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Proč nedělat A/B testování (drafts and experiments)

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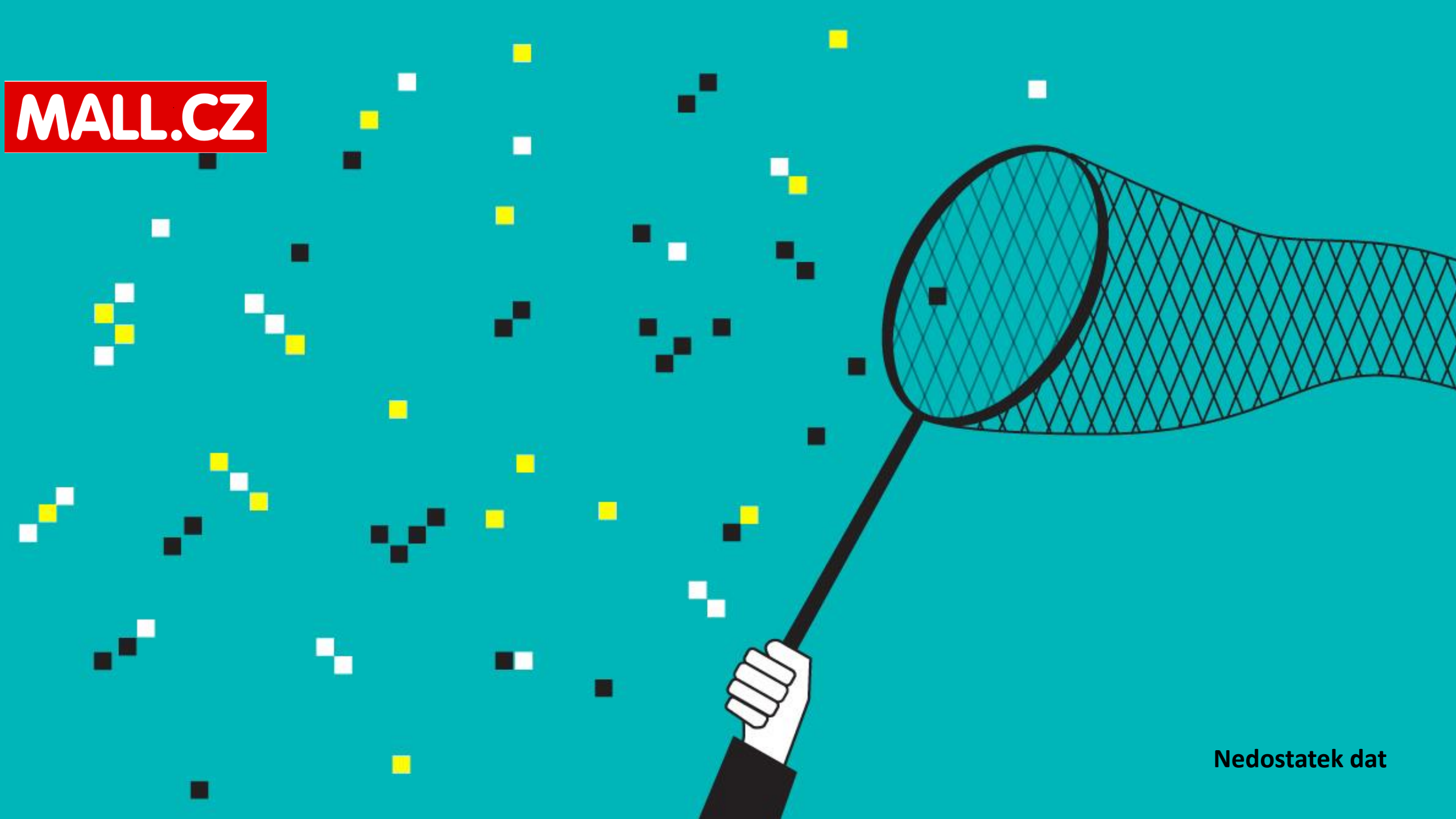
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Nedostatek dat

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Požadavky vedení

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Google Shopping

Nelze použít drafts and experiments

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Časová náročnost

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PPC Bee

ppcHIT.cz

DoubleClick Search

Ad BOOST

Automatizace

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Google AdWords

Zboží.cz Seznam.cz

facebook

Sklik.cz Seznam.cz

affiliate™

Google

Heureka

Seznam.cz

GLAMI

criteo

Mailing

Display

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Jak tedy testovat a vyhodnocovat?

