

MAXIMIZING YOUR TRAFFIC WITH RAINMAKER

# HOW TO LEVERAGE YOUR TRAFFIC INTO BETTER DECISIONS AND MORE CONVERSIONS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT (WITH LORYN THOMPSON)

 RAINMAKER PLATFORM



# **A few quick notes before we begin ...**



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- **Can you hear us okay? (What is your goal for today's session?)**



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- **To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)**



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- **Have issues?**



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  - **Check your settings**



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  - **Let us know in Questions box**



## A few quick notes before we begin ...

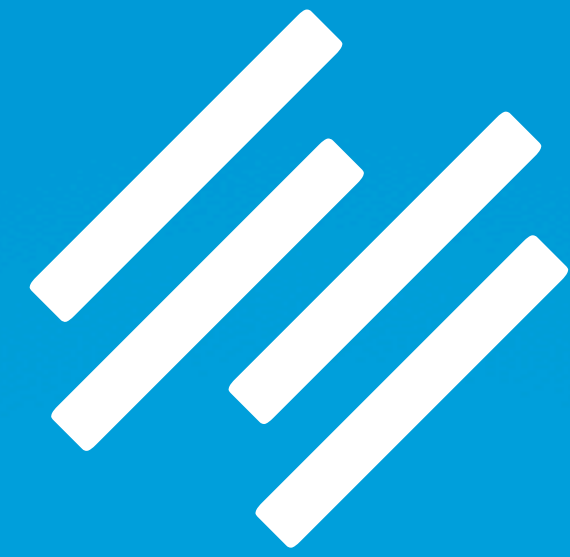
- Can you hear us okay? (What is your goal for today's session?)
- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
  - Check your settings
  - Let us know in Questions box
  - **Try reloading the webinar**





## A few quick notes before we begin ...

- Can you hear us okay? (What is your goal for today's session?)
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  - Check your settings
  - Let us know in Questions box
  - Try reloading the webinar
- **Have no fear: a replay will be available for on-demand viewing**



MAXIMIZING YOUR TRAFFIC WITH RAINMAKER

# HOW TO LEVERAGE YOUR TRAFFIC INTO BETTER DECISIONS AND MORE CONVERSIONS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT (WITH LORYN THOMPSON)

 RAINMAKER PLATFORM



# Maximizing Your Traffic with Rainmaker

Webinar 1: How to Use Rainmaker's Powerful Suite of  
Traffic and SEO Tools





# Maximizing Your Traffic with Rainmaker

Webinar 1: How to Use Rainmaker's Powerful Suite of Traffic and SEO Tools

Webinar 2: How to Leverage Your Traffic Into Better Decisions and More Conversions





# Content Marketing Strategy

Attraction

Drive offline contacts to incentive content/downloads

**OFFLINE**  
Referrals, Workshops, Events, Meetings

**ONLINE**  
Forums, Social, Blogs, Webinars, Interviews, Articles

Create content to attract most wanted prospects

Retention

Attract searchers, demonstrate domain knowledge and expertise through blog

Blog

Email

Capture interested prospects on email list(s)

Conversion

Comprehensive Solution

Product Sequence

Services

Customer List

Sell, Cross-Sell, Up-Sell. Get customers on to buyers list.





# Agenda

- Making the Most of Rainmaker and Google Analytics
- How to Perform Simple, Valuable A/B Tests
- Q&A (if time)



# Making the Most of Rainmaker and Google Analytics



# Review: Set up Google Analytics



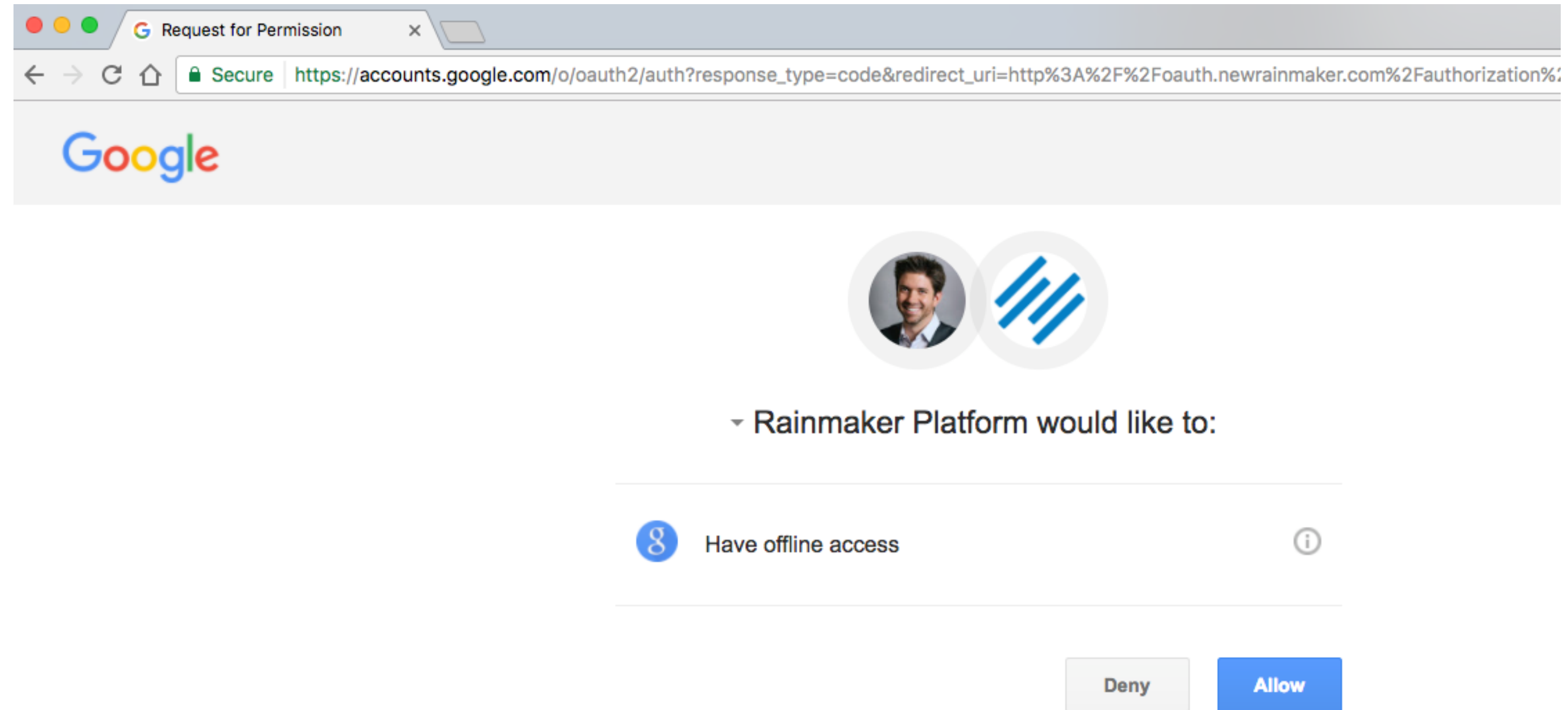


# Review: Set up Google Analytics

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=results`. The page title is "Settings" and the user is logged in as "Jerod". The navigation menu includes "Dashboard", "Design", "Content", "Traffic", "Conversion", "Results", and "Education". The "Results" tab is selected, and the "Google Analytics" section is active. The "Connect with Google" section contains a "Setup Google Account" button, which is highlighted with a red arrow. A "Save" button is located below the "Connect with Google" section. A "Quick Help" button is visible on the right side of the page.



# Review: Set up Google Analytics





# Review: Set up Google Analytics

The screenshot shows the 'Settings' page in the Rainmaker Platform admin interface. The browser address bar shows the URL: `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=results&debug=display&code=4%2FTYdvyVNTHfeXiySZgkLSN5ewnA0yeZ7...`. The page title is 'Settings' with a help icon. Below the title are tabs for 'General', 'Design', 'Content', 'Traffic', 'Email', 'Conversion', 'Results', 'Podcast', and 'Social'. The 'Results' tab is selected. Under the 'Results' tab, there is a section for 'Google Analytics' with a help icon. It shows 'Google is Configured' with buttons for 'Re-Authenticate Google Account' and 'Remove Google Authentication'. Below this is a 'Select Web Property' dropdown menu with 'primility.com' selected. A red arrow points to this dropdown. At the bottom left of the settings area is a blue 'Save' button, also indicated by a red arrow. The left sidebar contains navigation options: Dashboard, Design, Content, Traffic, Conversion, Results, and Education. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' buttons, along with a settings gear and a user profile icon for 'Jerod'. A 'Quick Help' button is visible on the right side of the page.



# The Dashboard



# The Dashboard



### RainMail Subscribers

This Week   This Month   This Year

3976	<div style="width: 100%;"></div>	Thursday
3979	<div style="width: 100%;"></div>	Friday
3984	<div style="width: 100%;"></div>	Saturday
3984	<div style="width: 100%;"></div>	Sunday
3985	<div style="width: 100%;"></div>	Monday
3983	<div style="width: 100%;"></div>	Tuesday
3991	<div style="width: 100%;"></div>	Wednesday

Current Subscribers: 3992

### Podcast Downloads Summary

This Week   This Month   This Year

1876	<div style="width: 100%;"></div>	Monday
1145	<div style="width: 80%;"></div>	Tuesday
383	<div style="width: 30%;"></div>	Wednesday

### Google Analytics Summary

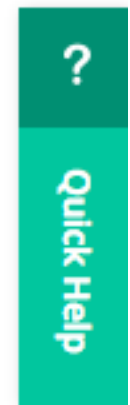
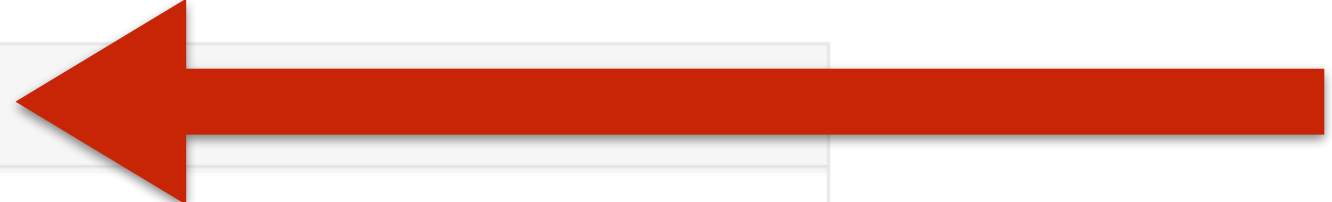
2017-03-20 to 2017-04-19

28,407	Visits
41,672	Pageviews
1.47	Pages/Visit
77.76%	Bounce Rate
00:01:10	Avg. Time on Site
352.14%	% New Visits

### Extended Stats (hide)

Top Posts

Assembly Call - IU Basketball Podcast and Postgame Show  
3526 views





# The Dashboard



### RainMail Subscribers

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3976	Thursday
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28,407	Visits
41,672	Pageviews
1.47	Pages/Visit
77.76%	Bounce Rate
00:01:10	Avg. Time on Site
352.14%	% New Visits

At a glance, see your general traffic trend.

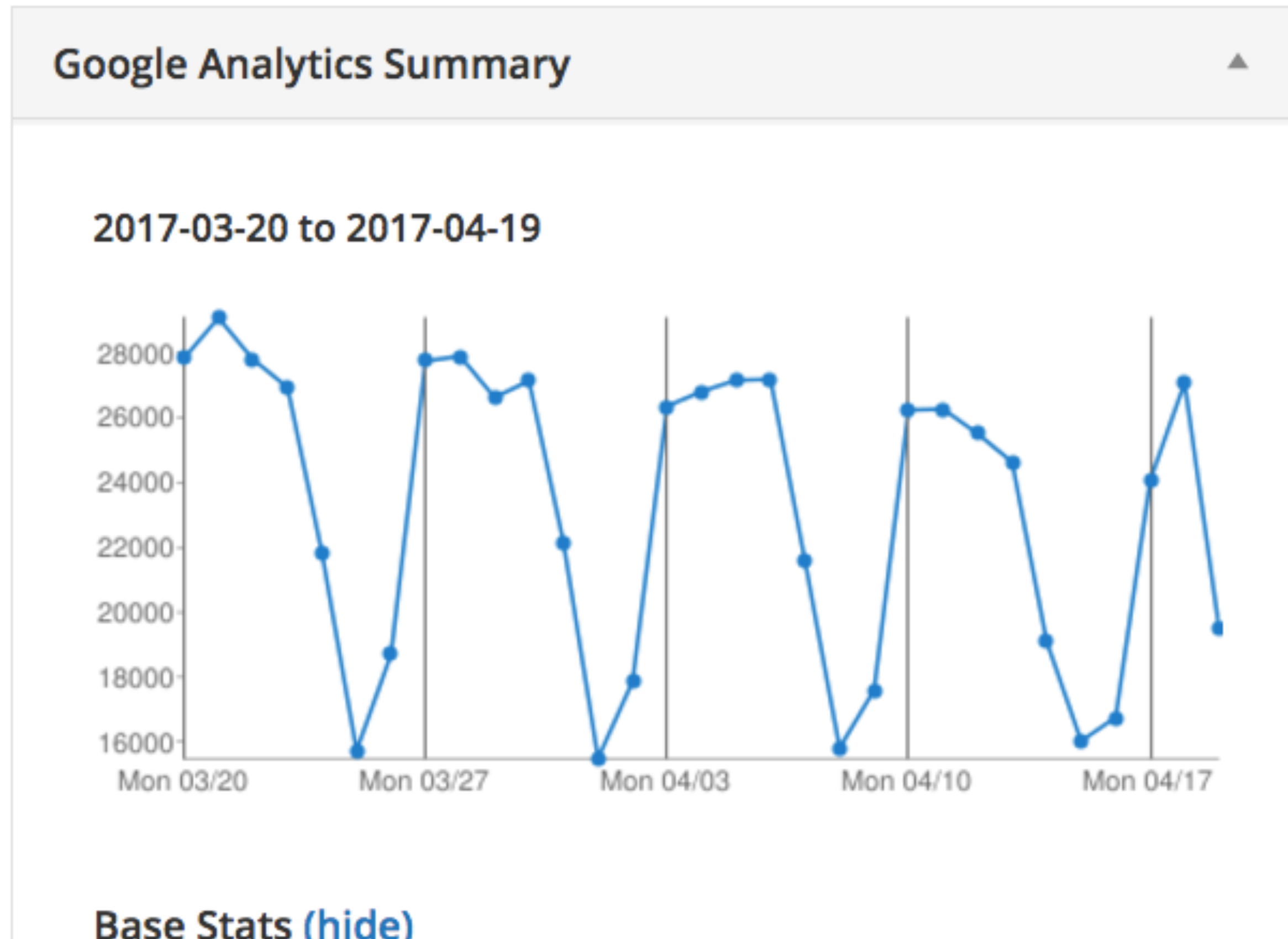
Ask yourself: Does anything look odd or unexpected?

