

MatomoCamp

Matomo & Conversion Rate Optimization

Frédéric Forster

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00. Introduction

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01. Prerequisites : KPIs Framework & Tagging plan definition

First, we need to define what performance is

- “Performance expresses the level of achievement of the objectives pursued”

Then, we need to define the objectives (business goals)

- Ex : Increase the part of people who will purchase one of our product

And finally, the level of achievement (Indicators, Threshold & Segment)

- Indicator : Ecommerce Conversion Rate
- Threshold : 2%
- Segment : All users

In order to do so, we will use two tools

- The KPI Framework
- The Measurement / Tagging Plan

01. Prerequisites : KPIs Framework & Tagging plan definition

The KPI Framework

	Business Goal	Indicator	Description	Matomo Metric	Threshold	Source
REACH	Increase the visibility of sites	Traffic volume	Total number of visits over the period (all channels)	Visits	50 000	Matomo
		New visitors	Percentage of new visitors	New visitors	50%	
		Brand traffic	Direct traffic or traffic from queries containing the brand name over the period	Visits	40%	Matomo SEO tool
		Social media audience	Total number of subscribers (Youtube, Instagram...) over the period	-	400 000	Social Media (Twitter, Youtube...)
ENGAGEMENT	Increase the number of qualified users on the platforms	Home page bounce rate	Proportion of visitors who only saw the homepage during their visit	Bounce rate	20%	Matomo
		Number of page views	Average number of pages viewed per session	Page view	5	
		Rate of qualified visits	Proportion of visits lasting more than one minute over the period	Visits	25%	
	Engage the audience with relevant and interactive features and tools	Site interaction rate	Proportion of visits that included at least one user interaction (click on a button) during the period	Visits	60%	
		High value interaction rate	Proportion of visits that included at least one high-value interaction (e.g. newsletter sign-up) during the period	Visits	20%	
Develop the visitor base within the digital eco-system	Cross-site visit rate	Proportion of visits including a link to another site in the digital ecosystem over the period	Visits	10%		
CONVERSION	Facilitate / develop the realization of actions having a direct impact on the business	Number of ticket purchases	Total number of ticket purchases over the period	Number of conversions	100	Matomo
		Conversion rate	Proportion of visits having made at least one purchase over the period	Conversion rate	5%	
ADVOCACY	Maintain and develop the relationship with the site's audience	Known visitors	Percentage of known visitors	Known visitors	20%	Matomo
	Increase the number of contacts in the CRM	Newsletter registration rate	Percentage of visitors having subscribed to the newsletter	Visits	10%	
	Develop visitors from social networks	Rate of visits from social networks	Share of visits from social networks over the period	Visits	10%	
	Develop interactions with the community on social networks	Interactions on social networks	Number of likes, shares and comments over the period	-	2%	Social Media (Twitter, Youtube...)

01. Prerequisites : KPIs Framework & Tagging plan definition

The Measurement Plan

01 - Measurement Plan		Question: What is tracked?	Audience : All			
Page Template	Action	Matomo feature	Event category	Event action	Event Name	
1 Promotions	When the user clicks on "JOIN NOW" in the /promotions/ section of the website	Event	join intention	join now - micro conversion	button click	
2 Join funnel	When Open Account (Step 1/2) page loads	Pageview	-	-	-	
3 Join funnel	When the user starts interacting with the form in "Personal Info" section	Form Analytics	-	-	-	
4 Join funnel	When the user starts interacting with the form in "Contact Info" section	Form Analytics	-	-	-	
5 Join funnel	When the user clicks on the "NEXT" button	Event	join funnel	next - micro conversion	button click	
6 Join funnel	When Open Account (Step 2/2) page appears	Virtual pageview	-	-	-	
7 Join funnel	When the user starts interacting with the form in "Address" section	Form Analytics	-	-	-	
8 Join funnel	When the user starts interacting with the form in "How did you hear about us?" section	Form Analytics	-	-	-	
9 Join funnel	When the user starts interacting with the form in "Password" section	Form Analytics	-	-	-	
10 Join funnel	When the user ticks "I have read and agree to be bound by ther Terms & Condition"	Event	join funnel	tcu agreement	checkbox tick	
11 Join funnel	When the user clicks on the "Open My Account" button	Event	join funnel	open my account - macro conversion	button click	
12 Join funnel	When the /join-process/verified.apsx loads	Pageview	-	-	-	
13 Join funnel	When the user clicks on the "CLAIM NOW" button	Event	account success	claim now - micro conversion	button click	
14 Join funnel	When the user clicks on the "DEPOSIT NOW" button	Event	account success	deposit now - micro conversion	button click	
15 Join funnel	Whe the user doesn't tick the TCU Agreement checkbox	Event	join funnel	tcu agreement	error - message	
16 Sportsbook	When the user clicks on the "Quick Deposit" Button	Event	deposit intention	quick deposit - micro conversion	button click	
17 Select Deposit Method	When the iframe appears	Virtual pageview	-	-	-	
18 Select Deposit Method	When the user clicks on a "Credit card"	Event	select deposit method	credit card	button click	
19 Select Deposit Method	When the user clicks on "Cash Deposit"	Event	select deposit method	cash deposit	button click	
20 Select Deposit Method	When the user clicks on "Call"	Event	select deposit method	cash deposit	option - call	
21 Select Deposit Method	When the user clicks on "Chat with an agent"	Event	select deposit method	cash deposit	option - chat with an agent	
22 Select Deposit Method	When the user clicks on "Call now to deposit"	Event	select deposit method	call now to deposit	button click	
23 Select Deposit Method	When the user clicks on "Bitcoin"	Event	select deposit method	bitcoin	button click	
24 Select Deposit Method	When the user clicks on "Litecoin"	Event	select deposit method	litecoin	button click	
25 Select Deposit Method	When the user clicks on "BitcoinCash"	Event	select deposit method	bitcoincash	button click	
26 Select Deposit Method	When the user clicks on "Ethereum"	Event	select deposit method	ethereum	button click	
27 Select Deposit Method	When the user clicks on "Alt Credit Card"	Event	select deposit method	alt credit card	button click	
28 Credit Card Deposit	When the iframe reloads	Virtual pageview	-	-	-	

