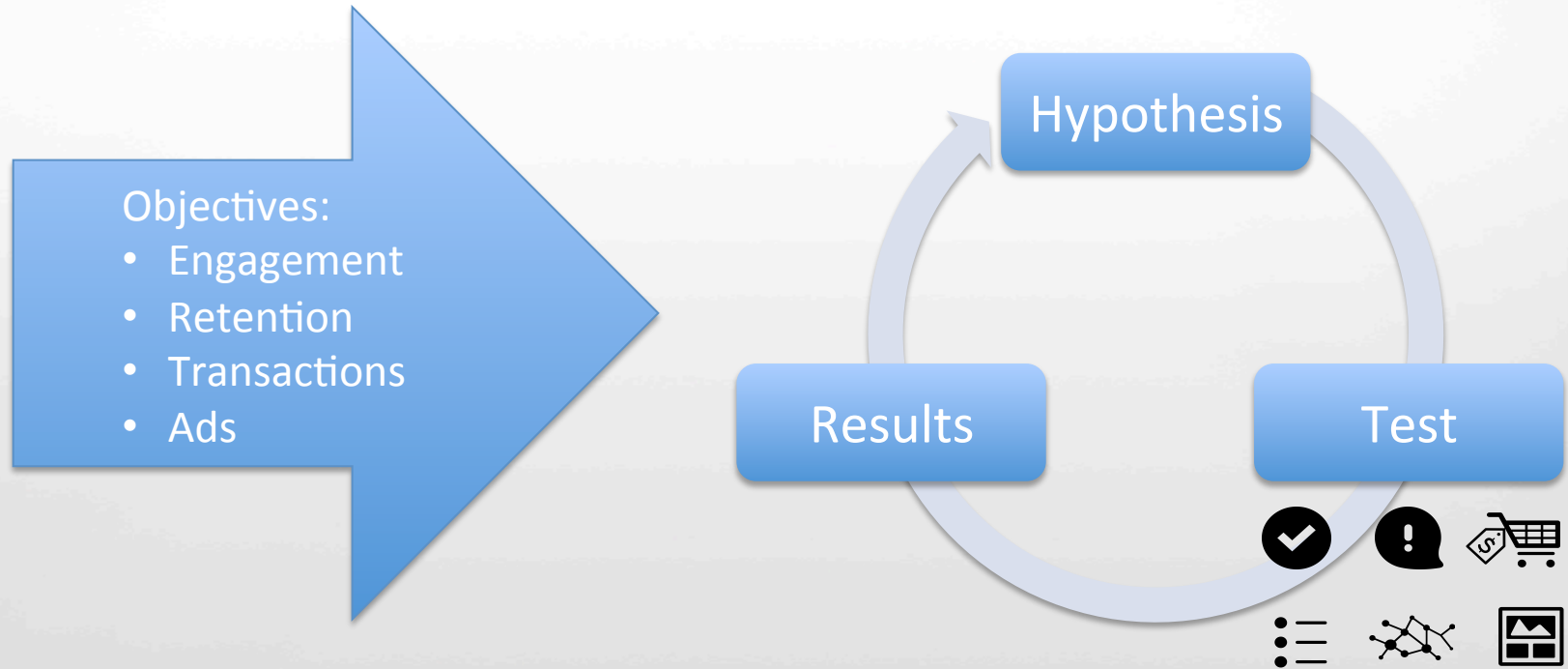# Easy Optimizations Every App Should Make
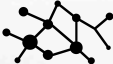
Thursday, July 17, 2014
11:00 AM - 11:30 AM PDT

Webinar Hosted by APPTIMIZE

Creating a testing culture starts with your objectives

Objectives:
- Engagement
- Retention
- Transactions
- Ads

Hypothesis

Results

Test

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Simple Ideas to Test

Test Category	Test Execution	Metrics
Login screen	▪ Login options (e.g. Facebook) ▪ Login positions (e.g. first page)	▪ Login friction ▪ Return rate (existing users)
Personalization & social	▪ Settings sequence & preferences ▪ Bookmarking	▪ Personal settings engagement ▪ Number of saves
Menu & features	▪ Menu position (e.g. hidden) ▪ New feature impact	▪ Engagement (views, time) ▪ Return/ upgrade rate
Page layout	▪ Page layout (e.g. button position) ▪ Item format (e.g. image vs text)	▪ New feature/ item engagement ▪ Cross-feature cannibalization
Message & copy	▪ Button copy (e.g. share button) ▪ Icon sets	▪ Button clicks ▪ Post-click engagement
Upgrade & purchase	▪ Upgrade structure (timing, price) ▪ Promotions (e.g. referral bonus)	▪ Margin-adjusting upgrades ▪ Share rate (post-upgrade)

Engagement

Retention

Transaction

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The ABCs

Arrangement

click!

