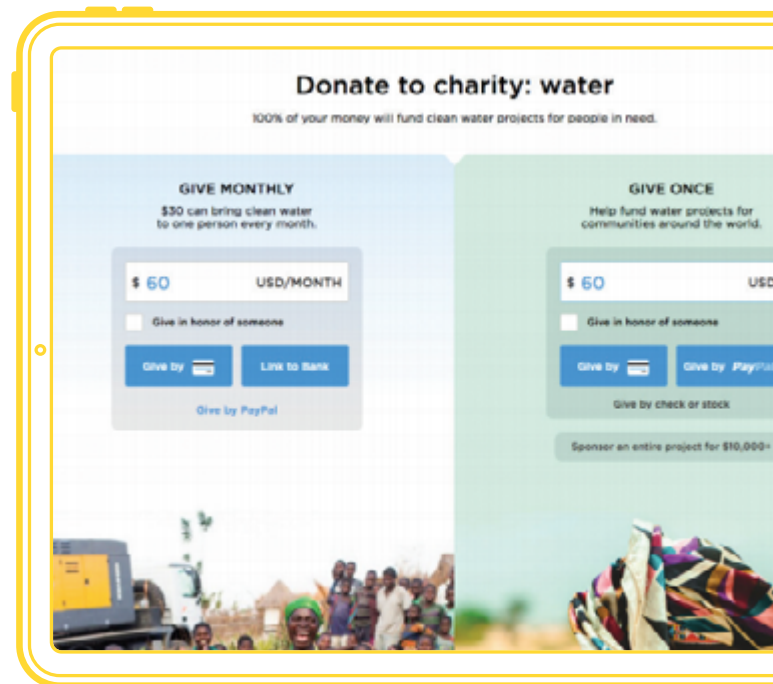
## Key result:

# 30%

improvements in average donation size.

## Experiments:

**Pre-filled donation amount test:**

- Original amount: $20 or $30.

- Tested various, higher amounts.

- Monitored both total donations and conversion rates

- **Result: $60 emerged as the optimal pre-fill amount, maximizing donations without reducing conversions.**

CANCER
RESEARCH
UK

# How Cancer Research UK optimized digital engagement to boost fundraising

## Description:

Cancer Research UK, a leading cancer charity, faced the challenge of optimizing its digital presence to enhance user engagement and boost online fundraising. With over 25 million visitors to their "About Cancer" section in 2017 and £30 million raised through its online platform, the organization recognized the critical importance of its website in supporting its mission.

## The solution?

Optimizely Web Experimentation.

## Key results:

# 294%

improvement in click-through rate.

# 25m

increase in email fundraising risk.

## Key experiment:

### Original:

Cluttered design with undefined calls-to-action.
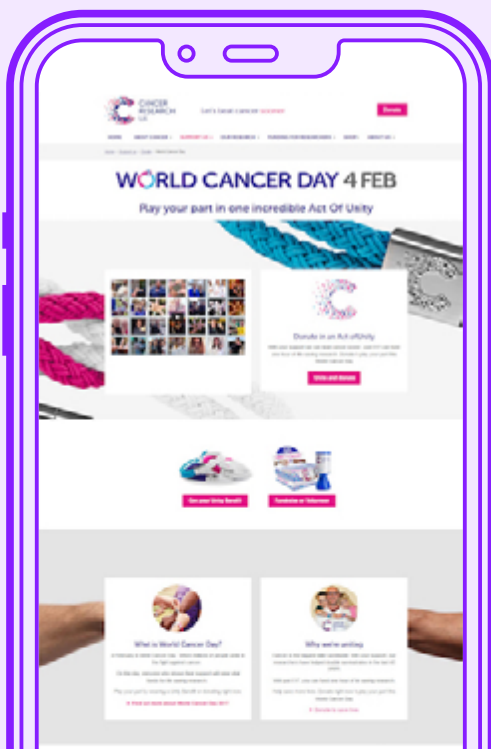


### New:

Reduced noise, streamlined user journey, clearer calls-to-action tested during the campaign period.

MOVEMBER®

# Movember realized adding human imagery increases fundraising requests

# MOVEMBER®

## Description:

Movember, the leading global organization committed to changing the face of men's health, faced the challenge of increasing online donations through its digital platform. After successfully optimizing team participation, they turned their focus to improving the effectiveness of their primary 'Ask for donations' call-to-action (CTA).

The organization needed to find a way to encourage more participants to actively seek donations, a crucial step in maximizing the impact of their fundraising campaigns.

