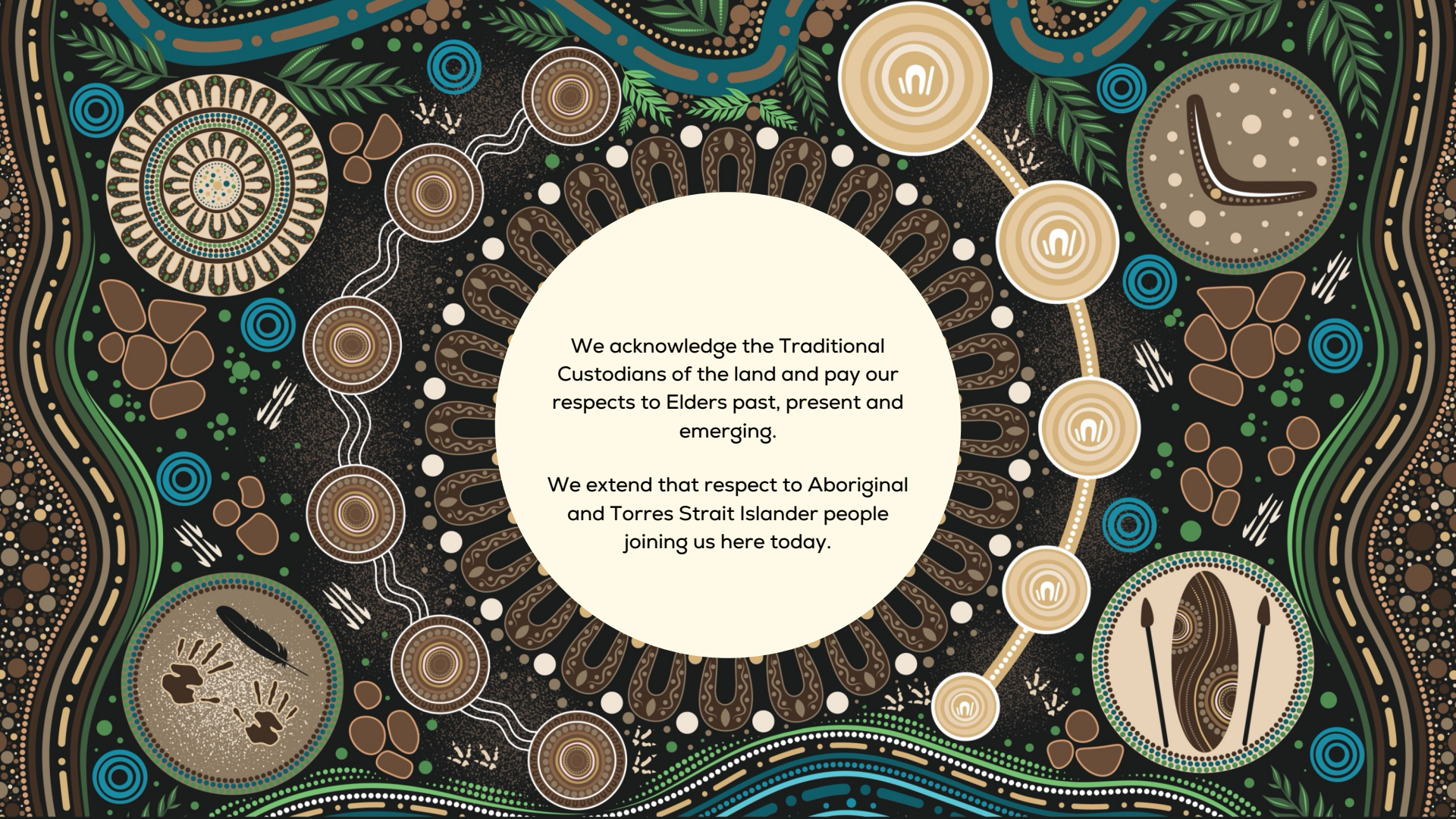
FREE WEBINAR

10:00 19th June 2025

Website insights to impact:

Running experiments that actually work

sitback


We acknowledge the Traditional Custodians of the land and pay our respects to Elders past, present and emerging.
We extend that respect to Aboriginal and Torres Strait Islander people joining us here today.

Hi, we're Sitback 👋

We transform websites into growth engines

Certified B Corporation

ISO 27001 Information Security ISO 27001

Great Place To Work. Certified

Today's topic

Website insights to impact:

Running experiments that actually work

“88% of online consumers report that they are less likely to return to a site after a bad experience.”

