

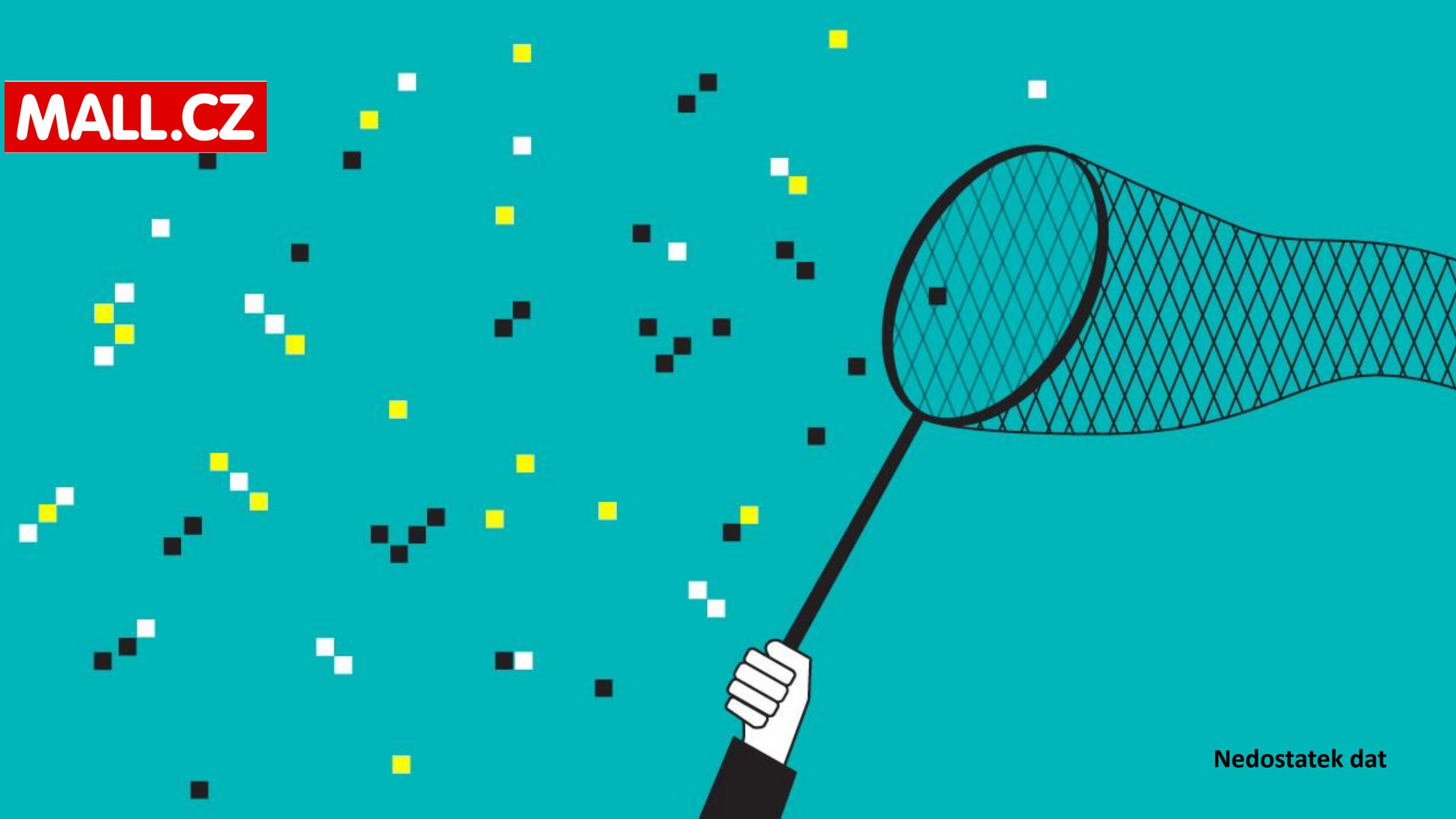


# Proč nedělat A/B testování

(drafts and experiments)

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Nedostatek dat

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**Požadavky vedení**

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**Nelze použít drafts and experiments**

