OUR MOTTO

AN EVIL MULTINATIONAL CORPORATION HAS TO START SOMEWHERE.
FOR NOW: PANTS!
FASHION FW:
99% FICTION
1% FASHION
### 4 Areas of Focus

<table>
<thead>
<tr>
<th>TRAFFIC</th>
<th>TESTING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priority (nothing else matters if we don’t have traffic)</strong></td>
<td><strong>Have an always be testing approach</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>RETENTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email addresses are the currency of the ecommerce world (2\textsuperscript{nd} to revenue). “Money later” (the 98%).</strong></td>
<td><strong>Getting the 2% to come back</strong></td>
</tr>
</tbody>
</table>
I’m a smart marketer. Why test?

- **You don’t know** the right answer, let your audiences guide you.

- **Your customers don’t know** what motivates them to take an action (e.g. red vs. blue button)

- Testing outcomes help you understand your customers more deeply along with what *might* influence their behavior in the future.
The “Happy Path”

Hi Jennifer,

Thanks for your order! All in-stock items will ship within 2 business days. Your order ships Questions?
Monday through Friday, 8:00 a.m.

*International orders will be held until

**SHIPPING INFORMATION**

**WILL SHIP TO:**
Jennifer Thompson
10516 Montrose Ave Apt 2A
Bethesda, Maryland, 20814
United States

**ORDER DETAILS**

**Straight-Leg | Black Dress Pant**
Yoga Pants

<table>
<thead>
<tr>
<th>Size</th>
<th>Color</th>
<th>Style</th>
<th>Shipping Method</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>L</td>
<td>Black</td>
<td>Yoga</td>
<td>Flat Rate - Standard (3-7 Days)</td>
<td>$88.00</td>
</tr>
</tbody>
</table>
Takes a lot of tests to improve our “Happy Path” rate.
<table>
<thead>
<tr>
<th>Beard</th>
<th>CTR</th>
<th>CTR (Female)</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beard 1</td>
<td>0.30%</td>
<td>0.11%</td>
<td>-65%</td>
</tr>
<tr>
<td>Beard 2</td>
<td>0.29%</td>
<td>0.28%</td>
<td>-8%</td>
</tr>
<tr>
<td>Beard 3</td>
<td>0.28%</td>
<td>0.24%</td>
<td>-20%</td>
</tr>
<tr>
<td>Beard 4</td>
<td>0.32%</td>
<td>0.32%</td>
<td>0%</td>
</tr>
<tr>
<td>Beard 5</td>
<td>0.25%</td>
<td>0.09%</td>
<td>-67%</td>
</tr>
<tr>
<td>Beard 6</td>
<td>0.74%</td>
<td>0.59%</td>
<td>-28%</td>
</tr>
</tbody>
</table>

**THE BEARD TEST**
Our Frankenflannel Shirt just launched in crowdfunding, and we thought you, a purchaser of men's shirts, might like a sneak peek.

With apologies to lumberjacks the world over, we think it's high time flannel got a little weird. And so we created this glorious confederation of color, borne from five distinct panels of cotty-soft plaid. It's as if we sewed the world's finest flannel shirt, then left it to slumber beneath an incontinent rainbow!

Check out the Frankenflannel Shirt here and get first dibs on the biggest savings — up to 30% off regular price, plus free shipping.

- Matt

Matt Thier
Co-Founder & Crowdfunding Director
Betabrand

500% Lift in Click-thru! 240% Lift in Revenue!
Which of these variation performed better?

18% Lift in click-thru rate
Which of these variation performed better?

31% Lift vs. 1st Test Winner!
Not all traffic drivers are created equal.
Other testing successes - 1:1 Recommended Products

Betabrand Email Signups by Quarter
We are converting more email addresses into buyers!

We’ve shifted to a volume strategy. Convert a smaller % of a way bigger number (15x database growth)
Conversion rates are climbing

Betabrand Conversion Rate by Month