



Testing and Counting

Why do we care?

Testing and Counting

What MOTIVATES People to ACT?

Counting Makes it Real

If you don't measure, you have
useless subjectivity

Don't count what's useless

Techniques

- Focus Groups
- Split (A/B) Tests
 - Ads
 - E-mail
- Counting Traffic
 - Analytics
- Surveys

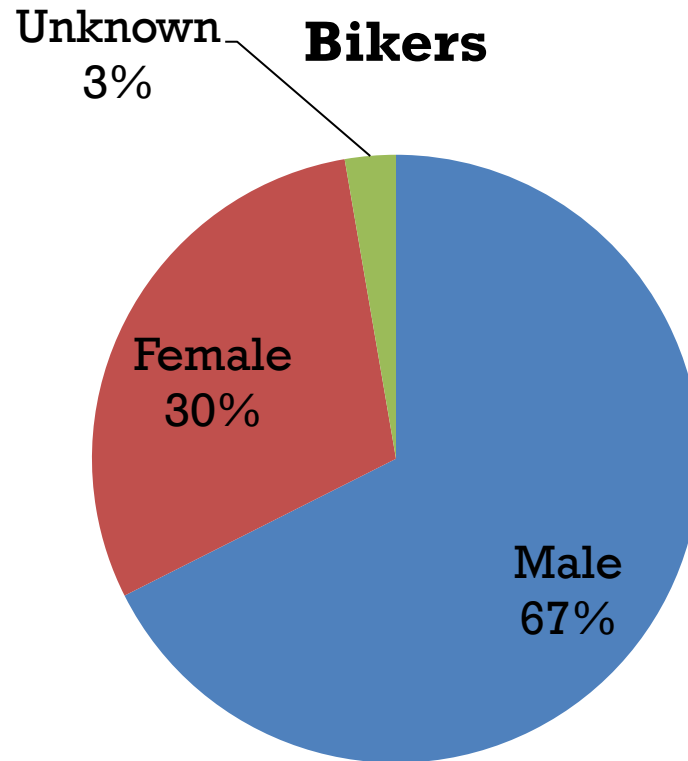
Women bike more in Minneapolis



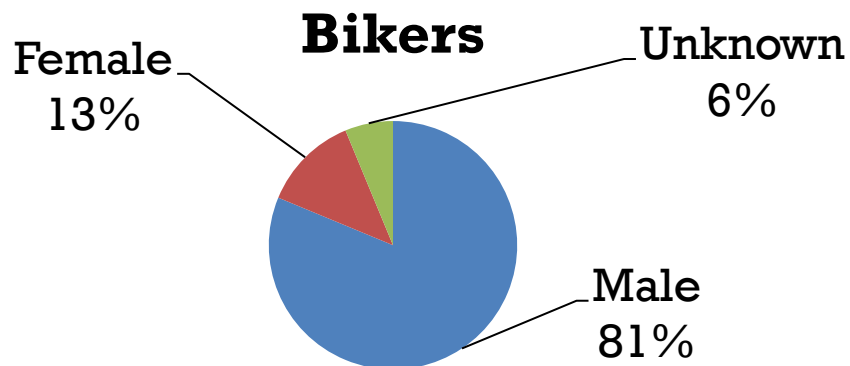
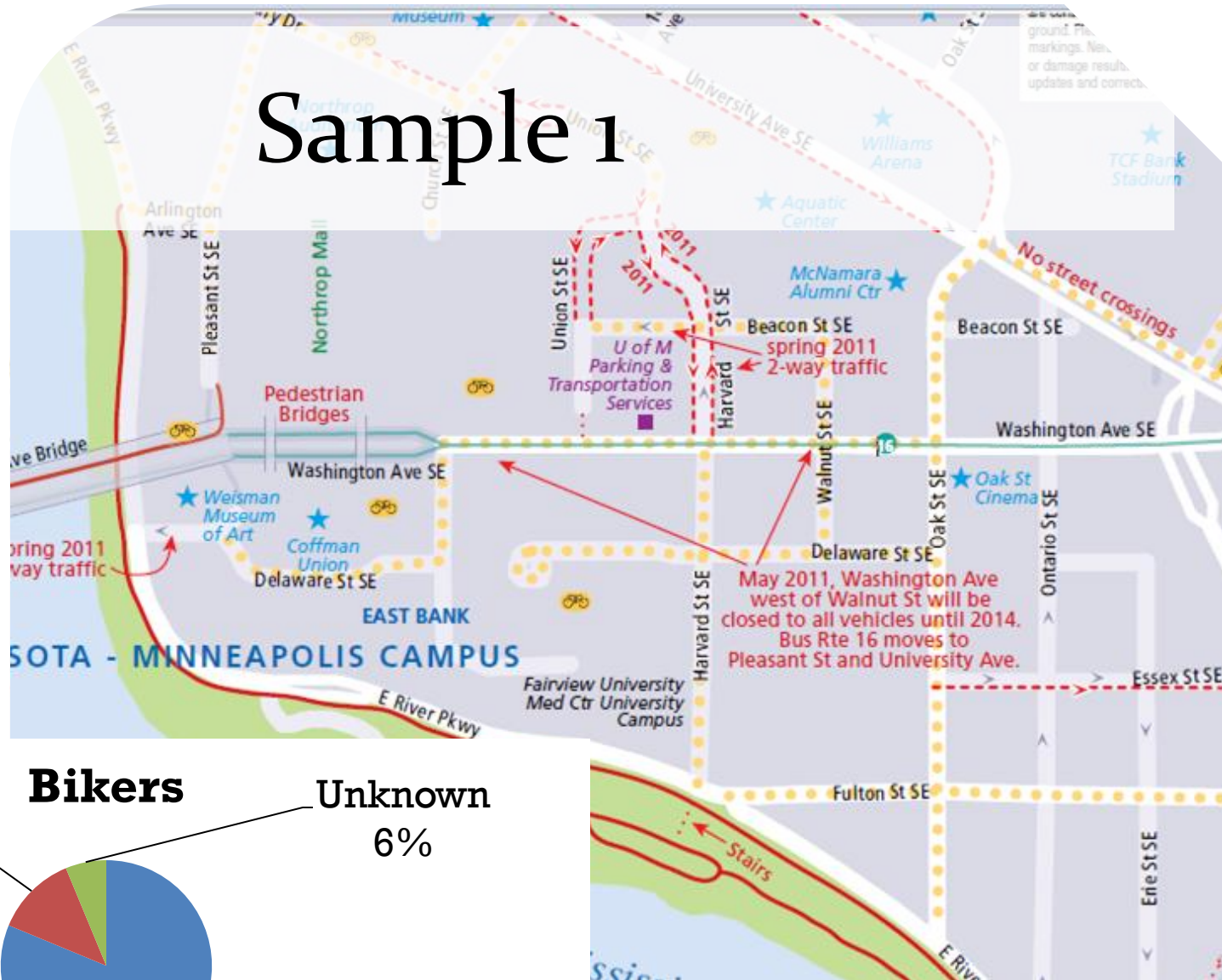
Here, depending on the data, between 31 and 45 percent of bicyclists are women, compared to a national average of 26.4 percent.