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**TOO BUSY**

**Časová náročnost**



PPC Bee



DoubleClick  
Search



Automatizace

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 **Heureka**  **SEZNAM.CZ**

 **criteo**

**Mailing**

**Google**

**GLAMI**

**Display**



**Jak tedy testovat a vyhodnocovat?**

# Ruční bidding x tROAS

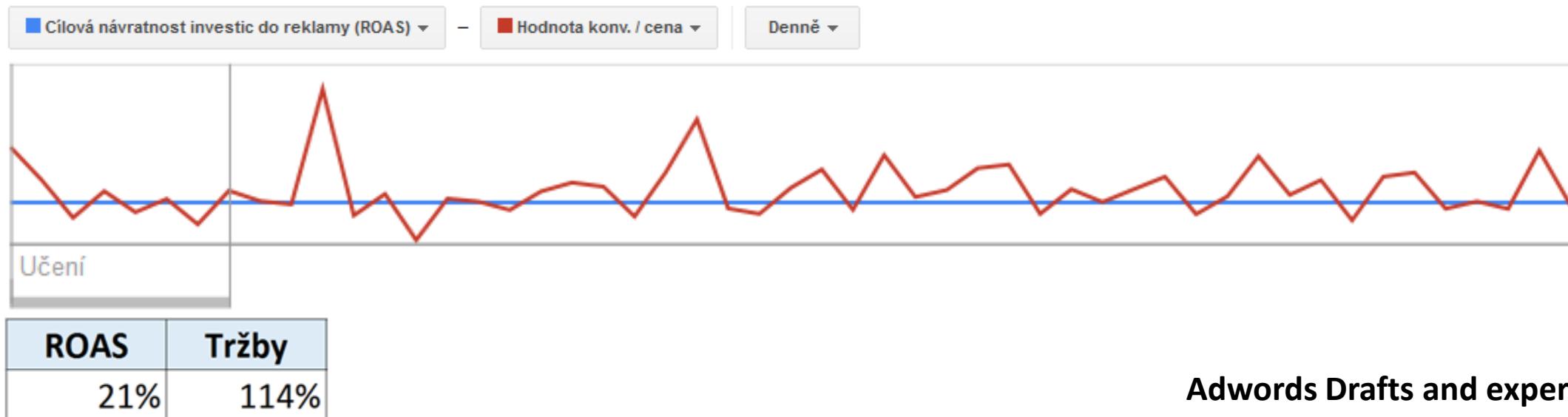