Quick Help





# The Dashboard



**[copyblogger.com](http://copyblogger.com), for example, follows a very predictable traffic pattern. Easy to spot an unusual change.**



# The Dashboard



### RainMail Subscribers

This Week This Month This Year

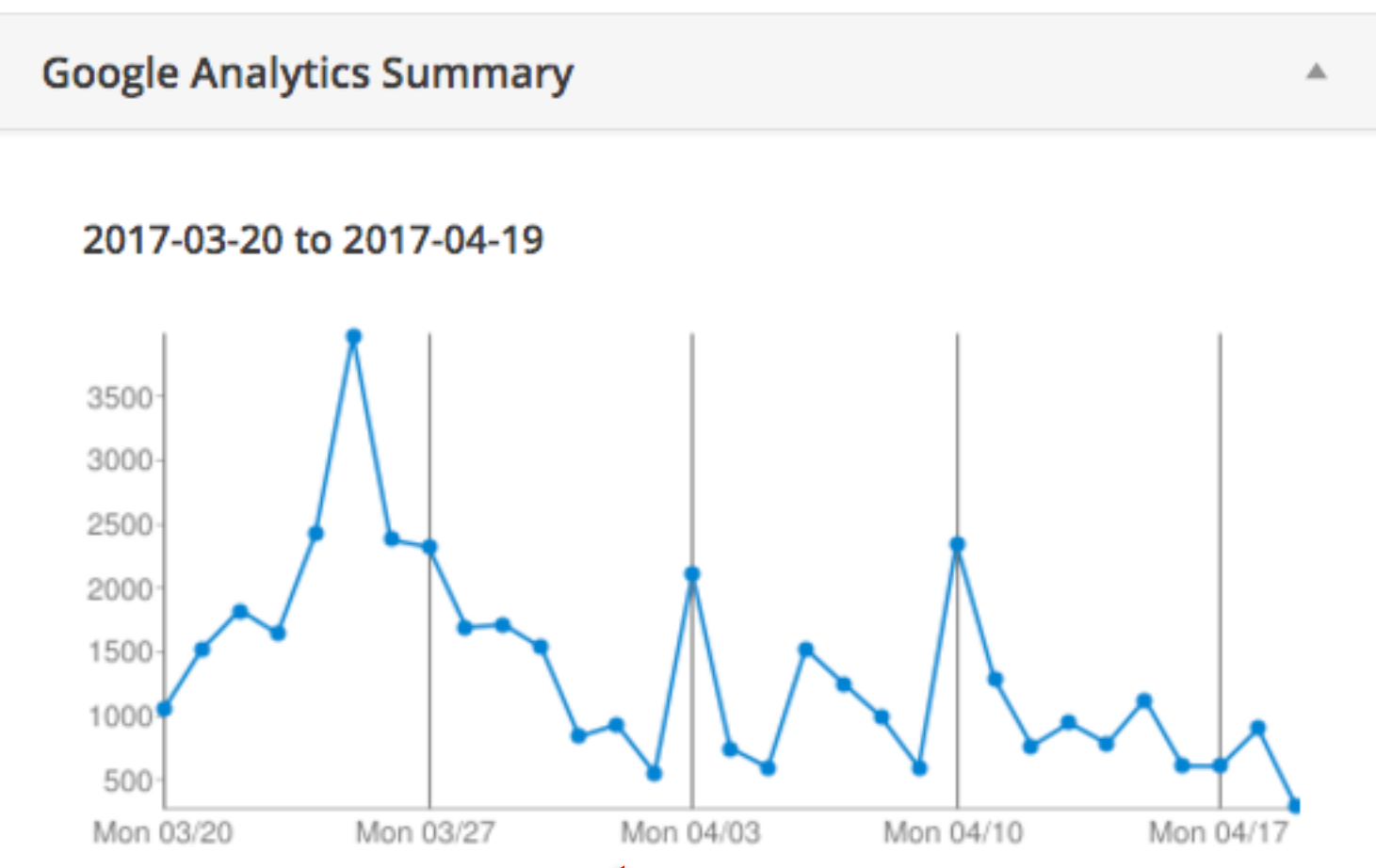
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1876	<div style="width: 100%;"></div>	Monday
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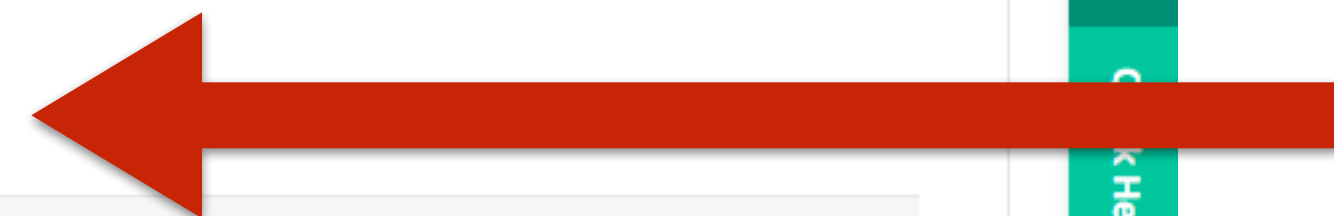
#### Base Stats (hide)

28,407	Visits
41,672	Pageviews
1.47	Pages/Visit
77.76%	Bounce Rate
00:01:10	Avg. Time on Site
352.14%	% New Visits

#### Extended Stats (hide)

#### Top Posts

Assembly Call - IU Basketball Podcast and Postgame Show  
3526 views



**At a glance, see a snapshot of your basic stats.**





# The Dashboard



### RainMail Subscribers

[This Week](#)
[This Month](#)
[This Year](#)

3976	<div style="width: 100%;"></div>	Thursday
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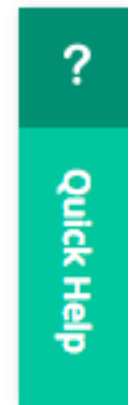
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### Google Analytics Summary

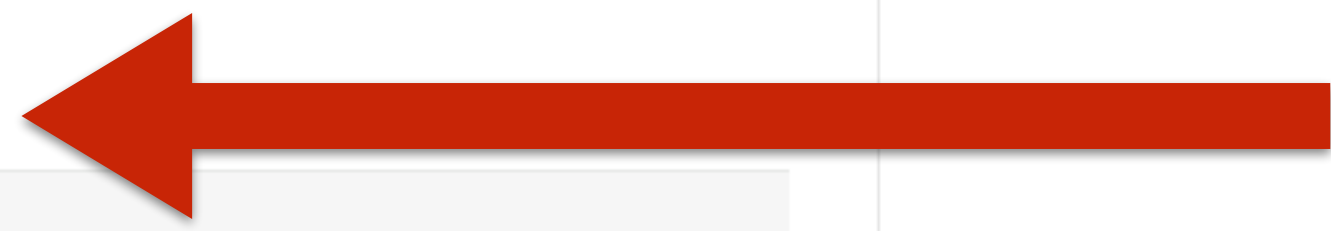
2017-03-20 to 2017-04-19

Base Stats (hide)

28,407	Visits
41,672	Pageviews
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**Extended stats will show you top posts and top referrers.**



Extended Stats (hide)

#### Top Posts

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 3526 views



# Rainmaker Analytics Reports



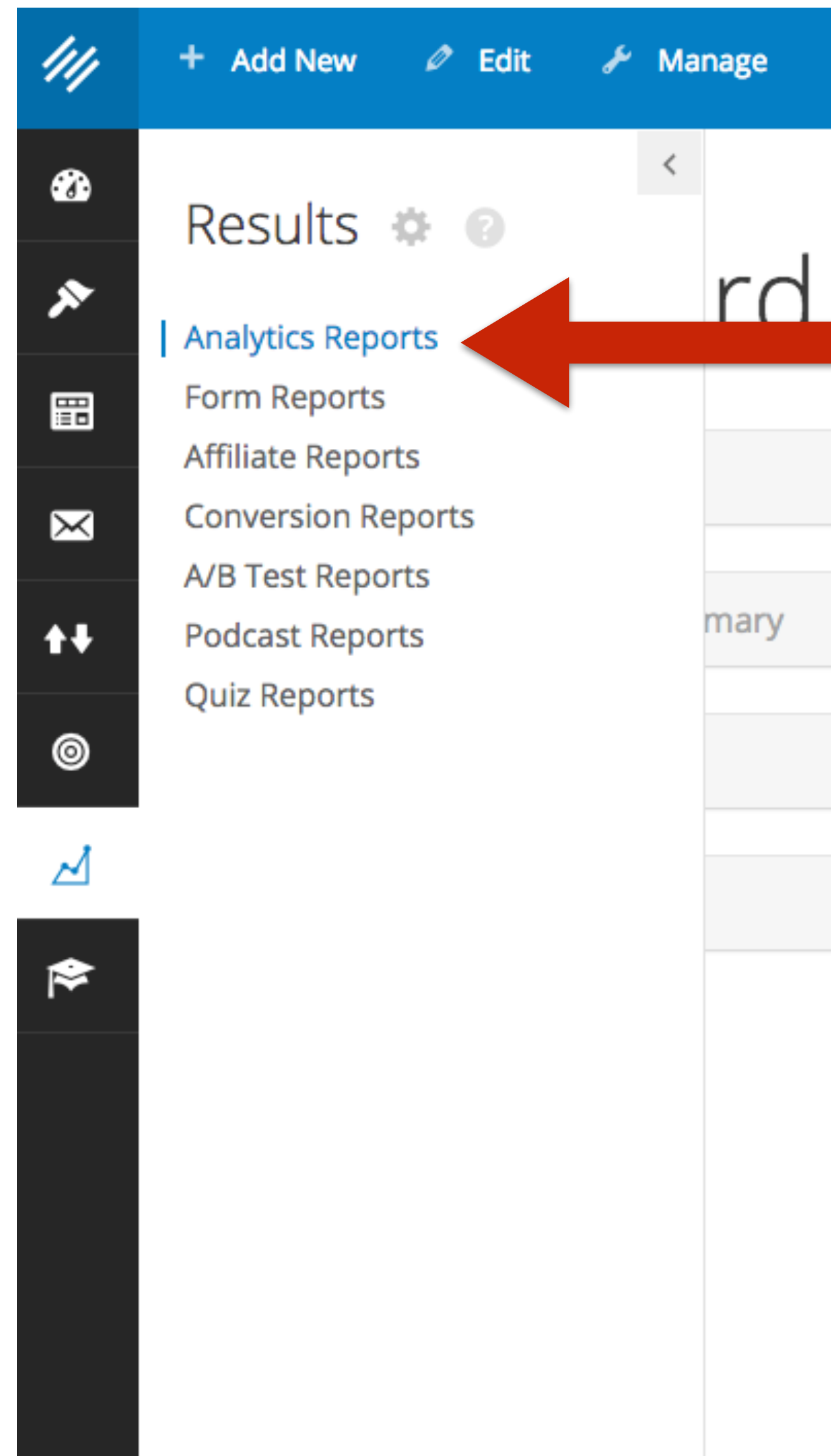
# Rainmaker Analytics Reports

**The Google Analytics results you see in Rainmaker are simply what you can see when visiting your actual Google Analytics account.**

**Rainmaker includes it to make it easy for you to access right from your website, but *it is not controlled by the Platform*. What you see will depend upon the settings you've created inside Google Analytics.**