## Key results:

### 32%
increase in Facebook fundraising asks.

### 28%
increase in email fundraising risk.

## Experiments:

### CTA optimization test:

- **Original version:** Standard "Ask for donations" CTA.
- **New version:** More prominent CTA with human-centric imagery.
- Monitored clicks and subsequent donation requests across platforms.
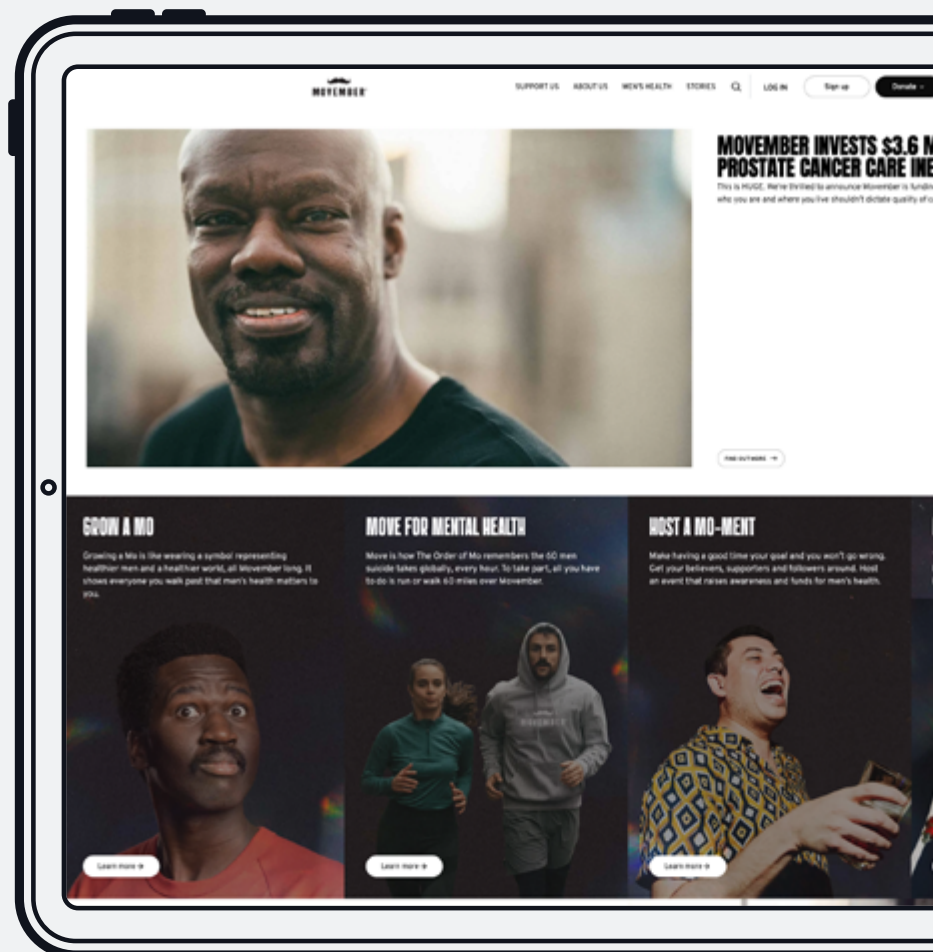
# Chapter 06:

# Media and entertainment

🌐**Discovery**

# Discovery optimizes digital ad viewability

## Experiment:

Run a machine learning algorithm to deliver personalized content recommendations on the Discovery+ streaming platform.

## Description:

Discovery faced the challenge of keeping viewers engaged amidst a sea of content on its streaming platform, Discovery+. They hypothesized that personalized recommendations would improve user engagement and revenue. Using Optimizely, they implemented and tested a machine learning algorithm that analyzed viewing history and preferences to suggest tailored content to each user.

The experiment yielded impressive results, with a 35% improvement in overall engagement. Users spent less time searching for content and more time watching, leading to higher satisfaction and retention rates.