- Element positioning
- Hierarchy of importance
- Removing or hiding particular aspects

Buttons

- Visual elements of buttons
  - Color
  - Size
  - Icons

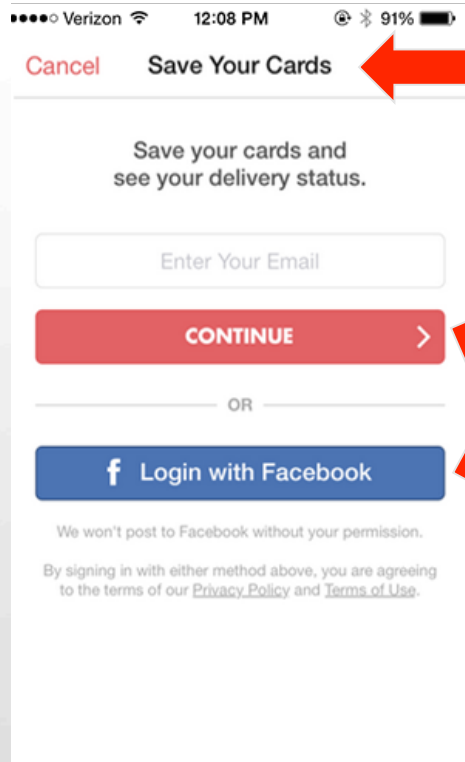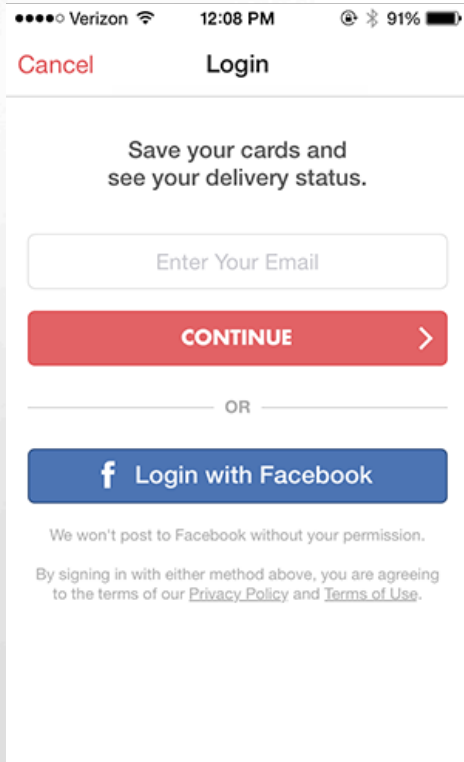## Copy

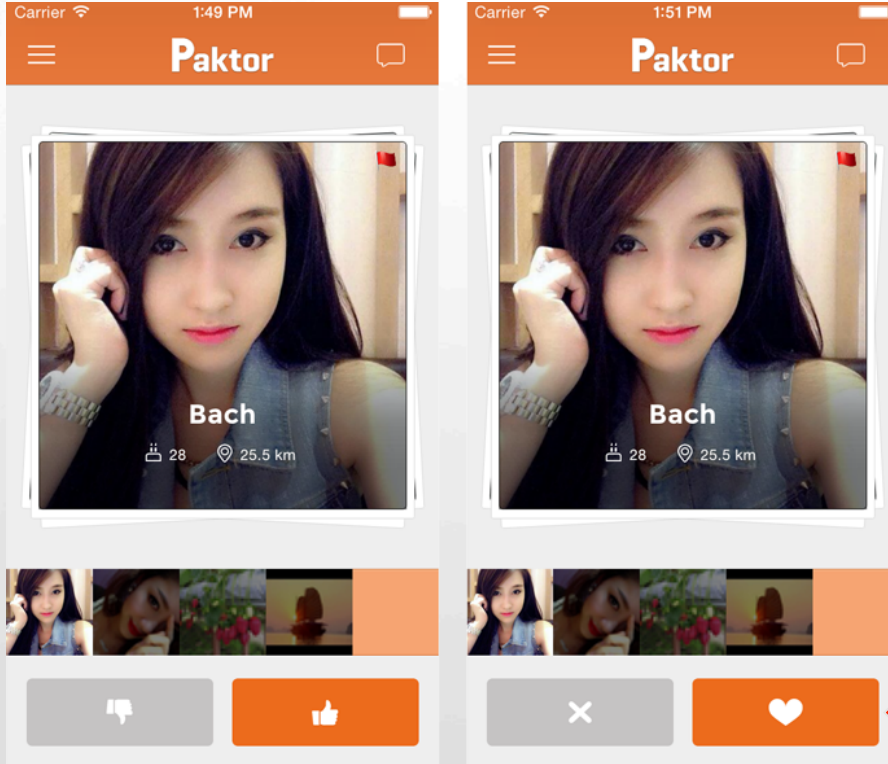- Messaging and marketing
- Call to action
- Instructional aspects

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C is for Copy

Test variable

Metric → 15% increase in logins and cards saved

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B is for Buttons

Sometimes, your hypotheses are wrong...

6.0% decrease in clicks

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A is for Arrangement

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Thank you – Q & A