# Rainmaker Analytics Reports



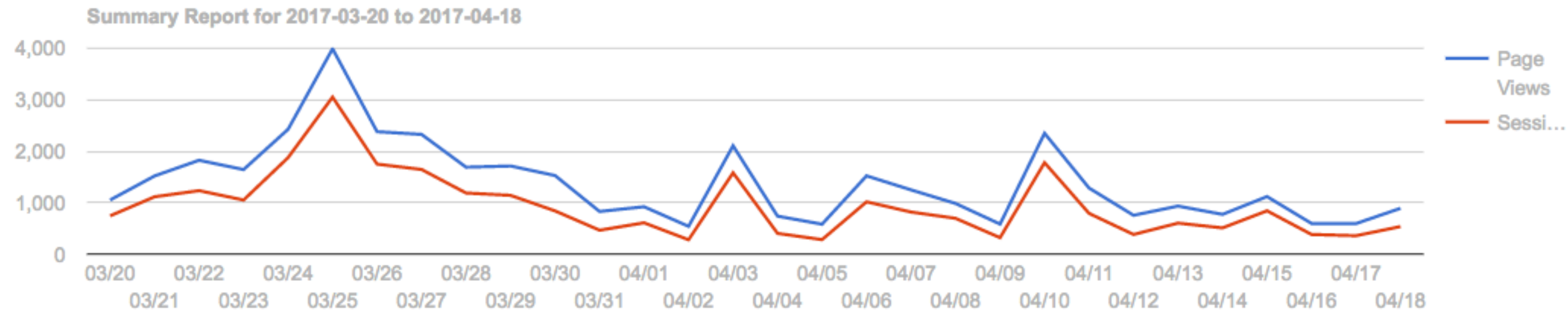
**Results > Analytics Reports**



# Rainmaker Analytics Reports

## Analytics

Summary	rd	Engine	Geo	Social
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<b>Sessions</b> <i>Previous: 62219</i> <b>28234</b> -120.37%	<b>Pageviews</b> <i>Previous: 128541</i> <b>41396</b> -210.52%	<b>Pages/Session</b> <i>Previous: 2.07</i> <b>1.47</b> -100%	<b>Bounces</b> <i>Previous: 34445</i> <b>21802</b> -57.99%
<b>Avg Time on Site</b> <i>Previous: 00:01:18</i> <b>00:01:11</b> 0%	<b>Session Bounce Rate</b> <i>Previous: 55.36</i> <b>77.22</b> 28.57%	<b>Site Referrals</b> <i>Previous: 35190</i> <b>17695</b> -98.87%	<b>Search Referrals</b> <i>Previous: 13047</i> <b>2620</b> -397.98%

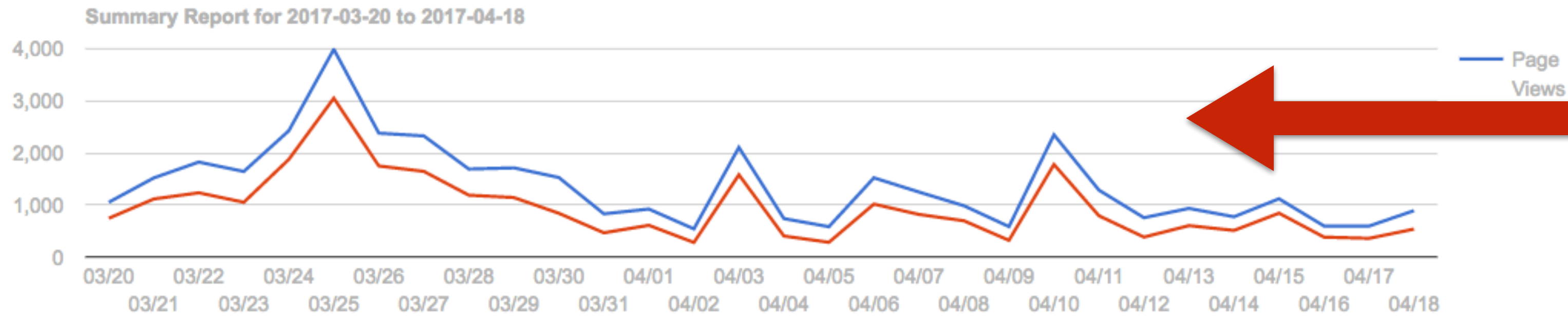




# Rainmaker Analytics Reports

## Analytics

- Summary
- Engagement
- Referrer
- Keyword
- Engine
- Geo
- Social



**Summary Report graph shows individual sessions (red line) and page views (blue line).**

**A single session can have multiple page views.**

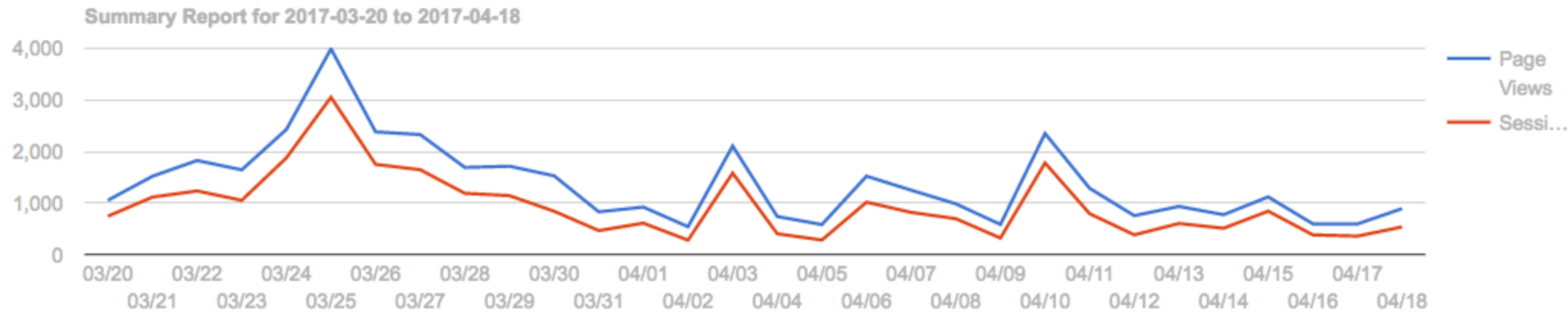
<b>Sessions</b> <i>Previous: 62219</i> <b>28234</b> -120.37%	<b>Pageviews</b> <i>Previous: 128541</i> <b>41396</b> -210.52%	<b>Pages/Session</b> <i>Previous: 2.07</i> <b>1.47</b> -100%	<b>Bounces</b> <i>Previous: 34445</i> <b>21802</b> -57.99%
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# Rainmaker Analytics Reports

## Analytics

Summary	Engagement	Referrer	Keyword	Engine	Geo	Social
---------	------------	----------	---------	--------	-----	--------



Red numbers mean the metric is worse month-over-month. Green numbers mean the metric has improved.

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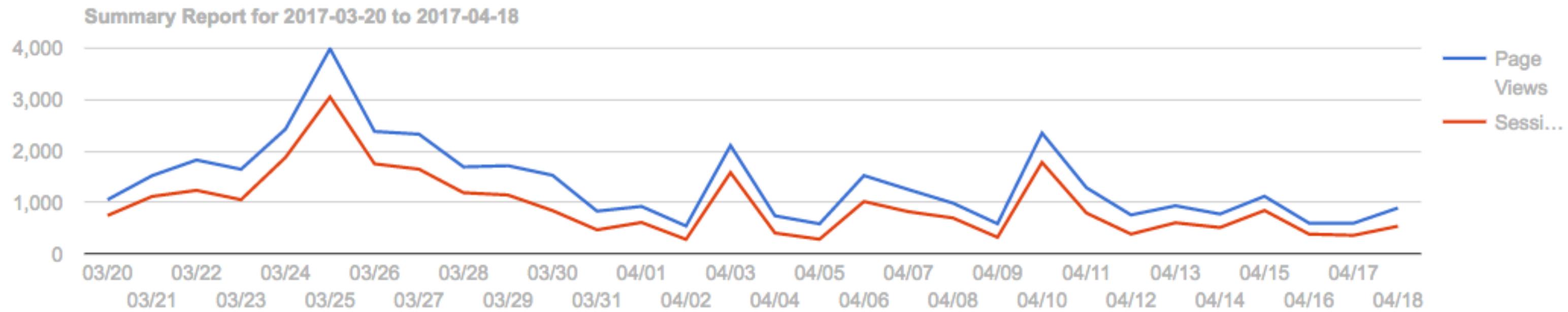
# Rainmaker Analytics Reports

## Analytics

- Summary
- Engagement
- Referrer
- Keyword
- Engine
- Geo
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**Important: A red number isn't necessarily "bad."**

**For example, this site gets its most traffic and engagement in early March. So you'd expect traffic to taper off in April, as it has.**



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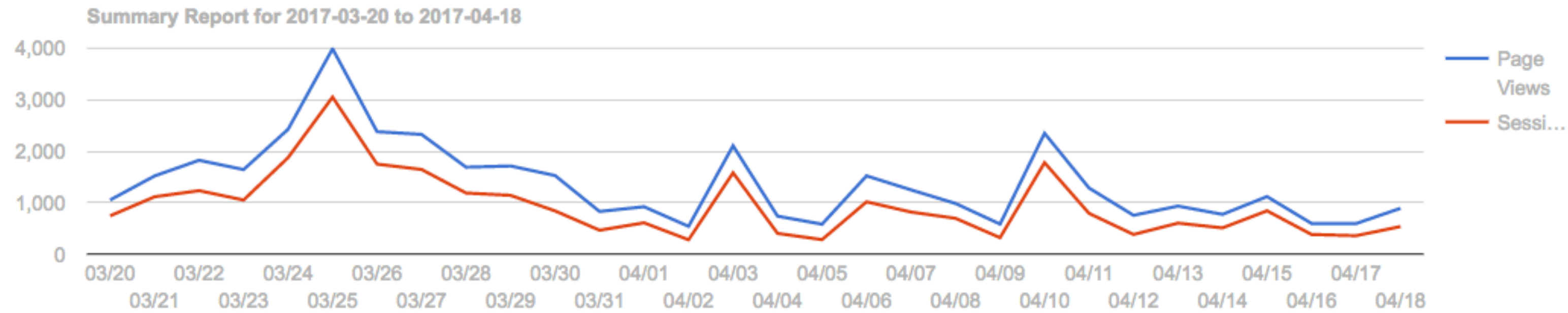




# Rainmaker Analytics Reports

## Analytics

Summary	Engagement	Referrer	Keyword	Engine	Geo	Social
---------	------------	----------	---------	--------	-----	--------



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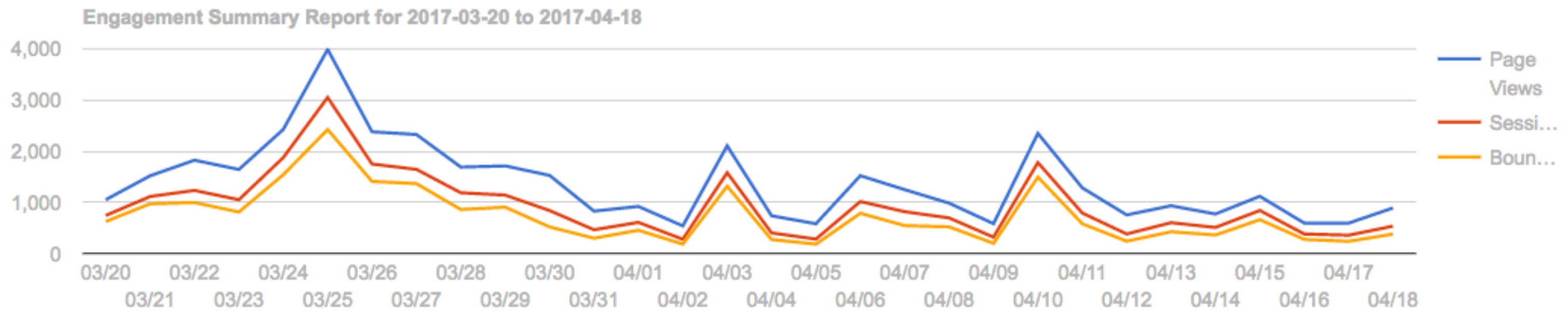
Context is essential for understanding data.