01. Prerequisites : KPIs Framework & Tagging plan definition

The Tagging Plan | DataLayer

03 - DataLayer -

Question: How is it tracked?

Audience : Dev Team

[IMPORTANT ! Matomo Documentation](#)

!!The variable needs to be defined before the container is loaded!!

Page Type	Action	Tracking code to add to the site	Expected values	
1	Promotions	When the user clicks on "JOIN NOW" in the /promotions/ section of th	<pre>event: 'mtm_event', 'event_category': 'join intention', 'event_action': 'join now - micro conversion', 'event_name': 'button click', 'event_value': TBD });</pre> <pre>var _mtm = _mtm []; _mtm.push({ 'event': 'mtm_event', 'event_category': 'join funnel', 'event_action': 'next - micro conversion', 'event_name': 'button click', 'event_value': TBD });</pre>	<pre>event: 'mtm_event', 'event_category': 'join intention', 'event_action': 'join now - micro conversion', 'event_name': 'button click', 'event_value': TBD checkout_screen: "step 1: open account" checkout_step: "1" env_platform: "desktop" env_work: "test" event: "mtm.CustomEvent" event_action: "next - micro conversion" event_category: "join funnel" event_name: "button click" event_value: 1 page_name: "step 1" page_template: "join" user_login_status: "unlogged" checkout_screen: "step 2: open account" checkout_step: "2" env_platform: "desktop" env_work: "test" event: "mtm.CustomEvent" event_action: "tcu agreement" event_category: "join funnel" event_name: "checkbox tick" event_value: 1 page_name: "step 2" page_template: "join" user_login_status: "unlogged" checkout_screen: "step 2: open account" checkout_step: "2"</pre>
2	Join funnel	When the user clicks on the "NEXT" button		
3	Join funnel	When the user ticks "I have read and agree to be bound by ther Terms & Condition"		

01. Prerequisites : KPIs Framework & Tagging plan definition

The Tagging Plan | Variables

06 - Variables

Technical Environment

Variable	Description	Type	Source	Destination	Examples of expected values
env_work	The technical environment (Test or Live)	string	Website	DataLayer	Test Live
env_platform	The type of devices used by the visitor	string	Website	DataLayer	Desktop Tablet Mobile

Pages

Variable	Description	Type	Source	Destination	Examples of expected values
page_name	The name of the page	string	Website	DataLayer	Bet online at America's favorite Online Sportsbook
page_template	The type of page visited	string	Website	DataLayer	join select deposit method credit card deposit crypto deposit

Deposit

Variable	Description	Type	Source	Destination	Examples of expected values
checkout_step	The step of the checkout	string	Website	DataLayer	1 2 3 4
checkout_screen	The screen within the checkout step	string	Website	DataLayer	step 1: select deposit step 2: enter amount step 3: select your credit card step 3: how would you like to receive our wallet ad step 4: select your bonus step 5: payment confirmation step 5: your bitcoin deposit new address
\$checkout_bonus	The value of the bonus	integer	Website	DataLayer	20
\$deposit_amount	The value of the deposit	integer	Website	DataLayer	200
\$promo_code	The promo code	string	Website	DataLayer	JOIN125
Crypto_name	The name of the crypto	string	Website	DataLayer	bitcoin cash deposit call now to deposit litecoin bitcoincash ethereum alt credit card secure message

01. Prerequisites : KPIs Framework & Tagging plan definition

When we have all those elements, we can start the optimization process.

What is Conversion Rate Optimization ?

“Conversion rate optimization (CRO) is the practice of increasing the percentage of users who perform a desired action on a website”.

Disclaimer

If you suddenly drop your prices by 90%, your conversion rate will skyrocket, but your business may collapse. That's why we should talk about conversion volume & value optimization.

02. How to find you first optimization ideas ?

Since you have defined your indicators (ex : Ecommerce conversion rate for all users), you can now compare these metrics between your different segment / audiences.

