APPTIMIZE

6 Mobile A/B Tests From Top Apps

At Apptimize, we often hear mobile app teams say, "*We don't have time to A/B test.*" A/B testing, however, is one of the easiest *and* most impactful ways to consistently improve your app's user experience. If you're focused on improving your app, you're not just going to keep users from churning in the short term— you'll improve conversions, boost engagement and earn lifelong users that will stay loyal to your brand.

Here are six different A/B tests that have pulled real results:

Improving Onboarding and Registration

#1: Do you need an onboarding tutorial? - Vevo

#2: When do you ask user's to sign up? - Netflix

#3: How do you ask users to sign up? - Glassdoor

Enhancing User Engagement

#4: How do you boost user engagement? - Paktor

Streamline Your Conversion Funnel

#5: How can you minimize friction? - HotelTonight

#6: How can you make users feel secure? - KAYAK

Since every app and userbase is different, these tests don't guarantee success for every app. We hope you use them as inspiration to improve and grow your app. After all, the only way to find if out is to test them for yourself!

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Improving Onboarding and Registration

TEST #1: DO YOU NEED AN ONBOARDING TUTORIAL?

The four-screen onboarding tutorial has become the default opening sequence for many mobile apps. Like most, Vevo made sure their app came equipped with a stellar four-step onboarding tutorial. Simple and elegant, Vevo initially thought this mandatory walk-through was the best way to show users the value in the app.

However, the Vevo team soon suspected that this "mandatory" tutorial wasn't actually increasing conversions for their app.

> **HYPOTHESIS**
> If we remove tutorial screens, registrations will increase.

The team at Vevo tested their 4-screen tutorial against a single step variant that showed users a Vevo loading page, and a sign-up screen. They ran their experiment over 28 days, on over 160,000 users, and found something surprising.

VARIANT A / CONTROL: 4 STEP ONBOARDING FLOW
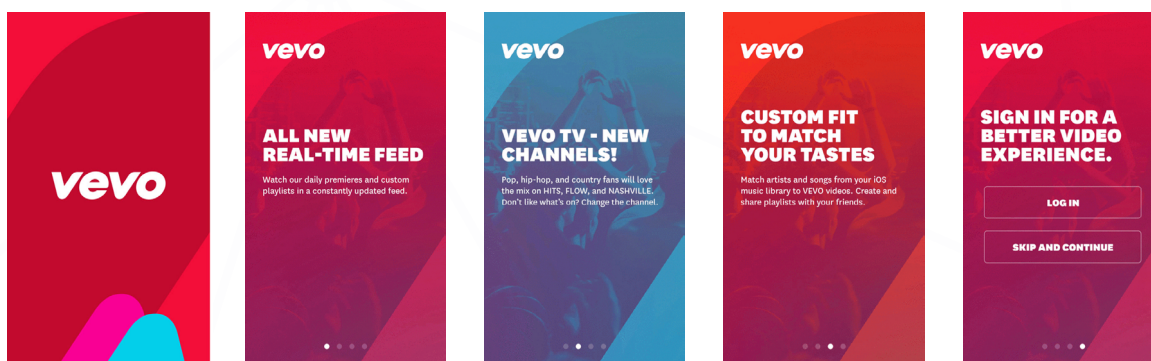
VARIANT B: NO ONBOARDING TUTORIAL
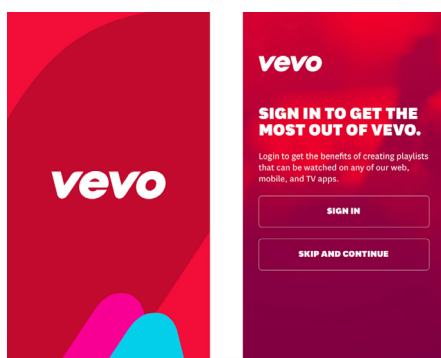
The generic tutorial sequence that most mobile apps deploy for user onboarding often adds unnecessary steps that cause new users to drop off. Different apps have different learning curves—see whether a tutorial is truly imperative. If a tutorial helps registration, test a mandatory tutorial against an optional tutorial.

TEST #2: WHEN DO YOU ASK USER'S TO SIGN UP?

Netflix has gone against many UI best practices, but for very good reason. The first time you open up Netflix's mobile app, you're hit with a sign-up screen. Most product people go with the opposite approach—they show users the value of their app first to motivate them to actually sign-up. The team at Netflix was hesitant to jump on this trend, so they looked to the data for answers.

HYPOTHESIS
If users can browse content before signing up, user registration will increase.