Progressive Technology Project
REVERB 2014

Women bike more in Minneapolis



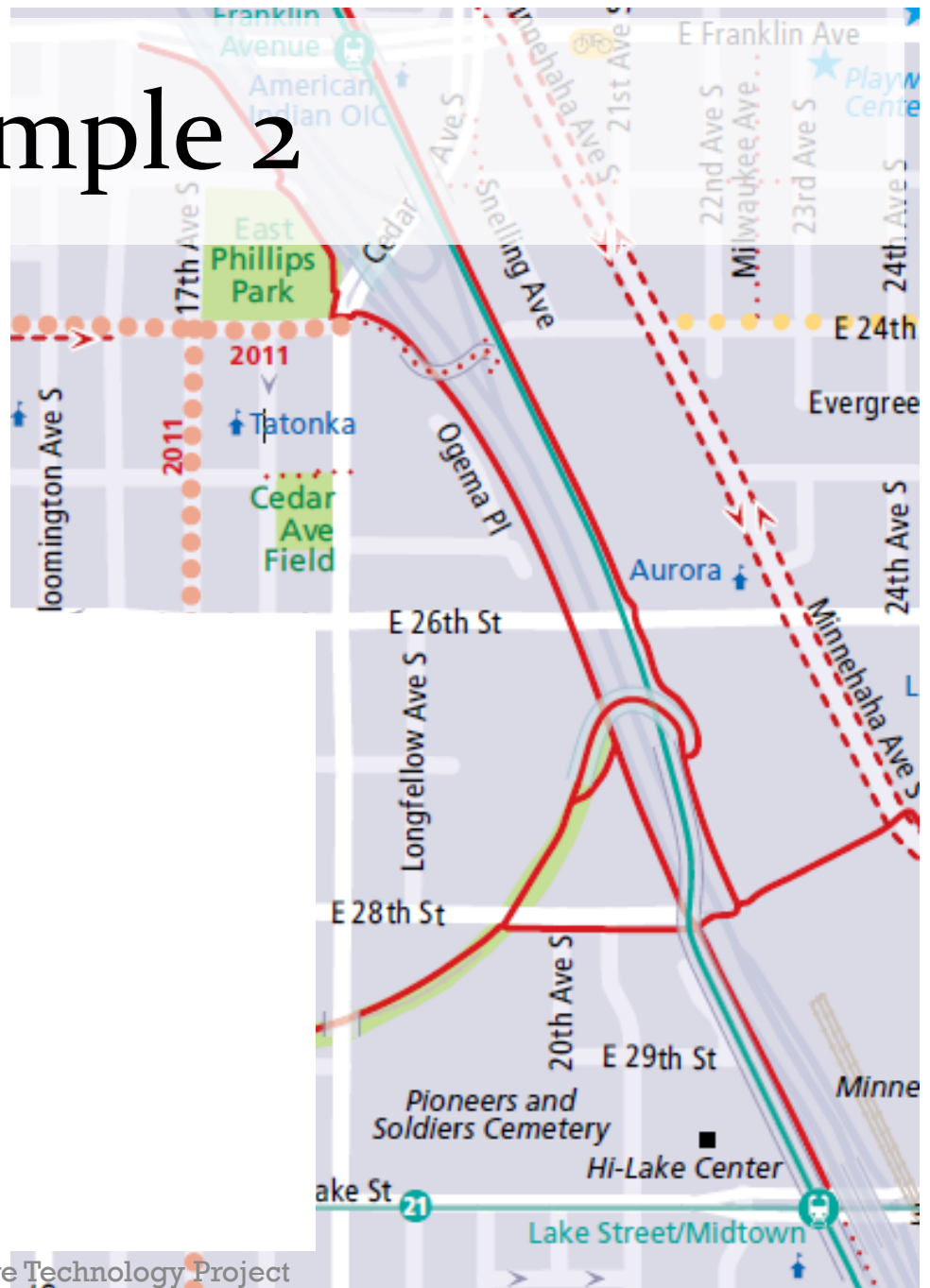
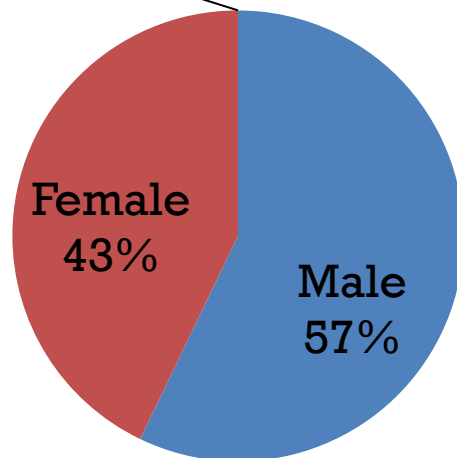
Sample 1



