



Elevating Customer Engagement.

StudentBeans AB Tasty

We'll be starting shortly at
14:00 BST!



Elevating Customer Engagement



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StudentBeans



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AB Tasty

It's all about the interaction today 🙋

Join at slido.com
#TheCloud
slido




AB Tasty

***Student Beans -
Elevating
Customer
Engagement***

SB



Agenda

- Intro to Student Beans
 - Identifying Product opportunities
 - Server side vs Client side testing
 - The Student Beans approach to experimentation
 - Statistical significance & peeking
 - Experiment examples
 - Experiment analysis in AB Tasty and Contentsquare
 - What's next
- 

Intro to StudentBeans

Save, strive, thrive

Helping students save on what they need, what they want, and what they love so they can focus on themselves and spend big on their future.

We build media and technologies that create more successful and sustainable relationships between students and the brands they love.

1000+

Happy Brands

120+

Happy Publishers

15+

Years of experience

30M

Student transactions

Intro to Sapphire Samiullah

Senior Product Manager

- 10+ years experience
- Background in growth marketing
- Specialism in high growth startups

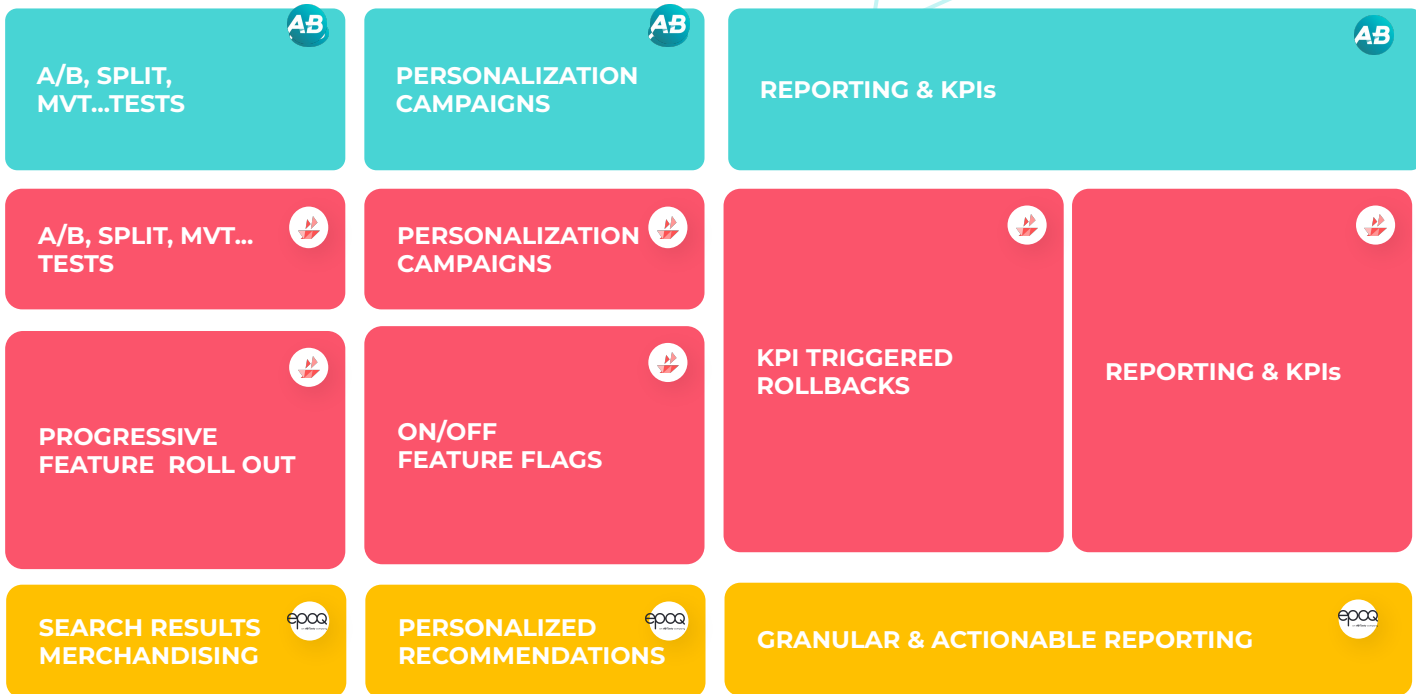
Product ownership:

- Conversion of SB website
- Conversion of SB iOS and Android apps
- Providing a delightful user experience



One Optimization Solution for your Entire Organization and Roadmap

A FASTER WAY TO
B



Client Side



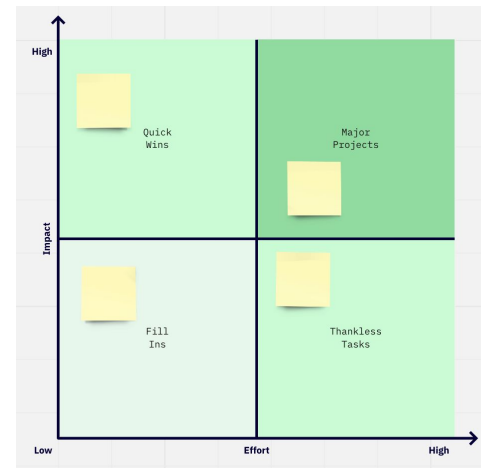
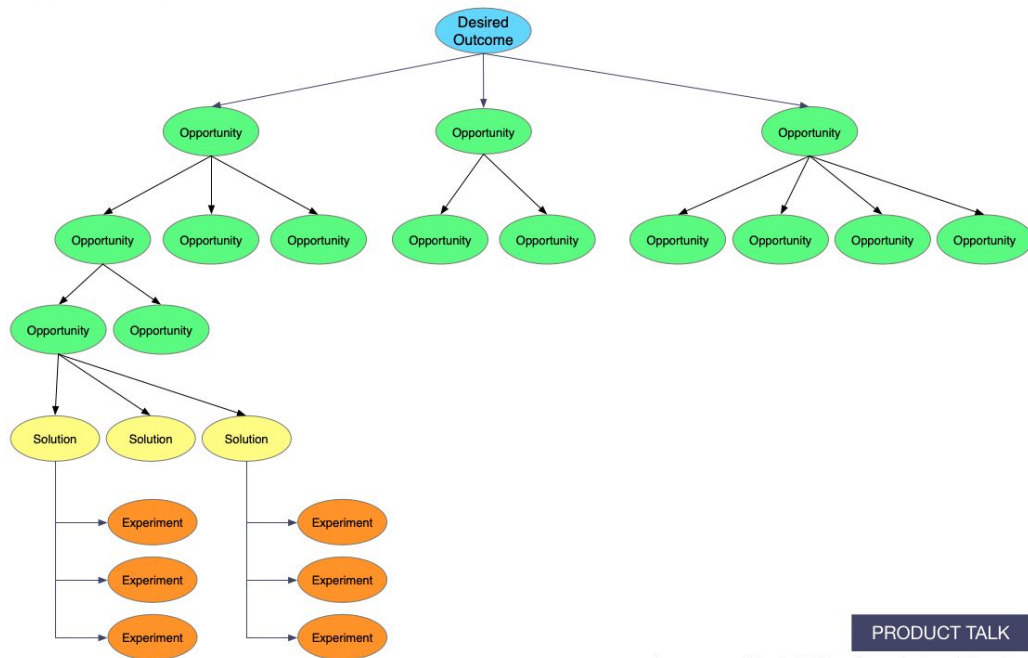
Server Side



Search & Reco

Identifying product opportunities

Opportunity Solution Tree



PRODUCT TALK

Learn more at ProductTalk.org/opportunity-solution-tree

Contentsquare insights

Page comparator [CSU] Global Mapping Demo ▾

All May 14 → Jun 12 2023 (30 days) All users

Search page group

Select a conversion goal: Ecommerce ▾

PAGE GROUPS *	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME (LCP)	CONVERSION
☆ All page groups	529,811	251,046	2.11	58.6%	47.4%	48.7%	7,850px	5.00s	8.27%	2.73s	15.0%
☆ PDP	39,531	33,482	1.18	52.7%	54.4%	52.0%	9,972px	0.66s	0.00%	2.12s	4.20%

Click rate (pageview level)

Close edit zones

Single

Multi

Smart

Undo

Redo

Compare

...