Ruční bidding x tROAS

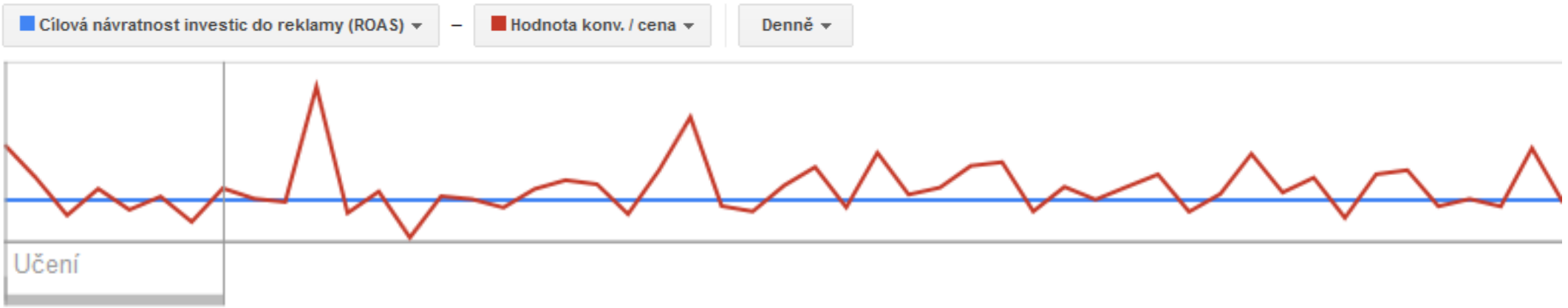
Co jsme testovali

- Ruční bidding x tROAS u dynamického remarketingu

Očekáváni

- Ušetření času
- Využití více signálů při biddingu (OS, zařízení, prohlížeč,…)
- Navýšení revenue při zachování ROAS

Výsledek



ROAS	Tržby
21%	114%

Adwords Drafts and experiments

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Causal Impact

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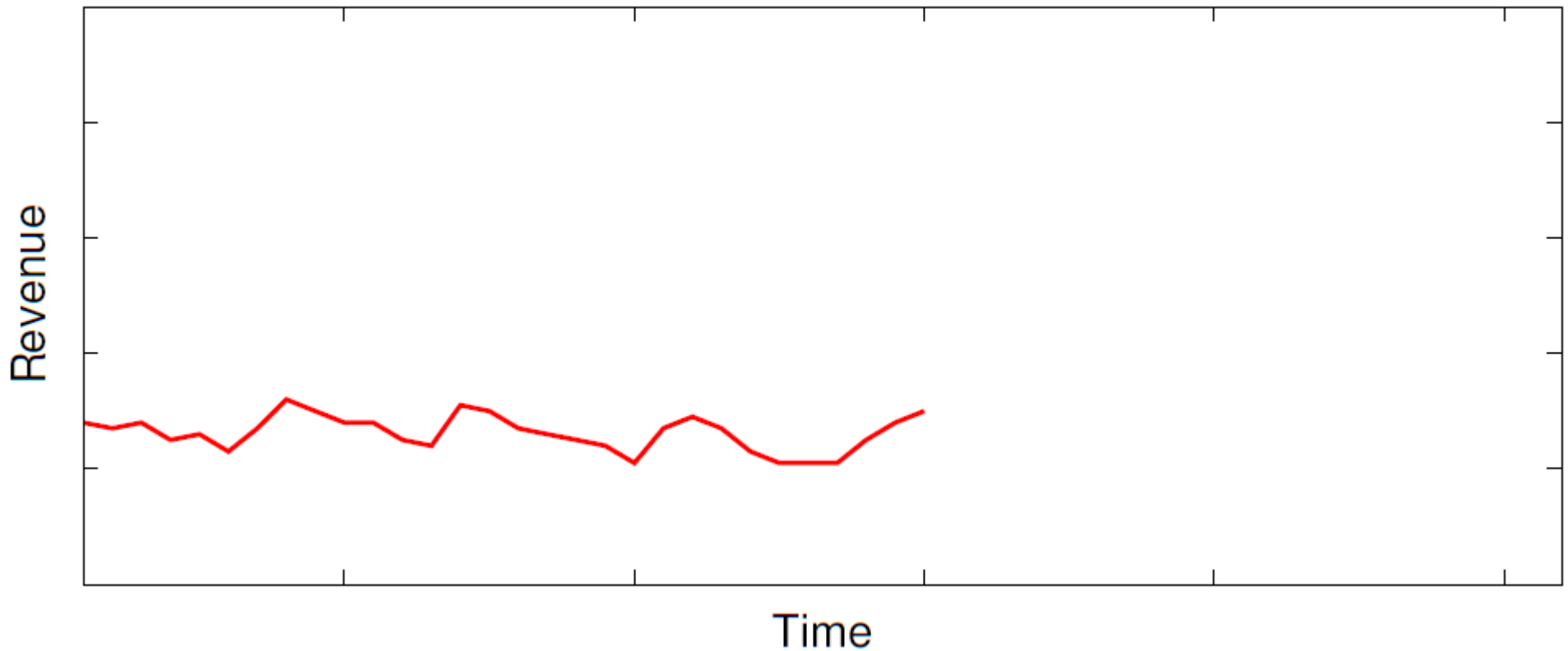

