

## 20.E: Conversion Optimization

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### Case study questions

1. Why did Tinkoff bank try two different variations for the first two tests?
2. Why was testing so important in this case?
3. Discuss why the winning variation outperformed the others in each case.

### Chapter questions

1. Describe a situation where an A/B test would be more suited as a data-gathering method than a multivariate test.
2. What is a conversion rate, and why is it so important to marketers?
3. What can you test on an eCommerce product page? List three examples.

### Further reading

[www.grokdotcom.com](http://www.grokdotcom.com) – FutureNow’s GrokDotCom offers commentary, case studies and conversion optimisation best practice.

[www.whichtestwon.com](http://www.whichtestwon.com) – Anne Holland’s Which Test Won shows case studies where you can guess the result, and compare your prowess to that of other visitors.

Always Be Testing: The Complete Guide to Google Website Optimizer by Bryan Eisenberg, John Quarto-von Tivadar and Lisa T. Davis

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