**Where and how should I test?**

*#showmethemoney*

A prioritization tool we call ‘Test Bandwidth Calculation’ model, or ‘TBC’ for short. It helps keep a program honest about the ‘bandwidth’ of testing on a website. It is useful for ‘pre-registration’ of test plans.

### Sample data – the WHERE.

Can be per groupings like channel, devices, etc. Here we have pages.

<table>
<thead>
<tr>
<th>SITE PARAMETERS</th>
<th>VISITORS</th>
<th>CONVERSIONS</th>
<th>CONVERSION RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SITEWIDE</td>
<td>7227</td>
<td>615</td>
<td>8.6%</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>1433</td>
<td>219</td>
<td>15.3%</td>
</tr>
<tr>
<td>CATEGORY PAGE</td>
<td>3561</td>
<td>461</td>
<td>13%</td>
</tr>
<tr>
<td>PRODUCT PAGE</td>
<td>2896</td>
<td>389</td>
<td>13.4%</td>
</tr>
<tr>
<td>CART</td>
<td>594</td>
<td>281</td>
<td>47.3%</td>
</tr>
</tbody>
</table>

### Test data – the HOW.

The duration and number of treatments. Can also add confidence levels.

<table>
<thead>
<tr>
<th>TEST PARAMETERS</th>
<th>WEEKS</th>
<th>VARIANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>SITEWIDE</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>CATEGORY PAGE</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>PRODUCT PAGE</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>CART</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

### Effects

<table>
<thead>
<tr>
<th>MINIMUM DETECTABLE EFFECT</th>
<th>EFFECT ON REVENUE</th>
<th>PRIORITY RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.94%</td>
<td>$399,550</td>
<td>1</td>
</tr>
<tr>
<td>5.6%</td>
<td>$142,150</td>
<td>8</td>
</tr>
<tr>
<td>6.61%</td>
<td>$299,900</td>
<td>3</td>
</tr>
<tr>
<td>7.2%</td>
<td>$252,900</td>
<td>4</td>
</tr>
<tr>
<td>6.85%</td>
<td>$182,650</td>
<td>7</td>
</tr>
</tbody>
</table>

AOV: $1,000

### The EFFECTS

The change we’re looking for, and how, if reached, it would affect revenue.