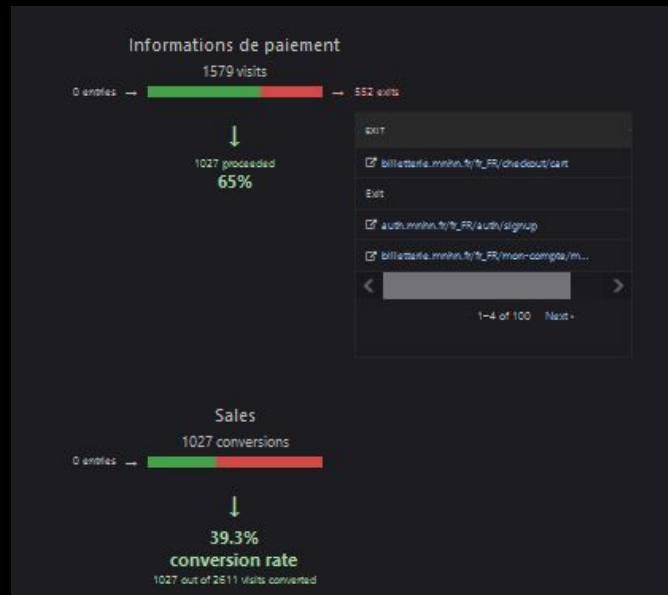
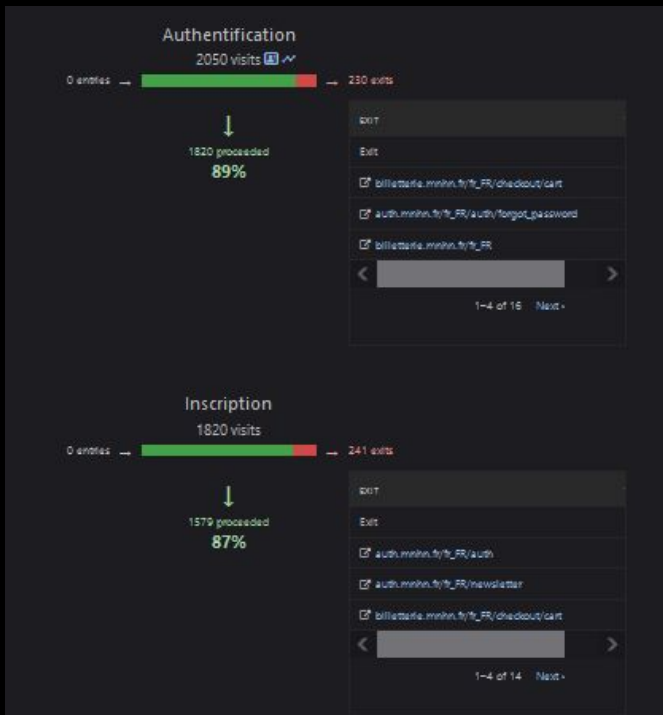
Ex : Ecommerce Conversion Rate

- Desktop : 3%
- Mobile : 1%
- Tablett : 2%

In this case, you could look into the Ecommerce Sales Funnel and see if there is any difference in the checkout step completion between these different device types.

02. How to find you first optimization ideas ?

In the funnel reports, check whether you see any differences between audiences types using segments.



02. How to find you first optimization ideas ?

If you saw a huge difference at the payment information step (let's say for mobile users), then you may want to investigate further.

We'll see that at step 04. How to use Matomo UX Analytics features in the process.

For now, let's continue our journey through Optimization with C.R.O Frameworks.

03. How to prioritize these ideas using C.R.O Frameworks ?

PIE | [Widerfunnel](#)

Potential

How much improvement can be made on the pages?

Importance

How valuable is the traffic to the pages? (amount of traffic, etc.)

Ease

How complicated will the test be to implement on the page or template?

LIFT zone	Potential	Importance	Ease	PIE score
Homepage	10	10	8	9.3
Checkout	8	10	9	9.0
Product page	10	9	7	8.7

Web analytics
Heuristic analysis
Voice of customer

Cost
Traffic volume
Return on investment

Technical
"Political"

03. How to prioritize these ideas using C.R.O Frameworks ?

ICE | [Sean Ellis](#)

Impact

What will the impact be if this works?

Confidence

How confident am I that this will work?

Ease

What is the ease of implementation?

Add social proof indicators underneath value prop
by Alex Birkett Tue Sep 20 2016

7.7 8 Impact
8 Confidence
7 Ease

ABOUT THE IDEA

B I U S [List Icon] [List Icon]

Let's test adding image and text testimonials of our most prominent customers, and add it right below the fold under the value prop

SELECT A GROWTH LEVER

Acquisition Activation Referral Retention Revenue

CHOOSE A RATING ?

Impact 8 ▾ Confidence 8 ▾ Ease 7 ▾

Cancel Save

Like? 0 likes
Saves 0 saves
Test
Duplicate
Archive
Get Shareable Link
+ Add to Roadmap

TAGS
You need some tags
+ Add Tags

03. How to prioritize these ideas using C.R.O Frameworks ?

HotWire | [Optimizely](#)

Rule	1 Point	0 Points
Main Metric	Supports the company's main metric – new bookings	Supports a secondary metric, like CTR or Net Promoter Score
Location	Tests a change to the results or billing pages	Tests a change located on any other pages
Fold	Makes a change above the fold	Makes a change below the fold
Targeting	Targets 100% of customers	Targets a subset of customers (repeat only, new only, top 50 markets, etc.)
New Information	Adds new information or a new element or removes an element from the page	Makes a change to the existing elements (copy, color, UI, etc.)
Benchmarking	Borrows from a success on family sites Expedia.com, Hotels.com, or CarRentals.com	No benchmarking best practice
Conversion Veins	Applies to two or more conversion vein themes	Applies to one or fewer conversion vein themes
Strategic Topic	Supports a strategic company goal	Doesn't map to a company-level goal
Mobile	Would change an element of the mobile web experience, or encourage an app install	No mobile component
Opaque	Potential to increase of opaque share for a line of business (travel industry-specific value metric)	No influence on opaque share of business

03. How to prioritize these ideas using C.R.O Frameworks ?

PXL | Conversion XL

PXL prioritization framework by ConversionXL											
Test hypothesis: Is it...	Above the fold?	Noticable within 5 sec? (2 or 0)	Adding or removing an element? (2 or 0)	Designed to increase user motivation?	Running on high traffic page(s)?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESULT
Re-structure and re-write the copy on the Tour page	1	2	2	1	1	1	1	1	0	2	12
Reverse the order of the home page content blocks	1	2	0	0	1	0	0	1	0	3	8
Increase body copy font size for mobile	0	2	0	0	1	0	0	0	0	2	5

04. How to use Matomo UX Analytics features in the process ?

Thanks to C.R.O Frameworks, you have identified optimization opportunities and prioritized them.

