

Debunking A/B testing illusions: the path to reliable results.

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Discover

Travel information

Customer service

Business Agents site In het Nederlands

Search

Log in

Where would you like to go?

from Amsterdam Central



Search

to Antwerpen Centraal

Travel party

1 Adult (26 - 59 years) 0 discount/loyalty cards



→ Disruptions and maintenance

Seat reservation (NL-DE)

Bicycle ticket



✓ **24/7 NS service**
Also in English

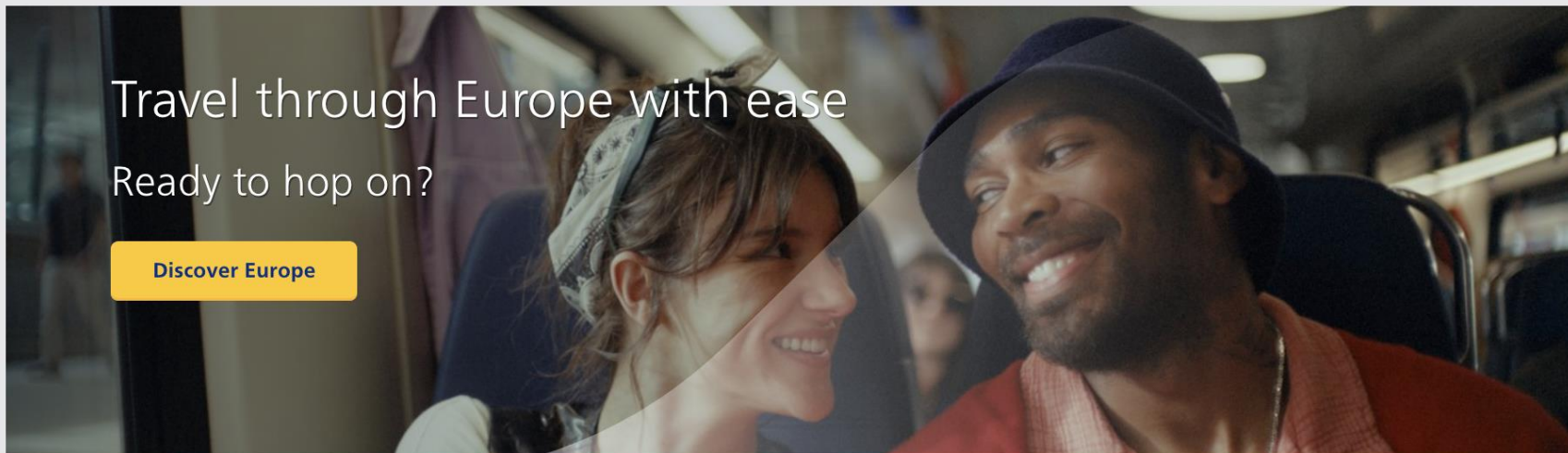
✓ **Great deals**
No hidden costs

✓ **Number 1 in the Netherlands**
Reliable and personal

Travel through Europe with ease

Ready to hop on?

Discover Europe





^ earlier

Wednesday 15 January 2025

Direct connection

06:31 → 08:43

🕒 2h 12m 🔄 0

View timetable

European Sleeper

06:49 → 08:26

🕒 1h 37m 🔄 1

€ 24.80

SPR > Eurocity Direct

Direct connection

07:10 → 08:30

🕒 1h 20m 🔄 0

€ 42.00

Eurostar

07:49 → 09:26

🕒 1h 37m 🔄 1

€ 24.80

SPR > Eurocity Direct

Direct connection

08:10 → 09:30

🕒 1h 20m 🔄 0

€ 55.00

Eurostar

08:49 → 10:26

€ 24.80

Outward trip

Wednesday 15 January 2025

Select a travel time

Total outbound

€ 0.00

1 passenger

Continue with one way

Choose a return trip

Prices may change in the next step based on current availability

Deze prijzen zijn niet definitief en kunnen o.b.v. actuele beschikbaarheid bij de volgende stap wijzigen.



