

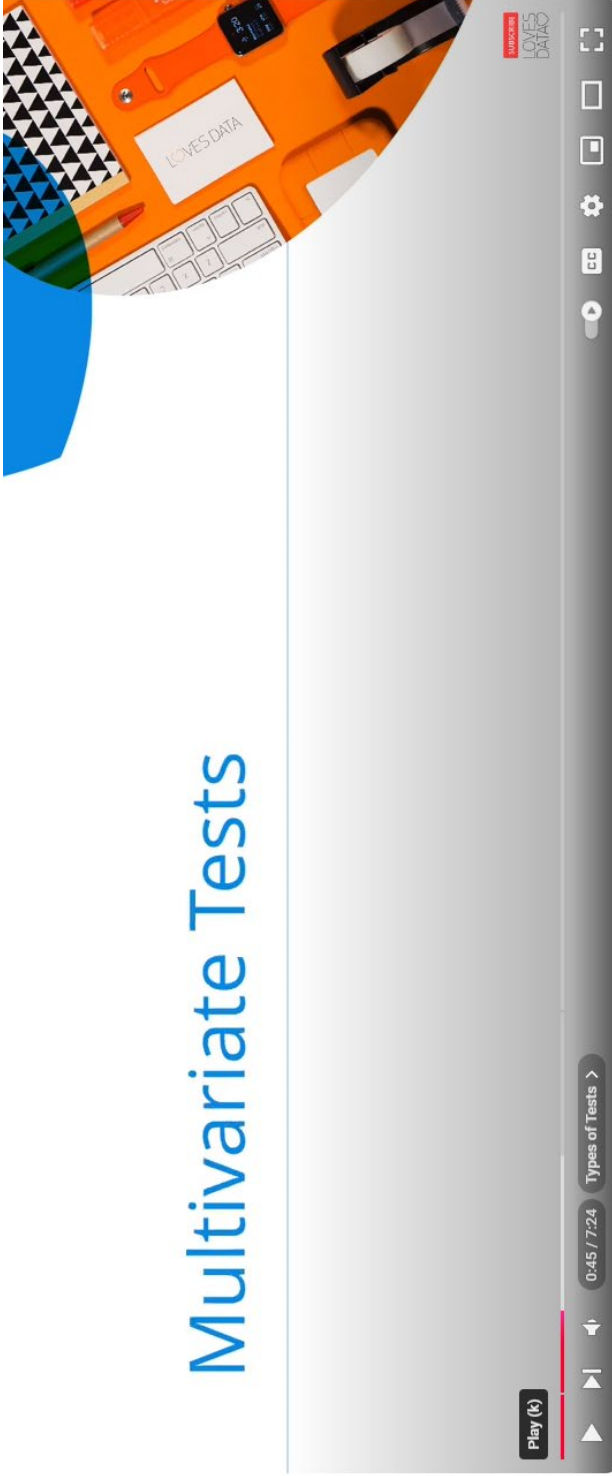
Excerpts of “Google Optimize Tutorial: How to Get Started Quickly,” available at