The next thing you want to do is get more information about the issue you have discovered.

Ex : You saw in Matomo that the checkout step “Payment info” is really lower for mobile users than for other devices. But what exactly is that issue ?

This is when Matomo UX Analytics feature come into place.

04. How to use Matomo UX Analytics features in the process ?

Session recordings

Session recording "Homepage"								
ENTRY URL → EXIT URL	▼ PAGEVIEWS	TIME	TIME ON WEBSITE	LOCATION	DEVICE	OS	BROWSER	
🗪 /diving/the-caribbean → /diving/bonaire	4	Aug 1, 19:00:29	00:33	-	-	-	-	
🗪 /diving/lankayan → /best-dive-sites	4	Aug 4, 23:15:02	00:58	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Aug 8, 19:00:29	00:35	-	-	-	-	
🗪 /diving/lankayan → /best-dive-sites	4	Aug 18, 23:15:02	00:58	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Aug 29, 19:00:29	00:44	-	-	-	-	
🗪 /diving/lankayan → /best-dive-sites	4	Sep 8, 23:15:02	00:57	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Sep 12, 19:00:29	00:35	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Sep 19, 19:00:29	00:43	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Sep 26, 19:00:29	00:42	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Oct 3, 19:00:29	00:40	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Oct 10, 19:00:29	00:40	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Oct 17, 19:00:29	00:47	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Oct 24, 19:00:29	00:38	-	-	-	-	
🗪 /diving/the-caribbean → /diving/bonaire	4	Oct 31, 18:00:29	00:35	-	-	-	-	
🗪 /jobs/view/dive-instructor-required-gran-canaria-2 → /jobs/view/padi-instructor-14	3	Aug 5, 01:25:02	00:31	-	-	-	-	
🗪 /diving/seychelles → /	3	Aug 8, 04:15:12	00:56	-	-	-	-	

04. How to use Matomo UX Analytics features in the process ?

Session recordings

Aug 1, 2021 19:00:29 divezone.net/diving/the-caribbean 1280x615 Pageview of 0

00:05 of 00:05

Click Move Scroll Resize Form Change Change Within Page

The screenshot shows a web page for 'Best Diving sites in The Caribbean'. The page has a navigation menu with categories like INDONESIA, MALAYSIA, THAILAND, PHILIPPINES, AUSTRALIA, RED SEA, MALDIVES, GALAPAGOS, COSTA RICA, THE CARIBBEAN, FLORIDA, MEXICO, SEYCHELLES, PALAU, HAWAII, and DIVING JOBS. The main content area features a heading 'Best Diving sites in The Caribbean', a breadcrumb trail 'Scuba diving blog » Destinations » Caribbean » The Caribbean', and a rating section 'Have you been diving here? Rate it!' with a 3.80/5 rating from 5 votes. A call-to-action button 'I dived there!' is present. Below the rating is a section for sharing experiences, accompanied by an image of a dive gear case. A quote from Julien describes the Caribbean as a great destination for divers of all levels. The page is overlaid with a Matomo session recording interface, including a red timeline at the top and various interaction icons (Click, Move, Scroll, Resize, Form Change, Change Within Page) that track user actions on the page.

INDONESIA MALAYSIA THAILAND PHILIPPINES AUSTRALIA RED SEA MALDIVES GALAPAGOS
COSTA RICA THE CARIBBEAN FLORIDA MEXICO SEYCHELLES PALAU HAWAII DIVING JOBS

Best Diving sites in The Caribbean

Scuba diving blog » Destinations » Caribbean » The Caribbean

Have you been diving here? Rate it!

★★★★☆
(5 votes, 3.80/5)

I dived there!

If you have dived in The Caribbean before, please **share your experiences**: Dive spots you would recommend, which Dive Center you used, Fishes & Diving, Visibility, Currents, etc. Please post your comments in the section below, by doing so you will help fellow divers to plan their next trip 😊