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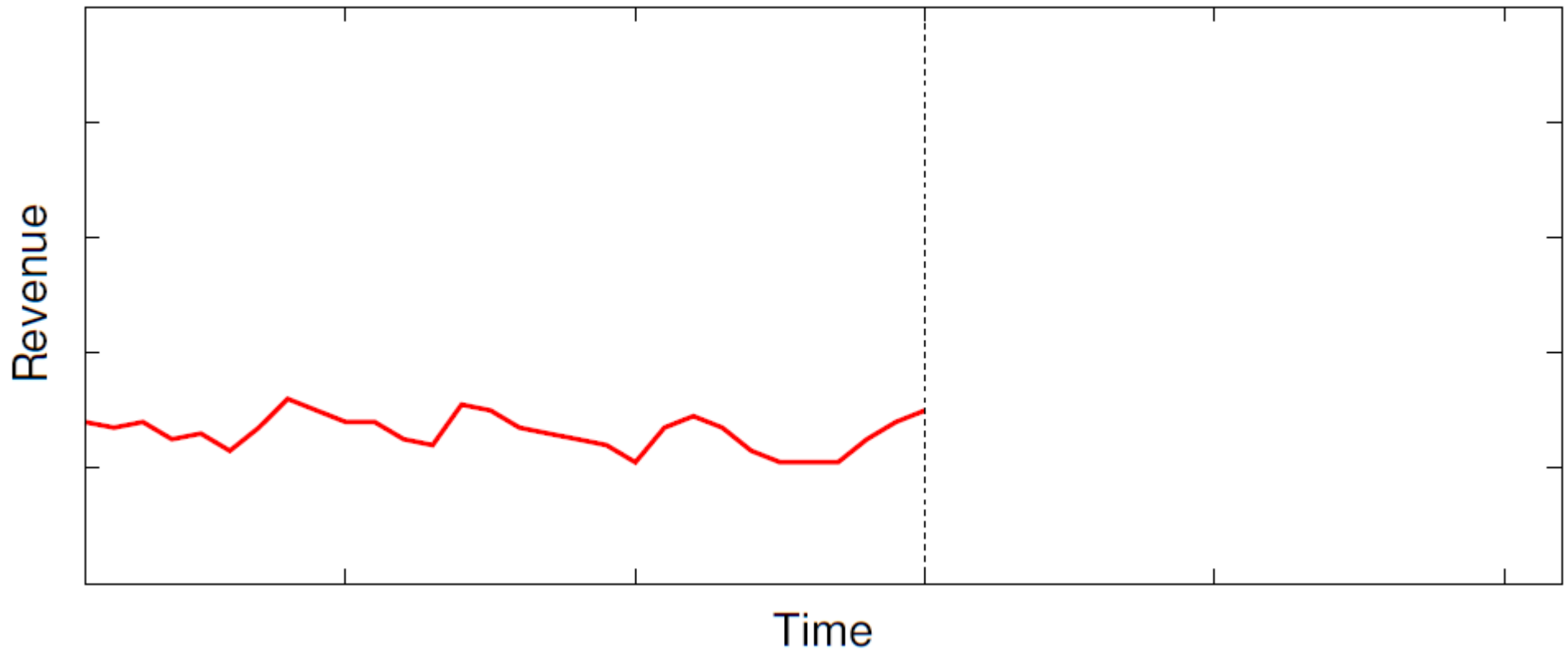

