



# EXPERIENCE MAKERS LIVE





# *Getting from A to Z without A/B Testing*

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# TODAY'S AGENDA

1. Background – On myself & Dick's Sporting Goods
2. Getting from A to Z without A/B Testing – What we mean...
3. Ground Rules – Internal Best Practices at Dick's Sporting Goods
4. Research – Real world example....
5. Conclusion – What to walk away with



# BACKGROUND

## *DICK'S Sporting Goods*

- Lines of Business
  - 800+ stores across Dick's Sporting Goods, Golf Galaxy & Field & Stream
  - 4 websites for the same brands + CaliaStudio.com
  - Dick's Sporting Goods Mobile App
- Adobe + Medallia
  - Adobe Analytics is our primary web analytics solution
  - Medallia is our primary CX solution for digital
  - The Adobe/Medallia integration



# GETTING FROM A to Z *WITHOUT* A/B TESTING

- Think about your company's marketing strategy.....
- “Test Your Way to Success!”
- What if conventional testing methods aren't an option?
- The questions don't stop and the need for answers doesn't go away.
- You have to leverage the qual & the quant to make educated decisions.

Medallia



Adobe  
Analytics

# GROUND RULES

## *Rule #1*

Leverage any connectivity you have between your web analytics solution & your CX solution.

- Import Survey ID
- Import Customer ID
- ...into your analytics platform for assistance in segmenting.

DEFINITION \*

Include Visit ▾

Options

Survey Form ID (v34) equals ▾ 13013 x ▾ ⚙ x

And ▾

Survey Customer ID's

Survey Customer ID (v19) equals ▾ d5f5-07f1-8890-a212-e755-60d3-52cd-8df8 x ▾ ⚙ x

Or ▾

Survey Customer ID (v19) equals ▾ 9964-3227-6b21-6e87-0ba3-41dd-5fcs-clbf x ▾ ⚙ x

Or ▾

Survey Customer ID (v19) equals ▾ 6b70-f51b-38da-3698-a4fb-1afc-5fc8-82df x ▾ ⚙ x

# GROUND RULES

## Rule #2

Create *swim lanes* in your content delivery tool to provide flexibility in research targeting, segmentation & analysis.



[Add Rule](#) [Delete Rule](#) [Copy Rule](#)

Rule Name

25-30 Abandon A Swim Lane

☐ Enable Rule as Filter

**Rule Syntax**  
(Form: 'All Forms' 'A/B Test' smallerThan '.30' AND Form: 'All Forms' 'A/B Test' greaterThan '.249')


AND  

All Forms

A/B Test

Smaller Than

.30




All Forms

A/B Test

Greater Than

.249



DEFINITION +

Include

Visit

Options

Survey Swimlane (c20)

is less than (Distinct Count)

0.30



And

Survey Swimlane (c20)

is greater than (Distinct Count)

0.249



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# GROUND RULES

## *Rule #3*

Understand statistical significance! If you don't have a background in statistics, you can search for "Sample Size Calculators" or "Significance Calculators" and find a number of free resources.

### Calculate your sample size

Population Size ⓘ  
2000000

Confidence Level (%) ⓘ  
95 ▼

Margin of Error (%) ⓘ  
5

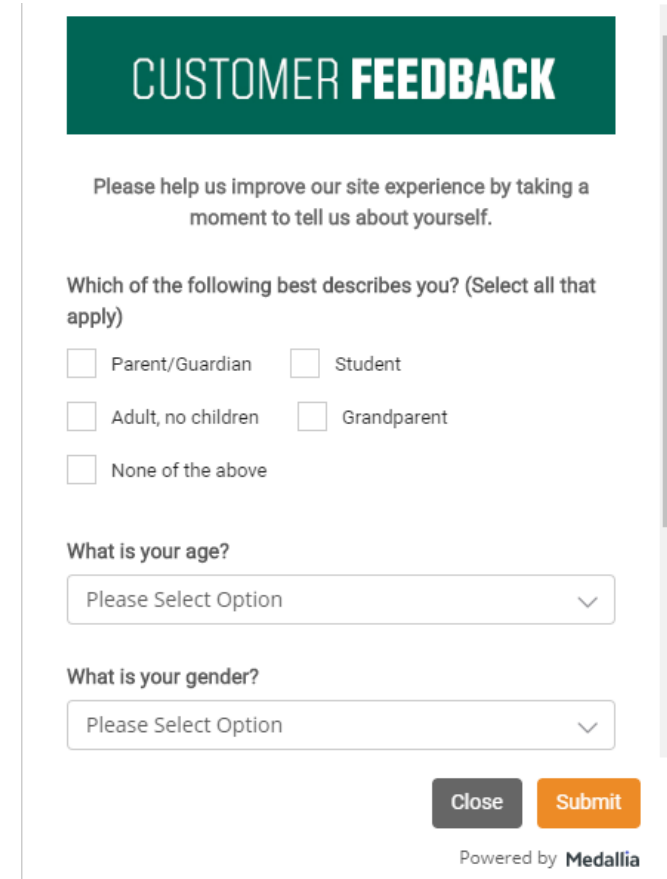
Sample size  
**385**



# RESEARCH

*In the real world...*

- Who is your customer?
- Does your customer demographic change throughout the course of the year?
- How do you know?
- Do you monitor this?
- While there are probably some methods of testing into this answer, it's much easier to ask!



