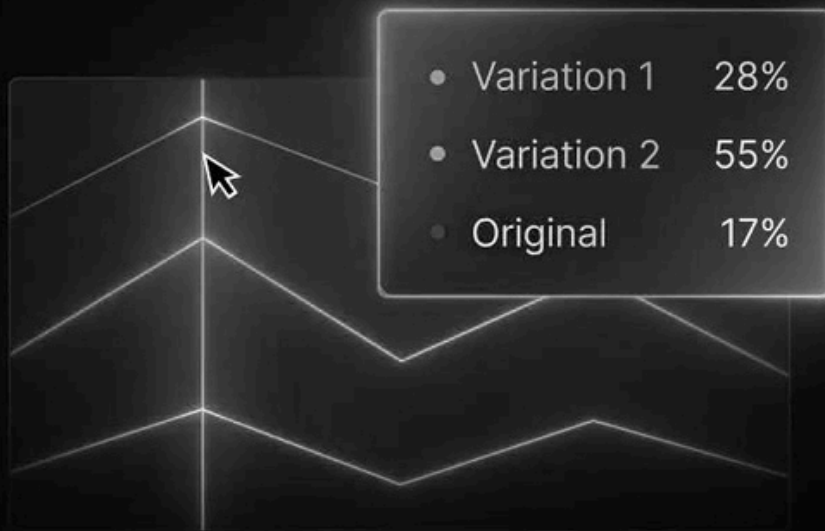


# Better Website Conversionrates with Multivariate-Testing



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# Executive Summary

Over the past 20 years, more than 97% of all commercial websites have been developed using a “best-guess” approach. Business owners and marketing leaders have typically relied on gut feeling when deciding on the layout, content, and structure of their company websites.

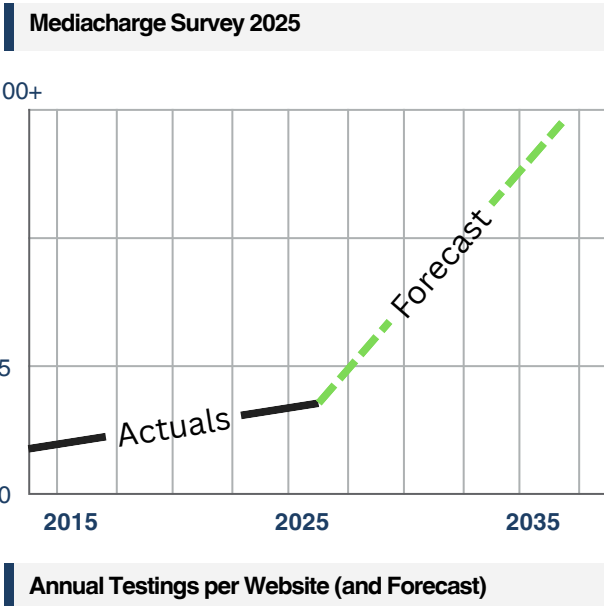
While the largest investments have often gone into backend development and website infrastructure, the user interface has usually remained unchanged for years. Only once the design became clearly outdated did someone initiate a relaunch—again, often based on the next best guess.

While the cost of website infrastructure has steadily decreased year by year, we’ve now reached a point where many drag-and-drop designers—like Webflow, Figma Pages, or Wix Studio—are fully enterprise-ready.

These platforms offer key features such as reliable SLAs, multilingual capabilities, flexible CMS options, custom integrations, and powerful APIs. Best of all, they don’t require major infrastructure investments. Apart from the subscription fees—which are relatively low compared to the costs of self-hosted environments and hiring backend developers—there are no major ongoing expenses.

- **97% of the Companies follow a “Best-Guess Approach”:** They have no valid data that supports good conversion rates based on hypothesis driven testing.
- **The cost for website infrastructure constantly decreased over the last 20 years:** Today using a global CDN with the highest security standards, costs below 50€ per month with providers such as webflow.

Year	AVG Tests (per Website) p.a.
2015	<1
2016	<1
2017	<1
2018	<1
2019	<1
2020	<1
2022	1,5
2023	1,7
2024	2
2025	3,4



# Problem and Challenges Analysis

While many leaders understand that A/B testing and multivariate testing are extremely valuable methods to improve the ROI of nearly all advertising investments, they often explain that their teams are not capable of running structured tests based on promising hypotheses. Additionally, they tend to assume that involving external support would be both very costly and time-consuming for them.

