BLACK FRIDAY

WILL YOU BE A/B TESTING THIS FRIDAY?

Creative CX

Our Chief Experience Officer, Chris Gibbins, shares his thoughts on testing during Black Friday.

"I'm really pleased Creative CX is continuing to run online experiments during the Black Friday period for all of our eCommerce clients this year, especially after what has been a difficult 18 months for retail."

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Users are hard to predict at the best of times, let alone during the frenzy of a sale. So in my mind it's even more important to A/B test and learn what's really working during these periods. What marketing and sales messages, creative treatments and imagery are resonating best with your would-be customers? The "code-freeze" shouldn't mean a freeze on learning IMHO.

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Yes, there can be challenges depending on the traffic levels and also the particular nature of the experience being experimented with e.g. with low traffic, low conversion websites, there could be challenges in accurately detecting any differences between variations during the short period of a sale.

And then if you do find a winning variation during that sale period you might have to wait another year before you can benefit from that learning!

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If you want to maximise sales actually during the Black Friday period, that's where Multi-Armed Bandit (MAB) approaches become interesting. For those who haven't used this approach, MAB's use optimisation algorithms to divert more traffic to 'potentially' winning variations, reducing overall losses and maximising conversions of the primary metric.

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I've also been reminded again in these last few weeks about how experimentation can really empower the various client teams involved, including those responsible for coming up with the ideal Black Friday marketing approaches.

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I love how the various teams we've been working with have started to really embrace A/B/n testing... And especially the "n" part of that. How they've started to enjoy the creative freedom of testing more than one variation, to push themselves. Who ever said that being data-driven restricted creativity?

Without the safety-net of A/B testing so many creative ideas would never see the light of day.

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Our team are always keen to hear about your forthcoming projects and work out how we can use our eCommerce experience alongside our customer experience and experimentation expertise to help accelerate your business.

For more information, please contact:

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