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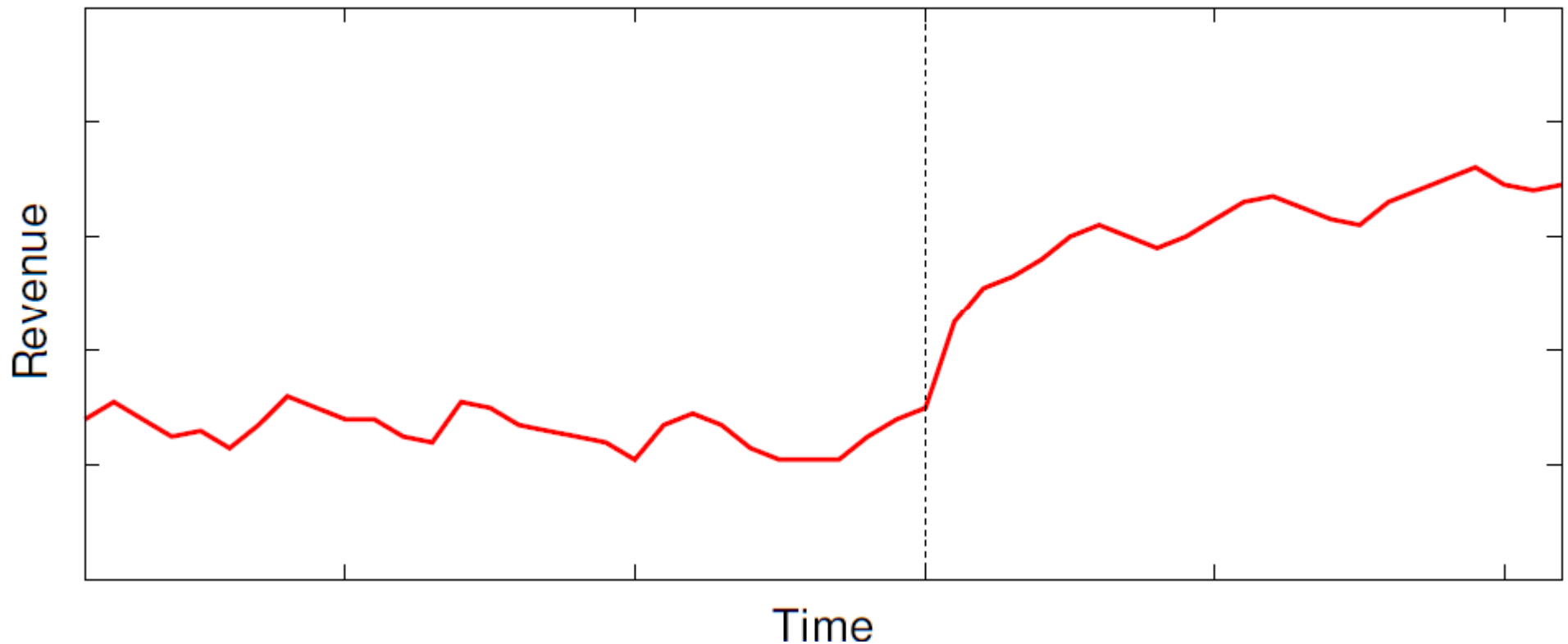

