

THE CONFERENCE FORMERLY KNOWN AS CONVERSION HOTEL

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[CONVERSIONHOTEL.COM](https://conversionhotel.com)

MANAGEMENT
SUMMARY



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STEPHEN PAVLOVICH

Using experimentation to drive product





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Using experimentation to drive product

Use experimentation to make better choices about your products

As people, we are not very good at making good choices. At an individual level, but even more at an organizational level. Therefore the most successful companies use experimentation as a product development framework.

So how can we use product experimentation to improve digital and even physical products?

1. Experiment to solve your biggest problems

- You should not test small tweaks or changes, but the things that can have the most important impact on your company.

2. Be bold

- Experiment risky decisions, not just what you think you want to do anyway. If you don't take risks, you can't innovate.
- Most decisions are reversible and you can easily test these with experiments.
- Only for irreversible decisions, you need to inform yourself about different kinds of evidence. But not all evidence is of equal value. The hierarchy of evidence can be used to weigh different kinds of evidence against each other.

3. Test early and test often

- Often we see that features get built first and tested afterward. And then it will be implemented anyway regardless of the outcome because of the effort that has already been put into it.
- The solution is to test the ideas behind the feature early on.

4. Start small and scale

This way you can test many more ideas and increase your chances of success.

You can see what happens before you make the choice.

Teams can experiment with autonomy because they don't need anyone's opinion, which will lead to the best products.

[Check out Stephan's video summary and slides](#)





GUY YALIF

AI & personalization demystified





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AI & personalization demystified

Using AI for all the stages in the funnel

What is AI?

1. Rules-based personalization: chatbots, messages and search.
2. Machine learning: machine learning on its own based on data. Just like a child learning how to ride a bike.

Machine learning cycle:

1. Data
2. Model training
3. Prediction
4. And again!

Machine Learning is good at:

1. Managing a lot at once
2. Accelerating learning
3. Listening and reacting 24x7
4. Driving results

Busting myths

1. I can completely turn over website personalization to AI.
2. Everyone talking, AI is telling me the truth.
3. AI is too complicated for me to use for personalization.

Beliefs

1. Manage both ABM (account-based marketing) and anonymous traffic
2. Testing and personalization go together. Why is this usually a different team? They have the same goal. Combine both!

AI deep dive: what are the AI methods

1. Supervised learning: depends on known variables
2. Unsupervised learning: you don't know the answers, you have a lot of unstructured data.
3. Reinforcement learning

7 takeaways:

1. Most AI you see in the market is rules-based. Quite useful.
2. Use testing and personalization together.
3. Best outcomes happen when we combine optimizers and AI.
4. AI can accelerate testing and personalization.
5. B2B marketers can tailor prospects' journey through ABM.
6. Practically applying AI is more than picking the right algorithm.
7. You can meet your prospects.

[Check out Guy's video summary and slides](#)



AURÉLIE POLS

A look into the future of (data) governance





AURÉLIE POLS

A look into the future of (data) governance

Digital data all-rounder

GDPR

GDPR is all about accountability. Being responsible for the information you're moving. The principle of accountability is for the entire company. It should work across the corporation and across countries. But this, unfortunately, is not the case.

You should know the risk you are taking, the vendor or other products might say everything is okay but make sure for yourself what risks you're taking. Be careful what you hear when people tell you it's all fine. There just emitting risk for themselves.

Within GDPR consent is one way to manage/legitimize data. Brussel is not happy with the current state of consent. There are multiple ways to collect data lawfully other than consent. Accountable ways of use of data are going to be the challenge going forward.

Track everything?

Nowadays everything is about data-driven culture. It's difficult to not be in a database. We are now competing for privacy. There is also a religion of data maximization. Gather all data and then decide what to do with it later. However, there also are data minimization cultures such as in the CRO field.

Data governance today

Rules seem to disappear and different rules between the US and the EU.

Digital data governance tomorrow

If you collect data you must declare reason and if the data is consented for or not. Reality is, it does not exist, This is an interesting opportunity and a challenge. Apple is going in the right direction. For example, Apple is using the classification for purpose since 2016 so when an app owner wants to use sensitive data it has to specify why.

"Data is the new infrastructure, privacy is the new green, trust is the new currency. The road to responsible data "use" is open, which do you choose?"

[Check out Aurélie's video summary and slides](#)





EMILY ROBINSON

Data science demystified



EMILY ROBINSON

Data science demystified

“Data science is the discipline of making data useful.”

Fundamental skill set for data science

- Programming and databases
- Math & Stats
- Domain knowledge

1. Programming and databases

- R or Python. Python is the fastest-growing language, fueled by data science.
- SQL.
- Git: Control system. Structured history of files and collaboration.

Benefits of programming:

- Accessibility: the biggest benefit of programming.
- Efficiency: writing code once and you can always use it on new data.
- Collaboration.

2. Math & Stats

- What techniques exist
- How to apply them
- How to choose which to try

A systematic way to approach problems, how to interpret outcome, what decision to take based on data.