<https://youtu.be/IzTLxFOETgc?si=44HBVYF7PUgzADaj>

A/B Tests



Multivariate Tests

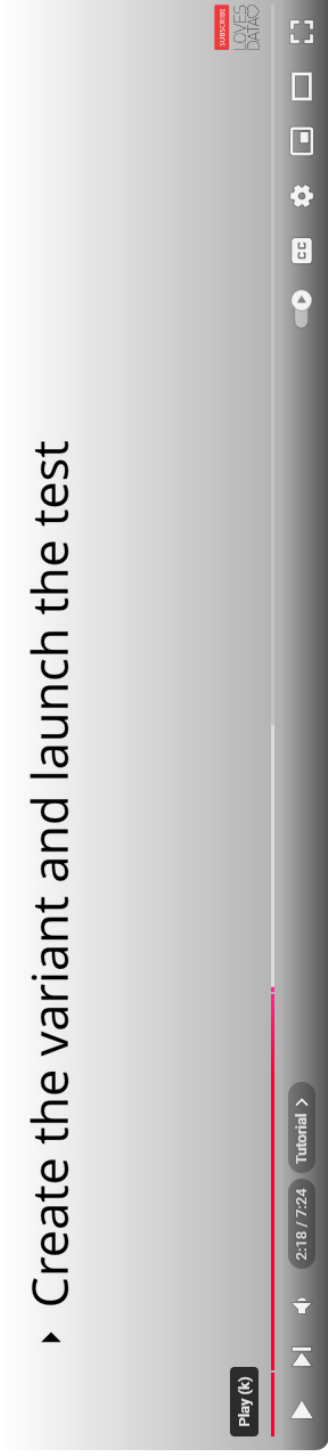


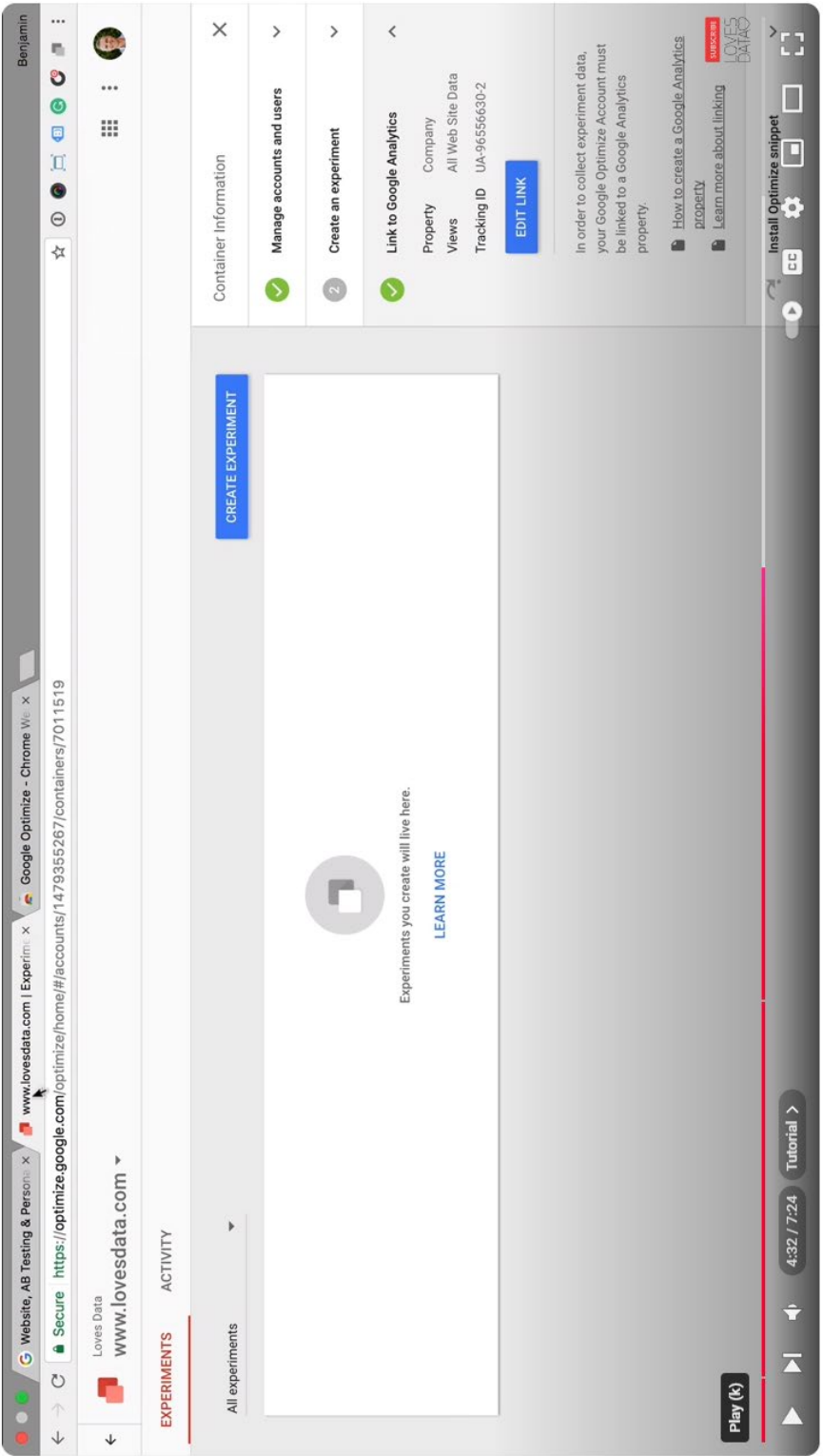
Redirect Tests



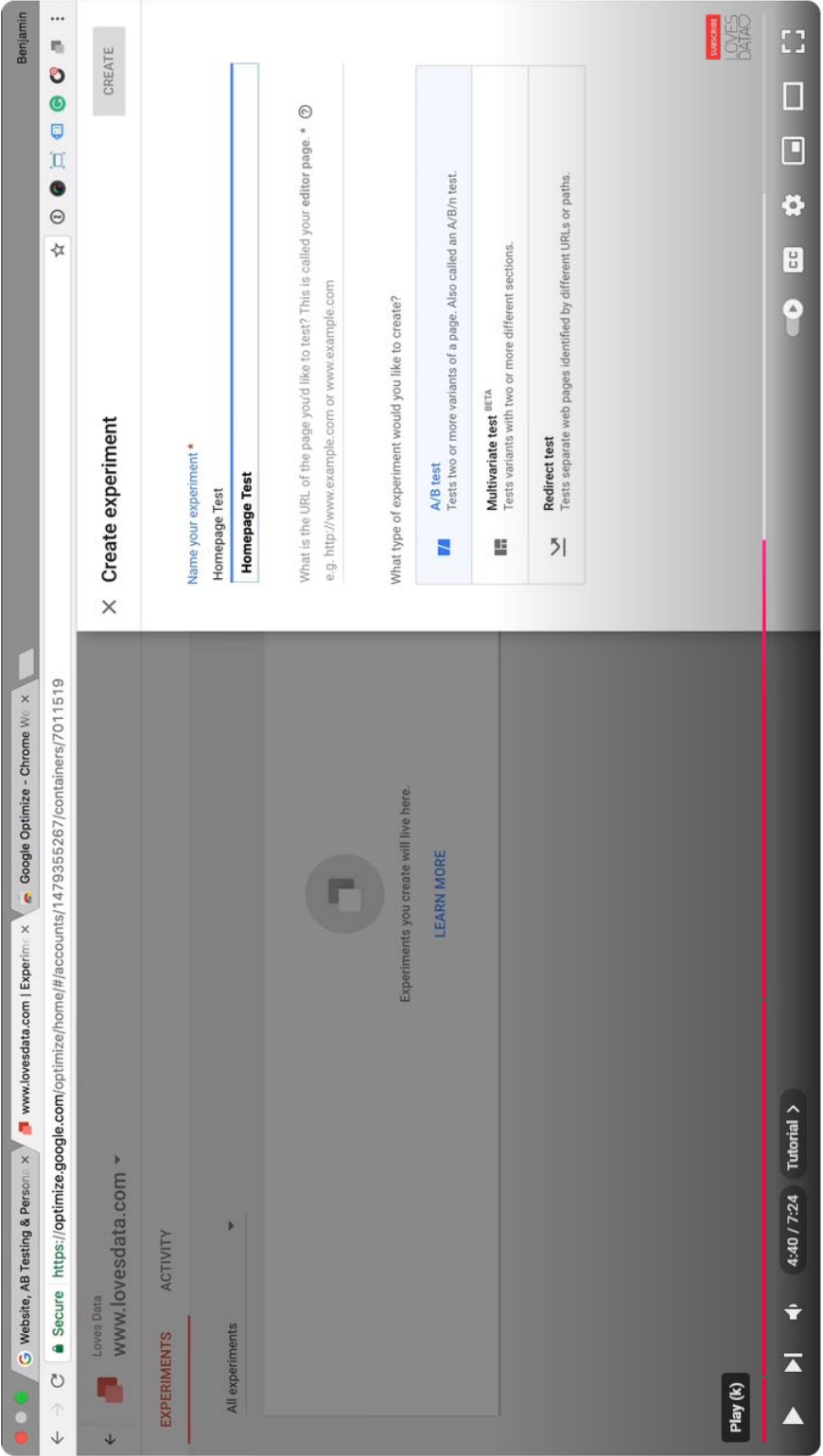
Google Optimize Steps

- Create your account
- Link Google Optimize to Google Analytics
- Install the Google Optimize tag
- Add the browser extension
- Create the variant and launch the test









Website, AB Testing & Personalization

www.lovesdata.com | Experiment

Securehttps://optimize.google.com/optimize/home#/accounts/1479355267/containers/7011519

Loves Data

www.lovesdata.com

EXPERIMENTSACTIVITY

All experiments

Experiments you create will live here.

LEARN MORE

Create experiment

CREATE

Name your experiment *

Homepage Test

13 / 255

What is the URL of the page you'd like to test? This is called your editor page. *

https://www.lovesdata.com

What type of experiment would you like to create?

A/B test

Tests two or more variants of a page. Also called an A/B/n test.

Multivariate test

BETA

Tests variants with two or more different sections.

Redirect test

Tests separate web pages identified by different URLs or paths.

4:49 / 7:24

Tutorial

Website, AB Testing & Personalization

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Google Optimize - Chrome Web Store

Secure

https://optimize.google.com/optimize/home/#accounts/1479355267/containers/7011519

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EXPERIMENTS

ACTIVITY

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13 / 255

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5:09 / 7:24

Tutorial

Benjamin

Website, AB Testing & Personalization

Homepage Test | Details - Optimize

Google Optimize - Chrome Web Store

Secure

https://optimize.google.com/optimize/home/#accounts/1479355267/containers/7011519/experiments/7

☆

www.lovesdata.com

Homepage Test

DETAILS

REPORTING

⌚

Draft. Some setup steps must still be completed. [SHOW STEPS](#)