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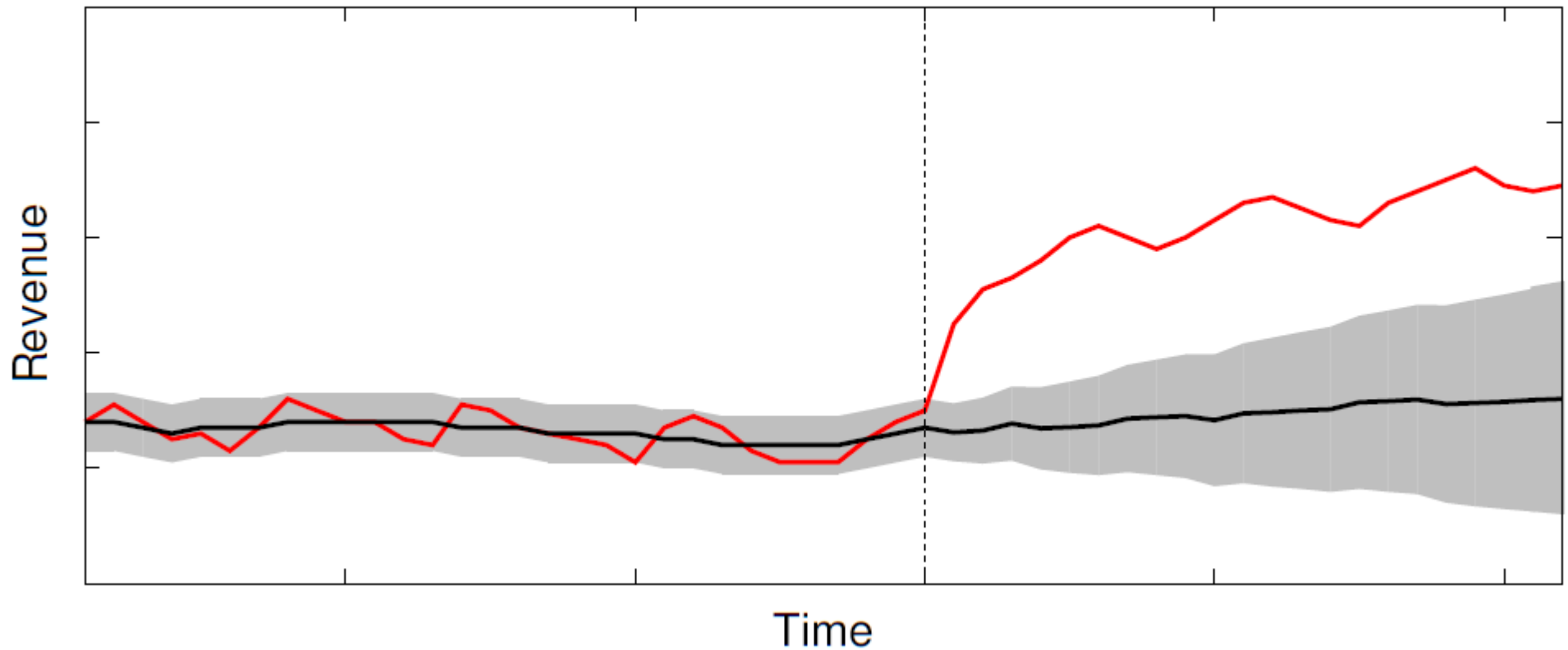

Optimalizace na revenue (PNO) x optimalizace na marži (PNM)

Co jsme testovali

- Bidding na Heuréce
- Optimalizaci na revenue x optimalizaci na marži

Očekávání

- Navýšení hodnoty marže při stanoveném max. PNM
- Přesnější bidding

Výsledek?

Optimalizace na revenue (PNO) x optimalizace na marži (PNM)

Metric	Test baseline | 95% Int.		Test Actuals	Increment	Global Relevance (increment caused by test)
Revenue				(+11%)	YES
GM				(+14%)	YES
GM (%)				**4%**	SEMI-YES
Costs				(+6%)	YES
PNO (%)				-13%	YES
PNM (%)				**-24%**	YES