# Rainmaker Analytics Reports

## Analytics

Summary Engagement **←** Geo Social



<b>Pageviews</b> <i>Previous: 128541</i> <b>41396</b> -210.52%	<b>Pages/Session</b> <i>Previous: 2.07</i> <b>1.47</b> -100%	<b>Bounces</b> <i>Previous: 34445</i> <b>21802</b> -57.99%	<b>Avg Time on Site</b> <i>Previous: 00:01:18</i> <b>00:01:11</b> 0%
<b>Session Bounce Rate</b> <i>Previous: 55.36</i> <b>77.22</b> 28.57%			

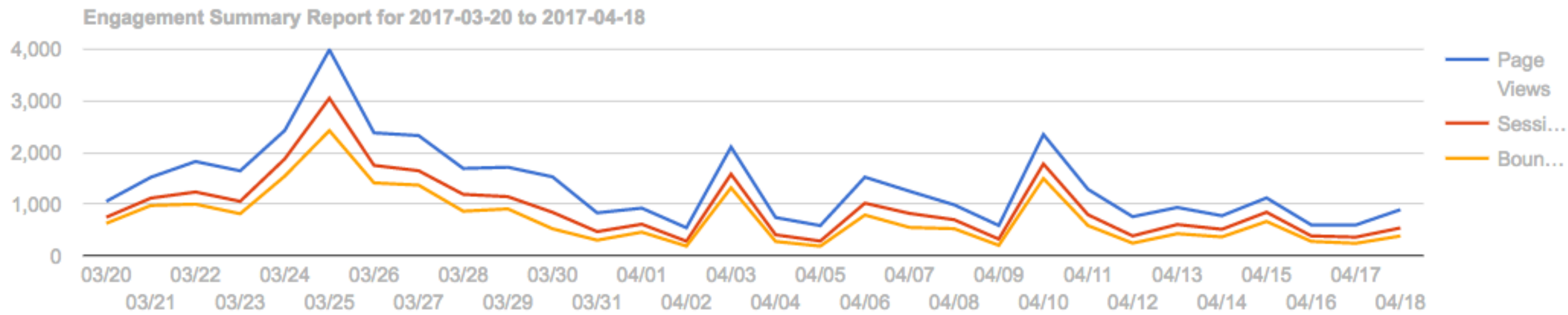


# Rainmaker Analytics Reports

## Analytics

- Summary
- Engagement**
- Referrer
- Keyword
- Engine
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- Social

**The Engagement Report graph shows Pageviews (blue), Sessions (red), and Bounces (yellow).**



<b>Pageviews</b> <i>Previous: 128541</i> <b>41396</b> -210.52%	<b>Pages/Session</b> <i>Previous: 2.07</i> <b>1.47</b> -100%	<b>Bounces</b> <i>Previous: 34445</i> <b>21802</b> -57.99%	<b>Avg Time on Site</b> <i>Previous: 00:01:18</i> <b>00:01:11</b> 0%
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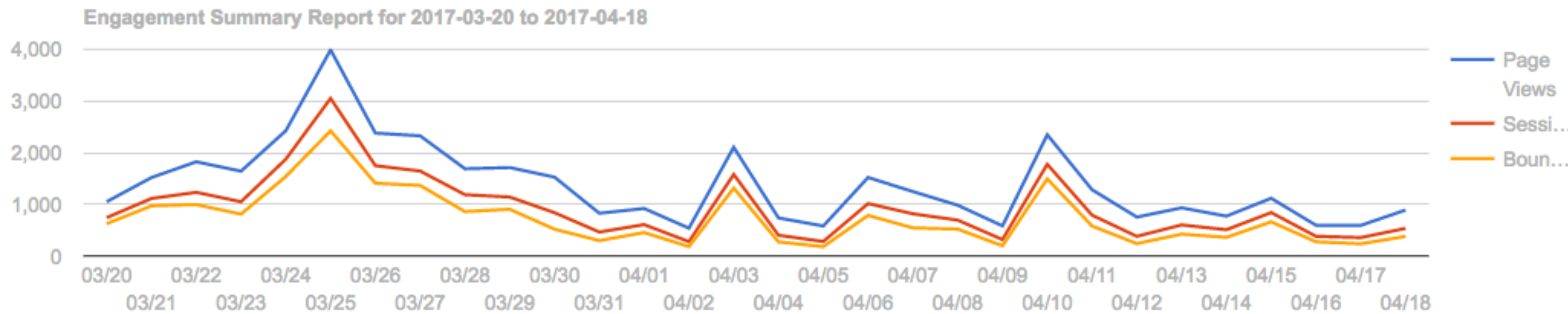




# Rainmaker Analytics Reports

## Analytics

- Summary
- Engagement**
- Referrer
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**Ideally, you want a yellow line as close to the X-axis as possible (fewer bounces), and as much distance between the blue and red ones as possible (many pages per session).**

<b>Pageviews</b> <i>Previous: 128541</i> <b>41396</b> -210.52%	<b>Pages/Session</b> <i>Previous: 2.07</i> <b>1.47</b> -100%	<b>Bounces</b> <i>Previous: 34445</i> <b>21802</b> -57.99%	<b>Avg Time on Site</b> <i>Previous: 00:01:18</i> <b>00:01:11</b> 0%
<b>Session Bounce Rate</b> <i>Previous: 55.36</i> <b>77.22</b> 28.57%			



# Rainmaker Analytics Reports

## Analytics

Summary Engagement Referrer **Referral**

Where is your traffic coming from?



### Top Referral Sources

Referring URL	Sessions	%
twitter	6402	22.67
(direct)	5662	20.05
google	4547	16.1
dlvr.it	3846	13.62
t.co	3521	12.47
m.facebook.com	1364	4.83
facebook_page	994	3.52
forum.insidethehall.com	376	1.33
facebook.com	242	0.86
yahoo	175	0.62

1 - 10 of 10 Total Results

<b>Pageviews</b> <i>Previous: 60525</i> <b>8862</b> -582.97%	<b>Pages/Session</b> <i>Previous: 2.08</i> <b>1.38</b> -100%	<b>Bounces</b> <i>Previous: 16799</i> <b>5037</b> -233.51%	<b>Avg Time on Site</b> <i>Previous: 00:01:09</i> <b>00:01:02</b> 0%
<b>Session Bounce Rate</b> <i>Previous: 57.6</i> <b>78.59</b> 26.92%			



# Rainmaker Analytics Reports

## Analytics

- Summary
- Engagement
- Referrer**
- Keyword
- Engine
- Geo
- Social



### Top Referral Sources

Referring URL	Sessions	%
twitter	6402	22.67
(direct)	5662	20.05
google	4547	16.1
dlvr.it	3846	13.62
t.co	3521	12.47
m.facebook.com	1364	4.83
facebook_page	994	3.52
forum.insidethehall.com	376	1.33
facebook.com	242	0.86
yahoo	175	0.62

<b>Pageviews</b> Previous: 60525 <b>8862</b> -582.97%	<b>Pages/Session</b> Previous: 2.08 <b>1.38</b> -100%	<b>Bounces</b> Previous: 16799 <b>5037</b> -233.51%	<b>Avg Time on page</b> Previous: 01:09 <b>00:01:02</b> 0%
<b>Session Bounce Rate</b> Previous: 57.6 <b>78.59</b> 26.92%			

**Note: (direct) traffic is likely from an email, a browser bookmark, typing in your URL, etc.**

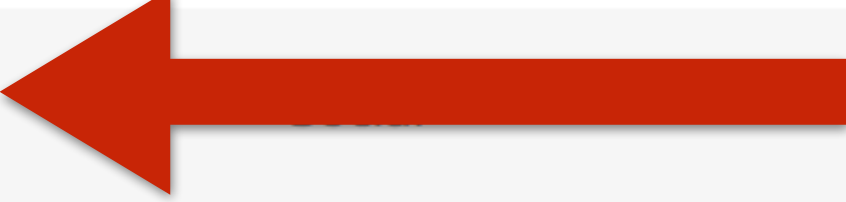




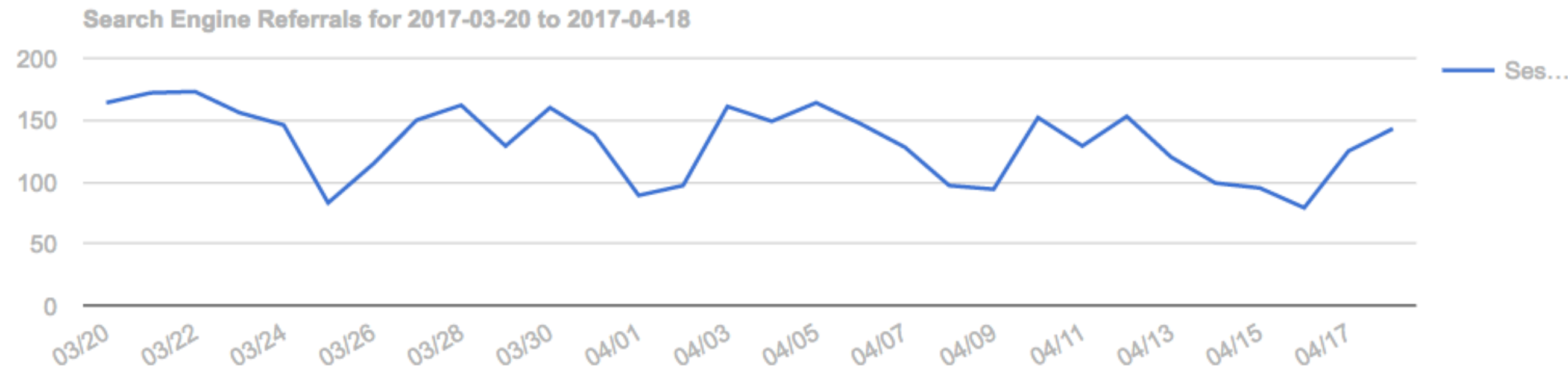
# Rainmaker Analytics Reports

## Analytics

Summary Engagement Referrer Keyword **Engine**



What search engines bring you the most traffic?



### Organic Search Sessions by Search Engine

Search Engine	Sessions	%
google	3760	94.76
bing	132	3.33
yahoo	59	1.49
baidu	10	0.25
ask	3	0.08
yandex	2	0.05
avg	1	0.03
daum	1	0.03

1 - 8 of 8 Total Results

<b>Pageviews</b> <i>Previous: 7004</i> <b>6887</b> -1.7%	<b>Pages/Session</b> <i>Previous: 1.65</i> <b>1.74</b> 0%	<b>Bounces</b> <i>Previous: 2465</i> <b>2175</b> -13.33%	<b>Avg Time on Site</b> <i>Previous: 00:02:20</i> <b>00:02:44</b> 0%
<b>Session Bounce Rate</b> <i>Previous: 58.22</i> <b>54.81</b> -7.41%			



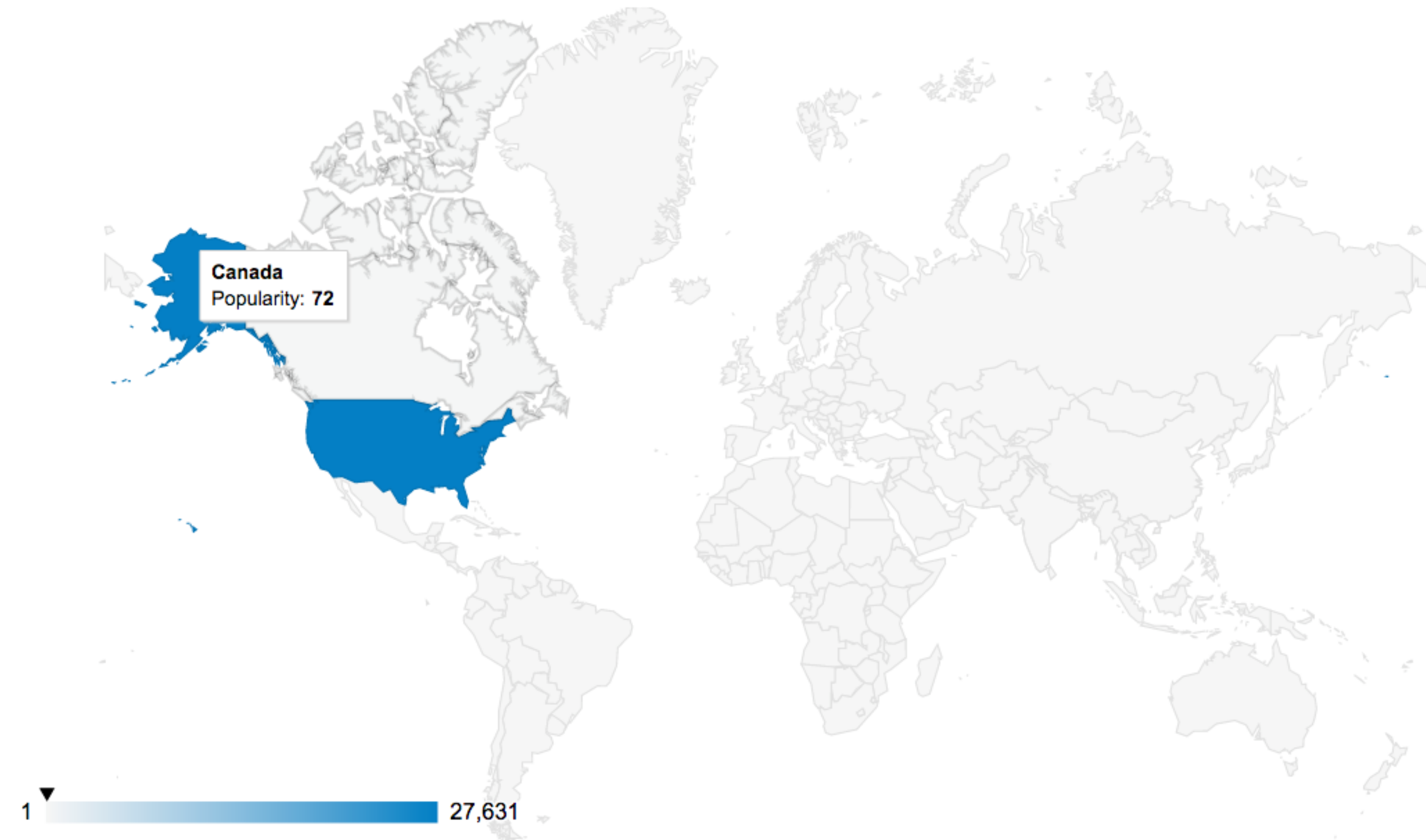
# Rainmaker Analytics Reports

## Analytics

Summary Engagement Referrer Keyword Engine **Geo**

**What countries bring you the most traffic?**

### Sessions by Country



Country	Sessions	Sessions %	Pages/Session	Avg Time on Site	% of New Sessions	Bounce Rate
United States	27631	97.86	1.47	00:01:11	359.09	77.25
Canada	72	0.26	1.75	00:00:28	54.17	73.61
United Kingdom	56	0.2	1.59	00:00:25	60.71	75
(not set)	52	0.18	1.44	00:00:26	44.23	80.77
Germany	46	0.16	2.78	00:02:04	43.48	65.22
Russia	28	0.1	1.75	00:00:23	46.43	25
France	24	0.09	1.21	00:03:43	20.83	37.5
Japan	22	0.08	1.09	00:00:21	77.27	95.45
Mexico	22	0.08	1.09	00:00:08	54.55	95.45
Brazil	20	0.07	1.1	00:00:02	90	90

1 - 10 of 10 Total Results





# Rainmaker Analytics Reports

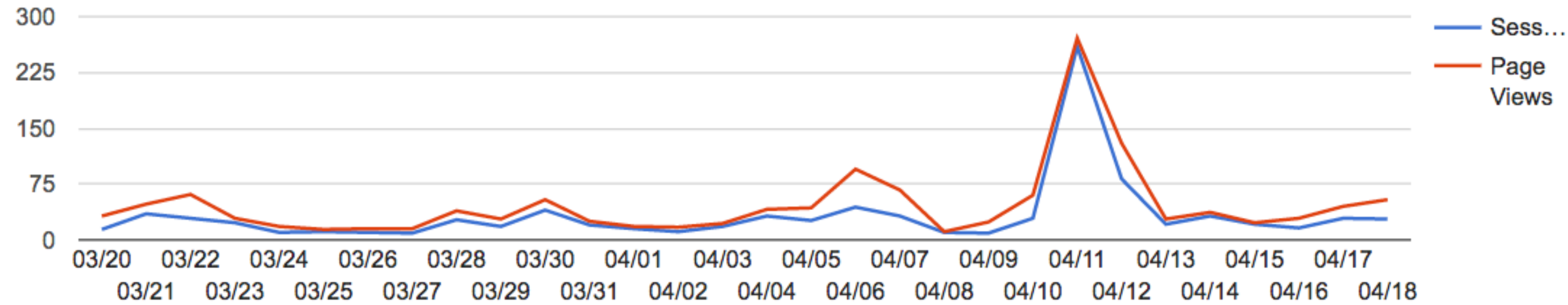
## Analytics

What social media sites bring you the most traffic?