## Key results:

**"Ken Burns Effect" created a 6% increase in click-throughs for Discovery's video content.**

**+**

**Discovery uses our Moat integration to see the impact experiments have on ad metrics.**
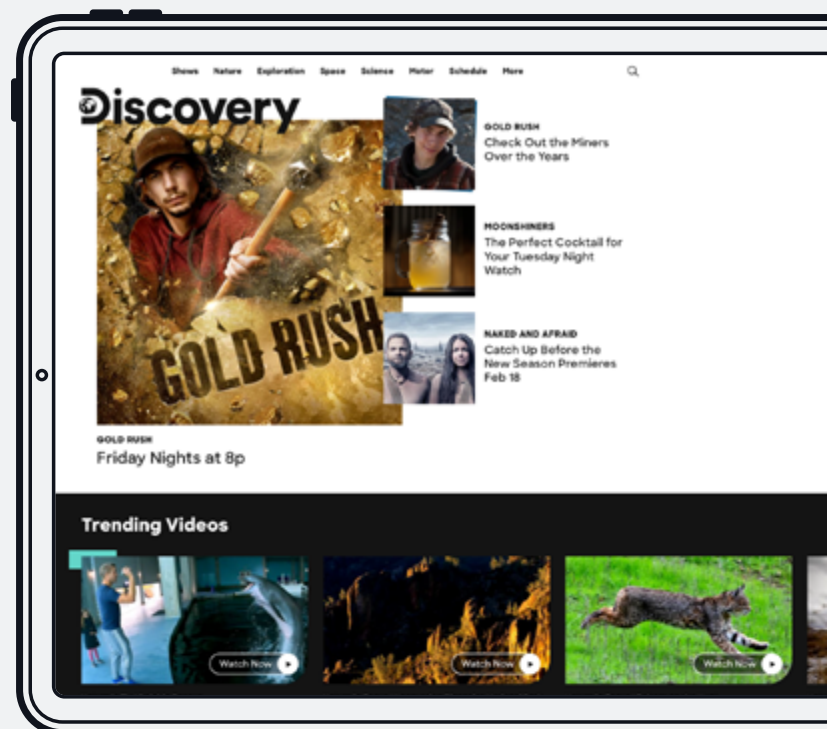
# Sky wins Best Digital Team: Customer approach at DXA2019

## Experiment:

A personalized customer support system that tailors responses based on individual customer history and preferences.

## Description:

Sky, a leading telecommunications company, faced challenges in providing efficient and personalized customer support at scale. They hypothesized that a more tailored approach to customer interactions would improve satisfaction and efficiency. Using Optimizely, Sky developed and tested a system that used customer data to personalize support responses and suggest relevant solutions based on individual history and preferences.

The personalized approach led to a significant decrease in repeat inquiries, as customers received more relevant and effective solutions on their first contact.
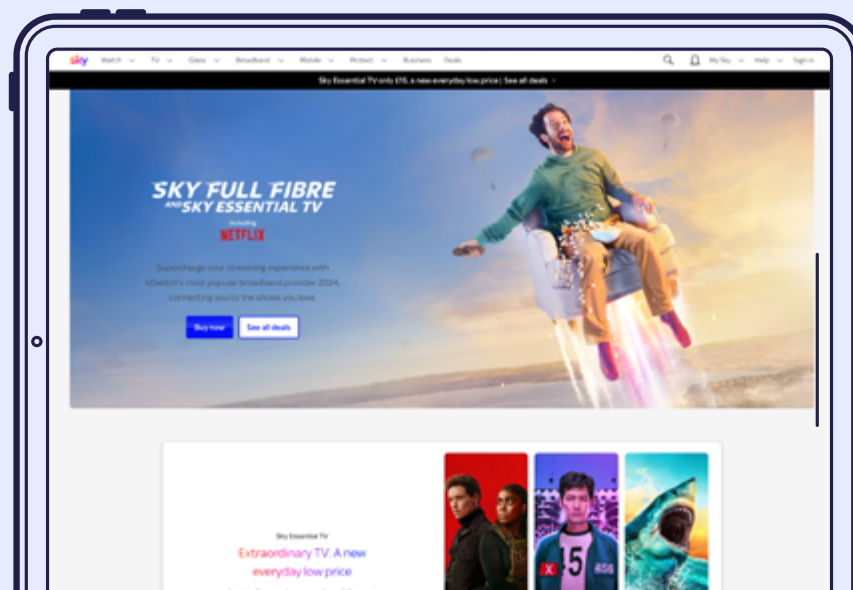
## Key results:

**Reduction in support ticket resolution time.**

> ❝
>
> ## The differentiator for us is ensuring that we experiment our way to a better customer experience.
>
> **Abdul Mullick**
> Head of Digital Transformation/
> Sky - Best Digital Team - Customer Approach at DXA2019

ATG
ENTERTAINMENT

# Ambassador Theatre Group utilizes Optimizely Experimentation to drive 10% more conversions

## Experiment:

Optimizing ticket pricing for live theater performances to maximize revenue and seat occupancy while reducing the need for last-minute discounting.

## Description:

Ambassador Theatre Group (ATG), a leading live theater company, faced the challenge of optimizing ticket prices to maximize revenue without deterring customers. They hypothesized that a dynamic pricing model, adjusting ticket prices based on real-time demand and historical data, would lead to better financial outcomes. Using Optimizely, ATG tested this new pricing strategy against their traditional fixed-price model across multiple shows and venues.

