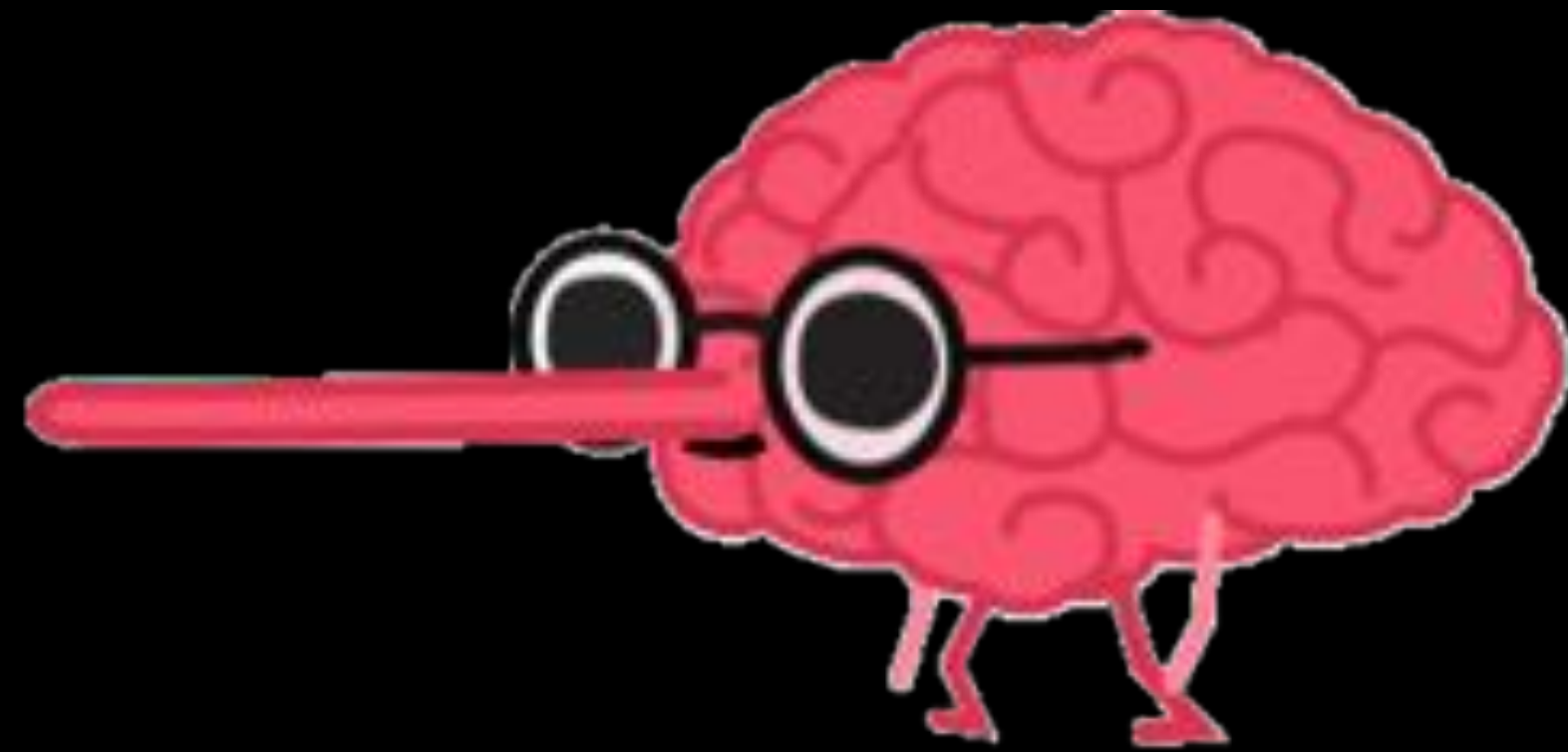


YOUR BRAIN IS LYING TO YOU!



BECOME A BETTER MARKETER BY
OVERCOMING **CONFIRMATION BIAS**





LONDON

LIBERTIES OF
WESTMINSTER

WESTMINSTER

Lambeth

SOUTHWARK

St George's Fields

Portico



Scale of Miles



- | | | |
|----------------------|----------------|------------------|
| 1. St Paul | 16. The Strand | 31. St Catherine |
| 2. Great Church Lane | 17. St Martin | 32. St Dunstons |
| 3. Fleet Street | 18. St Andrew | 33. St Giles |
| 4. Chancery Lane | 19. St James | 34. St James |
| 5. St John | 20. St John | 35. St John |
| 6. Chancery Lane | 21. St John | 36. St John |
| 7. St John | 22. St John | 37. St John |
| 8. St John | 23. St John | 38. St John |
| 9. St John | 24. St John | 39. St John |
| 10. St John | 25. St John | 40. St John |
| 11. St John | 26. St John | 41. St John |
| 12. St John | 27. St John | 42. St John |
| 13. St John | 28. St John | 43. St John |
| 14. St John | 29. St John | 44. St John |
| 15. St John | 30. St John | 45. St John |

To the Hon^{ble} S^r Robert
London Alderman, &c
This Mapp is humbly



Vyner of the City of
and Baronet
dedicated by Ric Blome







die zergliederte Maschine
les Fig 2 3 4 5 6 et 7 a part



la Machine entiere



INFORMATION

CONFIRMATION

CONFIRMATION BIAS

**SEARCH FOR & RECALL INFORMATION IN WAYS THAT CONFIRM
OUR EXISTING BELIEFS, HYPOTHESES & EXPECTATIONS**

ACCEPT EVIDENCE WE AGREE WITH AT FACE VALUE

**DISMISS INFORMATION WE DON'T AGREE WITH -
UNLESS THE EVIDENCE IS OVERWHELMING**

**SEARCH FOR & RECALL INFORMATION IN WAYS THAT CONFIRM
OUR EXISTING BELIEFS, HYPOTHESES & EXPECTATIONS**

ACCEPT EVIDENCE WE AGREE WITH AT FACE VALUE

**DISMISS INFORMATION WE DON'T AGREE WITH -
UNLESS THE EVIDENCE IS OVERWHELMING**

**SEARCH FOR & RECALL INFORMATION IN WAYS THAT CONFIRM
OUR EXISTING BELIEFS, HYPOTHESES & EXPECTATIONS**

ACCEPT EVIDENCE WE AGREE WITH AT FACE VALUE

**DISMISS INFORMATION WE DON'T AGREE WITH -
UNLESS THE EVIDENCE IS OVERWHELMING**

“ WHAT THE HUMAN BEING IS BEST AT
DOING, IS **INTERPRETING ALL NEW
INFORMATION** SO THAT THEIR **PRIOR
CONCLUSIONS REMAIN INTACT.** ”

- WARREN BUFFET



**I STILL THINK THAT SUB-PRIME
MORTGAGE WAS A GREAT IDEA...**

- BANKRUPT PERSON

I STILL

MORTGAGE

- BANKRUPT



PRIME

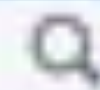
AREA...



"I trust this site to tell the truth."

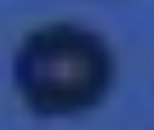
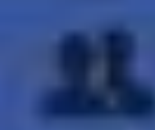


Oli Gardner



Michael

Home



Oli Gardner

✓ Friends ▾

✓ Following ▾

Message



Timeline

About

Friends 121 Mutual

Photos

More ▾

See Friendship

Video Call

Poke

Report

Block



Intro

- Co-Founder at Unbounce
- Lives in Vancouver, British Columbia
- From Vancouver, British Columbia



Post



Photo/Video



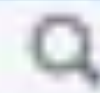
Write something to Oli...



Post

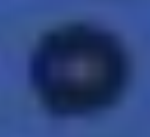


Oli Gardner



Michael

Home

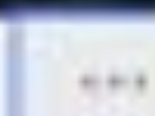


Oli Gardner

✓ Friends ▾

✓ Following ▾

Message



Timeline

About

Friends 121 Mutual

Photos

More ▾



Intro

- Co-Founder at Unbounce
- Lives in Vancouver, British Columbia
- From Vancouver, British Columbia



Post

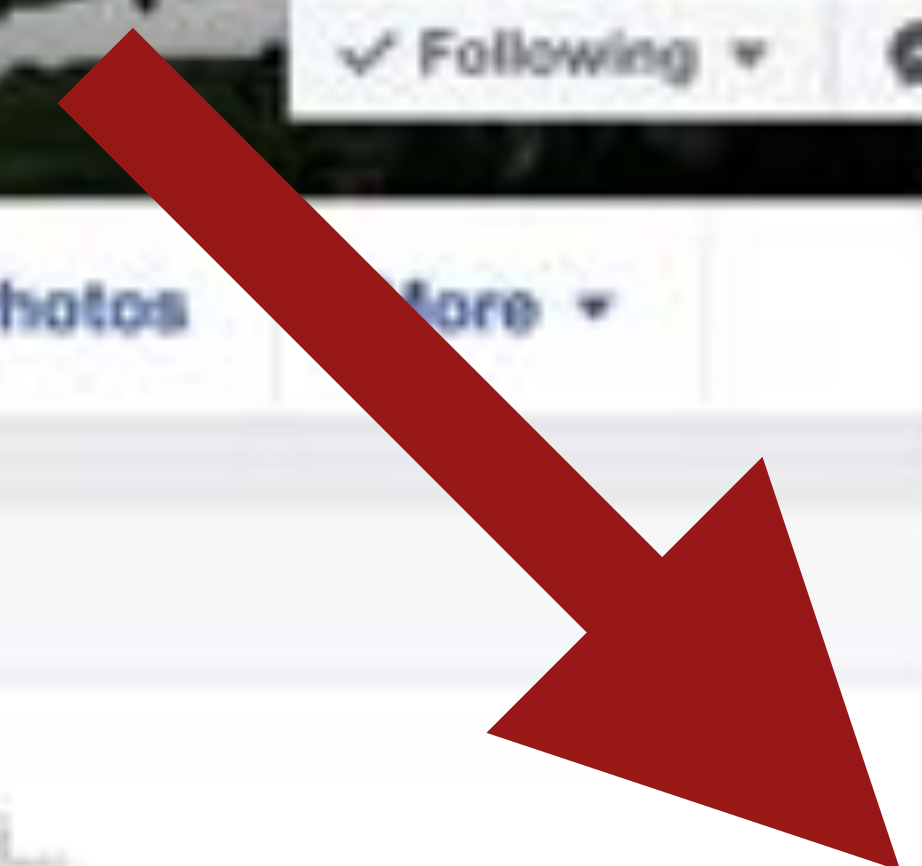


Photo/Video



Write something to Oli...

- See Friendship
- Video Call
- Poke
- Report
- Block



Post

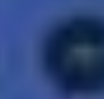


Search Facebook



Michael

Home



Michael Lykke Aagaard



News Feed

+++



Messenger

SHORTCUTS



GoLearn Founding M... 2



CXL 11



Call to Action Confer... 8

EXPLORE



Events 4



Pages 3



Groups 3



Friend Lists



On This Day



Insights



Pages Feed 20+



See More...

CREATE

Ad · Page · Group · Event

Oli Gardner and Carter Gilchrist commented on this.



Oli Gardner

June 6 at 3:28pm · 21

*Extreme tightening it should say.



Like



Comment



Carter Gilchrist I was thinking "extreme whiteboarding"

Like · Reply · 20 hrs



Oli Gardner hahaha I'll take that!

Like · Reply · 15 hrs



Hide post

See fewer posts like this



Unfollow Oli

Stop seeing posts that stay friends



Report photo



Save post



Turn on notifications for this post



More options

Sponsored

Create Ad



RBC Rewards+™ Visa

rbc.com

Earn More On Everyday Purchases Plus Get Up to 3,500 Bonus Points.*



ONTRAPORT
ULTIMATE PRODUCT
LAUNCH GUIDE

The Ultimate Product Launch Guide (Free Ebook)

ontraport.com

One perfectly executed product launch can have a monumental impact on your business. Let u...

English (US) · Dansk · Français (Canada) ·
Español · Português (Brasil)



Privacy · Terms · Advertising · Ad Choices · D+

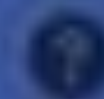


Search Facebook



Michael

Home



Michael Lykke Aagaard



News Feed

+++



Messenger

SHORTCUTS



GoLearn Founding M... 2



CXL 11



Call to Action Confer... 8

EXPLORE



Events 4



Pages



Groups 3



Friend Lists



On This Day



Insights



Pages Feed 20+



See More...

CREATE

Ad · Page · Group · Event

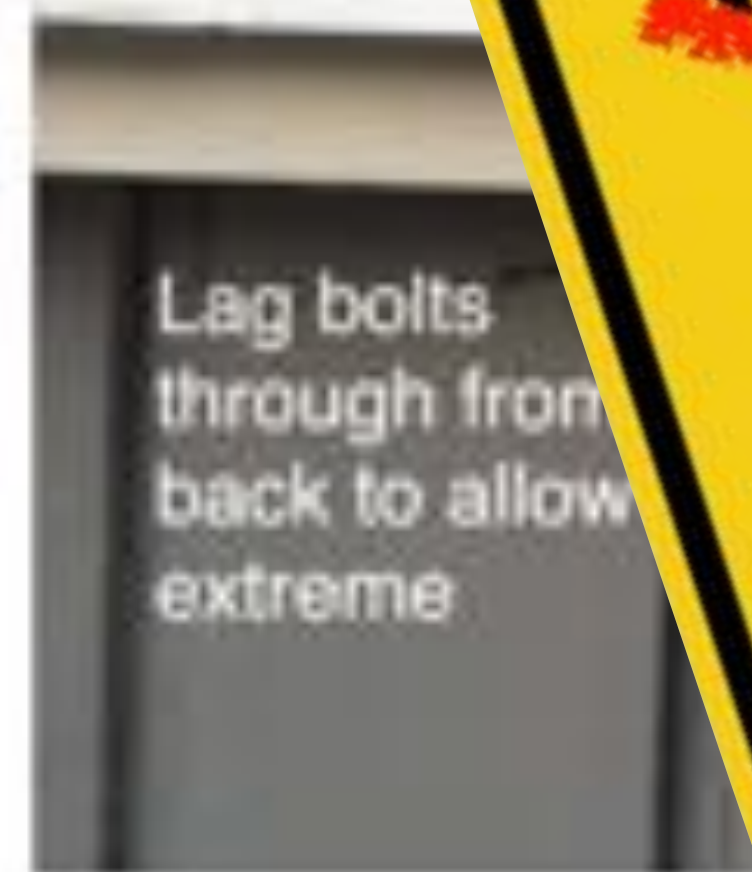
Oli Gardner and Carter Gilchrist commented on this.



Oli Gardner

June 6 at 3:28pm · 21

*Extreme tightening it should say.



Like



Comment



Hide post

See fewer posts like this



Unfollow Oli

Stop seeing posts that stay friends



Report



Carter Gilchrist I was thinking "extreme whiteboarding"

Like · Reply · 20 hrs



Oli Gardner hahaha I'll take that!

Like · Reply · 15 hrs

Sponsored

Create Ad



RBC Rewards+™ Visa

rbc.com

Earn More On Everyday Purchases Plus Get Up to 3,500 Bonus Points.*



ONTRAPORT
ULTIMATE PRODUCT
LAUNCH GUIDE

The Ultimate Product Launch Guide (Free Ebook)

ontraport.com

One perfectly executed product launch can have a monumental impact on your business. Let u...

English (US) · Dansk · Français (Canada) ·
Español · Português (Brasil)