100.0%

Original

Configuration

OBJECTIVES

TARGETING

Experiment objectives

Primary objective

Select an objective

Description and hypothesis

Describe your experiment and its expected results

Variant name *

Variant 1

9 / 255

ADD

⏮

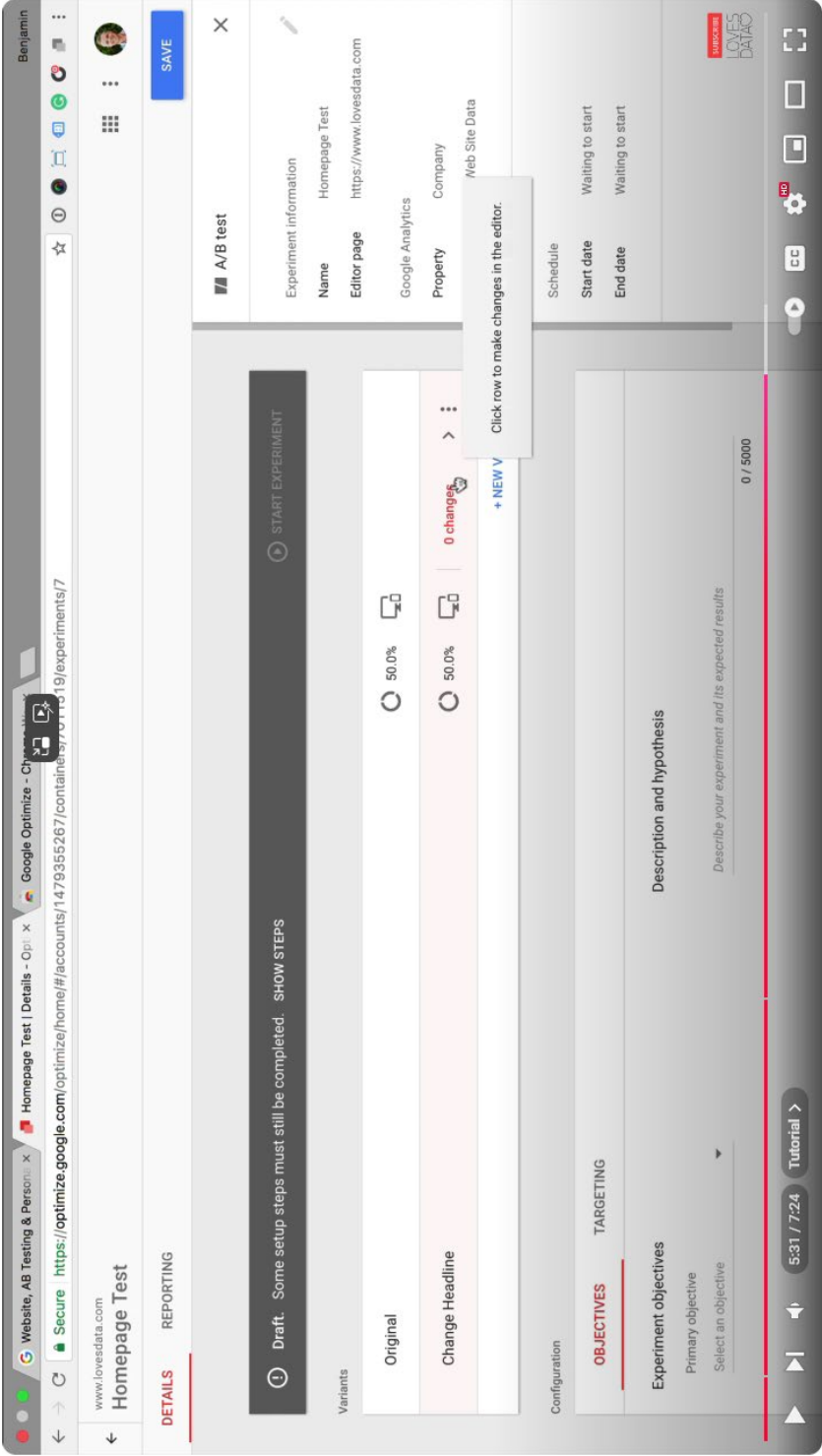
⏪

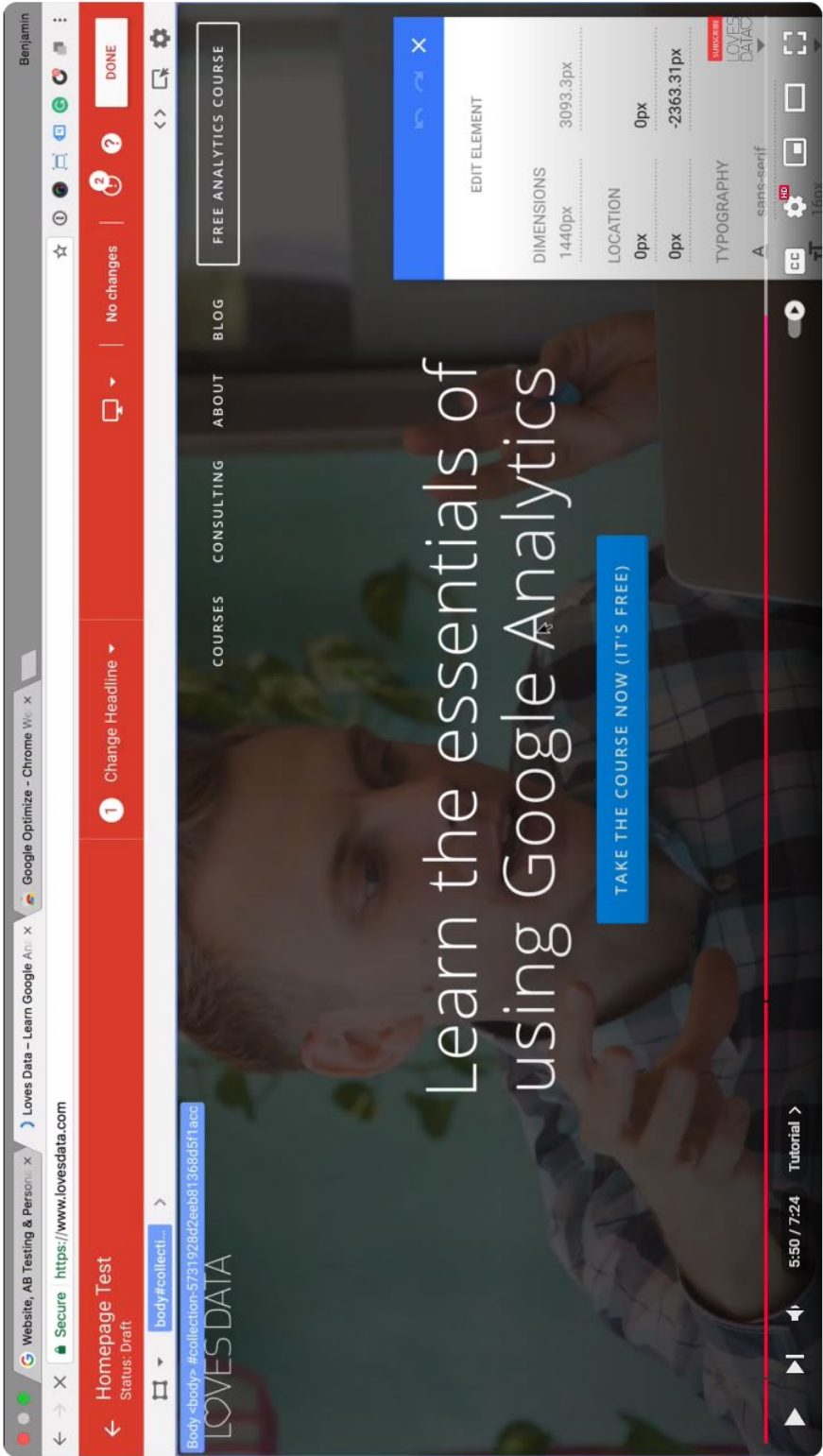
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⏭

5:16 / 7:24

Tutorial >





[illegible]

The screenshot displays the Google Optimize web interface. At the top, there's a navigation bar with tabs for 'Website, AB Testing & Personalization', 'Reporting', and 'Hompage Test'. The main header shows the URL 'https://optimize.google.com/optimize/home/#/accounts/1479355267/containers/7011519/experiments/7/report' and the title 'Homepage Test'. Below the header, there are two tabs: 'DETAILS' and 'REPORTING', with 'REPORTING' being the active tab.

The main content area features a large blue banner at the top with the message: "We're just getting started. Your experiment is running but we have no results to show yet. Please check back later." Below this banner, there are three rows of information:

- Improvement Overview**: Shows a 'Variant ↑' and a 'Session Duration (Primary)' metric. A note states: "No results to report on at this time."
- ADD OBJECTIVE**: A section for adding objectives, currently empty.
- Session Duration**: Shows a dropdown menu for 'Session Duration'. A note states: "No results to report on at this time."

On the right side, there's a sidebar with various settings and information:

- A/B test**: Includes 'Experiment information', 'Name' (Homepage Test), 'Editor page' (https://www.lovesdata.com), 'Google Analytics ID' (J6OjHGBRJOALMGEX6uPg), 'Property' (Company), and 'View' (All Web Site Data). There's a link to 'View report in Google Analytics'.
- Schedule**: Shows 'Start date' as Jun 6, 2017, 1:38:59 PM and 'End date' as In progress.
- Support**: A red button labeled 'Support' next to the 'LOVES DATA' logo.

At the bottom of the screen, there's a footer with navigation icons and a timestamp: '6:57 / 7:24 Tutorial >'.