## Co jsme testovali

- Ruční bidding x tROAS u dynamického remarketingu

## Očekávání

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

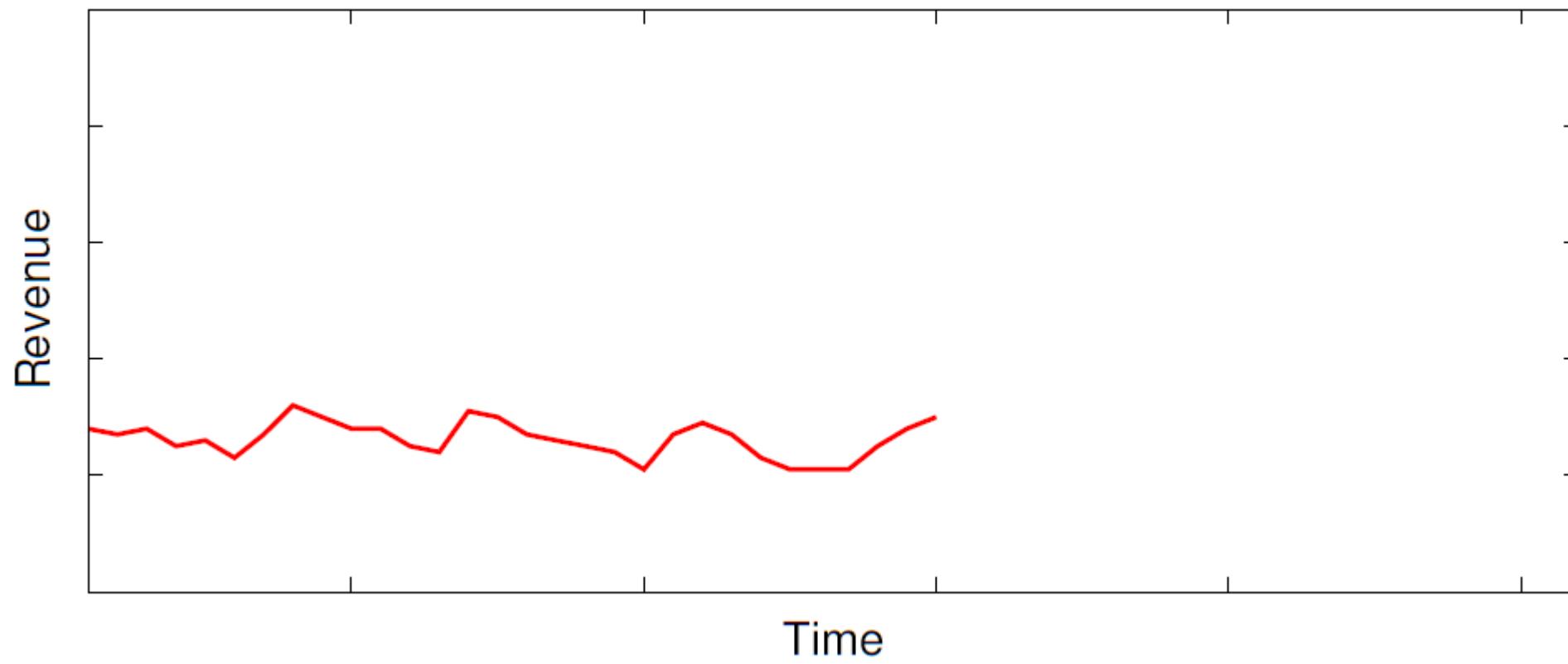
## Výsledek



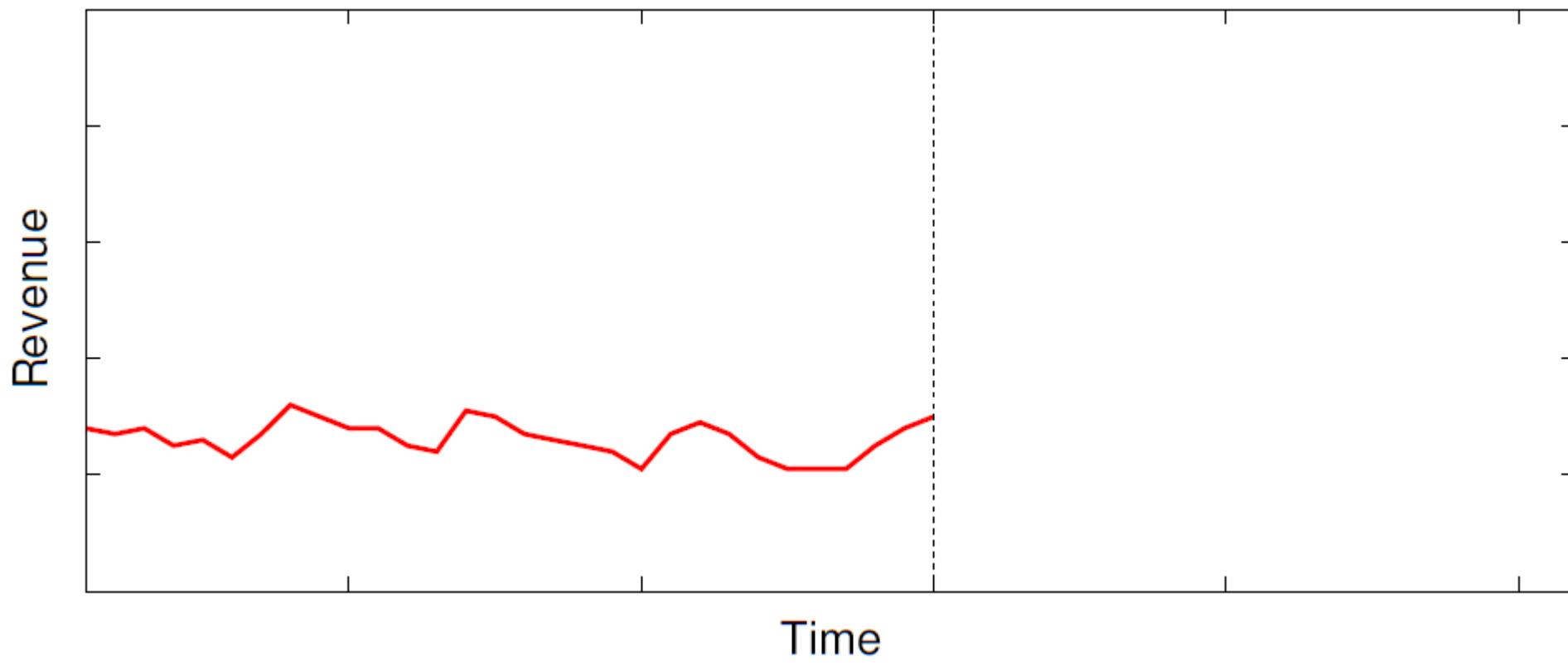
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# Causal Impact