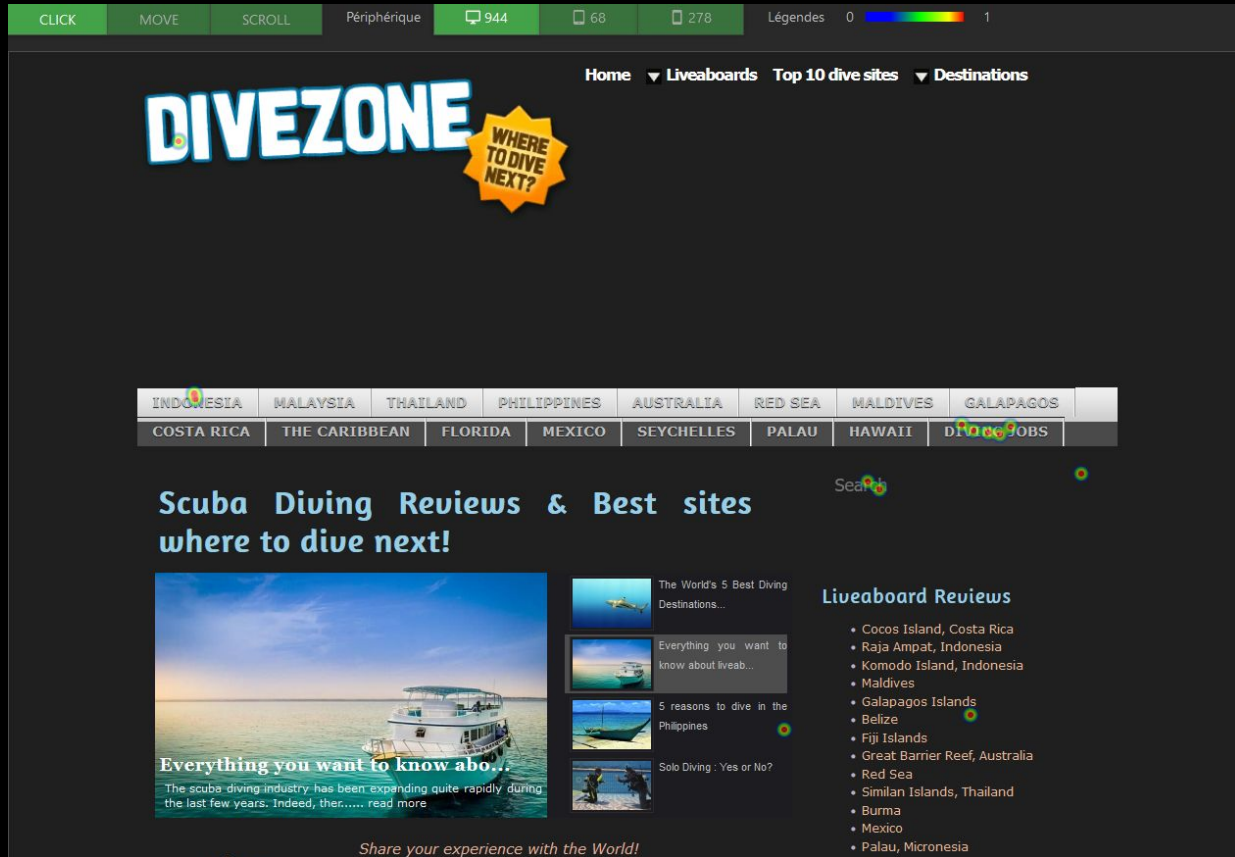
The Caribbean is an astonishing area for Scuba diving. The Caribbean Sea

“ The Caribbean is one of the most dived destinations in the world. A great destination for beginners as well as experts. With thousands of dive sites it offers something for just about everyone.

Julien. Diving

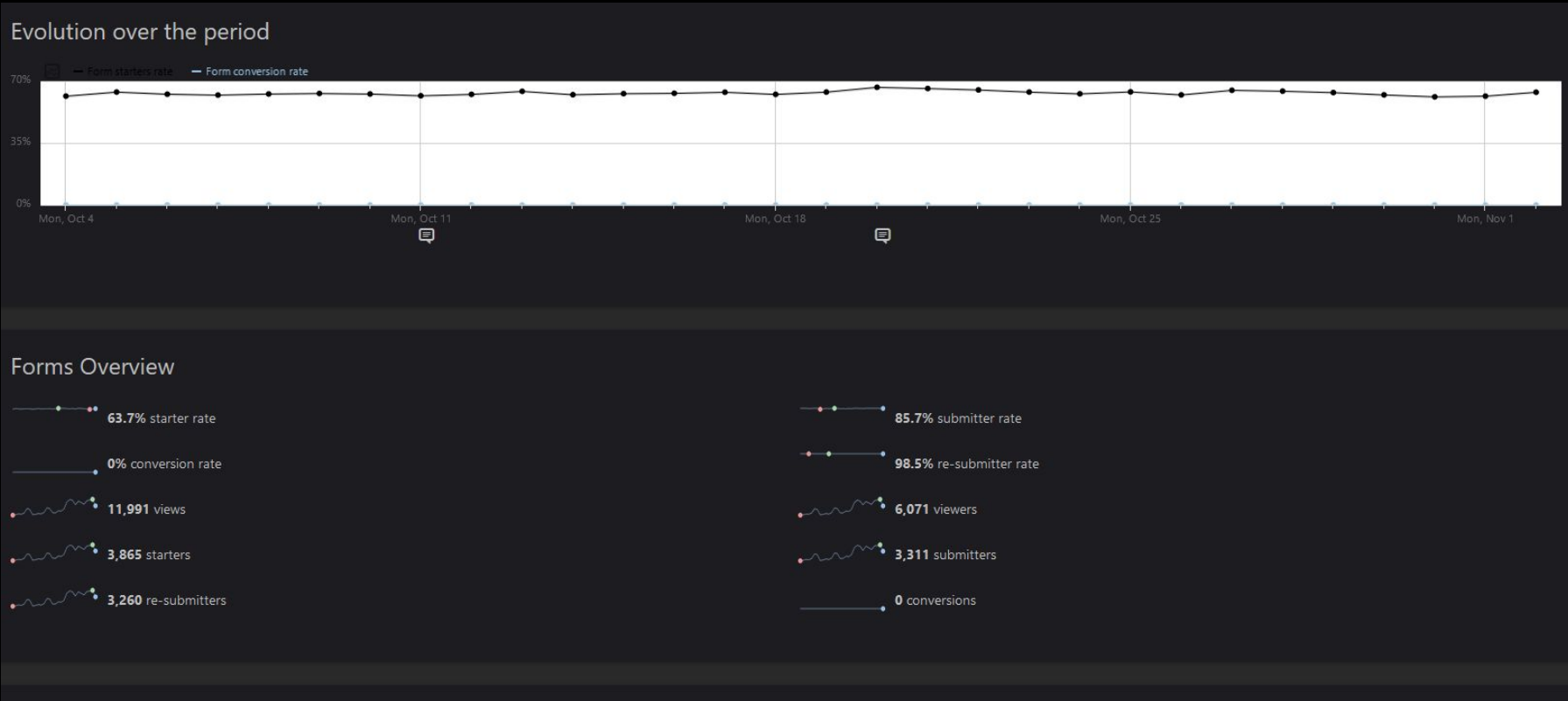
04. How to use Matomo UX Analytics features in the process ?