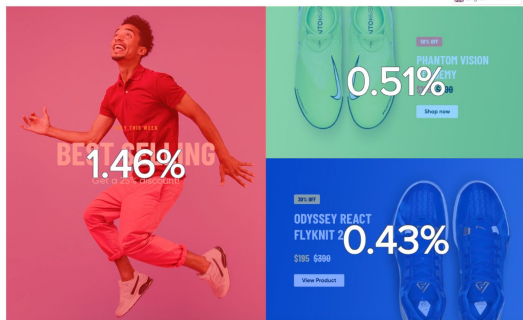
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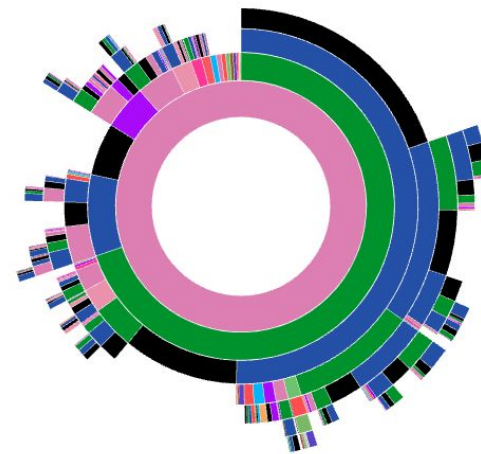
https://cstore.pre-sales.fr / Jun 5, 2023 10:22 PM

+

See all snapshots



67%



Server side vs Client side

For both web & apps, more initial dev effort is required with server side testing, however graduation is then often easier.

Apps

- Most users on app so critical to be able to run tests on app
- Server-side testing required to run app experiments
- API used to avoid hardcoding flags in local files and fetches variations when anything changes

Web

- Server-side web testing doesn't impact SEO metrics in same way
- SDK used - provides lots of functionality out the box
- Technically not server-side implementation due to caching

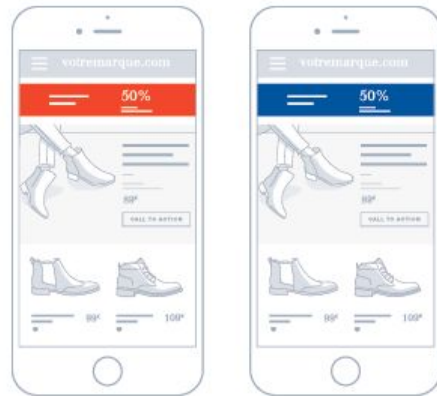
The Student Beans approach experimentation

Not everything needs to be tested!

- What kind of test would give the most useful results?
- What are the hypotheses around ways to solve the gap?
- Can hypotheses be validated with user research?

A/B tests vs split tests

- Test typically one variable at a time
- Always have equal traffic allocation
- Feature toggles used for 100% rollout pending graduation
- Don't always have to test on all platforms