CONTROL:
ORIGINAL SIGNUP FLOW
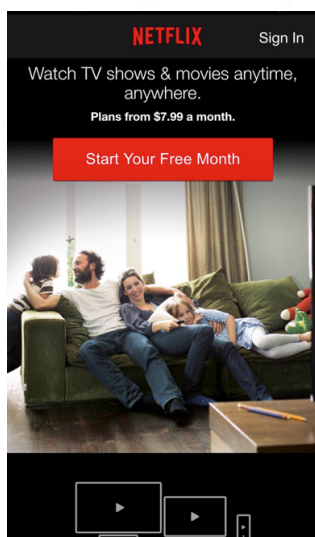
For the A/B test, the team ran their original screen (starting with a signup page) as the control, testing it against five different variants. Each of the variants allowed users to browse through Netflix content (scroll through genres, click on titles) before asking for a signup.

NETFLIX TESTED THEIR ORIGINAL SIGN-UP SCREEN AGAINST 5 DIFFERENT VARIANTS

ORIGINAL

VARIANT A

VARIANT B

VARIANT C

VARIANT D
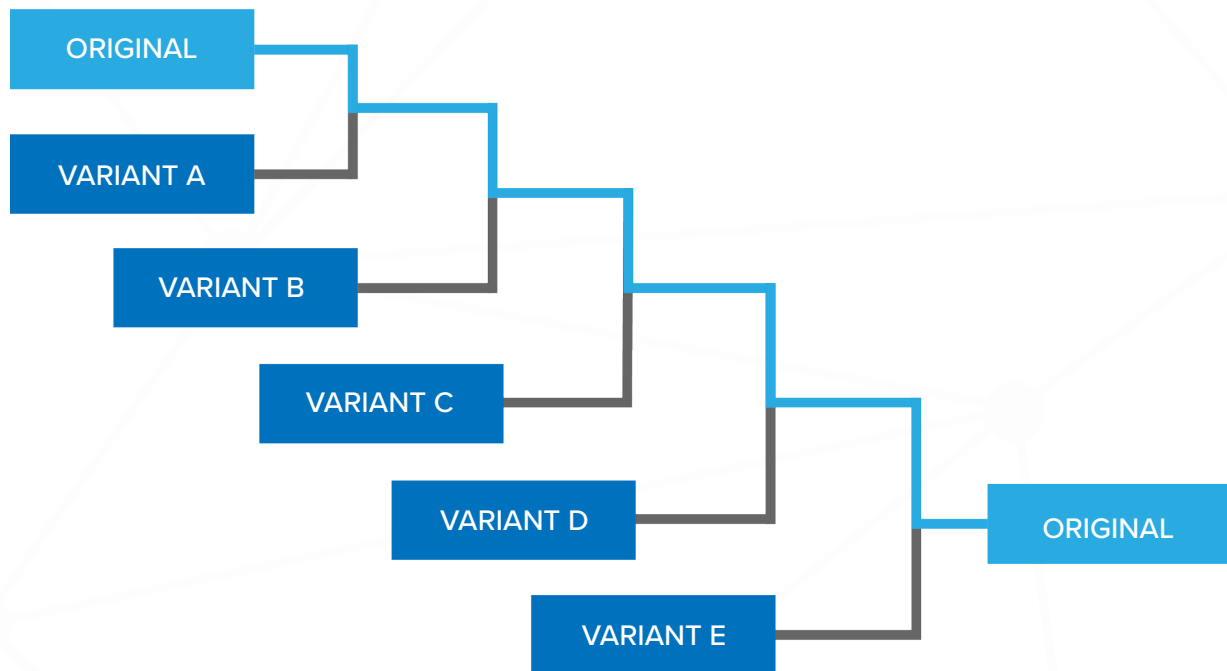
VARIANT E

ORIGINAL

RESULTS
The original sign-up screen won against variant A, before beating out
Variant B, C, D, and E.

Although every best practice around user signups suggested that previewing titles would increase registration, the team found the complete opposite to be true. Anna Blaylock of Netflix's Product Design team, points out that this might be because *"Netflix is all about the experience."* It's not the ability to browse titles that creates the Netflix experience. It's the ability to seamlessly find content and watch it—and this is something that people realized after signing up.

TEST #3: HOW DO YOU ASK USERS TO SIGN UP?

Glassdoor helps people find jobs by providing detailed reviews and salary information about specific companies. Glassdoor's mobile app also lets users search for and apply to relevant jobs.