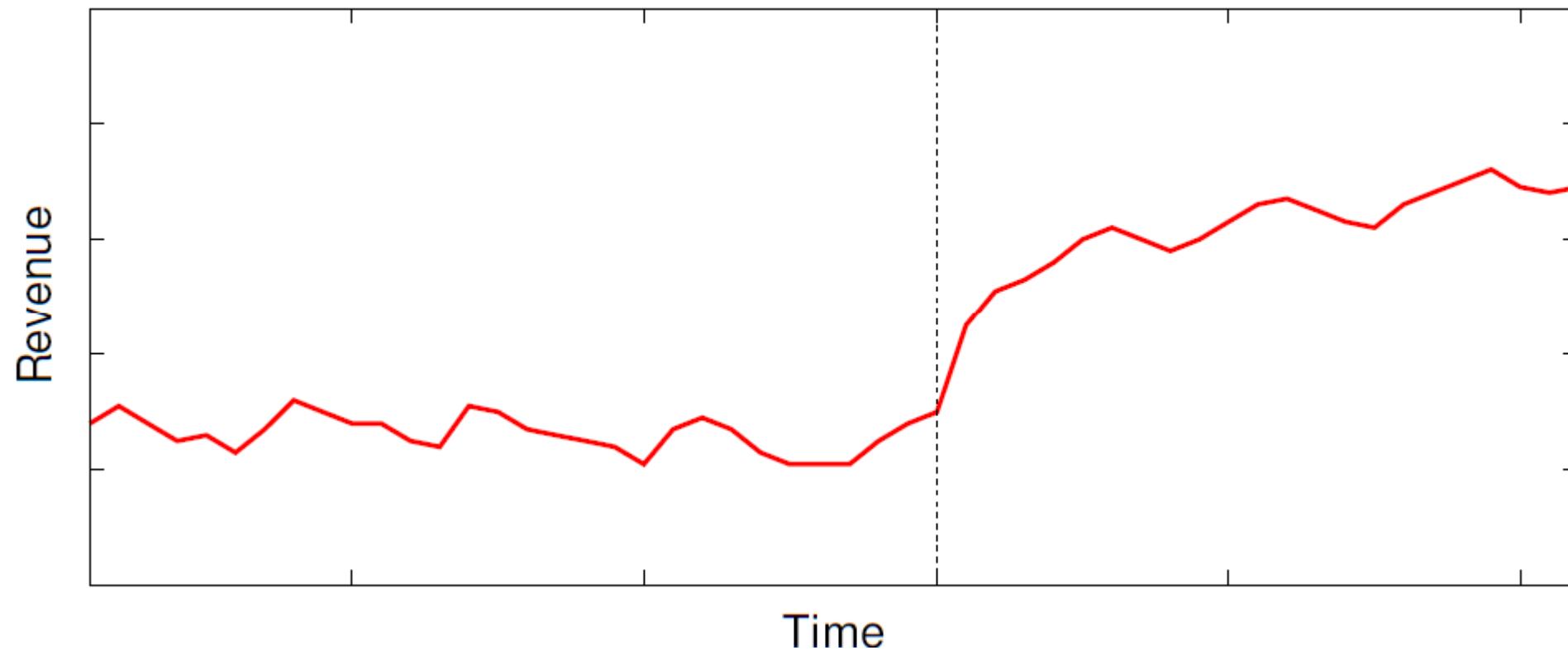
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