Privacy · Terms · Advertising · Ad Choices ·

LIMITS OUR CAPACITY
FOR OBJECTIVE ANALYSIS

**SERIOUS THREAT TO ANY DISCIPLINE
THAT SEEKS TO UNCOVER THE TRUTH**

2 CONFIRMATION

BIAS

Pitfalls



HOW TO **OVERCOME** CONFIRMATION BIAS





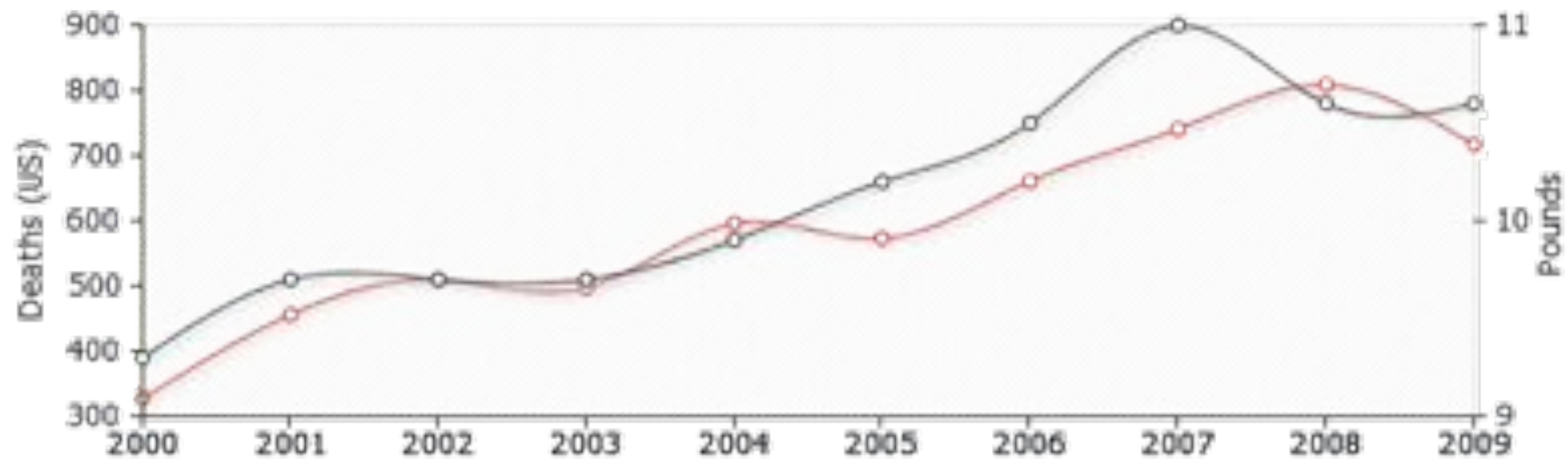
TORTURING DATA



**IF YOU TORTURE THE DATA LONG ENOUGH,
IT WILL CONFESS TO ANYTHING.**

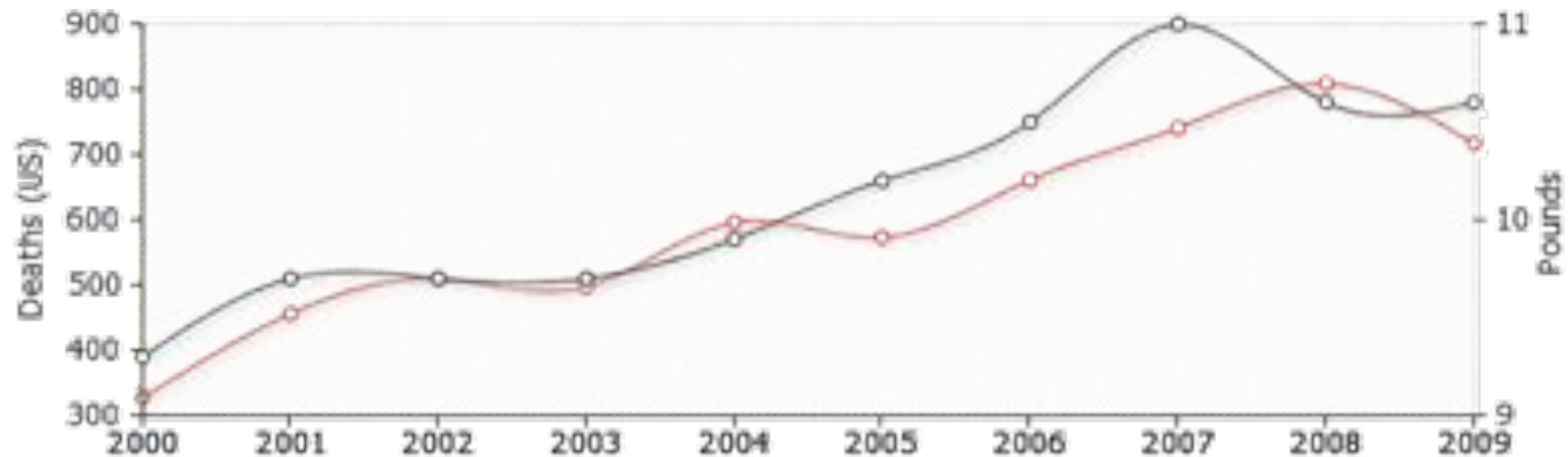
- RONALD COASE -

**93%
CORRELATION**



PER CAPITA CONSUMPTION OF MOZZARELLA CHEESE CORRELATES WITH

93%
CORRELATION

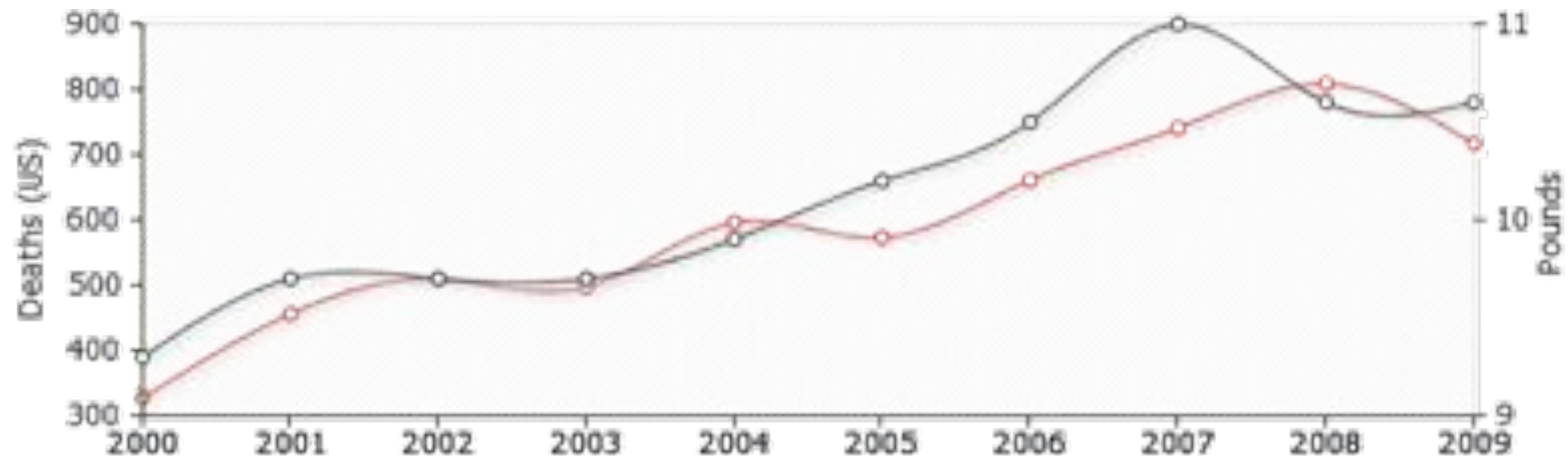


PER CAPITA CONSUMPTION OF MOZZARELLA CHEESE

CORRELATES WITH

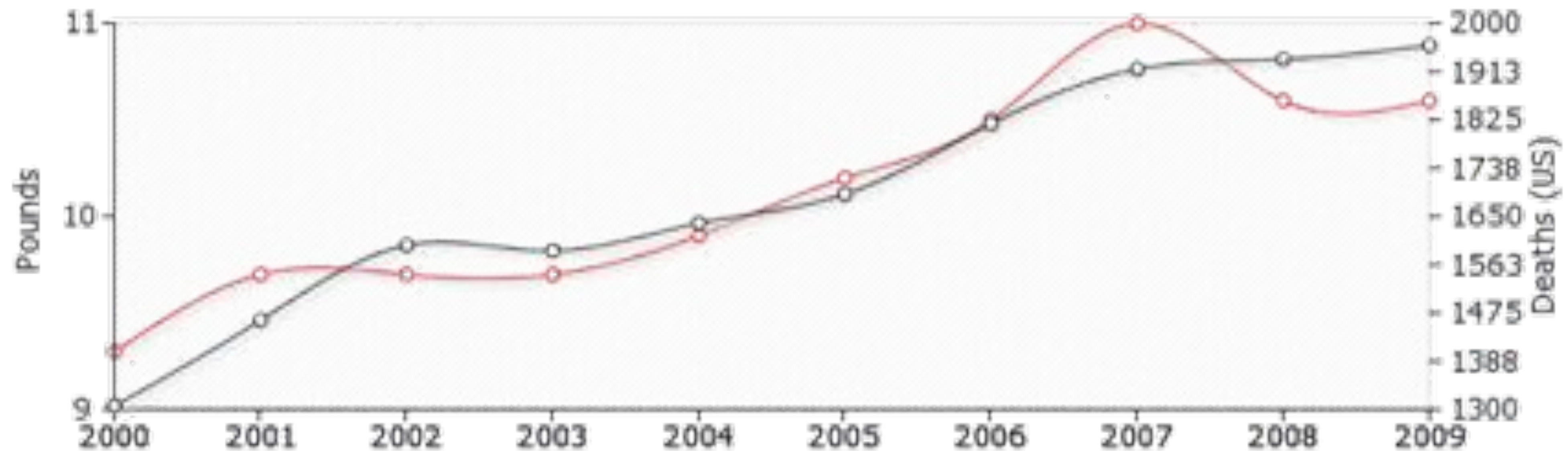
NUMBER OF PEOPLE WHO DIED BY BECOMING TANGLED IN THEIR BEDSHEETS

**93%
CORRELATION**



PER CAPITA CONSUMPTION OF MOZZARELLA CHEESE CORRELATES WITH PEOPLE WHO DIED BY FALLING DOWN THE STAIRS

95%
CORRELATION

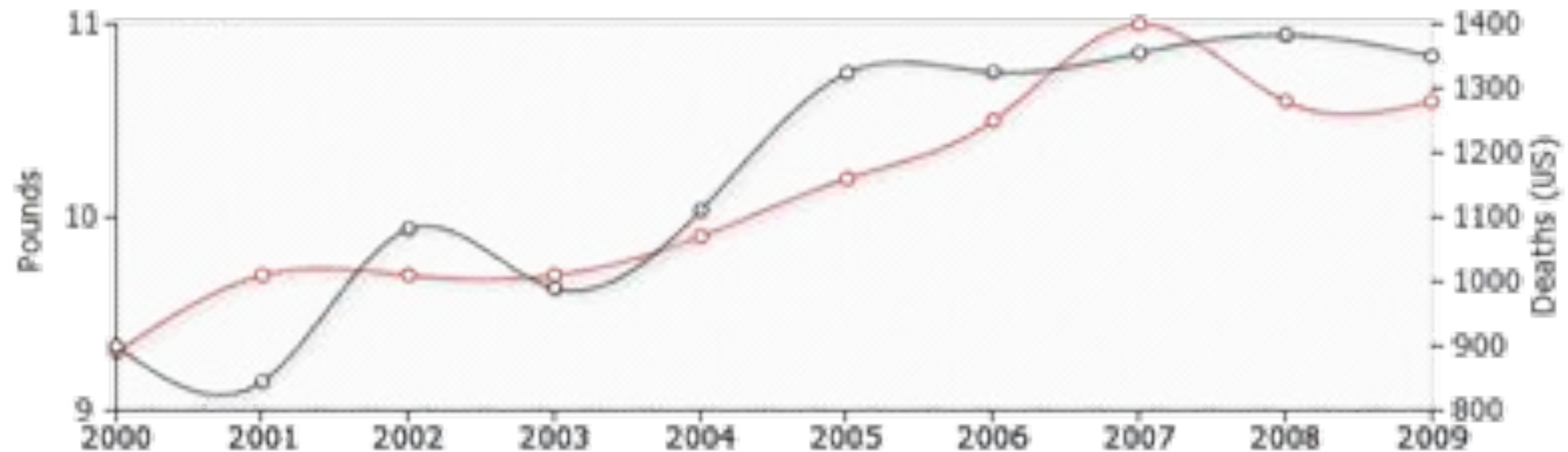


PER CAPITA CONSUMPTION OF MOZZARELLA CHEESE

CORRELATES WITH

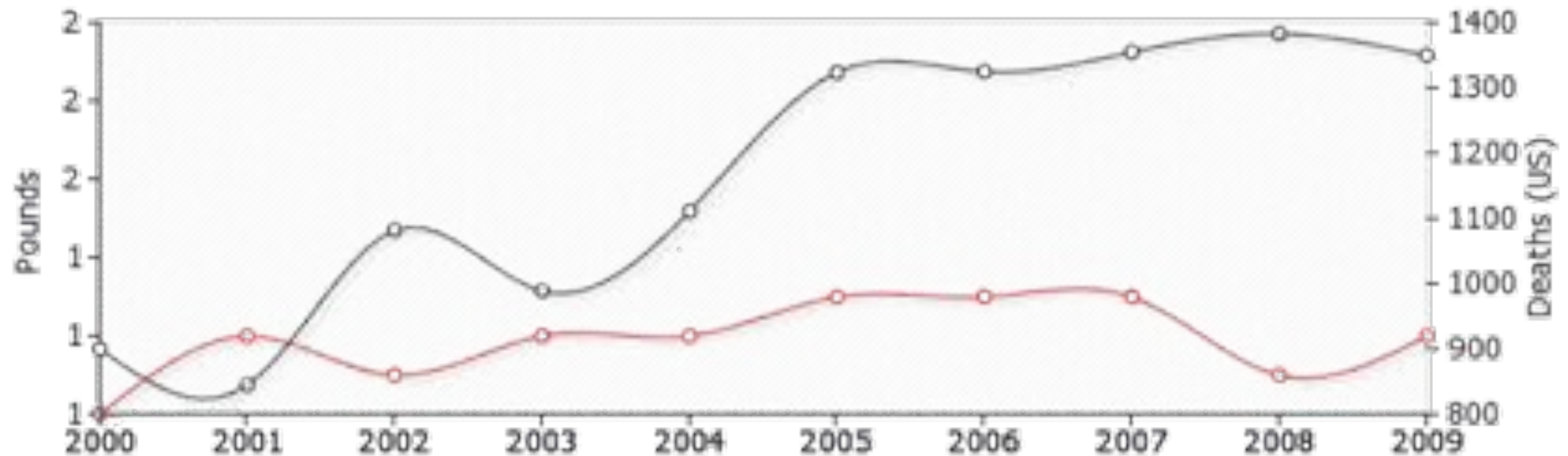
NUMBER OF PEOPLE WHO DIED BY DROWNING WHILE IN NATURAL WATER.

**90%
CORRELATION**



PER CAPITA CONSUMPTION OF SWISS CHEESE
CORRELATES WITH
NUMBER OF PEOPLE WHO DIED BY DROWNING WHILE IN NATURAL WATER

**40%
CORRELATION**



CORRELATION
DOES NOT EQUAL
CAUSATION

<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%

<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%



6.65% CR

<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%



9,393 SESSIONS



625 LEADS



6.65% CR

<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%



6,624 USERS



625 LEADS



6.65% CR

<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%



<input type="checkbox"/>	Campaign ?	Sessions ? ↓	Users ?	Request a Quote (Goal 7 Completions) ?	Request a Quote (Goal 7 Conversion Rate) ?
		9,393 % of Total: 5.37% (174,898)	6,624 % of Total: 4.52% (146,661)	625 % of Total: 14.01% (4,461)	6.65% Avg for View: 2.55% (160.87%)
<input type="checkbox"/>	1. important campaign	9,393 (5.37%)	6,624 (4.37%)	625 (14.01%)	6.65%

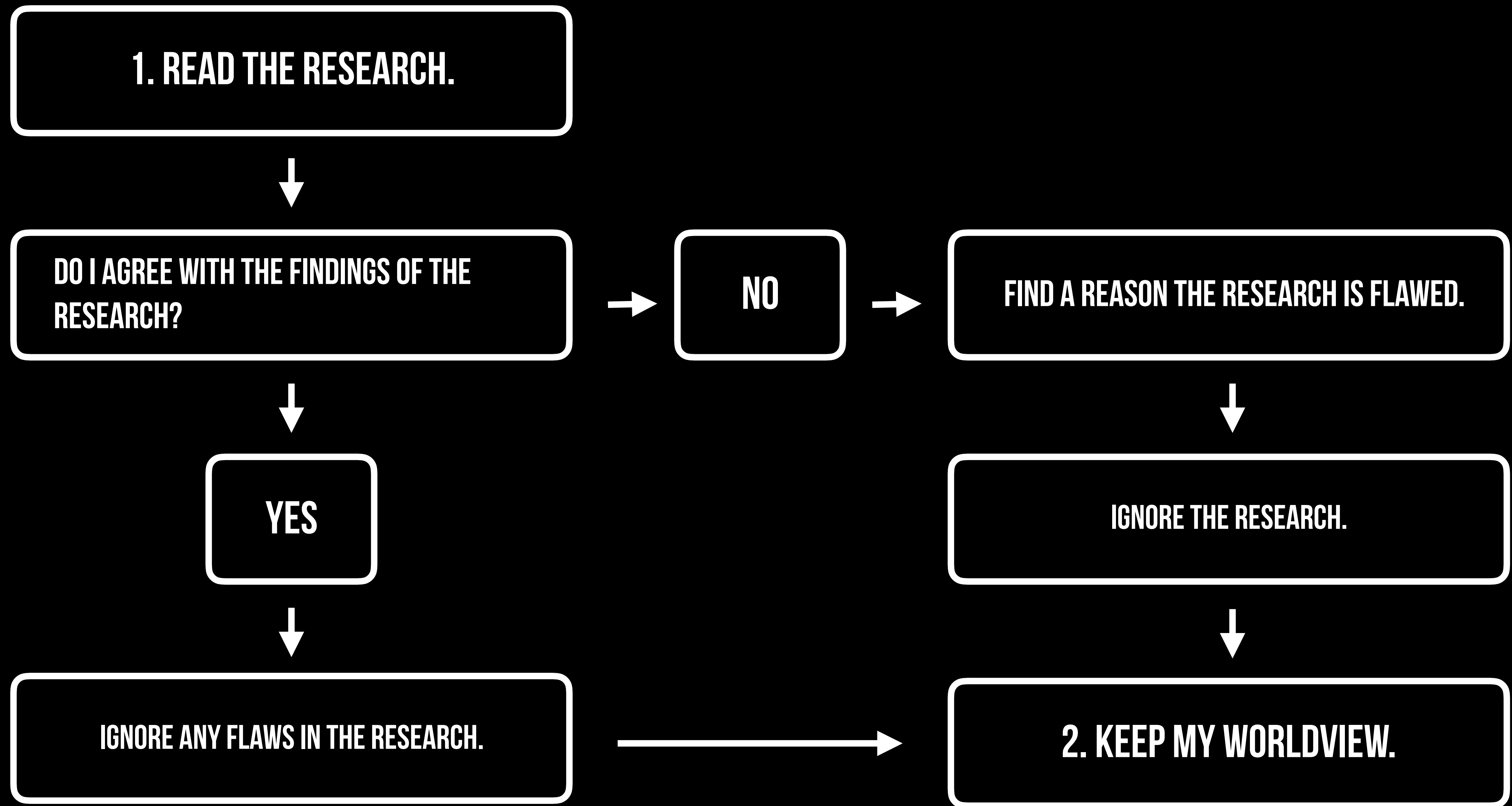


STEP 1: READ THE RESEARCH.



STEP 2: GET NEW INSIGHT.

THE CONFIRMATION BIAS CYCLE



1. READ THE RESEARCH.



DO I AGREE WITH THE FINDINGS OF THE RESEARCH?

NO

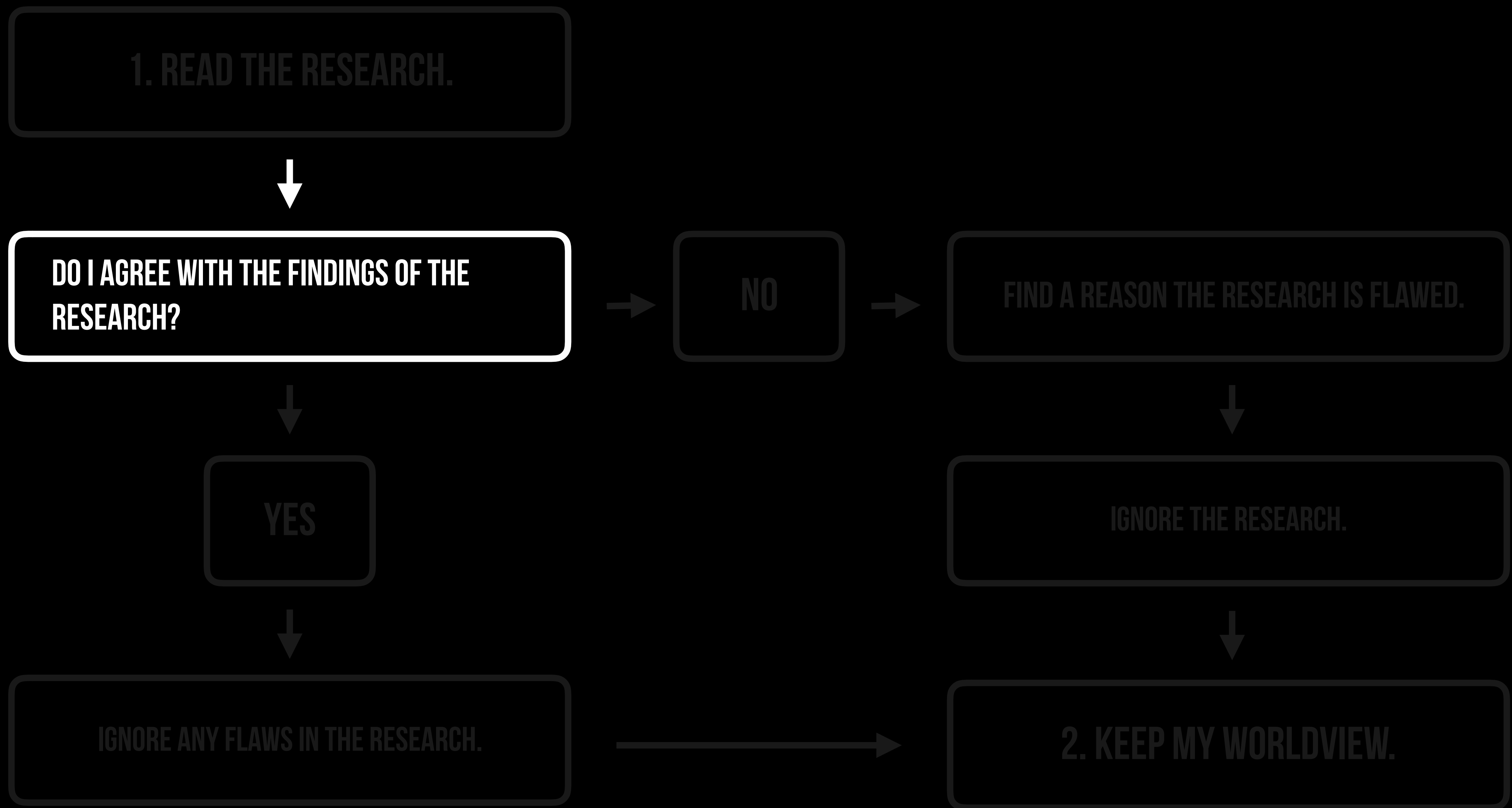
FIND A REASON THE RESEARCH IS FLAWED.

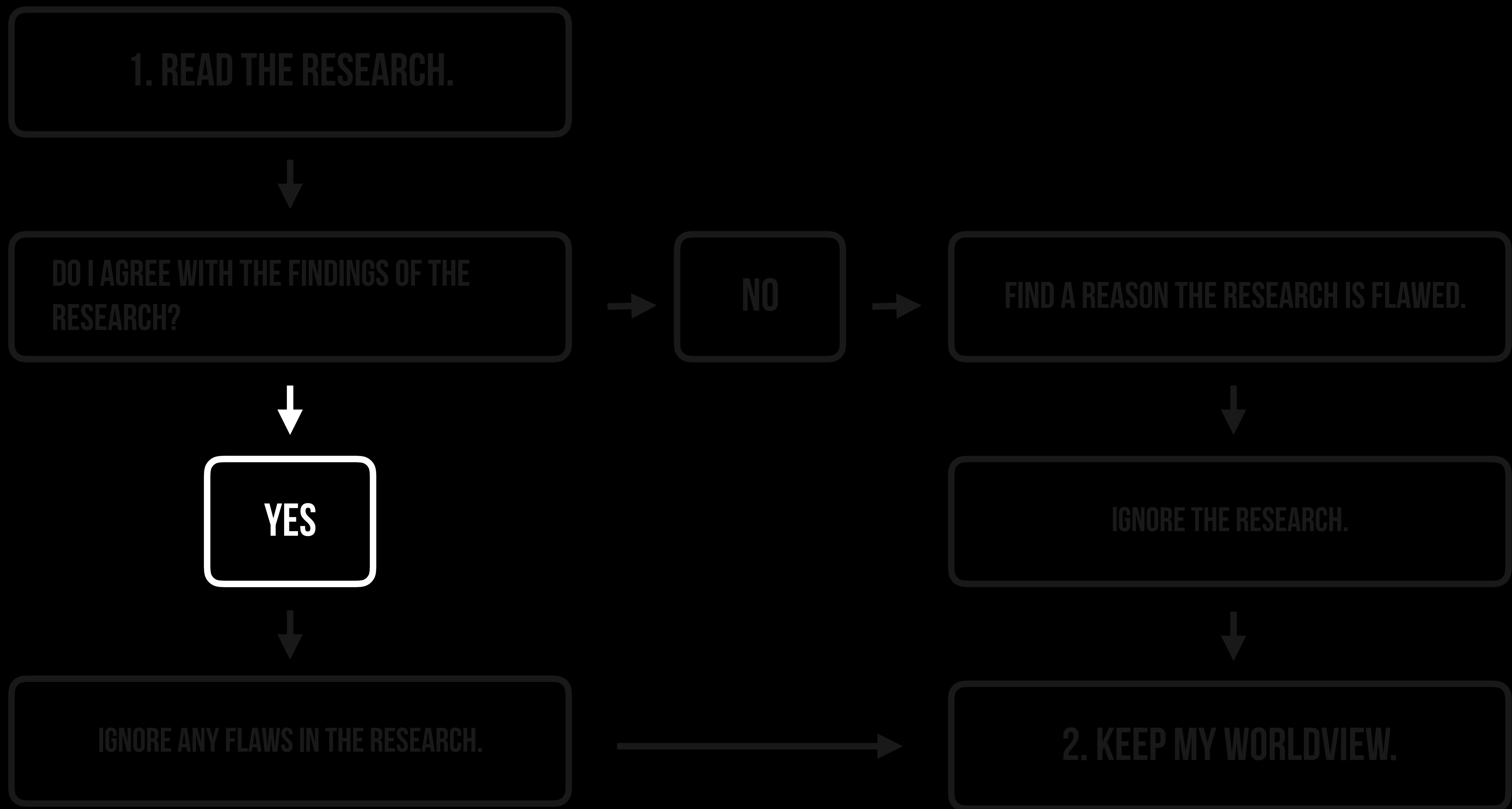
YES

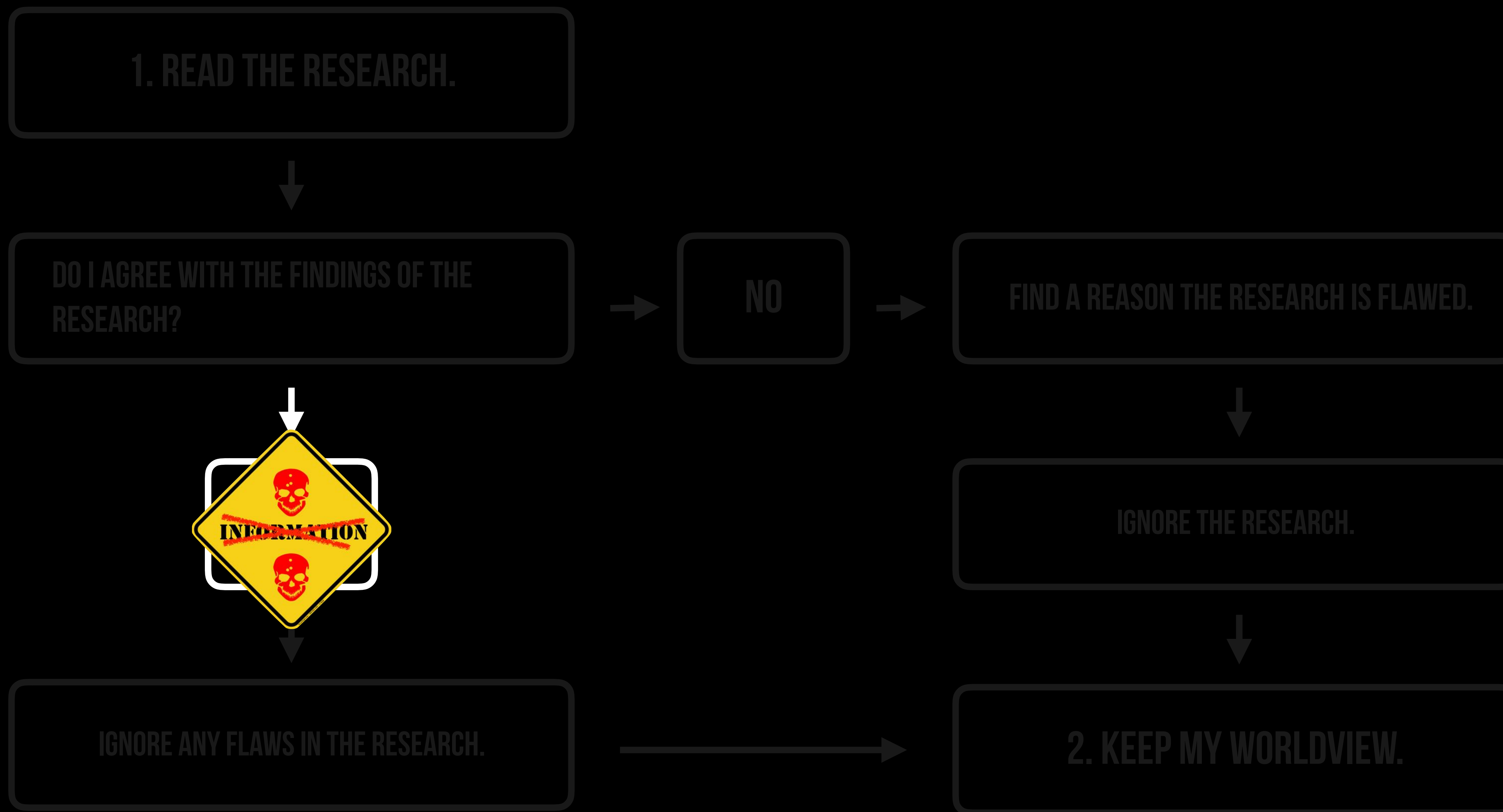
IGNORE THE RESEARCH.