The experiment proved successful, yielding an 8% increase in overall revenue and a 15% improvement in seat occupancy rates. Additionally, the need for last-minute discounting to fill seats decreased by 20%. This data-driven approach to pricing not only boosted ATG's bottom line but also helped balance supply and demand more effectively, ensuring that more theater enthusiasts could enjoy performances at fair prices.
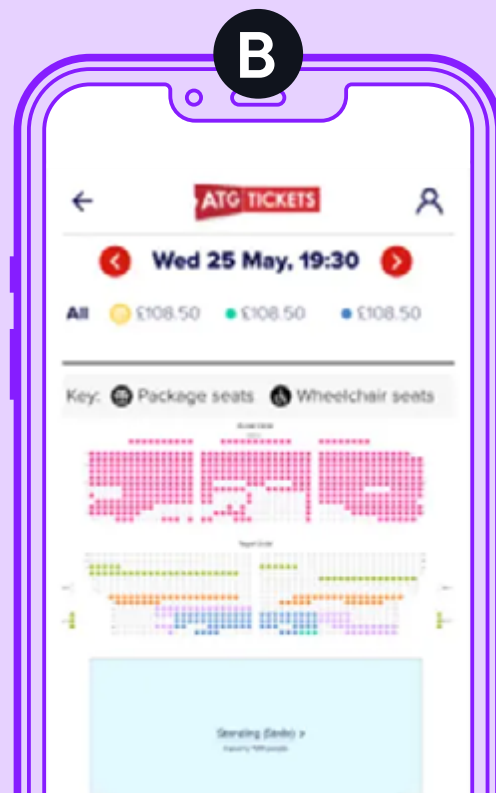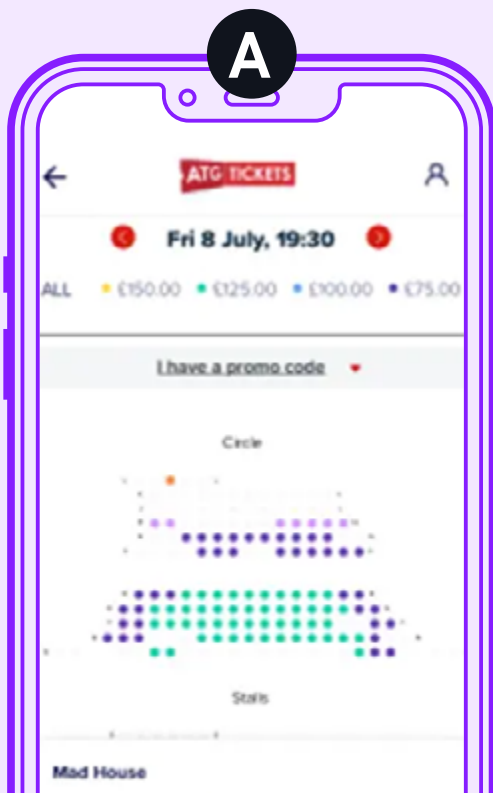
## Key results:

# 2

experiments run weekly.

---

# 10%+

increase in overall checkout conversion.

84

*News* UK

# News UK increased subscriptions by 39%

# News UK

## Experiment:

Enhancing reader engagement and increasing digital subscriptions through personalized content recommendations and targeted experiences.

## Description:

News UK, a leading media organization, faced the challenge of growing and retaining digital subscribers in an increasingly competitive online news landscape. They recognized the need to deliver more personalized experiences to readers to drive engagement and subscriptions.

Using Optimizely, News UK implemented a strategy to tailor content recommendations and adjust paywall placement based on individual reader behavior and preferences.

## Key result:

# 39%

improvements in digital subscription conversions.

# Chapter 07:

# Retail and consumer goods

**Dr. Scholl's**
S H O E S

# Dr. Scholl's now tests everything from the ground up

## Dr.Scholl's
### SHOES

## Description:

Owned by UK company Reckitt Benckiser (RB), Scholl (Dr. Scholl's in the US) has been promoting healthy feet for over 100 years. Since Scholl began testing every change to its website, Consumer Experience Manager Amy Vetter and her team found that questioning assumptions, understanding their market, and learning from failure all help to avoid costly losses. They also contribute to increased revenues—up to double in some cases.

## Key result:

# 2x

the amount of revenue.

## Experiments:

**1** **Homepage product placement:**
- **Insight:** Customers prefer reading about foot condition before purchasing.
- **Result: Placing best-selling products lower on the page improved performance.**

**2** **Navigation style:**
- **Test:** Instagram-style "baubles" for navigation.
- **Result: Negative impact on revenue, experiment haulted after two days.**
- **Learning:** The same approach doubled revenue for sister brand Durex, highlighting the importance of brand-specific testing.