## 1. Operational & Cost Challenges

### 1.1 Operational Challenge

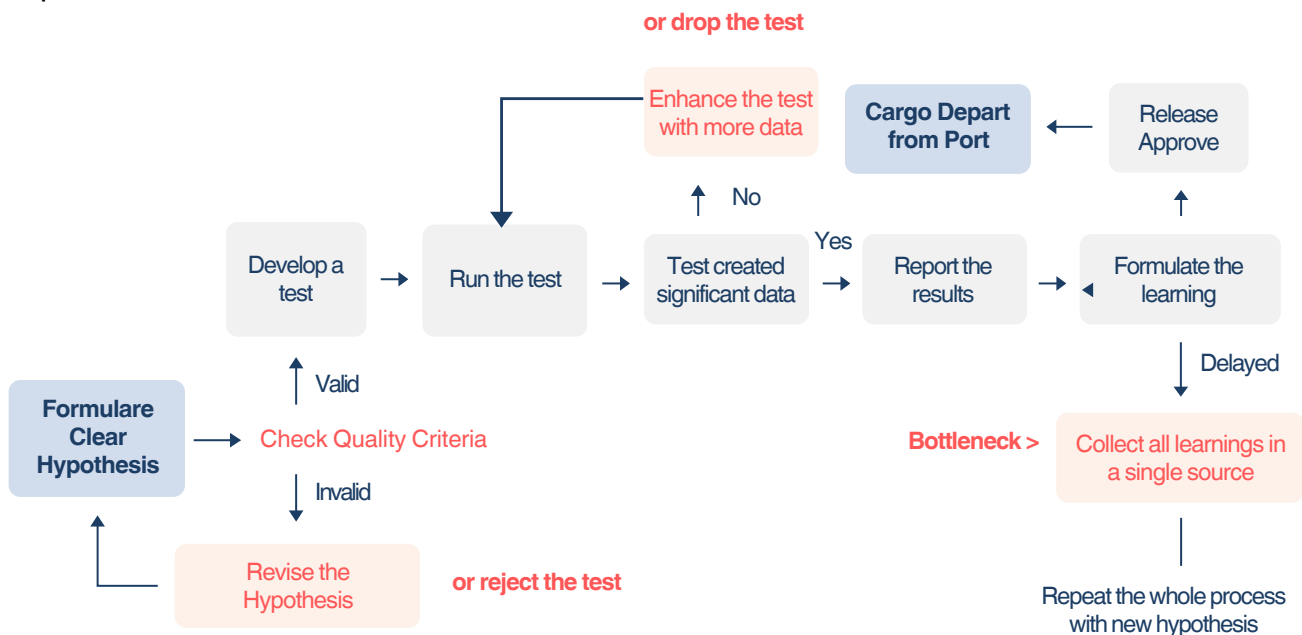
Companies need to find ways to run tests effectively—regardless of their team’s capabilities or the internal resources available.

### 1.2 Cost Challenge

Companies need to validate, that the return on invest for these investments is positive and generates a longterm advantage

## 2. How a professional testing process looks like

To ensure continuous learning, it’s important to set up a solid process for professional A/B testing and multivariate testing. Without a proper setup, actions will remain short-term and won’t lead to ongoing improvements.



Following this process ensures constant learning

### 3. How to formulate a solid Hypothesis

A strong hypothesis is the foundation of any meaningful A/B or multivariate test. It should start with a clear understanding of the problem you're trying to solve or the opportunity you're exploring. Before formulating your hypothesis, gather insights from user behavior, analytics data, or previous test results. This helps ensure your hypothesis is based on actual observations rather than assumptions.

The next step is to make your hypothesis specific and measurable. A good format to follow is: "If we [make a specific change], then [a specific result] will happen, because [reason based on insight]." This structure forces clarity and keeps the focus on one variable at a time. For example, instead of saying "Changing the button color will improve conversions," a better version would be: "If we change the CTA button color from blue to orange, then the click-through rate will increase, because orange stands out more on our current page layout."

Finally, your hypothesis should be testable within a reasonable timeframe and with the data available. Make sure the expected outcome is realistic and significant enough to be measured. A good hypothesis not only guides your test but also makes it easier to evaluate the results and decide on next steps. Keeping the hypothesis focused, evidence-based, and measurable is key to running effective experiments that drive real learning.

#### Hypothesis Quality Checklist

- ☐ **Based on Insights**  
Is the hypothesis built on real user data, past performance, or observed behavior?
- ☐ **Specific Change Defined**  
Does it clearly state what will be changed?
- ☐ **Includes a Rationale**  
Is there a clear reason why this change should lead to the expected result?
- ☐ **Measurable Outcome**  
Can the expected impact be measured with available data?
- ☐ **Testable in Practice**  
Can the hypothesis be realistically tested within your timeframe and setup?
- ☐ **Focused and Simple**  
Is the hypothesis limited to one main idea or variable?

Use the checklist above to validate if a hypothesis is worth testing it within an A/B test, or a multivariate testing environment

### 4. How to ensure significance

To validate statistical significance in an A/B or multivariate test, you need to ensure that the observed differences in results are unlikely due to random chance. This is usually done by calculating a p-value—if the p-value is below a common threshold (typically 0.05), the result is considered statistically significant. It's also important to reach a sufficient sample size before drawing conclusions, as too little data can lead to misleading results. Always use a trusted statistical tool or platform to perform this analysis accurately.



# Agency driven Solution

## Cost efficiency

While web designers and experienced digital marketers often complement each other well in their collaboration, managing this area effectively can be challenging for a single person. Over the years, through continuous optimization of our clients' conversion rates, we've tested various approaches to find a cost-efficient setup. The result: a model that's not only significantly more affordable than hiring an additional full-time employee, but also much more efficient in its process structure.

Depending on a website's monthly traffic, we recommend setting up a monthly or bi-monthly testing cycle. This ensures solid data quality with statistically significant results, while also minimizing the number of meetings that don't add real value. The aim is to keep the process lean and insight-driven.

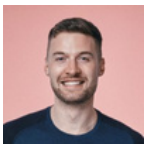
To make this work, the agency should lead the overall process. However, developing strong hypotheses should always be a collaborative effort between the agency and the client. This shared approach ensures both strategic direction and deep product understanding are combined effectively.

A professional A/B or multivariate testing starts from 3000-5000€ per month and typically includes the ideas from an agency perspective on where best-practices can make a huge difference - so that successful tests are quite likely.

## Getting started with Mediacharge

Speak with our experts to find out whether professional A/B testing could be a valuable next step for your company. The initial consultation is completely free of charge. You'll get a better understanding of our services, along with a first estimation tailored to your business needs.

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