



Boosting Conversions: How A/B Testing with SAS CI 360 Transformed a Leading Digital Platform



Successfully implemented SAS CI 360 for web A/B testing, notably during the Triple Crown, DRF's busiest time of the year.



Enabled two A/B tests in production, with three more tests currently under review.



Defined a strategic framework for determining which A/B tests to perform, guiding website features and functionality development.



Client

Our client is a prominent American gaming and sports betting company with a significant presence in the casino industry, operating multiple casinos across several states, including Nevada, Missouri, and Iowa. They also own a leading digital platform that caters to horse racing enthusiasts, providing valuable content, news, and insights. Known for their commitment to innovation and enhancing customer experiences, the client continuously seeks to improve their digital offerings to engage their audience effectively across various channels in the gaming and racing sectors.

Challenges

The client faced the challenge of optimizing the user experience on their digital platform, particularly during peak times like major racing events. Their primary goal was to improve conversion rates, such as sign-ups and purchases, by validating which website updates and features would resonate most with their audience. Despite having a wealth of ideas for potential improvements, they lacked a structured approach to prioritize and execute A/B tests effectively. Additionally, integrating an advanced A/B testing solution that could provide actionable insights and drive data-driven decision-making was crucial for the client, who also needed to cater to a diverse audience with varying engagement patterns.



Solution

Munvo partnered with the client to implement SAS CI 360 Discover and Engage: Digital, addressing their need for enhanced A/B testing capabilities and personalized user experiences. The solution involved:

- Munvo integrated SAS CI 360 with the client's existing digital platform, setting up the infrastructure to conduct sophisticated A/B tests and enabling enhanced data collection on user behavior. This integration allowed for real-time testing and adjustments, providing immediate insights into which variations performed best.
- Munvo worked closely with the client to develop a tailored A/B testing framework. This framework guided the client in selecting and prioritizing tests based on their business objectives, such as improving conversion rates and user engagement. It included criteria for test selection, execution timelines, and success metrics, ensuring that every test was aligned with their strategic goals.
- By leveraging SAS CI 360's advanced segmentation capabilities, the client was able to target specific audience segments with personalized content and tests. This approach allowed them to cater to different user groups, such as new visitors and loyal customers, providing a more customized experience and yielding more precise insights into what drives engagement across various demographics.

Benefits

Munvo's comprehensive approach delivered significant benefits to the client, enabling them to make impactful changes to their digital platform:

- **Improved User Engagement:** With the ability to run targeted A/B tests, the client could quickly identify which website elements and features were most effective in engaging users. This led to a more intuitive and responsive website experience, particularly during high-traffic periods.
- **Data-Driven Decision-Making:** The strategic A/B testing framework empowered the client to make informed decisions about website updates based on real user data. This minimized guesswork and ensured that changes were driven by evidence, leading to higher conversion rates and a more optimized user journey.
- **Enhanced Targeting and Personalization:** By utilizing advanced segmentation, the client was able to tailor their A/B tests and content delivery to specific user groups. This not only improved the relevance of their offerings but also provided deeper insights into the preferences and behaviors of different audience segments, allowing for ongoing refinement and improvement of their digital strategy.



Results

- ✓ Successfully reached over 120,000 unique users with initial A/B tests, resulting in more than 700 conversions.
- ✓ Generated actionable insights, including a 50% reduction in lift from one alternative copy test, and a 14.5% increase in clickthrough rates from another test.
- ✓ Uploaded approximately 1,000,000 customer data records to the CI 360 cloud, enabling precise targeting and the discovery of new audience segments.
- ✓ Streamlined the A/B testing process with a strategic framework, allowing the client to prioritize high-impact tests and efficiently allocate resources for maximum impact.
- ✓ Enhanced ability to personalize user experiences and refine marketing strategies through advanced data utilization and segmentation capabilities.



Munvo is proud to have supported our client in achieving their web A/B testing goals. Our collaboration laid the foundation for ongoing data-driven optimizations that will enhance user experiences and drive conversions. We look forward to continuing this partnership and helping our client achieve even greater success.

— **Amit Desai**, Project Lead, Munvo



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