donderdag 27 juni 2019

2e klas 1e klas

06:15 → 09:35

€ 35,00 € 72,00

3u 20 0 x

Thalys

07:15 → 10:38

€ 35,00 € 72,00

3u 23 0 x

Thalys

Heenreis

donderdag 27 juni 2019

CO₂

Een treinreis zorgt voor **7 keer** minder CO₂-uitstoot dan een reis per vliegtuig

A journey by train emits **7 times** less CO₂ emissions than the same journey by plane

Thalys > RER

07:49 → 11:38

Niet online beschikbaar

3u 49 1 x

telefonisch boeken

Eurostar > Thalys

08:15 → 11:38

€ 35,00 € 72,00

3u 23 0 x

Thalys

later

Totaal heenreis

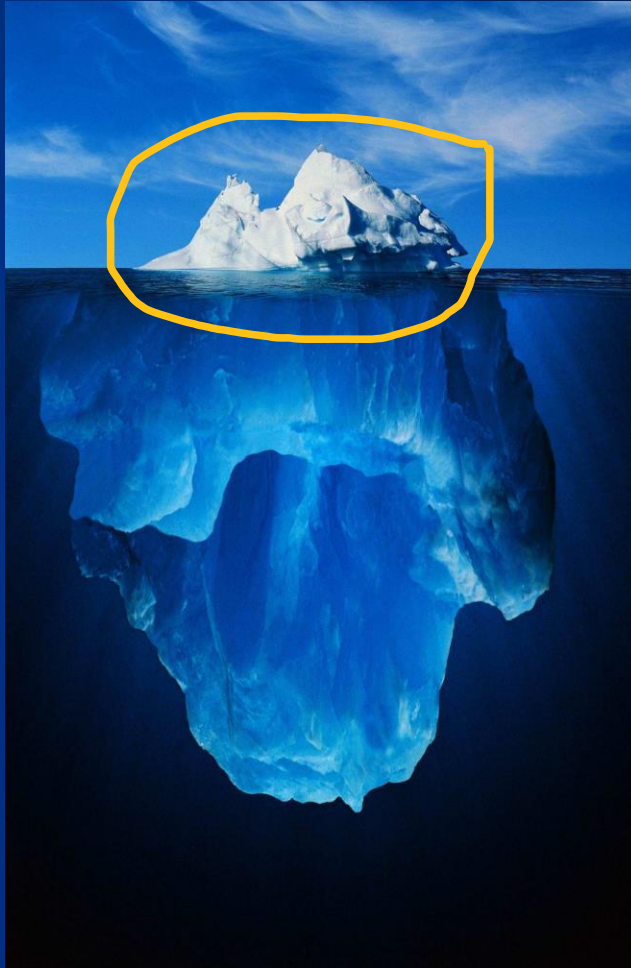
€ 00,00

1 reiziger

Verder met een enkele reis

Kies een terugreis

Collaboration VU Amsterdam



Example 1: sustainable choice replicates

Emphasizing sustainability of train travels results in similar results over multiple tests.