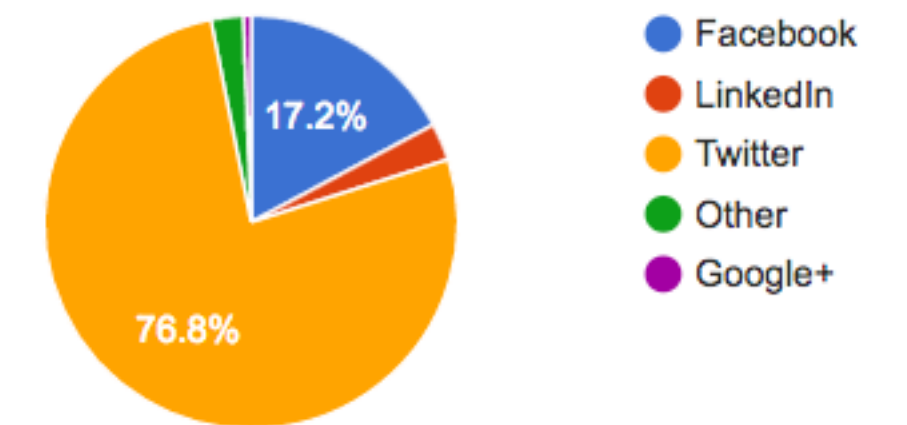
- Summary
- Engagement
- Referrer
- Keyword
- Engine
- Geo
- Social**



Social Network Daily Report for 2017-03-20 to 2017-04-18



Social Network Sessions



### Sessions

Previous: 16917  
**15246** -10.96%

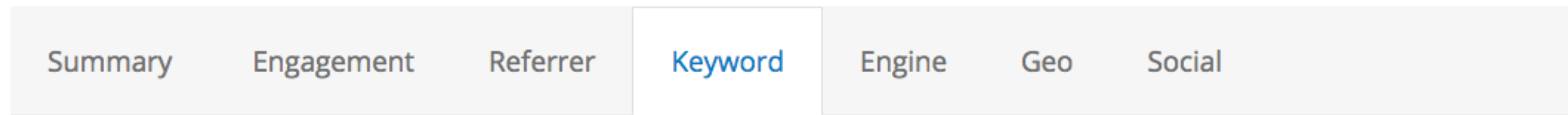
### % New Sessions

Previous: 1315.61  
**1457.51** 9.75%



# Rainmaker Analytics Reports

## Analytics



**Hey, why no love for the  
Keyword report?**



# Rainmaker Analytics Reports

**Because you are better off using Google's Search Console (previously called Webmaster Tools) to get the most useful keyword data.**



# Google Search Console

Google

Search Console

http://assemblycall.com/ Help

**Dashboard**

- Messages (3)
- Search Appearance
  - Structured Data
  - Rich Cards
  - Data Highlighter
  - HTML Improvements
  - Accelerated Mobile Pages
- Search Traffic
  - Search Analytics**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
  - Security Issues
- Other Resources

### New and important

Nonsecure Collection of Passwords will trigger warnings in Chrome 56 for http://assemblycall.com/ Mar 22, 2017 [View all](#)

### Current Status

**Crawl Errors** >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

2 Server error  
3 Soft 404  
2,534 Not found

**Search Analytics** >>

1,596 Total Clicks

Sitemaps By me (1) >>

9,567 URLs submitted | 1 warnings





# Google Search Console

- Dashboard
- Messages (3)
- Search Appearance ⓘ
- Search Traffic
  - Search Analytics**
  - Links to Your Site
  - Internal Links
  - Manual Actions
  - International Targeting
  - Mobile Usability
- Google Index
- Crawl
- Security Issues
- Other Resources

## Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

Clicks  Impressions  CTR  Position

**Queries**  Pages  Countries  Devices  
No filter ▼ No filter ▼ No filter ▼ No filter ▼

Search Type  Search Appearance  Dates  
**Web** ▼ No filter ▼ **Last 28 days** ▼

Total clicks

1,596

Clicks



	Queries	Clicks ▼
1	<a href="#">assembly call</a>	549 >>
2	<a href="#">the assembly call</a>	133 >>
3	<a href="#">assemblycall</a>	42 >>
4	<a href="#">bracketology</a>	26 >>
5	<a href="#">ncaa bracketology</a>	21 >>
6	<a href="#">assembly call podcast</a>	21 >>
7	<a href="#">indiana basketball podcast</a>	20 >>



Here you can see all the Google search keywords driving organic traffic to your site.





# Tagging and Goals



# Tagging and Goals

*“I can say without hyperbole that **no functionality in Google Analytics is misunderstood as much as campaign tagging.** I’m a huge proponent of it because it enables marketers to track the effectiveness of all of their marketing efforts.*”



## Tagging and Goals

*“I can say without hyperbole that **no functionality in Google Analytics is misunderstood as much as campaign tagging.** I’m a huge proponent of it because it enables marketers to track the effectiveness of all of their marketing efforts.*”

*“I’m writing this guide because if marketers understood the power of campaign tagging — and the level of granularity they could achieve when done well — there would be fewer spaghetti stains on their walls. In my experience, **most companies either under-utilize, mangle, or overlook campaign tagging altogether.**”*

— Annie Cushing

<http://www.annielytics.com/guides/definitive-guide-campaign-tagging-google-analytics/>



# Tagging and Goals

The full list of popular UTM parameters that can be used:

- utm\_medium
- utm\_source
- utm\_campaign
- utm\_content
- utm\_term



# Tagging and Goals

**Great — so what do you do with these tags?**

The full list of popular UTM parameters that can be used:

- utm\_medium
- utm\_source
- utm\_campaign
- utm\_content
- utm\_term





# Tagging and Goals

The full list of popular UTM parameters that can be used:

- utm\_medium
- utm\_source
- utm\_campaign
- utm\_content
- utm\_term

**Add them to CTA links!**



# Tagging and Goals

Example of a UTM-tagged link:

`www.yoursite.com/?  
utm_medium=email&utm_source=newsletter&utm_content=weekly-04`



# Tagging and Goals

Example of a UTM-tagged link:

`www.yoursite.com/?  
utm_medium=email&utm_source=newsletter&utm_content=weekly-04`



# Tagging and Goals

Example of a UTM-tagged link:

[www.yoursite.com/?](http://www.yoursite.com/)

[utm\\_medium=email&utm\\_source=newsletter&utm\\_content=weekly-04](http://www.yoursite.com/?utm_medium=email&utm_source=newsletter&utm_content=weekly-04)



**The general content type (email, PDF, or paid media)**



# Tagging and Goals

*“If you’re running email campaigns, **campaign tagging rises from really good idea to critical.** This is because traffic from email will be grossly under-reported if you don’t tag all links pointing back to your site.”*

— Annie Cushing

<http://www.annielytics.com/guides/definitive-guide-campaign-tagging-google-analytics/>





# Tagging and Goals

Example of a UTM-tagged link:

`www.yoursite.com/?  
utm_medium=email&utm_source=newsletter&utm_content=weekly-04`



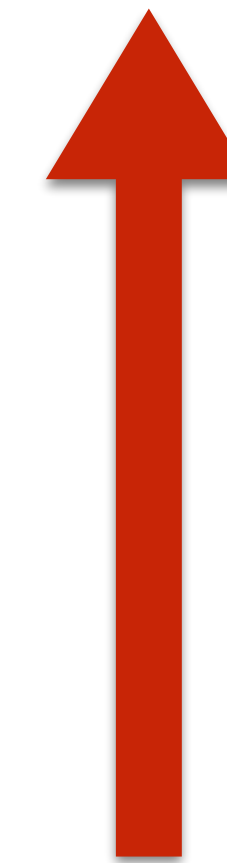
**The specific content  
type (newsletter, promo,  
autoresponder, etc.)**



# Tagging and Goals

Example of a UTM-tagged link:

`www.yoursite.com/?  
utm_medium=email&utm_source=newsletter&utm_content=weekly-04`



**The specific piece of  
content**



# Tagging and Goals

Example of a UTM-tagged link:

`www.yoursite.com/?  
utm_medium=email&utm_source=newsletter&utm_content=weekly-04`

**Where should we *not* use UTMs?**



# Tagging and Goals

✓ Goal setup [Edit](#)  
Custom

✓ Goal description [Edit](#)  
Name: *Email Opt-In*  
Goal type: *Destination*

3 Goal details

**Destination**

Begins with   Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

**Value** optional

OFF Assign a monetary value to the conversion.

**Funnel** optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

---

[Verify this Goal](#) See how often this Goal would have converted based on your data from the past 7 days.

---



# How to Perform Simple, Valuable A/B Tests





**You have an idea for new copy or a new way to display content on your website.**

**The question is ...**





... is it a *good* idea?





**There's only one way to  
find out for sure ...**





**TEST!**





# Using Rainmaker's Built-In A/B Testing Tool





# Using Rainmaker's Built-In A/B Testing Tool

**The Assembly Call**  
est. 2011


Join the FREE Assembly Call IU Hoops Newsletter

Get in-depth, subscriber-only IU hoops analysis delivered right to your inbox.

**Original page.**


**Notice the testimonial.**






Wow. The @AssemblyCall post game recap emails are awesome. Bulleted summary of each half and great analysis that gets right to the point.

CHRIS ROBB (@CHROBB)

 Our postgame analysis emails, sent the morning after every game (subscriber-only)

Jerod puts IU's performance into context, Andy analyzes lineups and substitutions, and Will delivers his stat of the game.

 Receive important show updates

We'll let you know when we schedule special edition episodes, so you never miss a live

Join 2,000+ other IU fans today and start receiving our subscriber-only postgame emails after every IU game.

Email Address



# Using Rainmaker's Built-In A/B Testing Tool



**Would removing the testimonial help people get to the form quicker and increase conversions?**



# Using Rainmaker's Built-In A/B Testing Tool

## Variation 1

**No testimonial.  
(Everything else is the  
same.)**



**The Assembly Call**  
est. 2011

Join the FREE Assembly Call IU Hoops Newsletter

Get in-depth, subscriber-only IU hoops analysis delivered right to your inbox.

- Our postgame analysis emails, sent the morning after every game (subscriber-only)  
Jerod puts IU's performance into context, Andy analyzes lineups and substitutions, and Will delivers his stat of the game.
- Receive important show updates  
We'll let you know when we schedule special edition episodes, so you never miss a live broadcast.
- Get exclusive subscriber-only deals  
Take advantage of deals we have so you can get sweet IU gear and paraphernalia at incredible prices.

Join 2,000+ other IU fans today and start receiving our subscriber-only postgame emails after every IU game.

Email Address

First Name

Last Name

**Join now!**





# Using Rainmaker's Built-In A/B Testing Tool

The Assembly Call  
est. 2011

Join the FREE Assembly Call IU Hoops Newsletter

Get in-depth, subscriber-only IU hoops analysis delivered right to your inbox.

Two pages enter.

Only one can remain.

The Assembly Call  
est. 2011

Join the FREE Assembly Call IU Hoops Newsletter

Get in-depth, subscriber-only IU hoops analysis delivered right to your inbox.

Wow. The @AssemblyCall post game recap emails are awesome. Bulleted summary of each half and great analysis that gets right to the point.

