User- or Session-based Test Analysis?

PRE – TEST LAUNCH

Is your sessions to user ratio a 1:1?

Yes

Are you testing to improve on metrics like page views, page/session, bounce rate, exit rates (any session derived metrics) or a behavioral change on the website like navigation tests etc.

No

Are you testing on metric that requires normalisation after the test is concluded? (Churn rate, Customer stickiness, ARRPU etc)

Yes

Are you sure the session counts are not affected due to instrumentation errors or specific events (like retargeting campaigns on the testing page, etc)

No

Does your test include a metrics that is user count dependent? (ARPU, AOV, RPV, Unique events)

No

Yes

OK TO USE BOTH SESSION COUNTS AND USER COUNTS

POST – TEST LAUNCH

Do you see SRM in session based metrics?

Yes

Does user count have SRM too?

No

Yes

Can the test analysis be done on all user segments? (If you are testing on a particular user segment then “no”)

No

Stop the test and check for bugs

Yes

Continue with the usual post test analysis process.

No

Yes

USE USER COUNT FOR POST TEST ANALYSIS

Yes