Heatmaps



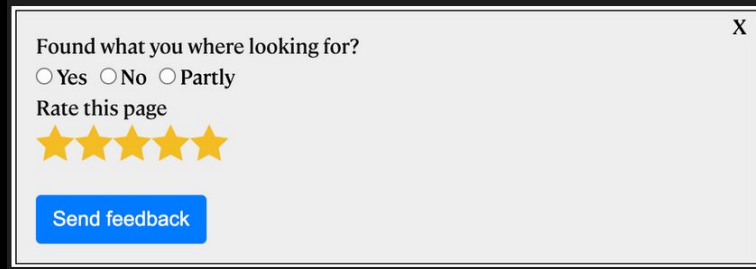
04. How to use Matomo UX Analytics features in the process ?

Form Analytics



04. How to use Matomo UX Analytics features in the process ?

User Feedback Plugin



Found what you where looking for?

Yes No Partly

Rate this page

★★★★★

[Send feedback](#)

X

This new feature allows you to ask feedback to your users using Matomo Tag Manager.

Imagine that a mobile user is about to leave your checkout step “Payment info”.

With this feature you will be able to display a popup with a question like “What went wrong for you on this page?”

[User Plugin Feedback Documentation](#)

04. How to use Matomo UX Analytics features in the process ?

User Feedback Plugin

MatomoCamp

English Deutsch Français • login

Introduction to the "Matomo User Feedback" plugin

2021-11-05, 09:00–09:45, Livestream Room 1

Langue: Anglais

[View Livestream](#)

[Join Chatroom](#)



UserFeedback is our form builder plugin for Matomo and in this session I will demo its functionality.



With UserFeedback you can:

Build forms with the included form builder and customize fields and values.

After creating a form, you can display this form anywhere on your website (as long as you use Matomos Tag Manager).

You can also customize how to display the forms.

We have built in support for:

- Overlay display
- Feedback button
- Raw (inline)

It is also easy to add you custom styling to the forms

After publishing a form to your site, feedback data will be collected in Matomo and you can also use Matomos "Segments" to filter down you results.



Tomas Persson

I am a business developer at Digitalist Sweden.

I have worked with tracking Digital analytics since 2010 and I have been a contributor to open source since 2007

This speaker also appears in:

- Privacy and PII in relation to the web
- Matomo TagManager – Hands on with Basic Tracking & Consent Management
- How to break Matomo and also some inputs on how to fix it
- Tracking SPA applications with Matomo

05. How to write your testing hypotheses ?

Now, you have your optimization ideas

You have sorted them by priority

You have collected more information with UX Analytics features

You can describe the issue more accurately

Ex : For mobile users, in the checkout sept “Payment info” the “Accept Terms of sales” button is not visible enough (Session recording told you so). They don’t click it (Events & Heatmaps told you so), what makes the “Next” button unclickable. They don’t understand what’s wrong, and leave the page.

You are now able to write your test hypothese

If I {{describe what you are going to do on the page}}, then users will {{describe the change you expect in users’ behaviour}}

06. How to make an AB Test using Matomo testing feature ?

You have your test hypothesis

If I make the “Accept terms of sales” button more visible in checkout step “Payment info” for mobile users, then they will click it and be able to go to next steps and complete their purchase

Now, use [Sample Size and Duration Calculators](#)

3 Test statistic details and sample size and duration calculators (unlock from test data to use as stand alone tools)

Sample size calculator

Baseline conversion rate (control) %

Confidence level

Statistical power %

Conversion rate lift % %

Number of variants

Required sample size per variant **23,834**

Duration calculator

Baseline conversion rate (control) %

Minimal detectable effect %

Number of variants

Number of daily visitors (total)

Percent traffic in test %

How long in total to run the test **36 days**

Monthly monetary contribution based on data above

Average order value of one non-control variant €

Minimal detectible effect (MDE)

Week	MDE
1	42.63%
2	29.30%
3	23.63%
4	20.33%
5	18.07%
6	16.43%

06. How to make an AB Test using Matomo testing feature ?

Start configuring your AB Test

Create new A/B test

An A/B test lets you compare different versions and see which one performs better. These fields are required in order to create an A/B test. Once the A/B test has been created you will be able to customize it further.

Name

eg 'BuyNowButtonColor'

The name is a unique name for this A/B test. The chosen name may be visible to your users in the source code or URL when running the A/B test. Use only alpha numeric characters without any space or special characters. Max 50 characters are allowed.

Hypothesis

eg 'If I change the buy now button color, then I am hoping to sell more products because the button will be more visible.'