Holst, Christian. "40+ UX Statistics (from 150,000 hours of UX Research)." ***Baymard Institute***. https://baymard.com/learn/ux-statistics. Accessed 5 June 2025.

You need your analytics foundations in order, to start the experimentation cycle

Robust website analytics

+

User experience and performance monitoring

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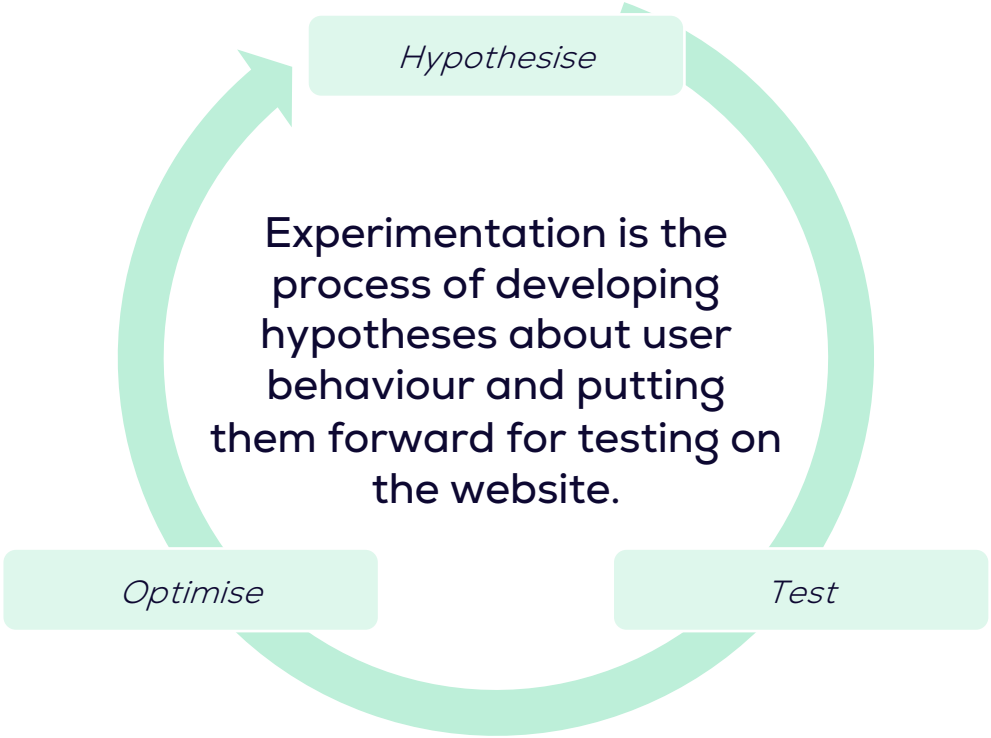
Regular reporting or insights cadence

My foundations are in order, how do I start optimising my website?

What is experimentation?

a.k.a A/B testing, Conversion Rate Optimisation (CRO)



The benefits of onsite experimentation

Robust results

Experimentation allows you to understand statistical relationships between changes on your site and user behaviour.

Cost efficiencies

It drives cost efficiencies by allowing you to understand if the change you want to make will have the desired impact prior to a full roll out.

Shared learnings

Creates a shared repository of learnings to drive efficiencies across the organisation.

The building blocks for a testable hypothesis

1. The hypothesis is derived from data or an observation
2. The hypothesis describes the proposed change to increase the metric you care about
3. The hypothesis describes the expected impact/outcome
4. The hypothesis provides a rationale that is tied back to the data or observation that sparked the idea

Hypothesis structure

IF	we [make this change],
THEN	we expect [this measurable outcome]
BECAUSE	[rationale tied back to the data point or observation].

Example hypothesis

If we reduce the number of fields on the application form,

then we will see an increase in applications

because it reduces friction by reducing the form steps, making it easier for the user to complete.

Website experimentation has two main purposes

1. To ***move the needle*** on a website goal or desired user action

2. To conduct ***research*** on user behaviour or interest in particular site features

1

To ***move the needle*** on a website goal or desired user action

Scenario

We're seeing a low click-through rate on our "Open an Account" call-to-action on the homepage.

Testing hypothesis

If we make the "Open an account" CTA more prominent, **then** we will see an increase in the number of users starting the application process **because** we have made it more obvious for the user.

Experiment design

Create **two variants** of the homepage's call-to-action section. The control (A) shows the standard call-to-action, while the variant (B) utilises a more prominent CTA in the menu area of the page.