Statistical Significance

P-values

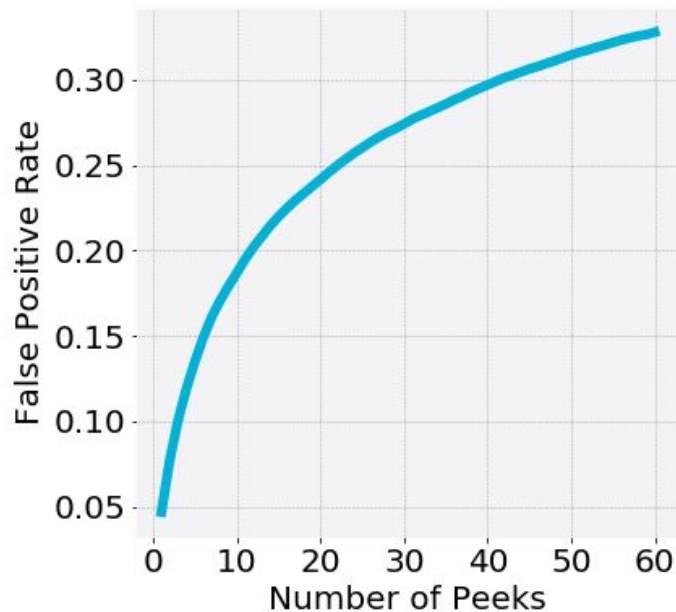
- P-value is the answer to the question '**How surprising is our result**'?
- Our data team look for a result that has a p-value of less than 5%
- This means there is a less than 5% chance that the outcome of our test is false.
- In other words, if the p-value is less than 5%, our test is a success!

Consider 'p-value' as being the same as 'error margin'.

Perils of Peeking

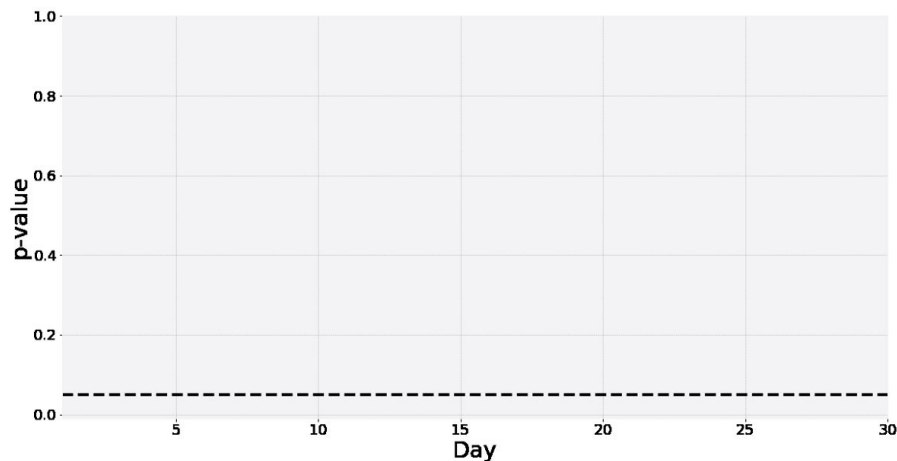
No peeking!

- 'Peeking' is when you take the results of an experiment as conclusive before it's reached statistical significance.
- Peeking increases the chances of a false positive significantly



Perils of Peeking - example

- In this example, peeking at day 4, 5, 6 or 15 would suggest the experiment had a p-value of less than 0.05
- This less than 5% p-value would make it a success!
- However, looking at the experiment in full, you can see this would have been an (extremely) incorrect conclusion!



