

A large, abstract geometric shape composed of various colored triangles (teal, light blue, green, red, orange) is positioned on the left side of the slide. A smaller, similar shape is located on the right side, above the main title.

# GC-wide Pilot of A/B Testing & Personalization Tool

August 2021

Principal Publisher Analytics Services

# Introduction

## What is A/B testing?

- A/B testing allows you to test variations of website content and evaluate which version performs better.

## What is personalization?

- Personalization allows you to serve different content to visitors based on predefined audience criteria.



# Benefits



Increase **conversions** & improve client experience



Reduce **risk** by testing new content with a sample of visitors



Implement tests & personalizations **quickly**



Get **evidence** to support decision-making



# Example of an A/B test



## [Get vaccinated near you](#)

Vaccination is one of the most effective ways to protect our families, communities and ourselves against COVID-19



## [Help your loved ones by getting vaccinated](#)

Vaccination is one of the most effective ways to protect our families, communities and ourselves against COVID-19



## [Book your vaccine appointment](#)

Vaccination is one of the most effective ways to protect our families, communities and ourselves against COVID-19



## [Get control over COVID-19](#)

Vaccination is one of the most effective ways to protect our families, communities and ourselves against COVID-19

Please note that the images above are for illustrative purposes only. This is a fictional A/B test.



# The opportunity

We will be piloting an **A/B testing & personalization** tool until March 31<sup>st</sup>, 2022 with GC institutions.

We have the opportunity to:

- Explore and try a tool before committing to a larger future investment
- Support GC-wide experimentation commitments (e.g. TBS Directive on Results)

A pilot allows us the opportunity to determine **demand**, **usage** and **effort** for this potential new service.



# How the pilot would work

1. Institutions will be invited to let PP know **how many** use cases they would like to pilot.
2. PP will **assess** the total number of use cases requested and confirm which ones will run.
  - PP will work with institutions to establish realistic timelines.
3. Institutions will provide the **approved, translated and accessible content** and details of the use cases.
4. PP **implements** the use cases.
  - Institutions will freeze updates to page(s) or advise PP of any changes.
5. PP **analyzes** and provides results.



# Cost recovery

- Pilot costs will be recovered from participating institutions.
- Cost includes:
  - Project **coordination**
  - Guidance & support with planning & **designing** the use case
  - Configuration & **implementation** of the test or personalization
  - **Monitoring** of the test or personalization
  - **Analysis** of the results
  - Creation & presentation of a **report**



# Cost recovery (cont'd)

- Cost per use case will be dependent on the total number of use cases undertaken as part of the pilot.
  - A maximum of **12 total use cases** will be piloted.
  - If 12 use cases are proposed, the cost will be approximately **\$7.6K per use case**.
- Exact cost will be provided in September once the total number of use cases is confirmed.
- Agreement and interdepartmental settlement will take place in September.



# Use case selection principles

If we receive over 12 use cases, we will consider the following:

- Does the use case support **GC priorities**?
- How much **effort** is involved in implementing the use case?
- Is there **evidence** of a problem on the page?
- Does the page get significant web **traffic**?
- Is the page on **Canada.ca** or a non-Canada.ca\* site?
- **When** will the use case run?

\*Non-Canada.ca sites will need Adobe Analytics implemented to be eligible for this pilot.



# Next steps

**Confirm your interest** in the pilot by completing the [sign-up form](#) by August 31<sup>st</sup>.

- We will send an email with the form following this presentation.



# Thank you!

Any questions?