**CUSTOMER FEEDBACK**

Please help us improve our site experience by taking a moment to tell us about yourself.

Which of the following best describes you? (Select all that apply)

☐ Parent/Guardian ☐ Student

☐ Adult, no children ☐ Grandparent

☐ None of the above

What is your age?

Please Select Option

What is your gender?

Please Select Option

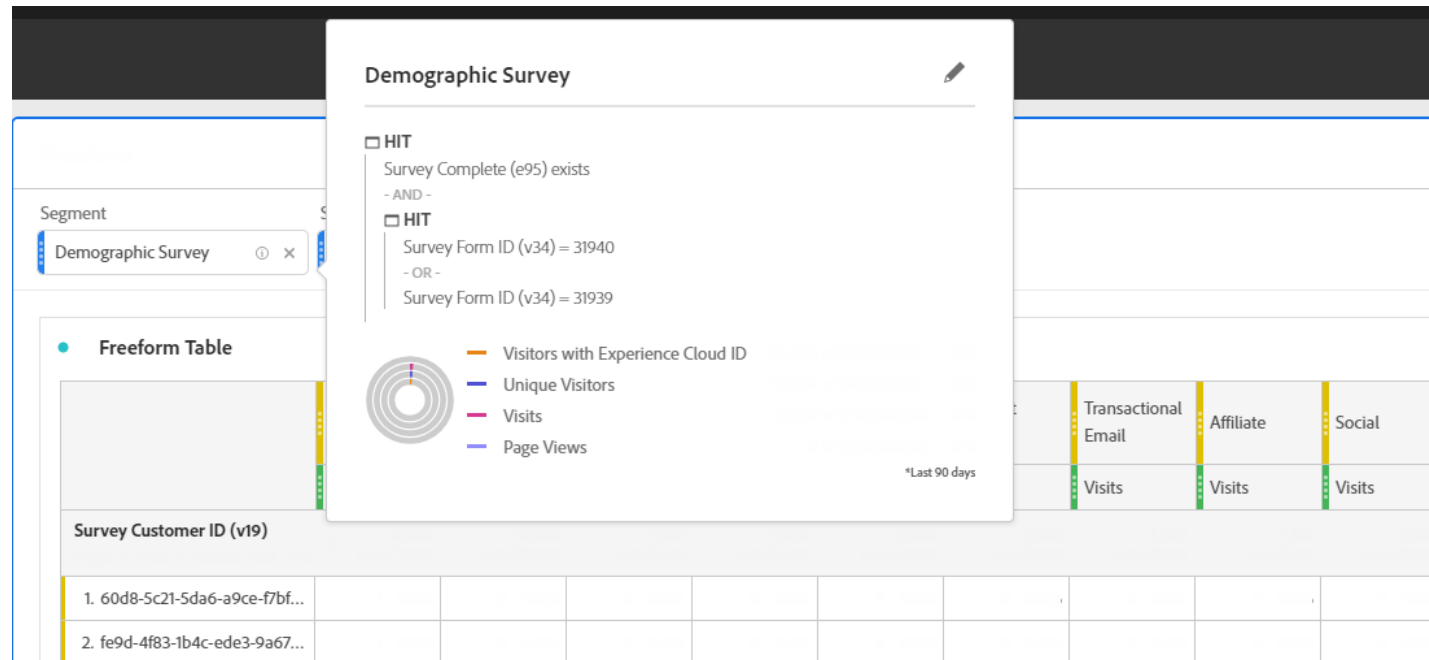
Close Submit

Powered by Medallia

# RESEARCH

*In the real world...*

- After collecting the data, what do you do next?
- Ground Rule #1 – Leverage any connectivity you have between your web analytics solution & your CX solution.
- Double Click!



# CONCLUSION

## *What to Walk Away With*

1. Some questions just cannot be answered with conventional testing approaches.
2. Don't be afraid to ask your customers!
3. Leverage any connectivity you have between your CX research tools & your web analytics software.
4. Create swim lanes in your content delivery tool for flexibility in research targeting, segmentation & analysis.
5. Understand statistical significance.
6. "All data in aggregate is garbage." Double click! Dive deeper.