3. Domain knowledge

Business question -> Data Science question -> Data science answer -> Business answer

Data scientist categories:

- Analytics - Defines monitors key metrics, develop dashboard, communicate analyses
- Algorithms - Deep learning, natural language
- Inference - Strategic analysis, design experiments

Advice:

Tip 1: Practice by making personal data science projects.

- Start comfortable, simple techniques.
- Start with the data. (Example data: TidyTuesday has new data set every week.)
- Start with a question.

Tip 2: Choose a topic you're excited about.

Tip 3: Limit your scope.

- Perfectionism can be a real hurdle. Very common to keep improving. Don't fall into this trap.
- Adding your work online; it's very important to share/publish your work, then you get feedback.
- Github, Blogpost.



LUKAS VERMEER

One neat trick to run better experiments



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One neat trick to run better experiments

Deep-dive in just one little trick: Sample Ratio Mismatch (SRM)

SRM checks the 50/50 traffic split on your A/B test.

How will we know?

- When there's a mismatch between the expected sample ratio and the observed sample ratio.
- Goodness of fit test – how well does this data fit with my expectations?
- You can use the Python function `Binomtest` to check for an expected ratio which results in a p-value so you can ask yourself: "Can I reject the null hypothesis?"

Who suffers from SRM?

- Not everyone checks on SRM. There are just a few vendors are doing it.
- On average there are between 6% and 10% SRM errors in all of your tests (LinkedIn: 10%, Microsoft: 6% and for Booking it's lower).
- SRM is everywhere! One of the biggest problems in A/B testing and data science.

What can we do?

- Check for SRM.
- Fix it (investigation needed).
- More reliable as a result = Profit!
- Use Lukas his SRM checker.

Rules of thumb when you get an SRM:

- Examine scorecards
- Examine user segments
- Examine time segments
- Analyze performance metrics (coin flip might be broken when this is happening a lot)
- Analyze engagement metrics
- Count frequency of SRM's
- Examine AA experiment
- Examine severity
- Examine downstream
- Examine across pipelines

[Check out Lukas' video summary and slides](#)



LUCIA VAN DEN BRINK

The subtle CRO art of not giving a f*ck





LUCIA VAN DEN BRINK

The subtle CRO art of not giving a f*ck

A counterintuitive approach to living a good life as CRO-specialist.

I'll be using chapters from the original book and a lot of examples. "Who you are is defined by what you're willing to struggle for". As a CRO specialist, you are going to struggle.

Care less

Spend your energy wisely!

The value of suffering

Competitors had images next to their titles, we didn't. So we built a test with thumbnails next to the titles. We got a lot of complaints, but let the test run its entire course to see if people could get used to it. They couldn't, control won.

"I learned two things: a test like this didn't get me fired. And apparently, I killed the biggest USP of this page: the simple list of article titles."

You are not special

Self-confidence is very important in this society, the confident ones are usually managers or hippos.

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Failure is the way forward

I heard from Karl Gilis that the right side is the graveyard of the website. At KPN, the configuration of subscriptions was on the right, then moved it to the left and it worked. So I tried it at nu.nl as well. But it didn't do anything there. Why? Because this wasn't the main focus of the visitor.

Happiness is a problem

Nu.nl was already very happy with their site, but our font size was so much smaller. So we tested and it turned out that a bigger font was better. Being happy can get people too comfortable, so they may not change things that need changing.

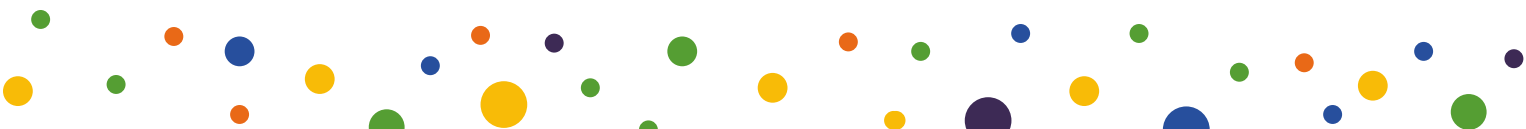
The importance of saying no

If A/B tests are suggested by others, they sometimes don't feel so nice. You're going to have to say no sometimes and you have to prioritize things.

Summarizing:

Be a rebel, counterintuitive, it can be very good for your tests. I needed to learn how to fail and wait for a better time. And learn how to take a punch to the face like in karate. Accept failures. It makes you better and better with every punch. Maybe failure is even more important than success!

[Check out Lucia's video summary and slides](#)





ELKE GERAERTS

Authentic intelligence



ELKE GERAERTS

Authentic intelligence

Why humans always win from computers

By 2022, 75 million jobs will be replaced by robots, by 2030 this will be 33%. But there will be many new jobs that will appear because of AI. Because we, as humans, have a secret weapon. We have a brain, an authentic and unique brain.