PNO = mkt. cost / revenue

PNM = mkt. cost / GM

GM = revenue – cost

Causal Impact

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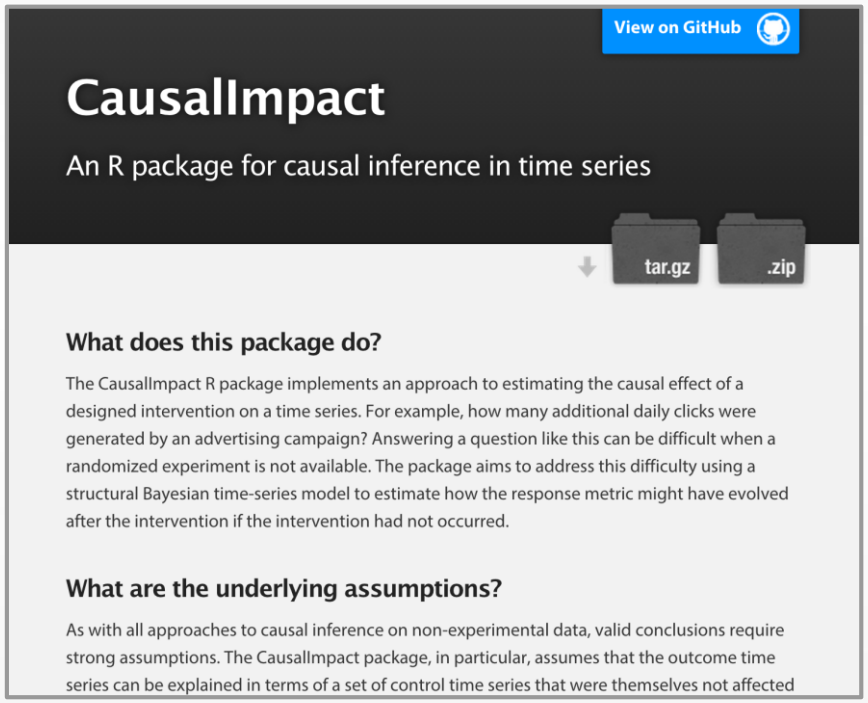
Co si odnést?

- Testujte
- Hledejte způsoby, jak co nejlépe testovat
- Jasně si definujte cíl, postup a metodiku testu
- Hypotézy jsou pouze hypotézy
- Konzultujte
- Netestujte hlouposti

Příloha o Causal Impact

Time series experiments help assess what performance would have been without the intervention (e.g., bid increase)

Google offers a free package to enable time-series experiments



Choose an Advertising Intervention:

example: Increased or Decreased Ad Spend

Chose a Time Series:

example: Conversions or Clicks

Use a Model to Infer Causality:

Use R package to analyze how a “time series” could have evolved after the intervention if it hadn’t taken place

Captures impact of multiple channels (Search, Display, Video)