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Email Address

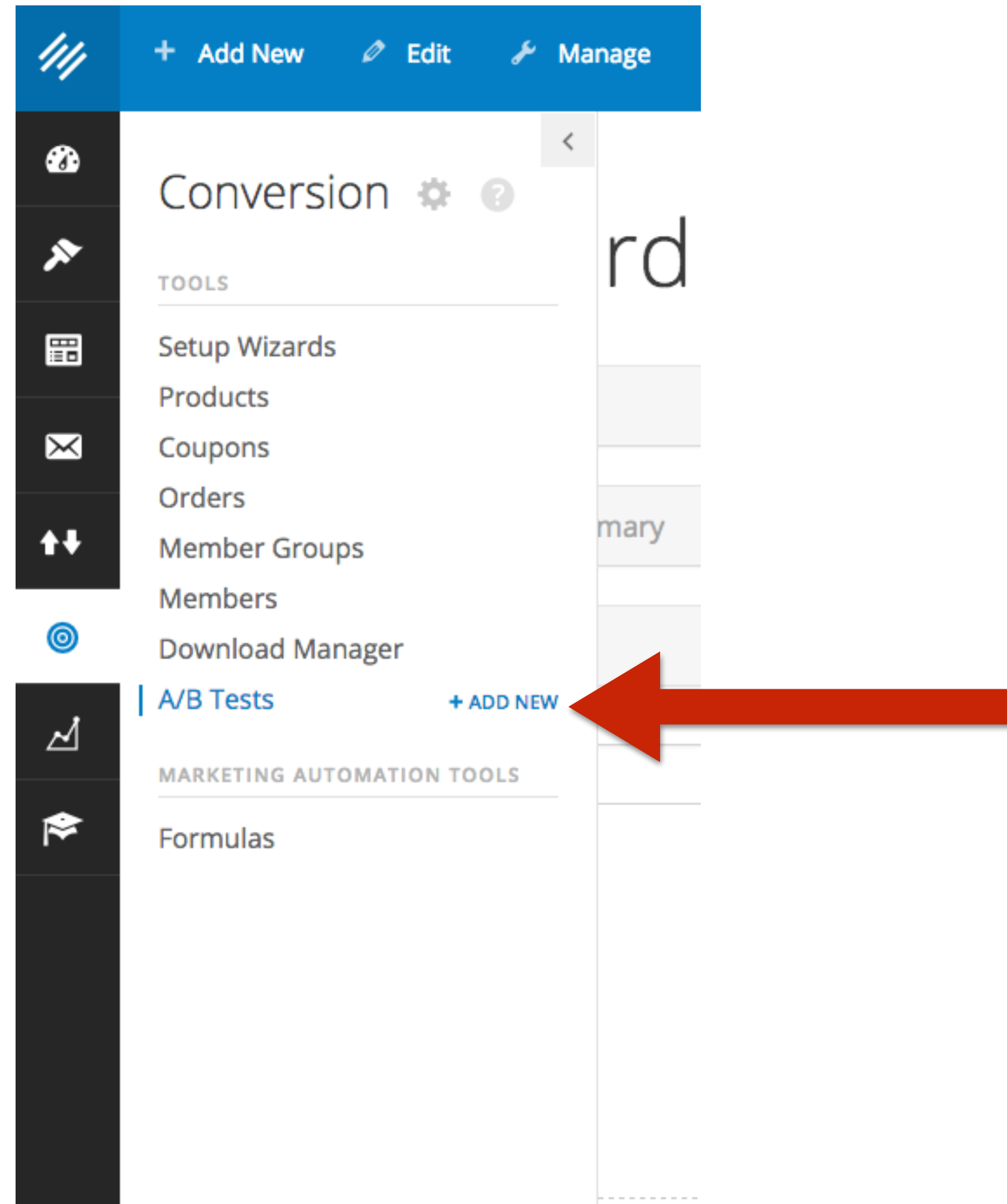
First Name

Last Name

Join now!



# Using Rainmaker's Built-In A/B Testing Tool







# Using Rainmaker's Built-In A/B Testing Tool

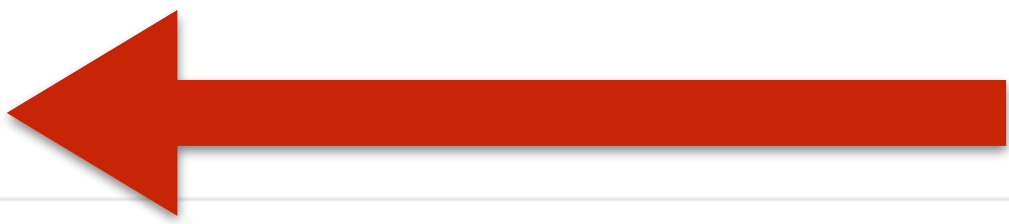
## New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits.

You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect.

Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="--Original Page--"/>
Variation 1	<input type="text" value="--Variation 1 Page--"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="--Conversion Page--"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**Give your test a descriptive name.**

Create New A/B Test

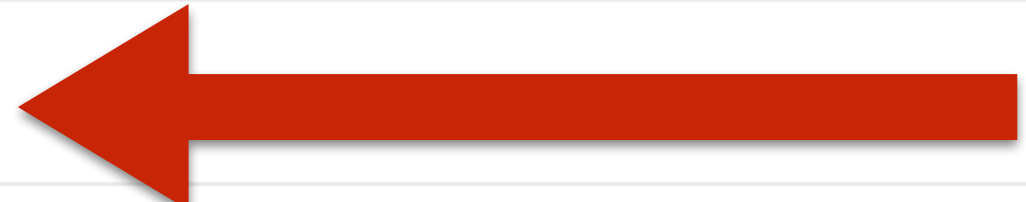


# Using Rainmaker's Built-In A/B Testing Tool

New A/B Test [View All](#)

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Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="--Variation 1 Page--"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="--Conversion Page--"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**Choose the Original page  
(from a dropdown of all  
pages — including  
Landing Pages)**

Create New A/B Test



# Using Rainmaker's Built-In A/B Testing Tool

New A/B Test [View All](#)

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Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="--Variation 1 Page--"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="--Conversion Page--"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>

**Important note: To perform an A/B Test on the Home page, you must be using a page as your home page. (This is set in Design > Appearance)**

Create New A/B Test

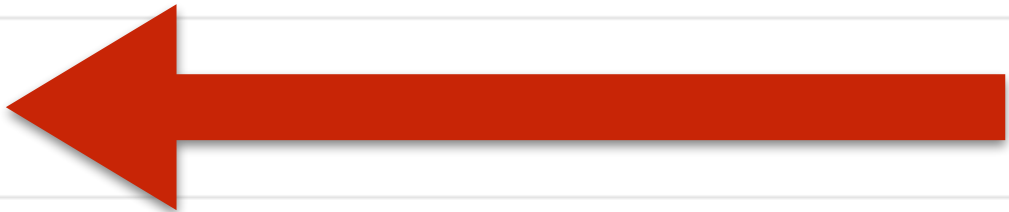


# Using Rainmaker's Built-In A/B Testing Tool

New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="--Conversion Page--"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**Choose the first Variation page (from a dropdown of all pages).**

Create New A/B Test





# Using Rainmaker's Built-In A/B Testing Tool

New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="--Conversion Page--"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**You can add up to two more variations — essentially creating an A/B/C/D test.**

Create New A/B Test





# Using Rainmaker's Built-In A/B Testing Tool

## New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="Thank you for joining the Assemt"/>
User Distribution	<input type="text" value="--User Distribution--"/>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**Choose the page your users are redirected to upon successful conversion. (Often a thank you page.)**

Create New A/B Test

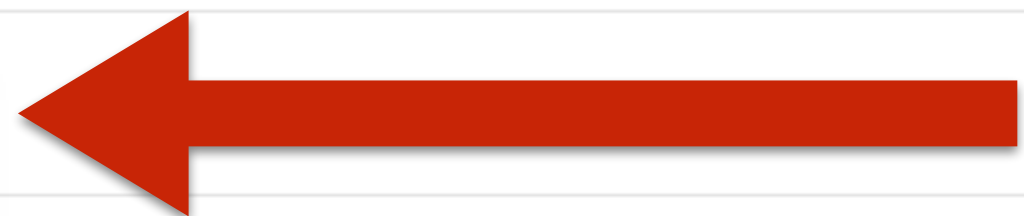


# Using Rainmaker's Built-In A/B Testing Tool

New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="Thank you for joining the Assemt"/>
User Distribution	<div style="border: 1px solid #ccc; padding: 2px;"><input checked="" type="checkbox"/> --User Distribution-- <input type="checkbox"/> Randomly Distributed <input type="checkbox"/> Evenly Distributed</div>
Experiment End	<input type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>



**Choose how you want the page distribution to occur — evenly or randomly.**

Create New A/B Test



# Using Rainmaker's Built-In A/B Testing Tool

## New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="Thank you for joining the Assemt"/>
User Distribution	<input type="text" value="Evenly Distributed"/>
Experiment End	<input checked="" type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>

**Choose how long you want the test to run — until you stop it, or based on a predetermined number of page views.**

Create New A/B Test





# Using Rainmaker's Built-In A/B Testing Tool

## New A/B Test [View All](#)

A/B testing allows you to use data to make smart decisions about your Rainmaker website elements. Testing and optimizing your pages can increase your traffic, conversions, and profits. You create a page, duplicate it, then make changes to the duplicate. This is considered an "experiment," and the A/B test results will reveal if the changes you made had a positive effect. Take the guesswork out of website creation. Set up an A/B test today and know what's working on your website.

Name	<input type="text" value="Subscribe Page Test"/>
Original	<input type="text" value="Subscribe"/>
Variation 1	<input type="text" value="Subscribe 2"/>
Variation 2	<input type="text" value="--Variation 2 Page--"/>
Variation 3	<input type="text" value="--Variation 3 Page--"/>
Conversion	<input type="text" value="Thank you for joining the Assemt"/>
User Distribution	<input type="text" value="Evenly Distributed"/>
Experiment End	<input checked="" type="radio"/> Manually stopped <input type="radio"/> Total traffic reaches <input type="text"/> <input type="radio"/> Each page reaches <input type="text"/>

Create New A/B Test



Create your test, and ...

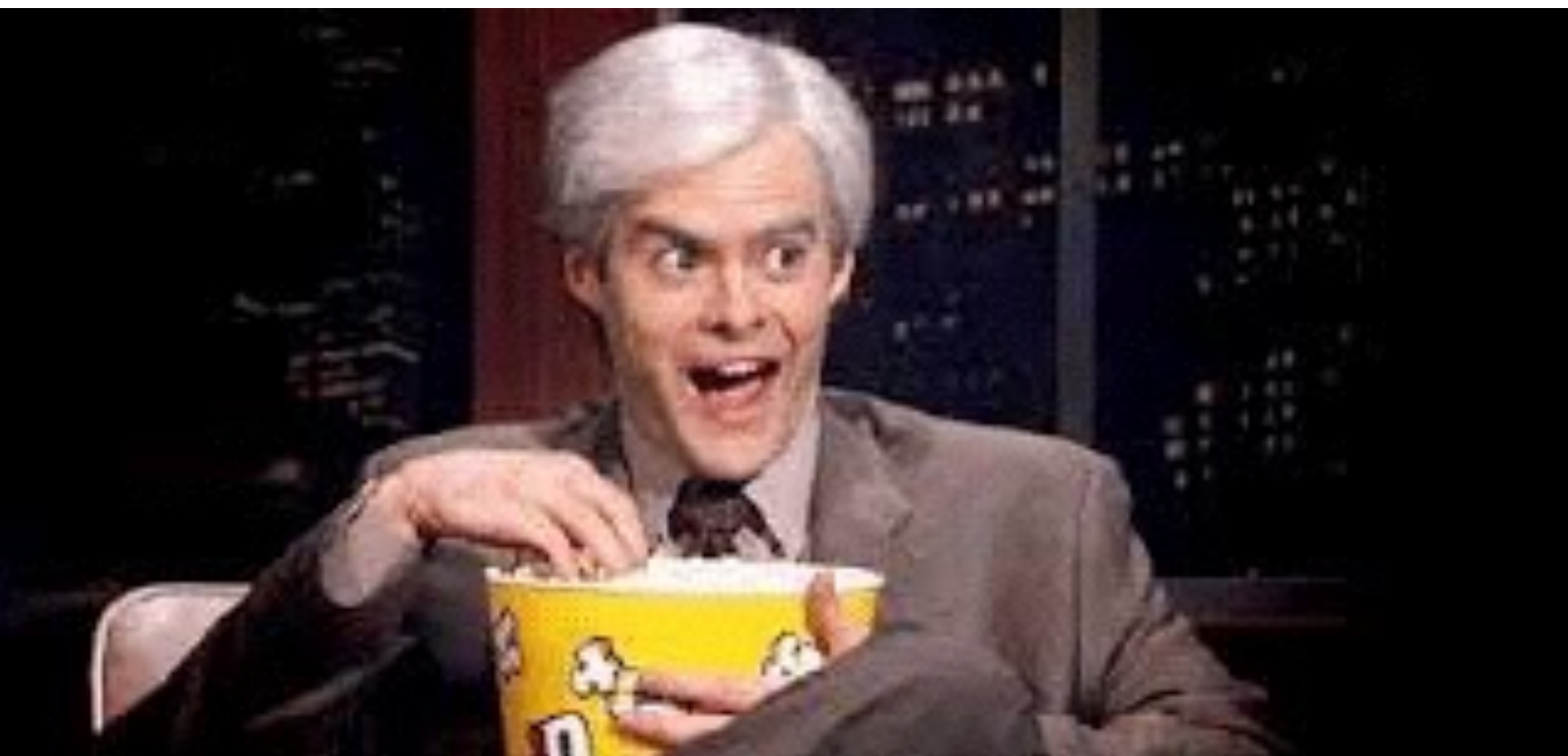




# Using Rainmaker's Built-In A/B Testing Tool



Get your popcorn ready!