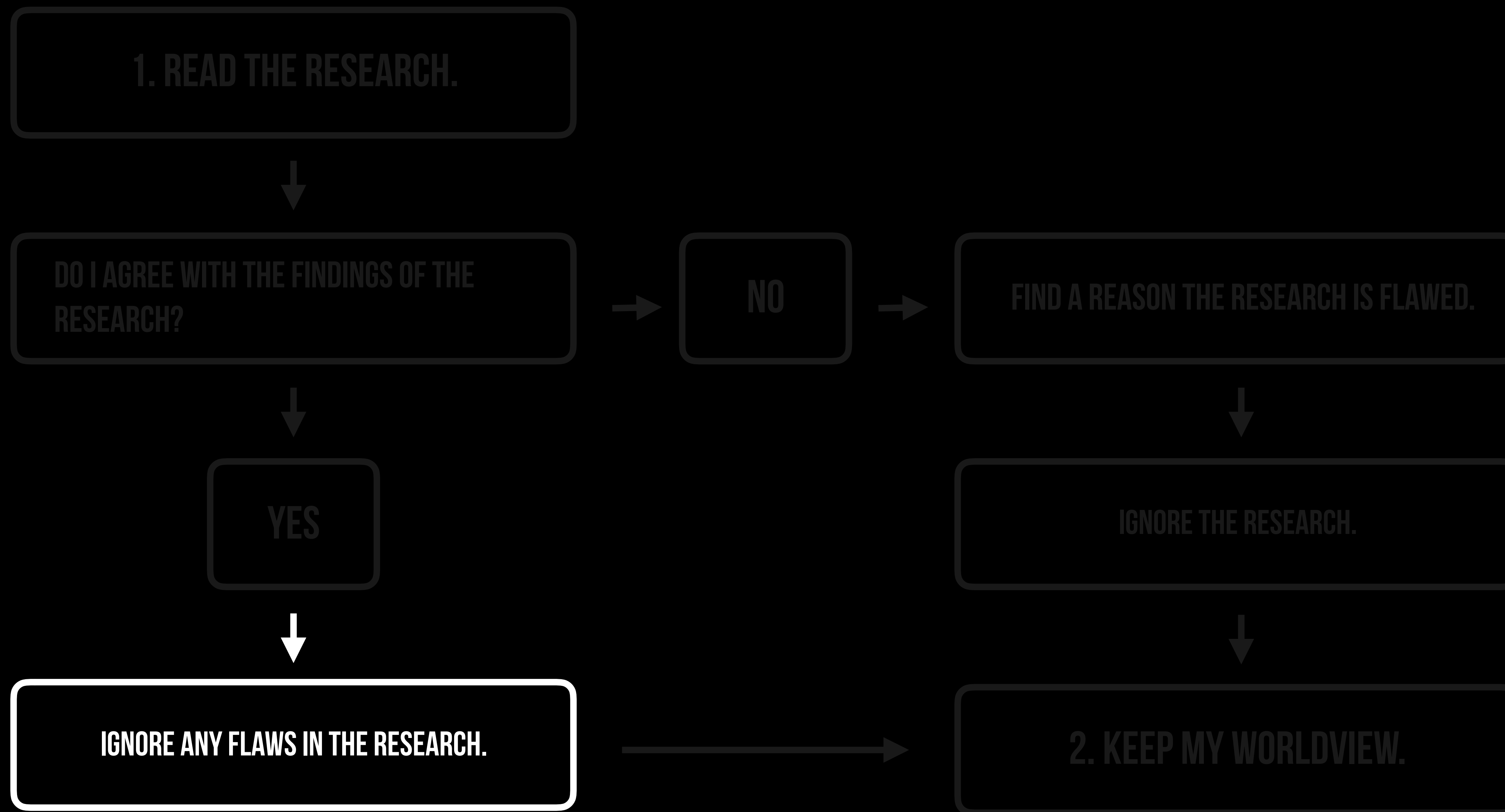
IGNORE ANY FLAWS IN THE RESEARCH.

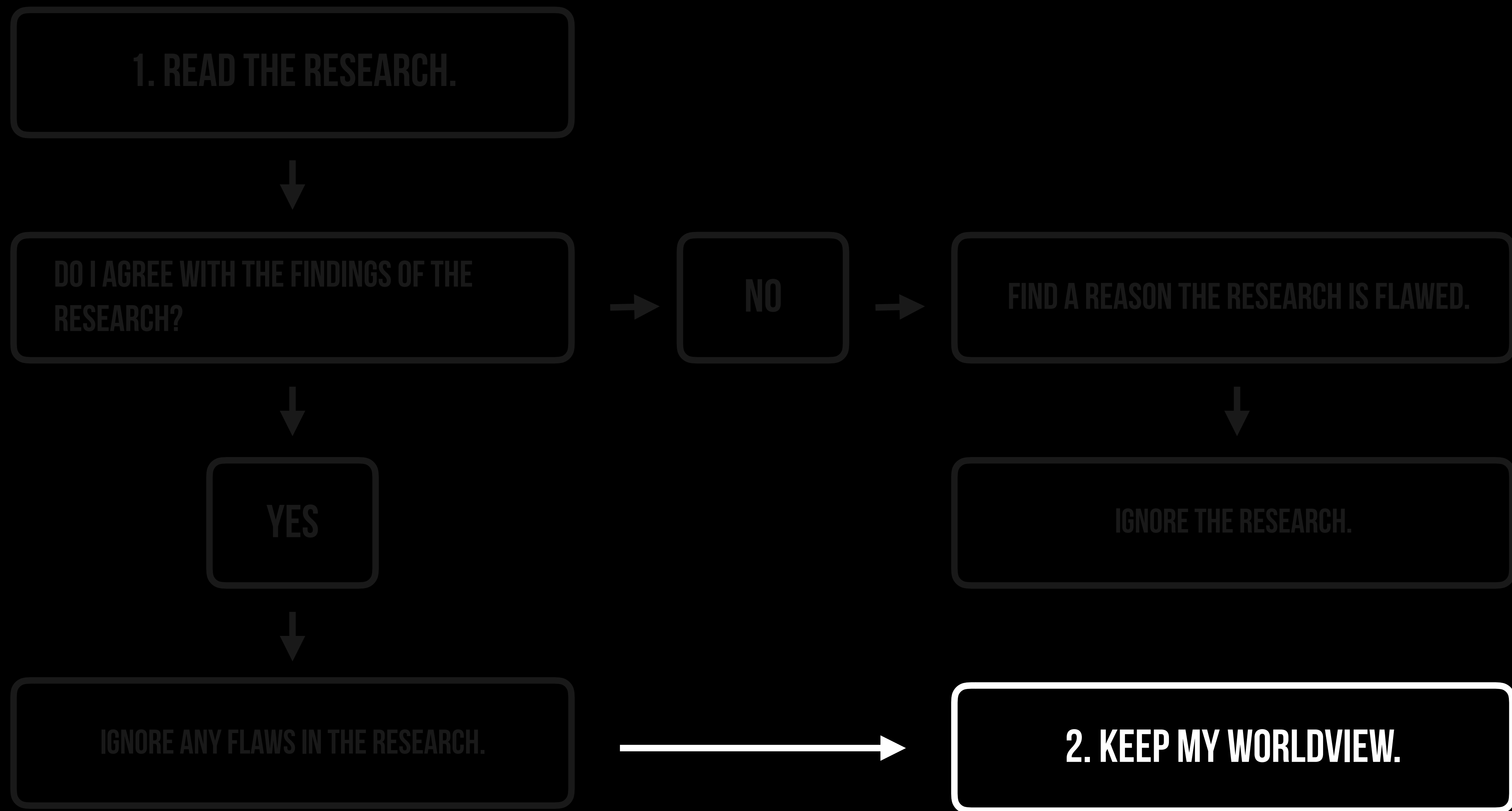
2. KEEP MY WORLDVIEW.