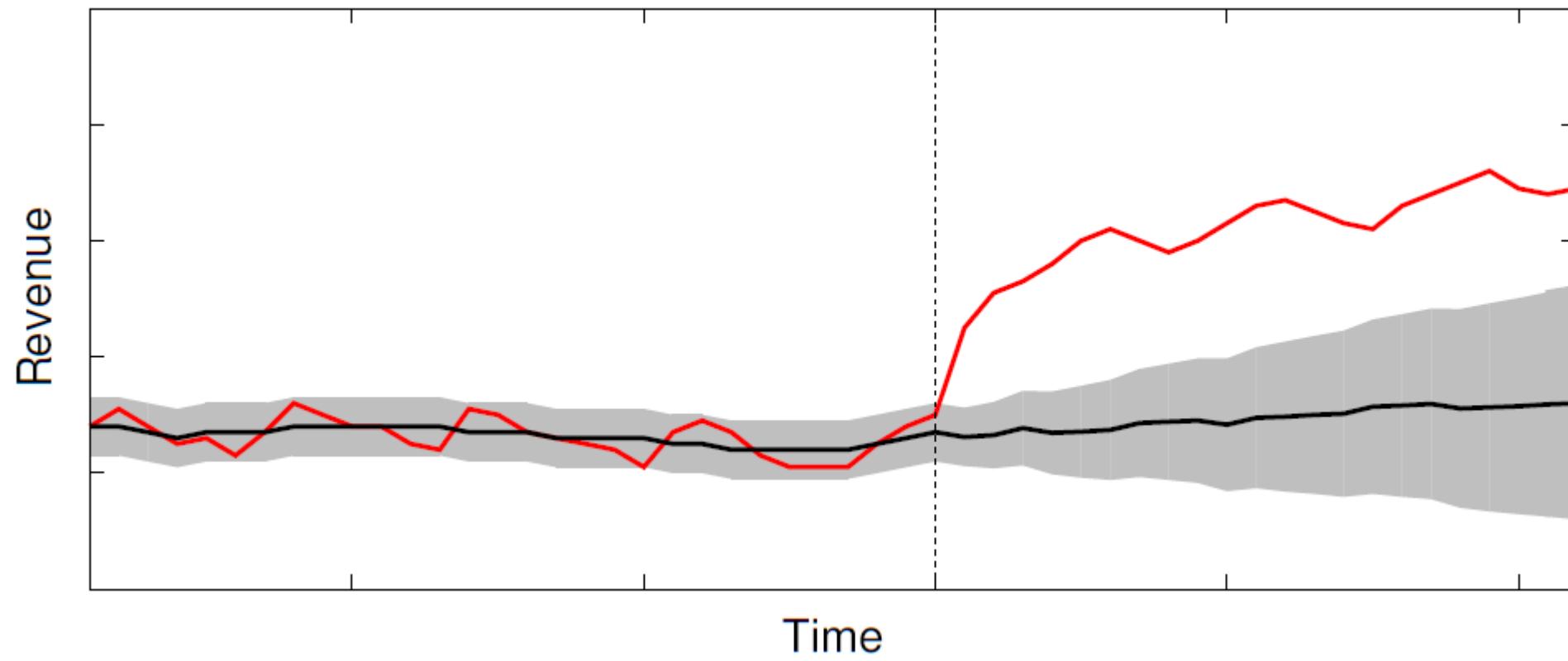
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**Co jsme testovali**