**3** **Checkout button placement:**
- **UK:** Two checkout buttons (top and bottom) performed best.
- **Germany:** The same approach reduced conversion rates.
- **Insight:** German consumers prefer more time on the order page.

**4** **Product panel flags:**
- Iterative testing of colors, shapes, and texts for flags indicating best sellers, sales, etc.
- **Result: Optimal combination doubled revenue.**

reckitt

# Experimentation protects Durex against assumptions

**reckitt**

## Description:

Reckitt Benckiser (RB), a global leader in consumer health and hygiene products, aimed to increase online sales for its Durex brand in the UK. The company needed to optimize its digital strategy to enhance user experience and drive conversions across its product range.

Led by Amy Vetter, European Consumer Experience Manager for Direct To Consumer, the team implemented a data-driven approach to identify and address customer pain points, proving that in experimentation, every test offers valuable insights.

## Key results:

# 32%
increase in product page visits.

# 6%
increase in revenue.

> "
> To be honest, in testing the failures are the better ones because you learn from them.
>
> **Amy Vetter**
> Consumer Experience Manager, Direct To Consumer, Europe, Ecommerce Health, Reckitt Benckiser

## Experiments:

**1 Navigation style test:**
- **Hypothesis:** Showcasing best sellers would improve navigation.
- **Result: 6% decrese in revenue.**
- **Insight:** Durex customers prefer shopping by category.

**2 Desktop burger menu test:**
- **Hypothesis:** Burger menu would improve user experience.
- **Result: 7% increase in revenue over two weeks.**
- **Learning:** Desktop users prefer traditional navigation for this brand.

**3 Messaging optimization:**
- **Test:** Short, concise messages vs. longer brand messaging headlines.
- **Result: 32% increase in product page visits, 6% increase in revenue in one month.**
- **Insight:** Customers respond better to clear, concise messaging.

**4 Offer page design:**
- **Test:** Designing offer page in a different color for navigation.
- **Result: 11% increase in clikc-throughs over 10 days.**
- **Learning:** Visual differentiation can significantly impact user engagement.

# Chapter 08:

# Technology and SaaS

COX AUTOMOTIVE

# Cox Automotive cuts experiment analysis from weeks to minutes with warehouse-native analytics

# COX AUTOMOTIVE

## Experiment:

Implementing Optimizely Analytics for faster statistical testing across multiple brands.

## Description:

Cox Automotive faced the challenge of scaling experimentation across 10+ brands, including Kelley Blue Book and Autotrader. While their experiments were strong and conversions were rising, complex analysis was creating bottlenecks. Due to the complexity and interplay between products, experiment analysis was arduous, requiring consideration of dozens of key high-impact signals for intelligent trade-off discussions.

## The solution?

Implementing Optimizely Analytics as the first co-innovation customer.

> "
>
> We've built a template that cuts analysis time from days or weeks to just hours or minutes. This allows us to focus more on influencing strategy — and less on wrangling spreadsheets.
>
> **Sabrina Ho**
> Sr. Director of Product Analytics ,
> Cox Automotive

## Key metrics:

- Experiment analysis has been cut from weeks to minutes across dozens of complex metrics.

- 27% improvement in their experimentation program health score since launching Analytics.

## The strategy

- Became the first co-innovation customer for Optimizely Analytics (warehouse-native platform.

- Built analytics templates that leverage a centralized data warehouse as a single source of truth.

- Eliminated the need to recreate data across multiple disconnected systems.

- Streamlined data governance and lineage efforts.

- Scaled experimentation program from 3 brands to 10+ brands over several years.

## The results

- 27% improvement in experimentation program health score (Q1 to Q2 2025).

- Enhanced ability to analyze dozens of metrics across multiple brands simultaneously.

- Foundation built for scaling to dealer products and B2B experimentation.

**BiggerPockets®**

# Experimentation has become hot property at BiggerPockets

**BiggerPockets**®

## Description:

BiggerPockets, a Denver-based financial services company offering online resources for real estate investors, faced the challenge of significantly increasing their free sign-up conversion rate. With a mission to help a million people become millionaires through real estate investing, the company needed to optimize its subscription model and enhance user engagement on its platform.

The team set an ambitious goal of increasing their free sign-up conversion rate from 1.2% to 2%, requiring a data-driven approach to website optimization.