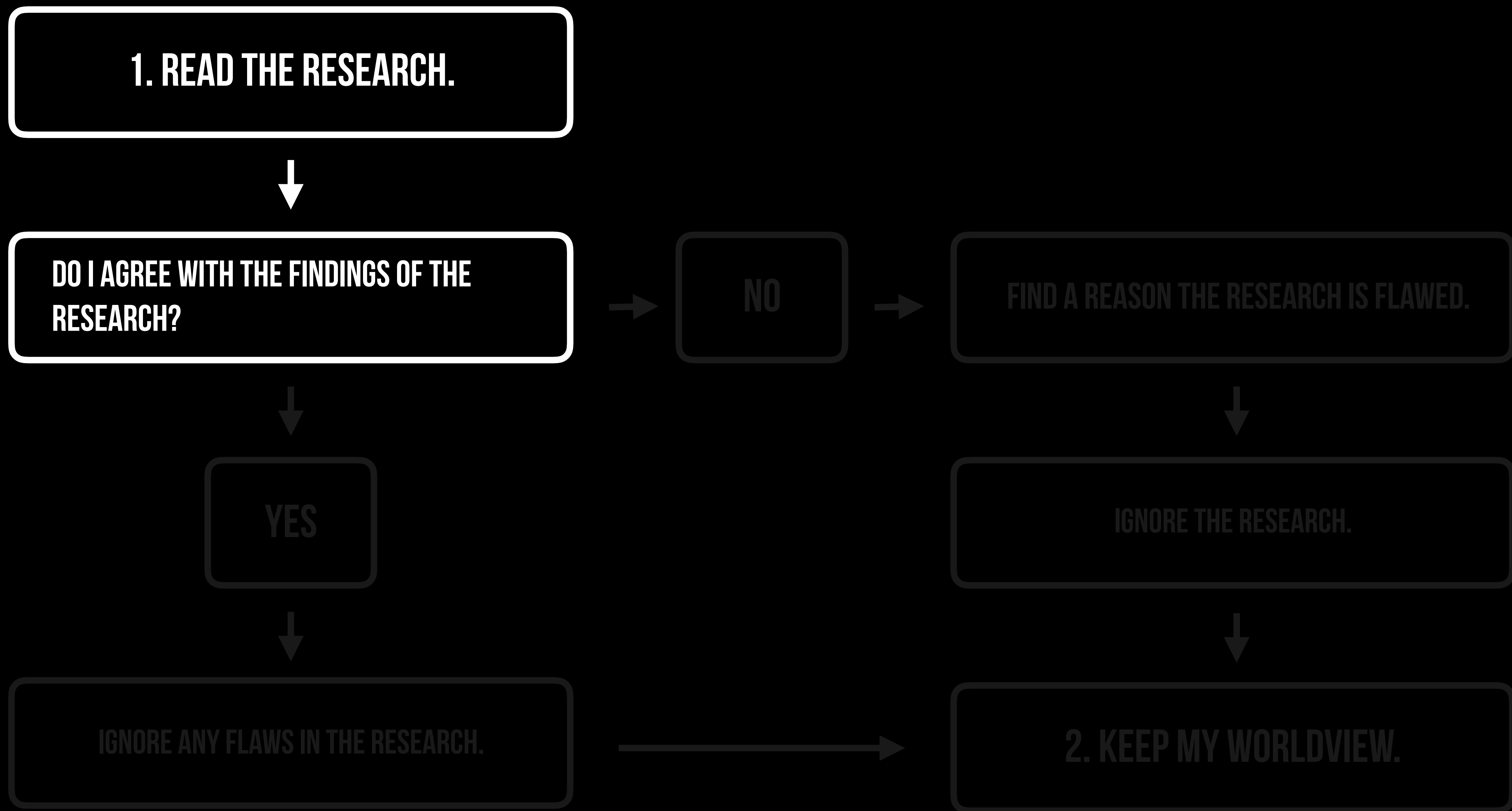


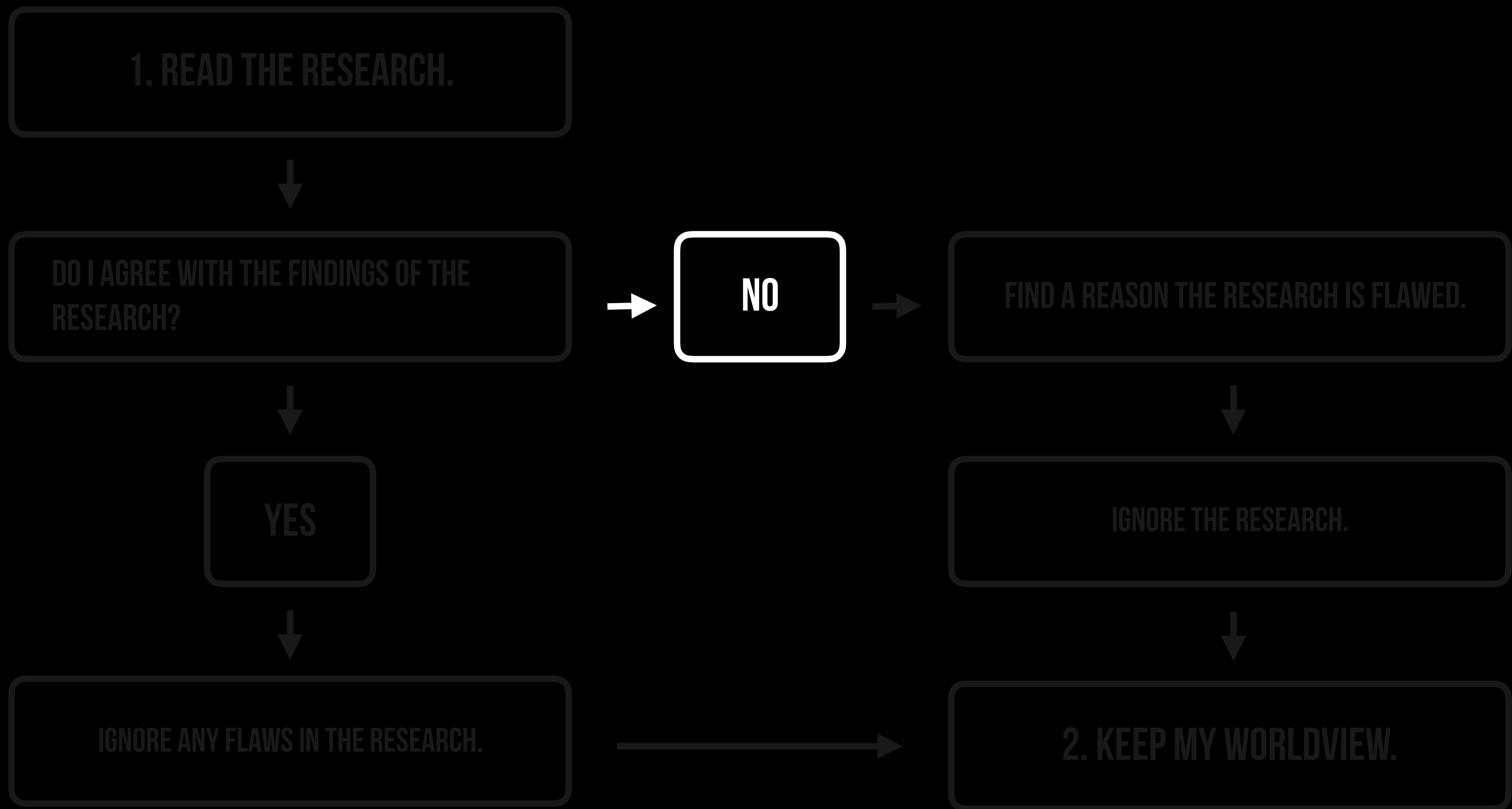


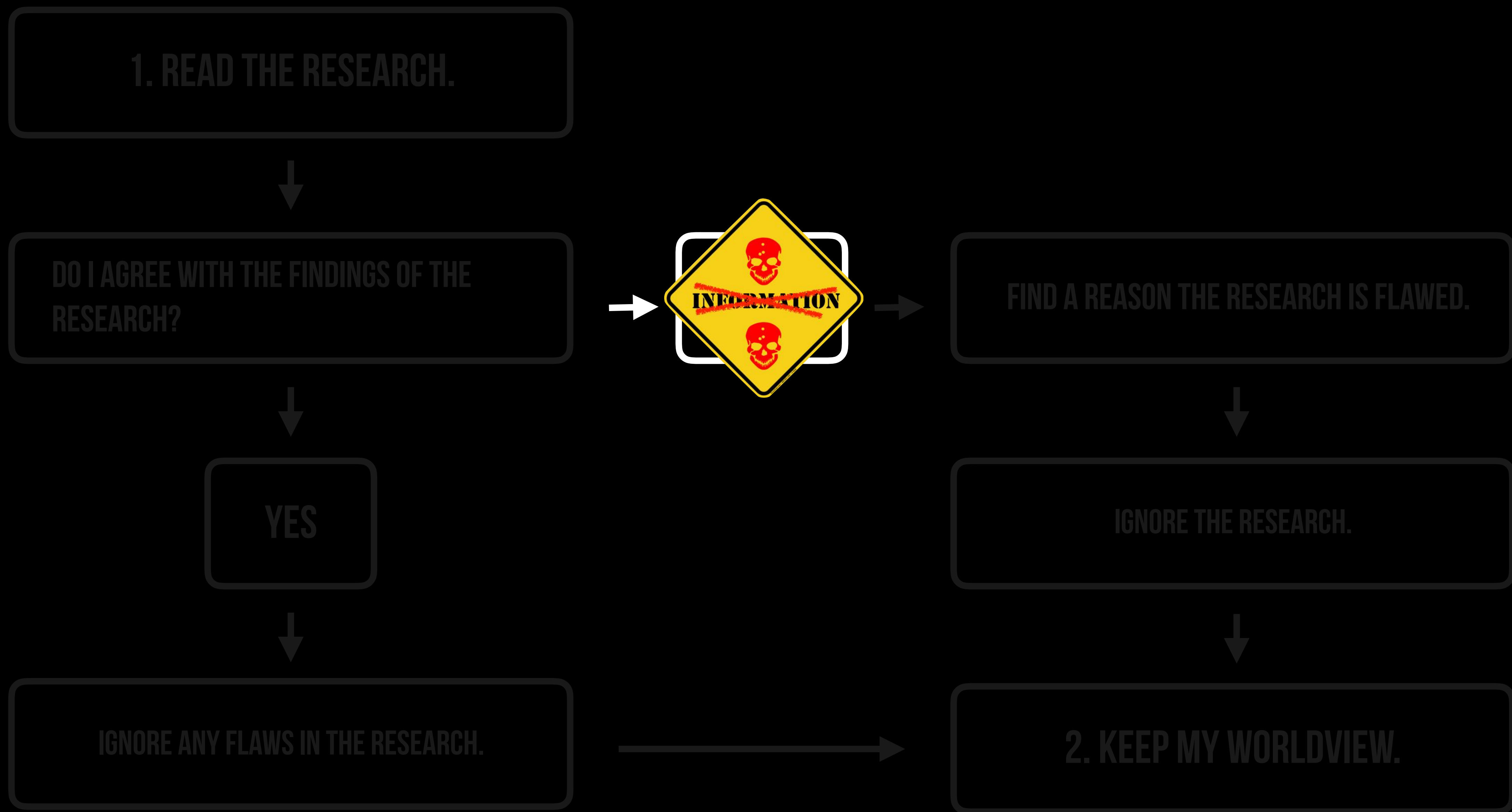


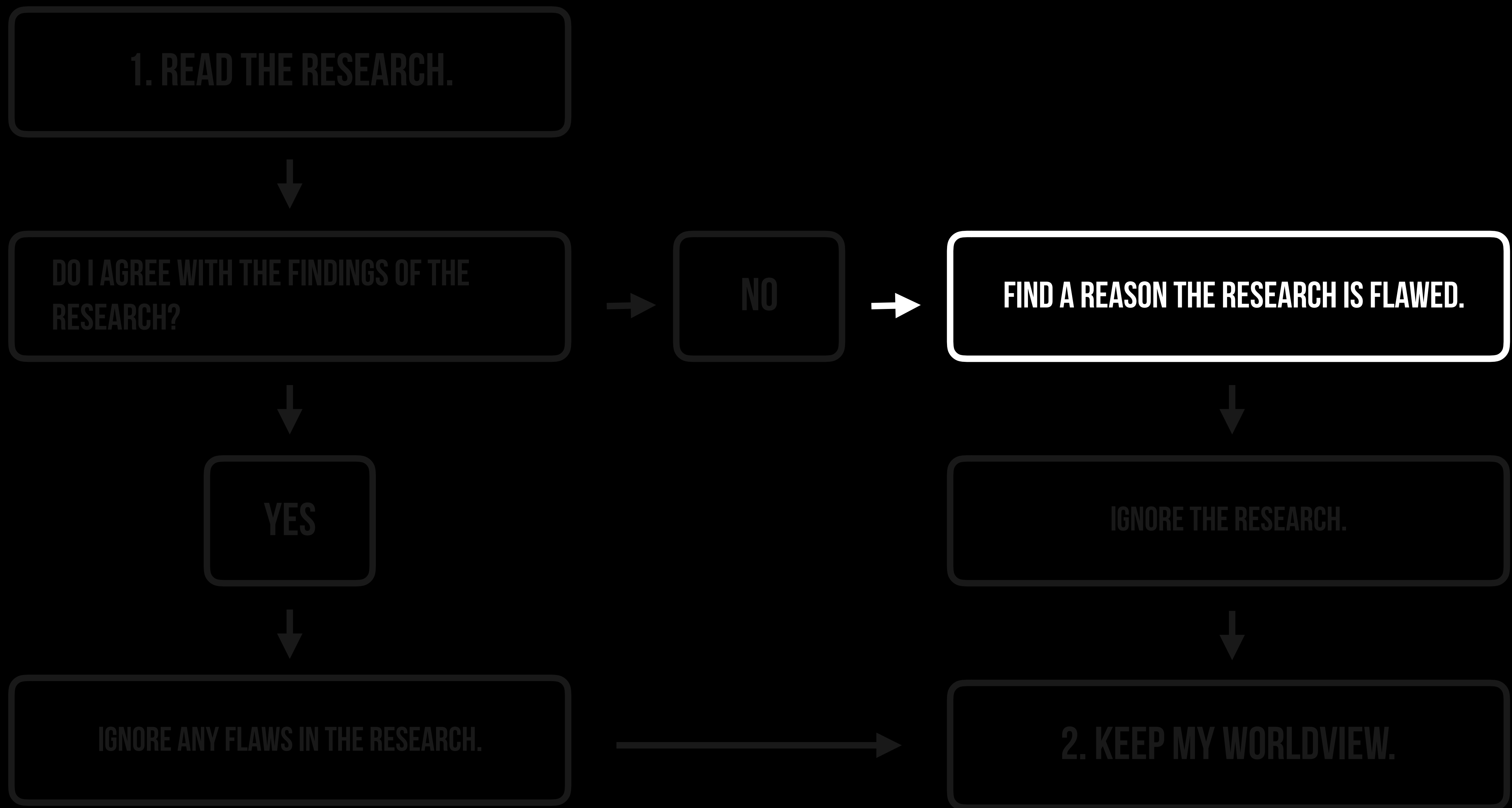


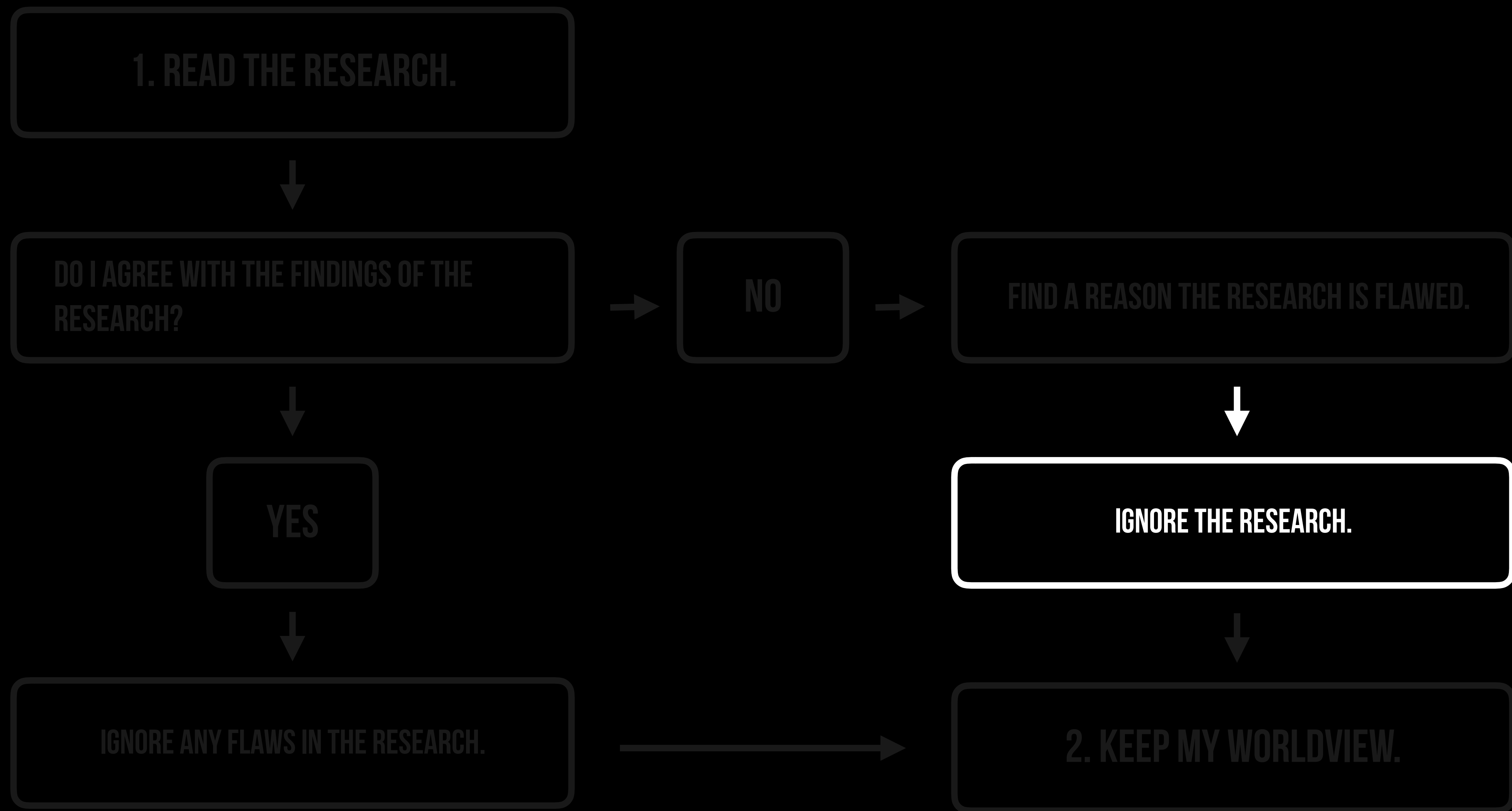


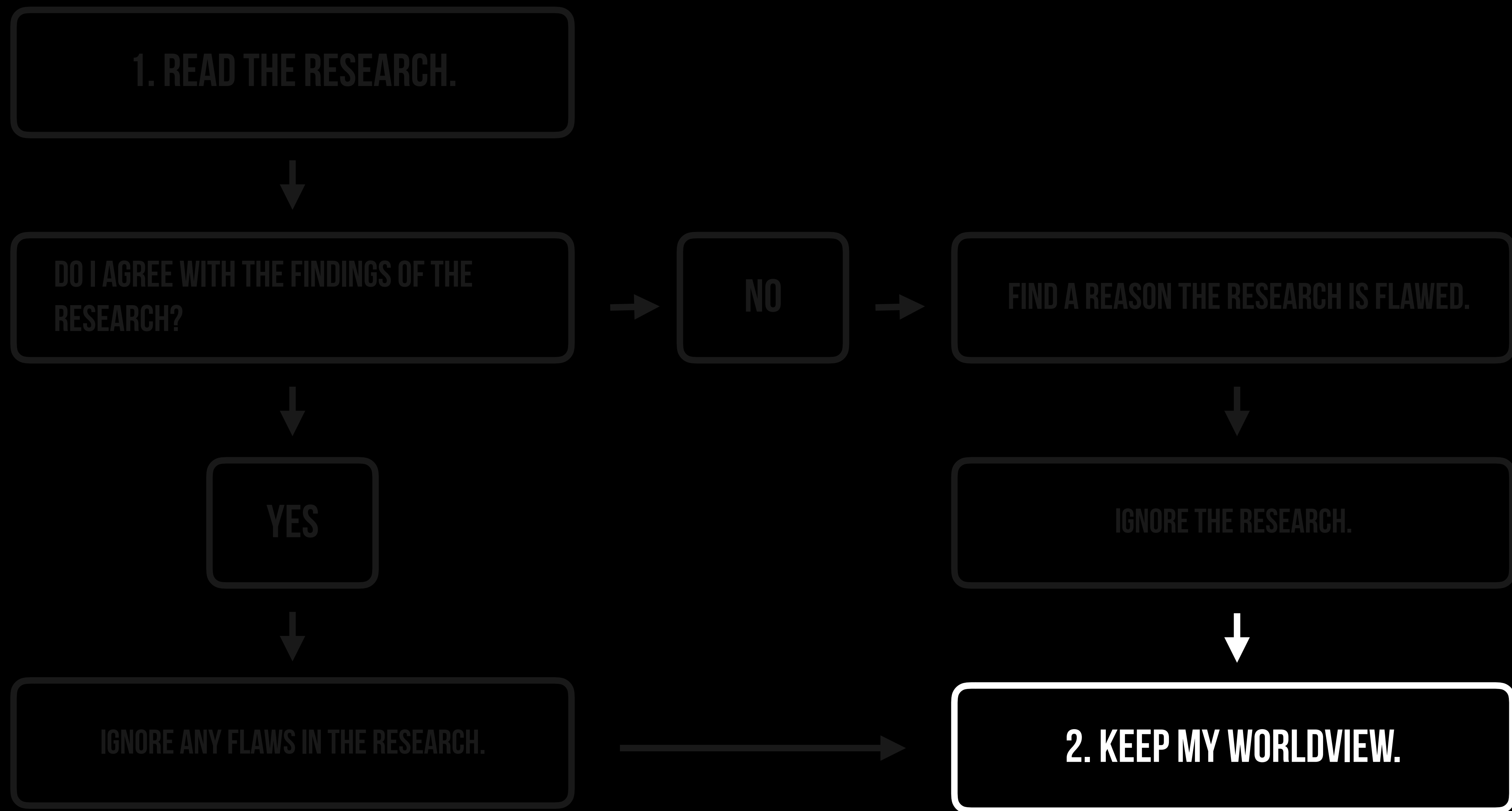


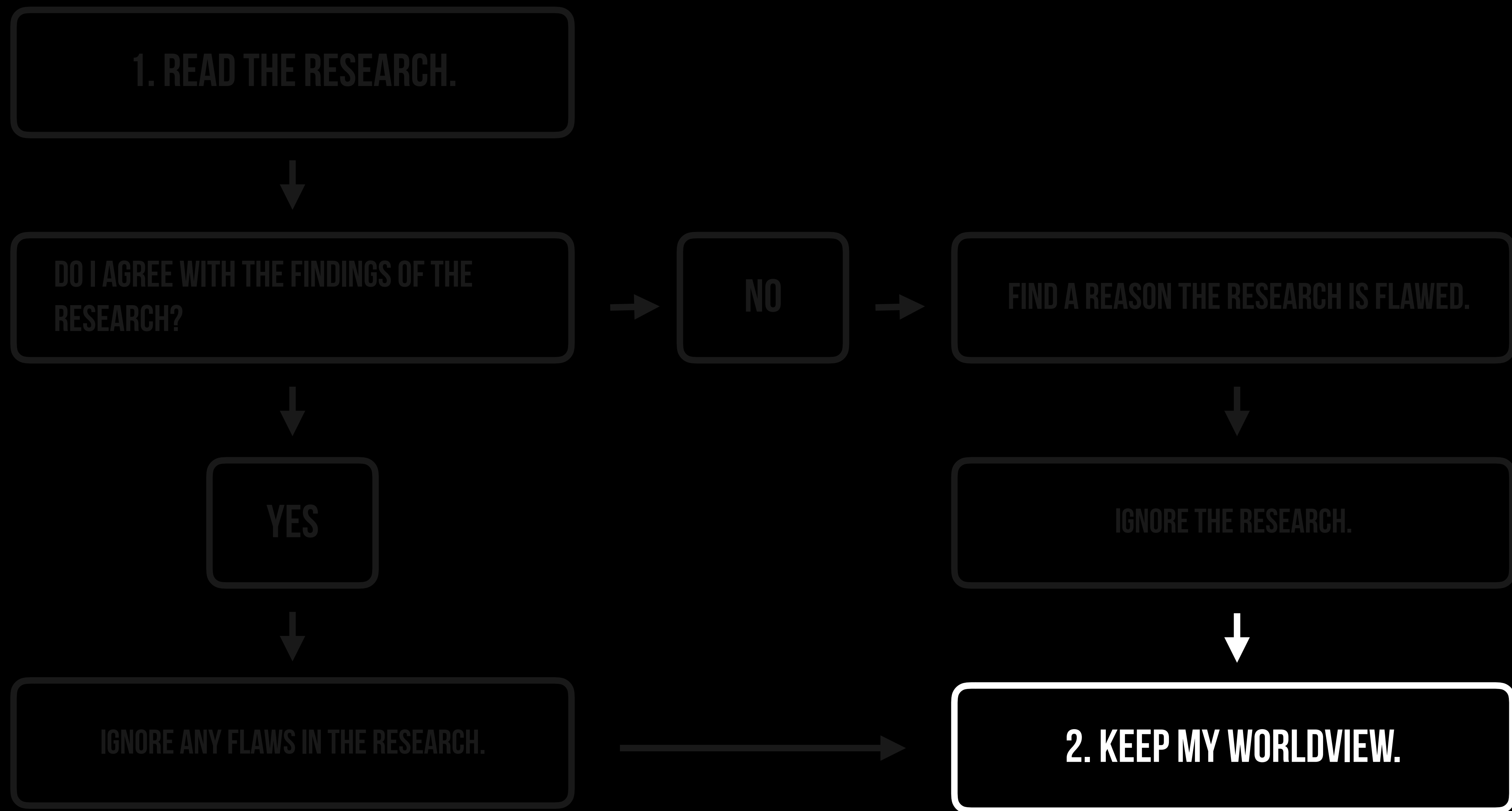




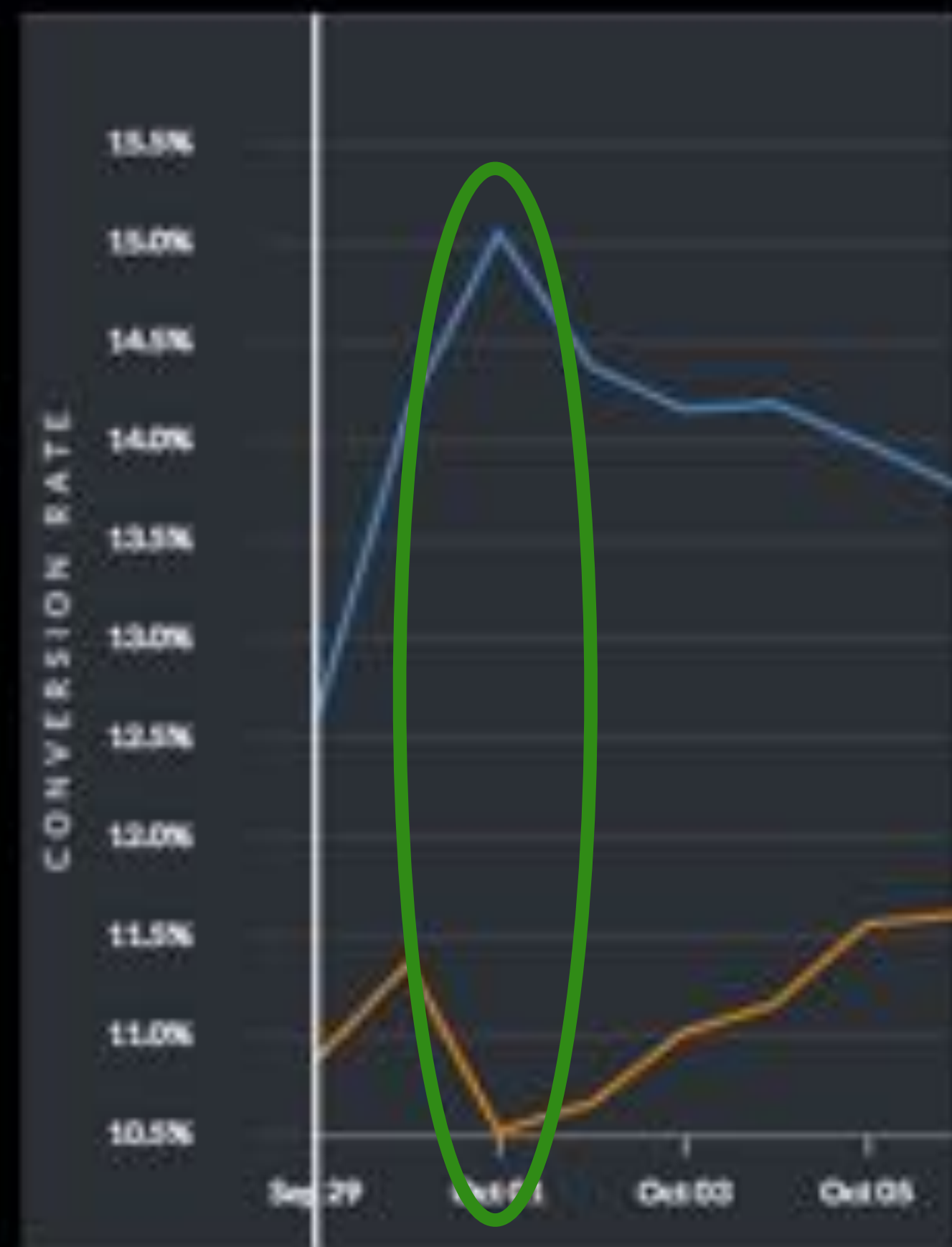








Week One



Week One

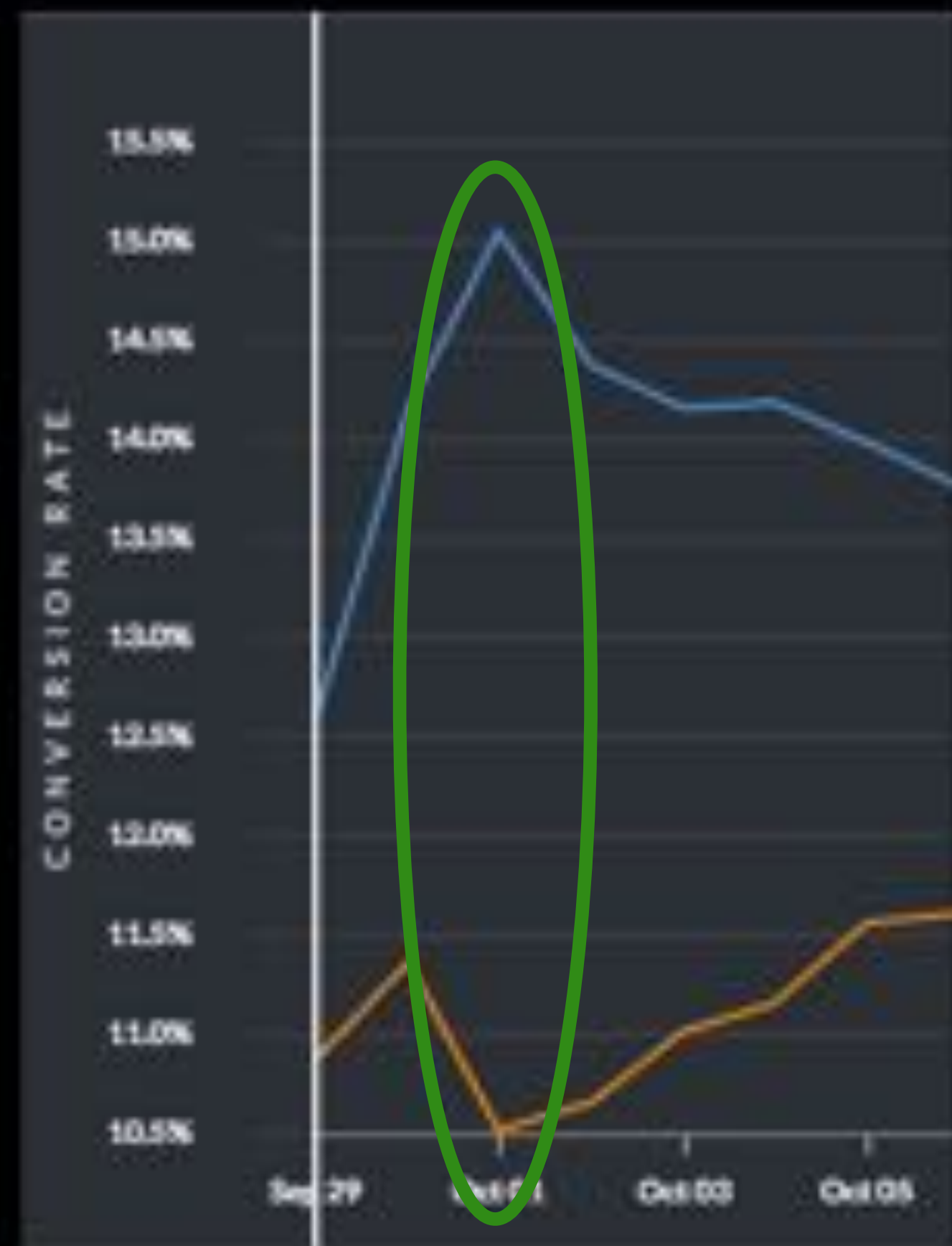
Week Two

Week Three

Week Four



Week One



Current conversion rate:

2%

Desired relative lift:

Target significance level :

Total sample (users):

Users per day:

Test duration:

Current conversion rate: **2%**

Desired relative lift: **10%**

Target significance level : **95%**

Total sample (users): **156,800**

Users per day: **50**

Test duration:

Current conversion rate: **2%**


Desired relative lift: **10%**

Target significance level : **95%**

Total sample (users): **156,800**

Users per day: **50**

Test duration: **3,136 days (8.5 years)**



A/B Test Duration & Sample Size Calculator

Fill out the form and find out how long you need to run your test in order to get valid test results. This will help you avoid false positives and increase the quality of your A/B testing.

Pro Tip! Play around with the calculator and get a better feel for how baseline conversion rate and desired lift effect sample size and test duration. E.g. a conversion rate of e.g. 2% vs. 10%. Or a lift of 5% vs 30%.

Sample Size & Test Duration Calculator

Current conversion rate	<input type="text" value="2"/>
Desired lift	<input type="text" value="10"/>
Number of variations	<input type="text" value="2"/>
Average daily visitors	<input type="text" value="50"/>


To achieve valid test results*, you need:

A total sample of (users):	150800
Test duration of (days)**:	3136

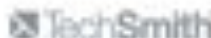





* Validity is based on a significance level of 95% and a power level of 80%
** Always round up to full weeks/weeks to account for seasonality

"We were able to test our way from a 5% conversion rate, all the way up to 20%. Without driving any more traffic, our client is getting four times the leads that he was getting before."

Andrew Miller, Workshop Digital



12,000+ BUSINESSES ARE USING UNBOUNCE TO INCREASE CONVERSIONS & MARKETING ROI

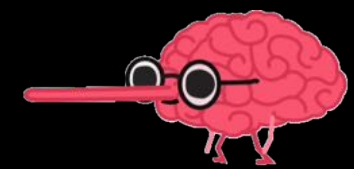


<https://unbounce.com/ab-test-duration-calculator/>

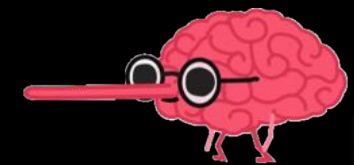
**CAN YOU TORTURE
QUALITATIVE DATA?**

**WOULDN'T YOU AGREE THAT
THIS IS A USEFUL FEATURE?**

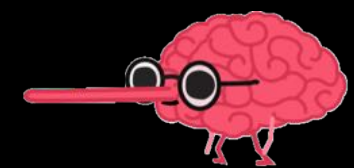
**CAN YOU TELL US WHY
YOU LOVE OUR PRODUCT?**



TORTURING DATA IS A **DANGEROUS PITFALL** FOR MARKETERS



IT PLAYS ON OUR NATURAL TENDENCY TO LOOK FOR **CONFIRMATION**



IT'S SNEAKY - IT HAPPENS WITHOUT US KNOWING IT.



USING MARKETER'S LOGIC

MYSIDE BIAS





COMPLETE YOUR DEGREE IN 2 YEARS!

Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Classes are forming online now!
Request information to get started.



First Name *

test

Last Name *

test

Email *

test@test.com

Phone Number *

1-877-762-6669

Next

Choose the Format that Best Suits Your Schedule

Study Online — Anytime, Anywhere

Online degree programs make courses accessible from any location with an internet connection, with no residency or campus visits required.

Or Attend Class Once a Week - 12 Regional Campus Locations

OHIO
Chillicothe
Circleville
Columbus
Dublin
Grove City
Hilliard

Lancaster
Mt. Orab
Washington, OH
Wilmington
GEORGIA
Atlanta - West
Morrow

Gain the Skills Employers Want

Associate, Bachelor, and Graduate Degrees

Ohio Christian University offers majors in Business, Leadership & Ministry, Nursing, Psychology, and more. Relevant and applicable skills will enhance your career now and in the future.