Glassdoor's original sign-up flow allowed users to browse some content without creating an account. Navigating to find more detailed salary information and company reviews triggered an in-app pop-up screen.

HYPOTHESIS

More descriptive copy and a new pop-up layout would increase signups by showing users the value of Glassdoor.

The copy of the pop-up read: "See all 434 reviews" with a blue button featuring a "Sign Up" call-to-action (CTA). Glassdoor's app relies on users to provide information about individual companies, and increasing sign-ups is key to increasing the utility of the app—but they were seeing a significant amount of users drop-off at this point. The team wanted to test their registration flow to make sure they weren't impeding sign-ups.

GLASSDOOR TESTED THE REGISTRATION POP-UP'S CTA AND LAYOUT
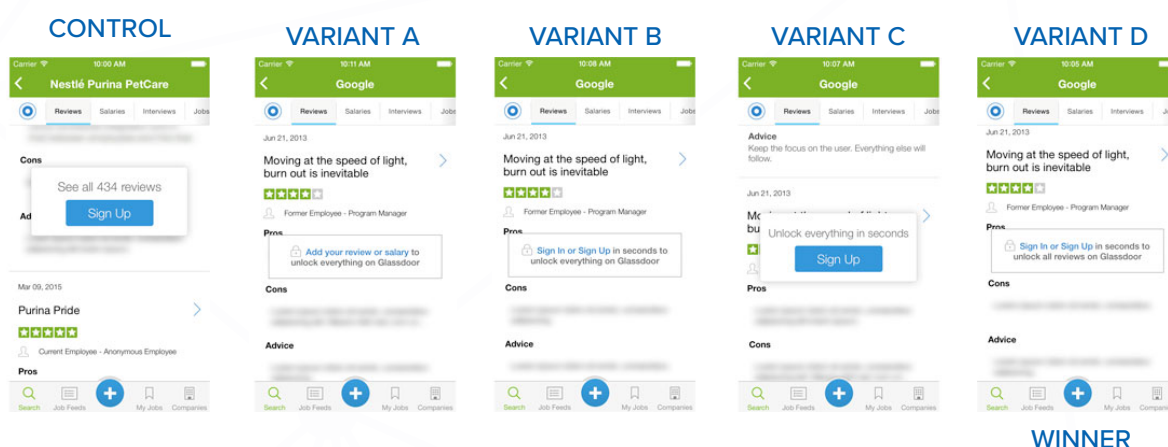
In the above image, we see the four different variations and control that Glassdoor tested:

- **Control:** "See all 434 Reviews" with a blue button and a "Sign Up" CTA.
- **Variant A:** "Add your review or salary to unlock everything on Glassdoor."
- **Variant B:** "Sign In or Sign Up in seconds to unlock everything on Glassdoor."
- **Variant C:** "Unlock everything in seconds" with a blue button and a "Sign Up" CTA.
- **Variant D:** "Sign In or Sign Up in seconds to unlock all reviews on Glassdoor."

RESULTS

The winning variant, "Sign In or Sign Up in seconds to unlock everything on Glassdoor," showed just enough information to get users hooked, and prompted them to sign in. This simple test increased signups up by 8%.

Enhancing User Engagement

TEST #4: HOW DO YOU BOOST USER ENGAGEMENT?

Paktor, an Asian dating app, had a very simple user interface. You swipe through pictures of potential dates à la Tinder, and give a thumbs up to make a match or a thumbs down to reject one. The Paktor team wasn't convinced that their thumbs up and thumbs down icons were the most impactful, since apps like Tinder were moving toward the trend of using a heart (♥) to indicate a like.

HYPOTHESIS
More emphatic "✕" or "♥" icons would boost engagement over the thumbs up and thumbs down icons.