# Using Rainmaker's Built-In A/B Testing Tool

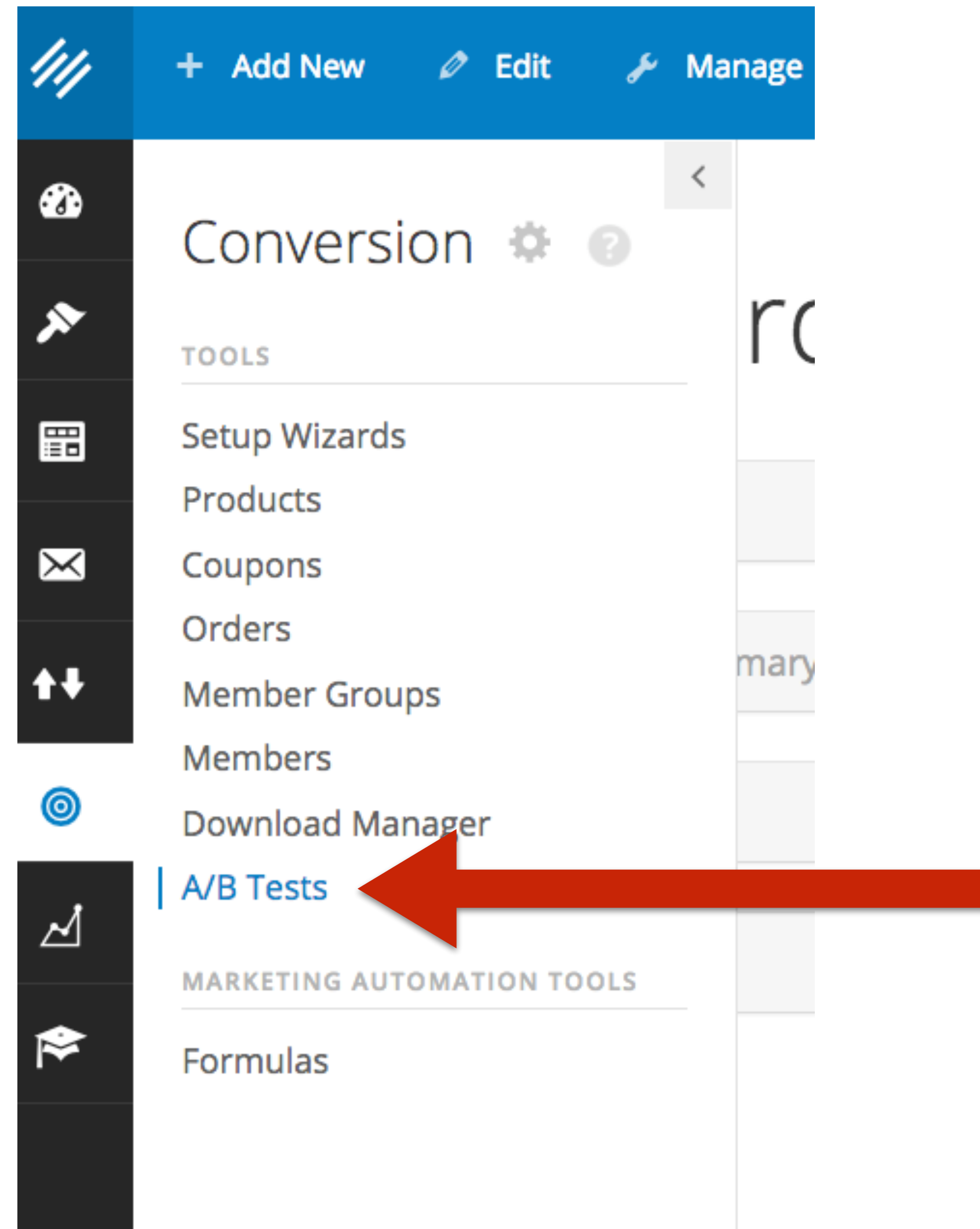
The screenshot displays the Rainmaker Platform dashboard. At the top, a blue navigation bar contains icons for 'Add New', 'Edit', 'Manage', 'Help', and 'Clear Cache', along with a user profile for 'Greetings, Jerod Mo' and a settings gear icon. Below the navigation bar, the main content area is titled 'Dashboard'. A sidebar on the left contains various navigation icons. The dashboard features several widgets, including 'RainMail Subscribers', 'Google Analytics Summary', 'Podcast Downloads Summary', 'Membership Order Summary', 'Stripe Balance', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. The 'A/B Tests' widget is expanded, showing a dropdown menu set to 'Subscribe'. It displays four variations: 'Original' (20.7% conversion rate, 1006 visitors, 208 conversions), 'Variation 1' (18.9% conversion rate, 1007 visitors, 190 conversions), 'Variation 2' (0.0% conversion rate, 0 visitors, 0 conversions), and 'Variation 3' (0.0% conversion rate, 0 visitors, 0 conversions). A large red arrow points from the right side of the dashboard towards the 'A/B Tests' widget.

**Check results at a glance using the A/B Tests dashboard widget.**





# Using Rainmaker's Built-In A/B Testing Tool



**To dig into results,  
click Conversion >  
A/B Tests**



# Using Rainmaker's Built-In A/B Testing Tool

## A/B Tests

[+ Add New](#)

Bulk Actions ▾ [Apply](#)

2 items

<input type="checkbox"/>	Name	Original Conversion Rate	Variation 1 Conversion Rate	Variation 2 Conversion Rate	Variation 3 Conversion Rate	Total Visitors	Status ▲
<input type="checkbox"/>	Subscribe Page Test	0.0%	0.0%	0.0%	0.0%	0	Running

<input type="checkbox"/>	Subscribe	20.7%	18.9%	0.0%	0.0%	2,013	Completed
--------------------------	-----------	-------	-------	------	------	-------	-----------

<input type="checkbox"/>	Name	Original Conversion Rate	Variation 1 Conversion Rate	Variation 2 Conversion Rate	Variation 3 Conversion Rate	Total Visitors	Status ▲
--------------------------	------	--------------------------	-----------------------------	-----------------------------	-----------------------------	----------------	----------

Bulk Actions ▾ [Apply](#)

2 items

**You will see all of your A/B Tests, their results, and their current status.**



# Using Rainmaker's Built-In A/B Testing Tool

## A/B Tests

+ Add New



Bulk Actions ▾

Apply

2 items

<input type="checkbox"/>	Name	Original Conversion Rate	Variation 1 Conversion Rate	Variation 2 Conversion Rate	Variation 3 Conversion Rate	Total Visitors	Status ▲
<input type="checkbox"/>	Subscribe Page Test	0.0%	0.0%	0.0%	0.0%	0	Running
<input type="checkbox"/>	Subscribe Edit	20.7%	18.9%	0.0%	0.0%	2,013	Completed
<input type="checkbox"/>	Name	Original Conversion Rate	Variation 1 Conversion Rate	Variation 2 Conversion Rate	Variation 3 Conversion Rate	Total Visitors	Status ▲

Bulk Actions ▾

Apply

2 items

**Let's check the results of our completed test.**





# Using Rainmaker's Built-In A/B Testing Tool

## A/B Test: Subscribe

All A/B Tests

Delete

Here is a recap of the settings.



### Settings

Status	Completed
Ends when	It is manually stopped
Created	Jan 21, 2016
Total Visitors	2013
User Distribution	Evenly Distributed

### Pages

Original Page	<a href="#">Subscribe</a>
Variation 1 Page	<a href="#">Subscribe 2</a>
Variation 2 Page	
Variation 3 Page	
Conversion Page	<a href="#">You are subscribed to the IU Hoops Email Newsletter!</a>



# Using Rainmaker's Built-In A/B Testing Tool

## A/B Test: Subscribe

All A/B Tests

Delete

### Settings

Status Completed

Ends when It is manually stopped

Created Jan 21, 2016

Total Visitors 2013

User Distribution Evenly Distributed

### Pages

Original Page [Subscribe](#)

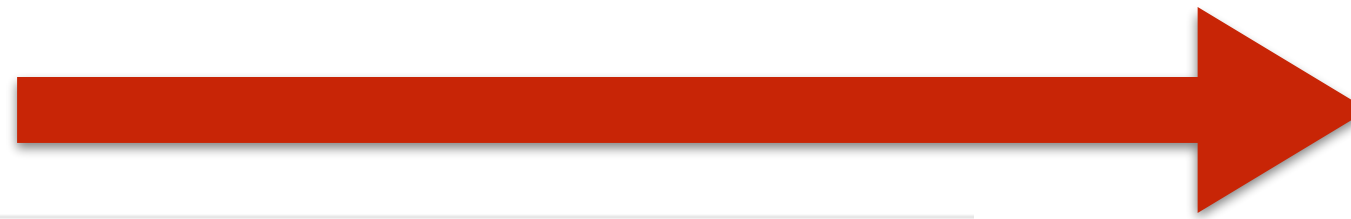
Variation 1 Page [Subscribe 2](#)

Variation 2 Page

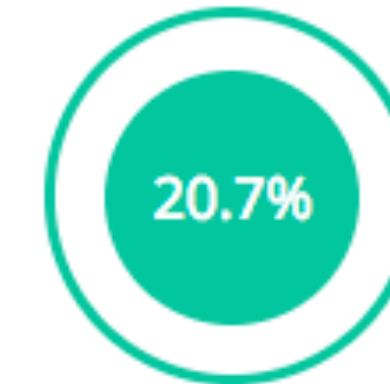
Variation 3 Page

Conversion Page [You are subscribed to the IU Hoops Email Newsletter!](#)

And here are the results.

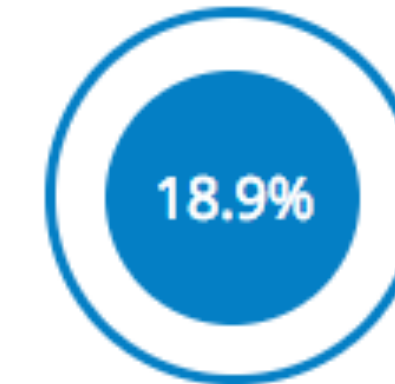


Original



1006 VISITORS  
208 CONVERSIONS

Variation 1

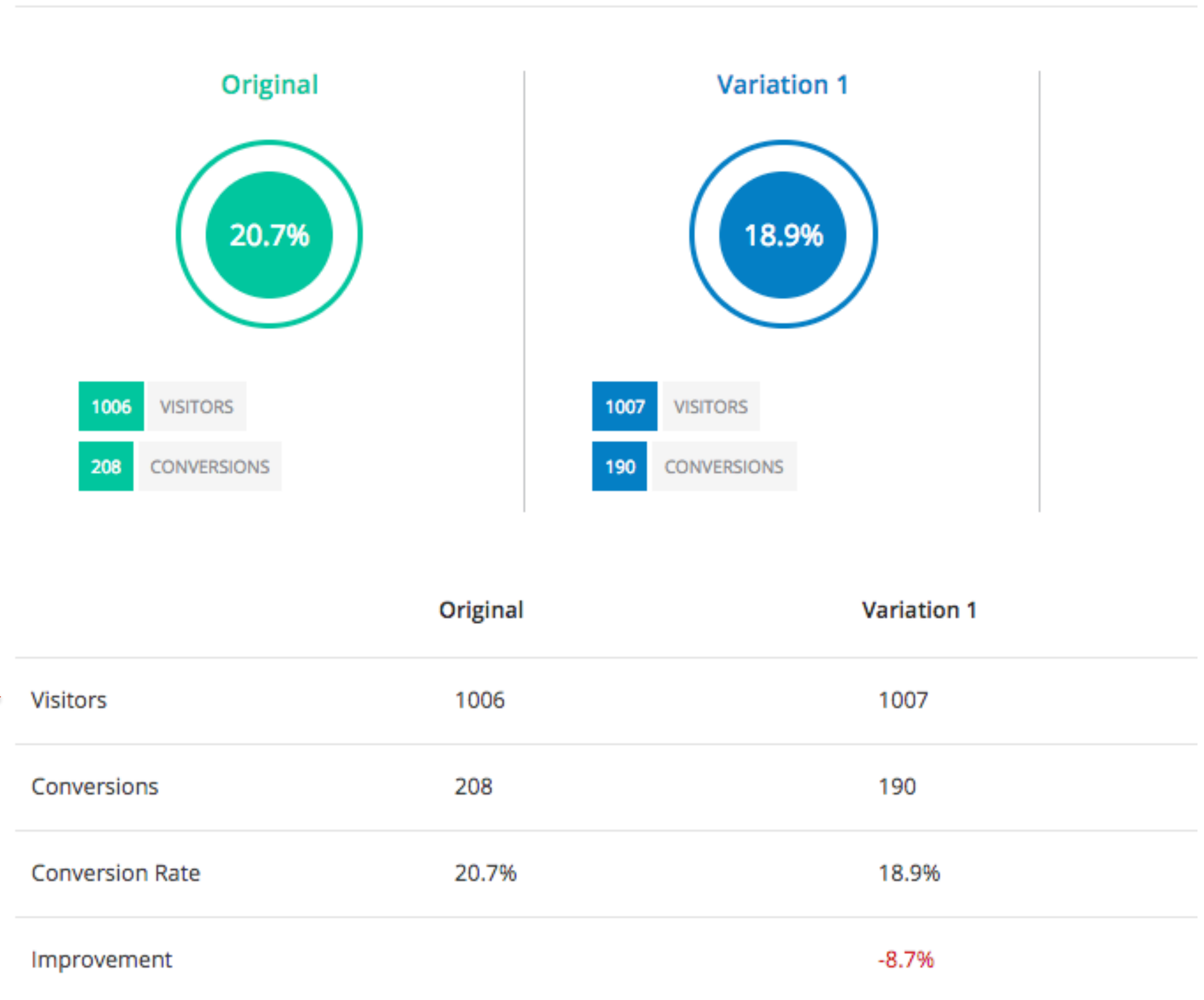


1007 VISITORS  
190 CONVERSIONS

	Original	Variation 1
Visitors	1006	1007
Conversions	208	190
Conversion Rate	20.7%	18.9%
Improvement		-8.7%