Regionally Accredited

Ohio Christian University is a non-profit university accredited by the Higher Learning Commission and authorized by the Ohio Board of Regents.

Enhance Your Outlook Expand Your Career

82%

Higher Weekly Earnings

On average, workers with a bachelor degree earn 82% more than those with only a high school diploma.

Source: U.S. Dept. of Labor Bureau of Labor Statistics

96%

Employment Rate Among OCU Alumni

Source: 2013 Alumni Survey

shutterstock



All Images +



By E38 Professional



Friendly business woman smiling at the office

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

Download

Already have an account? [Sign In](#)

women

business

smile

happy

people

professional

office

worker

casual

latin

young

businesswoman

[See all](#)Similar images 1 [See all](#)

shutterstock



All Images +

By [ESB Professional](#)

Stock photo ID: 149992511

Female architect at a construction site looking happy

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password




Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

Download

Already have an account? [Sign In](#)



 All Images + 



By [ESB Professional](#)


Stock photo ID: 139326899

Friendly family doctor at the hospital looking happy

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address 

Password 

Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

 **Download**

Already have an account? [Sign In](#)

shutterstock

All Images +



By ESB Professional

Stock photo ID: 142761973

Gym doctor checking on a female patient for neck injury

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's Website Terms, Privacy Policy, Licensing Terms and to receive emails that I can opt out of at any time.

+ Download

Already have an account? Sign In

shutterstock



All Images +



Stock photo ID: 113282674

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

+ Download

Already have an account? [Sign In](#)By [ESB Professional](#)

Stock photo ID: 113282674

shutterstock



All Images +



By ESB Professional

Stock photo ID: 137597552

Hairdresser blowing woman's hair at the beauty salon

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

Download

Already have an account? [Sign In](#)

shutterstock



All Images +



By ESB Professional

Stock photo ID: 135444050

Woman doing a manicure and applying nail polish

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

Download

Already have an account? [Sign In](#)

shutterstock



All Images +

By [ESB Professional](#)

Stock photo ID: 136493474

Professional female photographer holding a camera and smiling

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

+ Download

Already have an account? [Sign In](#)

shutterstock



All Images +



By ESB Professional

Stock photo ID: 102627620

Beautiful flight attendant in an airplane smiling

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

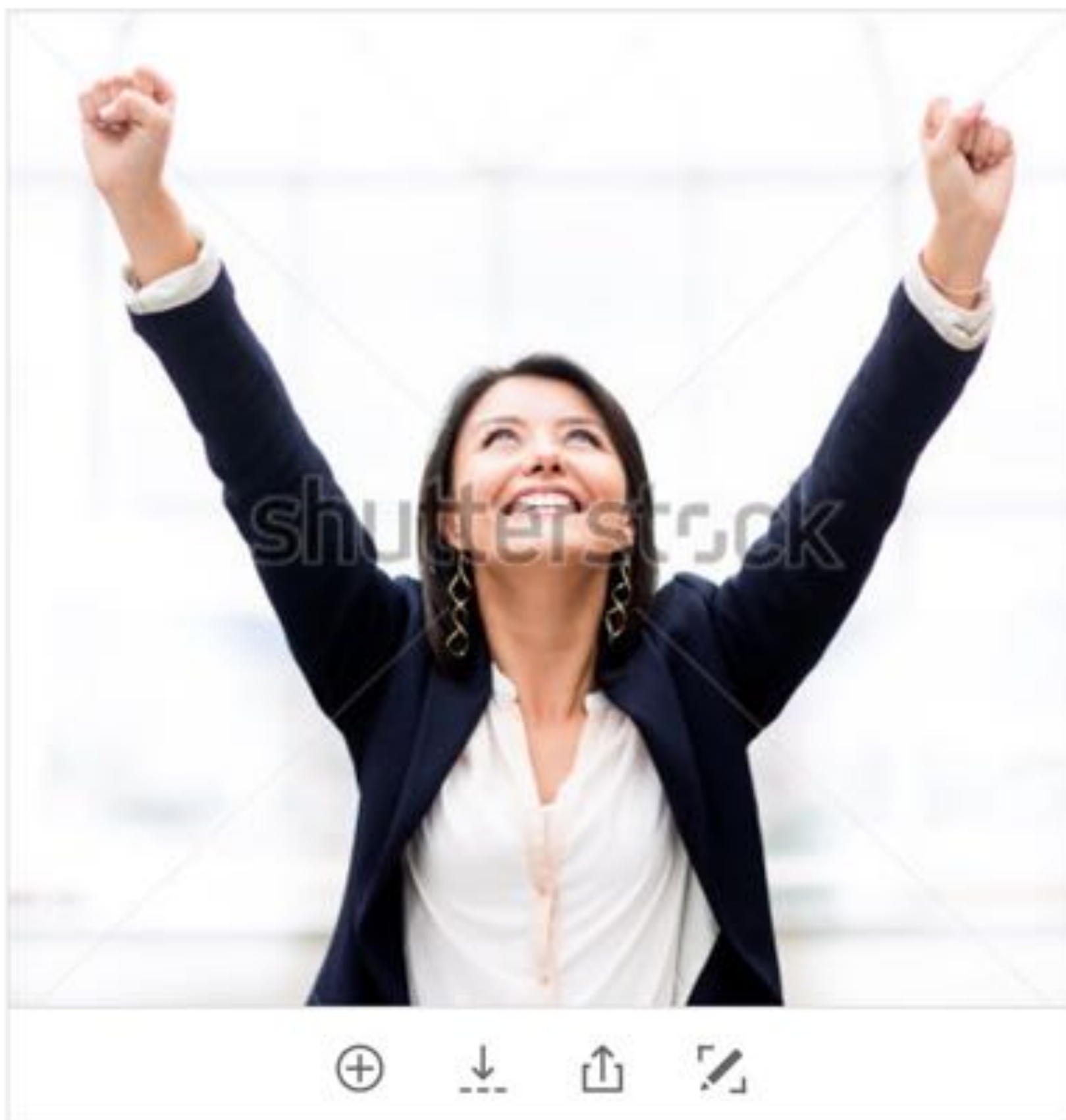
+ Download

Already have an account? [Sign In](#)

shutterstock



All Images +



Stock photo ID: 104071604

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

+ Download

Already have an account? [Sign In](#)By [ESB Professional](#)

Stock photo ID: 104071604

shutterstock



All Images +



By ESB Professional

Stock photo ID: 94701808

Beautiful female tennis players holding rackets and smiling

Stock photo ID: 104517538

Signed model released on file with Shutterstock, Inc.

Create your free account

Email Address



Password



Passwords must be at least 8 characters long.

☐ I agree to Shutterstock's [Website Terms](#), [Privacy Policy](#), [Licensing Terms](#) and to receive emails that I can opt out of at any time.

Download

Already have an account? [Sign In](#)



COMPLETE YOUR DEGREE IN 2 YEARS!

Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Classes are forming online now!
Request information to get started.



First Name *

test

Last Name *

test

Email *

test@test.com

Phone Number *

1-877-762-6669

Next

**Choose the Format that
Best Suits Your Schedule**

Study Online — Anytime, Anywhere

Online degree programs make courses accessible from any location with an internet connection, with no residency or campus visits required.

**Or Attend Class Once a Week -
12 Regional Campus Locations**

OHIO
Chillicothe
Circleville
Columbus
Dublin
Grove City
Hillsboro

Lancaster
Mt. Crook
Washington, OH
Wilmington
GEORGIA
Atlanta - West
Morrow

**Gain the Skills
Employers Want**

Associate, Bachelor, and Graduate Degrees

Ohio Christian University offers majors in Business, Leadership & Ministry, Nursing, Psychology, and more. Relevant and applicable skills will enhance your career now and in the future.

Regionally Accredited

Ohio Christian University is a non-profit university accredited by the Higher Learning Commission and authorized by the Ohio Board of Regents.

**Enhance Your Outlook
Expand Your Career**

82%

Higher Weekly Earnings

On average, workers with a bachelor degree earn 82% more than those with only a high school diploma.

Source: U.S. Dept. of Labor Bureau of Labor Statistics


96%

Employment Rate Among OCU Alumni

Source: 2013 Alumni Survey


WHAT DO YOU THINK THIS PAGE WAS ABOUT?

DID THE LANDING PAGE SEEM TRUSTWORTHY?




OHIO CHRISTIAN
UNIVERSITY

Quality education with a Christian worldview

1-855-OCU-GRAD 

Complete your degree at an accredited Christian university
by attending classes once a week or learning online



COMPLETE YOUR DEGREE IN 2 YEARS!

Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Classes are forming online now!
Request information to get started.

1 2 3

First Name *

Last Name *

Email *

Phone Number *

[Next](#)

**Choose the Format that
Best Suits Your Schedule**

Study Online — Anytime, Anywhere

Online degree programs make courses accessible

**Gain the Skills
Employers Want**

Associate, Bachelor, and Graduate Degrees

Ohio Christian University offers majors in

**Enhance Your Outlook
Expand Your Career**

82%
Higher Weekly Earnings

WHAT DO YOU THINK THIS PAGE WAS ABOUT?

88%

DID THE LANDING PAGE SEEM TRUSTWORTHY?

80%

OHIO CHRISTIAN UNIVERSITY
Quality education with a Christian worldview

1-855-OCU-GRAD

Complete your degree at an accredited Christian university by attending classes once a week or learning online

COMPLETE YOUR DEGREE IN 2 YEARS!
Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Classes are forming online now!
Request information to get started.

1 2 3

First Name *
test

Last Name *
test

Email *
test@test.com

Phone Number *
1-877-762-6669

Next

Choose the Format that Best Suits Your Schedule
Study Online — Anytime, Anywhere
Online degree programs make courses accessible

Gain the Skills Employers Want
Associate, Bachelor, and Graduate Degrees
Ohio Christian University offers majors in

Enhance Your Outlook Expand Your Career
82%
Higher Weekly Earnings

WHICH UNIVERSITY LANDING PAGE IS MOST CREDIBLE?



Trying to decide if transferring is right for you?

BOSTON UNIVERSITY

First Name *

Last Name *

Email *

Date/Time *

Select

Number of Credits *

Register Now



Join us at one of our information sessions for transfer students.

- Hear from a current student and a Board of Admissions representative on why transferring to Boston University is a smart choice
- Learn how to make your transfer application competitive for admission
- Experience what studying in the heart of Boston is like

OHIO CHRISTIAN UNIVERSITY
Quality education with a Christian worldview

1-855-OCU-GRAD 

Complete your degree at an accredited Christian university by attending classes once a week or learning online



COMPLETE YOUR DEGREE IN 2 YEARS!
Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Classes are forming online now!
Request information to get started.

1 2 3

First Name *

Last Name *

Email *

Phone Number *

Next

Choose the Format that Best Suits Your Schedule

Study Online — Anytime, Anywhere

Online degree programs make courses accessible from any location with an internet connection, with no residency or campus visits required.

Or! Attend Class Once a Week - 12 Regional Campus Locations

OHIO	Lancaster
Cincinnati	St. Charles
Circleville	Washington OH
Columbus	Wilmington
Quincy	GEORGETOWN
Grove City	Reidsville - West
Hilltop	Monroe

Gain the Skills Employers Want

Associate, Bachelor, and Graduate Degrees

Ohio Christian University offers majors in Business, Leadership & Ministry, Nursing, Psychology, and more. Relevant and applicable skills will enhance your career now and in the future.

Regionally Accredited

Ohio Christian University is a non-profit university accredited by the Higher Learning Commission and authorized by the Ohio Board of Regents.

Enhance Your Outlook Expand Your Career

82%
Higher Weekly Earnings

On average, workers with a bachelor degree earn 82% more than those with only a high school diploma.

Source: U.S. Dept. of Labor Bureau of Labor Statistics


96%
Employment Rate Among OCU Alumni

Source: 2013 Alumni Survey

WHICH UNIVERSITY LANDING PAGE IS MOST CREDIBLE?

36%

64%



The Boston University landing page features a large background image of a sailboat with the BU logo. The main headline asks, "Trying to decide if transferring is right for you?". To the right is a registration form with fields for First Name, Last Name, Email, Date/Time, and Number of Questions, followed by a "Register Now" button. Below the form is a section titled "Join us at one of our information sessions for transfer students." with a list of bullet points and a small image of the Boston skyline.

BOSTON UNIVERSITY

Trying to decide if transferring is right for you?

First Name *

Last Name *

Email *

Date/Time *

Number of Questions *

Register Now

Join us at one of our information sessions for transfer students.

- ▶ Hear from a current student and a Board of Admissions representative on why transferring to Boston University is a smart choice
- ▶ Learn how to make your transfer application competitive for admission
- ▶ Experience what studying in the heart of Boston is like



The Ohio Christian University landing page has a blue header with the university's name and tagline. The main section features a woman's portrait and a "COMPLETE YOUR DEGREE IN 2 YEARS!" call to action. To the right is a registration form with fields for First Name, Last Name, Email, and Phone Number, followed by a "Next" button. Below the form are three columns of text highlighting the university's benefits: "Choose the Format that Best Suits Your Schedule", "Gain the Skills Employers Want", and "Enhance Your Outlook Expand Your Career".

OHIO CHRISTIAN UNIVERSITY
Quality education with a Christian worldview

1-855-OCU-GRAD

Complete your degree at an accredited Christian university by attending classes once a week or learning online

Classes are forming online now! Request information to get started.

First Name *

Last Name *

Email *

Phone Number *

Next

COMPLETE YOUR DEGREE IN 2 YEARS!
Reach your educational goals at a Christian, non-profit university! Affordable, flexible programs make it convenient to earn your degree while maintaining other important commitments.

Choose the Format that Best Suits Your Schedule

Study Online — Anytime, Anywhere

Online degree programs make courses accessible from any location with an internet connection, with no residency or campus visits required.

Or! Attend Class Once a Week - 12 Regional Campus Locations

Gain the Skills Employers Want

Associate, Bachelor, and Graduate Degrees

Ohio Christian University offers majors in Business, Leadership & Ministry, Nursing, Psychology, and more. Relevant and applicable skills will enhance your career now and in the future.

Enhance Your Outlook Expand Your Career

82%
Higher Weekly Earnings

On average, workers with a bachelor degree earn 82% more than those with only a high school diploma.

96%
Employment Rate Among OCU Alumni

Source: U.S. Dept. of Labor Bureau of Labor Statistics
Source: 2013 Bureau Survey

ABOVE



BELOW



←-----→
|
FOLD



A: Control

B: Variation

- ✓ 4 full weeks of data
- ✓ 577 conversions
- ✓ 99% significance level



157.67% increase in CTR



52.23% increase in sign-ups

I'M RIGHT

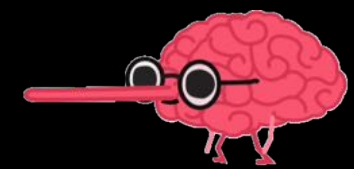
&

YOU'RE WRONG

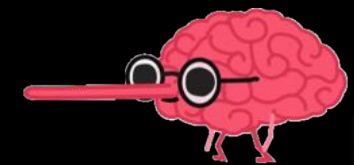
I'M SMART

&

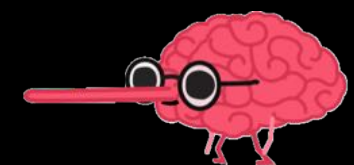
YOU'RE STUPID



USING MARKETER'S LOGIC IS A **DANGEROUS PITFALL**



IT PLAYS ON OUR NATURAL TENDENCY TO **ASSUME THAT WE'RE RIGHT**



IT'S SNEAKY - IT HAPPENS WITHOUT US KNOWING IT.



HOW TO OVERCOME CONFIRMATION BIAS

STEP 1

ACCEPT THE FACT THAT

YOU COULD BE WRONG

Think of a discussion or argument you had at work.

Click "Continue" when you're ready to proceed.

Continue

press ENTER

1 → Did it turn out that you were right? (I.e. you won the discussion/argument)

|

2 → How did you feel afterwards?

Continue ✓

press ENTER

MARKETERS WHO WERE RIGHT:
HOW DID YOU FEEL AFTERWARDS?

MARKETERS WHO WERE WRONG:
HOW DID YOU FEEL AFTERWARDS?

A word cloud visualization of emotional states. The words are arranged in a circular pattern around a central point. The size of each word indicates its frequency or importance. The most prominent word is "Good". Other large words include "Satisfied", "Fine", "Great", "Vindicated", "Ok", "Bad", "Disappointed", "Indifferent", "Uncomfortable", "Reassured", "okay", "Validated", "stronger", "Humble", "Betrayed", "Horrible", "Frustrated", "Meh", "Nice", "Power", "Lost", "Energy", "Pleased", "Awkward", "Happy", "Like", "Smug", "Useful", "Best", "Right", "Relieved", "Awesome", and "Normal".

frustrated
dissapointed Annoyed

irritated
Terrible Stupid Irritated
mixed
feelings outnumbered
Steamrolled
Unprofessional Okay
Disheartened
Awkward

The road to wisdom? — Well,
it's plain and simple to express:

Err
and err
and err again
but less
and less
and less.

— Piet Hein

STEP 2

**SEEK OUT A
DIFFERENT PERSPECTIVE**



CUSTOMER SUCCESS



WOOOOOOOOOOT!!!



Create your Pro 199 account (\$199/month)

First Name*

Last Name*

Email*

Password*

☐ Get conversion tips from Unbounce

Go to Billing Info

By clicking the button, you agree to our [Terms of Service](#) and [Privacy Policy](#)



Free 30-Day Trial

You will not be billed until your trial is over



No Waiting - Build a Landing Page Right Away

Your account is ready the second you sign up



98% Customer Satisfaction Rating

We are here to make sure you're happy

Create your Pro 199 account (\$199/month)

First Name*

Last Name*

Email*

Password*

☐ Get conversion tips from Unbounce

Go to Billing Info

By clicking the button, you agree to our [Terms of Service](#) and [Privacy Policy](#)



Free 30-Day Trial

You will not be billed until your trial is over



No Waiting - Build a Landing Page Right Away

Your account is ready the second you sign up



98% Customer Satisfaction Rating

We are here to make sure you're happy



Free 30-Day Trial

You will not be billed until your trial is over



No Waiting - Build a Landing Page Right Away

Your account is ready the second you sign up



98% Customer Satisfaction Rating

We are here to make sure you're happy



Free 30-Day Trial

You will not be billed until your trial is over



No Waiting - Build a Landing Page Right Away

Your account is ready the second you sign up



98% Customer Satisfaction Rating

We are here to make sure you're happy

NOPE...



Free 30-Day Trial

You will not be billed until your trial is over



No Waiting - Build a Landing Page Right Away

Your account is ready the second you sign up



98% Customer Satisfaction Rating

We are here to make sure you're happy

WILL I BE BILLED DURING THE TRIAL?



CAN I CANCEL DURING MY TRIAL?

CAN I CHANGE PLANS?



WILL I BE BILLED DURING THE TRIAL?

NOPE! YOU WILL ONLY BE BILLED AFTER YOUR 30-DAY TRIAL IF YOU CHOOSE NOT TO CANCEL. WE'LL SEND AN E-MAIL REMINDER NEAR THE END OF THE TRIAL.

CAN I CANCEL DURING MY TRIAL?

CERTAINLY! YOU CAN CANCEL AT ANY TIME, JUST GO TO YOUR ACCOUNT DASHBOARD AND CLICK "MANAGE ACCOUNT".

CAN I CHANGE PLANS?

OF COURSE! YOU CAN CHANGE PLANS OR SWITCH BETWEEN MONTHLY/ANNUAL BILLING VIA YOUR ACCOUNT DASHBOARD.



Common Questions:

Will I be billed during the trial?

Nope! You will only be billed after your 30-day trial if you choose not to cancel. We'll send an e-mail reminder near the end of the trial.

Can I cancel during my trial?

Certainly! You can cancel at any time, just go to your account dashboard and click "Manage Account".

Can I change plans?

Of course! You can change plans or switch between monthly/annual billing via your account dashboard.

Common Questions:

Will I be billed during the trial?

Nope! You will only be billed after your 30-day trial if you choose not to cancel. We'll send an e-mail reminder near the end of the trial.

Can I cancel during my trial?

Certainly! You can cancel at any time, just go to your account dashboard and click "Manage Account".

Can I change plans?

Of course! You can change plans or switch between monthly/annual billing via your account dashboard.

Common Questions:

Will I be billed during the trial?

Nope! You will only be billed after your 30-day trial if you choose not to cancel. We'll send an e-mail reminder near the end of the trial.

Can I cancel during my trial?

Certainly! You can cancel at any time, just go to your account dashboard and click "Manage Account".

Can I change plans?

Of course! You can change plans or switch between monthly/annual billing via your account dashboard.

