



Website Experiments

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Status



- 30 Experiments
- [Mozilla.com](https://www.mozilla.com), [Support.mozilla.com](https://support.mozilla.com), [Addons.mozilla.org](https://addons.mozilla.org)
- A/B Tests, Multivariate Tests, Surveys

Performance



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1.3

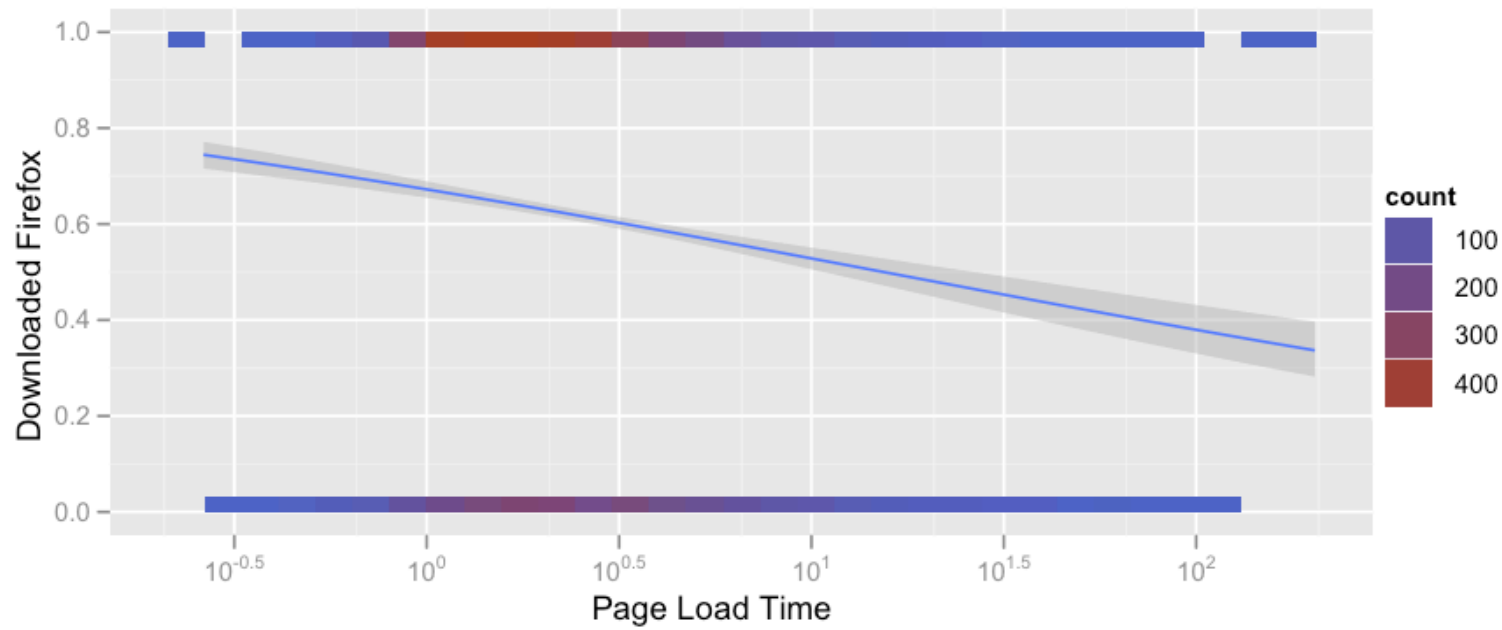
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3.5

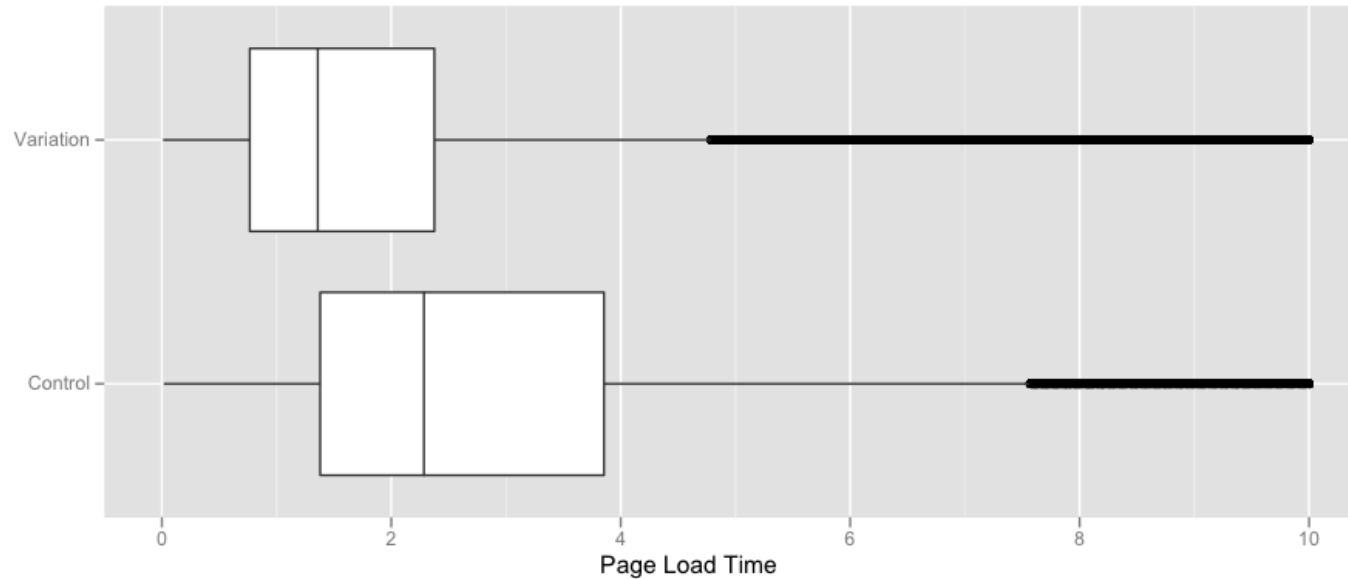
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5.8

Performance



Performance



- 15% Improvement in Conversion Rate
- 60M Additional Downloads per Year

Next Steps



- Collect performance metrics on SUMO & AMO
- Estimate how many non-downloaders convert later
- Quantify impact of specific optimizations