- 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

# 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**

**CausalImpact**  
An R package for causal inference in time series

[View on GitHub](#)

**What does this package do?**  
The CausalImpact R package implements an approach to estimating the causal effect of a designed intervention on a time series. For example, how many additional daily clicks were generated by an advertising campaign? Answering a question like this can be difficult when a randomized experiment is not available. The package aims to address this difficulty using a structural Bayesian time-series model to estimate how the response metric might have evolved after the intervention if the intervention had not occurred.

**What are the underlying assumptions?**  
As with all approaches to causal inference on non-experimental data, valid conclusions require strong assumptions. The CausalImpact package, in particular, assumes that the outcome time series can be explained in terms of a set of control time series that were themselves not affected.

[tar.gz](#) [.zip](#)

## Choose an Advertising Intervention:

*example:* Increased or Decreased Ad Spend

## Choose 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)

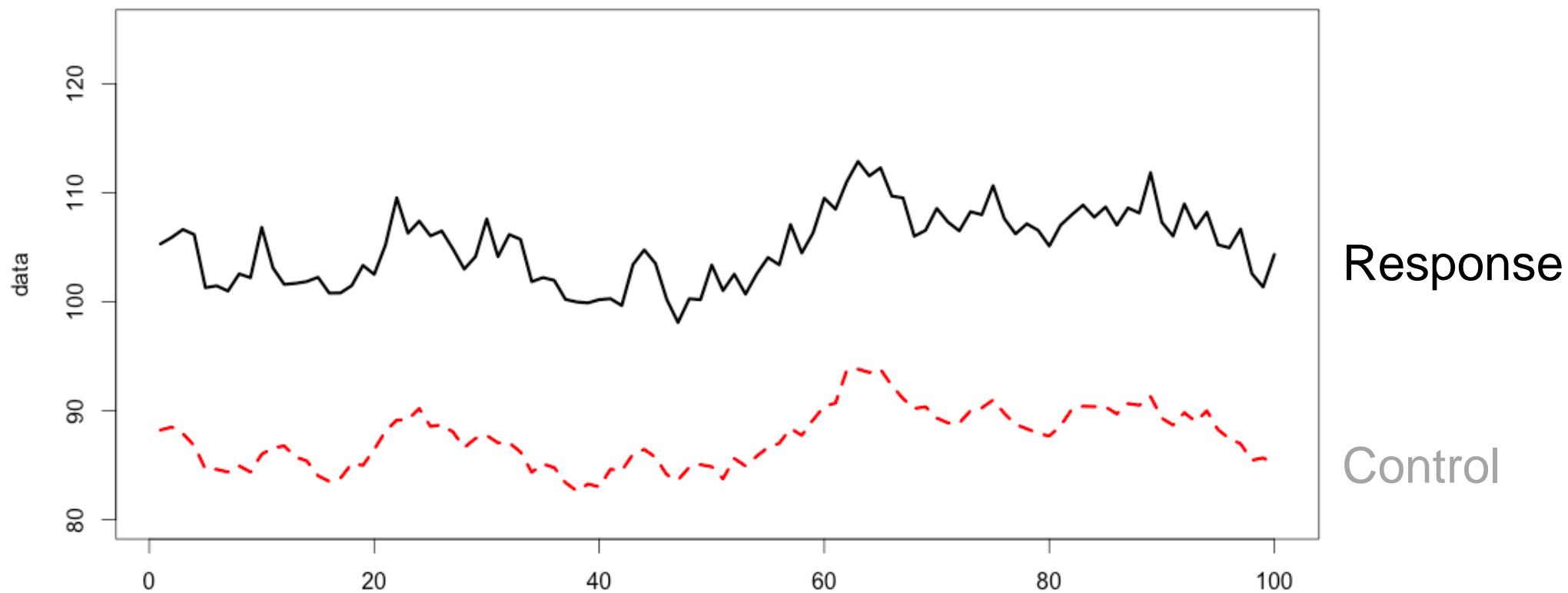
<http://google.github.io/CausalImpact>

Google™

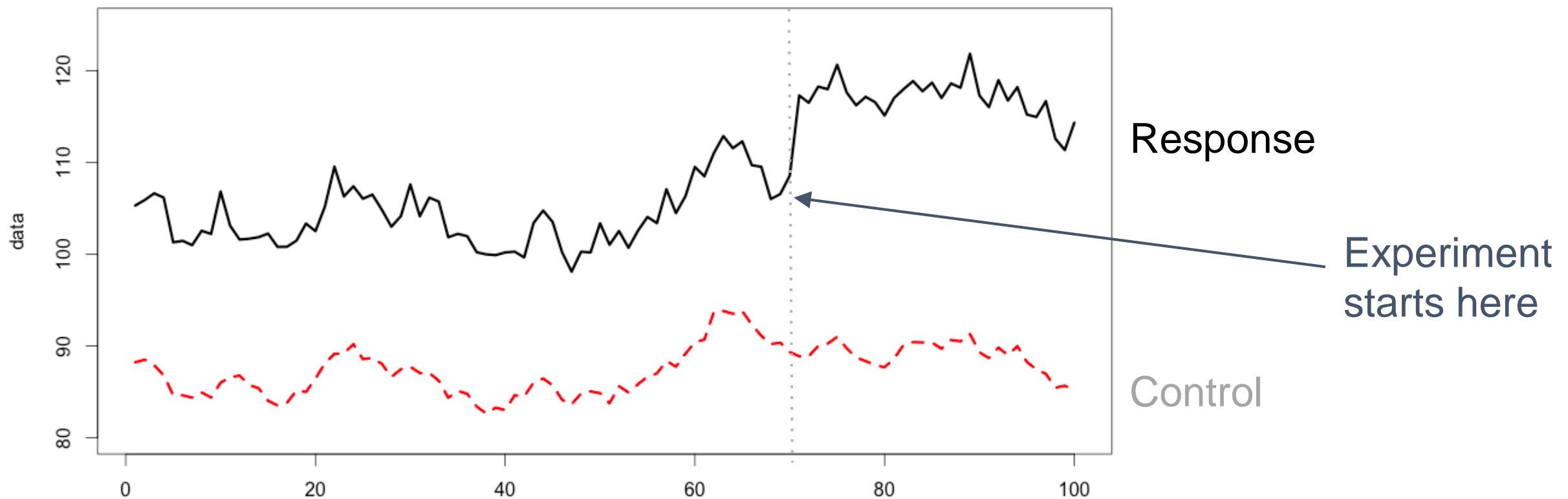
# Causal Impact: methodology

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

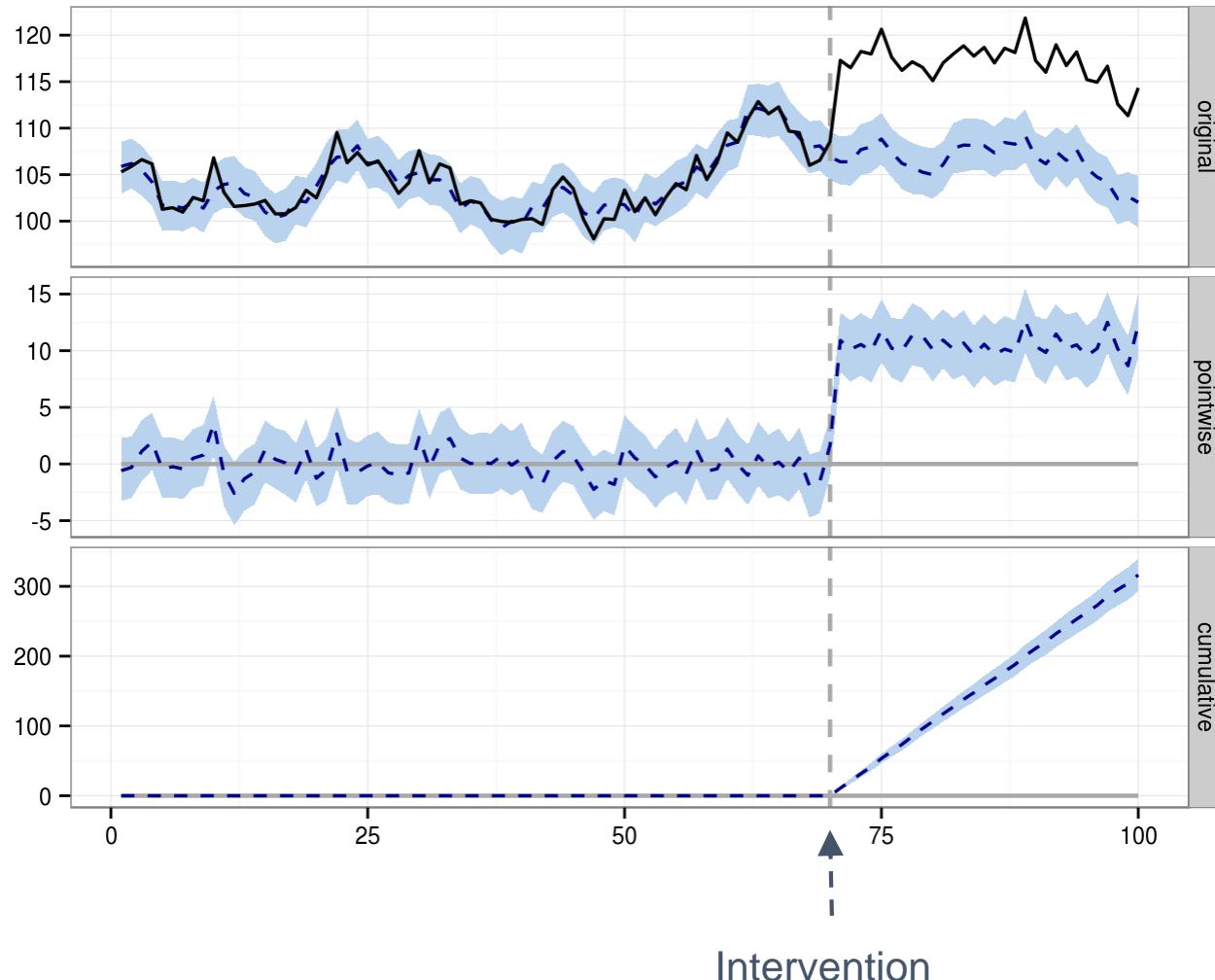
# Causal Impact: a simple example



# 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