Expanded search test

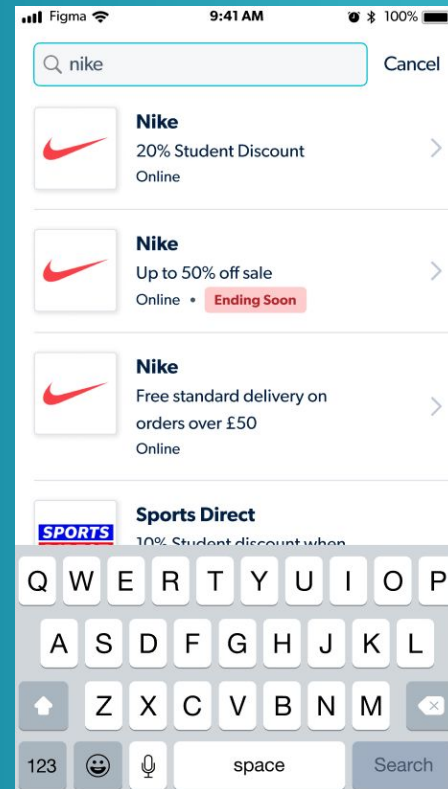
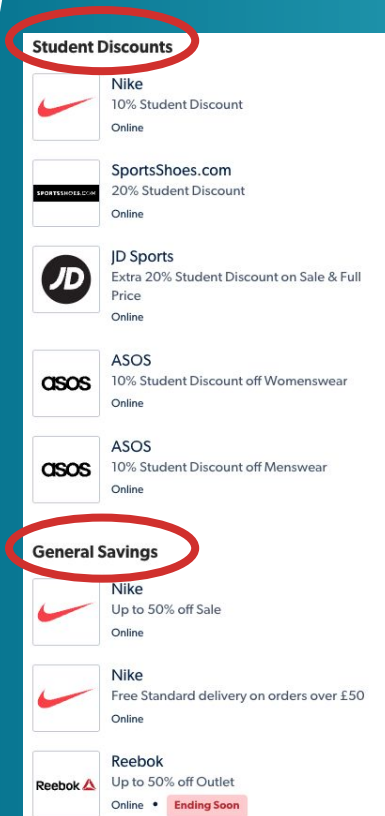
This was a test to improve search conversion rate and search user experience.

Control:

- Offers were separated by 'Student Discounts' and 'General Savings'
- Offers were limited to 10 results per section

Variation: 🏆

- Offers no longer split by type
- All offers for the brand search term immediately visible to students
- Offers only limited by relevancy

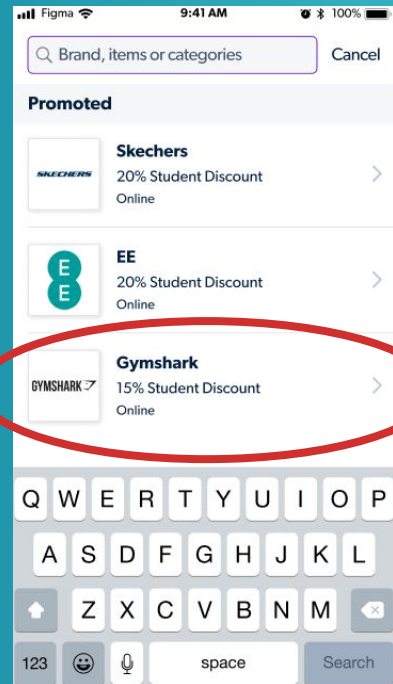
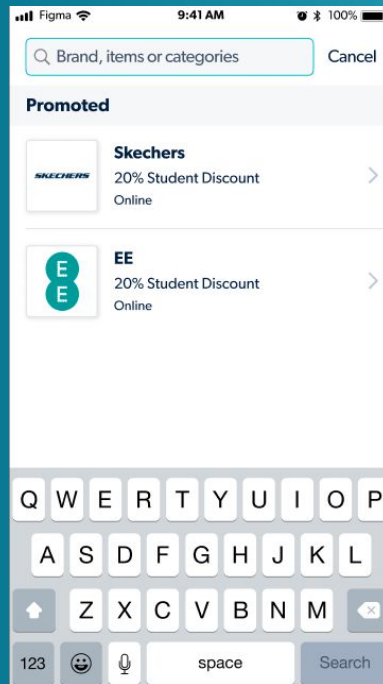


Third ad placement test

This was a test to see how creating an additional ad slot in search impacted the existing two available inventory slots.