The hypothesis explains what you predict to happen when you run the A/B test, what the outcome will be and why it will happen. For example "If I change the buy now button color, **then** I am hoping to sell more products **because** the button will be more visible.". The hypothesis is an important step in defining your A/B test and we recommend to take some time to think about it.

Description

eg 'Comparing blue and red buy now button color'

This field is used to describe which things will be compared. For example "Comparing blue and red buy now button color".

Variations

Original

Variations is the term for any new version (variation) you will test against the original (current) version. For example if you want to test different button colors against each other, create one variation for each color you want to compare. The variation names may be visible to your users in the source code or URL. Use only alpha numeric characters without any space or special characters. Max 50 characters can be used per variation name.

Variation1

Target Pages

Visitors enter this A/B test on any page

By default, an A/B test will be executed on all of your pages. Alternatively, you can choose to execute the A/B test only on a specific page. If you specify a domain including an optional path the A/B test will be only executed on that page. Once the A/B test has been created you can include and exclude more pages.

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition

Success metrics

Success conditions

Target Pages

Traffic Allocation

Redirects

Schedule

Embed code

Name

Test

Hypothesis

Test

Description

Test

Variations

Original

Variation1

Variation2

UPDATE

or Cancel

The name is a unique name for this A/B test. The chosen name may be visible to your users in the source code or URL when running the A/B test. Use only alpha numeric characters without any space or special characters. Max 50 characters are allowed.

The hypothesis explains what you predict to happen when you run the A/B test, what the outcome will be and why it will happen. For example "If I change the buy now button color, then I am hoping to sell more products **because** the button will be more visible.". The hypothesis is an important step in defining your A/B test and we recommend to take some time to think about it.

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06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition

Select one or more success metrics

Success metrics

Success conditions

Total Conversions



Target Pages

Traffic Allocation

Redirects

Schedule

Ecommerce Orders



Embed code

Ecommerce Orders Revenue



UPDATE

Success metrics help you to measure which of the variations is most successful and should be used in the future.

You can select one or multiple metrics to validate your hypothesis. Matomo will show a report comparing the different variations for each of your chosen metrics.

We recommend not to change any of your selected success metrics once an A/B test has been started as it could lead to misinterpretations about the results.

[Click here to create a new goal if a success metric is missing from the list.](#)

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition	Minimum Detectable Effect (MDE)
Success metrics	15%
Success conditions	
Target Pages	
Traffic Allocation	
Redirects	
Schedule	
Embed code	Confidence Threshold
	95.0%

The minimum detectable effect is the relative minimum improvement that you expect to detect. For example if the conversion rate of a goal is currently 10%, and you expect a 20% MDE, then a variation will need to have a conversion rate of at least 12% in order to be a winning variation.

If you expect a small effect we recommend to choose 10%, for a medium effect choose 40% and for a large effect choose 70%.

The goal of an A/B test is to make sure you collect enough data to confidently make changes based on the results of this A/B test. The higher the number, the more likely it is that the results are real, repeatable, and not due to random chance.

UPDATE

or Cancel



We use the minimum detectable effect and the confidence threshold (statistical significance) to calculate the amount of visitors needed before you can be confident about the results. During the lifetime of an A/B test you might see many different potentially winners that achieve the desired effect. However, you need to run the A/B test long enough to ensure the detected effect is not due to randomness.

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

- Definition
- Success metrics
- Success conditions
- Target Pages**
- Traffic Allocation
- Redirects
- Schedule
- Embed code

URL validator: Enter a full URL including the protocol to check if a visitor will enter the A/B test on this URL:

http://www.example.com/

A visitor will enter the A/B test when:

Rule

URL

equals simple

eg. http://www.example.com/directory

Targets allow you to define on which pages a visitor should enter this A/B test. You can define one or more conditions. For example you can define to run an A/B test whenever the URL or path equals a certain value or only if a certain URL parameter is present in the URL. A visitor will enter the A/B test when any of the conditions are met, not if all of them are met. All conditions will be evaluated case insensitive.

A visitor will not enter the A/B test when:

Rule

URL

equals exactly

eg. http://www.example.com/directory

By defining exclusions you can restrict on which pages a visitor will not enter this A/B test. If a page matches any of these conditions, a visitor will not enter this A/B test.

UPDATE

or Cancel

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition

Percentage of visitors who enter this A/B test:

Success metrics

100%

Success conditions

Target Pages

Traffic Allocation

Redirects

Schedule

Embed code

Specify how many of your visitors should enter this A/B test. If you select 70%, then 70% of all your visitors will enter this A/B test and see either the original version or any variation. The other 30% won't enter the A/B test and they will always see the original version.

Percentage of traffic allocated to each variation:

Original

33

%

Variation "Variation1"

33

%

Variation "Variation2"

33

%

UPDATE

or Cancel

It is recommended to show each variation to an equal amount of visitors (default) but you can change the percentage for each variation. The sum of all variations, including the original version should be 100%. Make sure some traffic is always allocated to the original version.

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition	Variation "Variation1"
Success metrics	eg http://www.example.com
Success conditions	
Target Pages	
Traffic Allocation	Variation "Variation2"
Redirects	eg http://www.example.com
Schedule	
Embed code	

If you want to redirect your users to a different page when they enter this A/B test, you can optionally configure a redirect URL for each variation. This is useful when you run an A/B test in the browser using our JavaScript A/B testing framework. If you configure a URL, the "Embed Code" will automatically include the tracking code to perform a redirect so you only need to copy / paste the tracking code into your project and you are done.