## Key results:

# 1.2-2%

increase in sign-up conversions within 9 months.
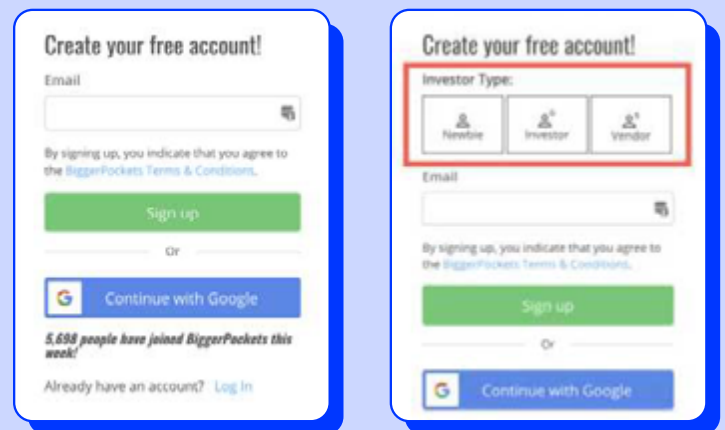
# 72%

improvement in overall conversion rate.

## Experiments:

**Navigation style test:**

- **Original version:** Standard, shorter sign-up form.

- **New version:** Increased number of questions.

- **Result: 8.2% lift in conversion rate.**

- **Insight:** Users value a personalized experience, even if it means answering more questions.

# Driving innovation at HP through an experimentation center of excellence

## Description:

HP, a global technology leader, recognized the need to foster a culture of experimentation across its diverse digital business units. Despite being in the early stages of their experimentation journey, HP understood that accelerating innovation in their campaigns was crucial for peak performance across their B2C online store, HP.com website, B2B e-commerce, Instant Ink service, and Customer Support site.

The company aimed to empower every employee with the ability to experiment and gather data on their ideas, necessitating a structured approach to experimentation and knowledge sharing.

> **"**
>
> With these instant, early results, we're planing to scale the use of Optimizely company-wide.
>
> **Neville Davey**
> Digital Experimentation
> Worldwide Program Lead,
> HP

## Key results:

**~500**
experimentation campaigns.

**$21M**
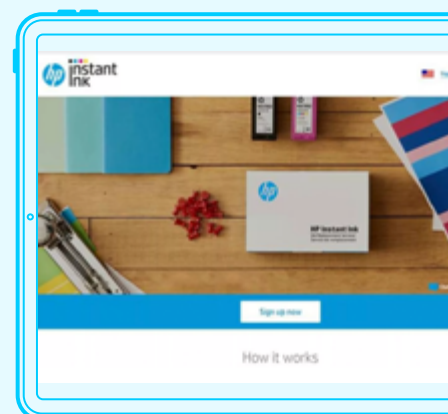generated in revenue.

**37%**
increase in enrollment for the Instant Ink subscription service.

## Experiments:

**Instant Ink subscription optimization:**

- **Test:** Offered a free trial and positioned the service as a printer feature.
- **Result: 37% increase in enrollment.**
- **Insight:** Framing and trial offers a significant impact with subscription rates.