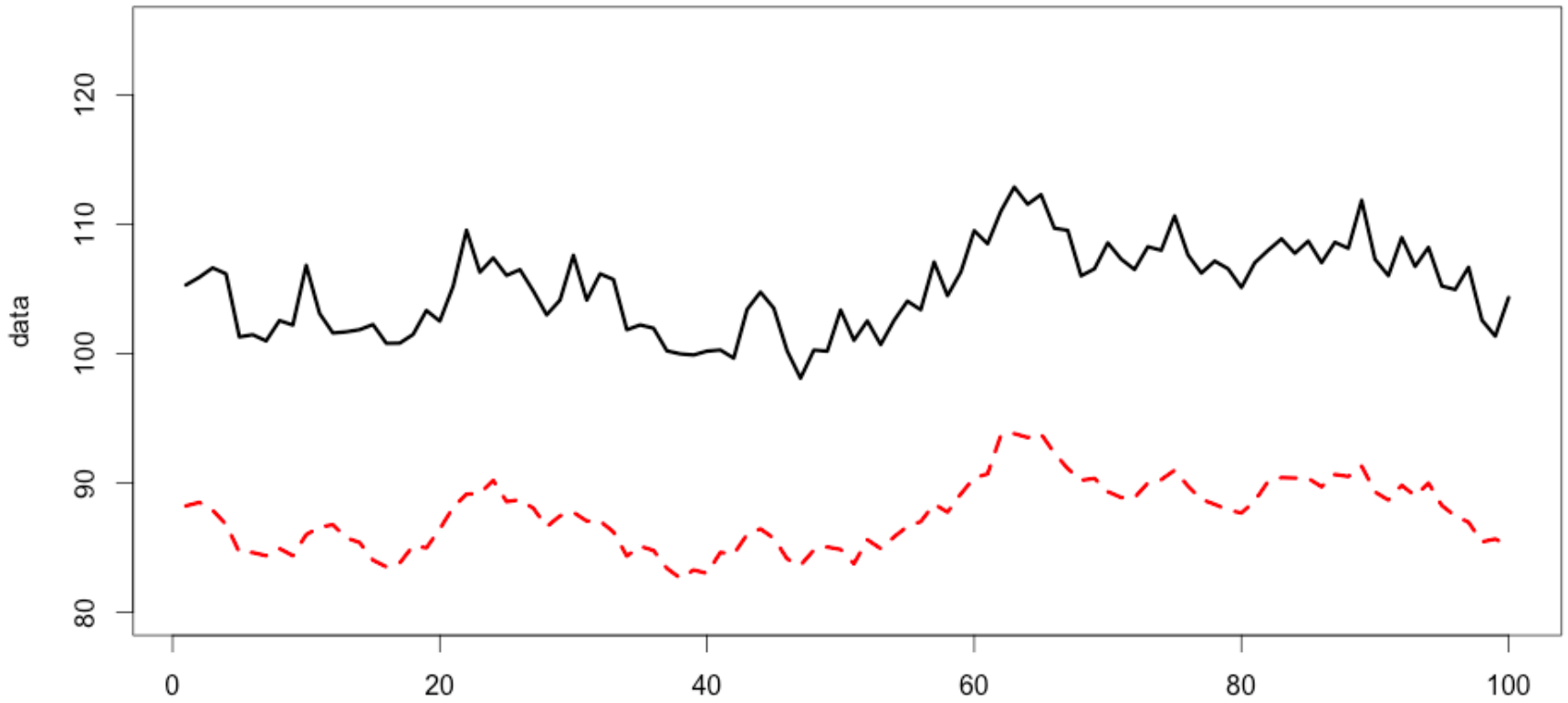
http://google.github.io/CausalImpact

Google™

Causal Impact: methodology

1. Select a response metric, e.g. revenue
2. Increase spend in a response geo
3. Change nothing in control regions
4. Use control regions to train a model and predict the counterfactual response metric during the test period
5. Compare prediction to observation