2

Conduct ***research*** on user behaviour or interest in particular site features

Scenario

Some users are spending a significant amount of time on mortgage comparison charts, but we're not sure whether adding additional comparison details would aid their decision.

Testing hypothesis

If we add additional mortgage details to our comparison table, then we may see an increase in decision making (starting an application) because users appreciate greater transparency when choosing a mortgage product.

Experiment design

Create **multiple variants** of the mortgage comparison section. The control (A) shows the standard comparison table, while the variants includes additional details (like processing fees, penalties for early payments, or loyalty incentives).

Running experimentation consists of 5 phases

Start of the experimentation program of work cycle

1	2	3	4	5
Ideation	Planning	Configuring	Running	Report & roll-out
A collaborative workshop is held to brainstorm ideas. Or an adhoc idea is put forward for testing. Initial test hypothesis are then put forward for approval & prioritisation.	Formalised test plan is created.	Test is configured in the respective platforms.	The experience runs until significance is reached.	Data is reviewed to determine impact of the experiment; winning variation is rolled out and learnings are shared.

Sarah's experimentation journey

Identify theme for experimentation & parties to participate

Objective: lay the groundwork for the program of work, identify first theme for testing.

Analyse existing user behaviour & prepare for the workshop

Objective: conduct research for the workshop in relation to our testing theme to uncover potential areas that would be best suited to an experiment.

Ideation & Hypothesis creation

Objective: create a collaborative environment to dive into data and observations to develop hypothesis for testing.

Develop Test Plans

Objective: turn our hypothesis into detailed test plans, define how we will measure success of this test.

Configure tests in testing platform

Objective: complete the technical configuration for the test.

Test hypothesis on the website

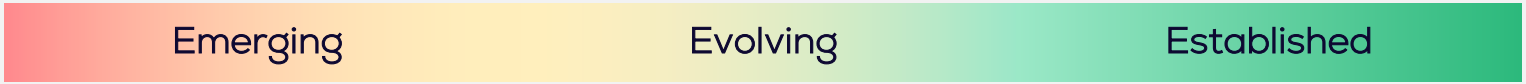
Objective: understand if your hypothesis holds true or is rejected.

Report & roll out

Objective: turn the results from a winning experiment into an optimisation on the website, share findings across the team.

Experimentation maturity spectrum

Sitback to support maturity growth



You have analytics tools in place, your websites goals are defined, and you are analysing user behaviour to understand opportunities for optimisation.

You are ready to try experimentation, but you haven't conducted any tests yet.

You are dipping your toe into experimentation running one off tests and sharing your results across the business.

This hasn't turned into a full program of work.

You are running an ongoing experimentation stream of work with quarterly or bi-annual ideation sessions that include stakeholders from across the organisation.

You are looking to add scale to your existing program.

Considerations for tool selection

How do I know which tool is right for my business?

1. What is the scope and structure of the experimentation implementation?
2. What are your testing needs and complexity requirements?
3. What are your operational preferences?
4. Does your CMS or tech stack natively integrate with any tools?

Sitback can support at all levels of experimentation maturity

Emerging	Evolving	Established
Tool selection. Experiment identification. Program of work initiation.	Transition into recurring program of work, support cross-agency collaboration	Increasing scale. Thinking deeper

Education & Upskilling
Experimentation Ideation & Design
Analysing & Interpreting test results

Case studies: successful experimentation

Not For Profit

Sample & test the best bits from multiple existing forms to develop a donation process that increased conversions & repeat donations.

+7% increase in donations within the first month

Bank

Improve the overall user engagement and conversion rate through credit card and loan application user journeys.

+43% uplift in application starts
+57% uplift in completions

Health fund

Enhance the UX and increase conversions for health insurance products via ongoing optimisation across key user journeys.

+68% uplift in conversions
+39.04% increase in CTR

If you only remember 3 things...

Experimentation helps you make robust, data-backed decisions.

Uncover statistical relationships and make choices you can trust.

It can save you time and money by validating ideas

Test before you invest in a full rollout to maximise impact while reducing waste.

Sharing learnings across teams drives smarter, more efficient initiatives.

Collaboration is key to successful experimentation efforts.

Let’s optimise something special

Reach out if you’d like to chat!

Carl Brown

Interactive Experience Director

Carl.brown@sitback.com.au

Fiona Walters

Data & Analytics Manager

Fiona.walters@sitback.com.au