Sample 2

Unknown
0%

Bikers



Error Prone

1. Casual versus Causal Associations
2. Sample Size
3. Populations Selection
 - Who
 - When
 - How

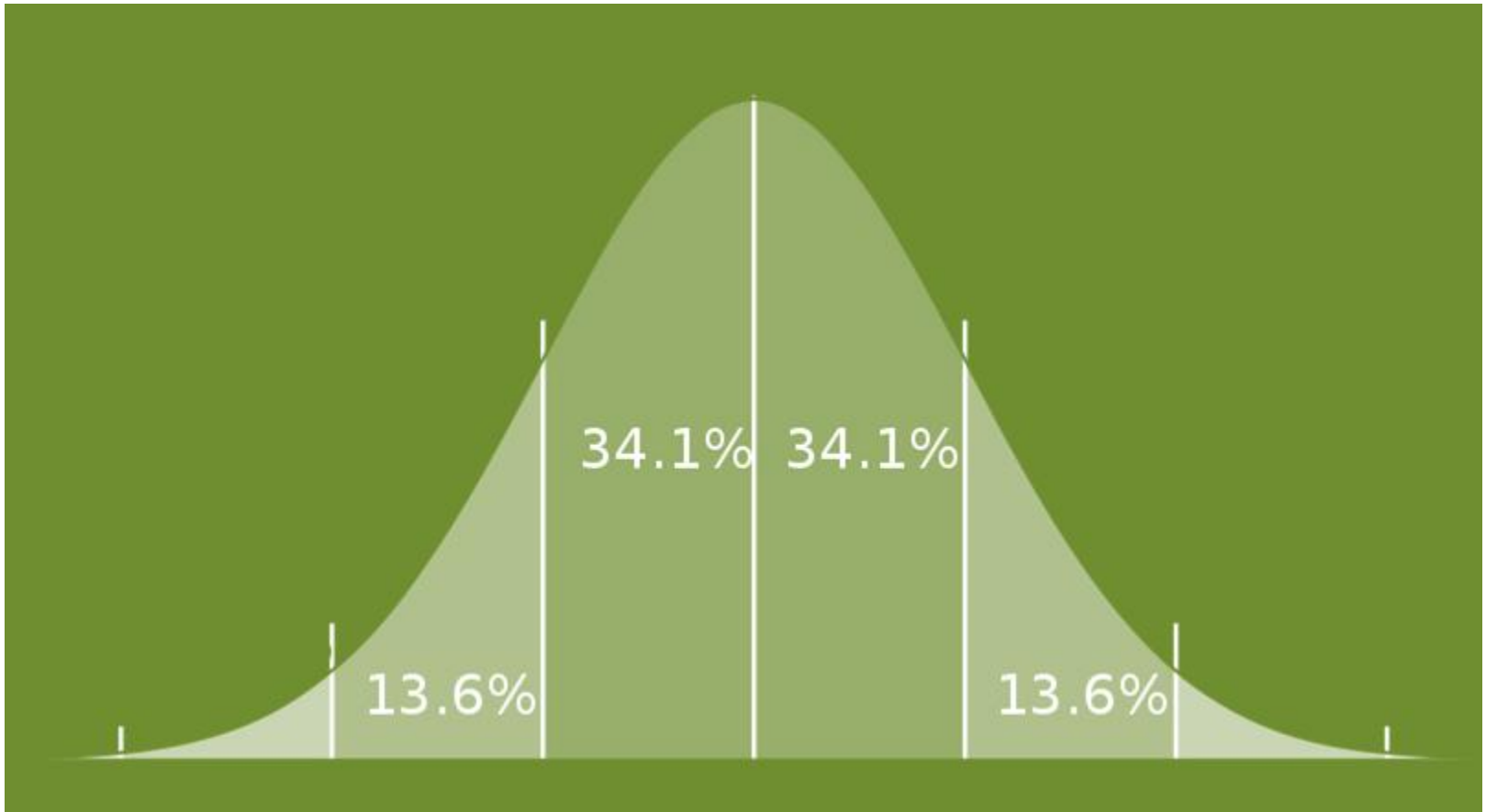
What you should know

Mean or Average

- The average monthly temperature
 - in Minnesota is 41.16
 - In Wyoming: 41.98

What you should know

- Standard Deviation



What you should know

Standard Deviation of Monthly Temps:

MN – 21.12 degrees

WY – 16.37 degrees

FL – 8.5 degrees

Finding Differences

| | Mean | Median | Standard Deviation | Count |
|------------------------|------|--------|-----------------------|-------|
| Speed Meeting I | 3.70 | 4 | 0.94 | 44 |
| Summer Camp overview | 3.45 | 4 | 0.81 | 44 |
| Voices from Freemont | 4.27 | 4 | 0.78 | 44 |
| Speed Meeting II | 3.43 | 3 | 0.82 | 46 |
| Power of the Database | 3.59 | 4 | 0.95 | 46 |
| Unpacking Data Systems | 3.60 | 4 | 0.89 | 47 |
| Open time topic slam | 4.00 | 4 | 0.85 | 11 |

Focus Groups

A structured discussion to learn attitudes
and perceptions in comfortable
environment