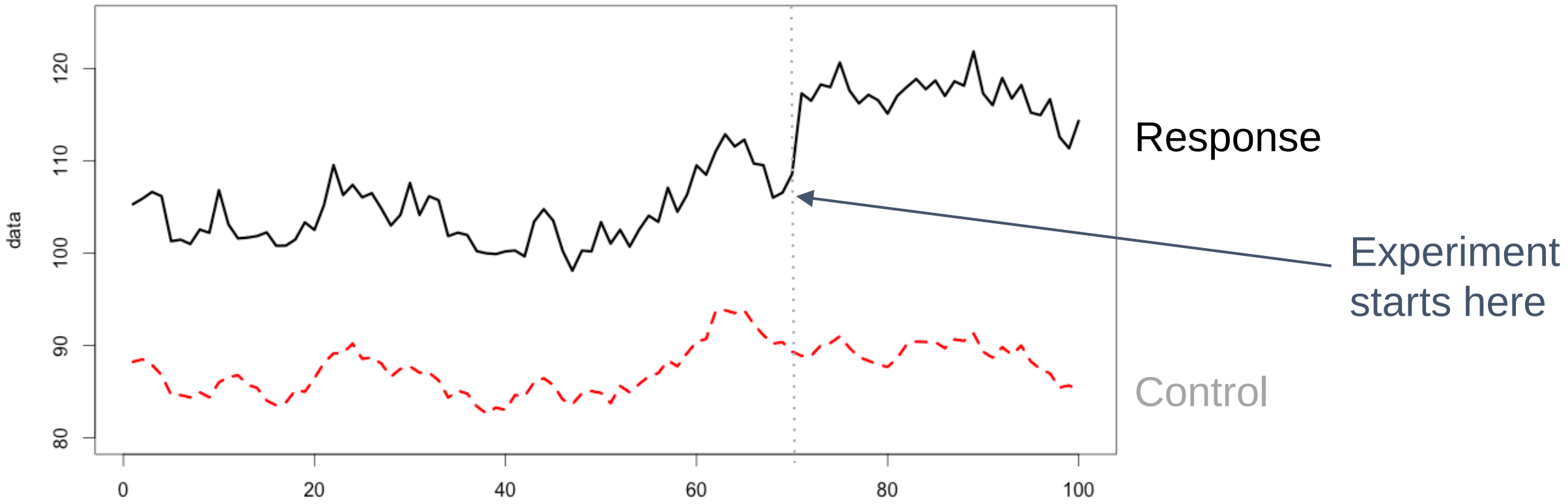
Causal Impact: a simple example



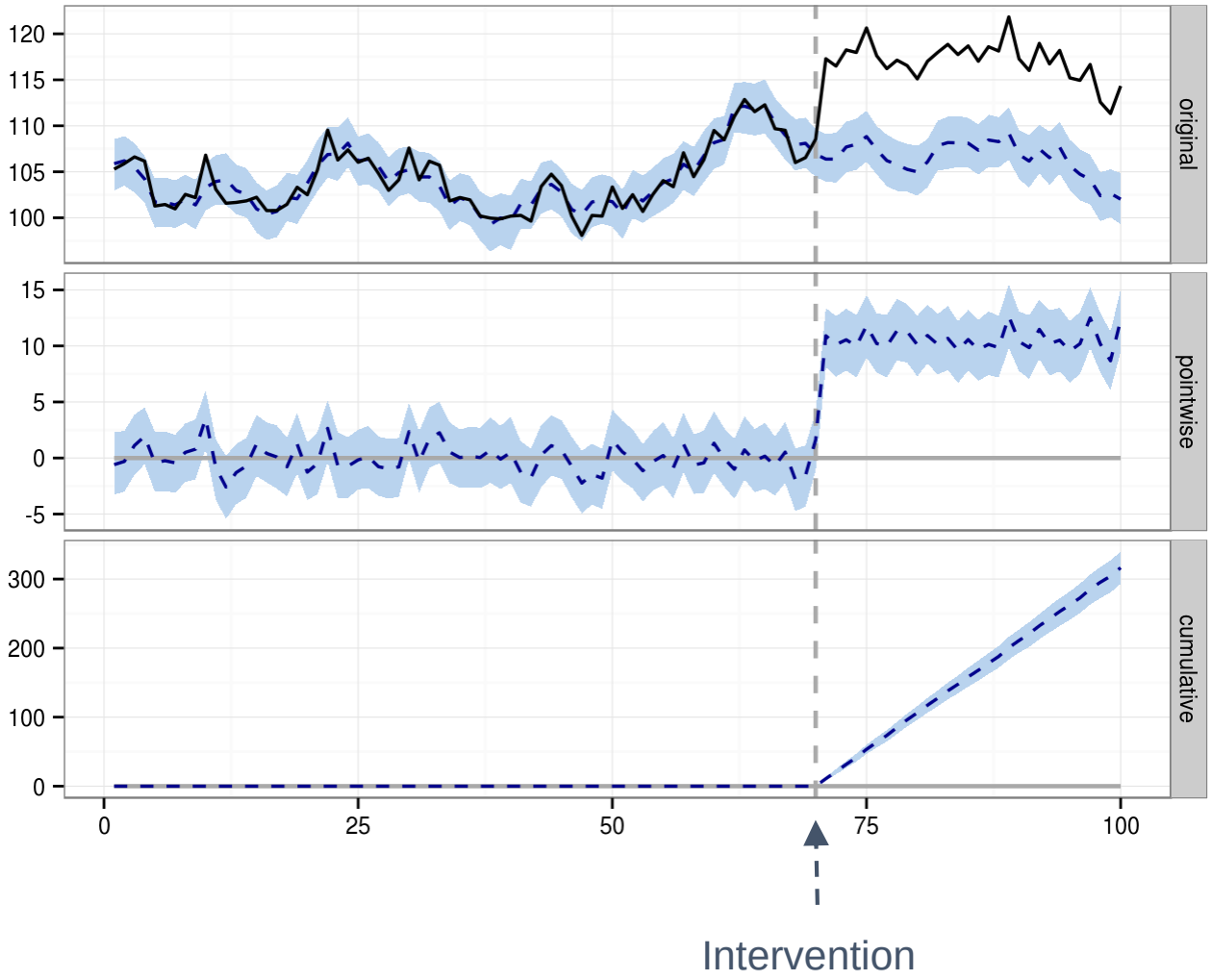
Response

Control

Causal Impact: a simple example



Causal Impact: output



The black line is the observed response metric. The dashed blue line is the predicted response metric. The banding is the confidence interval of the prediction.

This panel simply plots the observed response minus the model prediction. (the residuals)

Here we plot cumulative residuals—the total effect of the intervention