Unique human skills:

- Reprogramming
- Willpower
- Imagination
- Ability to build authentic relationships

1. **Reprogramming:**

When you were born, 60% is nature, 40% is nurture. Do we have an impact today? How often can we be in our own willpower? It's your intrinsic motivation that leads you into your own direction.

Calimero is always complaining. I'm small and they're tall, and it's not fair. There are many calimeros on the work floor: "Not my responsibility, ask the bosses", "Nothing ever changes here / There is too much change here".

Every calimero can turn into a calihero. He's an owner, a doer, someone with guts. He takes ownership! He'll never say: "This is not my responsibility".

2. **Willpower**

Elke does not want to offend you but there's a chimpanzee in your brain. We should learn to listen more to the human in us. Try to not say yes right away and let your 'chimp' take over.

When you finally say yes, you can go for your priorities. Two techniques:

Nadal effect: organizes his environment so it matches the order he is looking for in his head.

Single-tasking: use elephants and rabbits for dividing your day: when you're hunting elephants, don't get distracted by chasing rabbits. The elephant is big, it requires 100% focus.

Rabbits are distractions: emails, colleagues asking questions. Don't start with the little to do's first so you can check them. You will be chasing rabbits until 11 am, and then think about the elephant, OOH he's big!

3. **Imagination**

There are so many creative people in non-creative jobs. All repetitive jobs will be taken over by AI. For us, there is nothing left but to do creative work. Creative capital is the most important asset of a modern company. Imagine, innovate, design and solve problems! "I imagine, therefore I am."

4. **Relationships**

We have the ability to create authentic relationships. They will protect us from computers and networks. Customer trust begins with a belief in a set of shared values. It gives a sense of togetherness and that creates trust. Simon Sinek calls this why. When organizations are able to inspire people with what they believe. Don't talk about 'what' or 'how', start with 'why' instead.



ROGER DOOLEY

The untapped force that can be your most
powerful advantage





ROGER DOOLEY

The untapped force that can be your most powerful advantage

The easy path to growth & loyalty

What is friction?

The first thing to do perhaps is to develop a friction aware culture within your company. Obviously, the first thing you want to work on is customer friction. Are you making things unnecessarily difficult for your customers? Make things easier instead of changing the motivation. People choose the easy way.

Fogg behavior model:

The Fogg Behavior Model (FBM) makes it easier to understand behavior in general. What was once a fuzzy mass of psychological theories now becomes organized and specific when viewed through the FBM.

“Less friction is more conversions”

Make things on your website easy! Change the behavior with friction. True loyalty can be tested because of friction.

My advice is to focus on the outcome that's most desired, and find out what the quickest and easiest approach is to take that action. Make it easy for users to convert, and they'll continue to return.

Amazon

- The reduction of negative feedback = an easy process for returns.
- Measure security compliance efforts.
- Be like Amazon: intelligent security - only in specific cases ask for re-login.

Google

- Competitive advantage = lower search effort.
- Deliver relevant results.
- Autocomplete tags reduce friction.
- Google asks about the effort: is this an affordable experience.

Measuring friction

- Measure perception by Customer Effort Scores.
- Observe (eye-tracking).
- Count everything (clicks, screen taps, scrolls).
- Use more behavior metrics.
- Ask questions.

Cognitive friction

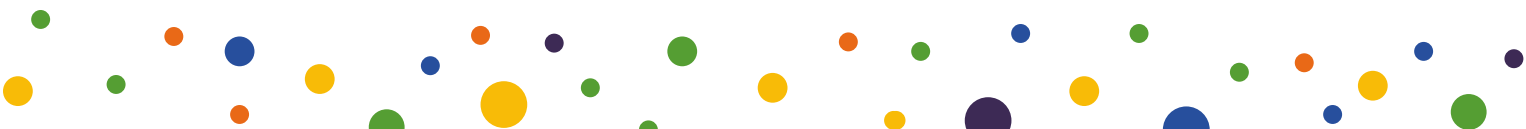
Cognitive friction occurs when a user is confronted with an interface or affordance that appears to be intuitive but delivers unexpected results. This mismatch between the outcome of an action and the expected result causes user frustration and will impair the user experience if not jeopardize it. User research can help uncover such problems and generate a friction-free design.

Tips and tricks to reduce friction on your website

- Use simple fonts
- Short text
- No large forms
- Keep it simple

Roger hopes that this presentation will make everybody put on their metaphorical friction goggles and expose bad UX & CX and push back to legal, IT, compliance, security, accounting, etc.

[Check out Roger's video summary and slides](#)





ELIS LIGHTLEE

Expedition gold





JAN ROELFS & ELIS LIGTLEE

Expedition gold

An inspirational interview on winning, suffering and coming back.

"When there is closing a door, there is always a door going open"

"Have fun in what you do"

"You have to suffer some times"

"You need a good team to shine"

"Surround yourself with people who love you"

"You know you can do it, you have to do it yourself"

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[Check out Elis' video summary and slides](#)



SPECIAL THANKS



Check out the **after movie**,
pictures, **live notes**, **slides** and
video summaries on the
overview page of **#CH2019**:

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