# IBM validates new product messaging with Optimizely
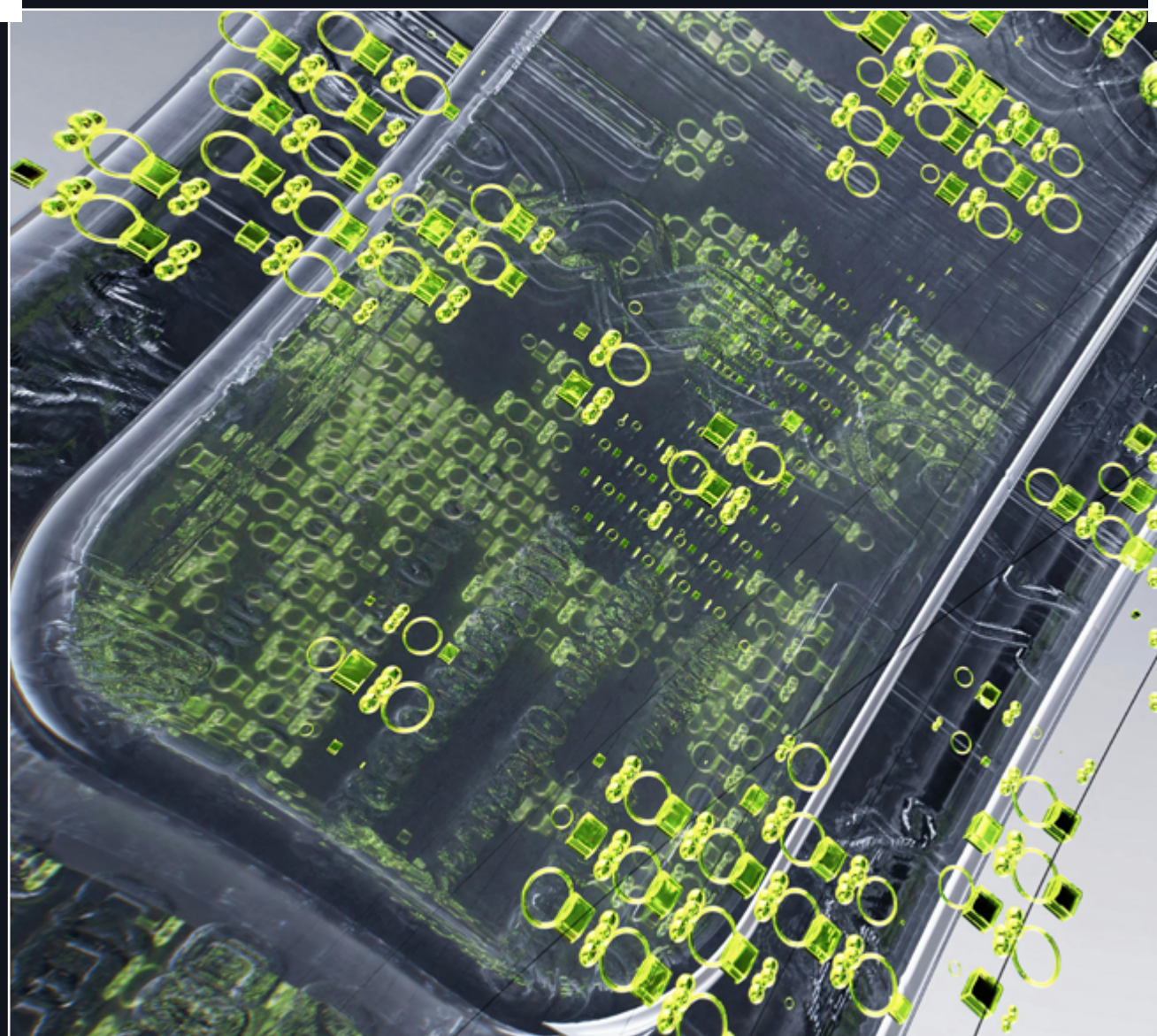
> " IBM uses Optimizely to optimize and validate new product and release messaging. Aligning data to how users say they act vs. how they're actually acting is a really big thing for IBM right now. The major benefit with Optimizely is that you can do that instantly. For me, it's really about clarity and about knowing which direction you should go in as opposed to just throwing something against the wall and hoping that it sticks. I think the value is really getting clarity a lot quicker and iterating around that insight.

**Darius Glover**
Sr. Digital Strategist,
IBM

**TrustRadius**

# TrustRadius verifies opinions with experimentation

## Description:

TrustRadius, a leading B2B technology review platform, faced the challenge of optimizing user engagement and increasing demo requests on their website. With over 1 million monthly visitors seeking verified reviews to inform their purchasing decisions, TrustRadius needed to ensure that crucial call-to-action (CTA) buttons were easily accessible to potential customers.

Research indicated that 50% of software buyers consult vendors during their purchase journey, highlighting the importance of making demo requests readily available. However, TrustRadius noticed that their demo CTA button was getting lost as users scrolled down the page, potentially missing out on valuable customer interactions.

## Key results:

# 2x

increase in clicks on repositioned buttons.

Significantly improved visibility of the demo option for potential customers.

Provided clear evidence to support a permanent change in CTA placement.

## Experiments:

**Changing the position of call to action (CTA) buttons:**

- **Original version:** CTA button lost visibility when scrolling.
- **New versionn:** CTA button placed in a static header location.
- **Result: 100% increase in click-through rates.**
- **Insight:** Persistent visibility of key CTAs can dramatically improve user engagement.
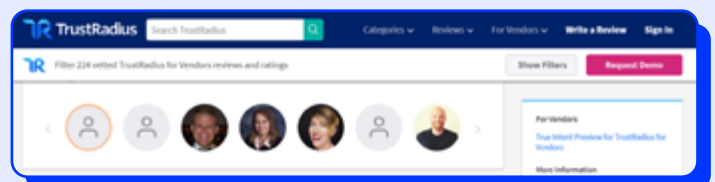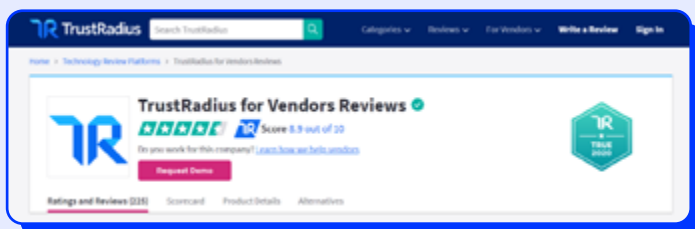
**DocuSign®**

# DocuSign seals the deal with 35% boost in mobile conversions

# DocuSign®

## Experiment:

Simplifying the mobile sign-up process by removing non-essential form fields and streamlining the user journey.