Filtering by Event Values

- Event values helped us isolate KPI results to each ad inventory position
- This allowed us to measure the impact on each ad slot



Additional search bar test

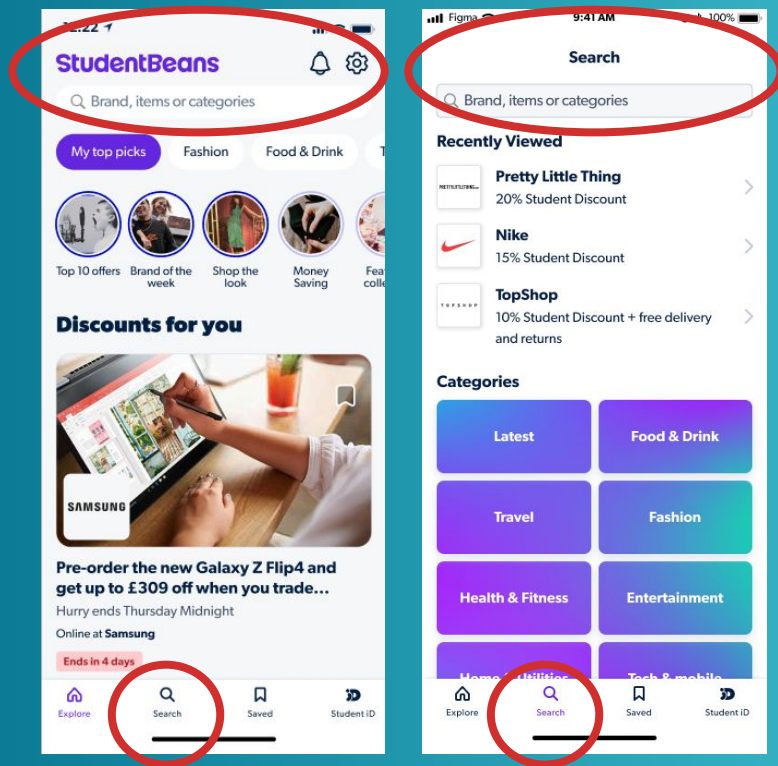
This was a test to make it easier for students to access search on iOS.

Control:

- Only access point to search was from menu in bottom nav on apps

Variant:

- Search bar added to top of app home page
- Search bar access point in bottom nav still exists



Interpreting multiple KPIs

AB Tasty metrics:

- We define primary and secondary KPIs in experiment setup
- For granular analysis, can use event labels and event actions
- Some metrics are harder to gather on AB Tasty dashboard, eg. scroll depth. For these metrics, we've begun using Contentsquare to support and compliment the analysis.

The screenshot shows a dark-themed interface for defining event filters. It is organized into sections: Transaction, Item, Event, and User Context. The Event section is expanded to show two criteria:

- Event label: Contains search
- Event action: Is issuance

A red "AND" button is positioned between the two criteria. Below the criteria is a link "Add a criterion" with a red plus icon. Each criterion has a search icon and a trash icon.

Contentsquare and AB Tasty

Contentsquare metrics

- CS now set up so that we can pass in variants information from AB Tasty to Contentsquare
- This allows us to greater analyse user behaviour by control vs variant
- Provides data otherwise harder to gather, eg. scroll depth
- Also useful to save on dev time so FE don't have to implement metrics specific to each experiment



The screenshot shows a configuration interface for Contentsquare metrics. It features several dropdown menus and a text input field. The text reads: "One page has a dynamic variable with the key ios-loki-branded-search of the type string with a value that equals true". There is a small icon in a blue box on the right side of the configuration area.

Dynamic vari... ▾ One page has a dynamic variable with the key ios-loki-branded-search ▾

of the type string ▾ with a value that equals ▾

true ▾

What's Next?

Increase student engagement

- Now setting OKRs for next year and the upcoming quarter
- Focus on increasing sessions and conversion
- Must deliver delightful user experience at same time

Expansion to other user groups (not just students!)

- Beans iD now available to healthcare, military and graduate users

Continued focus on verification solutions and brand insights

- Developing new brand SaaS platform for our partner brands

Always be testing!

AB Tasty

Thank you

Any questions

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SB

AB Tasty

Q&A *slide*