



homepage spre blog logo (copy)

Completed

Created: Oct 8, 2009 PDT | Launched: Oct 8, 2009 PDT | Completed: Nov 8, 2009 PST

This experiment is completed and is no longer reporting any new data. If you have not done so already, you can update your page to reflect a winning combination.

Combinations (3):

| Key: ■ Winner ■ Inconclusive ■ Loser | | | | | | |
|--|---------|-----------------|----------------------|----------------------|----------------|-------------|
| Combination | Status | Est. conv. rate | Chance to Beat Orig. | Observed Improvement | Conv./Visitors | |
| Original | Enabled | 42.9% ± 6.0% | — | — | 73/170 | |
| No high-confidence winner found. | | | | | | |
| Combination 1 | Enabled | 44.3% ± 6.1% | 58.8% | 3.19% | 74/167 | |
| Combination 2 | Enabled | 39.7% ± 5.9% | 29.4% | -7.65% | 69/174 | |
| | | | | | | 1 to 2 of 2 |

Page Sections (1)

| Key: ■ Winner ■ Inconclusive ■ Loser | | | | | | |
|--|-----------|-----------------|----------------------|----------------------|----------------|-------------|
| Relevance Rating | Variation | Est. conv. rate | Chance to Beat Orig. | Observed Improvement | Conv./Visitors | |
| header logo | Original | 42.9% ± 6.0% | — | — | 73/170 | |
| | RSS icon | 44.3% ± 6.1% | 58.8% | 3.19% | 74/167 | |
| | blog icon | 39.7% ± 5.9% | 29.4% | -7.65% | 69/174 | |
| | | | | | | 1 to 2 of 2 |