# Using Rainmaker's Built-In A/B Testing Tool

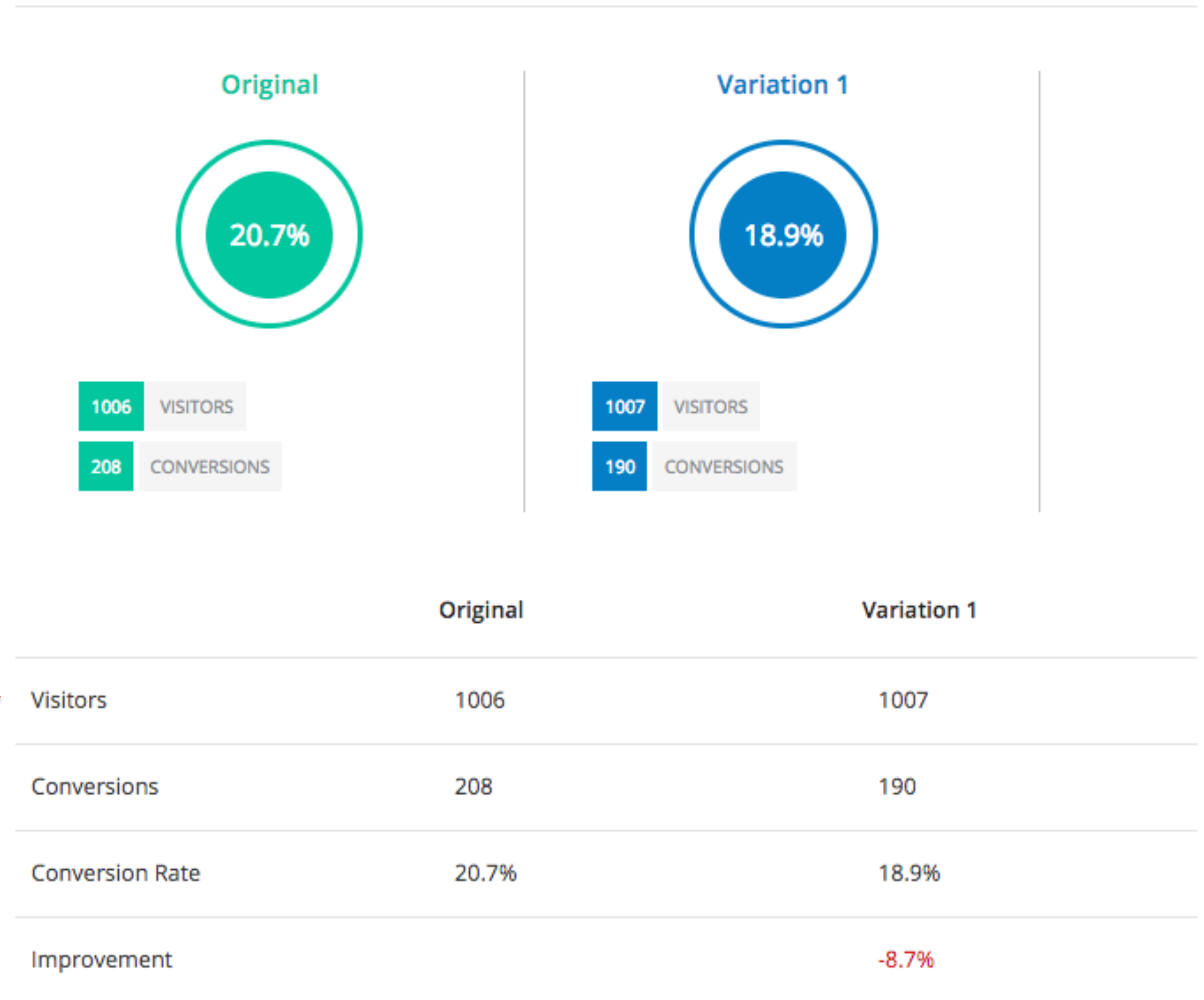


**After 2,000 evenly distributed visits to the two pages, the Original outperformed the Variation by 8.7%.**





# Using Rainmaker's Built-In A/B Testing Tool



**So my hypothesis was incorrect. It appears the testimonial *does*\* have a positive impact on conversion.**



# Using Rainmaker's Built-In A/B Testing Tool

A/B Tests [+ Add New](#)

Bulk Actions ▾ [Apply](#) 2 items

<input type="checkbox"/>	Name	Original Conversion Rate	Variation 1 Conversion Rate	Variation 2 Conversion Rate	Variation 3 Conversion Rate	Total Visitors	Status ▲
<input type="checkbox"/>	Subscribe Page Test <a href="#">Edit</a>   <a href="#">Delete</a>	0.0%	0.0%	0.0%	0.0%	0	Running
<input type="checkbox"/>	Subscribe	20.7%	18.9%	0.0%	0.0%	2,013	Completed

Bulk Actions ▾ [Apply](#) 2 items

**Once we are ready to stop a live test, click Edit from the main A/B Test page.**



# Using Rainmaker's Built-In A/B Testing Tool

A/B Test: Subscribe Page Test



Edit Delete

Then click Edit again.

## Settings

Status	Running
Ends when	It is manually stopped
Created	Apr 20, 2017
Total Visitors	0
User Distribution	Evenly Distributed

## Pages

Original Page	Subscribe
Variation 1 Page	Subscribe 2
Variation 2 Page	
Variation 3 Page	
Conversion Page	Thank you for joining the Assembly Call!





# Using Rainmaker's Built-In A/B Testing Tool

A/B Test: Subscribe Page Test

All A/B Tests Edit Delete

Settings

Status Running

Ends when It is manually stopped

Total Visitors 0

User Distribution Evenly Distributed

Pages

Original Page Subscribe

Variation 1 Page Subscribe 2

Variation 2 Page

Variation 3 Page

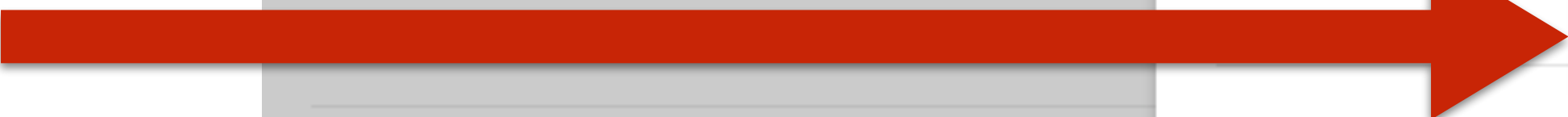
### Edit A/B Test

Name

Status  Running  
 Paused  
 Completed

User Distribution

Ends when  It is manually stopped  
 Total traffic reaches  visitors  
 Each page reaches at least  visitors



**Then choose to pause the test, mark it complete, or keep it running.**



# Using Rainmaker's Built-In A/B Testing Tool

The screenshot displays the 'A/B Test: Subscribe Page Test' interface. At the top, there are buttons for 'All A/B Tests', 'Edit', and 'Delete'. Below this is a 'Settings' section with a 'Status' of 'Running'. A modal window titled 'Edit A/B Test' is open, showing fields for 'Name' (Subscribe Page Test), 'Status' (with a dropdown menu showing 'Running', 'Paused', and 'Completed'), 'User Distribution' (Evenly Distributed), and 'Ends when' (with radio buttons for 'It is manually stopped', 'Total traffic reaches [ ] visitors', and 'Each page reaches at least [ ] visitors'). At the bottom of the modal are 'Update A/B Test' and 'Cancel' buttons. A red arrow points from the 'Status' dropdown in the modal to the 'Running' status in the background interface.

**You can also change the other settings while the A/B test is live.**



# 4 Important A/B Testing Tips





## 4 Important A/B Testing Tips

1. Change *only* **one** variable per Variation (as compared to Original)



## 4 Important A/B Testing Tips

1. Change *only* **one** variable per Variation (as compared to Original)
2. Make sure you have a large enough sample size

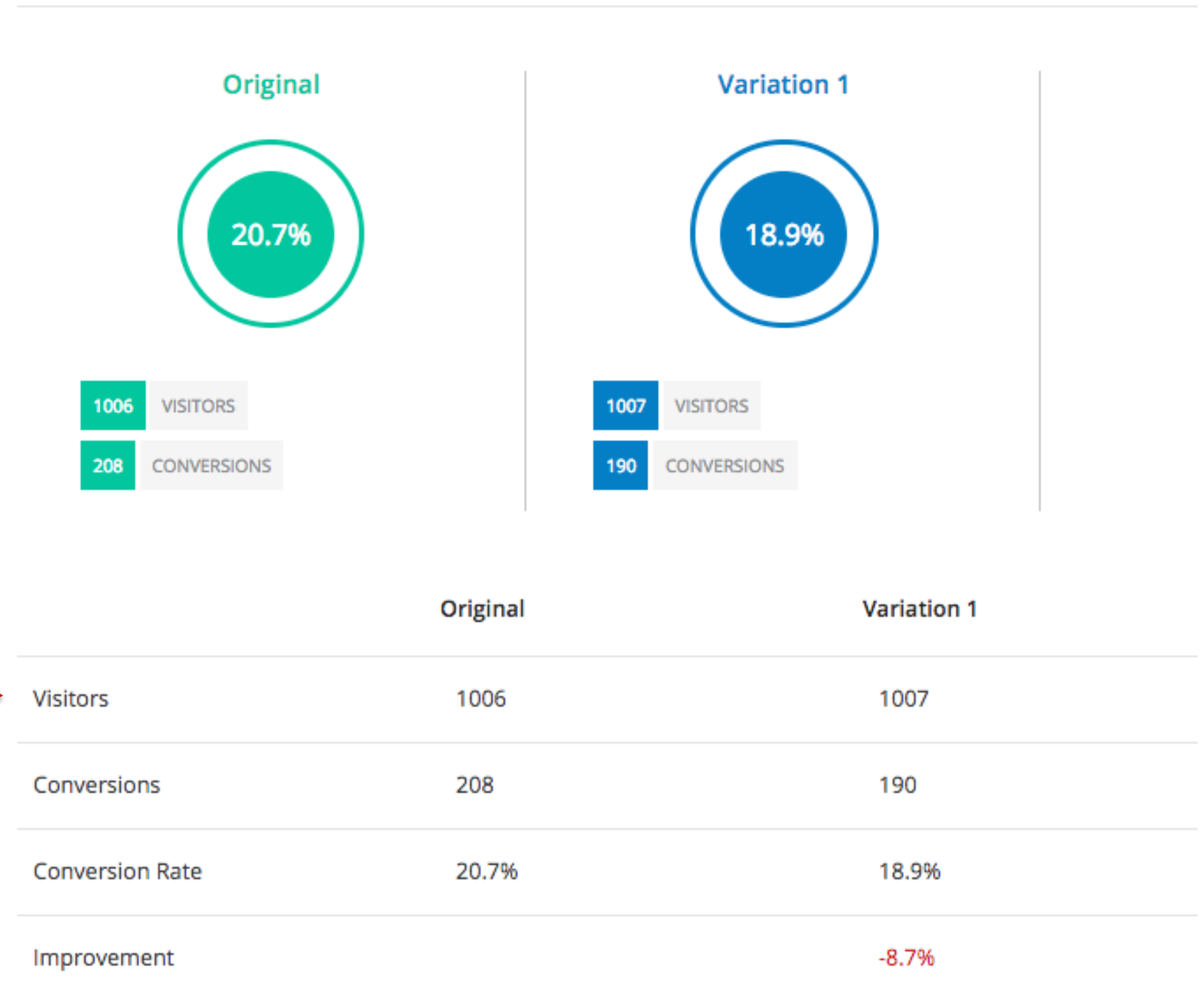


## 4 Important A/B Testing Tips

1. Change *only* **one** variable per Variation (as compared to Original)
2. Make sure you have a large enough sample size
  - Rule of thumb: 2,000 sessions/observations for *each* Variation **and** at least 5% or greater baseline conversion rate



# Using Rainmaker's Built-In A/B Testing Tool



**So do I have enough data here to make a statistically significant judgment?**





## 4 Important A/B Testing Tips

1. Change *only* **one** variable per Variation (as compared to Original)
2. Make sure you have a large enough sample size
  - Rule of thumb: 2,000 sessions/observations for *each* Variation **and** at least 5% or greater baseline conversion rate
3. Don't call the results until the whole thing has finished



## 4 Important A/B Testing Tips

1. Change *only* **one** variable per Variation (as compared to Original)
2. Make sure you have a large enough sample size
  - Rule of thumb: 2,000 sessions/observations for *each* Variation **and** at least 5% or greater baseline conversion rate
3. Don't call the results until the whole thing has finished
4. Don't let your test run longer than a month because cookies will start to expire



Coming up ...



# Q&A on How to Leverage Your Traffic Into Better Decisions and More Conversions

***Friday***, April 28 at 2:00 p.m. Eastern Time





Questions?



 RAINMAKER PLATFORM