A: BULLETS BASED ON MARKETER'S LOGIC

B: BULLETS BASED ON CUSTOMER INSIGHT

✓ 2 FULL BUSINESS CYCLES

✓ 867 ACCOUNT SIGNUPS

✓ 95% SIGNIFICANCE LEVEL



11% INCREASE IN SIGN UPS

CHALLENGE

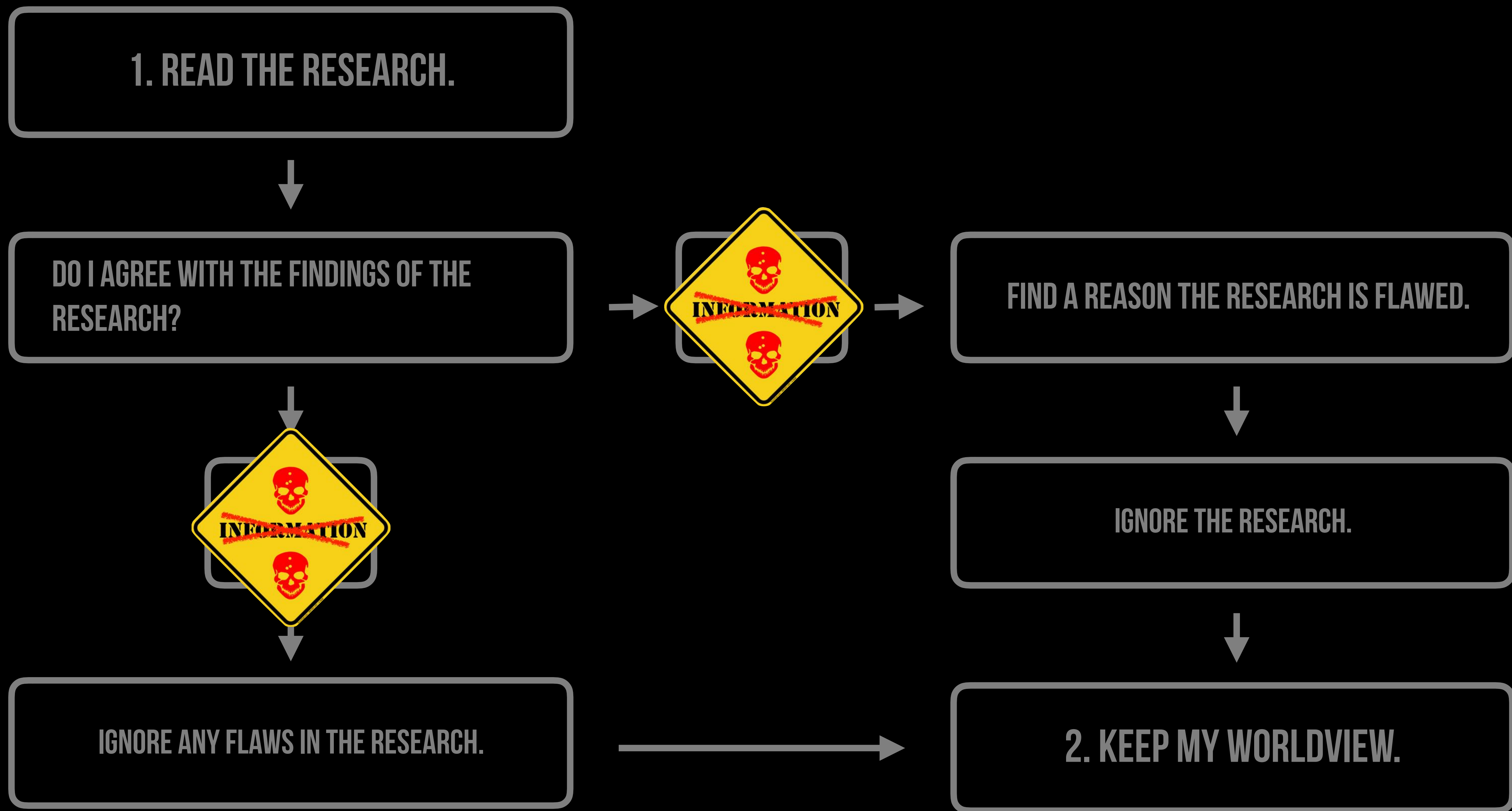
YOUR BELIEFS

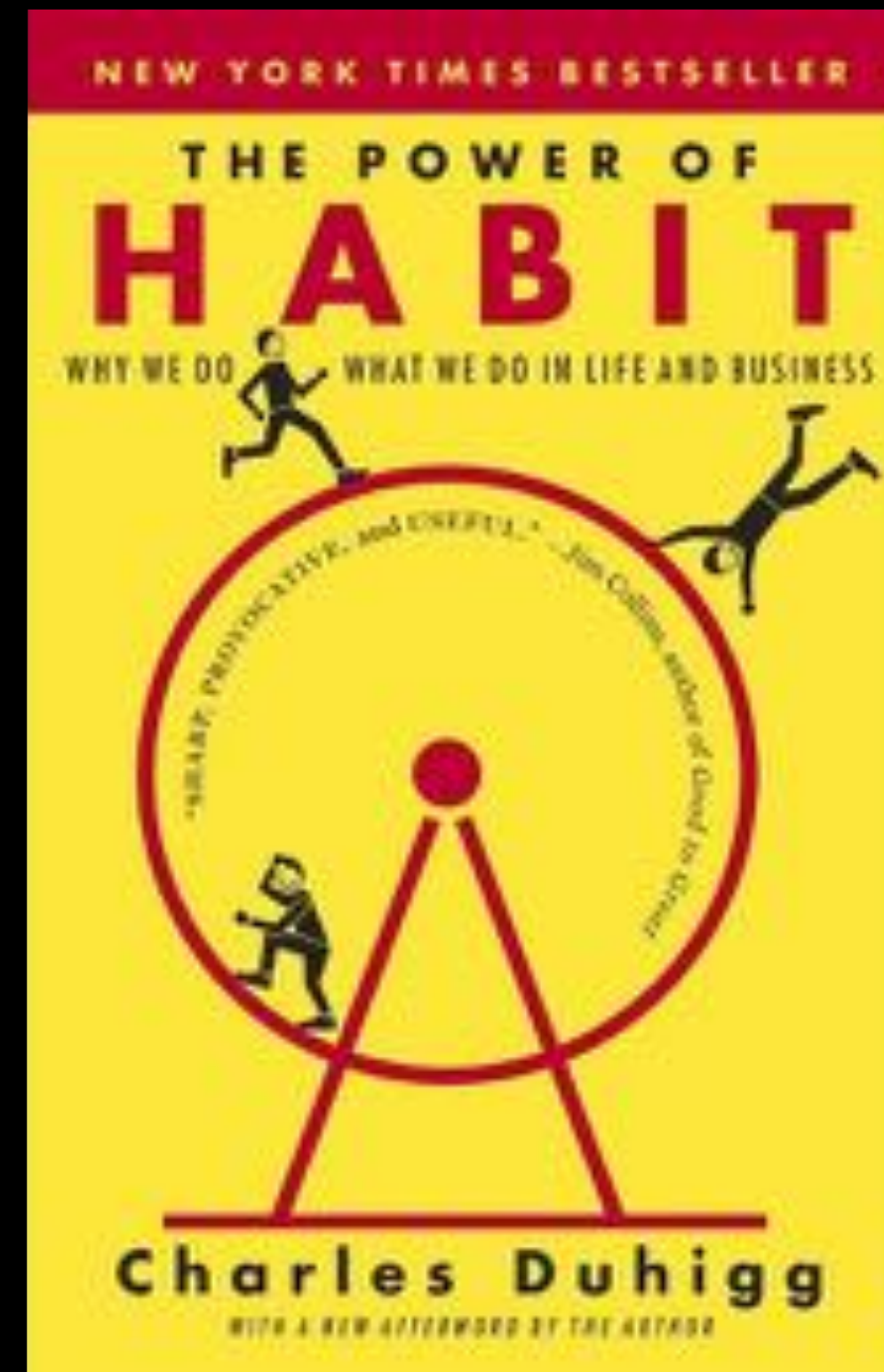
STEP 3

BREAK

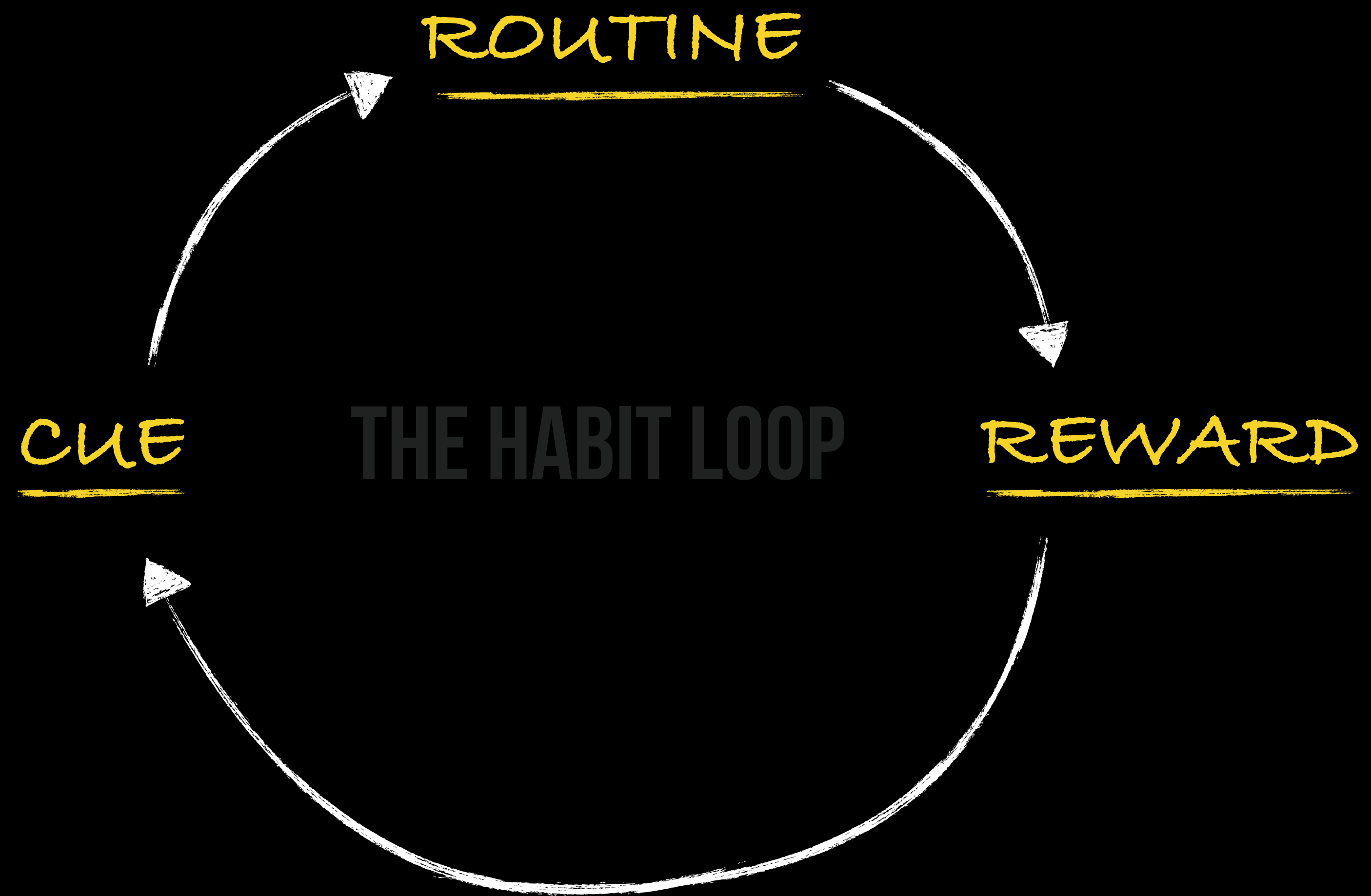
THE CONFIRMATION

BIAS CYCLE





THE POWER OF HABIT - CHARLES DUHIGG

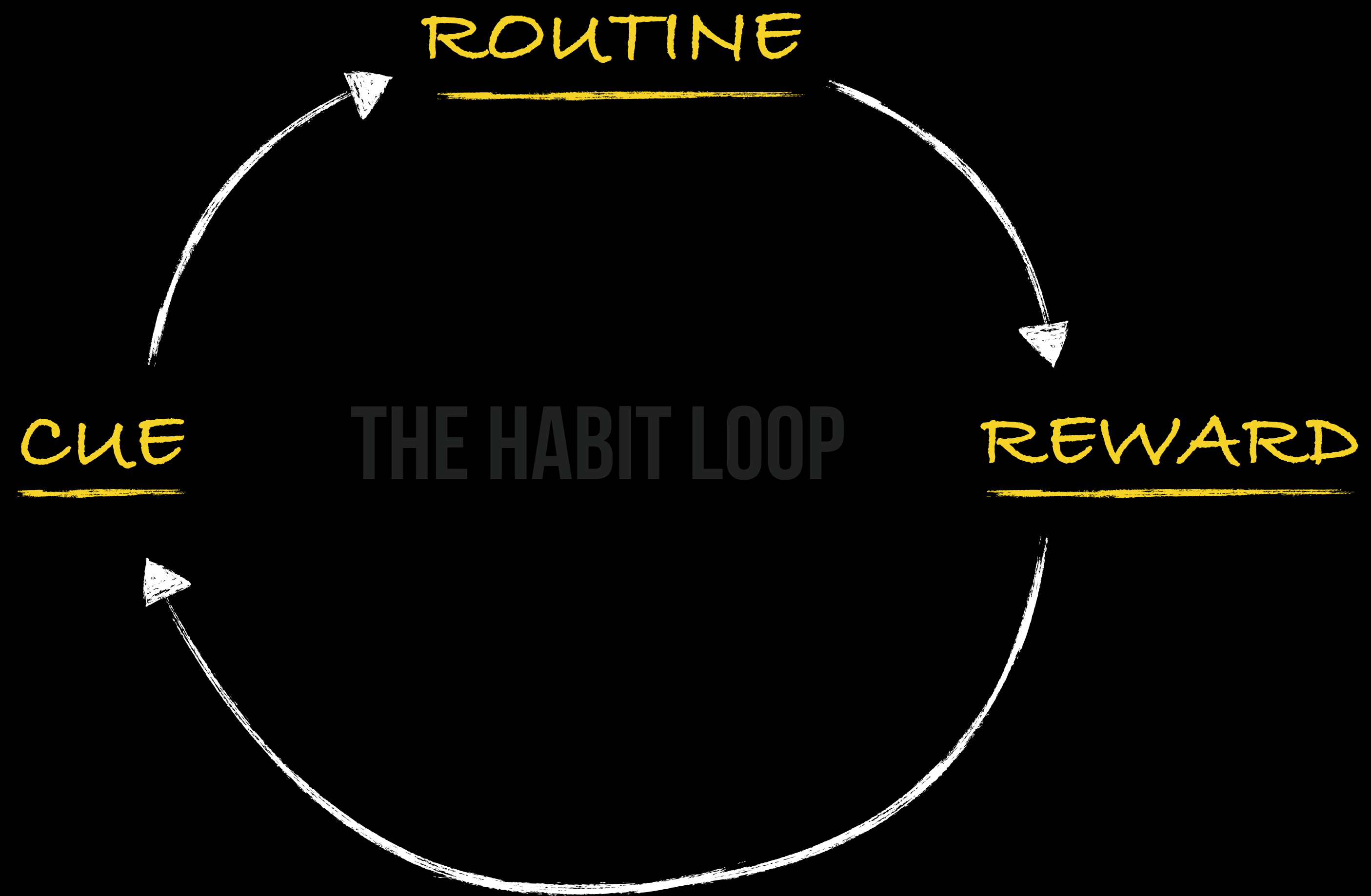


CUE

THE HABIT LOOP







The **trigger** that
sets off the habit

CUE

The **action** triggered
by the cue

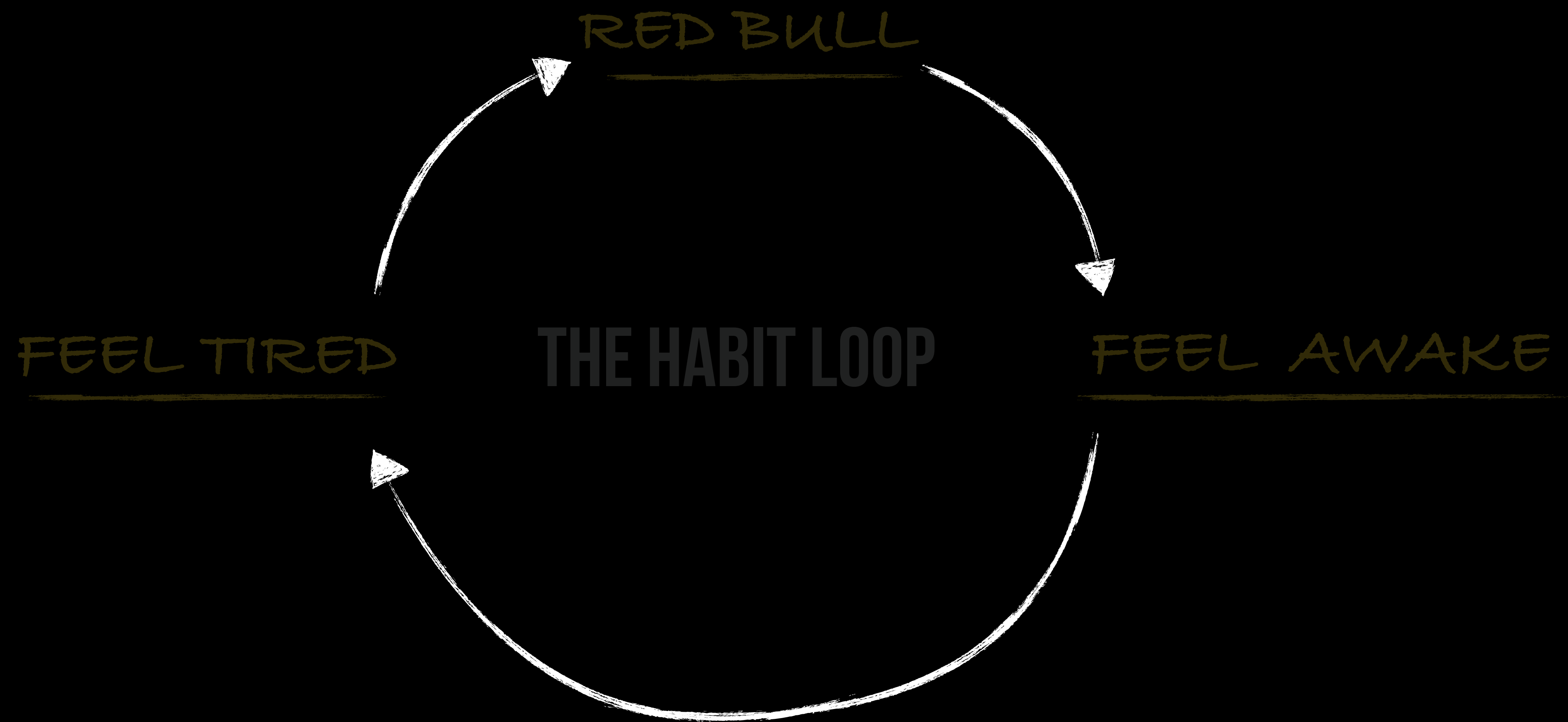
ROUTINE

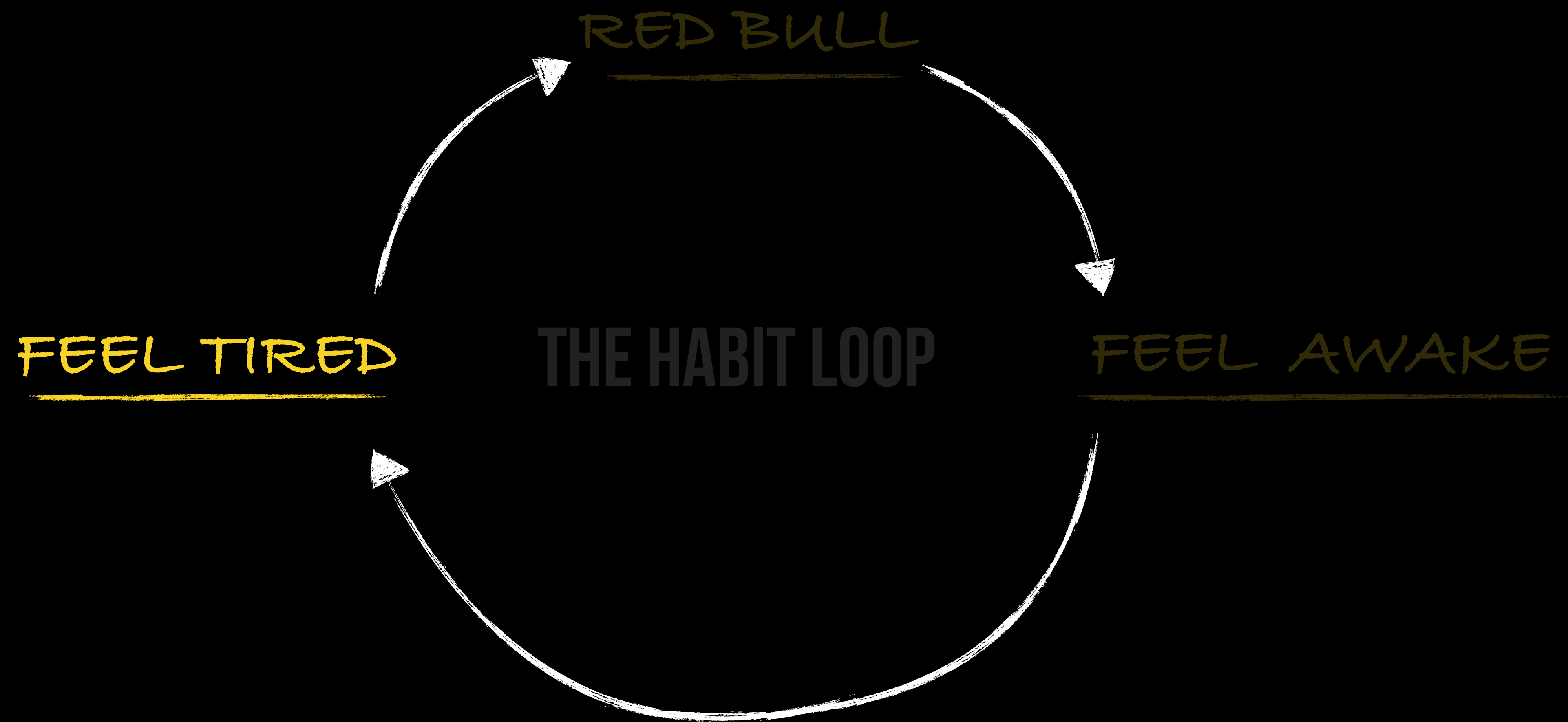
Reinforcement
of the habit

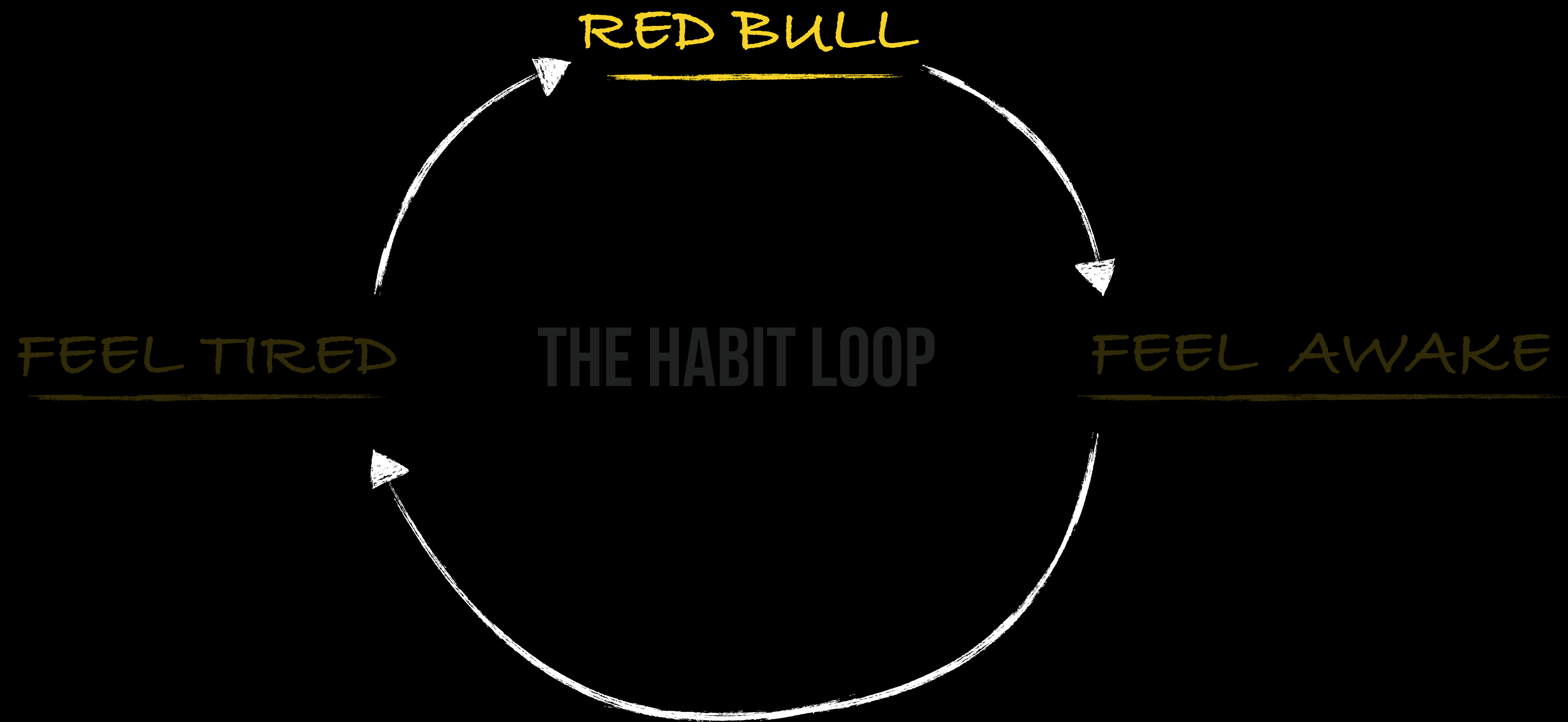
REWARD

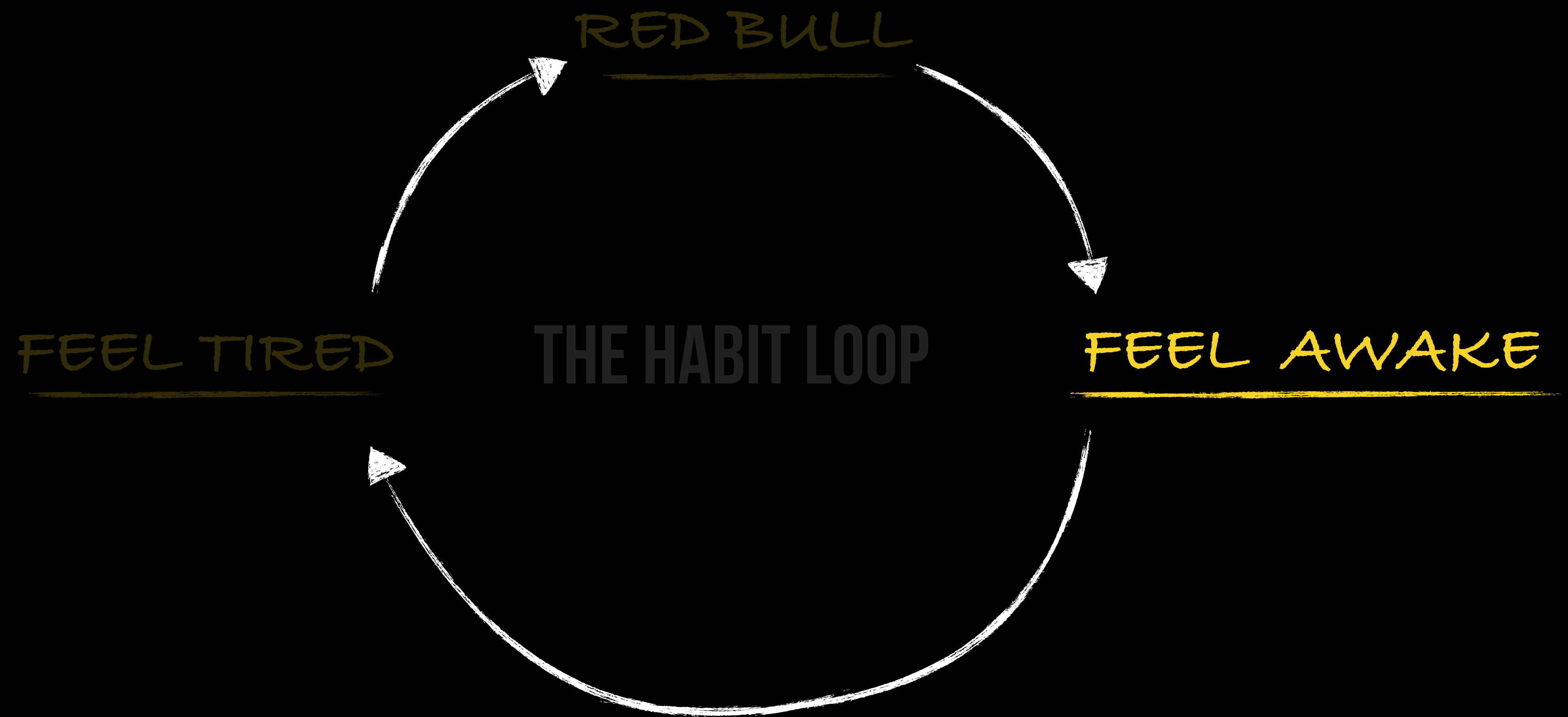
THE HABIT LOOP

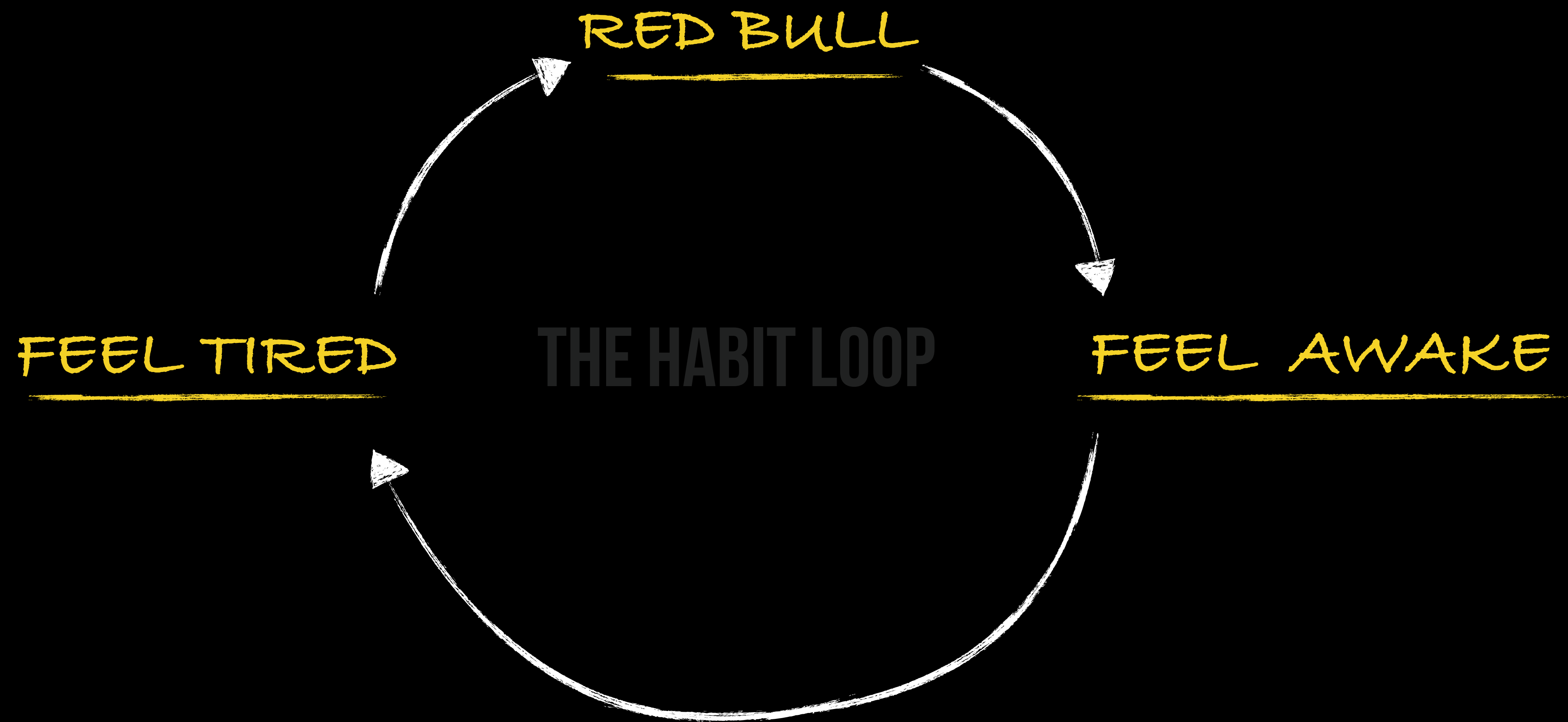
```
graph TD; CUE[CUE] --> ROUTINE[ROUTINE]; ROUTINE --> REWARD[REWARD]; REWARD --> CUE;
```