Works with both small and large
populations

Focus Groups – Intimate Knowledge

| Questions | FG_1 3 Sept 2009 | FG_1 3 Sept 2009 | FG_2 3 Sept 2009 | FG_3 14 Sept 2009 |
|--|--|--|---|--|
| Question1. What is your idea of healthy foods? [What foods do you eat every day?] | <p><u>Ethiopian: Oromo & Amharic group*</u> Healthy food is in context of societal culture. Meat, grains, fresh vegetables, milk, beef, chicken, home-made bread, budena (injera), beans, cabbage, fruits, lamb, goat meat, egg, fish, are all healthy foods. Our belief is that all food that builds body and protects one from diseases is considered healthy.</p> | <p><u>Somali group**</u></p> <p>Healthy food includes fish, fruits, vegetables and cereals, milk.</p> <p>Fish, chicken, fruit, vegetable, cereal, milk.</p> <p>We eat rice, pasta, chicken, goat meat, fruit, sometimes. vegetable mix. Somali pancake. Milk, juice, water. Sambusa.</p> | <p><u>CAPI and DIA Staff***</u></p> <p>Family and region have different foods. Balanced food: vegetables, fruits, staple food, meat, rice. Cultural foods supposed to be healthy. Natural & fresh produce, cooked & home-made. Veg & meat cooked together most of the time. Grains (teff, maize, sorghum,) beans & peas, Fresh food. Eggs, fish & chicken. Rice, spaghetti, sauce (cauliflower & broccoli). Cook vegetables with meat. Milk, eat everything with banana, any food.</p> <p>In Somalia, go grocery shopping every day, fruits & veggies have to be bought every day. Fruit back home tasted better than in U.S. Watermelon, guava, bananas, grapes, cherries, strawberry. Camel milk (not in Christian areas, but more geography than religion).</p> <p>Macaroni, olive oil, flour, hot cereal, pancake, porridge, oatmeal, cream of wheat, injera.</p> | <p><u>Somali men****</u></p> <p>Fresh milk, no refrigerator food, fresh meat, fresh vegetable, also food we can get vitamins.</p> <p>Eat milk, cereal, meat, rice, pasta, meat, vegetable, fruit, corn, oatmeal, beans , pita bread.</p> |

Focus Groups

- A clear plan for a controlled process and environment in which interactions among participants take place;
- Use of a structured process to collect and interpret data; and
- Participants selected based on characteristics they share, as opposed to differences among them.

<http://www.extension.iastate.edu/publications/pm1969a.pdf>

On-line Engagement Ladder

1. Open
2. Click
3. Act

A/B Tests

1. Two (or more) different messages presented to separate but similar sample groups.
2. Measure the engagement results.
3. Use the best option for the rest of the set or marketing campaign

A/B Test Populations

- E-mail – your lists
- Online Advertising
 - Facebook
 - Google

Marketers Love

- Because they can count everything
- They know your actions
- They knew what you did
- They can predict what you'll buy

A/B Test Populations: Facebook

- Extremely knowledgeable about its users
- Friends of Friends of your organization

A/B Test Populations: Facebook

Target: Males 18–25

Test 1

Ray's Pizza




Crazy Campus Pizza Deal! Buy any pizzas & soft combo and get another one free!

Like · David Nguyen likes this.

Target: Males 26–30

Test 2

Ray's Pizza



Date Night Pizza Deal! Buy any pizzas & soft combo and get another one free!

Like · David Nguyen likes this.

Target: Females 31–35

Test 3

Ray's Pizza



Crazy Campus Pizza Deal! Buy any pizzas & soft combo and get another one free!

Like · David Nguyen likes this.

Ray's Pizza



Group Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

Like · David Nguyen likes this.

Ray's Pizza



Family Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

Like · David Nguyen likes this.

Ray's Pizza



Family Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

Like · David Nguyen likes this.

Ray's Pizza



Great Value Meal Deal! Any large pizza with soft drink 1/2 price! Offer valid Monday–Friday

Like · David Nguyen likes this.

Ray's Pizza



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After completing this test, Ray decided to run a report in his ads manager to analyze the performance of each ad within each campaign. For example, let's look at the responder

http://ads.ak.facebook.com/ads/FacebookAds/OptimizationGuide_060611.pdf

A/B Test Populations: Google

- Google has the same tools for ad targeting, but ...
- It has more venues for its ads, but ...

A/B Online Ad Opportunities

- Test messages and stories
- Grow lists

A/B Tests Challenges

- Sample size problems
- Day and hour issues
- Varying the “wrong”, e.g. insignificant, factor
- Assumptions about the audience

Counting Traffic

- Source of traffic
 - Keywords
 - Location
 - Domains (press?)
- Characteristics of Visitors
 - Unique visitors.
 - Repeat visitors.
- Conversions, including:
 - File downloads.
 - Online donations.
 - E-newsletter sign-ups.
 - Inquiries (via email/form).
- Content related
 - Pages of interest
 - Pages per visit.
 - Time visitors spend on the site

<http://gettingattention.org/articles/625/evaluation/increase-nonprofit-marketing-impact-google-analytics.html>