If the redirects should not be executed on all pages, we recommend to make sure to specify on which pages a redirect should be executed under "Target Pages".

With our PHP A/B testing framework you can also redirect users server side in your PHP project.

UPDATE

or Cancel

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition

By default an A/B test will start as soon as this A/B test is embedded into your project and will end as soon as you manually finish it. Alternatively you can schedule a start and finish date for this A/B test.

Success metrics

Success conditions

Target Pages

Traffic Allocation

Redirects

Schedule

Embed code

Start A/B test on:

Leave the field empty if you want to start the A/B test as soon as this A/B test is embedded into your project. Make sure to finish configuring this A/B test before the scheduled starting date. It is not recommended to change an A/B test once it has been started as it could lead to misinterpretations about the results. The specified date will be assumed to be in **UTC** timezone. The current time in UTC is **Fri, 05 Nov 2021 09:36:55 GMT**.

Finish A/B test on:

Leave the field empty if you want to finish the A/B test manually. If specified, this A/B test will end automatically on the finish date. If you schedule the A/B test to be finished automatically, make sure to run this A/B test long enough so the results will be real and not due to randomness. The specified date will be assumed to be in **UTC** timezone. The current time in UTC is **Fri, 05 Nov 2021 09:36:55 GMT**.

UPDATE

or Cancel

06. How to make an AB Test using Matomo testing feature ?

Edit A/B test "Test"

Definition

Success metrics

Success conditions

Target Pages

Traffic Allocation

Redirects

Schedule

Embed code

UPDATE

or Cancel

This A/B test will start automatically as soon as this A/B test is embedded into your project unless you have configured a scheduled date. Make sure to make all needed configurations upfront as it is not recommended to change an experiment once it has been started.

Running an A/B test in the browser with the Matomo JavaScript Tracker

You can run experiments within your website or web application. If you use the Matomo JavaScript Tracker on your website follow the website implementation guide using the generate experiment code below:

```
<!-- Matomo A/B Test -->
<script type="text/javascript">
  var _paq = _paq || [];
  _paq.push(['AbTesting::create', {
    name: 'Test', // you can also use '1' (ID of the experiment) to hide the name
    percentage: 100,
    includedTargets: [{"attribute":"url","inverted":"0","type":"equals_simple","value":"[REDACTED]"}],
    excludedTargets: [],
    variations: [
      {
        name: 'original',
        activate: function (event) {
          // usually nothing needs to be done here
        }
      },
      {
        name: 'Variation1', // you can also use '1' (ID of the variation) to hide the name
        activate: function(event) {
          // eg $('#btn').attr('style', 'color: ' + this.name + ';');
        }
      },
      {
        name: 'Variation2', // you can also use '2' (ID of the variation) to hide the name
        activate: function(event) {
          // eg $('#btn').attr('style', 'color: ' + this.name + ';');
        }
      }
    ]
  }]);
</script>
```

06. How to make an AB Test using Matomo testing feature ?

AB Test Example

A/B test "JobPageRelevantCallToAction"

Hypothesis: If I change the top CTAs on the individual job page to be an action about the job, then more users will apply to jobs.

Description: Remove top two CTAs on individual job page & replace w/ 'Apply now'; CTA.

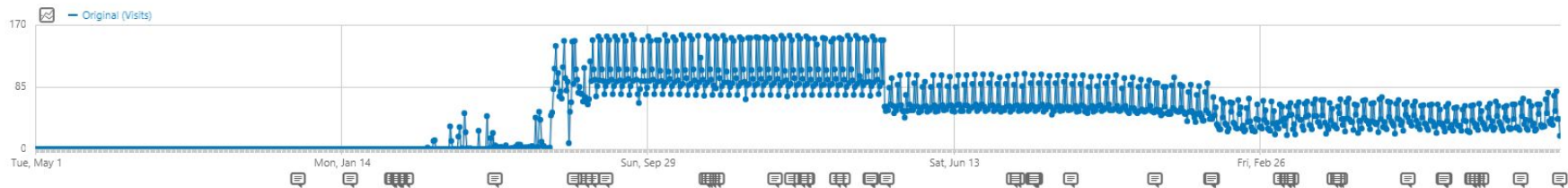
Expected Minimum Detectable Effect: 15%

Confidence Threshold: 95.0%

Status: The A/B test has been running for 1283 days and 20 hours since Tue, May 1.

When to declare a winner? This A/B test report might indicate a winning or losing variation but it is crucial to run A/B tests for at least one or two full business cycles. As user's behaviour varies at different times and days of the week we recommend to run A/B tests for full days or often better full weeks to ensure the detected effect is not due to randomness.

Evolution over the period



06. How to make an AB Test using Matomo testing feature ?

AB Test Example

Overview				
VARIATION ▼	VISITS	VISITS ACTIVELY ENTERED	UNIQUE VISITORS	CONVERSION RATE "CONVERSIONS "GOAL NEW JOB APPLICATION""
Original	60,289	39,038	391	1.7%
ApplyNow	48,047	30,576	322	3.6%
Total	108,336	69,614	-	2.5%

Conversions "Goal New Job Application"							
VARIATION ▼	VISITS	UNIQUE VISITORS	CONVERSIONS	CONVERSION RATE	DETECTED EFFECT	REMAINING VISITORS	STATISTICAL SIGNIFICANCE
Original	60,289	391	1,015	1.68%	-	-	-
ApplyNow	48,047	322	1,738	3.62%	115%	41,400	100%

More visitors are needed to draw conclusive results.

Any questions ?

Thank you !