 **De trein, het groene alternatief**



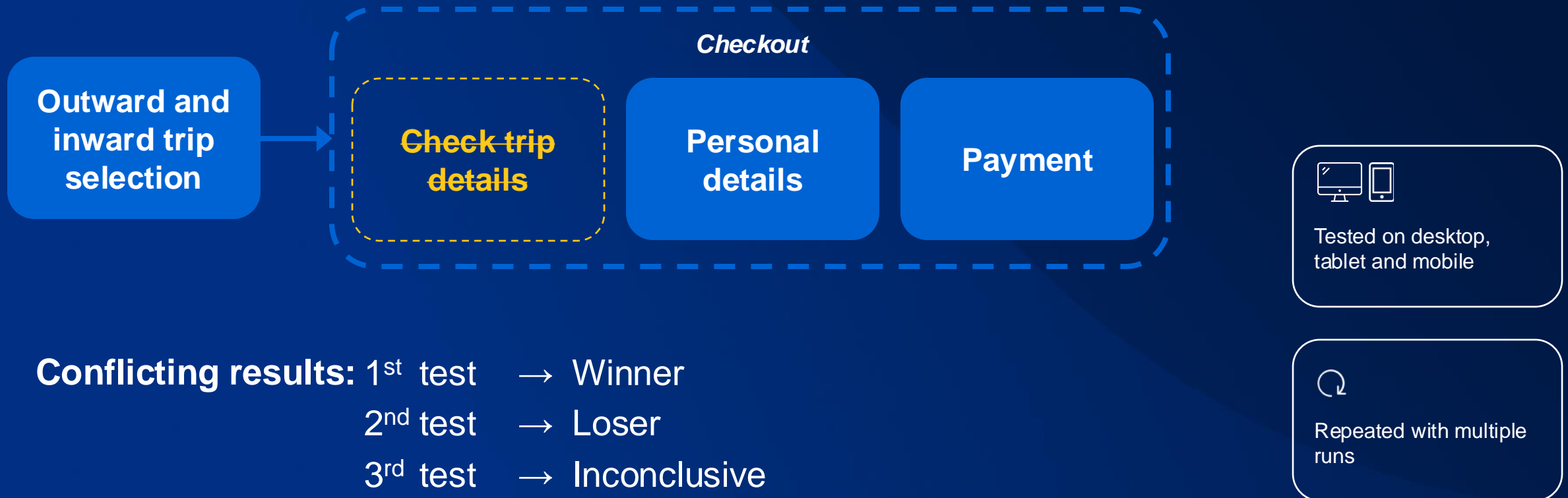
Tested on desktop, tablet and mobile



Repeated on multiple pages including the homepage and booking flow

Example 2: removing check page from checkout flow **does not replicate**

Simplifying the online checkout by removing a checkpage, we expected a significant change in conversion.



Conflicting results: 1st test → Winner
2nd test → Loser
3rd test → Inconclusive

50% of A/B tests do not replicate

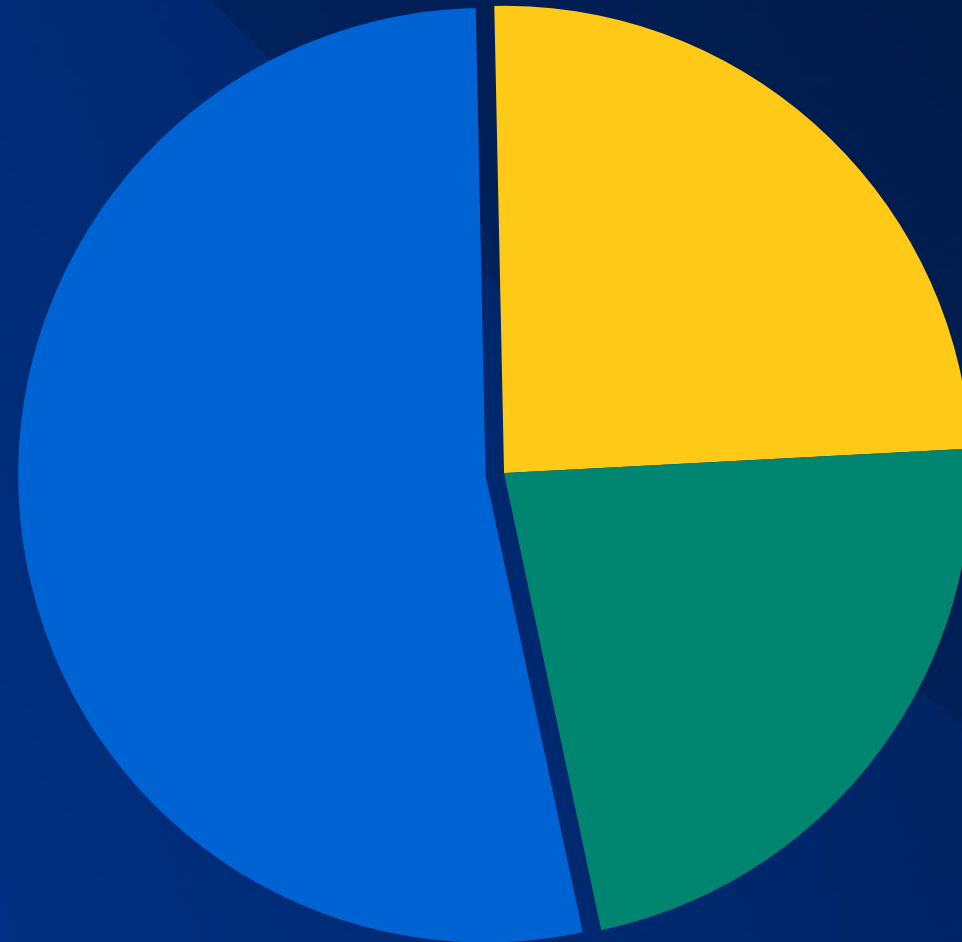
More than 50% of our A/B tests, have a different result on the second run.



