



Website Experiments

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Status



- 30 Experiments
- Mozilla.com, Support.mozilla.com, Addons.mozilla.org
- A/B Tests, Multivariate Tests, Surveys

Key Finding



Key Finding: minimalism?



2.3% Improvement

Key Finding: Performance?



Fx Download	Chrome Download	Opera Download

1.3

Fx Download	Chrome Download	Opera Download

3.5

Fx Download	Chrome Download	Opera Download

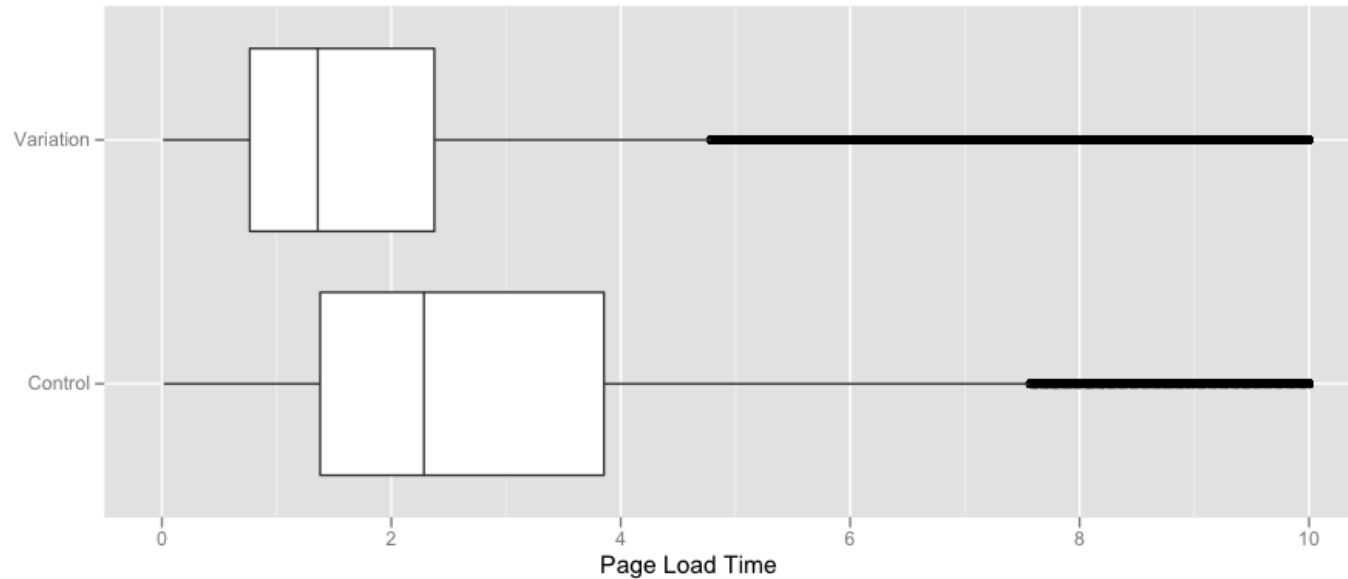
5.8

Key Finding: Performance?



Performance Optimizations

Performance



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

Next Steps



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