CONTROL   VARIANT
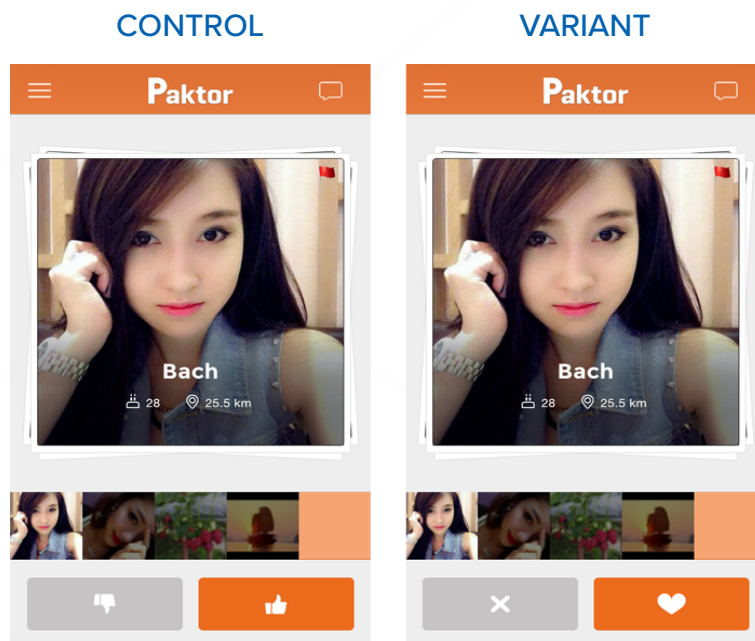
RESULTS
Turns out, testing before deploying the new feature was a great idea. The new icons decreased engagement significantly, and would have cost Paktor 11% revenue loss over the course of a year.

Streamline Your Conversion Funnel

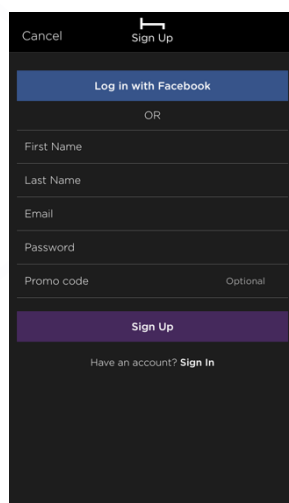## TEST #5: HOW CAN YOU MINIMIZE FRICTION?

HotelTonight is the leading mobile only solution for last minute hotel bookings, with over 20 million app downloads across 36 countries.

Its main advantage is the sleek, streamlined experience of the mobile app. Users could book a hotel after 3 screens. Even though HotelTonight was ahead of the competition in the steps and time needed to book a hotel room, they wanted to see if they could eliminate friction.
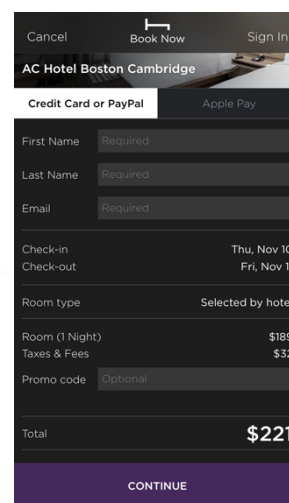
HYPOTHESIS
Cutting the mandatory signup screen during checkout would reduce friction and increase bookings.

CONTROL

Mandatory Signup

VARIANT

In-line "Signup"

RESULTS
Eliminating mandatory signup and collecting the required fields (First Name, Last Name, Email) in-line on the booking screen increased conversions by 15%.

TEST #6: HOW CAN YOU MAKE USERS FEEL SECURE?

While checking out, users can back out at any moment, especially if they have reservations about making an expensive purchase on phones. KAYAK's mobile team wanted checkout to be a frictionless experience, but they also wanted to make ensure their users trusted the security of the app.

HYPOTHESIS
Making users feel more secure during the checkout flow (by including a payment encryption certificate), will boost conversions.

CONTROL | VARIANT

The team at KAYAK conducted a simple A/B test that tested their original checkout flow against one that included a simple "SSL/TLS encrypted" payment certificate.

RESULTS
Adding an encrytion certificate sent users a clear message that their information was safe and significantly increased bookings.

INCREMENTAL WINS LEAD TO A SIGNIFICANT UPSIDE

Instead of relying on anecdotal best practices, constantly testing allows you to quantitatively discover what actually works for your mobile app. You will be able to understand your customer better, and build incrementally on top of your learnings.

Most people think about A/B testing completely wrong. A/B testing isn't a one-time silver bullet that will suddenly trigger massive growth for your app. It's a long-term strategy that you apply over and over to constantly improve and grow your app.

The small, incremental gains of 3% and 4% created through constantly testing compound with time. If you're doing it right, the end result will be massive.

About Us

Apptimize is the best-in-class mobile growth platform for enterprise and SMBs. Our platform has powered 1.2 Billion App downloads, across 75 countries.

Key Features

A/B

Native A/B Tests

Run experiments within minutes using our drag and drop Visual Editor and programmatic testing.

Feature Flags

Excercise complete control and manage risks at every stage of new feature rollouts.

Instant Updates

Launch changes and promotions directly to your app without using any code.

Some Apps That Use Apptimize

vevo trulia THE WALL STREET JOURNAL. Hotel Tonight glassdoor

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