Neutral results, on both runs

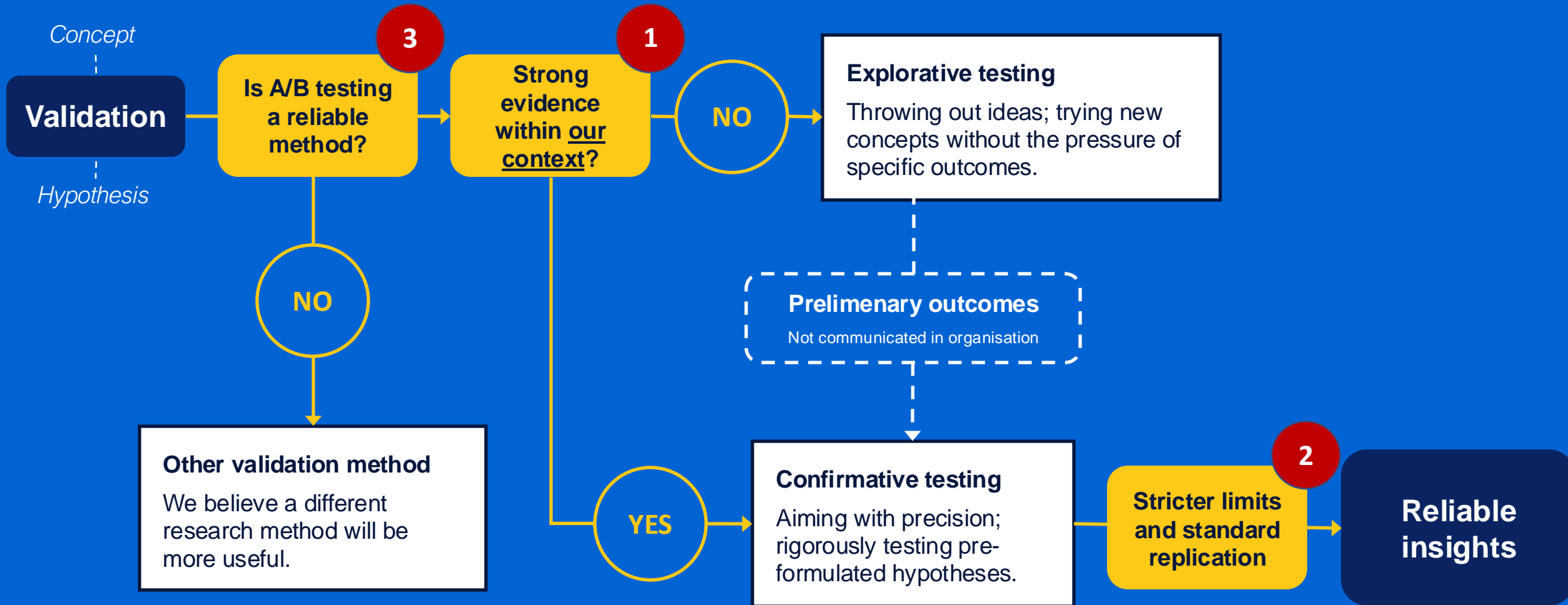


Different test result on the second run



Results of tests are **significantly positive or negative**, on both runs

We made **three key changes** to our validation process:



Key takeaways

- **Challenge yourself**
Start re-testing your A/B tests to assess the reliability of your results.
- **Focus on Quality Over Quantity**
Prioritize meaningful, reliable insights over the number of tests conducted.
- **Differentiate Your Tests**
Distinguish between explorative tests (new ideas) and confirmative tests (validate hypotheses).
- **Collaborate with Experts**
Partner with academic institutions to refine your methods.
- **Engage with Peers**
Share experiences and learn from others in the industry.

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Thanks for your
attention.

Any questions?