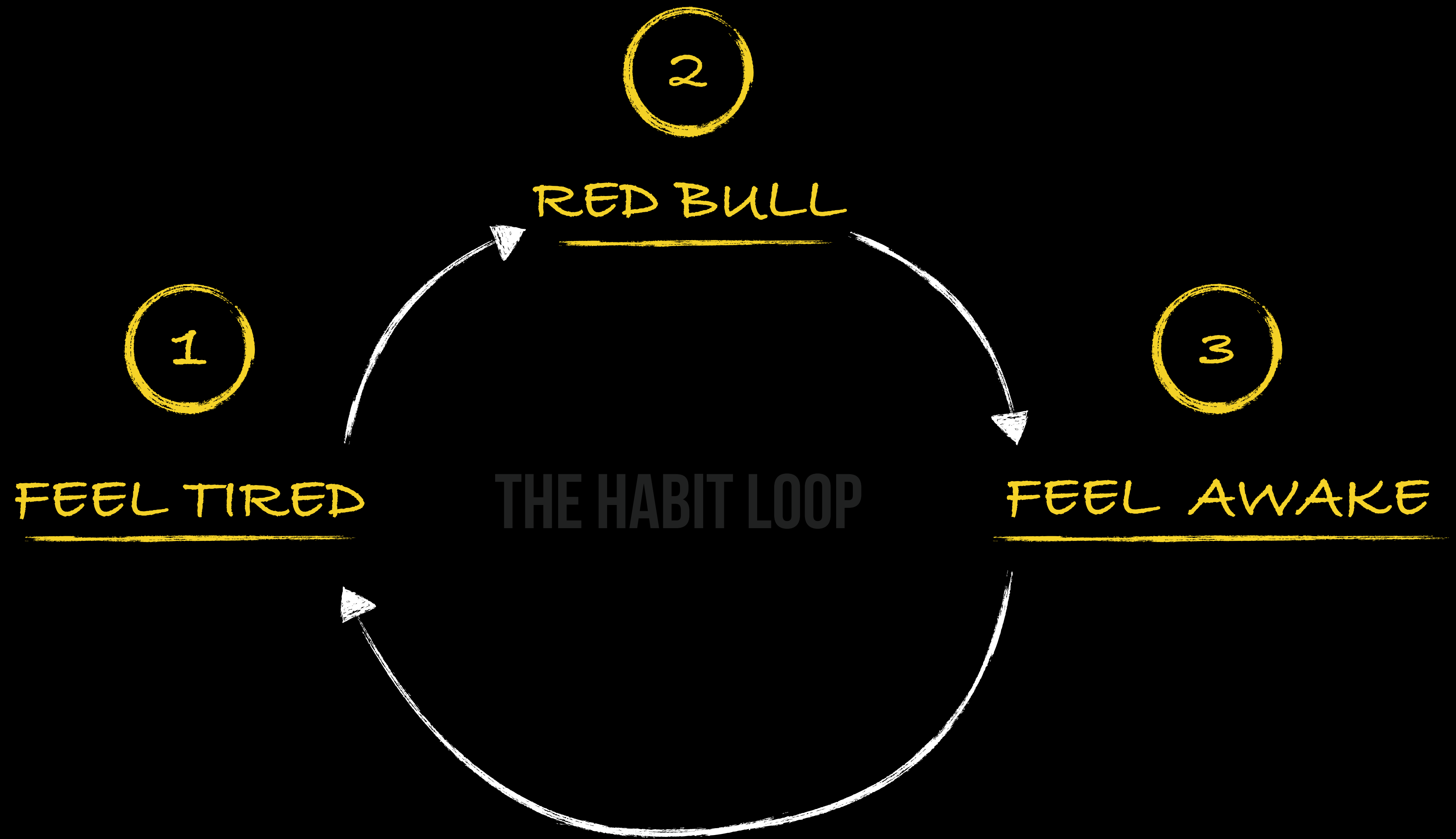


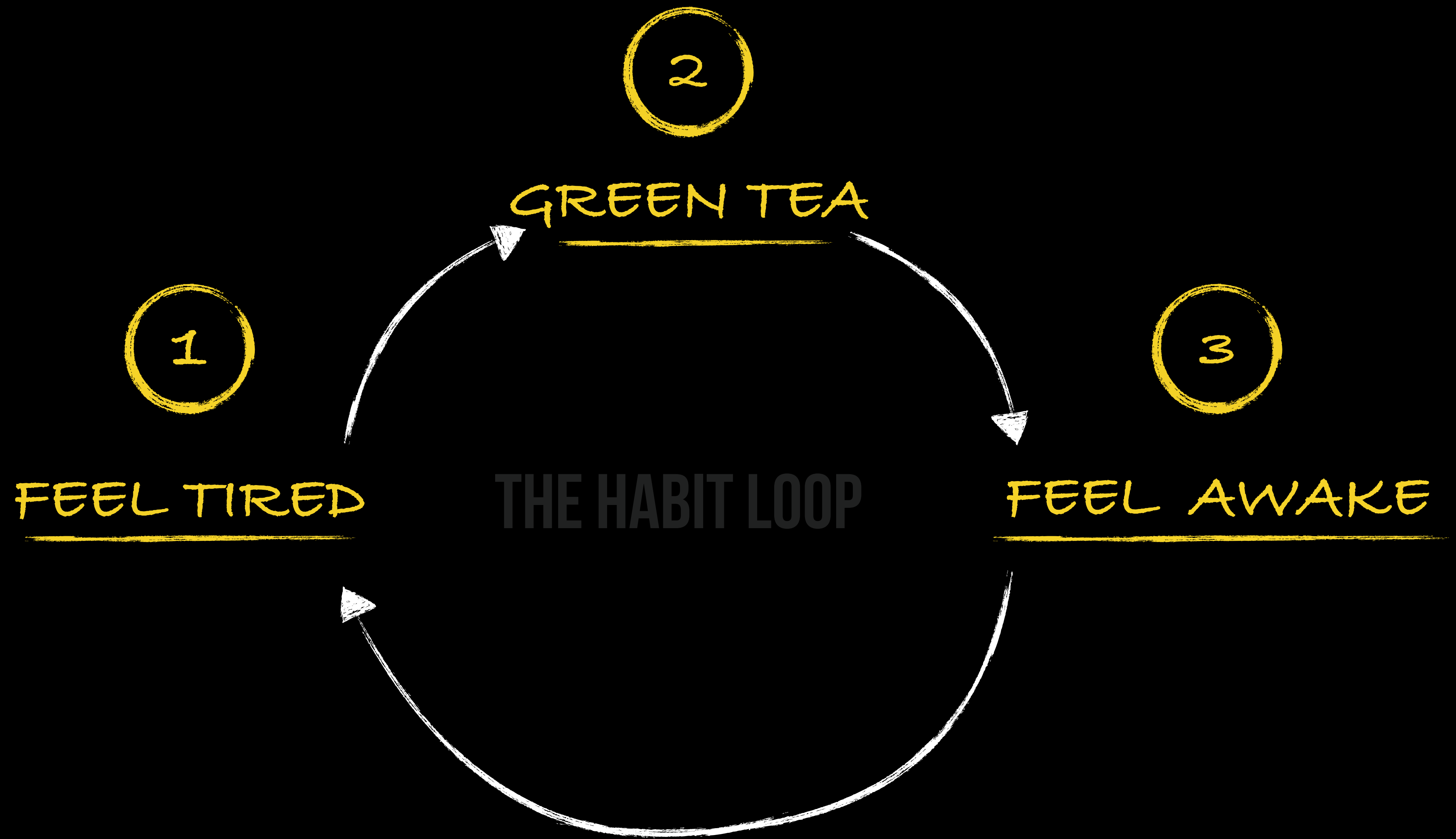


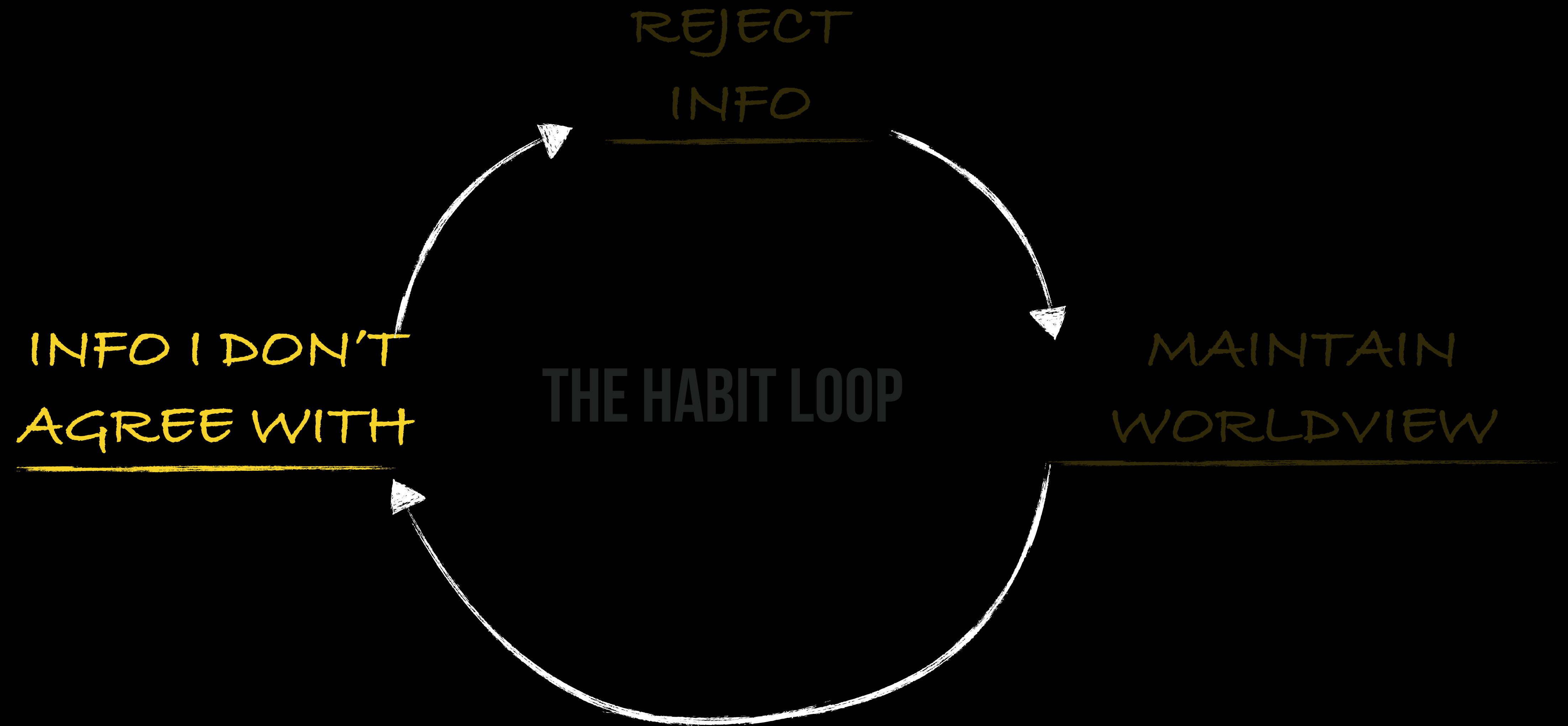


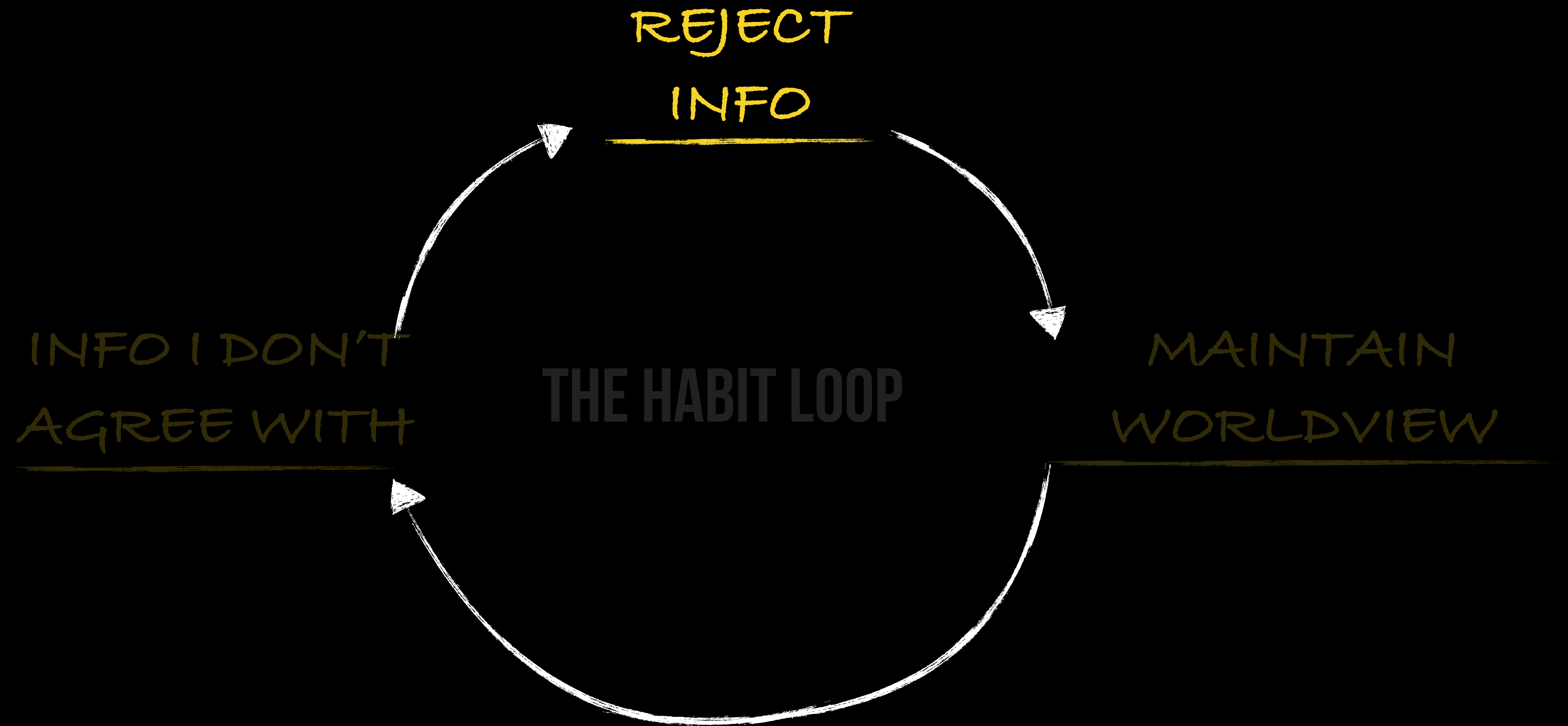


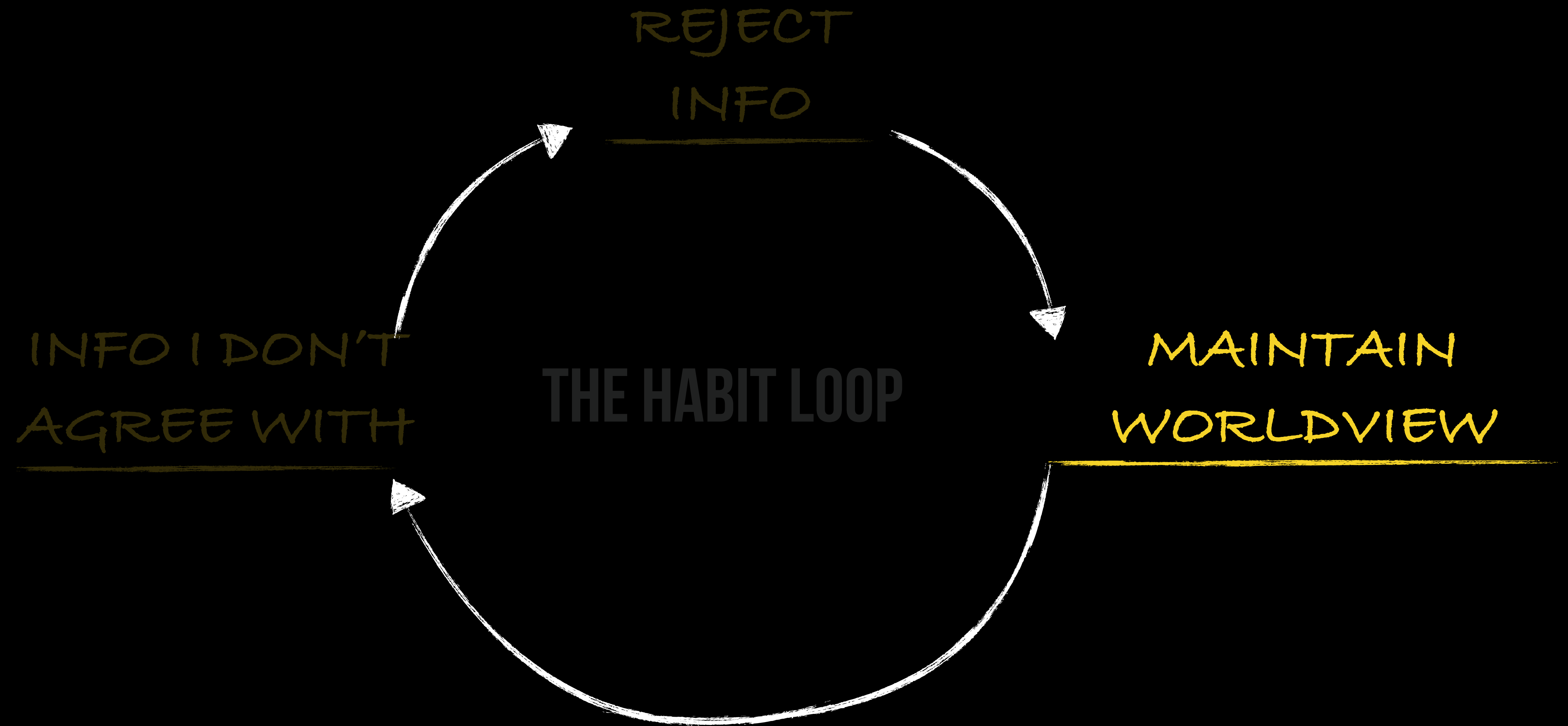


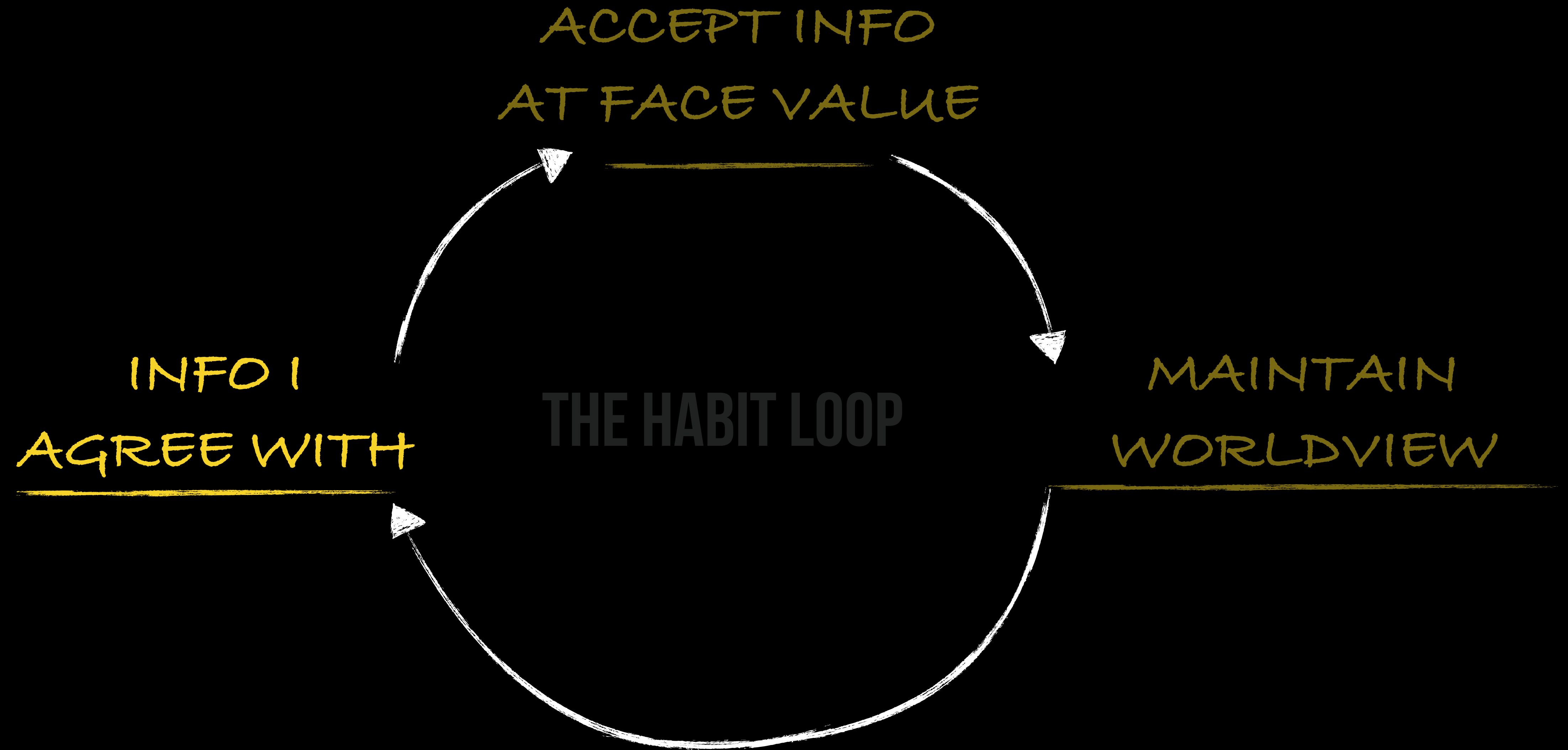


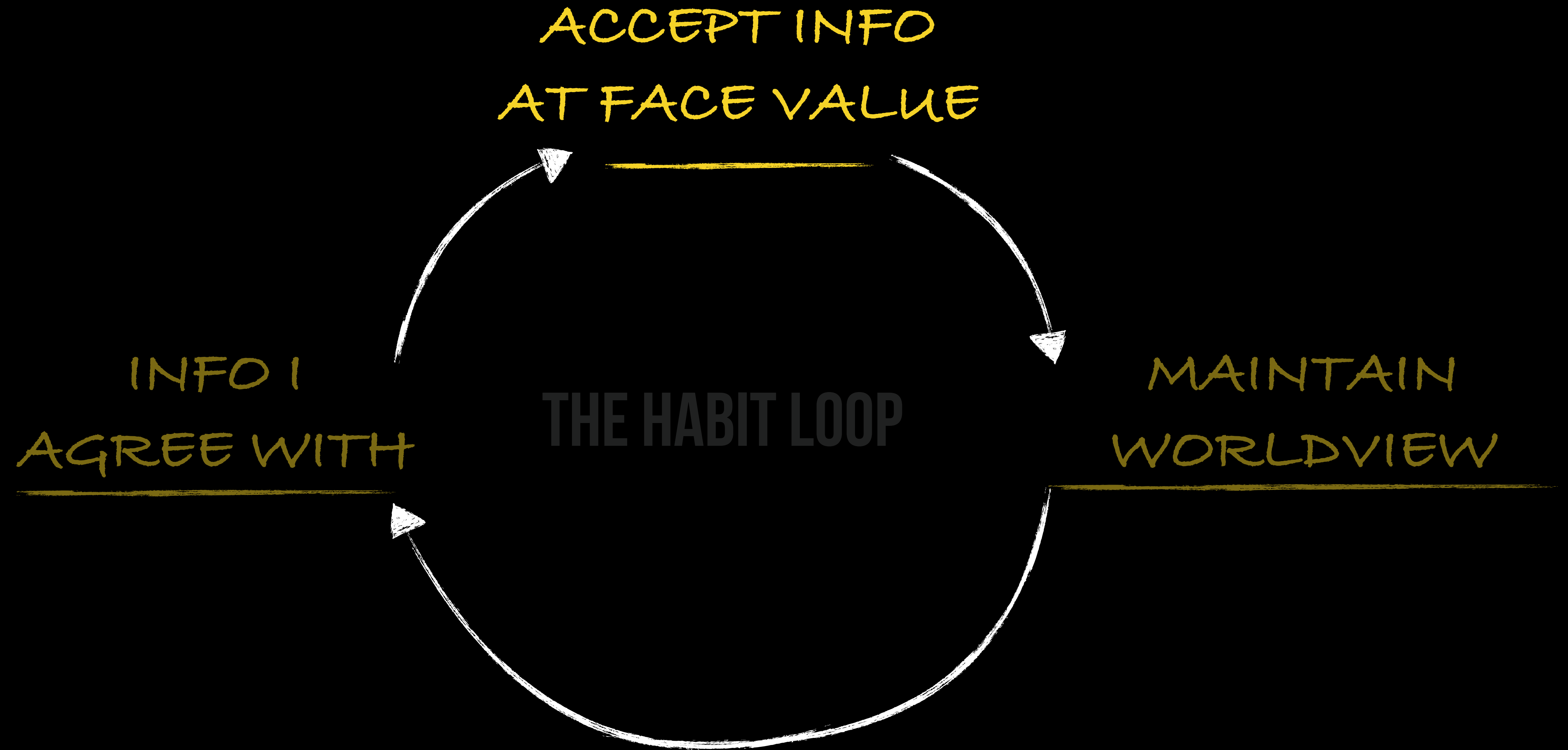


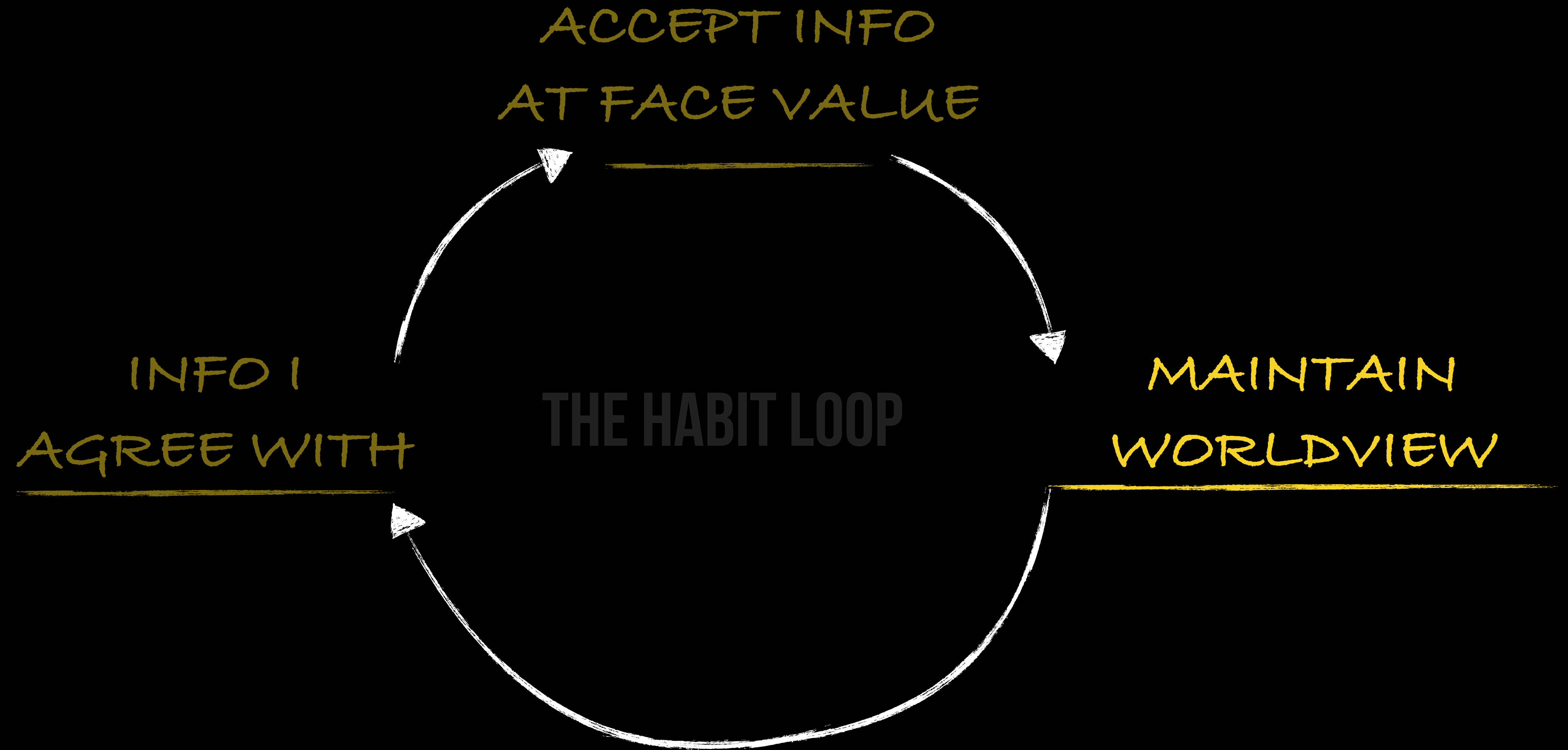




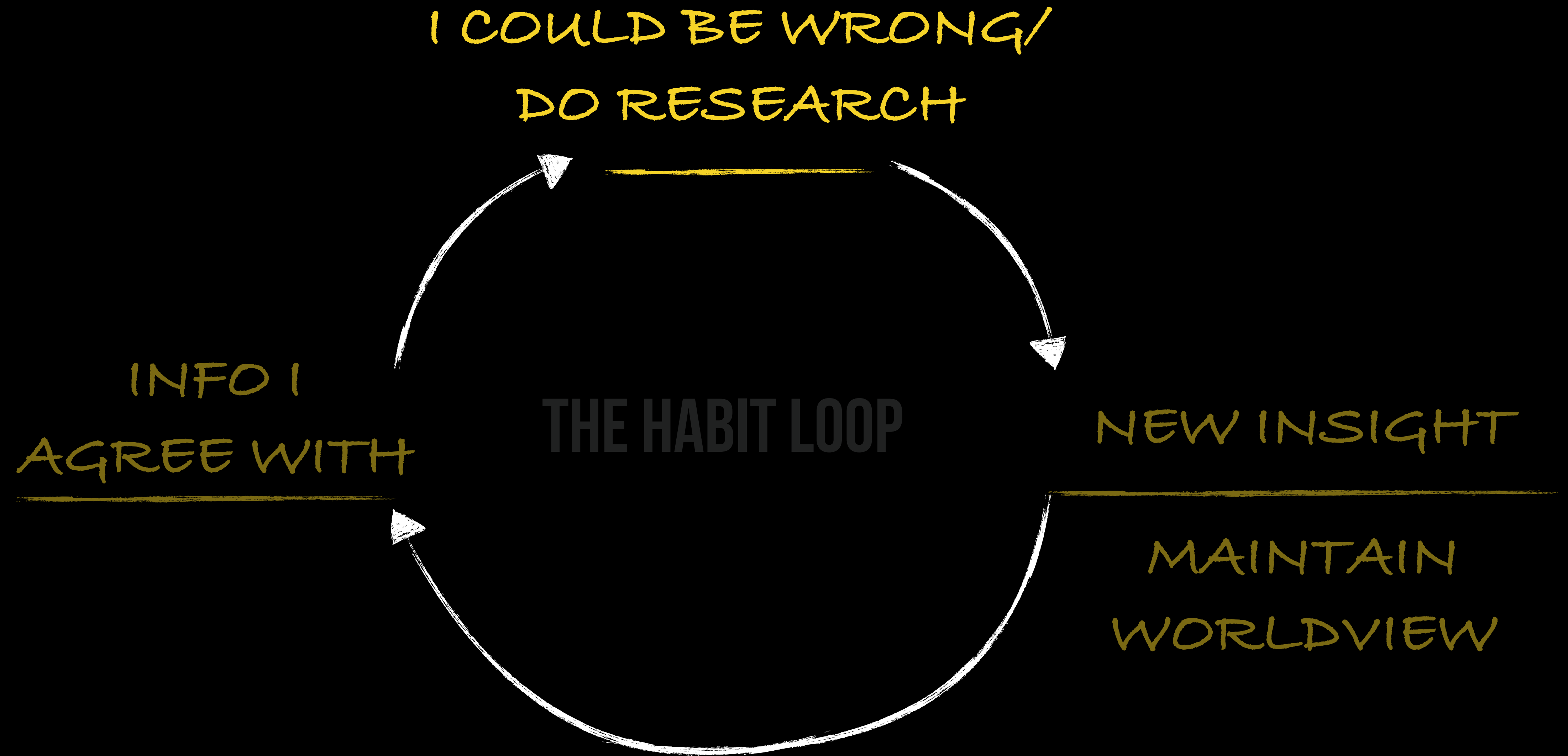


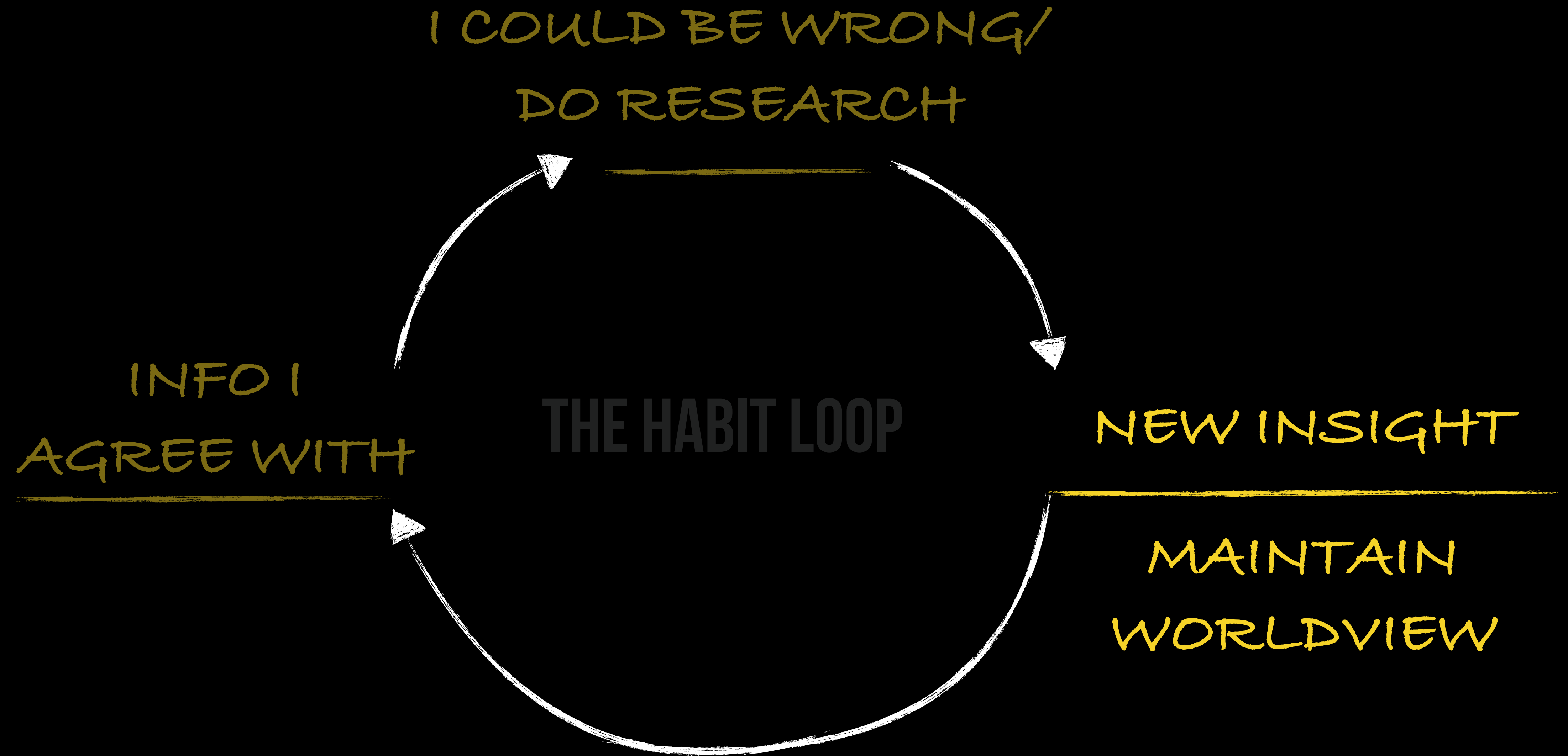








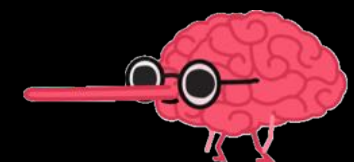




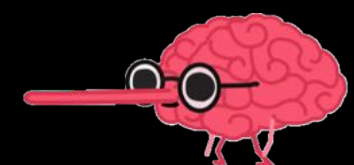




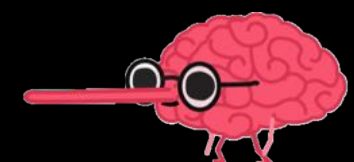




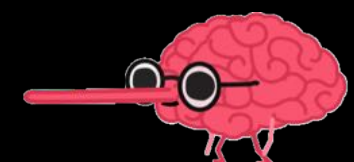
ACCEPT THE FACT THAT YOU COULD BE WRONG



ER, AND ER AND **ER AGAIN** - BUT **LESS AND LESS** AND LESS



SEEK OUT A DIFFERENT **PERSPECTIVE & CHALLENGE** YOUR BELIEFS



BREAK THE CONFIRMATION BIAS **CYCLE**

I SUFFER FROM CONFIRMATION BIAS -
NO ONE CAN CONVINCE ME OTHERWISE...

THANK YOU!!!



FEEL FREE TO REACH OUT
MICHAEL.AAGAARD@UNBOUNCE.COM