## Description:

DocuSign, the e-signature pioneer, faced a challenge: their mobile sign-up process wasn't smooth. With more users going mobile than ever, they needed to act fast. The culprit? A sign-up form more complicated than a government tax return.

Enter experimentation. Armed with data and a 'less is more' mindset, they stripped down the form and tested more variants.

Out went the nice-to-haves, in stayed the must-haves. The result? A sleek, streamlined sign-up process that users could complete faster than you can say "Where do I sign?"

But the proof is in the pudding (or in this case, the data). Mobile conversions shot up by a whopping 35%.

This experiment proved that in the mobile world, every tap counts. By making sign-ups smoother than a freshly notarized document, DocuSign didn't just improve their numbers - they set a new standard for mobile user experience.

## Key results:

# 35%

increase in mobile conversion rates.

**+**

Significant reduction in sign-up abandonment.

**+**

improved user experience on mobile devices.

# Chapter 09:

# Financial services

*VISA*

# Visa cashes in with a 20% conversion boost through personalization

## Experiment:

Personalized content and offers based on user segments and behavior across Visa's digital platforms.

## Description:

Visa recognized that their digital experience wasn't resonating equally with all users. They turned to experimentation, leveraging user data and behavioral insights to craft personalized digital journeys. By serving tailored content and offers based on user segments, Visa saw a 20% increase in conversion rates and a 10x ROI on their personalization efforts.

This success not only improved Visa's metrics but proved that understanding individual user needs can lead to significant business gains and enhanced customer satisfaction.

## Key results:

# 20%

increase in overall conversion rates.

---

# 10x

ROI on personalization efforts.

**GLOBAL**
**CREDIT UNION**

# Global Credit Union boosts loan applications by 25% with smart form optimization

## Experiment:

Redesigning the loan application form to reduce friction and improve user experience.

## Description:

Global Credit Union faced a challenge with its online loan application process, which was causing high abandonment rates. They hypothesized that simplifying the form and improving its layout would lead to more completed applications. Using Optimizely, they tested a redesigned form against the original, focusing on reducing unnecessary fields, improving field order, and enhancing mobile responsiveness.

The results were impressive, with a 25% increase in completed loan applications and a 40% reduction in form abandonment. This experiment not only improved key metrics but also enhanced the overall user experience, making it easier for members to access financial services online.

> "
>
> I have found the platform to be scalable and easy to use. Optimizely's roadmap and recent acquisitions have demonstrated that they're serious about creating a truly robust DXP solution. I'm excited to be working with Optimizely because it's not just about websites anymore.
>
> **Heather Resh**
> Marketing Operations Manager,
> Global Credit Union

## Key results:

### 20%
increase in completed loan applications.

### 40%
reduction in form abandonment rate.

Significant improvement in user satisfaction scores.

# Lessons learned and next steps

### Phew!

What a journey through the wild world of testing, analytics, and AI. From startups to industry giants, we've seen how intelligent experimentation can drive significant business impact across industries and company sizes.

**The secret sauce for success is all about fostering a culture where:**

- Questions are celebrated
- Assumptions are challenged
- AI and analytics support human insights
- Data calls the shots

And guess what? Sometimes it's the little changes that pack the biggest punch. After all, experimentation isn't just about avoiding missteps. It's about uncovering opportunities you might never have known existed, with AI helping you spot patterns and possibilities faster than ever before.

The companies in this book didn't just run tests; they built intelligent experimentation engines that learn, adapt, and optimize continuously. They've shown us that the future of growth lies in combining human creativity with the power of sharper analytics and AI.

Now, let's talk about your journey. Whether you're just starting or looking to scale your program, Optimizely is here to help. Worth a conversation?

**Visit: optimizely.com/get-started**

**Optimizely**

At Optimizely, we're on a mission to help people unlock their digital potential. We do that by reinventing how marketing and product teams work to create and optimize digital experiences across all channels. With our leading digital experience platform (DXP), we help companies around the world orchestrate their entire content lifecycle, monetize every digital experience, and experiment across all customer touchpoints.

Optimizely has 700+ partners and nearly 1500 employees across our 21 global offices. We are proud to help more than 10,000 businesses, including H&M, PayPal, Zoom, Toyota, and Vodafone, enrich their customer lifetime value, increase revenue, and grow their brands.

**Learn more at Optimizely.com**